



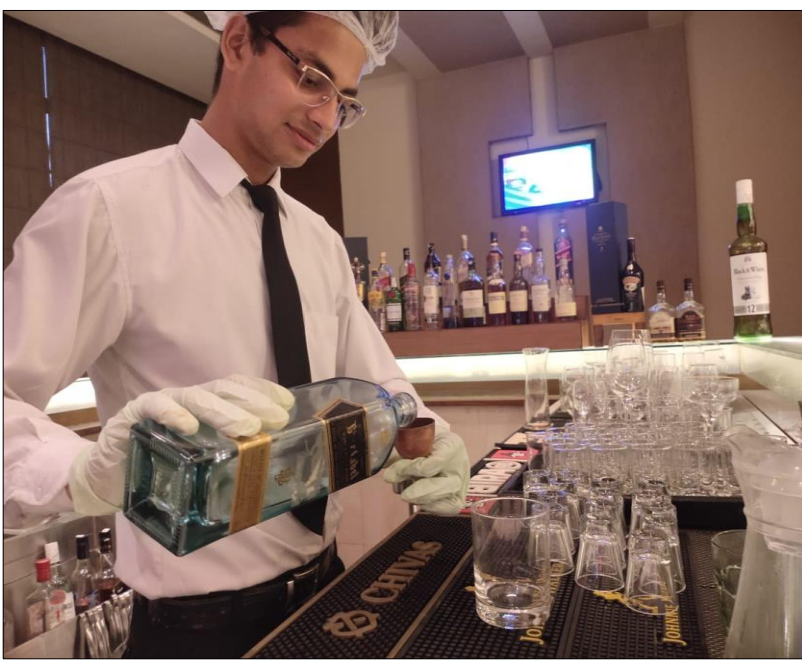
School of Hospitality and Tourism

Proudly presents



La Chronique

(Vol-II, March-April 2021)



Vice Chancellor's Message



I wish to congratulate the 'School of Hospitality & Tourism' for bringing out their second volume of newsletter "**La Chronique**". It really covers a wide range of information related to various activities, events and achievements of both students & faculty members in their domain areas and extra-mural activities.

Kudos to the editorial team and all the students & faculty members of SOHT.

I wish Team-SOHT all the very best for their future endeavours.

With Best Regards,

Dr. Preeti Bajaj

Vice Chancellor

Dean's Message



“The hospitality industry deals with two basic needs of human beings - food and shelter, a vista which can never wane away with time. So much for the prospect of choice in a red-carpet market!”

Hospitality and tourism industry is normally regarded as ‘customer industries’; consequently making it the second largest employer in the world. SOHT has always been successful in inspiring students to become better citizens apart from transforming them into successful industry professionals. We focus on holistic development of our students by encouraging them in various scholastic, co-scholastic and practicum activities to ensure that they become great achievers. It has always been very pleasing to see the enthusiasm of both students & faculty members in all such activities.

I would like to congratulate and appreciate the efforts of the editorial team, and all the students & faculty members of SOHT for bringing-out this bimonthly ‘La Chronique’ as a beautiful flashback of delighting moments & memories.

Happy reading!

Prof. (Dr.) Rajiv Mishra

Dean

The Editorial Team speaks...

Hello Readers!

‘Indian Hospitality & Tourism’ is famous across the globe, as we follow the age-old concept of “*Atithi Devo Bhawa*” which means, guests are equivalent to God. The etiquettes & attributes of treating guests as God are taught to us by our parents, which induces hospitality in every individual of this country even without having any professional qualification of Hotel Management.

During this unprecedented time, we are continuing the entire teaching-learning process thru online & virtual mode, and in order to retain better exuberance among all the associated stakeholders, we are introducing the second issue of our newsletter “**La Chronique**” for you all.

This edition of *La Chronique* is an attempt by the Editorial Team to capture all the jittering moments and memories; some gloomy, some happy and few exciting flashes; and present to you the glimpses of last two months by SOHT.

The Editorial Team appreciates and thanks all those from the management, staff and students for their continued help and support in their own special ways.

Happy reading!!



Himanshu Sharma
Assoc. Professor



Rohit Jaswal
Asst. Professor

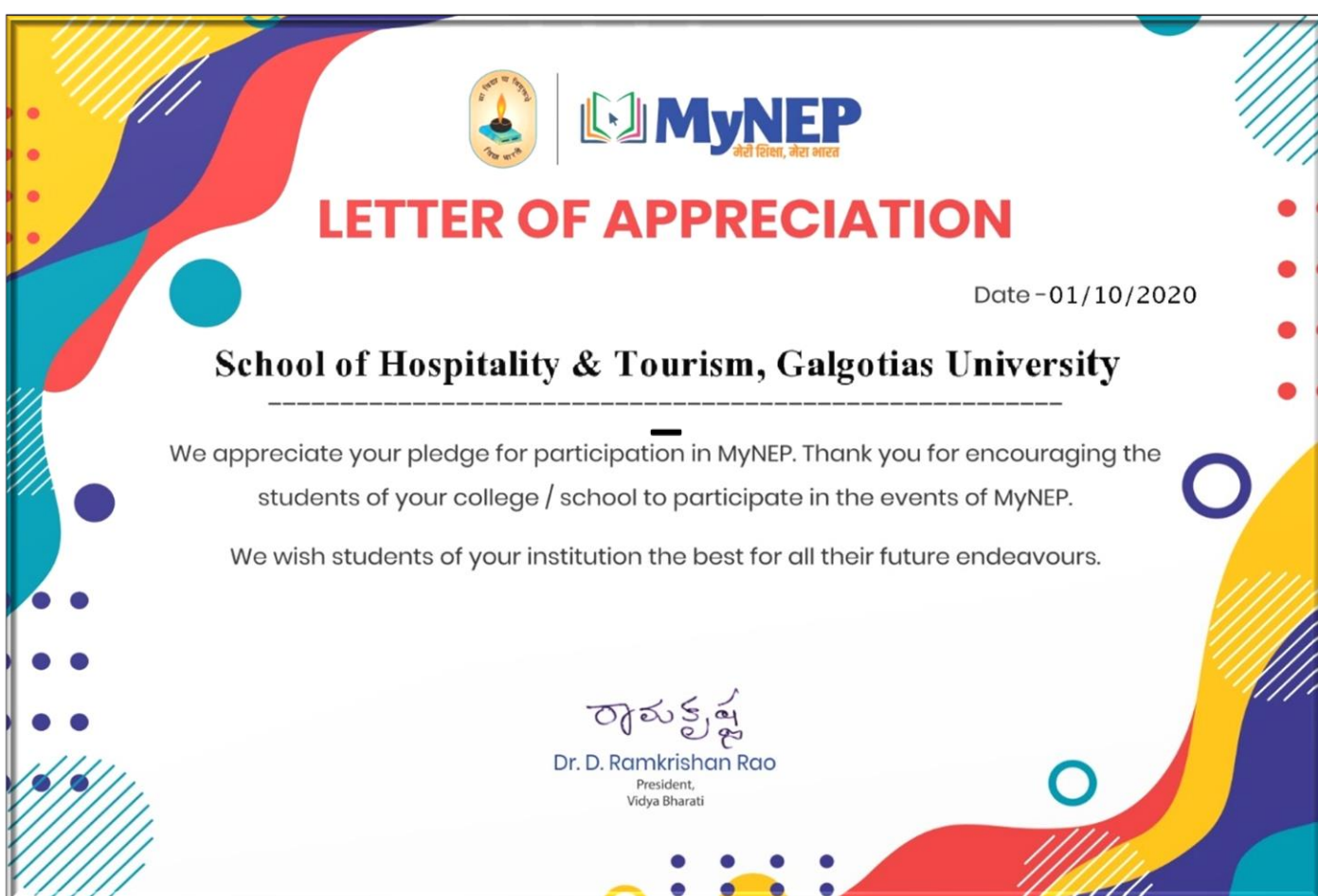


Navendu Bhatnagar
Student

SOHT – Ambassador of NEP - 2020



School of Hospitality & Tourism is empaneled as Ambassador of India's National Education Policy (NEP - 2020), which is a gateway to academic excellence.



