



HOSPITALITY PRISM

Volume: 14
January-February 2015

MADIKERI
TOURIST
SCOTLAND OF INDIA
GREEN CORNER
SNEAK PEEK
PRIDE OF INDIA
ENVIRONMENT
TAJ MAHAL
CURRENT AFFAIRS
FINGERTIPS
INTERNATIONAL
RAKI-LION'S MILK
DIANA ANNEXE
TURKEY
DIWALI
TRAVEL & TOURISM
LOCAL FOCAL
GOOGLE GLASS
BARAKUR
THIRSTY TRAVELLER
ONE BILLION
ITDC
STARWOOD
THEN AND NOW
TECHNOLOGY IN TRAVEL AND TOURISM

प्रज्ञानं ब्रह्म



Department of Allied Hospitality Studies

MANIPAL

UNIVERSITY

Welcomgroup Graduate School of Hotel Administration,
Manipal University, Manipal - 576 104

INSPIRED BY LIFE

Editor's Desk



This issue of the Hospitality Prism brings out many interesting features. The travelers Diary deals with a visit to Madikeri. The legendary monument, Taj Mahal is featuring under Pride of India. The breaking News on Tourism is shared under the Current Affairs.

The growth of International Tourism is identified under UN WTO fact sheet. The homemade face pack based on yogurt is explained under Finger Tips.

The Sneak Peek deals with the tour to Bakur, Kempthur, Oyster Opera and the Community Field work of DAN Students. Balehannina Appa, a local Sweet dish is included under the Local Focal. The Thirsty Traveller describes about the Raki- "Sweet". Food for Thought deals with the dishes of Diana Annex Udupi .The Green Corner discuss about the noise pollution. The "Alsisar Heritage Hotel "is included in the Then and Now . The Technology in Travel and Tourism is discussing about the Key Less Starwood Preferred Guest (Keyless SPG) Hope you would like the variety of sections included in this issue.

With Warm Regards,
Prof. Y. G Tharakan



Sub Editor



Mrs. Meenakshi

Sub Editor



Mrs. Jyotsna Lobo

Creative Designer



Mr. Ragavendra G

Student Editorial Board

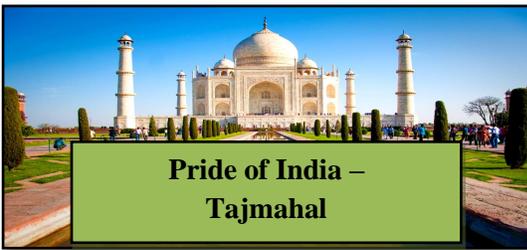


Sachin George Varghese



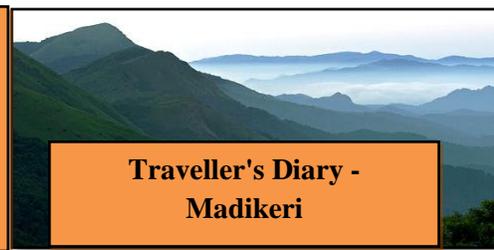
Shreya Pawaskar

What's Inside...



3

1



5

4



9

7



15

14



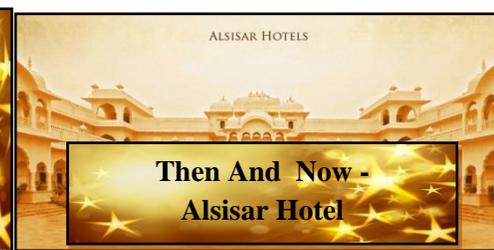
17

16



18

20





As of late we went to Coorg, around 203kms from Udupi. Month of December, so we were expecting some downpour yet it was superior to what we anticipated. Coorg is an impeccable blend of downpour, frosty, mists, and whatever it takes to make a marvelous climate and some eminent trek!!

So it was a fast weekend trip and subsequently we chose to pick a portion of the 'must spots to visit' and invest great quality time at each spot.

- Buddhist Monastery at Kushalnagar
- Nisargdham
- Raja's Seat
- Abbey Falls
- Talcauvery

Buddhist Monastery is a must place to visit and more so if you haven't visited a monastery. The architecture, the building design and the symbols are so diverse along these lines one of a kind, we feel catching each canvas on the divider in our cam!! .. Yes, I have taken a snap of a few demons painted on one of the dividers ... they are so excellent!! :-). We spent around 2 hours here.

