



Volume 8  
November - December 2013



# Hospitality Prism

### TRAVELLER'S DIARY

The wild side  
"Corbett National Park"

### CURRENT AFFAIRS

Fashion Designer Hotels

### FINGER TIPS

Premature Greying of Hair

### LOCAL FOCUS

World Tourism Day &  
Nutrition Week Celebrations

### THIRSTY TRAVELLER

Absinthe/  
Cocktail recipe

### FOOD FOR THOUGHT

SNACK SHACK

### GREEN CORNER

Eco Tourism



महात्मा अरुण



**MANIPAL**  
UNIVERSITY

**Department of Allied Hospitality Studies**  
Welcomgroup Graduate School of Hotel Administration,  
Manipal University, Manipal - 576 104

INSPIRED BY LIFE





2

## TRAVELLER'S DIARY

The wild side "Corbett National Park"



5

## CURRENT AFFAIRS

Fashion Designer Hotels



8

## FINGER TIPS

Premature Greying of Hair



11

## LOCAL FOCAL

Gulla Baji/Gojju, Kalinga Na Polo & Dalthoy



15

## FOOD FOR THOUGHT

SNACK SHACK



19

## THEN AND NOW



22

## STOP PRESS ... !!!

'Food Lovers' magazine selects  
'Hospitality Prism' student editor

## PRIDE OF INDIA

Temples of Varanasi

3



## UNWTO FACTSHEET

7



## SNEAK PEEK

World Tourism Day &  
Nutrition Week Celebrations

9



## THIRSTY TRAVELLER

Absinthe – Medicine Turned Aperitif  
Cocktail recipe- Absinthe Minded Martini

13



## FOOD FOR THOUGHT

SNACK SHACK

## GREEN CORNER

Eco Tourism

16



## TTT - TECHNOLOGY IN TRAVEL & TOURISM

21





The year comes to an end with the end semester examinations. Joy and happiness is visible in students as they are leaving the campus to celebrate Christmas and New Year with their dearer and nearer ones. The eighth issue of the Hospitality Prism is coming out with lot of interesting articles to read in your leisure holiday. The *Traveler's Dairy* contains an interesting feature about the Corbet national park, The temples of Varanasi is included under the *Pride Of India*. Interestingly, the Fashion Designer hotels join under *Current Affairs*, the *WTO Fact* sheet deals with the policy discussion on tourism and aviation, the home remedy for greying the hair is covered under the *Finger Tips*. The *Sneak Peek* deals with the two events - the World Tourism Day and the Nutrition Week celebration conducted at the Department of Allied Hospitality Studies. Three authentic Konkani dishes – gulla bajji, Kalengana Polo and Dalthoy are included in the *Local Focal*. Absinth-anise flavoured spirit derived from botanicals, a medicine turned aperitif is included in the *Thirsty Traveler*. An assessment on Snack Shack is done on the *Food Blog* and the *Green Corner* discuss about the



do's and don'ts in an Ecotourism destination. The jails turned into hotels and restaurants are included under *Then and Now*. The *Technology in Travel & Tourism* discuss about the wearable technological innovations - Think smart watches, Google glasses, Talking belt buckles etc.

Hope these interesting features would add more enjoyment during your holidays

With warm regards,

- Prof. Y G Tharakan

## Sub Editor



Mrs. Meenakshi Garg

## Sub Editor



Mrs. Jyotsna Lobo

## Creative Designer



Mr. Raghavendra G

## Student Editorial Board



Ms. Manasa Rao



Ms. Retnika Devasher



Ms. Merlyn Eapan



Ms. Sreya Taraknath



Ms. Sukshma Sharma



Mr. Arko Basu



# Traveler's Diary



## The wild side "Corbett National Park"



Jim Corbett National Park is a famous national park of India. This is a world renowned park for the tiger conservation. Jim Corbett national park is attributed to the Jim Corbett who played important role in its establishment; Jim Corbett National Park is the oldest national park of India. Initially the park was established in 1936 as Hailey National Park located in Nainital district of Uttarakhand state.

Corbett National Park is the most alluring place for nature lovers living in and around Delhi. Sighting of tiger at Corbett is rarer as compared other parks like Bandhavgarh or Ranthambor, but roaming around in dense foliage of Sal trees hounded with the fear of being charged by errant tuskers is thrilling.

The best place to stay in Corbett is Dhikala FRH, located 31 KM inside the park. Other good places are Gairal FRH and Bijrani FRH. All of them has different charm. Dhikala has easy access to the vast grassland while Gairal is amidst of dense jungle. Bijrani is in a different zone altogether. Dhikala zone is undoubtedly is the best of the lot and hence most sought after. Most of the campus have electric fencing and so safe at night, except Sultan FRH. Gairal FRH is located in deep jungle by the side of a river and hence stays cool even in peak summer.

Staying in the luxury resorts located on the buffer zone of the park do not give a feel of the jungle. Corbet is the only place which offers permits to stay two nights inside the park with prior booking. Tourists without any concern for nature or ecosystem are responsible for mushrooming of the resorts which is threatening the ecosystem of the buffer zone. Corbett is the only place which offers this unique opportunity to stay in a campus located 30 km inside the park.



Ashwarya bisht



# Pride of India

## Temples of Varanasi

Varanasi, also known as Benares or Banaras or Kashi, is a city on the banks of the Ganges (Ganga) in Uttar Pradesh, 320 kilometres (200 miles) southeast of the state capital, Lucknow. It is the holiest of the seven sacred cities (Sapta Puri) in Hinduism and Jainism, and played an important role in the development of Buddhism. Some Hindus believe that death at Varanasi brings salvation. It is one of the oldest inhabited cities in the world.