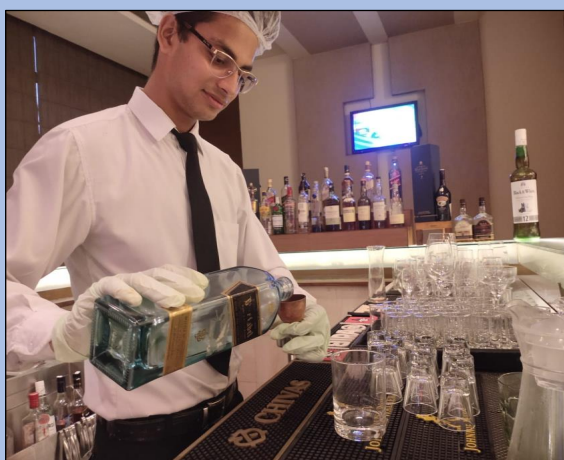
Dean - NEP Ambassador & Achiever



Students Practicum



- In order to hone the students' skills & exposures, they are sent to **Out Door Catering** to various five-star deluxe hotels such as: Crowne Plaza, Radisson Blu, Jaypee Greens, ITC Maurya, The Imperial etc. in Delhi-NCR.
- Our students not only learn the service concepts but also earn stipend from the hotel for their practicum, which justifies the slogan of Hospitality "Learn And Earn."
- This facilitates our students to start their journey of preparing them to transform from students to future leader.



Students Field Visit & International Exposure



PG, UG & Diploma Students of Tourism program interacted with different international companies for their carrier prospects at India Expo Centre, Greater Noida (24th till 26th March 2021) during the **South Asia's Travel & Tourism Exchange (SATTE) - 2021**, which is recognized as Asia's Leading & internationally acclaimed travel & tourism exhibition platform, and is well-supported by Ministry of Tourism, Government of India; National & International Tourism Boards; including Indian & International travel & trade associations.



Alumni Meet

An Alumni Meet was organized on 12th March 2021 in SOHT, wherein our B.Sc. (Hotel Management) alumnus of 2012-'15 batch, **Mr. Siddharth Arya** (*Front Office Supervisor at ITC Maurya, New Delhi - A Luxury Collection Hotel*) shared his experience, and motivated our existing students on various contemporary hospitality skills and career guidance.



First Curriculum Conclave in SOHT



School of Hospitality & Tourism organized its first **Curriculum Conclave** on 25th March, 2021 at University campus; wherein detailed deliberation on curriculum revision took place across the diverse programs & domains of Hospitality & Tourism.

The Dean of School, Prof. (Dr.) Rajiv Mishra was the moderator of the conclave, and he divided the groups into three clusters: Junior Faculty Team, Senior Faculty Team and Existing Student Team; and all the groups presented on their dream curriculum with insightful notions & proposed revision based on the contemporary requirements of industry and regulatory bodies.

Various associated stakeholder viz. alumni & young entrepreneurs, practicing industry professional and academic expert from another prominent Institute were also present during this academic event, and they all contributed their suggestions to make the curriculum multifarious and integrative with latest trends & innovations happening in the contemporary industry.



Media Coverage of First Curriculum Concave

जनजाकांक्षाओं का सजग प्रहरी चेतना मंच

गलगोटियाज विवि में कॉनक्लैव

नोएडा (चेतना मंच)।
गलगोटियाज विश्वविद्यालय के
स्कूल ऑफ हॉस्पिटैलिटी एण्ड



टूरिज्म के द्वारा पहला एक दिवसीय
पाठ्यक्रम कॉनक्लैव का आयोजन
किया गया। जिसके अंतर्गत
पाठ्यक्रम संसोधन के साथ साथ
आतिथ्य और पर्यटन के विविध
कार्यक्रमों पर विस्तृत रूप से
विचार विमर्श किया गया।

कार्यक्रम में कई प्रमुख
उद्योगिक संस्थानों के पूर्व और युवा
उद्यमी एवं शैक्षणिक विशेषज्ञ भी
मौजूद रहे। स्कूल के डीन प्रो. डॉ.
राजीव मिश्रा कॉनक्लैव के मॉडरेटर
थे जिन्होंने छात्रों और अध्यापकों
को तीन समूह में विभाजित किया।
जिन्होंने संसोधित पाठ्यक्रम को
एनईपी नैक यूजीसी एआईसीटीई
यूपी सरकार एनसीएचएमसीटी के
उद्योग और विनियामक
आवश्यकताओं के आधार पर
प्रस्तावित संसोधन के साथ प्रस्तुत
किया। कार्यक्रम के दौरान
विश्वविद्यालय की कुलपति डॉ०
प्रति बजाज भी उपस्थित रहे।

दैनिक रोशन पहल

एक दिवसीय पाठ्यक्रम कॉनक्लैव का आयोजन



ग्रेटर नोएडा (आशीष सिंघल)
आज गलगोटियाज विश्वविद्यालय के
स्कूल ऑफ हॉस्पिटैलिटी एण्ड टूरिज्म
के द्वारा पहला एक दिवसीय पाठ्यक्रम
कॉनक्लैव का आयोजन किया गया।
जिसके अंतर्गत पाठ्यक्रम संसोधन के
साथ साथ आतिथ्य और पर्यटन के
विविध कार्यक्रमों पर विस्तृत रूप से
विचार विमर्श किया गया। कार्यक्रम में
कई प्रमुख उद्योगिक संस्थानों के पूर्व
और युवा उद्यमी एवं शैक्षणिक विशेषज्ञ
भी मौजूद रहे। उन्होंने समकालीन उद्योग
में होने वाले नवीनतम रुझानों और

नवाचारों के साथ साथ बहुमुखी और
एकीकृत बनाने के लिए अपने सुझावों
को प्रस्तुत किया। स्कूल के डीन प्रो
डॉ० राजीव मिश्रा कॉनक्लैव के मॉडरेटर
थे जिन्होंने छात्रों और अध्यापकों को
तीन समूह में विभाजित किया। जिन्होंने
संसोधित पाठ्यक्रम को एनईपी नैक
यूजीसी एआईसीटीई यूपी सरकार
एनसीएचएमसीटी के उद्योग और
विनियामक आवश्यकताओं के आधार
पर व्यवहारिक धारणाओं और प्रस्तावित
संसोधन के साथ प्रस्तुत किया। कार्यक्रम
के दौरान विश्वविद्यालय की माननीय

