

Hospitality Prism

TRAVELLER'S DIARY

The 'abode of gods'
-Rishikesh & Haridwar

PRIDE OF INDIA

The Golconda Fort

CURRENT AFFAIRS

Travel with Locals

FINGER TIPS

How to get
your Goodnight's Sleep

LOCAL FOCAL

Meat Biryani
& Saunth Panak

THIRSTY TRAVELLER

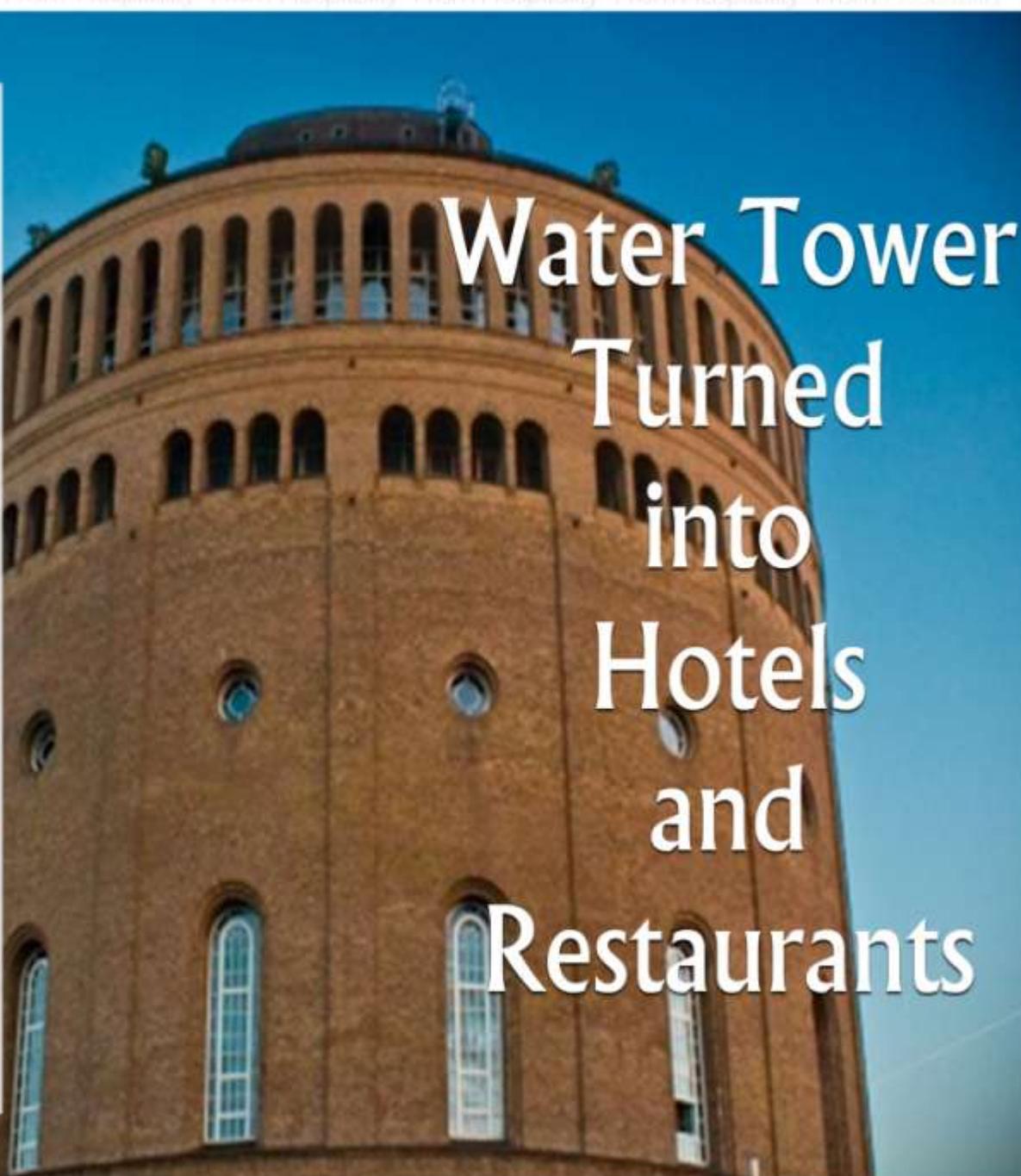
Amarula Cream

FOOD FOR THOUGHT

Atil Restaurant

GREEN CORNER

Environmentally - Friendly
Operations by
Singapore Airlines



Water Tower Turned into Hotels and Restaurants

प्रज्ञानं ब्रह्म



MANIPAL
UNIVERSITY

Department of Allied Hospitality Studies

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In this issue...

TRAVELLER'S DIARY

*The 'abode of gods'
-Rishikesh & Haridwar*

2



PRIDE OF INDIA

The Golconda Fort

3



CURRENT AFFAIRS

Travel with Locals

4



UNWTO Factsheet

UNWTO Tourism Towards 2030

5



FINGER TIPS

*How to get your Goodnight's
Sleep*

6



SNEAK PEEK

WGSMA Annual Day 2013-2014

7



LOCAL FOCAL

Meat Biryani # Saunth Panak

8



Thirsty Traveller

Amarula Cream

10



Food for Thought

Atil Restaurant

12



GREEN CORNER

*Environmentally - Friendly
Operations by Singapore
Airlines*

13



Then and Now

*Water Tower turned into hotels
and restaurants*

15



TTT - Technology in Travel & Tourism

17





Editor's Desk

*"The ninth issue of the **Hospitality Prism** is coming with a lot of interesting features Abode of God is shared under the Traveller's diary. A brief history of Golconda Fort is featured under the Pride of India. The current trend of travel with locals is included in the Current affairs. The forecast of Tourism trends for 2030 is hinted in the UNWTO fact sheet. Hints to get a good night sleep is featured under finger tips. The annual day of WGSHA is showcased in the Sneak Peek. Beary style of Biryani preparation is featured under local focal. The feature about Amarula cream is shared in the Thirsty Traveler. The restaurant "Attil" is evaluated under the food for thought. Eco-friendly practices of Singapore Airlines is included in the Green Corner. The feature of Water tower turned in to restaurants & hotels is included in Then and Now. Hotel connects the social media – **Facebook** with tech wrist brands and travel industry from chaos to collaboration is included in the Technology in travel and Tourism. An interesting issue with lot to share. Congratulations to all contributors of the issue.*

With warm regards,

- Prof. Y G Tharakan

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Stinson Fernandes



The 'Abode of Gods' - Rishikesh & Haridwar



Rishikesh also known as the 'Abode of Gods' is a city in Dehradun district of Uttarakhand. Located in the foothills of the Himalayas in northern India, it is known as The Gateway to the Garhwal Himalayas. Rishikesh is approximately 25 km north of the city Haridwar and 43 km south west of the state capital Dehradun. It is the 7th largest city in the state of Uttarakhand. Rishikesh has been a part of the legendary 'Kedarkhand' (the present day Garhwal). Legends state that Lord Rama did penance here for killing Ravana, the demon king of Lanka; and Lakshman, his younger brother, crossed the river Ganges, using jute rope bridge. The point, where the present 'Lakshman Jhula' bridge stands today. The jute-rope bridge was replaced by iron-rope suspension bridge in 1889. It was washed away in the 1924 floods. Then it was replaced by the present stronger bridge.