Nisargdham was alright as it doesn't give the Elephant ride to which it was acclaimed for! The woods park is slightly great idea however separated from the hanging extension and streaming waterway, I didn't discover anything energizing there. We went around an hour here.



Raja Sit



Budhist Monastery
Kushalnagar



Then we reached our hotel. Simple, economical and with some good view outside the balcony. The hotel manager and the support staff were friendly and helpful!

We covered Raja's seat on that day evening at around 5:30pm and may be of the season, the perspective was simply radiant!! Mists and more mists... furthermore a cool yet not in any manner uncomfortable temperature.

The place is well-known further for the view than the actual 'Raja's seat'. It also has a train ride (Rs. 10/- per head) ... was just enjoyable!!

Following day we went to Talcauvery and Monastery Falls. I won't say much in regards to these yet simply that, both are 'must see' spots and you ought not to miss it, Talcauvery takes around 1:30 hours' drive.

Coorg as a town, is small and you will find the Coorg Private Transport stand nearby. Whole town is around these and you will discover great inns close-by these spots. We discovered 'Raintree" restaurant' as a great spot for nourishment.

How to reach Madikeri -

- From Udupi, get to Mangalore Road and proceed towards Madikeri.
- Once you cross Mangalore, you will see a by-pass road for Puttur. (Look for signboard



Talcauvery



Jithu George



Manoj Shetty



Abbey falls



Tea Garden



In the year dated 14th July 2000, during the rainy season we set out on a tour for Taj Mahal. It was a very exciting feeling for us when the moment that was about to come true. The picture we used to see in our books finally came into reality when we arrived at Agra to see the beautiful Memorial building constructed by the Mughal Emperor Shah Jahaan. The symbol of love for his beloved Queen Mumtaz Mahal that reflects from the construction of Taj. The joy to visit Taj became even more fantastic when the rain began. The picture of the Taj Mahal looked like a painting with delicate colours. The colours of the landscape that creates a smile in your face along with the unique variety of scenery including beautiful gardens with fountains lined up in series. The four minars (towers) of Taj Mahal are sequenced parallel to each other on the platform. We had a lot of good time in Taj Mahal where people from around the world come here to fulfill their wishes by visiting such a beautiful monument. In fact, we bought a souvenir of Taj Mahal in which a glowing bulb reflect with four different colours Red, Blue, Green and Yellow.

It was a very amazing experience that we have never seen, felt and enjoyed. It is just that, most people don't want to leave such World Heritage Site. They want to spend longer hours or even one or two days. The only reason behind that, it creates an ego in a visitor's attitude and the emotions felt in themselves that cannot be controlled. Such attractions, touch their hearts so deeply and these precious moments that one carries with them while returning to their homes.



Aamir Hafeez Siddiqui

Breaking News.....Tourism update

- Indian Tourism Development Corporation has recently signed an agreement with Assam Down Town University under which it would offer Hospitality Courses.
- Australia launches online visa pilot programme for Indian Business and tourism visitors
- Manali hit by a slump in tourist arrival this winter
- Jyotsna Suri , Chairperson Bharat hotels was elected as President of FICCI
- Nilgiri Mountain Railway calls to promote train tourism at Hillgrove , Ooty
- Goa losing it's charm ? Atleast 40,000 tourists cancel bookings this season as per industry statistics
- Falling Russian Currency to hurt Goa Tourism
- Travel port Appoints Thomas Murphy as General Counsel
- Cairo ,Egypt imposes restrictions on travellers
- KPMG- FICCI ranked India among top three medical tourism destinations in Asia 2014
- Jammu & Kashmir Tourism expects to bounce back in 2015



India Tourism Development Corporation Ltd.



Krishjeet Singh Aurora

2014-A Prosperous Year For International Tourism

Between January and October 2014, the volume of international tourists (overnight visitors) reached 978 million, 45 million more than in the same period of 2013. With an increase of 4.7%, international tourism continues to grow well above the long-term trend projected by UNWTO for the period 2010-2020 (+3.8%), and is set to end the year at over 1.1 billion.