### IMPORTANT TEMPLES OF VARANASI

#### THE KASHI VISHWANATH TEMPLE

Also known as the Golden Temple, it is dedicated to Lord Shiva, the presiding deity of the city. Varanasi is said to be the point at which the first Jyotirlinga, the fiery pillar of light by which Shiva manifested his supremacy over other Gods, broke through the Earth's crust and flared towards the heavens. More than the Ganga, the Shivalinga installed in the temple remains the devotional focus of Varanasi.

#### ANNAPURNA TEMPLE

Near the Kashi Vishwanath temple, there is a nice temple of Devi Annapurna, believed as the "Goddess of Food".

#### SANKATHA TEMPLE

Near the Sindhia Ghat, there is an important temple of "Goddess of Remedy" Devi Sankatha. Inside its premises there is a huge statue of a Lion and nine temples of nine planets.

#### KALBHAIRAV TEMPLE

It is the ancient temple of Varanasi near the Visheshar Ganj. God KalBhairav is believed as "Kotwal Of Varanasi", without his permission no one can stay in Kashi.

#### MRITUNJAY MAHADEV TEMPLE

Kalbhairav temple of Lord Shiva is situated on the route of Daranagar. Just besides this temple there is a Well of much religious importance, whose water is said to be mixture of several underground streams and good for eliminating several diseases.

#### NEW VISHWANATH TEMPLE

Situated in the premises of Banaras Hindu University, a modern place of worship planned by Pandit Malviya and built by the Birlas. Open to all, irrespective of caste or creed.

#### TULSI MANAS TEMPLE

Constructed by family of Varanasi, this modern temple is dedicated to Lord Rama. It is situated at the place where Tulisdas, the great medieval seer, lived and wrote the epic "Shri Ramcharitmanas", which narrates the life of Lord Rama, the hero of the Ramayana. Verses from Tulidas's epic are inscribed on the walls. It is just nearby to Durga Temple.

#### SANKATMOCHAN TEMPLE

Besides the Assi river stream, on the way of Durga Temple to Banaras Hindu Temple this well known temple of Lord Hanuman is situated. Lord Hanuman is also known as "Sankatmochan" the God who protects from the troubles. This temple is founded by Goswami Tulsidas. This temple is also known as "Monkey" temple, as lot of monkeys are there inside the premises.





### BHARAT MATA TEMPLE

This Temple was inaugurated by Mahatma Gandhi in 1936 and houses one perfect relief maps of India carved out of marble. The Temple was gifted by the nationalists Babu Shiv Prasad Gupta (Barat Ratana ) and shri Durga Prasad Khatri, leading numismatists and antiquarians.

### DURGA TEMPLE

Commonly called the 'Monkey temple', it was built in the 18th century. Although it is one of the best-known temple. There is nice stonework done of the temple , it is the nice example of NAGRA Shilp. Godess DURGA is believed as the symbol of Strength and Power which govern the entire world. There is a pond adjacent to the temple called "Durgakund".



Sharath Kumar



# Current Affairs

## Fashion Designer Hotels

Recently there has been visible shift in the luxury industry towards “lifestyle” consumerism with hospitality sector being one of the trend leaders. This trend includes several fashion operators partnering with traditional property operators to create all-round experience for their clients to check in and live the lifestyle of their most loved labels and to satisfy their “new needs” of authentic luxury. Over the past few years, a growing number of international style arbiters, from Versace and Armani to Bvlgari and Dior, have been teaming up with high-end resorts and hotels to put their distinctive stamp on properties around the globe.

**Armani:** Giorgio Armani partnered with Dubai-based developer Emaar Properties and the chic 160-room Armani Hotel, located over nine floors of Burj Khalifa, Dubai. At Armani’s Milan hotel along with stylish lounge, guests in the Presidential Suite have their own fully serviced cocktail bar. For those without personal bars, Armani/Bamboo Bar shows off double-volumed ceilings, lower window walls and backlit onyx features. The hotel extends its superior service outside the hotel. The Culture Journey “lifestyle team” can round up tickets for museums, city tours and exhibition. They can also hunt down the best seats for the theater and opera, as well as prime tables at the hottest restaurants. All the rooms and public spaces are decorated with custom-designed Armani/Casa furnishings and with the presence of a signature Armani nightclub, chocolatier, spa and of course, the designer’s eponymous fashion boutiques on the premises, there are plenty of opportunities to indulge, play, and dress, the Armani way.



Other locations planned for Armani Hotels & Resorts in the next several years include Marrakech and New York. The hotel upholds Armani’s reputation for commitment to detail.

**Versace:** Palazzo Versace, Queensland reflects the environment that inspired Gianni Versace when he founded the fashion house in 1978. The Palazzo Versace, with its ornate columns, gold statuary and vivid textiles, distinctly reflects the label’s glitzy-glamour style. Now, years later, another even more opulent Palazzo Versace is nearing completion in Dubai. To please fashionable guests, the world’s first fashion-branded hotel recently launched Fashionista High Tea in the lobby bar. The set incorporates the trends, colors and designs inspired by Versace’s latest collection. Now, years later, another even more opulent Palazzo Versace is nearing completion in Dubai.



**Bvlgari:** Italian jeweller Bvlgari has also expanded into the realm of hospitality. A few years ago, the century-old company joined forces with Luxury Group, a division of Marriott International that also manages The Ritz-Carlton Hotel Company, to launch an exclusive collection of contemporary properties under the umbrella of Bvlgari Hotels & Resorts. Bvlgari Milano, an 18th-century building transformed into a sophisticated, luxurious and thoroughly modern 52-room urban retreat, has become a popular hangout for high-flyers during Milan Fashion Weeks. Bvlgari Resort Bali is a hedonist heaven. A private plunge pool (each villa has one), and the infinity pool is made available to mingle. Even Furniture, decorative tableware and fabrics were designed and produced by local artists in collaboration with Bvlgari architects.



*Bvlgari Resort, Bali*



Marzban





# WTO Fact Sheets

## Tourism Ministers call for higher policy coordination between tourism and aviation

Improving air connectivity through a closer coordination of tourism and aviation policies to ensure the sustained growth of the tourism sector and of air transport was the commitment stemming from the annual UNWTO & World Travel Market (WTM) Ministers' Summit (London, United Kingdom, 5 November 2013).