Lakshman Jhula

In 2013 the Garhwal region of Uttarakhand suffered mass destruction caused by floods natural disaster at the city of Rishikesh. The whole Indian government came to the aid of the people of Uttarakhand. Through these noble acts in no time the home of Gods was ready to welcome the tourists from all over the world. I was very excited and thrilled to go back to Rishikesh again and enjoy the world's best yoga as the city is also nicknamed as the yoga center of the world. So I planned an itinerary for myself which also included the white water rafting on the foothills of the Himalayas.

Day 1: Nainital to Haridwar (Approx.210 Kms, 5-6 hrs)

Check in Hotel. In the evening visit Har-ki-Pauri to view the holy Ganges Aarti. This is the place where the main bathing takes place. The place is called Brahma Kund, the myths says this is the place where the nectar can be dissolved in the holy water of river Ganges. Visit the market near the place.

Day 2: Haridwar to Rishikesh (24kms/1hr)

After breakfast check-out from Hotel & drive to Rishikesh for some heart throbbing adventure in the Ganga River. The white water rafting starts early morning and its booking can be done through internet and even walk in reservations are most welcome. The best rafting experience in India, which has many pits and many courses that can be chosen. After the tiring afternoon it was time for some sightseeing of Laxman Jhula & local sightseeing. Evening, it was some resting time and the next morning we drove back to Nainital.



Ashwarya Bisht



The Golconda Fort

Golconda (sometimes spelled as Golkonda) Fort was the capital of the ancient Kingdom of Golconda which flourished in the 14th to 16th century. It is situated 11 kilometers from Hyderabad, the capital of the state of Andhra Pradesh. With walls ranging from 17 to 34 feet broken by 87 semi-circular bastions, some reaching 60 feet in height, and built on a granite hill that is 400 feet high, it remains one of India's most magnificent fortress complexes.

Even before the Kingdom of Golconda rose in prominence, when the Kakatiya Dynasty ruled the region. According to legend, a shepherd boy found an idol in the area. When this was reported to the Kakatiyan king, he ordered a mud fort to be built around it. The fort eventually known as Golla Konda, which in Tegulu meant Shepherd's Hill. The area eventually became a heated battleground between three kingdoms, finally culminating in the victory of the Islamic Bahmani Sultanate and the fort became a capital of a major province of the Sultanate. When Quli Qutub Shah declared his independence from the Bahmani Sultanate in 1518, the Qutub Shahi Dynasty arose and Golconda became its seat of power. Over the next couple of decades, successive Qutub Shahi kings expanded the mud fort into a massive and expansive fort of granite, with a circumference that extended to around 5 kilometers. The fort remained to be the dynasty's capital until it was moved to Hyderabad in 1590. The fort was then expanded to have a 10-kilometer outer wall that enclosed the city.

In 1686, the Mughal prince Aurangzeb started to lay siege on the fort of Golconda, with the intent of claiming Hyderabad, the wealthy capital of the Qutub Shahi dynasty. The fortress proved to be as impregnable as its reputation claimed. In 1687, when Aurangzeb finally managed to breach the fort after a nine-month long siege. It was said that the fort only fell down because of a traitor who sabotaged the gate.

Golconda was once renowned for the diamonds found on the south-east at Kollur Mine near Kollur (modern day Guntur district), Paritala (modern day Krishna district). During that time, India had the only known diamond mines in the world.

Golconda's mines yielded few diamonds. Golconda was the market city of the diamond trade, and gems sold there came from a number of mines. The fortress city within the walls was famous for diamond trade. However, Europeans believed that diamonds were found only in the fabled Golconda mines.

Magnificent diamonds were taken from the mines in the region surrounding Golkonda, including Darya-e Nur, meaning sea of light, at 185 carats (37.0 g), the largest and finest diamond of the crown jewels of Iran. Many famed diamonds are believed to have been excavated from the mines of Golconda, such as:

- ✓ Darya-e Nur
- ✓ Nur-Ul-Ain Diamond
- ✓ The Koh-i-noor
- ✓ The Hope Diamond
- ✓ Princie Diamond
- ✓ The Regent Diamond
- ✓ Wittelsbach Diamond



Today, even after almost 800 years, the fort still stands as one of Hyderabad's greatest architectural wonders. One of its greatest engineering marvels is the fantastic acoustic effects: one handclap at a certain point below the entrance dome can be heard at the highest point of the pavilion almost a kilometre away. This was said to be used for warning the royals in case of an attack.



Riston D'Souza



Travel With Locals

Have you ever been in a situation where on your visit to famous tourist destination you are forced to wait in long queues just to have a glimpse of over-hyped, over-crowded tourist spot and wished you could have better option to explore that place in terms of local customs & culture instead of following the fixed package itinerary having coordinated guide tours. Have you ever imagined that your travel could be filled with unexpected scenes, encounters and experiences, like in the movies?

Travel with locals is just an answer to this. It helps a traveler to have unique tour experience by connecting with locals and experience the local life as it is, not how mass tourism companies masquerade it. People who live in the destination know their place inside out. That's why only locals can provide you with local activities that are REAL, things to do that don't appear in any travel guide and helps you to tour the destination from local's perspective. It is about finding those cool and cozy spots that locals' like to hang out at and missing the tourist traps. You may have also heard about a lot of exciting and fun adventures the area you plan to travel has to offer, yet you have no idea how to get around and find these places. Just imagine how much easier finding all the action can be if you could locate a tour guide that could show you all the best places to visit. These local guides are not listing random places either – all the content is created by well selected local editors who write reviews about the places they like themselves and would recommend to their best friends which may include culinary tours to shore, villages, wineries, local markets excursions, local

village etc. Also, Private tour guides can easily adapt to the needs of their customers, whereas on a packaged group tour that wouldn't be possible. There are several websites which assist you with local travel guides option like toursbylocal.com, localguiding.com and will give you the insight of your travel plan and the guide before you actually undertake the tour.

How It Works ?