By region, the strongest growth was registered in the Americas (+8%), followed by Asia and the Pacific (+5%) and Europe (+4%). By sub-region, North America (+9%) and South Asia (+8%) were the star performers, as well as Southern and Mediterranean Europe, North-East Asia and Northern Europe (all +7%).

The UNWTO Secretary-General, Taleb Rifai said that international tourism was set to end 2014 with record numbers. He added that these were remarkable results considering that different parts of the world continued to face significant geopolitical and health challenges, while the global economic recovery remains rather fragile and uneven.

He also added that there was a growing political commitment to the tourism sector in many countries which was encouraging, because tourism is one of the sectors that was best able to deliver on employment at a moment when job creation need to be a priority to all.

The Americas: The best results of the last decade

The **Americas** (+8%) led growth during the first ten months of 2014, rebounding significantly on last year's subdued results. This is the region's best performance since 2004, when international tourism also rebounded strongly, following the 2003 SARS outbreak. All sub-regions – North America, the Caribbean, Central America and South America –doubled the growth rates of 2013, with particularly positive results in North America in view of the extraordinary performance of Mexico and the United States.

International arrivals in **Asia and the Pacific** increased by 5% (through October), consolidating the region's growth trend of recent years. The best results came from South Asia (+8%), led by India (+7%), and from North-East Asia (+7%) where major destinations such as Japan and the Republic of Korea registered double-digit growth. Arrivals in Oceania grew by 6% owing mostly to the increase of arrivals in Australia and New Zealand. In South-East Asia (+2%), growth slowed down compared to 2012 and 2013 as a result of the decline in arrivals registered in Thailand.

Europe, the most visited region in the world, posted a 4% increase in international tourist arrivals through October, with strong results in Northern Europe and in Southern Mediterranean Europe (both +7%), where established destinations such as Greece, Portugal, Spain and Malta recorded robust growth. International tourism grew at a more modest pace in Western Europe (+2%) and was stagnant in Central and Eastern Europe (0%), in stark contrast with the last three years, during which arrivals grew at an average of 8% a year.

International tourist arrivals in the **Middle East** are estimated to be up by 4% (in the first ten months of 2014), rebounding on the declines registered since 2011. All destinations in the region with data available report positive growth, with Egypt, Jordan, Lebanon and Saudi Arabia all substantially improving their performance as compared to 2013.

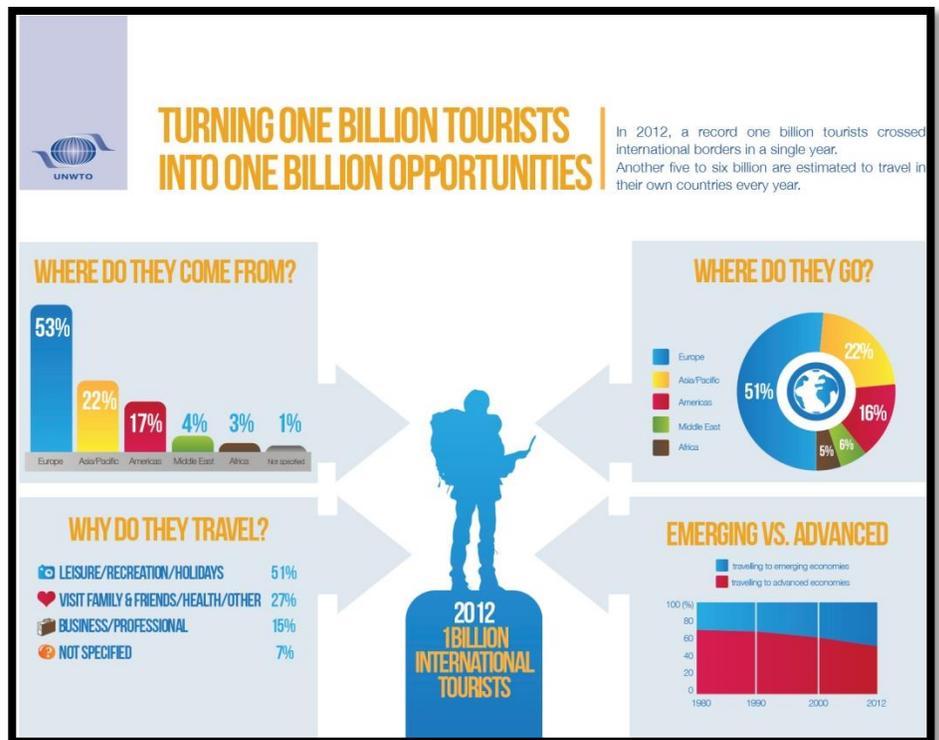
Outlook for International Tourist Arrivals