Critical issues related to bridging air transport and tourism policies, including the current regulatory framework, taxation and the way forward in facilitating the all travel process were discussed in a panel debate that gathered Tourism Ministers and private sector representatives from around the world.

Speakers highlighted technology, public-private partnerships across government, regional cooperation and investment in soft infrastructure – technology and human resources - as keys to bridge the gap between tourism and air transport policies and promote travel facilitation.

Taxation and a regulatory framework still limited in most cases by reciprocity in air transport agreements were pointed as two of the main barriers to the sustained growth of tourism and air transport. The impact of increasingly high taxes on air transport was identified as a particular impediment to the development of destinations with a significant tourism sector and which are highly dependent on air lift such as the Caribbean.

Currently, over half of the one billion tourists traveling the world arrive at their destination by air, and according to UNWTO's long-term forecast, by 2030, air transport will be the principal means of travel by 52% of all international tourists.

UNWTO announced the holding of an Africa Conference of Ministers of Tourism and Transport to be held next year in the Seychelles in cooperation with the International Civil Aviation Organization (ICAO) to continue promoting the important link between tourism and air transport.



- Vigneshwaran





# Finger Tips



## Premature Greying of Hair

Premature greying is when hair loses its natural pigmentation at an early age

Causes:

- ◆ Lack of nutrition to the scalp due to improper diet
- ◆ Stress
- ◆ Deficiency in vitamins like:
  - ☞ Iron
  - ☞ Copper
  - ☞ Iodine
  - ☞ Vitamin B
- ◆ Not cleaning the scalp regularly
- ◆ Using very hot water while washing hair
- ◆ Excessive blow drying
- ◆ Regular usage of hair dyes
- ◆ Hereditary condition



Natural home remedy using Indian gooseberries:

- ◆ Cut, deseed and crush 4-5 Indian gooseberries to a paste
- ◆ Apply this paste on the scalp
- ◆ Leave it for 15-20 min
- ◆ Wash hair with normal water



Natural home remedy using curry leaves and coconut oil:

- ◆ Take 7-8 crushed curry leaves
- ◆ Add 3 tbsp of coconut oil
- ◆ Heat this mixture for 5-7 min
- ◆ Strain the mixture
- ◆ Massage on scalp when lukewarm



Natural home remedy using lemon juice and almond oil:

- ◆ Take 1 tsp of lemon juice
- ◆ Add 2 tsp of almond oil
- ◆ Mix well
- ◆ Massage on the scalp



Tips: Massage scalp regularly with warm mustard or coconut oil to prevent premature greying.



- Deepthi Hiremath



# Sneak Peek

## World Tourism Day

The 34th World Tourism Day was celebrated on September 27, 2013 with much joy and vigour. This year's theme Tourism and Water: Protecting our common future was based on a unique opportunity to raise awareness of tourism's role in water access and shine a spotlight on the sector's contribution to a more sustainable water future. The official celebrations took place in Republic of Maldives. "As one of the world's leading socio-economic activities, the tourism sector must take a leadership role and ensure companies and destinations invest in adequate water management throughout the value chain", quoted UNWTO Secretary-General Taleb Rifai".

The M.Sc Hospitality and Tourism Management students of the Department of Allied Hospitality Studies started off with the celebrations on September 25, 2013 by conducting an awareness campaign on water conservation at the Manipal Junior College. Key issues contributing to a more sustainable water future were discussed. "Through the presentation, we not only apprehended the various water challenges faced all over the world but also how making minor changes at home would contribute to a more viable environment", said Shradha Menon, a non-medical student. Prior to the celebrations the department of Hospitality and Tourism Management conducted a trilogy of mind boggling activities which were Quiz Quest, What-a-Game and Photo Treasure Hunt. More than seventy students from WGSHA participated in these events.

On September 27, 2013 the formal celebrations were held in the Audio Visual Room of WGSHA. Mr Anand Rao, General Manager, Learning Services, ITC Hotels and Dr.Sutheeshna Babu, Professor IITM and principal National Institute of Water Sports, Goa were the speakers for the event. The day started off with Mr Anand Rao addressing the audience with his message "the growth of the tourism sector brings inevitable challenges of balancing sustainability. I am delighted to join the celebrations of World Tourism Day and support this important and timely initiative here in WGSHA". Dr. Sutheeshna Babu stressed on how tourism has become a powerful force for environmental preservation and protection. He said "the tourism sector can play an educational role as a water-conscious sector; the degree of awareness about water conservation should be significantly increased amongst the masses". All the winners of the competition were felicitated during the program. Soon after, an awareness march to Tiger Circle was conducted by the BHMTT, M.Sc HTM and first year BHM students with placards and banners to create awareness on water conservation among the local people. The event left everyone copiously edified and thrilled at the end of the day.



- Retnika



# Nutrition Week Celebrations



Nutrition week was celebrated from the 1st to the 7th of September. This was particularly enthralling and evolving for us as students who spend much of our daily hours at the altar of nutrition and dietetics.

The department of Dietetics and Applied nutrition had conducted a trilogy of activities which were a Quiz Competition followed by a Healthy Chef Competition which were both held on the 6th of September and a Collage Making Competition that was held on the following day.

The week kick started with a screening process of suitable candidates in groups of 4 for the quiz competition. The top 5 groups, from the screening, qualified to the final quiz competition. And so the day of the quiz arrived. Seated adjacent to one another, all 5 groups took their places in the AV room. The event had all elements of an interesting and competitive fight to the end for the participants. With rapid fires, visual rounds, multiple choice questions and tricky objectives, the

department left no stone unturned to keep the adrenaline pump on. The audience too had their moments of incentives with chocolate goodies for a right answer. The whole event culminated in the spirit of an aggressive competition yet wholesome fun for all. Deepshika, one of the participants and a final year MSc DAN student said with a cheeky grin, "It was so much fun, testing our knowledge while at the same time inducing an element of excitement and fun. We were at the edges of our seats and couldn't wait for other teams to pass their questions even if we couldn't really answer all our own!"