For Travellers : **Do you know where you want to go?** Then enter your destination and You'll get a list of all tours and activities in your selected destination. Each tour contains detailed information on the person providing the tour. Look at the tour guide's profile to learn more about their personality. Find travel tips and advice they have shared with web community. Read their guiding history to get an idea of their competence. Evaluate their quality and reliability by checking reviews from previous clients. To confirm your booking you only have to pay a deposit of 10% of the tour price. It's as simple as using your credit card or paypal. Click on the "checkout" button to make this down-payment. This will take you to our secure payment page.

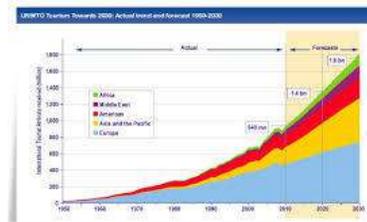
After completing your booking you'll receive an email with full details of your booking including tour guide contact information.

On the day of the tour you'll have to pay the remaining 90% of the tour price directly to the guide in cash as outlined in the booking confirmation. However, the cost of hiring a private tour guide varies, but for an experienced guide, it is expected to be charged more than price included admission to all of the attractions visited as well as all of subway, bus, taxi and even boat fares.

For Local Guides : The websites sell and distribute tours and activities online. Market your tours with ease. It helps to market the tours with ease. These sites proudly display the guide behind each tour. Optionally, you can offer instantly bookable tours. Free listings & worldwide exposure. List the tours absolutely free and the websites will then promote the activities to the global audience of travel enthusiasts and partners.



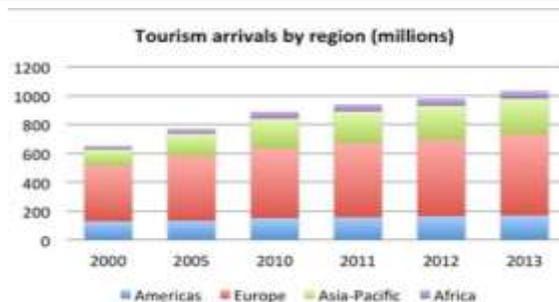
Prasad Shinde



UNWTO Tourism Towards 2030

Long-term forecasts – substantial potential for further growth

UNWTO Tourism Towards 2030 is UNWTO's recently updated long-term outlook and assessment of the development of tourism for the two decades from 2010 to 2030. It is a broad research project building on UNWTO's on-going work in the field of long-term forecasting, initiated in the 1990s. The new study substitutes the earlier Tourism 2020 Vision, which has become a worldwide reference for international tourism forecasts. Key outputs of Tourism Towards 2030 are quantitative projections of international tourism demand over a 20-year period, with 2010 as the base year and ending in 2030. The updated forecast is enriched with an analysis of the social, political, economic, environmental and technological factors that have shaped tourism in the past, and are expected to influence the sector in the future. According to Tourism Towards 2030, the number of international tourist arrivals worldwide is expected to increase by an average 3.3% a year over the period 2010 to 2030. Over time, the rate of growth will gradually slow, from 3.8% in 2012 to 2.9% in 2030, but on top of growing base numbers. In absolute numbers, international tourist arrivals will increase by some 43 million a year, compared with an average increase of 28 million a year during the period 1995 to 2010. At the projected pace of growth, international tourist arrivals worldwide are expected to reach 1.4 billion by 2020 and 1.8 billion by the year 2030. International tourist arrivals in the emerging economy destinations of Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa will grow at double the pace (+4.4% a year) of that in advanced economy destinations (+2.2% a year). As a result, arrivals in emerging economies are expected to exceed those in advanced economies by 2015. In 2030, 57% of international arrivals will be in emerging economy destinations (versus 30% in 1980) and 43% in advanced economy destinations (versus 70% in 1980). By region, the strongest growth will be seen in Asia and the Pacific, where arrivals are forecast to increase by 331 million to reach 535 million in 2030 (+4.9% per year). The Middle East and Africa are also expected to more than double their arrivals in this period, from 61 million to 149 million and from 50 million to 134 million respectively. Europe (from 475 million to 744 million) and the Americas (from 150 million to 248 million) will grow comparatively more slowly. Thanks to their faster growth, the global market shares of Asia and the Pacific (to 30% in 2030, up from 22% in 2010), the Middle East (to 8%, from 6%) and Africa (to 7%, from 5%) will all increase. As a result, Europe (to 41%, from 51%) and the Americas (to 14%, from 16%) will experience a further decline in their share of international tourism, mostly because of the slower growth of comparatively mature destinations in North America, Northern Europe and Western Europe.



1,087 million is the number of tourist arrivals in the world in 2013

International Tourist arrivals mostly come from Europe, with 563 million people (52% of the world population) followed by the Asia and the Pacific (with 248 million people, 23%), **America's** (169 million, 16%), **Africa** (56 million, 5%) and the **Middle East** (52 million, 5%).

This strong performance of + 5% in 2013 represents the fourth strong year in a row of **international tourism growth**, which gives an absolute optimistic touch to the state of tourism as a generator of jobs and as a driver for economic development worldwide.

Focusing on Europe, our continent led growth in absolute terms, welcoming an additional 29 million international tourist arrivals in 2013, raising the total to 563 million.

Emerging markets were key players in outbound tourism, with substantial growth expenditures in Turkey (+24%), Qatar (+18%), Philippines (+18%), Kuwait (+15%), Indonesia (+15%), Ukraine (+15%) and Brazil (+14%). Leading the way was China, which saw an increase in expenditure of 28% in the first three quarters of 2013 (and became the largest outbound market in 2012). Another important actor was the Russian Federation, the 5th largest outbound market, which reported 26% growth through September. The forecasts and projections for 2014 see an increase of +4-+4.5 % of international tourism inbound.



Vigneshwaran R

How To Get Your Goodnight's Sleep

Falling asleep may seem like an impossible dream when you're awake at 3 a.m., but good sleep is more under your control than you might think. Sleep hygiene is a variety of different practices that are necessary to have normal, quality night time sleep and full daytime alertness. The most important sleep hygiene measure is to maintain regular wake and sleep patterns seven days a week. It is also important to spend an appropriate amount of time in bed, not too little, or too excessive. This may vary by individual; for example, if someone has a problem with daytime sleepiness, they should spend a minimum of eight hours in bed, if they have difficulty sleeping at night, they should limit themselves to 7 hours in bed in order to keep the sleep pattern consolidated.