कुलपति डॉ० प्रति बजाज ने समर्थित
करते हुए कहा कि आतिथ्य और पर्यटन
एक उद्योग के रूप में भारत में सबसे
तेजी बढ़ते क्षेत्रों में से एक है। जिससे
देश की अर्थव्यवस्था में वृद्धि होती है।
और देश के लिए विदेशी मुद्रा आय
राजस्व उत्पादन और रोजगार के सबसे
बड़े स्रोतों में भी योगदान होता है।
कार्यक्रम के अन्त में स्कूल के डीन प्रो०
राजीव मिश्रा ने आये हुए सभी
अतिथिगण और अध्यापकों एवम् छात्रों
को कार्यक्रम की सफलता के लिए
धन्यवाद ज्ञापन दिया।

खबरें छुपता नहीं, पापला डे

शाह टाइम्स

वेरद, हरिद्वार 27 मार्च 2021 वेरद संस्करण: वर्ष 14 अंक 325 पृष्ठ 12 आरंभिक मुद्रा रुपये 2.00

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फागुन शुक्ल पक्ष 14 चिकनी चन्द्र 2077

13 मार्च 1442 विकी

चौधरी, पुष्करगढ़, देवपुर, हनुमान, मुन्नाबाद, मोरी, गेरा व लखनऊ से प्रकाश

हॉस्पिटैलिटी एण्ड टूरिज्म द्वारा एक दिवसीय पाठ्यक्रम कॉनक्लैव आयोजित

शाह टाइम्स संवाददाता
ग्रेटर नोएडा। गलगोटियाज
विश्वविद्यालय के स्कूल ऑफ
हॉस्पिटैलिटी एण्ड टूरिज्म के द्वारा
पहला एक दिवसीय पाठ्यक्रम
कॉनक्लैव का आयोजन किया
गया। जिसके अंतर्गत पाठ्यक्रम
संसोधन के साथ साथ आतिथ्य
और पर्यटन के विविध कार्यक्रमों
पर विस्तृत रूप से विचार विमर्श
किया गया। कार्यक्रम में कई प्रमुख
उद्योगिक संस्थानों के पूर्व और
युवा उद्यमी एवं शैक्षणिक विशेषज्ञ
भी मौजूद रहे। उन्होंने समकालीन
उद्योग में होने वाले नवीनतम
रुझानों और नवाचारों के साथ
साथ बहुमुखी और एकीकृत बनाने
के लिए अपने सुझावों को प्रस्तुत
किया। स्कूल के डीन प्रो० डॉ०
राजीव मिश्रा कॉनक्लैव के

मॉडरेटर थे जिन्होंने छात्रों और
अध्यापकों को तीन समूह में
विभाजित किया। जिन्होंने
संसोधित पाठ्यक्रम को एनईपी
नैक यूजीसी एआईसीटीई यूपी
सरकार एनसीएचएमसीटी के
उद्योग और विनियामक
आवश्यकताओं के आधार पर
व्यवहारिक धारणाओं और
प्रस्तावित संसोधन के साथ प्रस्तुत
किया। कार्यक्रम के दौरान
विश्वविद्यालय की माननीय
कुलपति डॉ० प्रति बजाज ने
समर्थित करते हुए कहा कि
आतिथ्य और पर्यटन एक उद्योग
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देश की अर्थव्यवस्था में वृद्धि होती
है। और देश के लिए विदेशी मुद्रा
आय राजस्व उत्पादन और



रोजगार के सबसे बड़े स्रोतों में भी
योगदान होता है। कार्यक्रम के
अन्त में स्कूल के डीन प्रो० राजीव
मिश्रा ने आये हुए सभी अतिथिगण
और अध्यापकों एवम् छात्रों को
कार्यक्रम की सफलता के लिए

Napkin Folds



Students learnt different types of **Napkin Folds** as part of their "Food & Beverage Service Practical":

1. Necktie Fold
2. Pyramid Fold
3. Book Fold
4. Rose Fold
5. Silverware Pouch
6. Diamond Fold
7. Bishop's Fold
8. Candle Fold



1. Precautionary measures taken by Restaurants post Covid-19

Despite being one of the most affected sectors due to Covid-19, the hospitality industry is still trying to recover from the wounds given by this virus. For this restaurant management are following some protocols which were made compulsory by WHO and Indian Government. They are listed below:

- Wearing mask and PPE kit has been made compulsory for every employee.
- Maintaining social distance between each other is must.
- Regular Covid-19 check-ups are conducted for all the employees.
- Disinfecting and sanitization of the outlet is done multiple times a day.
- Plexiglas (transparent) walls have been installed on tables.
- Foot accessible bottle hand sanitizers are installed at the entrance.
- Temperature of every guest is checked before entering the restaurant.
- Restaurants are running on half capacity.
- Contactless ordering system has been introduced in many places.
- Certain Standard Operating Procedures (SOP) and protocols have been set by management, just in case if the restaurant gets infected by Coronavirus.
- Staff trainings are conducted by the management team, regularly.
- Disinfectants are sprayed on the seats whenever guests leave.

Reference: <https://www.aftermath.com/blog/covid-safety-for-restaurants/>



Navendu Bhatnagar
BHM, VI Semester

Article by Student

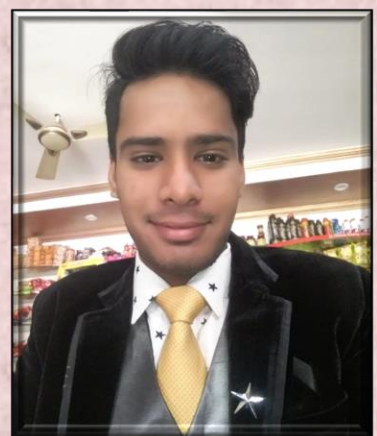
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Hospitality means the friendly and generous reception and entertainment of guest, visitors and strangers.

As I am the part of hospitality program, I personally feel and learn many things like - how to greet the guest & how to do cordial welcome.

This industry requires more practical and my School always organizes some interesting activities to enhance our knowledge viz. online seminars, workshops, sessions, ODC in hotels etc. I feel proud to be part of hospitality program in Galgotias University, which always facilitates in building my overall personality & skills.

Thanking You!



Saranjeet Singh

B.Sc. (HM), IV Semester

Reopening of Hotels

The reopening dates and the various possible scenarios remain very uncertain. Domestic and international markets are differently impacted, and no one is certain when borders will open and international travel will be possible.

Smooth re-opening of local hospitality markets under tight restrictions of local authorities should be done including the re-opening of national & international hospitality & tourism markets.

Social distancing and new health regulations will become a new norm for restaurants and hoteliers to integrate as quickly as possible. The implementation of these activities also consumes additional resources which should not be underestimated. The health of staff must become a prerequisite for rebuilding trust and safety into any service business.

Social distancing, partial use of available space, conscious limitations on available rooms and reduction of certain service offerings need to be carefully taken into consideration. This is easier said than done as it means putting “safety and health” first and financial and economic interests second.



Payal Singh

B.Sc. (HM), IV Semester

Searing-Sealing Story (Fact or Myth)

As a chef and an academician, since my days when I was a student way back in 1996 in a culinary Institute, I was made to learn a prominent phrase: **“Sear the meat to seal in the juices.”** With this concept I grew up in the culinary world. The eminent **German Chemist Justus Von Liebig** came up with this idea around 1850. However, it was disapproved a few decades later. Yet the myth lives on, even today among many of the professional chefs and academician and students.

Before Liebig, most cooks in Europe cooked roasts through at some distance from the fire or protected by a layer of greased paper, and then browned them quickly at the end. Juice retention was not the concern.

