




**2**

## TRAVELLER'S DIARY


to the  
*Himalayan foothills*  
– "Nepal"



**3**

## PRIDE OF INDIA

*Cherrapunjee*



**5**

## CURRENT AFFAIRS

*Atchayam Foodbox – Your Favourite Food Served In 90 Seconds !!!*



**7**

## UNWTO Factsheet

*Tourism facts – United Kingdom*

**The Value of Tourism 2013**  
(projection)




Category	Value
Direct contribution	£58.0bn
Indirect contribution	£68.9bn
<b>Total</b>	<b>£126.9bn</b>

**8**

## FINGER TIPS

*Be Beautiful*  
– "The Nature's Way"



**10**

## SNEAK PEEK

*EXODUS 2014*



**11**

## LOCAL FOCAL

*Kube Mutli*



**13**

## Thirsty Traveller

*Jägermeister*



**15**

## Food for Thought

*Sizzlers Ranch*



**16**

## GREEN CORNER

*Trip Advisor Green Leaders Launches In Europe To Showcase Eco-Friendly Hotels*



**18**

## Then and Now

*Four Seasons Sultanahmet*



**19**

## TTT - Technology in Travel & Tourism

*Check-in Made Easier Borrow Spare Gadgets*



# Editor's Desk

"The tenth issue of the Hospitality Prism is reaching you with some interesting features. *The travelers Diary* is featuring about Nepal and the *Pride of India* deals with Cherrapunjee, the place with highest rainfall. *The current Affairs* bring in the innovative idea of 'Atchayam Food Box' recently opened at Chennai, *WTO fact Sheets* shares the tourism earnings of UK. The *Sneak Peek* show case the victory of Department of Allied Hospitality studies and WGSHA at the "Exodus-2014", a tourism event conducted by the Christ College, Bangalore. "Kube Mutli" and "Bonde Sherbet" are featured in the *Local focal*. The mystery of Jagermeister liquor is shared in the 'Thirsty Traveller', the newly opened "Sizzlers Ranch" at Manipal is included in the *Food Blog*. The 'Green Corner' is discussing about the Trip advisors Green leaders eco-friendly hotel programme and Water task force of Carlson Rezidor hotel chain. *Then and Now* deals with Four Seasons Sultanahmet, *Technology in Travel and Tourism* is featuring the Hotel check-in kiosk and borrowing spare gadgets while on stay.

Hope these chosen articles would satisfy the voracious reading appetite

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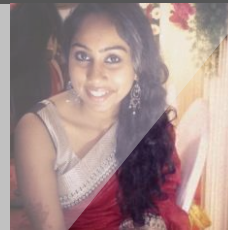
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Stinson Fernandes

## To the Himalayan foothills – “Nepal”



Nepal has always been admired and praised for its rich culture and the scenic beauty it restores for the world to explore and, witness the splendorous nature at its best. Frosty air across the sky, morning starts with an eye warming view of the hazy sunrise smudging the snowcapped mountains and producing a glittering effect. It wasn't a movie I was in a real world called the home of the Himalayas the roof of the world, Nepal. Other than its scenic beauty and is also known for

- ✓ Living cultural Museum
- ✓ Shangri-La
- ✓ Birth place of the Apostle of Peace( Buddha)
- ✓ Country of Living Goddess
- ✓ City of Golden Pagodas and Parasols
- ✓ Himalayan Pilgrimage
- ✓ Nature amphitheatre
- ✓ Melting pot of Hinduism and Buddhism
- ✓ A tiny Kingdom of 103 ethnic groups and 93 spoken languages
- ✓ Birth place of Sita
- ✓ Abode of Shiva
- ✓ Land of Mysticism & Exoticism
- ✓ Land of non-stop festivals UNESCO listed World Heritage Sites (7 alone in the Kathmandu Valley!) 3 out of Kathmandu
- ✓ The Gateway to Tibet and Bhutan
- ✓ Raging River Rafting
- ✓ Nepal's most sacred mountain Machhapuchhre 'The Fishtail'
- ✓ Popular and Wild Trekking Tours
- ✓ Elephant Safaris to see the One-horned Rhino and The Royal Bengal Tiger in Nepal's flat wetlands (Terai)

I landed in Kathmandu(capital of nepal) took a taxi and in around half an hour of trip, I reached Boudhanilkantha, a village situated at the entry of Shivapuri National Park , close to the Kathmandu. This sacred site is very important and particular because it is the amalgamation point of both Buddhist and Hindu. Every day in the early morning the pilgrims of both religions come to be part of an ancient rite. The monks white dressed take care of the big statue of Vishnu lied on a snakes bed in the sacred waters. They clean the statue with milk and covered with flowers, while some Brahmins play ancient music to keep Vishnu asleep. Everybody believes that if Vishnu will wake up there'll be a terrible earthquake and he will destroy everything.