Following Tips Pave Your Way To A Good Sleep Hygiene:

- ☞ Establish a relaxing pre-sleep routine: The transition from being awake to going to bed must be done by soothing activities which relax your body. Take a bath (the rise, then fall in body temperature promotes drowsiness), read a book, watch television, or practice relaxation exercises. Avoid stressful, stimulating activities—doing work, discussing emotional issues.
- ☞ Sleep when you are truly tired: Struggling to fall sleep just leads to frustration. If you're not asleep after 20 minutes, get out of bed, and do something relaxing, like reading or listening to music until you are tired enough to sleep.
- ☞ Avoid being the night-time watcher: Staring at a clock in your bedroom, either when you are trying to fall asleep or when you wake in the middle of the night, can actually increase stress, making it harder to fall asleep. Turn your clock's face away
- ☞ Naps- The early the healthy: their day. However, for those afternoon napping may be one naps decrease sleep drive. If you before 5 p.m.
- ☞ Dinner like a pauper: Do not go to pepperoni pizza or butter chicken insomnia. Avoid foods that are oily, greasy and gas forming and cause indigestion. Limit alcohol intake; even though it makes you feel sleepy at first, it may interrupt sleep later at night. Consume dairy products like a glass of milk to induce good sleep. Finish dinner 2 hours before bedtime.
- ☞ Adequate consumption of water: Drink enough fluid at night to keep from waking up thirsty—but not so close to bedtime.
- ☞ Avoid caffeine intake before sleep: Caffeine is a stimulant that keeps you awake for 4-6hours. Hence one must avoid the consumption of caffeine rich foods like coffee,tea, colas, chocolates, energy drinks etc.
- ☞ Exercise early and regularly: Exercise can help you fall asleep faster and sleep more soundly—as long as it's done at the right time. Try to finish exercising at least three hours before bed or work out earlier in the day. It keeps you refreshed, fit and in shape.



Following these tips may help you induce a relaxing goodnight's sleep!



Rekha Gopalakrishnan

Department of Allied Hospitality Studies

#February - March 2014 Vol. 9

WGSHA ANNUAL DAY 2013-2014



Students and faculty of Welcomgroup Graduate School of Hotel Administration (WGSHA) celebrated the institutional annual day at the Fortune Inn Valley View lawns on 5th February, 2014. The students were addressed by Mr. Dilip Puri - Regional Vice-President (South Asia) of Starwood Hotels and Resorts, Dr. K Ramnarayan - Vice-Chancellor of Manipal University, Mr. Anand Rao - General Manager of ITC Hotels (Learning and Development) and Dr. G K Prabhu Registrar - Manipal University.

Scholarships worth Rs.4.5 lakh were presented to the meritorious students who had worked really hard to prove worthiness for those awards and Scholarships, Nishant V for the ITC Best Graduating Student of the year. Chef Vikas Khanna Award for Academic performance went to Manpreet Chabba and Ricky Victor D'souza Memorial Award to Nishant V. Seasons Group scholarship was won by Deepanjali.

Best Graduating Student of M.Sc Hospitality and Tourism Management was won by Ms. Retnika Devesher and The Best Graduating student of M.Sc Dietetics and Applied Nutrition was won by Ms. Veena Mehendale. The Distinguished Alumnus Award went to chef Hariprasad Nayak of the 1991 Batch, who is also a Restaurateur, author and a culinary consultant in North America.

On the occasion, a culinary treat of food from several countries was prepared and served by the students and faculty, after a cultural extravaganza.



Stinson Fernandes

LOCAL CUISINE

Meat Biryani – Beary (Mangalorean Muslim) Style :

The Beary is the Muslim community concentrated mostly in coastal South Kanara (Dakshin Kannada). This ethnic society incorporates the local Tulu culture of Dakshin Kannada and diverse traditions of the Moplahs of the Malabar coast and is one of the earliest Muslim inhabitants of India. The word 'Beary' is said to have been derived from the Tulu word 'Byara' which means trade or business and since the major portion of the community was involved in business & trading activities, the local Tulu speaking majority called them as Beary or Byari. Beary biryani is very subtle in its flavour and aroma with just about the distinct fragrance of fennel wafting through the grains. It is different from other flavourful biryanis in a way that it is made with minimal ingredients and carry a South Indian trademark - especially because of the use of coriander leaves that are not ground but shredded during the layering thus avoiding the bitterness that the leaves impart if used in large quantities.



Preparation Time : 20 mins

Layering & Cooking on Dum : 30 mins

Serves : 4 method

Cooking the meat

- Cut the meat into medium size pieces, wash and allow to drain on a colander for 10 minutes.
- Transfer into a pressure cooker and fill water up to the level of the meat. Add salt, lime juice, turmeric powder chopped coriander leaves
- Cover & cook on a full flame until the first whistle goes off (takes about 8-10mins).
- Reduce the flame to simmer and continue to cook for 20-25mins in the case of beef. If you are using mutton, follow the same procedure and cook for about 13-15 mins, if the mutton is tender.
- Allow the pressure cooker to cool down completely before removing the weight.

Preparing the garnish

- Heat 4 tbsp ghee in a wide heavy bottomed pan and fry the onions till golden brown, drain & keep aside.
- To the same ghee add cashewnuts and fry till golden brown and drain n keep aside.
- Turn off the flame and add the raisins, take it immediately or else it will burn.

Preparing the masala

- In a large pan (or use the same pan that was used to fry the garnish) heat 2 tsp ghee. Toss in the whole spices (garam masala) and fry for a minute.
- Add onions and fry till golden brown.
- Add the chopped tomato and fry for 2 mins on a medium high heat and reduce the flame a bit and continue to fry until the oil separates from the masala.

Ingredients:

- Y Green Brinjal Medium size – 04 nos
- Y 1 kg beef or mutton on the bone
- Y Juice of ½ lime
- Y ½ tsp turmeric powder (haldi)
- Y Fistful of chopped coriander leaves
- Y 5 big onions sliced
- Y 6 juicy tomatoes thinly sliced
- Y 1 inch cinnamon
- Y 3 cardamons
- Y 3 cloves
- Y Salt to taste
- Y Ghee for frying

For the rice :

- Y 600gm / 3 cups basmati rice
- Y 2 inch cinnamon
- Y 3 cloves
- Y 2 cardamons
- Y Salt to taste

For the masala :

- Y 8-10 green chillies
- Y 1tbsp fennel seeds (badashep/saunf)
- Y 2 tbsp coriander seeds
- Y 2 whole pods garlic peeled
- Y 2 inch piece of ginger
- Y 1 tsp mace(javithri) flakes
- Y 3-4 star anise (chakri phool)
- Y ½ nutmeg (zaiphali)
- Y 1 packed cup of mint leaves

To be grounded separately :

- Y 2 tsp poppy seeds(khus khus)
- Y 5 almonds soaked in hot water and skinned

For the Layering :

- Y 3 onions finely sliced
- Y ½ cup of mint leaves roughly chopped
- Y 1-1/2 packed cups of coriander leaves
- Y 2 pinches saffron strands soaked in 3tsp rose milk
- Y 15-20 whole cashewnuts
- Y 20-25 raisins
- Y 2 tsp ghee (to grease the pan)