	2009	2010	2011	2012	2013	2014	Average	2014*
	real, change						a year	projection
	full year			Jan.-Oct.			2005-2013	between
World	-3.9%	6.5%	5.1%	4.1%	4.7%	4.7%	3.8%	+4% and +4.5%
Europe	-5.0%	3.1%	6.6%	3.7%	4.9%	4.0%	2.8%	+3% and +4%
Asia and the Pacific	-1.6%	13.1%	6.5%	6.9%	6.8%	5.0%	6.2%	+5% and +6%
Americas	-4.7%	6.5%	3.5%	4.4%	3.5%	7.8%	2.9%	+3% and +4%
Africa	3.4%	8.9%	-0.1%	5.2%	4.8%	2.6%	5.8%	+4% and +6%
Middle East	-5.4%	13.1%	-3.5%	-5.6%	-3.4%	4.0%	4.6%	+0% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO December 2014)

Africa's international tourist numbers grew by 3% (through October) with North Africa consolidating its recovery (+2%). Sub-Saharan Africa's arrivals were up by 3% despite the challenges of the Ebola Disease Outbreak in a few West African countries. Data for Africa and the Middle East, nonetheless, should be read with caution as it is based on limited and volatile data for these regions.



Rajni Gandha

FOUR Homemade Face Packs For Glowing and Beautiful Skin



1. JUST YOGURT

Gently massage some thick yogurt over the face and leave for 10 minutes. The yogurt helps to hydrate the skin and remove dead skin cells as well and smoothen out the fine lines. Yogurt as a face pack tightens pores and leaves the skin with a healthy glow.

2. YOGURT+CUCUMBER

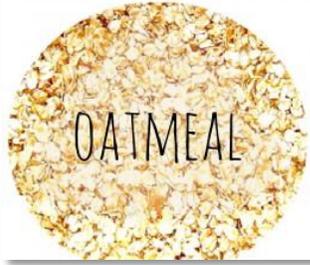
There can be nothing more refreshing or hydrating for your skin than a cucumber and yoghurt face pack. Lactic acid in yoghurt will also help to exfoliate your skin, apart from fighting pimples and relieving skin tanning.



SIMPLE OATMEAL FACE MASK

Purpose:

Cleanse pores, Clear
pimples, Fight acne



Mix equal quantities of finely ground oatmeal and yoghurt, and add a few drops of honey into it. Apply this mix on clean face and allow it to dry. Wash off after 15 minutes, and splash cold water to close the open pores.

4. TOMATO+HONEY+YOGHURT

Here is another mask that combines the moisturizing properties of yoghurt and honey with skin brightening qualities of tomatoes. This face pack is great for all skin types. Prepare a paste by mixing one tomato pulp with a teaspoon of honey and yoghurt. Apply this paste on your face and allow it to rest for 15-20 minutes. You can also add a teaspoon of almond oil instead of honey as well. Almond oil, which is rich in vitamins, will provide your skin a healthy glow.



Shreya Pawaskar

Pallavi Patnaik

A Visit to Barkur-"A Abode of Temple"

A study tour on 30th October 2014 took us to a wonderful place named BARKUR near Manipal. Barkur is a divine union of almost 365 different temples. Some of the famous temples-

1. BANNI MAHAKALI

It is believed that Paandavas stayed in this locality and practiced bow and arrow warfare. This is a temple which has a SHEMMI VRIKSHA TREE next to it. It is believed that the Pandavas hung their bows on this tree and took it after 9 days. During Navrathri a grand Puja is conducted after drawing Mahachakra on the Peetha.



2. KOTEANJANYA

This temple complex was built by King Vikramaditya popularly known as HEMU, who was the founder of Vijayanagra Empire. Kote Anjanya temple is related lord Hanuman. Kote Anjanaya is situated in the courtyard of EKNATHESHWAR temple, and is the protector God of this locality. In past surrounding complex suffered several fire accidents. In order to protect it from further calamity the statue of Lord Hanuman was placed in the EKNATHESHWAR temple.