However, Liebig thought that the water-soluble components of meat were nutritionally very important, so it was worth minimizing their loss. In his book ***Researches on the Chemistry of Food***, he said that this could be done by heating the meat quickly enough that the juices are immediately sealed inside. He explained what happened when a piece of meat is plunged into boiling water, and then the temperature is reduced to a simmer:

When it is introduced into the boiling water, the albumen immediately coagulates from the surface inwards, and in this state forms a crust or shell, which no longer permits the external water to penetrate into the interior of the mass of flesh. The flesh retains its juiciness, and is quite as agreeable to the taste as it can be made by roasting; for the chief part of the sapid [flavorful] constituents of the mass is retained, under these circumstances, in the flesh.

And if the crust can keep water out during boiling, it can keep the juices in during roasting, so it is best to sear the roast immediately, and then continue at a lower temperature to finish the insides.

Liebig's ideas caught on very quickly among cooks and cookbook writers, including the eminent French chef Auguste Escoffier (Emperor of the Culinary world). **But simple experiments in the 1930's revealed that Liebig was wrong.** The crust that forms around the surface of the meat is not waterproof, as any cook has experienced: the continuing sizzle of meat in the pan or oven or on the grill is the sound of moisture continually escaping and vaporizing. In fact, moisture loss is proportional to meat temperature, so the high heat of searing actually dries out the meat surface more than moderate heat does.

Article by Faculty Member

Contd...

But searing does flavor the meat surface with products of the browning reactions (**maillard reaction**), and flavor gets our juices flowing. Liebig and his followers were wrong about meat juices, but they were right that searing makes delicious meat.

The popular culinary school text, Essentials of Professional Cooking, by Wayne Gisslen (2004), defines the term sear as: “To brown the surface of a food quickly at high temperature” (p. 62). This text makes no mention about the searing process as having anything to do with preserving juices by creating a protective layer. Another popular culinary text, On Cooking, by Labensky and Hause (2007), defined to sear as: “To brown food quickly over high heat; usually done as a preparatory step for combination cooking methods” (p. 200). This text also contains no mention of the searing process as effective for preserving juices in cooked meats.

Until few years back I was also under the same impression that searing means sealing the juices, but with research and practically experiencing the concept that actually it is not true and have studied many chefs like Heston Blumenthal and various research papers have proved that this is not right.

So, dear friends we can conclude that the concept that searing seals the meat is absolutely wrong and a myth, rather we can say that searing makes a more crispier and flavorful dish.

References:

- Labensky, S. R., & Hause, A. M. (2007). On cooking (4th ed.). New York, NY: Prentice Hall
- McGee, H. (1984). On food and cooking: The science and lore of the kitchen. New York, NY: Collier
- Gisslen, W. (2004). Essentials of cooking. New York, NY: Wiley.



Chef Vikas Singh
Program Chair
Associate Professor

Significance of Ayurveda in exhilarating Covid-19

Ayurveda is considered as an ancient medical system which came into existence in India almost 3000 years ago. In today's world when allopathy medicine holds the major share of health care sector, Ayurvedic treatment has emerged as "science & knowledge of life", which enables in curing the root cause of the disease but not only the symptoms.

It is a divine blessing to mankind. At the present situation, when whole world strives against covid-19 pandemic; Ayurveda outlook this covid-19 as raid on our immune system and respiratory system, which are also known "*ojas and pranavaha system*".

But the major difference which can be noticed in the Ayurvedic approach is its focus on treating the root cause of disease & then curing it. As of now the whole world is busy in the experimentation of vaccination for covid-19. At the same time Ayurveda's main focus is to upgrade the immune system (*ojas*). As it is said that if immunity is strong, no disease can harm the body.

With respect to build strong immune system (*ojas*), one can have the following food items:

- Whole organic food items such as grains, nuts, vegetables & fruits. Eliminate or cut-off the consumption of any sort of fried or ready to food item, as it could toxicate our body.
- Consume herbal teas and warm water more often.
- Try to eliminate or reduce the consumption of caffeine, alcohol or any drug, as they lower down the immunity of the body & create various imbalances.
- Always eat fresh food & make sure that food should be cooked at the right temperature.
- Try to consume food cooked in *desi-ghee*, as it has various health benefits.
- Consumption of processed food or drinks should be cut-off from the daily life.
- Spices & herbs like turmeric, cumin, fennel etc. has energetic effect on the body.

Article by Faculty Member

Contd...

- Food rich in Vitamin-C, like citrus fruits such as lemon, oranges, lime, broccoli etc. intake should be more as they are the major immunity booster.
- Food items containing Vitamin-A is also an energy booster which is available in spinach, carrot, papaya, pumpkin etc.

Despite of so many testing & experimentations, no particular remedy has been achieved for covid-19 but it is stated that consumption of *Chyavanprash* has a good effect on building strong immune system, which can also help in fighting against the disease.

Along with all these measures, *Yoga* is also one of the effective ways to fight against various respiratory disorders. Techniques like Yoga - *Nidra* & *Neti* are an effective step to benefit respiratory system including good sleeping routine during this tuff pandemic time. It is stated in Ayurveda that, by applying coconut or sesame oil in the inner lining of nasal passage would help in curing extreme congestion & improves the flow of water through naval cavity.

Most importantly during this crisis time try to be positive, keep your mind calm & relaxed, because whatever we think and feel, our body reacts accordingly. So not only by having healthy & diet rich food but by creating positivity around yourself would also help to boost your immune (*ojas*).

Reference:

- <https://www.kaayurveda.com/articles/ayurveda-amp-covid-19-qampa-with-kirsten-ahern>, article on Ayurveda & Covid19 on April 7, 2020.



Chef Vikas Sharma
Assistant Professor

The Psychological Impact of Covid-19 on Mental Health

“It is okay to have depression, it is okay to have anxiety, and it is okay to have an adjustment disorder. We need to improve the conversation. We all have mental health in the same way we all have physical health.” – Prince Harry

Like physical health and spiritual health, mental health is all about keeping the mind fresh, alive, and welcoming, not to fill up with negative thoughts over the influences of certain unavoidable circumstances or factors. The discovery of the coronavirus disease 2019 (COVID-19) outbreak in the Chinese city of Wuhan, brought down extreme acute respiratory syndrome coronavirus 2 (SARS-CoV-2) infection which triggered a worldwide situation of socio-economic crisis and psychological distress. While social activities were constrained in most regions, confinement restricted almost all non-essential individual movements, while local hospitals were forced to enforce their emergency protocols after receiving thousands of critically ill COVID-19 patients. Due to both the pandemic and its worldwide repercussions, the general public, as well as the majority of front-line healthcare staff, became vulnerable to the emotional effects of COVID-19 infection.

During the COVID-19 outbreak, many mental health issues and toxic consequences associated with mental wellbeing arose gradually, including fatigue, panic, exhaustion, irritation, and ambiguity. The psychological effects of the COVID-19 pandemic can range from fear or epidemic hysteria to profound low self-esteem and depression, which have been linked to adverse consequences such as suicidal thoughts. Other health interventions can be harmed as a result of abnormally high anxiety.

Article by Faculty Member

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As the general populace became more aware, paranoia issues related to the advent of the health and socio-economic crisis needed to be detected quickly to diagnose unhealthy mechanisms and maladaptive lifestyle changes that could lead to the occurrence of psychiatric disorders early on.

Lockdown initiatives have intensified feelings of loneliness, solitude, tiredness, and anxiety for those who have not tested positive, while millions of people have been forced to rapidly adjust to new realities and make dramatic lifestyle changes.