- Add the ground green chilli, fennel, coriander, garlic, ginger and fry for about 4-5mins
- Add the pre-cooked beef/mutton, adjust salt to taste and add the meat stock in parts. Allow to cook till meat is tender. Use the stock to make a thick gravy.
- Add the almond paste and cook for 4-5 mins. Add chopped coriander leaves on top of it. Turn off the flame after a couple of minutes



Preparing the rice

- Wash & soak the basmati rice in water for 15mins.
- Boil rice in plenty of water along with the whole garam masala to $\frac{3}{4}$ th done.
- Drain and keep aside until required

Assembling

- Brush the base and sides of a large wide vessel with 2tsp ghee. Place one third of the meat as the first layer. Add a one third of the rice over the meat.
- Sprinkle one third of the fried onions, cashewnuts, raisins, a few coriander leaves, a few mint leaves, part of the saffron mixed in rose water.
- Repeat the process until all the meat, rice and garnish has been layered.
- Make a few holes through the biryani and drizzle some ghee through them.
- Seal the vessel with dough or aluminium foil. Place a tight lid over it to ensure there is no loss of steam.
- Place on the vessel on a cast iron tawa/skillet and let the biryani to cook on dum for 20-25mins. Turn off the flame and allow the flavours and aromas to blend well before serving.
- Serve hot with the onion tomato raita.

Saunth Panak (Konkani Style Jaggery, Ginger & Pepper Drink)



Saunth Panak is a refreshing drink especially on a hot summer day. The spiciness of the ginger and pepper is well balanced by the large amount of that lends a natural sweetness to the drink and also adds to the health quotient. The lime juice adds a bit of zest to an otherwise sweet and spicy drink.

Preparation Time : 2-3 minutes

Serves: 4

Method

Mix all the ingredients in a vessel. The jaggery Syrup will dissolve on its own. Refrigerate and strain before serving. Enjoy chilled!

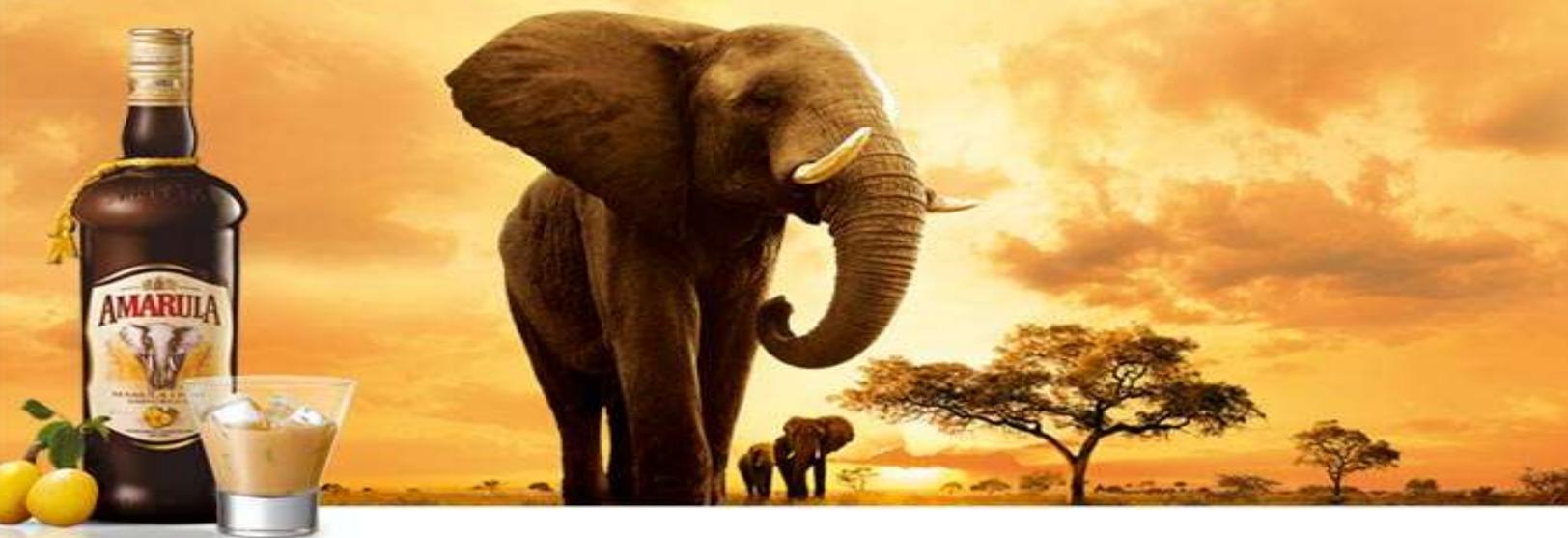
Ingredients

- ∩ 1 litre water (approx. 5 cups)
- ∩ 12-13 tbsp jaggery
- ∩ 1tbsp crushed pepper
- ∩ 1 tbsp dry ginger powder



Prasad Shinde

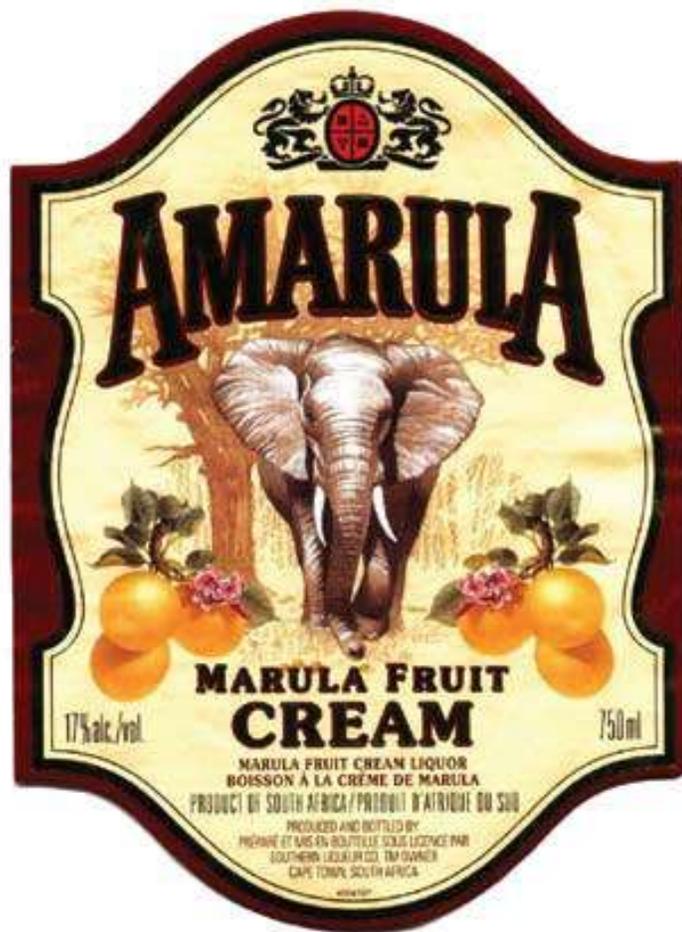
Amarula Cream - The Spirit of South Africa