After this I went to Pashupathinath, on the Bagmathi river's banks, this place is also known as Crematory, but it's one of the most important temple dedicated to Shiva in all the Hindu world. From here you can cross the river bridge and have a walk towards the park you'll have in front of you. This park is full of little temple dedicated to Shiva Lingham. You'll arrive at the end of the Pasupathinath Temple area and after crossing a Tibetan Bridge you can take the road in front of you and reach the village of Bouddhanath. This village is famous for the round square where is located the most important Stupa of Nepal, the yellow one of Bouddhanath.

I went back to Kathmandu, took a coffee in one of the roof restaurants or pagodas at Thamal. After this I stayed overnight, and in the evening had a walk with a torch in the city following the candle lights of the temples. It was a fantastic experience. The next morning I boarded back home carrying with me the most beautiful and mind relaxing experiences of my life.



- **Ashwarya Bisht**

## Cherrapunjee

The original name for this town was Sohra, which was pronounced "Churra" by the British. This name eventually evolved into the current name, Cherrapunjee. The word "Cherrapunjee" means 'land of oranges'. Despite perennial rainfall, Cherrapunjee faces an acute water shortage and the inhabitants often have to trek for miles to obtain potable water. Irrigation is also hampered due to excessive rain washing away the topsoil as a result of human encroachment into the forests. The Meghalaya state government has renamed Cherrapunjee back to its original name, "Sohra"

Though the status of the most rainiest place on earth has changed from Cherrapunjee to Mawsynram (about 16km from Cherrapunjee), Cherrapunjee still reigns supreme in terms of tourist attraction and infrastructure compared to Mawsynram.

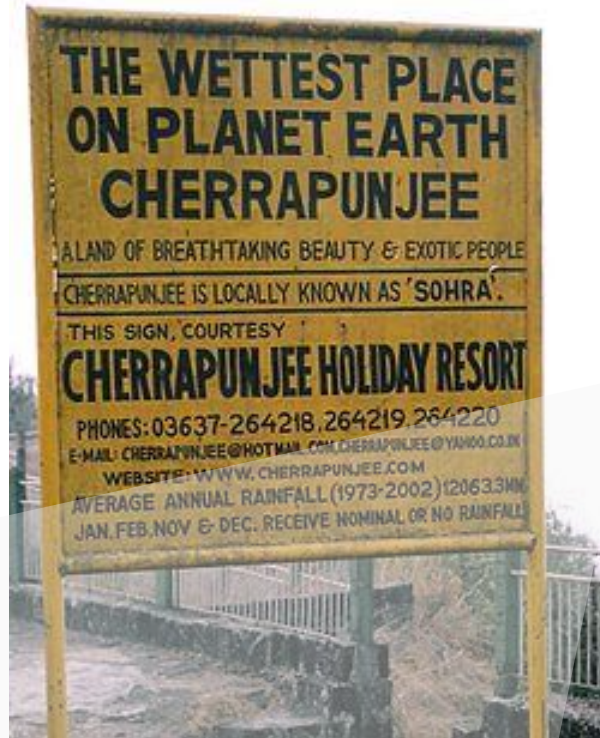
Cherrapunjee attracts lot of tourists because of its abundant natural beauty, package of valleys and waterfalls, caves, canyons, evergreen misty landscapes and heavy rains.

Cherrapunjee is located around 60 km from Shillong in the East Khasi district of Meghalaya. The Umshiang double decker Living Root Bridge at Nongriat and many other root bridges are found in Cherrapunjee (Sohra) & Mawlynnong.

Cherrapunjee is a must visit destination known for its varieties of cloud formations and quick change of weather, lush green plains, and numerous waterfalls. The trek from Cherrapunjee to the living Root bridges is not for the faint heart as it requires a lot of stamina and grit to trek down to these natural wonders of nature. Cherrapunjee has a few fascinating stone gorges noted among which are Riat-Maw-lew, Maw-Laikhlieh and Riat-U-Shain. The famous Mawsmi Cave with charming stalactite formations is located 9 km away close to the Mawsmi falls.

Khoh Ramhah, also known as Pillar Rock or Mothorp is another major tourist attraction of Sohra. The very shape of the rock keeps one spellbound as it is an impressive rock formation in the shape of a giant cone. In fact, situated besides the Khoh Ramhah are two very similar rocks, smaller in size.

Legend has it that Khoh Ramhah is a fossilised cone shaped basket of an evil spirit. However, the beauty of the place is



enhanced by the flow of the stream through the rocks, which takes the shape of a rapid waterfall when seen from behind.

Be it the mystical hues or the lofty Khasi hills reaching out to hug the blue sky, Cherrapunjee offers many magical charms to enthral visitors. Nature lovers can experience amazing caves; natural trails and unique natural phenomenon of interwined root bridges. The journey to Cherrapunjee is in itself an experience worth savouring.

Gushing waterfalls, foggy mountains and roads, dense equatorial type vegetation add to the beauty of Sohra. A visit to Sohra is a walk in the clouds, a place where clouds and rain play in their own time wrap.



## How to Reach

It is a restricted area hence the foreign tourists need proper prior permission from the government before visiting the place.