Throughout history, pandemics have harmed the mental health of those who have been affected. The Lancet, for example, stated that Ebola virus outbreaks resulted in "widespread fear and anxiety," "depression resulting from the sudden deaths of friends, family, and colleagues," and "stigmatization and social isolation of survivors."

So, it is very important to keep the mind calm and indulge in positive thoughts and activity to build positive mental health.

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Ms. Monalisha Dash
Program Chair
Assistant Professor

Language of Cutlery

Hospitality Industry provides immense knowledge and skills to its professionals, although the first lesson of learning these skills start from our home itself. If we want to start understanding the depth of this knowledge ocean, then we must go through the basics of its etiquettes. However, we all definitely know the use of the cutlery in our day-to-day life, therefore it is best time to recognize the language of cutlery. Yes, every cutlery on our table says something very silently, only the requirement is to understand and utilize that language for the better understanding of these skills.



Eight basic rules in the 'Language of Cutlery' is a guideline for the language of hotel cutlery for fine dining:

- 1. 'I am still eating.'** If you are not done with your meal and wishes to relay this message without talking, *just rest your cutlery on the plate in an upside-down position*. You can also rest the knife along the plate's top and place the fork vertically.
- 2. 'I am done eating.'** When you are done with your food, you *centrally put the knife and fork on your plate and point them to noon*. You can also indicate you are done with the food by *placing the fork and knives parallel to each other without any specific direction*. This allows those serving you to take the utensils away.
- 3. 'Ready to be served with the next meal.'** If you are fine dining, it is expected that there could be several meals to be served. If you have finished your meal and you want to be served with the next one, just *cross the fork and knife on the plate* with the positioning of the blade being horizontal and that of the fork being vertical.

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4. 'I enjoyed the meal.' If you are done eating and feel the food was fantastic, you can easily show the server by arranging your cutlery. To tell the attendee that the meal was excellent and you enjoyed it, *place the fork and knife horizontally across the plate while ensuring that the blade tine is facing right.* The positioning will also alert the person serving you that you are done eating.

5. 'Did not like the meal.' When you did not like the meal and want to tell the attendee, *just position the knife through the fork's tines to form a V.* The language is very similar to when you are not done eating, and they should not be mixed up.

6. 'Know the forks to use.' If you are not familiar with fine dining, you might find the entire table cutlery hard to use. It would help, therefore, that you start familiarizing yourself with how to use forks and knives. The simple rule is *'start by using those from the outside and find your way in.'* The pairs that are closest to the plate should be used last and those furthest to the plate used first.

7. 'I respect the table cloth.' When fine dining, it is vital to show respect to those serving you. If you are going to stain the table cloth, it will be a sign of disrespect. To indicate that you are respectful and appreciate the service, *always place the cutlery back in the plate.*

8. 'I value hygiene.' You can indicate that you value the hygiene of those around your table by ensuring that you do not use your spoon to serve foods that will be shared. *Use the designated utensils for self-service.*

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Mr. Rohit Jaswal
Division Chair
Assistant Professor

Upselling Strategies used in Restaurants

Waiters and waitresses are the most important parts of a restaurant. Their main job is to prepare for restaurant operations, welcome and serve the guests, sell food & beverage, make sure the guests are satisfied and keep the restaurant clean and neat. A competent waiter and waitresses have to possess the skills, attitude and knowledge about their restaurants' products and services. They do not only work to serve or wait the guests, but also as salespersons and representatives of the restaurants. Every restaurant has unique techniques in doing upselling. The upselling is selling something so smooth; the guests will think they need it and they finally want to order it. The key to a successful upselling is in the attitude of the salesperson, in this case the waiters and waitresses.

In order for one to successfully upsell one needs to be in full control of the situation. Upselling can be seen less as a selling process and more as a customer service; the technique must be smooth enough to avoid annoying the customers. There are a few techniques in restaurant upselling:

- 1. Decide what to upsell and when:** Upselling to a diner is an art, and one should be absolutely certain about which items to upsell and the right time to do it. If your restaurant is a fine dining one, you should know which wines to suggest to the guests when they order food.
- 2. Upsell with class:** Offer suggestions and alternatives tactfully and make it a point to be asked. One shouldn't try to upsell all the time at the same table in the process losing a permanent customer.
- 3. It's all about suggesting and not sales:** Anybody coming to enjoy a meal at a restaurant has not come to be nagged. They want to enjoy their food in peace alone or in the company of people. While it might be a great idea to helpfully make suggestions and gently offer them something you would like them to order, it is not done to override their own wishes and seemingly coerce them into ordering.
- 4. Upselling should be earnest and convincing:** The person upselling should come across as being passionate about food and serving people. They should get involved in the meal of their guests and make helpful suggestions so that they thoroughly end up enjoying the meal and not spare a thought about the extra money they may be paying.

Article by Faculty Member

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5. **Extras:** Many restaurants rely on simple strategy to sell more by offering extras. A fast-food restaurant may ask the customers if they want to upsize or they want extra French fries with their meals.

6. **Innovate:** If your guests have had a hearty meal and can't bear the thought of a dessert, suggest they take it home. A good upseller can always find an opportunity even in adversity.

7. **Bespoke upselling:** The servers should try and become experts at customer behavior. For example, people who are tentative in ordering from the menu are more often than not prime candidates for upselling. If a customer seems to have come with business guests, he sure wants to impress them, and it would be a great move to suggest they order expensive liquor.

8. **Train the servers well:** The servers should know the food and liquor on the menu like a connoisseur. They should also be well versed with what is in stock and what is not readily available.

9. **Demonstrate Enthusiasm:** One of the most effective upselling techniques is to show enthusiasm about the food the customers want. When they can give details about the food, their personal experience and preference, it can be more ensuring than just showing expensive items. This technique requires the waiters and waitresses to be convincing and thorough in upselling.

10. **Watch your Body Language:** It's a fascinating fact that the majority of how we communicate is through nonverbal or body language. You need to be aware of the nonverbal effects your body language is having on the guest and how it subconsciously shapes their dining experience.

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Mr. Himanshu Sharma
Associate Professor

Latest Technology Trends in the Hospitality Industry

Since the inception of hospitality industry all the work that used to be performed in the hotels was done manually, a hotel room booking took a lot of time during those days due to the absence of technology. The technological advancements that took place changed the entire experience of room reservation and speed of deliverance of the services. Understanding technology innovation is a key strategic management concern in hotels. Following are some new technological developments and implementation being used in hotel industry:

1. Voice Search & Voice Control - Voice search is growing technology trend within hospitality because a growing number of guests or customers are turning to voice search in order to find hotels, restaurants and cafes, so it is worth taking the time to properly capitalize on this. Website and booking engine are structured so that the voice search can be used properly. In some settings, demand for voice control is also growing. This could include everything from the use of smart speakers in hotel rooms, allowing for control of the various in-room devices, through to automated order taking in restaurants and cafes, meaning customers will no longer need to wait for waiting staff to take their order.

2. Contactless Payments - Contactless payments offer a number of advantages for hotels, resorts, restaurants, bars and cafes, which is why this has been among the main technology trends within the hospitality industry in recent times. Aside from speeding up payments and improving customer satisfaction, contactless tech is also easily compatible with loyalty programs.

3. Robots in Hotels & Restaurants - One of the most exciting technology trends the hospitality industry is getting to grips with is the rise of robotics and the use of robots to carry out tasks traditionally performed by humans. For instance, robots can occupy a concierge role within hotels, welcoming guests and providing them with important customer information. Similarly, some hotels have started to use robots for cleaning purposes, such as vacuum cleaning floors and even for germ killing. This is a practice that can be replicated across the rest of the hospitality industry too, including in restaurants, and the use of robots can also help to make an environment more COVID secure.