Amarula is a cream liqueur from South Africa. It is made with sugar, cream and the fruit of the African Marula tree (*Sclerocarya birrea*) which is also locally called the Elephant tree or the Marriage Tree. Tall and leafy, Marula trees grow wild across sub-Saharan Africa. Only the female marula tree bears fruit. By mid-February, the yellow-skinned, white-fleshed fruits are ripe for plucking. Many wild animals, but especially elephants, are crazy about the succulent, nutritious fruit. They've been known to ram the tree to dislodge their favorite snack if none has fallen to the ground. A single tree can yield between 500kg of fruit. Between the pachyderms and the rural communities in and around the town of Phalaborwa in Limpopo province who earn a living by harvesting the fruit, from late January to March.

It has an alcohol content of 17% by volume. It has had some success at international spirit ratings competitions, winning a gold medal at the 2006 San Francisco World Spirits Competition. Amarula Cream is a South African success story. Sweet, creamy, and vibrantly fruity on the palate, with notes of caramel, peppery spice, and a hint of citrus, it has an irresistible taste all its own.

Like wine grapes, marula fruit is hand-harvested. The fruit is crushed from the kernel, and the flesh separated from the skins before being fermented in the same way that pressed grapes





are fermented to make wine. The 'wine' is double distilled and matured in small oak casks for 2 years before being blended with fresh cream.

It's not only the flavour but also the folklore surrounding Amarula that adds to the marula fruit liqueur's appeal. Though the belief that elephants purposely seek out the fermented marula fruits, and become 'drunk' from them is pure myth, the marula tree is the stuff of legend. Its oil-rich kernel is called the 'food of kings', its fruit is sky-high in Vitamin C, and locals believe its tree bark can aid expectant mothers in determining the sex of their unborn child.

For marketing efforts it produces elephant-themed collectible items. Amarula's success also stemmed from a marketing campaign conducted during the 2010 Fifa World Cup. Since the brand was an official licensed product at the tournament, the sought-after gold trophy replaced the elephant traditionally used as a logo on its packaging, and the campaign showcased the versatility of the product

Cocktail Recipe – Swirling Tusk at Dusk

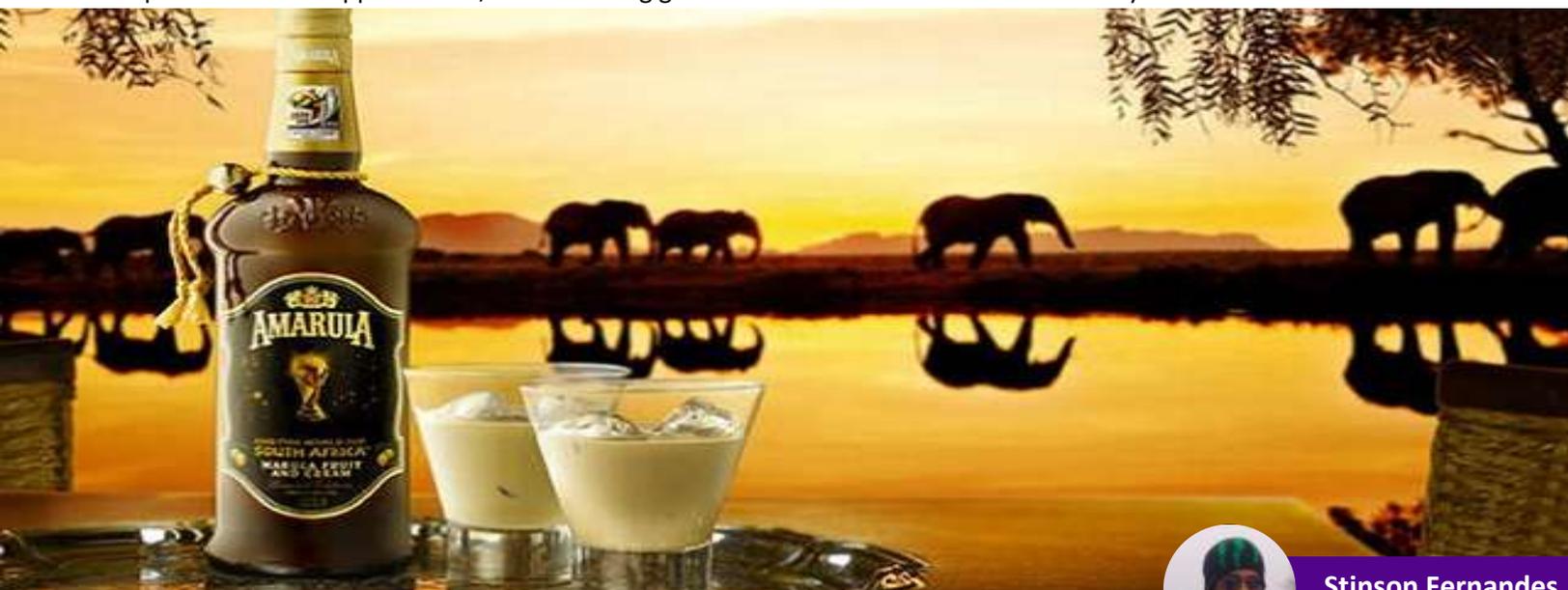
Ingredients:

- ◆ 250 ml liqueur (Amarula cream)
- ◆ 0.5 liter ice cream
- ◆ 250 ml coffee (cooled)
- ◆ 50 grams chocolate (grated)
- ◆ 40 ml chocolate syrup
- ◆ 50 ml cream (whipped)
- ◆ 4 maraschino cherries



Preparation:

1. Into a blender, place the Amarula Cream, the ice cream, coffee and half the grated chocolate. Blend for a few seconds.
2. Swirl the chocolate sauce around the sides of martini glasses.
3. Pour the Amarula mixture into each glass.
4. Top with a little whipped cream, the remaining grated chocolate and a maraschino cherry.



Stinson Fernandes

Atil

A small flashback gave us a memory of seeing a new place open up just as we entered Manipal so we had to check it out as it looked very unique from the outside! So then Attil was given the mammoth task of satisfying our hunger. It was love at first sight, never had we seen a more beautiful ambience in a family restaurant in Manipal. The crowd was very cosmopolitan with a mixture of students and families.