### ***By Air***

A private helicopter pawan hans service is provided to make the passengers way convenient enough from Guwahati- Shillong-Tura Sector.

### ***By Road***

A bus or a taxi from Paltan Bazaar can reach Cherrapunjee.

### ***By Rail***

The most nearby railway station is that in Shillong, from where a bus can be taken to reach Cherrapunjee.

## Weather and Best Time to Visit

Being a mild Subtropical highland it receives wind from both the Southern as well as the Northern region, giving it only one season of Monsoon a year. The town is situated on the Khasi hills hence the orographic lift enhances the precipitation. The best time to visit the place is from October to March.

The place holds two Guinness world records for receiving the maximum amount of rainfall which was 22,987 millimetres (905.0 in) in the year 1860 and 1861.



**Riston D'Souza**



## Atchayam Foodbox – Your Favourite Food Served In 90 Seconds !!!



It could be a scene straight from science fiction: a young lady and her daughter walks up to a machine, key in few commands on touchscreen, swipe a card and the food arrives on conveyer belt. Atchayam's Foodbox was launched last week in Chennai. Foodbox is an automated restaurant which serves everything from light tiffin to complete meal combo packs from renowned restaurants of the city in less than 90 seconds. The owners claim theirs is a first of its kind concept in food and retail industry and rather being a restaurant, it is an "Intelligent Restaurant".

Let us check how this mechanism works:

### Step 1: Look and feel

This picture displays the whole set up of the retail store. It took three years for to create this innovation to develop this idea as the challenges faced in getting tasty, trusted and hygienic food while travelling or when in a hurry. The meals are packed in 100% virgin polypropylene, food-grade packaging materials at the partnering restaurants, transported to Foodbox and stored in a climate-controlled, automated system which heats the food just before serving.

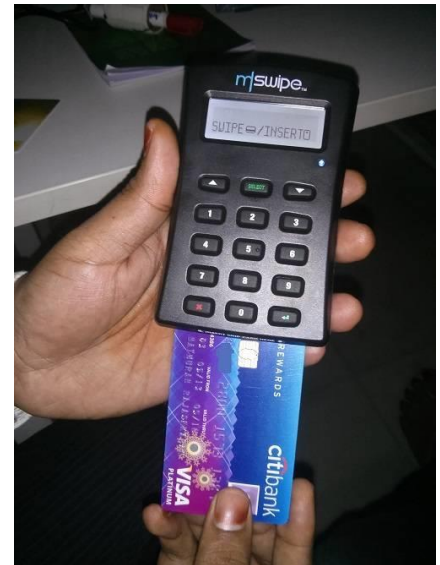


## Step 2: Menus and Order

The customer can check and order the menu on the tablet device. The company has tied up with five to six restaurants at present with around twenty five categories available from each restaurant. Currently, restaurants such as Adyar Ananda Bhavan, Aasife and Brothers Biryani, Moti Mahal, Amaravathi, Kaaraikudi and Mr. Chows are associated with them. At a given point of time, the Chennai store can stock 225 food packages which can be replenished on hourly basis. The average ticket size is Rs 125.

## Step 3: Payment mode

The customer can do the credit card or cash card payment. One can also pay by cash to the staff at the counter who provides a Foodbox card to swipe and place an order. Atchayam's Foodbox currently has two outlets in the city - DLF IT Park and at Koyambedu.



## Step 4: Automated Food delivery



After the payment the food stored is dispensed by the automated retrieval system on the trolley where it is reheated and delivered. The company has selected the most popular meal combinations from each restaurant. This fully automated machine can cost between 20-40 lakhs depending upon the capacity and store size. There is also an online monitoring system that tracks when the food is packed and sends alerts when the stocks are low. It also automatically stops selling items that is beyond its expiry time.

## Step 5: Food served

The hot and fresh food is served to the customer. The company will roll out this innovation to other cities across India. It is beneficial for partnering restaurants too because it helps them to increase their sales revenue without much investment on technology or physical infrastructure.



**Prasad Shinde**



## Tourism facts – United Kingdom

Tourism’s central role in creating new jobs across Britain has been commissioned by Visit Britain. Since 2010 tourism has been the fastest growing sector in the UK in employment terms, responsible for one-third of the net increase in UK jobs between 2010 and 2012. The report forecasts that the tourism economy will be worth around £127 billion this year (2013), equivalent to 9% of the UK’s GDP. It supports over 3.1 million jobs that are 9.6% of all jobs and 173,000 more than in 2010. The sector is predicted to grow at an annual rate of 3.8% through to 2025 - significantly faster than the overall UK economy (with a predicted annual rate of 3% per annum) and much faster than sectors such as manufacturing, construction and retail. Britain will have a tourism industry worth over £257 billion by 2025 – just under 10% of UK GDP and supporting almost 3.8 million jobs, which is around 11% of the total UK number. The report found that the marginal revenue required to create a job in UK tourism is estimated to be around £54,000. For every 1 per cent increase in total expenditure in UK tourism, it might be expected that full time equivalent employment will increase by 0.89 percent. Tourism’s impact is amplified through the economy, so its impact is much wider than just the direct spending levels. Deloitte estimates the tourism GVA multiplier to be 2.8 – meaning that for every £1,000 generated in direct tourism GVA there is a further £1,800 that is supported elsewhere in the economy through the supply chain and consumer spending. Tourism spending in 2013 is forecast to reach £113bn, of which £24bn will come through spending by international visitors on visits to the UK and fares paid to UK carriers and £89bn will come through spending by domestic residents. Inbound tourism will continue to be the fastest growing tourism sector – with spend by international visitors forecast to grow by over 6% a year in comparison with domestic spending by UK residents at just over 3%. The value of inbound tourism is forecast to grow from over £21bn in 2013 to £57bn by 2025, with the UK seeing an international tourism balance of payments surplus in 2023, almost forty years since the UK last reported a surplus.