3. PANCHALINGESHWARA

The temple was built in 10th century in the Bodhala Pandya Era. It is believed that Markandeshvara Muni started meditation under a lemon tree, which has been there for four generations. New sapling grew in that place replacing old one, while entering the temple there is also a single wooden pillar which is plated with copper.

4. SHRI BATTE VINAYAKA



This temple is said to be one of the oldest temples of the district that was built 700-800 years and believed to be a construction prior to Barkur Kingdom.

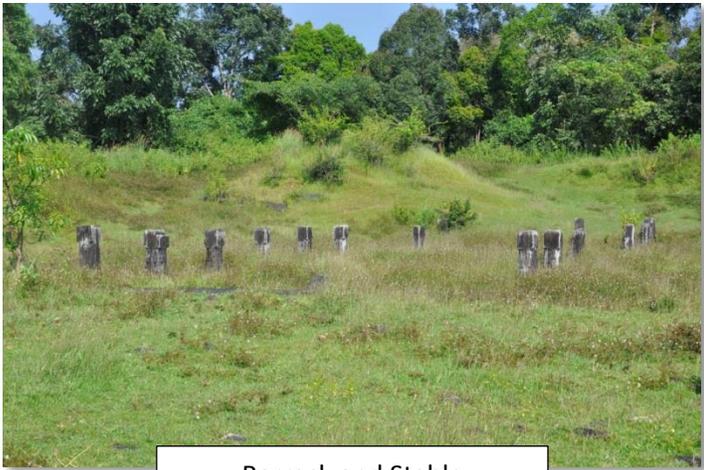
The language prominent in the region was Pali and Prakarth. In this language the word “Batte” means “path ”or “way”so people prayed Lord to show way.

The King named Bootala Pandiya used to visit the temple every year to perform a grand puja. King had constructed temples for each caste according to their faith.

The major highlight of the temple is the sculpture of Lord Ganesha facing towards North and leaning towards the west.

5. VIJAYNAGARA

This place was the fountainhead of the Tulu language. The founders of the empire, were Kannadigas and commanders in the army of the Hoysala empire. Owing its close proximity to the Arabian Sea, it served as a major port in the 15th and 16th century. The Vijaynagara Empire is very well known for its rich heritage based on its surroundings.



Barrack and Stable

The ruminants of stable barracks, dried boundary river banks. escape tunnel are taken over by the archeological survey of India for excavation study.



Escape Tunnel

Dr. B M Somayaji S/O K Laxminarayan Somyaji, an Agmashastra Pandit and a Scholar of Logic was kind enough to share the history, culture and tradition of the Barkur temples, deities and disciples.



Panchalingeshwara Temple



Community Field Work



M.Sc. Dietetics and Applied Nutrition students participated in Community Field Work (January – December, 2014)

MSc DAN students along with the faculty made regular weekly community visits to the Anganwadis and RMCW homes in Kadekar, Kalmadi and Alevoor. During these visits, the students assessed the basic nutrition & health facilities being provided under the ICDS scheme and aimed at prevention of nutritional deficiencies in the risk groups. They undertook the growth monitoring of children in the AWCs and counseling of their mothers as well as other pregnant and lactating mothers visiting the RMCW homes.

Oyster Opera Resort: Field Visit



Oyster Opera Resort: Field Visit - M.Sc HTM Students (November 04, 2014)

The resort at Kasaragod was primarily started as a mussel-farming practice which involved the local population in the production. It was then expanded to include oyster farming at later the resort was started to accommodate tourists. The whole practice is environmentally friendly and inclusive of the local population and is sustainable. Hence it's one of the few places in India that are recognized as eco-friendly sustainable tourism destination.

The star attraction of the resort is the floating cottage and oyster and mussel farming. Activities included canoeing, rafting, boating, visit to oyster and mussel farm followed by Team building games. Students experienced a local food fare including mussels, prawns, pearl spot and lady fish, cultivated at the backwaters.