They also have a unique seating set up which includes a separate lounge area if you just want to sit back with your friends relax and watch the cricket match! With some good food!

They also have a collection of fresh fishes which come on a regular basis from Mumbai. They also guarantee that no one has as fresh and big fish even in off season also.

We ordered the dragon chicken which was a fast moving starter due to the quantity and price.

Next up was an full white snapper tandoori! This fish was heavenly never had we ever tasted such a properly made tandoori fish, marinated with care!

We agreed to order chicken biryani. This is so delicious that if you come to attil, by hook or crook you have to eat this biryani.

We had no more place so we just ate a light desert of gulab jamuns and gajar halwa which again was perfectly made!

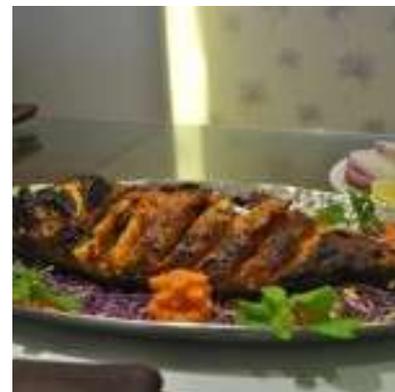
To sum up things we had wholesome and memorable experiences which were evident on our faces as we walked out of Attil with a satisfied grin!

We sincerely advice you to try this place because we're sure that u will have the same grin when u leave and you wont stop coming back!

Another small advice, come a little early to avoid waiting especially on weekends as the place gets packed quickly!

RATINGS

Ambience	: 9.5/10
Food	: 10/10
Service	: 9/10
Value for money	: 8/10
Location	: 8.5/10
Overall Rating	: 9/10



Marzban H Udwardia

ENVIRONMENTALLY- FRIENDLY OPERATIONS BY SINGAPORE AIRLINES

The effects of climate change have been a great concern to many in recent years. The challenge for the aviation industry is to reduce its greenhouse gas emissions while improving the efficiency of its operations. Presently, the industry is responsible for two per cent of global CO₂ emissions and is projected to increase to three per cent in 2050. This works out to be just 12 per cent of CO₂ emissions from all transport sources, which contributes to 74 per cent of emissions.

Singapore Airlines employs the best environmental practices in all areas of its business. It pursues policies designed to conserve and recycle, moving away from processes or activities that are harmful to the environment.

In accordance with ISO 14001 standards, the best environmental practices, open communications on environmental issues, full regulatory compliance, and an environmental action plan are in place for the Singapore Airlines Group. An Environmental Management System (EMS) has also been adopted, further strengthening Singapore Airlines' commitment to sound environmental practice in all management functions.

Environmental Management System

- ♣ To minimize the impact of Singapore Airlines products, services and processes on the environment, the Singapore Airlines Group has implemented a comprehensive EMS since 1996.
- ♣ To date, Singapore Airlines' Engineering Division, Flight Operations Division and the Singapore Airlines Engineering Company, and Singapore Flying College (a wholly-owned subsidiary of Singapore Airlines Limited) have been awarded ISO 14001:2004 Certification.

Cleaner, More Efficient Aircraft

- ♣ Singapore Airlines maintains one of the youngest aircraft fleets in the industry. The average age of Singapore Airlines' passenger fleet is six years four months (as at 1 Jan 2013).
- ♣ Singapore Airlines leads the industry in its efforts to reduce noise pollution and air emissions.
- ♣ Aviation Regulation Stage 3 certification. In addition, all Singapore Airlines aircraft also meet the more stringent Chapter 4 Standard, which will apply to all new aircraft produced from 2009. Chapter 4 is effectively one third (10 EPNdB) quieter than Chapter 3 Standard.
- ♣ A fuel efficiency programme contributes towards cost reduction and produces lower emissions. This include:-
 - ◆ Flight operation procedures that minimize fuel use without compromising safety;
 - ◆ Adjusting fuel uplift basing on Zero-Fuel Weight;
 - ◆ Maintenance programs for both airframes and engines that ensure operational efficiency and enhanced fuel efficiency.
 - ◆ Route planning procedures that ensure that Singapore Airlines planes fly the most fuel-efficient routes possible.
 - ◆ Airline operations (such as use of lighter weight crockery, galley service equipment and cargo containers; and Flight Operations active participation in international arena on route restructuring.
 - ◆ The fuel saving initiatives achieved a reduction in fuel consumption of 58.6 million AG of fuel a year. The impact on the environment is reduced emissions of 559,000 tons of carbon dioxide.

Efficient Use of Resources and Waste Reduction

- ♣ Singapore Airlines' environmental action plan includes an energy conservation program embracing green building designs and introducing energy conservation measures to reduce energy usage. Continuous efforts have been channeled towards optimization of building services equipment and introducing new energy efficient devices such as energy saving lightings with reflectors, motion sensors to activate toilet lightings, special light dimming devices and timer switches to turn off lighting during off-peak periods.
- ♣ Extensive recycling programmes are in place for substances like waste cooking oil, carton boxes, used paper, aluminum cans, glass bottles and scrap materials. thus reducing haulage and disposal costs.
- ♣ Waste treatment plants process chemical wastes generated from component cleaning and degreasing. All waste water is monitored before discharge.
- ♣ Water conservation is a priority across the Singapore Airlines Group's operations. Water saving devices, such as flow restrictors and self-closing taps, are widely used.
- ♣ Singapore Airlines Engineering Company uses a non-atomizing process for its paint stripping operations, reducing the levels of volatile organic compounds and air pollutants. Cleaning processes adhere to environmental best practices to minimize the release of volatile compounds.
- ♣ Annual reports, staff newsletters, in-flight safety cards, as well as brochures and promotional material, are printed on recycled paper wherever possible.

Environmental Planning

Environmental policies form a core component of the future planning for the Airline. As Singapore Airlines' base at Singapore Changi Airport expands, considerable investment is going into creating a clean, energy-efficient environment.