4. Chatbots - A good chatbot will answer the most common questions without the need for any human involvement. In more advanced cases, the chatbot can obtain information from the customer and then pass the query on to a human staff member at the earliest opportunity.

5. Virtual Reality - During the COVID pandemic, those working in hospitality marketing have a particularly good opportunity to capitalize on virtual reality technology and gain an edge on rivals, because it provides customers with the ability to experience elements of a hotel or to see the layout of a restaurant prior to booking. Most modern virtual reality tour videos can be viewed within a web browser, making them easily accessible. A greater level of immersion can also be achieved if users have access to a VR headset.

Article by Faculty Member

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6. Mobile Check-In - Mobile check-in hospitality tech is another important area to give consideration to, because it can help to improve the customer experience at the point of their initial arrival. This is especially beneficial, because first impressions can have a huge bearing on how customers ultimately feel about their visit or stay. Crucially, mobile check-ins serve the need for face-to-face customer interactions, meaning customers can potentially have greater flexibility in terms of when they check-in. This ties in with wider contactless technology trends within the hospitality industry, and can be especially welcoming for those who are nervous about COVID.

7. Recognition Technology - Biometrics is being used to usher in a new age of seamless authentications, and this could benefit hotel processes and customer purchases. For example, imagine if a fingerprint or facial recognition technology could be used in hotel to unlock rooms. In the future, this technology is also likely to allow for completely seamless purchases, with payments being authenticated by touch.

8. Artificial Intelligence - In the modern age, customers expect to be able to interact with hospitality companies across a variety of digital channels and receive rapid responses. Of course, actually having staff monitoring all of those channels and delivering swift responses can be difficult, if not impossible, which is where chatbots and artificial intelligence (AI) come in. Chatbots are able to understand simple questions and provide answers almost instantaneously, taking the burden away from customer service staff and improving the experience for customers. Meanwhile, AI's uses extend into other important areas for hotels too, including data analysis. In short: definitely a tech trend to watch out for.

9. Cybersecurity - Finally, the increased need for cybersecurity is among the most vital technology-trends in the hospitality industry. Today, hotels and restaurants are more reliant on data than ever before, and make more use of IT systems than ever before too. However, this potentially leaves them in a much more vulnerable position. Some of the biggest threats here include ransomware attacks, phishing attacks, distributed denial-of-service (DDoS) attacks and human error within the company.

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Ms. Jyoti

Examination Coordinator
Assistant Professor

**SOHT's cordial contribution of
Fruit-Cake in the celebration
of International Women's Day**



Chapter 1

Following Faculties of SOHT contributed chapters for the book:-
Hospitality and Tourism Industry amid COVID-19 Pandemic

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A Study of Impact of COVID-19 on in Room Dining of Delhi/ NCR Hotels

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Abstract

Hospitality industry is the most renowned industry in the top professional sectors of the market in today's scenario. It gives the best of professional and people with high motivated and innovative mind set. Hospitality industry comes under the top 10 industries of India who provides the job to the new generation. It not only demands the highly qualified students but also make them the lifelong learning with the practical aspects of the industry. Hospitality also entering the other business with the collaboration trends such as:-Hospitals, Institutes, Airlines, Private Catering in Railways etc. In last few years the Indian Hospitality has come in front as a boost for increasing tourism in the country which not only help to grow itself but also help the other industries which directly or indirectly attached to it. As per the information gathered from the govt. portal the hospitality and tourism is the largest service industry and also having the total worth of \$234 bn. in the year 2018. This industry had the potential of annual growth rate of 6.4 % and by 2018 end 9.2 % contribution in India's GDP. On this note, the government of India had also started the initiative of skill India to develop and in built the hospitality habits in the youth of the country.

Especially when we talk about the hotel industry we found that all the customers are very happy with the services of Room Service or In Room Dining, and many online feedbacks are having great reviews for the In Room Dining which shows that this particular sector is

Chapter 1

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**The Impact of COVID-19 Pandemic on tourism:
A Case Study on Tourist Behavior and
Preferences in Delhi/ NCR Hotels**

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¹Research Scholar, Galgotias University, Greater Noida.

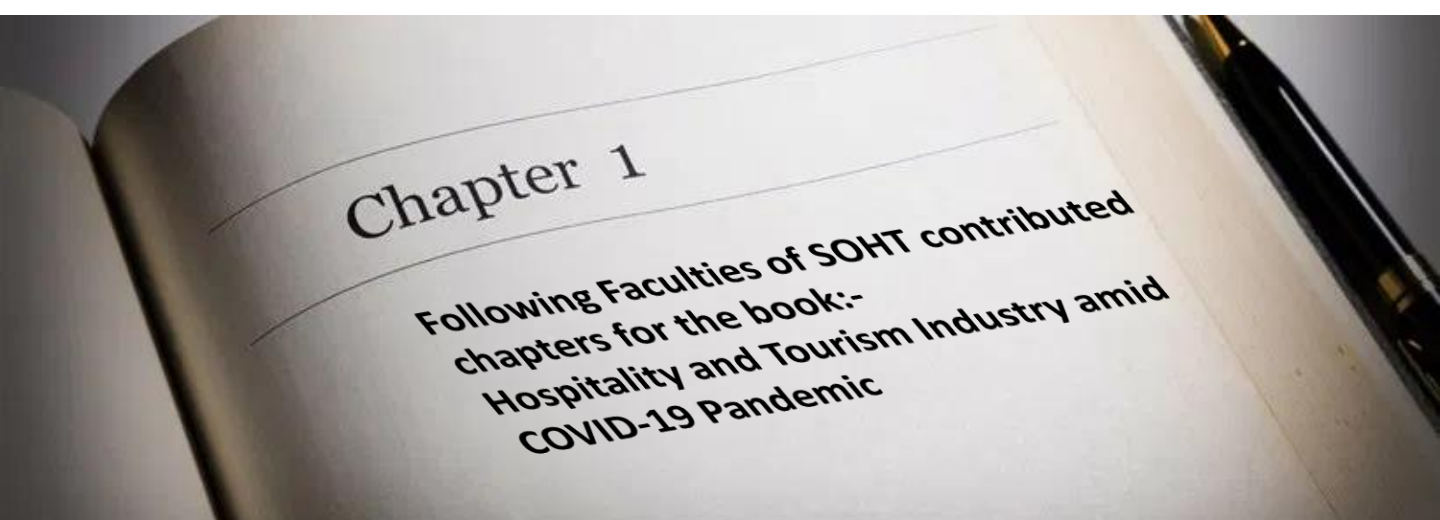
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Abstract

Catastrophes, name by the novel (COVID-19), have contaminated individuals and organizations around the world, causing a worldwide monetary emergency. The travel industry isn't in effect abandoned in this regard. The Indian Government and different State Governments upheld standard lockdown and closure of public places and markets to forestall the spread of COVID illness, which had unfavorably influenced the Indian friendliness industry and saw a sharp decay as movement limitations heightened. The pandemic has affected unfamiliar trade profit (FEE), however has likewise influenced various local turns of events and business possibilities, upsetting provincial governments in general with an antagonistic impact on the income levels of individuals and consequently this has added to an increment in public joblessness and has additionally impacted traveler inclinations and their conduct. To gather the data from cordiality experts and accommodation clients, a poll was made and sent to them through an online stage name by Google Forms. The discoveries indicated that the pandemic has affected traveler conduct towards the movement alongside their inclinations in cordiality area in India. The outcomes likewise show that most vacationer are upbeat during the pandemic with lodging offices, for example, portable registration and registration, credit only exchanges, electronic signature, keyless

Publication of Faculty Members



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A Study on the Challenges Faced by the Hotel and its Employees and Strategies to Overcome Post COVID-19

Jyoti¹, Himanshu Sharma², Deepak Chhikara³

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³Assistant Professor, BCIHMCT, New Delhi.