It was truly an enlightening experience. The location is truly environment friendly and sustainable. In today's age of huge concrete jungle and massive hotels, oyster island is truly a testament that tourism doesn't need to drain the resources of the destination but it can be a positive force helping to sustain the local way of life

World Tourism Day: WGSHA



World Tourism Day Celebration at WGSHA

One day seminar was conducted at WGSHA on 27th September, 2014. Dr. H Vinod Bhat – Pro Vice-chancellor has inaugurated the seminar at the AV the room. Mr. George M George, Executive Director, Muthoot Hospitality and Media Division of the Muthoot Group was the Key Note Speaker. M.Sc Hospitality and Tourism students participated in organizing various competitions. The students also visited the local schools and presented the importance and created awareness about tourism and its role in community development using posters and power point presentations.

World Tourism Day: Kemtur



World Tourism Day Celebration – Tourism and Community Development

"As a part of World Tourism Day Celebration, the students of M.Sc HTM , Department of Allied Hospitality Studies adopted a village in Kemtur and develop the community there by bringing tourism into the place.

Conducted classes on Tourism and community development and Hygiene and Sanitation, Food made by the students were shared among the villagers. Around 50 villagers of all age group were gathered. They played local games like cock fight, breaking of coconuts, fishing and tug of war etc.,

The locality is very picturesque with a river, hanging bridge and lots of banyan trees. This place can be transformed into a local tourism destination which will benefit the people. A project report was submitted to the local Panchayat officials on 27th September, 2014 for its implementation

Felicitation of Prof. Y G Tharakan



Prof Tharakan is felicitated by the Member of the Parliament Calicut at the UGC Sponsored National Seminar conducted at the Calicut university for the contribution to the Tourism and Hospitality Education.

Arshdeep Singh



Balehannina Appa (Banana Appams)

Appa, an authentic Dakshina Kannada dish can be made with jack fruit or banana. Serve Balehannina appam with a dollop of ghee.

Ingredients:

- Υ 1 cup raw rice
- Υ 1 cup freshly grated coconut
- Υ 3/4 cup jaggery
- Υ 3 ripe banana
- Υ 3 cardamom
- Υ Pinch of edible camphor
- Υ 1/2 tea spoon salt
- Υ Oil for frying appa



➤ Preparation:

- Soak the rice for an hour
- Grind the soaked rice with coconut, jaggery, banana, cardamom, camphor, and salt to a fine paste without adding water.
- Heat oil in a wok, when oil is hot, drop small balls of appam and fry till golden brown.
- Drain on absorbent paper
- Store in airtight container
- Tastes great a day after it is made
- Serve appa with dollop of ghee



Manmohan Pai



Raki- 'Sweat'

When one thinks of Turkey or Turks, one is reminded of Raki. Although it is not known where or when this drink was invented, it is certain that the history of raki does not go as far back as wine or beer. There are many proverbs on raki which is the traditional Turkish drink. Raki is made from different fruits in different regions, but grapes, figs and plums are the main ones.

In the near and middle east countries the drink is known by different names such as Araka, Araki, Arika which obviously come from the same origin. Some claim that it is called Iraqi (from Iraq) because it was first made in this



country and spread to other regions. Others say it got its name from the razaki grapes used in producing it. Both theories are acceptable. Another theory is that arak in Arabic means "sweat" and araki "that which makes one sweat." If one drinks too much raki one does sweat and when raki is being distilled it falls drop by drop like sweat, so the name could have come from Arabic. In neighboring countries different kinds of raki have different names. In Greece gum is added to it and the drink is called "Mastika". In Turkey, raki made from grape residue used to be called Düz Raki or Hay Raki. Zahle raki has taken this name because it is made in the city of Zahle in Lebanon. Raki is not a fermentation

drink like wine and beer but a distillation drink, so more technical knowledge and equipment are necessary for its production. Raki was initially delivered from the deposit of grapes left over from wine making.

At the point when a deficiency of deposit began, spirits from abroad were transported in and prepared with aniseed. Because of the aniseed it contains, raki changes shade and turns into a smooth white when unadulterated water to run with it gives a different charming taste. The individuals who have been consumers of raki for a considerable length of time and years, point out that this beverage influences one as indicated by one's inclination.



Sneha Mintri

Diana Annexe-Caterers

We usually have a concept that caterers are more commercial. But We chanced upon Diana Annexe, caterers who make food just like you'd eat at home.

Prepared in very hygienic conditions. They had asked us to sample a few of their creations.