In the afternoon it was time for the healthy chef competition. Participants were required to put out 2 nutritious entrees catering to the lower socio economic class of society. Geared up with our kits of presentation for the spread we were to put out, we arrived at the dietetics lab, as groups of 2, for the competition. Arrays of ingredients were laid out to be utilized by the participants. Crafty as the department is to truly handpick the most deserving; they laid out many ingredients among which quite a few exceeded the purchase capacity of socio economic class in question. Deceived by variety, most of us picked the wrong ingredients to formulate dishes. Total time given from collecting ingredients to presentation was 2 hours. Within this chaotic 2 hours of pots and pans banging, some managed to char their dishes, set up a flambé that ensued in the pan catching on fire and many that encompassed danger but were yet fun to watch. It was soon presentation time and all groups were ready for judges to come sample their delicacies. Each group waited their turn as judges passed around the room keeping a keen eye out for the group that sufficed all the criteria they had set out. All the scores were submitted to the department for a final tally to announce the winners at a later date. This concluded day 1 of the events that sonically vibrated out its moments of fun, speckles of tension and chaos and a field day for many but most importantly celebrating the theme of nutrition.



The following day unwrapped itself for the artsy and crafty minds as it was the day of the collage competition. Participants gathered in groups of 3 to unveil, on the then blank charts, their take on the latest food security bill, which served as the theme of the competition.

After an hour of intense crunching of their artistic minds and snipping their way through magazines, some of the most beautiful and intelligent collage works unfolded before us. The judges had a hard time to pick out a winner fairly from the talented lot. "Participating in the collage making competition gave me a break from the serious "project" time and also helped me to learn something in a fun manner", says Nupur a student of final year MSc DAN. Retnika, Karan and Riston, students of the MSc HTM said, "This competition helped us understand the main aspects of the food bill and helped us gain more knowledge. Overall it was a fun event and a wonderful opportunity for us to showcase our creativity skills."



As zealous apprentices in the field of Nutrition and Dietetics, this was an opportunity for us to partake in an informative week that comes by but once a year. Thoroughly invigorated with the conducted events, it left us learning some more about the remarkable panorama of nutrition.



Remy & Sreya



# Local Focal

## LOCAL CUISINE



### Gulla Baji/Goju

**Cooking Time:** 10 minutes

**Number of Portions:** 4

#### Method

1. Wash brinjal ,wipe and apply oil.
2. Keep a mesh over the flame arrange the brinjal and roast uniformly
3. Cook and peel the skin by removing the charred particles of the brinjal skin.
4. Crush the chopped green chillies and salt in bowl, add tamarind pulp, grated coconut , brinjal pulp and blend well.
5. Serve the goju with a bowl of steaming rice..

#### Ingredients:

- ☞ Green Brinjal Medium size – 04 nos
- ☞ Onion Medium size – 02 nos
- ☞ Green Chillies – 03 nos
- ☞ Oil – 04 table spoon
- ☞ Coriander Chopped – 03 table spoon
- ☞ Grated coconut – 03 table spoon
- ☞ Tamarind Pulp – 03 table spoon
- ☞ Salt – to taste



### Kalinga Na Polo (Water Melon Dosa)

**Preparation Time :** 30 minutes

**Fermentation Time:** 6 hours

**Portions:** 10 pieces

#### Method

1. Soak the rice in water at least half an hour.
2. Separate and Puree the hard flesh adjacent to the watermelon skin
3. Add soaked rice, grated coconut, beaten rice to the melon puree and grind together to form a smooth batter.
4. Transfer the batter and add salt to the batter and mix well.
5. Allow the batter to ferment overnight
6. Heat a griddle plate to a medium temperature and pour a ladle full of batter at the centre of the griddle plate and spread it in to round shape .Cook closed until it cook on one side.
7. Small holes are formed on the dosa indicating the doneness.
8. Flip it and cook the other side until it is done.
9. Serve hot with lots of butter or coconut chutney flavoured with asfoetida.

#### Ingredients

- ☞ White Raw rice – 02 cups
- ☞ Grated Coconut – ½ cup
- ☞ Beaten rice – ¼ cup
- ☞ Chopped Watermelon ( hard flesh near the skin) – 1 cup
- ☞ Salt – to taste



## Dalthoy (Daal)

**Preparation Time :** 15 minutes

**Portions:** 4

### Method

1. Cook dal with turmeric, green chillies, and chopped ginger
2. When the dal is cooked add salt to taste.
3. Heat ghee add mustard seed and allow to crackle.
4. Add asafoetida, red chillies, and curry leaves to the hot ghee
5. Pour the mixture over the cooked dal and serve hot with rice and ghee

### Ingredients

- ☞ Tur dal – 1 cup
- ☞ Green chillies – 4 nos
- ☞ Ginger – 1 inch piece
- ☞ Coriander leaves (chopped) – 1 tsp
- ☞ Ghee – 2 tsp
- ☞ Turmeric – 5 gms
- ☞ Mustard – 10 gm (for tempering)
- ☞ Whole red chillies – 2 nos
- ☞ Asafoetida – 5 gms
- ☞ Curry leaves – 2 sprigs
- ☞ Salt – to taste



- Prasad Shinde



# Thirsty Traveller

## Absinthe - "la fée verte": The Green Fairy



The green fairy, the jade muse, and the mistress of poisons are all the same, yet merely seen as an anise-flavored herbal beverage forever to be hailed as an elixir of creativity and the cause behind history's most treacherous illnesses. Absinthe is an anise-flavoured spirit derived from botanicals, including the flowers and leaves of *Artemisia absinthium* (a.k.a. "grand wormwood"), together with green anise, sweet fennel, and other medicinal and culinary herbs. Absinthe traditionally has a natural green colour but may also be colourless. It is commonly referred in historical literature as "la fée verte" (the green fairy). Although it is sometimes mistakenly referred to as a liqueur, absinthe is not traditionally bottled with added sugar, and is therefore classified as a spirit.