Abstract

We heard information on Coronavirus and its adverse effects on hotel industry. Yet, earlier, the hotel industry had to deal with numerous crisis and viruses. The SARS virus infected the industry in 2003, for instance. There was a 50 percent decline in hotel bookings, leading to a fall of almost 10.4 million in international tourist arrivals, with losses ranging from \$35 billion to \$55 billion. Despite the facts stated to above, the travel industry was able to rebound and record immense growth by 2006, with an overall contribution of \$5,160 billion to global GDP that same year. The papers reviewed concentrated on various aspects of hotel industry, including the problems of hospitality workers, job loss, income impact, COVID-19 spreading Industry trends, consumer demand, prospects for hospitality industry recovery, safety and fitness, travel activity, and consumer choice. The truth is, this situation is temporary and is going to pass soon. Therefore, we should plan for the future, as well as take action to reduce the harm caused by long-term coronaviruses and to facilitate faster recovery. Field surveys, secondary data collection, addressing the resumption of activities are the first steps in this direction. This study also intends to show the various challenges faced by hotel and its staff post COVID-19 pandemic with past public health before and after the pandemic Crisis, economic calculation of the badly effected of the pandemic.

Appointment as Dean - SOHT



Dr Rajiv Mishra is the new Dean at SOHT Galgotias University

Professor (Dr.) Rajiv Mishra has been appointed as the new Dean of School of Hospitality & Tourism (SOHT) at Galgotias University, Greater Noida. An academician of hospitality and tourism with over two decades long experience, Dr Mishra was associated with Manipal Education Group - ITC WelcomGroup Graduate School of Hotel Administration, Manipal - prior to joining Galgotias University.



During his long career in tourism and hospitality education, Dr Mishra was associated with Sikkim Manipal University, Manipal Global Education Services, Manipal Universal Learning, Mangalore University, Dr. Morepen and The Leela Palace Kempinski (Hotel Leela Venture Ltd.). He has also served as Coordinator of Quality & Compliance and Nodal Officer of All India Survey of Higher Education, Ministry of Education, Govt. of India. He is the Member of the Board of Studies & Academic Committee of the Sikkim Manipal University, Gangtok and has served as University Senate Representative of Mangalore University, Mangalore.

A PhD in tourism and hospitality, Dr Mishra has the rare distinction of being adorned as the 'Fellow' of the Institute of Hospitality, London. His research papers have been appreciated by various Tourism Boards including the Ministry of Tourism, Government of India. He has also initialized and instructionally designed 51 self-learning books of hospitality & tourism of Sikkim Manipal University, Gangtok.



Prof. (Dr.) Rajiv Mishra joins Galgotias University as Dean

Professor (Dr.) Rajiv Mishra has been appointed as the new Dean of 'School of Hospitality & Tourism' at Galgotias University, Greater Noida. An educator and academician of hospitality and tourism he has 21 years of experience in mentoring, training, academic administration and consulting, research and operations; including relationship management.



In his last assignment, lasting 15 years, he was associated with 'ITC Welcomgroup Graduate School of Hotel Administration, Manipal Academy of Higher Education'. This academy has been acknowledged as one of India's leading hospitality institute, and recognised as an 'Institute of Eminence' by Ministry of Education, Govt. of India.

Dr Mishra past employment includes assignments with Sikkim Manipal University, Manipal Global Education Services, Manipal Universal Learning, Mangalore University, Dr. Morepen, and The Leela Palace Kempinski, Bangalore. He has also served as 'University Senate Representative' of Mangalore University and Nodal Officer of All India Survey of Higher Education, Ministry of Education, Govt. of India.

A post-graduate in hospitality and tourism management, he is country's first batch alumnus of four years bachelor's degree program in hotel management. He is among the few academicians in India to be adorned as the 'Fellow' of the Institute of Hospitality, London. His research papers are commended by Ministry of Tourism, Govt. of India; Department of Tourism, Govt. of Karnataka; and Directorate of Tourism, Govt. of Bihar. His 'Doctoral Research Thesis' was awarded by Union Ministry of Tourism, Government of India. He has also instructionally designed 51 self-learning books of hospitality and tourism of Sikkim Manipal University, Gangtok.

 **PARICHOWK**
Greater Noida News Portal



Dr. R. K. Singh

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अतिथि एवं पर्यटन शिक्षण के क्षेत्र में जिम्मेदार और समर्पित योजनाएं तथा सांकेतिक संयोजन एवं समझा तथा नैतिक मूल्यों के साथ मजबूत पारिवारिक जीवन को बढ़ावा देने के लिए उन्हें यह पुरस्कार प्राप्त हुआ।



लैडरशिप अवार्ड-2021 के तहत 'बेस्ट डीन ऑफ हॉर्सपैट्रिटी एंड टूरिज्म' से सम्मानित किया गया है। यह सम्मान एडवांस्ड टेक्नोलॉजीज एंड इन्वेंशंस इन टूरिज्म एंड हॉर्सपैट्रिटी इंडस्ट्री के 6वें अंतरराष्ट्रीय सम्मेलन में सोमवार को मेरठ स्थित स्वामी विवेकानंद सुभारती विवि में प्रदान किया गया। अतिथि और पर्यटन शिक्षण के क्षेत्र में जिम्मेदार और समर्पित योगदान तथा सार्वभौमिक सहयोग एवं सद्भाव और नैतिक मूल्यों के साथ मजबूत पारिवारिक जीवन को बढ़ावा देने के लिए उन्हें यह पुरस्कार प्राप्त हुआ।

प्रो० डॉ० राजीव मिश्रा को 'बेस्ट डीन ऑफ हॉस्पिटैलिटी एंड टूरिज्म' का सम्मान



सद्भाव तथा नैतिक मूल्यों के साथ मजबूत पारिवारिक जीवन को बढ़ावा देने के लिए उन्ने यह पुरस्कार प्राप्त हुआ। डॉ० मिश्रा ने इस प्रतिष्ठित एवं सराहनीय शैक्षणिक पुरस्कार को प्राप्त करने का श्रेय अपने शिक्षाविशालय के माननीय कुलाधिपति सुनील गंगाधरिया मुख्त्य कार्यकारी अधिकारी ध्रुव गंगाधरियाज एवं कुलपति डॉ० प्रति वजाज तथा अपने सहयोगियों को देते हुए उनके समर्थन और मार्गदर्शन के लिए आभार व्यक्त किया।



गलगोटीयाज विषयविद्यालय
ग्रेटर नोएडा के स्कूल ऑफ
हॉस्पिटैलिटी एंड टूरिज्म के
डीन, प्रो० डॉ० राजीव मिश्रा
को ग्लोबल हॉस्पिटैलिटी एंड
टूरिज्म लीडरशिप अवार्ड-
2021 के तहत बेस्ट डीन
ऑफ हॉस्पिटैलिटी एंड
टूरिज्म के सम्मानित किया
गया। यह सम्मान उन्हें
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इनोवेशन इन टूरिज्म एंड
हॉस्पिटैलिटी इंडस्ट्री के 6 वें
अंतर्राष्ट्रीय सम्मेलन के
दौरान 12 अप्रैल, 2021