We tried out a cocktail of items from their menu. We felt everything was good but the top 5 dishes to order are as follows.

1. Veg Kadai
2. Fish fry
3. Chicken Ghee roast
4. Chicken Biryani
5. Moong Dal Barfi

These were the best we felt as they were all created in their own unique versions. Diana Annexe will cater to all your needs no matter how big or small they are.

So next time you have a huge party to throw you know whom to go for having a tasty fare.



RATINGS

- ✓ Ambience : 9.5/10
- ✓ Food : 10/10
- ✓ Service : 9/10
- ✓ Value for money : 8/10
- ✓ Location : 8.5/10



Aneesh B

Environment Friendly Diwali

There is very little demarcation of sound and noise. Sound is a normal phenomenon of life while noise is nothing but unwanted sound. Therefore, noise pollution is unwanted sound, dumped into the atmosphere without regard to the adverse affect it may have.

Several sources of noise pollution contribute to both indoor and outdoor noise pollution. Noise emanating(emit) from factories, vehicles and loudspeakers played during festival can contribute to outdoor noise pollution, while loudly played radio or music systems and any other electronic gadgets can contribute to indoor noise pollution.

Below a sound level of 80 db, hearing loss does not occur at all. However temporary effects are noticed at sound level between 80 to 130 db. A sound level of 150db or more can rupture the human eardrum.

Hence, exposure to excessive noise is a physical damage to the ear, from temporary to permanent hearing loss. Noise can also cause emotional or psychological effects such as irritability, anxiety and stress.

Example - Noise pollution during diwali

Diwali is a festival of lights. Traditionally people of all ages enjoys firecrackers. Some accidents do occur claiming a few lives. Besides, noise generated by various firecrackers is beyond the permissible level of 125 db(decibels) as per the Environmental Protection Rules, 1999. There has been a great concern over the noise level generated during Diwali. Some measurements by certain groups of researches have also been made at various places during Diwali.

It is recommended that the manufacturers of fireworks should mention the noise level in decibel generated by individual items. The departments of explosives of the Union Ministry of Commerce and industry is entrusted with the task to ensure that the industry produces firecrackers conforming to permissible noise standards. This festival not only produces noise pollution but it also adds to the air pollution, thus causing more harm to human beings exposed to it. Hence various precaution should be taken to control such pollution so that the environment will be clean and safe.



Mangkruparbha Mawrie



ALSISAR HOTELS



More than five centuries prior, the grandson of Maharaja Udaikaran of Amer, the extraordinary warrior Maharao Shekhaji, established a sub-tribe famously known as "Shekhawat". The Alsisar Inns is claimed by this limb of the "Kachawa" faction of Rajputs. The relatives of the family have since rebuilt and repaired huge numbers of the old family houses (otherwise called "Haveli") alongside the new inn.

Properties, to give the voyager a taste of genuine superb quality with current conveniences. Implicit 1892, an aristocrat's town house, restored to flawlessness, Alsisar Haveli untruths tucked away in the heart of Pink City of Jaipur. Changed over to a legacy lodging in 1994, it has been stylishly restored, consolidating in itself the loftiness of conventional



Rajput structural engineering with drifting patios, peaceful niches and rich greenery. It guarantees to be an



especially known for the exquisite gold jewellery enameled or inlaid with precious stones, blue pottery, carving on wood, stone & ivory, block print, tie & dye textiles, handmade paper, miniature painting etc. Alsisar Haveli proves to be the perfect central anchor for a visit to places with all these activities, and trips to the Forts and Palaces.

otherworldly experience that catches the sentiment of an alternate century. Alsisar Haveli is the most established among all the legacy properties of the Alsisar gathering of Lodgings.