The anise, fennel and wormwood are soaked in alcohol, and the mixture is then **distilled**. The distillation process causes the

herbal oils and the alcohol to evaporate, separating from the water and bitter essences released by the herbs. The fennel, anise and wormwood oils then recondense with the alcohol in a cooling area, and the distiller dilutes the resulting liquid down to whatever proof the absinthe is supposed to be (based on brand variations or regional laws). At this point, the absinthe is clear; many manufacturers add herbs to the mixture after distillation to get the classic green color from their **chlorophyll**.

Absinthe does have a very high alcohol content -- anywhere between 55 and 75 percent, which equates to about **110 to 144 proof**.

In 1905, it was reported that Jean Lanfray, a Swiss farmer, murdered his family and attempted to take his own life after drinking absinthe. The Lanfray murders would prove to be the tipping point in this hotly debated topic, and a subsequent petition to ban absinthe in Switzerland collected more than 82,000 signatures. A referendum was subsequently held on banning the drink on 5th July 1908. After it was approved by voters, the prohibition of absinthe was then written into the Swiss constitution.

An ever-growing demand for this medicine turned aperitif as the 19th century rolled into the 20th century for the absinthe industry in Switzerland and France. But however, the industry and the era ended with the prohibition of absinthe manufacture and sale in Switzerland and France, in 1910 and 1915 respectively due to a series of mishaps or rather dreadful events. The chemical that's taken all the blame for absinthe's hallucinogenic reputation is called **thujone**, which is a component of wormwood. In very high doses, thujone can be toxic. It is a GABA (Gamma-aminobutyric acid) inhibitor, meaning it blocks GABA receptors in the brain, which can cause convulsions. It occurs naturally in many foods, but never in doses high enough to hurt the brain.

Absinthe is now perfectly legal in every country in which alcohol is legal. In fact, in 2007, the United States lifted its 100-year-long ban, provided that the absinthe is free of thujone. So once again European distillers are importing the Green Fairy, and once again mixologists and absinthe enthusiasts are debating whether the newest version is truly authentic.



Traditionally, absinthe is prepared by placing a sugar cube on top of a specially designed slotted spoon, and then placing the spoon on the glass which has been filled with a measure of absinthe. Iced water is then poured or dripped over the sugar cube in a manner whereby the water is slowly and evenly displaced into the absinthe. This reflects what is perhaps the oldest and purest method of preparation, and is often referred to as the French Method. The Bohemian Method is a recent invention that involves fire, a sugar cube and placed on a slotted spoon keep over a glass containing one shot of absinthe. The sugar is pre-soaked in alcohol (usually more absinthe), then set ablaze. The flaming sugar cube is then dropped into the glass, thus igniting the absinthe. This method tends to produce a stronger drink than the French method. This variant is sometimes referred to as "Cooking the Absinthe" or "Flaming Green Fairy".

## Cocktail recipe- Absinthe Minded Martini

Classic Martinis are a very well renowned cocktail but however for the ones with desire to explore new shores, its time to share a personalized Absinthe cocktail recipe that will for sure leave Absinthe-Minded... The usual Martini cocktail would generally consist of Gin and Vermouth traditionally stirred and garnished with olives. However this variation of the Martini would include Absinthe, Grand Marnier (or any Orange Flavoured Liqueur), Orange or Lime peel to form a uniquely rich and intense cocktail...

### Ingredients:

- ☞ 30 ml Absinthe
- ☞ 20 ml Grand Marnier
- ☞ 30 ml Gin
- ☞ 15 ml Dry Vermouth
- ☞ 1 Orange or lime peel

### Preparation:

Mix the gin and absinthe in a martini shaker. Then swirl Dry Vermouth in a pre-chilled martini glass and pour out what is left. This is to make sure the flavours of Vermouth are inhibited in the drink but need not Finish by spiking it with Grand Marnier and garnishing with an orange or lime peel.



- Stinson Fernandes



# Food Blog



## SNACK SHACK

It was close to a year ago that we started this little food blog of ours on the various and famous hangouts of students in Manipal. A good six blogs later we have reached our final blog, before it is taken over by our juniors. This little idea that we generate was a chance for us as newbies in Manipal to explore and also to share our experiences with others. Our intentions were always clear; a perspective of students of that place and the response we got for it was also quite similar.



We pondered about what would be ideal as a last blog to write from our end? What has been our favorite hangout place? What is the first place that comes to our mind when we are hungry? Price and quality? And what always popped in our head was SNACK SHACK! Who wouldn't agree with us? It is best for price, food quality, ambience, music and just the very feel of the place. So we thought we could compile the various experiences we have had at snack shack since we have lost count of the number of times that we have been there.

Starting with the ambience, when we go there at the prime time for lunch or dinner the place is always packed, but we are very politely requested to wait and the correct time that we will be required to wait is told to us (it is always worth the wait!). It is always bustling with the students chitter chatter, with the faint music in the background which somehow always seems to suit the mood we are in.