**The Value of Tourism 2013**  
(projection)



**Vigneshwaran R**

## *Be Beautiful – “The Nature’s Way”*



Nature is beautiful in all its aspects. Hence, being beautiful in the natural way is everlasting. The science behind skin care is simpler than most of us think. Good health comes with mere changes in the sedentary lifestyle than opting for a heavy price range skin care products. The things you can do to beautify your skin in turn help you to live longer and look younger: Regularly exercising for a span of at least 30 minutes, getting a goodnight's sleep, avoid sun damage and eat well. Eating those super foods that once your grandmother told does wonders to your skin and hair, actually does wonders! Fruits are the super food group that works from the inside out or the outside in to brighten your complexion. Here are some fruits that help in brightening the complexion from inside out when consumed regularly. See The Frutify Tip and indulge in the beauty secrets that these fruits provide to help brighten the complexion from the outside in.

1. Oranges – ‘An Orange a day keeps wrinkles at bay’. They are a source of Vitamin C which fights the oxidative damage and slows down the ageing process by reducing the appearance of age spots, breakout spots and wrinkles.
2. Frutify Tip: Dry the peels of the orange and blend them to make a powder. Add few drops of fresh lemon juice and 1 tbsp of honey to make a pack. Apply it on the face and neck and keep it for 20mins and rinse.
3. Lemons – They are a source of Vitamin C that help to lighten and brighten the skin. It helps in removing tan, lightens marks and dark spots, cleanses skin, reduces oil secretion and gives a refreshing look to your skin.
4. Frutify Tip: You can directly apply lemon juice on the skin or mix multani matti/ chandan/ gramflour with lemon juice and apply on the skin.

5. Strawberries – They are a great source of Beta Carotene that helps in skin cell regeneration. Strawberries help to exfoliate the skin. It also acts as a natural scrub that removes the dead skin, fights radical damage and protects from sun damage
6. Frutify Tip: Mash them to small pieces and mix lemon juice in it and massage with it to use as a scrub.
7. Bananas – It is a power pack of all the skin essential micronutrients like vitamin B6, potassium, copper, selenium, biotin etc. It helps to reduce various digestive problems. It moisturizes and hydrates the skin.
8. Frutify Tip: Mash a banana, add 1 tsp of honey and 1-2 tbsp of plain yogurt and mix it till it forms a homogenous paste. Apply it on the face and neck and rinse after 20mins. You can add oats/almond powder/powdered orange peel to the paste if you want to exfoliate.
9. Papaya – It is rich in antioxidants like beta carotene, vitamin C, B-complex vitamins which helps in digestive functions, boosts immunity and reduces inflammation. It gives the skin its firmness by producing more collagen, helps to reduce pimples and wrinkles and removes tan.
10. Frutify Tip: You can directly massage the pulp along with some ice cubes on your face for 15mins. You can also add some honey and milk to the mashed papaya, mix it and keep the pack for 15mins and rinse.



**Rekha Gopalakrishnan**

*EXODUS 2014*

The event was inaugurated by Dr Venu Vasudevan IAS, Director General, National Museum, Ministry of Culture, Government of India on 14 February at 09:30 am in the Christ University Main Auditorium. In his address, Dr Vasudevan shared his views on the present state and the future requirements of the Indian tourism industry. He inspired the students to build on their skills, competencies, attributes, and motivated them to think intelligently, initiate innovative ideas so as to empower to play a more dominant role in this young and dynamic industry. The event also witnessed the release of the latest issues of TRAVELOGUE, the bi-annual magazine of the students of MTA and FREQUENT FLYER, the bi-annual magazine of the students of BCom (Travel and Tourism Management).

This year, EXODUS played host to close to two hundred students from twelve colleges. In the two days, the fest focused on various competitions to test the abilities of the student competitors to enhance their managerial and interpersonal skill sets and face the perplexities in the travel industry.

The major highlight of the fest was TRAVELITEZ, the travel and tourism quiz organized exclusively for the corporate members of the travel and tourism industry. TRAVELITEZ has already earned its place in the Limca Book of Records, for being a one of its kind. DAHS and WGSHA won the overall trophy and several other awards too. An award was won in each and every event hosted by the Christ University students. It all ended on a joyous note as the students from DAHS and WGSHA gloriously raised the Overall Trophy.