- Aditya Agarwal



Water Tower turned into hotels and restaurants

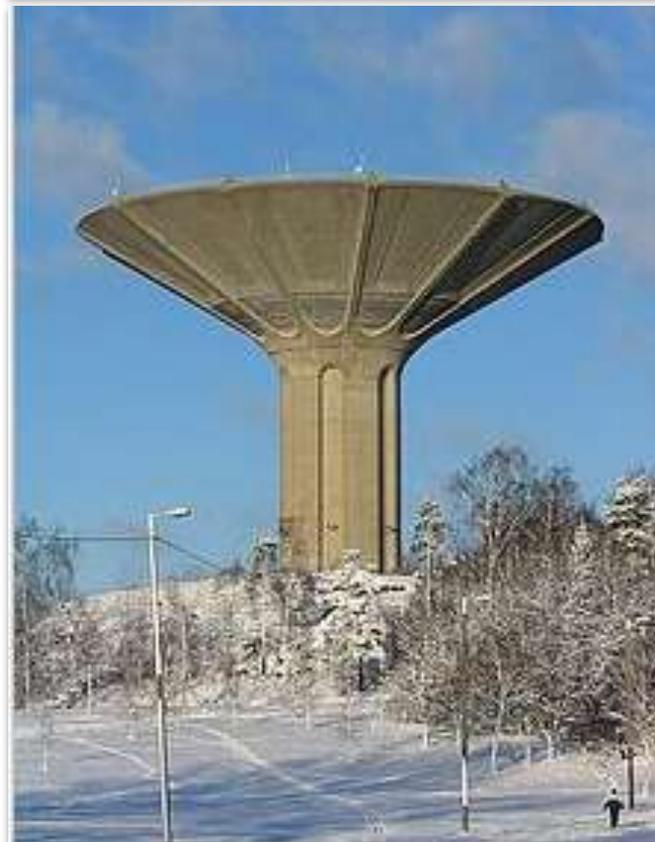
Water towers are structures built from ancient times mainly for distribution of potable water or to store water for fire protection. These towers usually consisted of a large tank constructed at a great height, the purpose of which was to have enough water pressure for distribution. These were usually built near large sources of water. Though electricity was required to pump water up to the tank, the distribution system needed no power as it relied on hydrostatic pressure produced due to the elevation. Due to the establishment of modern pipeline systems these towers are now outdated. Many of them are now considered as heritage sites due to the fact that most of these were elaborately designed with fancy brickwork and trellises. They may also serve as navigational aids and advertisement boards.

Hotel in Wasserturm

Once the largest water tower in Europe, it lay derelict for many years. The top three floors of the water tower were destroyed during the Second World War and rebuilt in 1990 after four years of construction. As Cologne grew into the industrial powerhouse that it is today, the requirement for an underground water main to feed the growing city's needs meant that this 35m high, 19th Century water tower was no longer required. It took the genius of French interior designer Andrée Putman and the courage of a team of investors to turn what used to be Europe's largest water tower, into the amazing 5 star hotel.

This one-of-a-kind experience remains one of the most architecturally stunning hotels in Germany. Classified as a heritage site, an extraordinary interior design of timeless modernity behind its 140 year-old walls. The imposing 11m high entrance hall with its catwalks, mezzanine Presidential suite, and grand conference facilities - all share the status that this massive building imposes. Ranked amongst the best designer-hotels in the world, Hotel in Wasserturm combines luxurious facilities with the history of a 140-year old building, now classified as a historical monument. The hotel offers 88 guest rooms and suites as well as the lobby bar "Harry's Lounge".

From the time Andrée Putman was commissioned to transform this listed building into a modern hotel, it took about two years before the first guests checked in. Except for being compelled to work within the limits set by the City's Cultural Committee, Andrée was given more or less a free hand to create 90 hotel rooms in a personal style. Andrée created 42 suites and 38 double rooms, in different categories. The most extravagant accommodation is, of course, the 170 square metres Presidential Suite at the top of the building, with the entrance on the 10th floor. This two-floor suite boasts two spacious living rooms of 35 square metres each, with opulent furniture and rich decorations and fittings by well-known designers from all over the world. These fittings



The mushroom-shaped concrete water tower of Roihuvuori in Helsinki, Finland was built in the 1970s. It is 52 metres high and can hold around 12,000 m³ of water.

include the best of modern technology, stereo systems, wall-mounted TVs and air-conditioning. The entrance floor to the suite has a beautiful dining room, a small library, two guest rest rooms and a sophisticated security system with video surveillance of the outer door. The upper floor has two glamorous 25 square metre bedrooms, each with its en-suite marble bathroom with Jacuzzi, telephone and spectacular big-screen television.

Today, it is difficult to imagine that this was anything other than a modern meeting place for tourists and business travellers, particularly as every little feature gives the impression of being planned down to the last detail. It is enough to see the heart of the hotel, the exquisite restaurant, "La Vision", situated high up on the 11th floor. It is a brilliant example of the heights to which the famous French gourmet cuisine can rise. "The Hotel in Wasserturm was an outstanding experience with excellent service and a fantastic view", to quote the world famous musician Madonna after her stay at the hotel. The hotel is very popular with global celebrities. In addition to Madonna, the list of celebrities who have stayed at the hotel includes Brad Pitt, Viktor Laszlo, Wolfgang Jobb, Armin Müller-Stahl and Catherine Deneuve. It is no doubt a marvellous feat of German engineering.



Riston D'Souza

TOT – Technology in Travel & Tourism

Technology Meets Travel And Tourism

Hotel connects Facebook with tech wristbands for social media crazy clubbers

Novel idea from a hotel on the European summer clubbing capital of Ibiza to combine guests' obsession with Facebook and cutting edge RFID technology – using wristbands. The Ushuaia Ibiza Beach Hotel positions itself as a party property, attracting clubbers and concentrating a lot of its activities around the island's hedonistic reputation as the go-to destination for the best nightspots in Europe. No doubt assuming that many of its guests will be heavy users of Facebook at home and when overseas, bosses have decided to make the social network an integral part of a stay at the property.

Guests will be given the option to wear a RFID tech-based wristband throughout their stay, a device which is then synchronised to their Facebook profile. Sensors have been installed throughout the hotel (pool, bars, restaurants, etc.) so that users can swipe their wristband to upload pictures, update status and check-in using Facebook Places.

All content captured using the hotel's swipe machines will be collected on the hotel's own Facebook page. Guests will be encouraged to tag themselves in each of their pictures (especially large group shots from big events), to encourage the creation of a community of guests and also keep a fun record of some of the activities which take place.

Facebook Spain sales director Irene Cano says:

“We are in no doubt that this initiative will provide fantastic exposure for Ushuaia as well as offering added-value and an interactive experience for guests. At Facebook, we are constantly developing our services to find synergies between the virtual and real worlds and we are excited to be collaborating with the holiday experience for the first time.”



Transforming travel industry from chaos to collaboration

The above chart was developed by The Futures Company, a leading global foresight and futures consultancy, and commissioned by Amadeus, the report brings together the insights of eighteen travel industry experts and of 1,437 travellers surveyed in Brazil, China, Russia, Spain, UAE, UK and US.

The airline industry, alongside the tourism industry, needs to understand these changing tourism trends to adapt to future travel needs. Whether it is how the aviation industry reacts to changing traveller needs or the tourism industry adapting their services to meet new demands, this report and infographic is perfectly placed to aid in understanding how the industry will need to change and adapt for the future.



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