Coming to the food of the place, in the past one and a half years we have pretty much had everything on their menu, including their specials of the day. Frequent and not so frequent visitors to snack shack will definitely talk about their house specialty which is potato lovers for the vegetarians and chicken lovers for the non-vegetarians. The sauce of this dish has a tomato base with a sweetness to it that explodes in flavor when you put it in your mouth. Moving to the soups, they have soups that are equal to heart meals, like the dim sum soup and the lamb soup. They have plenty of

appetizers, but what stand out are their signature dishes of potato and chicken lovers. Moving to their 'potbelly' dishes which are wholesome dishes served in a single plate. Here the concept is that a choice of sauce (many varieties) Chinese or Thai is made in different ways and is served on a bed of rice or noodles. They all taste splendid. The burgers are an absolute favorite with the famous ones being 'jack shack' consisting of chicken sausage, egg, mayonnaise and chicken salami. Many varieties exist in sandwiches and subs. They also have momos and a decent Chinese fair of fried rice and noodles with a little Italian with their very famous pasta Neapolitan which is to die for. Their desserts sundaes are good and they have a wide variety of it. They also have daily specialty and the squid masala kuew theo is a must try. They also have platters based on availability of seafood. Coming to the drinks they have some good and different variety like the apple ice tea, green grape juice and so on with these being our recommendations.

What we love about snack shack food is that the portions are outrageous and it's absolutely worth what you are paying for and best part is that every non-veg dish has a corresponding veg dish, so that way everyone leaves a happy customer.

Their service is good, they are always enquiring about the food, they don't go wrong with orders and are courteous enough to change orders if last minute orders are made. We always leave happy in our tummy, heart and mind from snack shack. It is our happy place and also of thousands of other students.

We leave with wishing all our readers a happy future and remember that "There is no love sincerer than the love of food." – George Bernard Shaw.

### RATINGS

*Taste – 8/10*

*Ambience – 8/10*

*Value for money – 9/10*



Manasa Rao & Merlyn





# Green Corner

## Eco Tourism

Eco-tourism is more than a catch phrase for nature loving travel and recreation. Eco-tourism is consecrated for preserving and sustaining the diversity of the world's natural and cultural environments. It accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains & supports the native cultures in the locations it is operating in. Responsibility of both travelers and service providers is the genuine meaning for eco-tourism.

Eco-tourism also endeavors to encourage and support the diversity of local economies for which the tourism-related income is important. With support from tourists, local services and producers can compete with larger, foreign companies and local families can support themselves. Besides all these, the revenue produced from tourism helps and encourages governments to fund conservation projects and training programs.

Saving the environment around you and preserving the natural luxuries and forest life, that's what eco-tourism is all about. Whether it's about a nature camp or organizing trekking trips towards the unspoilt and inaccessible regions, one should always keep in mind not to create any mishap or disturbance in the life cycle of nature.

Eco-tourism focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet. It is typically defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attractions. Responsible Eco-tourism includes programs that minimize the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, initiatives by hospitality providers to promote recycling, energy efficiency, water reuse, and the creation of economic opportunities for local communities are an integral part of Eco-tourism.

Historical, biological and cultural conservation, preservation, sustainable development etc. are some of the fields closely related to Eco-Tourism. Many professionals have been involved in formulating and developing eco-tourism policies. They come from the fields of Geographic Information Systems, Wildlife Management, Wildlife Photography, Marine Biology and Oceanography, National and State Park Management, Environmental Sciences, Women in Development, Historians and Archaeologists, etc.

Eco-tourism is considered the fastest growing market in the tourism industry, according to the World Tourism Organization with an annual growth rate of 5% worldwide and representing 6% of the world gross domestic product, 11.4% of all consumer spending - not a market to be taken lightly.

Fundamentally, eco-tourism means making as little environmental impact as possible and helping to sustain the indigenous populace, thereby encouraging the preservation of wildlife and habitats when visiting a place. This is responsible form of tourism and tourism development, which encourages going back to natural products in every aspect of life. It is also the key to sustainable ecological development.

The International Eco-tourism Society defines eco-tourism as "responsible travel to natural areas that conserves the environment and improves the well-being of local people." This means that those who implement and participate in Eco-tourism activities should follow the following principles:





### **Minimize impact**

- ✓ Build environmental and cultural awareness.
- ✓ Provide positive experiences for both visitors and hosts
- ✓ Provide direct financial benefits for conservation
- ✓ Provide financial benefits and empowerment for local people
- ✓ Raise sensitivity to host countries' political, environmental, and social climate
- ✓ Support international human rights and labor agreements

Aware of the Environment - Today the "Green Laws" of conservation are making people aware of how man and the environment can live symbiotically for more time to come and eco-tourism is the only way to maximize the economic, environmental and social benefits of tourism. Everyone is a stakeholder in the process and we clearly need to avoid our past shortcomings and negative impact that they have had. In India to the movement is gathering momentum with more and more travel and travel related organization's are addressing the needs of the eco-tourists and promoting eco-tourism in the country. Some basic do's and don'ts of eco-tourism are listed below:

#### **Do's**

- ✓ Carry back all non-degradable litter such as empty bottles, tins, plastic bags etc. These must not litter the environment or be buried. They must be disposed in municipal dustbins only.
- ✓ Observe the sanctity of holy sites, temples and local cultures.
- ✓ Cut noise pollution. Do not blare aloud radios, tape recorders or other electronic entertainment equipment in nature resorts, sanctuaries and wildlife parks.
- ✓ In case temporary toilets are set-up near campsites, after defecation, cover with mud or sand. Make sure that the spot is at least 30 meters away from the water source.
- ✓ Respect people's privacy while taking photographs. Ask for prior permission before taking a photograph.

#### **Don'ts**

- ✓ Do not take away flora and fauna in the forms of cuttings, seeds or roots. It is illegal, especially in the Himalayas. The environment is really delicate in this region and the bio-diversity of the region has to be protected at all costs.
- ✓ Do not use pollutants such as detergent, in streams or springs while washing and bathing.
- ✓ Do not use wood as fuel to cook food at the campsite.
- ✓ Do not leave cigarettes butts or make open fires in the forests.
- ✓ Do not consume aerated drinks, alcohol, drugs or any other intoxicant and throw bottles in the wild.
- ✓ Do not tempt the locals, especially children by offering them foodstuff or sweets. Respect local traditions.
- ✓ Polythene and plastics are non biodegradable and unhealthy for the environment and must not be used and littered.