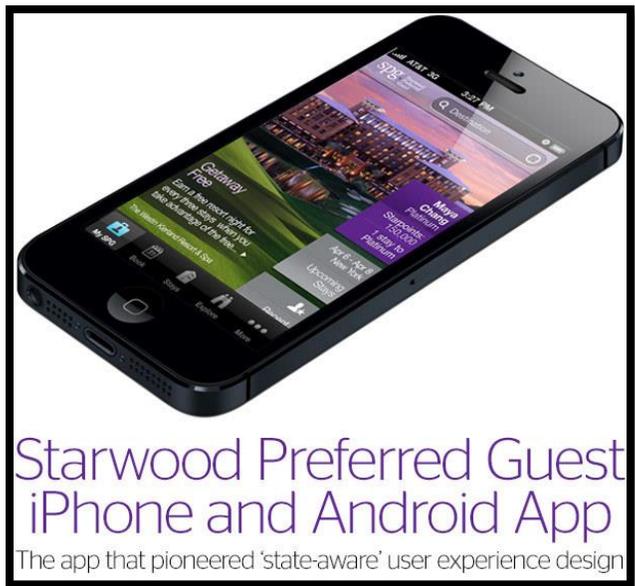
The Capital City of the state Rajasthan, very nearly exemplifies the character of the state and its people. Surrounded by rugged hills on three sides, each crowned by formidable fort and beautiful palaces, mansions and gardens dotted throughout its precincts. The Jaipur city was laid with great precision; it could also be called as the first planned city of the country. The roads were divided into rectangular blocks and surrounded by a peripheral wall with huge gates guarding it. This colorful city is enriched with royal tradition and culture, attractive monuments, Forts, Palaces-like the magnificent city Palace, Hawa Mahal, Jantar Mantar, Amer, Nahargarh and Jaigarh fort are some of the most exquisite blend of Hindu architecture. It is also a home of excellent handicrafts



Praveen Singh Shekhawat



SPG Keyless-Starwood Preferred Guest



Starwood preferred Guest programme is a loyalty programme from Starwood hotels .Earn, redeem and enjoy your benefits at any of their more than 1,100 hotels and resorts across nine distinctive brands — including St. Regis, W and Westin — in nearly 100 countries.

In the US, Starwood Inns and Resorts Worldwide is as of now trying different things with keyless entrance systems in two of their lodgings.

Starwood has collaborated with Swedish lock producers **Assa Abloy** to create a difference that lets visitors utilize an app rather than a key or card to go into their rooms.

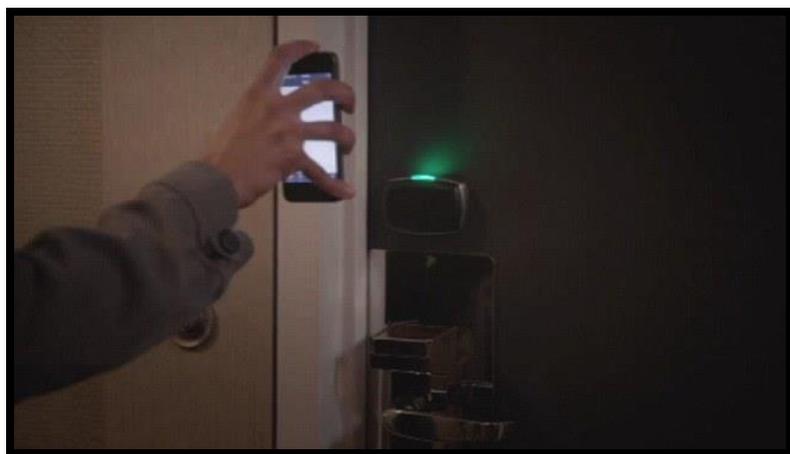
The lodging network is currently trying the app, which meets expectations by fitting a Bluetooth device in the bolt that combines with an application ,visitors need to introduce on their smart phones.

The organization as of now has ios and Android applications for parts of its Starwood Preferred Guest program. The application can be utilized for making a booking, or finding data about lodging and the interesting places close-by.

Visitors can even skip the check-in customs by utilizing this application and simply go into the room.

They dispatched its first-ever **iPad** application for members of Starwood's loyalty program "Starwood Preferred Guest".

Presently SPG Application is currently accessible in **Google glass**. It helps in looking for more than 1,100 inns and resorts, access, up-to-date account data and forthcoming stay points of interest. It additionally gives you direction, check photographs, book and call any hotel.



Sachin George Varghese



प्रज्ञानं ब्रह्म



INSPIRED BY LIFE

MANIPAL

U N I V E R S I T Y

Department of Allied Hospitality Studies
Welcomgroup Graduate School of Hotel Administration

Manipal University, Manipal – 576 104

website: www.manipal.edu

email: hospitalityprism@gmail.com