**Stinson Fernandes**

## Kube Mutli

Kube Mutli is a famous tulu dish which follows slow method of cooking. Mutli is also known as Pundi in Kannada & Tulu and Kube is known as 'Marwai' in local language.

### You Need:

About 60-70 cockles, washed, drained and opened the meat retained in only one shell of each cockle while discarding the other

### For the Mutli:

- 250gms par boiled rice (washed and soaked)
- Salt to taste

### For the Gravy:

- 4 long dried red chillies
- 1 tsp coriander seeds
- 4 peppercorns
- 1 tsp jeera/cumin
- 1/4 tsp mustard
- 4 cloves garlic
- 1/4 tsp turmeric
- 200gms grated coconut (to be ground along with masala)
- 1/2 coconut to extract milk OR 4 tbsps coconut milk powder dissolved in 500ml warm water
- 1 small onion roughly chopped (to be ground)
- 1 small onion finely sliced (for frying)
- 100gms tamarind

### Method:

#### To make the Mutlis:

1. Drain the soaked rice completely and grind to a fine smooth thick paste.
2. Place the batter in a thick bottomed vessel or kadai on a slow flame and allow it to roast a bit to arrive at a dough consistency
3. Steam the dough on a double boiler and allow the dough to turn transparent
4. Cool the dough and make balls, a little bigger than the size of a marble.
5. Steam the multi balls over the double boiler covering with a muslin cloth and lid. The muslin cloth absorbs excess moisture.



### To make the Gravy:

1. Dry roast dry red chillies, sliced onion, coriander seeds & grated coconut. Allow to cool
2. Grind the roasted ingredients with the rest of the ingredients - peppercorns, garlic, jeera, mustard, turmeric and tamarind to a fine paste using the second extract of coconut milk.
3. Heat a big pan (large enough to accommodate the gravy + mutlis + cockles) and add some oil. When the oil is hot, fry the sliced onion to golden brown
4. Add the ground masala and fry well. Add the coconut milk and boil for 1 minute
5. Add in the mutlis. Simmer for 5 mins on slow fire
6. Add the cockles and salt to taste & simmer for another 2-3 minutes.
7. Turn off flame and allow it to rest for 5 mins (this allows the mutlis to soak in the gravy)
8. Serve hot with boiled rice.



### Bonda Sharbat – Tender Coconut Sharbet

Preparation time: 5 mins | Serves 2-3

#### You Need:

2 tender coconuts

- 1 tsp lime juice
- 4-5 mint leaves shredded
- 1/2 tsp basil seeds soaked in 2 tbsp water
- 4-6 tsp sugar (adjust according to taste or depending on the sweetness of the coconut water)
- a pinch of salt



#### Method:

1. Pour out the tender coconut water and scrape out the flesh (malai) into a vessel. Shred the coconut flesh if it is thick and mix it along with the water.
2. Add the rest of the ingredients, stir and refrigerate for at least an hour. Chill before serving - use a lime wedge to decorate the glass.



Prasad Shinde

## Jägermeister



### Facts About Jägermeister:

1. Jager is not made with deer's blood. Or elk's blood either. For years there has been an urban legend circulated that the liquor gets it's black color and unique taste from the blood of deer. And the heavy metal following and stag's-head-with-a-cross logo probably didn't help much to dispel the theory.
2. It is made more like tea than liquor. The recipe for Jager hasn't changed at all since it was first developed by Curt Mast back in 1934. It's a secret blend of 56 different herbs, blossoms, roots and fruits from across the world that are milled, ground and then mixed together. The blend is so secret that only one person in the world knows the actual recipe. Most people figure it's simply a "licorice" liquor. In a process called maceration, all the natural herbal mixture are suspended in an alcohol-water composite of 70% that extracts the aromatic compounds, such as essential oils. This process is repeated over and over until, for about five weeks, the liquid has become the Jägermeister base. This base after a thorough filtering to remove any solids, and is stored in oak casks for one year. When it is released from the casks a year later, it's mixed with alcohol, liquid sugar, caramel and softened drinking water, and put into the famous green glass bottle, to produce the final product.
3. Speaking of sponsorships, Jägermeister was the first brand to sponsor a soccer team. Back in 1973, there was a local soccer club about to disband because of lack of funding. Jägermeister stepped in and paid the team 100,000 Deutsch Marks to put the deer head logo on the front of their jerseys, and tried to change the team name from Eintracht Braunschweig to Eintracht Jägermeister (which was rejected). The move not only saved the team, but started the business of soccer teams accepting sponsorship from major corporations and including their names and logos on team uniforms.
4. It is sold in every country that allows drinking. Each year, Mast-Jägermeister AG sells almost 6.5 million cases of 9-liter Jager bottles in over 80 countries worldwide. Which makes it the 9th biggest spirit brand in the world.
5. The name Jägermeister translates to "Master Hunter" Or more literally, "Hunt-Master." Curt Mast was a hunter himself, and he loved the legend of St. Hubertus.
6. The deer on the label is the St. Hubertus Stag. Curt Mast chose the St. Hubertus stag to be the trademark of his company. Young Hubertus was a wild hunter who hunted without remorse, even on the holy day of Sunday. Until one holy day, he saw a mighty white stag with a beaming cross between his antlers. He saw this as a sign from God and subsequently served the church as a missionary until his death in 727 AD, to atone for his wrongdoings.