Eco-Tourism in India is still at a very nascent stage, but there are for sure conscious efforts to save the fragile Himalayan Eco System and culture and heritage of the indigenous people, which is probably the largest concentration in the world.

A plethora of holiday camping options are available in the Himalayan belt, where soft adventure tourism is packaged with holiday camping to create an acceptable eco-tourism product. Resorts tucked deep inside jungles of Karnataka, House-boats of Kerala, Tree Houses at Vythiri combine to make India one of the most diverse eco-tourism destinations on the planet.



**Chirag**



# Then and Now

## Jails turned into hotels and restaurants

Jails are the one place that we can commonly agree that we would never like to visit....ever. But maybe not, with the advent of “super prisons” – large structures that hold up to 3000 inmates together, many of the older structures are now lying vacant. Unless you have actually been inside one, no one knows what truly happens inside the closed walls of a jail. They are already designed as grand buildings meant to house thousands of people, so with the help of a good construction crew it isn't hard to convert them into a full-fledged hotel, some of them which even endeavour to give you a complete prisoner experience.

### The Liberty Hotel, Boston, USA

The jail, originally known as Charles Street Jail, was constructed in 1848-1851. The original jail was built in the form of a cross with four wings of Quincy granite extending from a central, octagonal rotunda with a 90-foot-tall (27 m) atrium. The wings allowed segregation of prisoners by sex and category of offense, the original jail contained 220 granite cells, each 8 by 10 feet. The jail has housed a number of famous inmates including James Michael Curley, Malcolm X, Sacco and Vanzetti.



The jail fell into disrepair and became filthy, overcrowded and prone to riots. In the 1970s, the inmates sued over the squalid conditions. After spending a night at the jail to see things for himself, a federal judge in 1973 ordered the place closed. But it took until 1990 for a new jail to be built and the last inmates to be moved. The property was bought by Massachusetts General Hospital, next door, which invited proposals for preserving the building's historical character. After a five-year, \$150 million renovation, the old Charles Street jail is now a luxury hotel for guests who can afford to pay anywhere from \$319 a night for the lowest-priced room to \$5,500 for the presidential suite. Architects took pains to preserve many features of the 156-year-old stone building and its history. The old sally port, where guards once brought prisoners from paddy wagons to their cells, is being converted into the entrance to a new restaurant, Scampo, which is Italian for "escape." In another restaurant, named Clink, diners can look through original bars from cell doors and windows as they order smoked lobster bisque or citrus poached prawns from

waiters and waitresses wearing shirts with prison numbers. The hotel bar, Alibi, is built in the jail's former drunk tank.

Instead of con men, counterfeiterers and cattle burglars, the guests now include Mick Jagger, Annette Bening, Meg Ryan and Eva Mendes.





## Karosta Prison, Latvia

Built around 1900, the Karosta Prison was initially used as an infirmary. But for most of the 20th century, it was used as a Nazi and Soviet military prison, in which hundreds of prisoners were killed. Most were shot dead. During World War II, the Nazis sentenced Latvian deserters to death at this prison. Its history was so gruesome, even the solitary confinement room featured a cryptic message above the door: 'izeja no elles', Latvian for 'exit from hell'. Given the atrocities it harbored, it's no wonder the 'boutique' hotel is now apparently haunted, featuring on an episode of the SciFi Channel's Ghost Hunters International. Light bulbs reportedly screw out of their sockets, cell doors open by themselves and the sound of chains can be heard echoing down the halls.

Death row inmates tried to escape from it during World War II - now brave tourists are paying to spend a night in Latvia's notorious Karosta Prison which has been turned into a hotel. Guests can enjoy the 'full prisoner experience' in Communist-era conditions - including death threats, warning gunfire and cries of despair from fellow inmates - for just \$16 a night. But a night in the nick isn't for the genteel - visitors have to sign a release form acknowledging that they will be treated as a prisoner, complete with verbal abuse and physical exercise.

But rest assured that even though you're sleeping in the Alcatraz of Eastern Europe, hotel staff will offer you the best service.

'There are staffs in this hotel that...serve the guests friendly and with world class service,' the hotel website boasts.

'You will get to sleep in a room that is iron made and this will include the iron bars.

'Each room is very simple. All you see is a bed, a small dresser and toilet. It is just like an actual prison. With a closed door, you can eat the meal that prisoners used to eat.

'However, this will be done once you have signed an agreement regarding their contract conditions about your stay at this hotel.

'The agreement in staying at the Karosta Prison includes rules like that you should follow their orders and allowing to be insulted and be treated like a prisoner within your stay.

'[If] you disobey their orders, they will force you to do physical exercise or do the cleaning works.'

The prison-hotel conversion model has proved popular around the world, with numerous notorious jails in the U.S., Britain and the Netherlands transformed into boutique hotels, according to the Guardian.



Riston



# TJT – Technology in Travel & Tourism

## Technology Meets Travel And Tourism

### Wearable Technology: What's next in travel?

Think smart watches, google glasses, talking belt buckles and technology that is wearable. Technological innovations will drastically alter a traveller's experience, and ultimately the industry of travel. Travel agents are anticipating in exploiting consumer's desire for mobility tools, the future reality of big data and the industry's ability to collect it, analyse it and use it to create a new, more personal travel experience.

With the launch of Google glasses, we are already on our way toward "wearable technology." In the future, a large portion of the population will embrace wearable computing, and that will have a dramatic impact on how we shop and buy goods and services.

Whether it's a smart watch that reads our email, a belt buckle that lets you answer your phone, or interactive glasses that display an internet search via a virtual screen, our "fashionable" accessories will become powerful mini-computers, networked with other devices and accessing content in different ways. We're already beginning to see new location and proximity based services like google location services that lets you explore cities when you're approaching something very interesting. These technological innovations, and others, are set to drastically alter a traveller's experience, and ultimately the industry of travel. These

advances will make a huge difference because ultimately, consumers want the shopping, buying, and travel experience to be about them and what they want – not what the masses want.