सद्व्यय तथा नैतिक मूल्यों के साथ मजबूत पारिवारिक जीवन को बढ़ावा देने के लिए उन्हें यह पुरस्कार प्राप्त हुआ। डॉ० मित्रा ने इस प्रतिष्ठित एवं सराहनीय सौहार्दिक पुरस्कार को प्राप्त करने का श्रेय अपने विरविप्रशालन के माननीय कुलपतिपति सुनील गलगोटियाज मुख्तार काफ़ीर अधिकारी ध्रुव गलगोटियाज एवं कुलपति डॉ० पति बजाज तथा अपने सहयोगियों को देने हुए उनके

हिन्दुस्तान



लेडरशिप अवार्ड-2021 के तहत 'बेस्ट डॉन ऑफ हॉस्पिटैलिटी एंड टूरिज्म' से सम्मानित किया गया है। यह सम्मान एडवॉसट टेक्नोलॉजीज एंड इन्वेंशन्स इन टूरिज्म एंड हॉस्पिटैलिटी इंडस्ट्री के 6वें अंतरराष्ट्रीय सम्मेलन में सोमवार को मेरठ स्थानीय विवेकानंद सुभारती खिबि में प्रदान किया गया। आतिथ्य और पर्यटन शिक्षण के क्षेत्र में जिम्मेदार और समर्पित योगदान तथा सार्वभौमिक सहयोग एवं सद्भाव और नैतिक मूल्यों के साथ प्रमुख पारिवारिक जीवन को बढ़ावा देने के लिए उन्हें यह अवसर प्राप्त हुआ।

"The credit of receiving this prestigious award goes to my colleagues for their continued support in all the academic & professional endeavours, and I am also highly grateful to the leadership & management team of esteemed Gulgotia's University for providing me the best facilitation & guidance", said Prof. Mishra after receiving this most admired academic award.



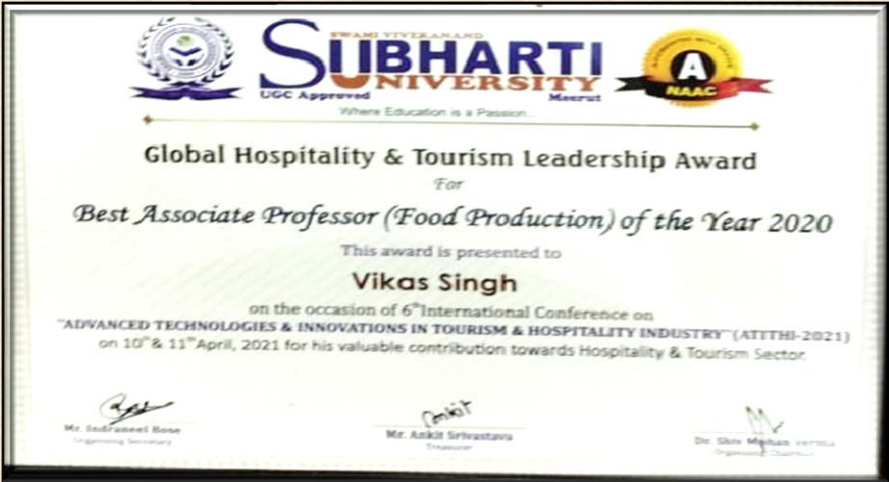
जाने की राह जगती है
जनाकाशाओं का सजग प्रहरी
चेतना मंच

ग्रेटर नोएडा (बेतन मंच)। गलनोटियाज विधिविधालय ग्रेटर नोएडा के स्कूल ऑफ बिजनेस एडमिनिस्ट्रेशन एंड टूरिज्म के बीन, प्रो. डी0 राजीव मिश्रा को ग्लोबल हास्पिटैलिटी एंड टूरिज्म लीडरशिप अवार्ड-2021 के रहत बेस्ट मैन ऑफ हास्पिटैलिटी एंड टूरिज्म से सम्मानित किया गया। यह सम्मान उन्हें एडवॉन्स टेक्नोलॉजीज एंड इनोवेशन इन टूरिज्म ऑफ हास्पिटैलिटी इंडस्ट्री के 6वां वें अवार्डशिप सम्मेलन के दौरान 12 अप्रैल, 2021 को स्वामी विवेकानंद सुभाषी विधिविधालय, मेरठ में प्रदान किया गया।

Awards & Accolades to Prof. (Dr.) Rajiv Mishra




Awards & Accolades to
Chef Vikas Singh



Awards & Accolades to Chef Vikas Sharma



External Examinership at various University


GURU GOBIND SINGH
INDRAPRASTHA UNIVERSITY
Sector 16-C, Dwarka, New Delhi-110078

Prof. P. Bhattacharya
Controller of Examinations (I/c)


File No.: GGSIPU/EXAM/2021/1

To,
Vikas Sharma
JIMS (Lecturer)
9350393669

Subject: Appointment as Expert for Practical Examination / Viva-Voce.

Ph. (Off.): 011-25302252
12/4/21
Dated: 04-04-2021




Faculty of Hotel & Tourism Management

No: SGTU/FHTM/04/2021/318
Date: 10/04/2021

To,
Mr. Vikas
Galgotias University
Greater Noida, UP

Subject: External Examiner

Dear Sir,

In Loving Memory of Dr. Sameer Koranne

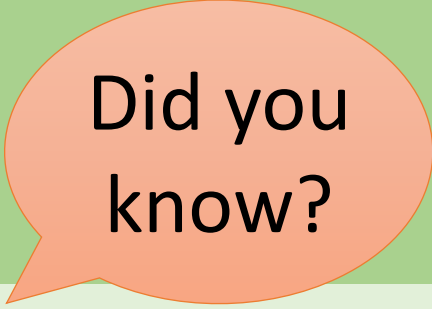


We deeply mourn the tragic demise of Dr. Sameer Koranne (Former Associate Dean - SOHT) who left this world on 28th April 2021.

A jovial and selfless soul with unwavering positivity in every situation and one who truly lived on less and gave more to all. Some truth in life are hard to accept.

Your memories will remain with us forever.

Fun Facts about Mushrooms!!



Did you know?

- Mushrooms are also called toadstools.
- Modern studies suggest mushrooms can be useful for antibacterial, anti-inflammatories and antioxidants. While also helping to reduce blood pressure, moderate blood sugar, reduce cholesterol, enhance the immune system, reduce stress and help in fighting many types of cancer.
- A single Portabella mushroom can contain more potassium than a banana.
- Mushrooms are made up of around 90% water.
- The mushroom is used in many cuisines throughout the world and it is known as the "meat" of the vegetable world.
- The worlds largest producer of edible mushrooms is China which produces about half of all cultivated mushrooms.
- There is an entire genus of mushrooms, found all over the world, that tastes like fried chicken. It's even referred to as the "chicken of the woods." It is most commonly found in eastern North America and is bright orange.
- There are over 30 species of mushroom that actually glow in the dark. The chemical reaction called bioluminescence produces a glowing light known as foxfire.
- Before the invention of synthetic dyes, mushrooms were widely used for dyeing wool and other natural fibers.

SOHT's Upcoming Infrastructure



Welcome to the leading Hospitality & Tourism Institute