Centuries later, he was made the patron saint of hunters. And that's why the label has the lines radiating from the stag's head, along with the cross.

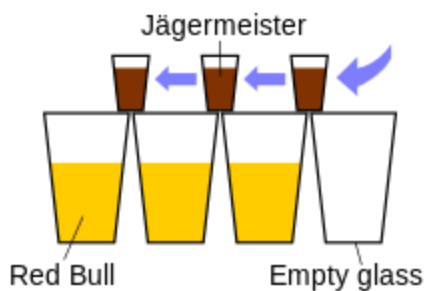
## History



Curt Mast, the original distiller of Jägermeister, was an enthusiastic hunter. It is a title for a high-ranking official in charge of matters related to hunting. The term Jägermeister had existed as a job title for many centuries. It was redefined in 1934 in the new Reichsjagdgesetz (Imperial Hunting Law), which applied the term to senior foresters and gamekeepers in the German civil service. Hermann Göring was appointed Reichsjägermeister (Imperial Gamekeeper) when the new hunting law was introduced. Thus, when Jägermeister was introduced in 1935, its name was already familiar to Germans. "In 2012, Jägermeister launched premixed drinks as a brand extension. The drinks come in two flavours, "raw" and "ginger lime".

## Composition

### Jägerbomb



The Jägerbomb is a bomb shot mixed drink that was originally mixed by dropping a shot of Jägermeister into a glass of beer but in recent years has become more popular with Red Bull or other energy drinks. In German-speaking countries, it is called a "Turbojäger" or a "Fliegender Hirsch"/"Flying Hirsch" (Flying Stag) — where "Fliegender" is derived from the slogan "Red Bull verleiht Flügel" (Red Bull gives you wings) and "Stag" originates in the Jägermeister logo. A long drink mixed with Jägermeister and Red Bull is called "JägerBull" as it is adopted from Jägermeister and Red Bull. A Jägerbomb is usually sold with a can of Red Bull or an equivalent energy drink, poured into

a pint glass and separately accompanied by Jägermeister in a shot glass. The glass of Jägermeister is then dropped into the Red Bull.

### Jäger-train

A Jäger-train is a theatrical method for preparing the drinks when multiple Jägerbombs have been ordered. Glasses of Red Bull are lined up, and an empty glass is placed at one end. Shot glasses of Jägermeister are then balanced on the lips of the glasses. The first shot glass (which is on the empty-glass end) is pushed over; it falls into the Red Bull in the next glass and — if the glasses are correctly positioned — it will simultaneously knock over the next shot glass. A domino effect will be created, causing each shot glass to fall into a glass of Red Bull.



**Stinson Fernandes**



## Sizzlers Ranch

Sizzlers Ranch newly opened restaurant in Manipal, which is located Near Manipal end point, Mandavi Emerald Building, which is open 24x7 and operational between 12pm to 3pm and 6:30pm to 10:30pm. The price varies between Rs 200- 350. The mode of payment is only through cash as they have not installed the Electronic Data Capture (EDC) machine which is used for swiping credit and debit cards.

Soup with veg. and non-veg. varieties is available. They have a variety of non-veg. dishes which includes chicken, lamb, prawn and lobster which is seasonal. There is limited choice for vegetarian dishes available in the menu.

Five of us visited the restaurant just on the next week of its opening. We had to reserve our table to avoid long waiting queue. The restaurant is bit congested as it lacks proper ventilation systems. We ordered Rack of Lamb, Chicken Satellite, and Prawn Shashlik. One sizzler dish is enough for two people as the portion size is very large. The lamb was a bit chewy as it was not cooked properly. But the chicken and the prawn dishes were really tasty. We also ordered coolers, ginger ale and fresh lime soda which were not that great. After finishing up with our main course we ordered the dessert Sizzling Brownies which were excellent. The brownie was placed in the centre on a silver foil to avoid charring and poured with lots of chocolate sauce and an ice cream on top of the brownie. As the dessert plate was hot the chocolate sauce sizzled a lot and kept the brownie hot too.

We ordered the bill after finishing with the dessert. The bill was presented to us after waiting for ten to fifteen minutes. The service is also slow and not up to the mark. But the taste of the food is good. The Average per Cover is approx Rs 500-600.