### Space Tourism

The concept of "space tourism" is about as cutting edge as "social networking" these days – we've been there, talked about it. But still, we haven't really seen it aside from Richard Branson's crazy – billionaire aspirations of taking slightly less wealthy people into space with him.

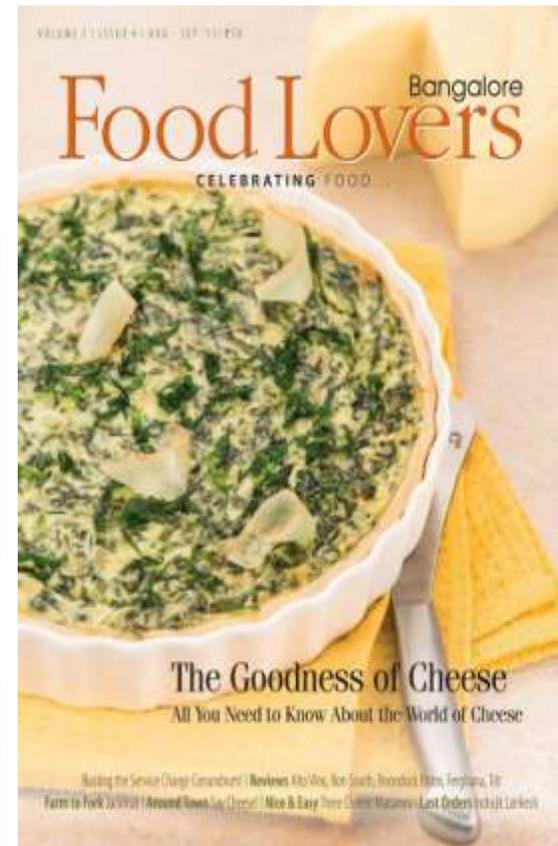
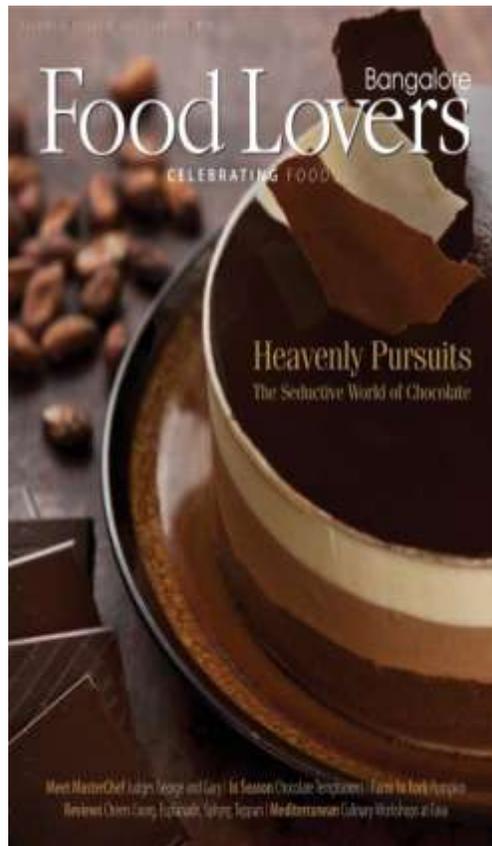
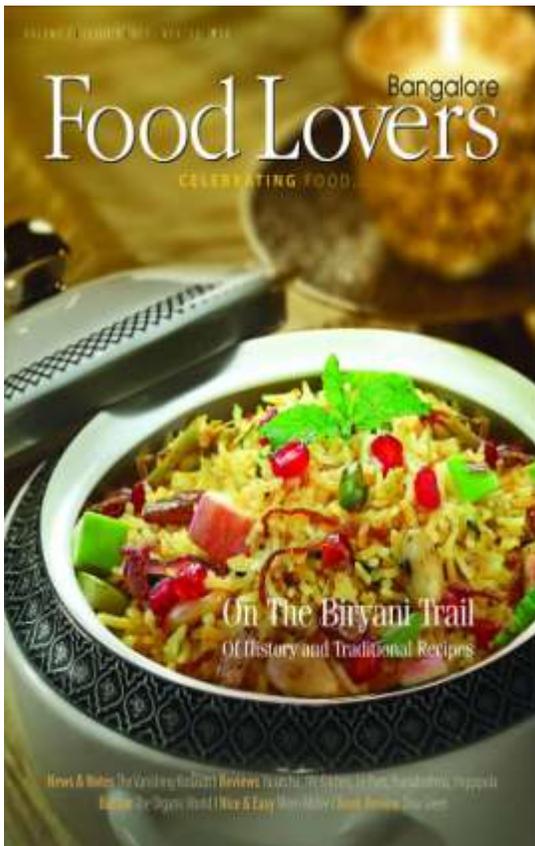
That's all going to change, though, because Boeing – an aerospace player who doesn't mess around – announced that it will bring passenger service into the final frontier beginning 2015.



Karan

# Stop Press

## 'Food Lovers' magazine selects 'Hospitality Prism' student editor



**Ms. Manasa Rao, final year M. Sc Hospitality & Tourism Management is selected to work with the "Food Lovers" Magazine for her intership.**



Ms. Manasa Rao speaks – "A big part of my initiative to be a part of a magazine was my active participation with HOSPITALITY PRISM. In January when I took over the sub-editors role, I enjoyed the kind of work, the pressure, deadlines, time-management and the final result. This was the turning point, it made me realize that I could enjoy all of this as a career.

Now as I start my journey with Food Lovers , I would like to thank everyone who gave me the opportunity to work with HOSPITALITY PRISM.

Indeed the pen is definitely mightier than the sword....."



प्रज्ञानं ब्रह्म



INSPIRED BY LIFE

**MANIPAL**  

---

**UNIVERSITY**

**Department of Allied Hospitality Studies**

**Welcomgroup Graduate School of Hotel Administration**

Manipal University, Manipal – 576 104