### RATINGS

<b>Ambience</b>	<b>: 6/10</b>
<b>Food</b>	<b>: 9/10</b>
<b>Service</b>	<b>: 5/10</b>
<b>Value for money</b>	<b>: 8/10</b>



**Marzban H Udwadia**

## *Tripadvisor Green Leaders Launches In Europe To Showcase Eco-Friendly Hotels*

The programme was developed in consultation with the International Tourism Partnership, the Carbon Trust, the UK Green Building Council, and the United Nations Environment Programme. GreenLeaders aims to help travellers around the world plan greener trips by highlighting hotels and lodgings engaging in environmentally-friendly practices. The programme, which was previously only offered in the U.S., awards qualifying hotels with TripAdvisor GreenLeaders status based on the green practices the property is operating. Properties are tiered with Bronze, Silver, Gold or Platinum awards. Each award is shown prominently on the property's listing on TripAdvisor. According to a recent TripBarometer® traveller survey by TripAdvisor, 81% of travellers place importance on properties implementing eco-friendly practices, and 85% of UK hoteliers indicate that they have green practices in place. Now hotels in 19 markets including UK, Ireland, Germany, France, Italy and Spain, are able to apply for TripAdvisor GreenLeaders status, adding to those in the U.S. Eligible businesses can apply at no cost, by going to green. Each application will be assessed against a holistic set of environmental criteria – including practices ranging from linen and towel re-use, recycling and composting through to solar panels, electric car charging stations and green roofing. The more green practices a hotel has in place, the higher the TripAdvisor GreenLeaders level it can achieve. Furthermore, properties that meet the programme's required green practices but do not achieve the minimum score necessary to earn a GreenLeaders award will instead be eligible for GreenPartner status. With so many travellers placing an importance on the eco-friendly practices of the places they visit, accommodation owners stand to gain a real competitive edge by promoting their environmentally friendly programmes. The GreenLeaders programme will enable businesses managing their environmental footprint to highlight their commitment to millions of travellers around the world, at no expense to their business. "There are a lot of simple, cost effective actions that hotels can take to reduce their environmental impact and become more sustainable; through looking at buildings, catering, laundry, staff behavior and their supply chain." In the UK, a number of hotel chains have already agreed to participate in the programme, including Marriott International, Hilton Worldwide, Red Carnation Hotels and Macdonald Hotels. TripAdvisor GreenLeaders first launched in the U.S. in April 2013, and has since awarded over 3,700 accommodations GreenLeaders status, making it the largest green hotels certification programme in North America. Hotels participating in the programme range from small, independent establishments through to multinational brands including Marriott International, Hilton Worldwide, and Select Registry. "Travellers want to be 'green' and contribute to the conservation and preservation of the environment. This tool will help them easily plan and book their next eco-friendly trip." As reflected by accolades, including 2012-2013 AA Eco Hotel Group of the Year, Macdonald Hotels & Resorts is firmly committed to 'Room 15' sustainability programme that group-wide aims to minimise carbon footprint and maximize environmentally sound practices. The TripAdvisor GreenLeaders programme presents a further opportunity to highlight to our customers that Macdonald Hotels & Resorts takes its responsibilities for implementing industry leading environmentally sound sustainability practices extremely seriously. For the hotel and leisure sector, going green is not only the right thing to do, it's just good business. Green should be viewed as another aspect of quality. The GreenLeaders programme will help consumers – and indeed investors – understand who is taking this seriously. Properties interested in registering for the TripAdvisor GreenLeaders programme can visit [green.tripadvisor.co.uk](http://green.tripadvisor.co.uk) for more information.



## *Carlson Rezidor implements a Water Task Force*

In March, the Hotel Group in partnership with GROHE convened a one-day workshop at the GROHE headquarters in Düsseldorf, bringing together for the first time partners from hospitality, sanitary fittings, technical systems, architecture and building design to examine holistically how water is used in the hotel industry. With water becoming an increasingly scarce resource globally, particularly in emerging markets where Carlson Rezidor continues to grow rapidly, the group decided it was time to act more proactively. The workshop looked at the challenges of water sustainability, current and future innovative technology solutions and ways to enrich the guest experience while minimizing the water footprint of the products and services offered. All partners in the workshop share the same goals; to use water responsibly and to look at a hotel as a system in order to identify best practice and synergies. Discussions focused on three main areas: design for sustainability in new builds, retrofitting to optimize water use in existing properties, and changing behavior and consumer expectations. After a day of exploring the complex subject, all partners agreed that it is vital to celebrate water and to work together to put water sustainability at centre stage. Cooperation and co-creation in design will be paramount in this process. In order to take the issue forward, Carlson Rezidor and its partners created an interconnecting Water Task Force to enable holistic auditing of hotels to minimise water use whilst maximizing guest comfort. The Task Force will investigate the potential to maximize water sustainability in selected hotels, looking at all elements from the room and building design, to the bathroom fixtures, kitchen, pumps and maintenance of the systems. "There are numerous new technologies which contribute to sustainability and by engaging in this cross-industry exchange. On the common journey, the Task Force will also work with other partners to define an ideal vision of water sustainability in hotels; drawing on all expertise to jointly define a best practice for water in hospitality. "We want to be recognized as the most innovative and responsible hotel company," said Olivier Harnisch, Chief Operating Officer of the Rezidor Hotel Group. "This Water Workshop brought together the best minds in business to innovate the top solutions in water sustainability. We look forward to working together with our partners to deliver the finest guest experience in the most responsible manner. The Water Task Force will continue to evolve with more influential partners and stakeholders coming on-board to join our shared vision of saving water in hospitality." One of ITP's programmes is the Water Working Group which is working to build a strong business case to property developers and owners to develop and implement future-proofed water strategies. Carlson Rezidor's Task Force dovetails neatly with this programme and presents more opportunities for joint working and the sharing of information and expertise.



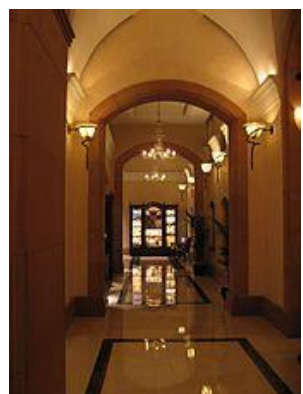
**Aditya Agarwal**

## *Four Seasons Sultanahmet*

Built in 1918/1919, it was the first jailhouse in the capital of the Ottoman Empire, constructed in a contemporary concept considering the regulation of the daily life and relationship with the outside of inmates, who were awaiting trial or serving brief sentences. The building was designed in Turkish neoclassical style in the beginning of the period called "First National Architecture". It was built next to the courthouse building, which was constructed in 1845 initially as university (Ottoman Turkish: Darülfünun). An inscription in Ottoman language upon the main gate of the building states the name of the facility as the "Capital City Murder Jail". In the jailhouse, juveniles and women were also detained. Following the establishment of the Sağmalcılar Prison, the inmates were transferred to the new site and the jail was abandoned on January 25, 1969. Later during the military rule, the building continued to be used as a military jailhouse.



The first jail of its kind in Istanbul, Sultanahmet Prison was located (conveniently or inconveniently, depending on whom you ask) next to the city courthouse. Along with the usual male prisoners, women and youths were occasionally detained here, along with a number of famous artists and political figures, including Mihri Belli, a communist leader; Orhan Kemal, a novelist; and Aziz Nesin, a controversial humourist who published over 100 books.



Sinan Kadafar, passionate traveler, young Turkish architect who completely redesigned the hotel interiors, once said, "I think people need to be soothed rather than stimulated after a day's sight-seeing so I set out to create an atmosphere where the design and decoration don't force themselves on you." Kafadar evoked Turkey's history and traditions in several ways while keeping the balance with cosmopolitan modernity.

The hotel's 65 guest rooms and suites hint at their ancient (and infamous) past, all the while celebrating the rich culture of Turkey with faience tiles, Ottoman antiques, tapestries, and intricate carpets. Every room offers an intriguing perspective of either Istanbul, the hotel's courtyard, or the stunning glass pavilion that covers Seasons, the hotel's restaurant.



Each of the hotel's three Deluxe Suites is decorated in Turkish style with European-influenced neoclassical details. Room 315, a two-level suite, places the bedroom and the bathroom on the second floor and a private refrigerated bar on the first. It also has a balcony overlooking the well-manicured courtyard garden—ideal for enjoying a morning Turkish coffee or a nightcap. Looking for views that are a little more vast? Head to the hotel's roof once the sun goes down for a one-of-a-kind illuminated look at the Hagia Sophia.

The Four Seasons Hotel Istanbul in Sultanahmet and Bosphorus offer sublime indulgence that nurtures the body, mind and soul. They can only be alluded to as magical and mesmerizing, even enthralling and enchanting. Why wouldn't they be — what used to be a prison and a palace are now sanctuaries to escape to and not escape from.



**Riston D'Souza**

## Check-in Made Easier

Nowadays people consider time as money and so do the hotels around the world. To save valuable time for their customers, hotels have started with kiosk check-ins where the customers can get their room keys like they get money from an ATM. This will reduce human error and won't cause any trouble for the customer.



Once they have checked in themselves, they will either get a RFID card key or a



barcode which will be sent directly to their mobile phones. Guests can also use a nearby kiosk to select a room, make enquiries and obtain the RFID key. Sometimes there might be some problem which customers might face while using kiosk. To ensure customer is satisfied, hotels also offer check in via a special lobby ambassador holding a special iPad. Some people can directly do web check-in where hotels will take your phone number and give your key in the way of a barcode and text your room number

## Borrow Spare Gadgets

Many a times we forget something when we visit other places like if we forget toiletries, many hotels offer a kit, but what if we leave a gadget at home?

Nowadays hoteliers got to know the importance of gadgets for their customers. They have started providing tablets, laptops, e-reader, video cameras, headphones, wire chargers, or other kinds of digital lifesavers. This will help them to continue their without any worries and can have a pleasant stay. Rooms in hotels are providing a tablet which will control everything like their lights, room temperature, curtains, music, browsing TV and even food.



- Karan Subramaniam



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