



# SIHM BULLETIN

July-August 2024  
Bi-Monthly Newsletter

## SIHM Welcomes New Batch with a Vibrant Freshers' Party



What's  
INSIDE!



Life at SIHM



AI in the Hotel Industry



Wine Tourism



Our Global Hospitality Stars:  
Kshiti Dixit

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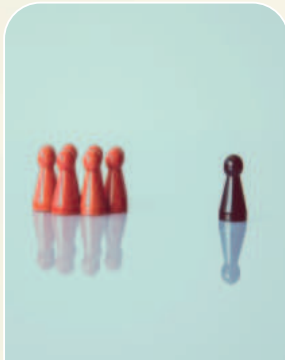
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## FROM THE DESK OF THE GENERAL MANAGER

**W**elcome to the professional endeavours of Bachelor of Hotel Management and Catering Technology (BHMCT). At SIHM, a team of dedicated and enthusiastic staff will be in charge of teaching and always ready to help each student in their personal and professional growth and in return we expect the highest levels of motivation and commitment from our students.

SIHM is one of the top colleges of choice for the students of hospitality in Gujarat. Our institute provides scope to develop lust for learning and passion for their professional growth. If you are eager to learn and grow, we are there to nurture your aspirations to be a leader in hospitality world.

SIHM strides to invade new realms of knowledge and to be a flagship for excellence in education. Since its inception, SIHM had evolved sound academic credentials and practical exposure in mentoring Students. This endless journey continuous until we find realms for the future generation. I would like to take this opportunity to wish you the very best in your studies and assure to provide a platform to you all, from which you will take a leap into ever-developing world of hospitality and tourism.

I am indeed happy to share the launch of SIHM's Bi-Monthly Newsletter that would enable its reader to refer and share exciting ideas and relevant articles to foster insights and values of professional education.

Happy Reading.

**Shri Rakeshkumar M. Sangada**  
General Manager-Finance, Audit, TCGL





## FROM THE DESK OF THE PRINCIPAL

### “Cultivating Hospitality Excellence at State Institute of Hotel Management, Siddhpur”

**W**ith a heart brimming with enthusiasm and a vision to elevate SIHM to even greater heights, I invite you to join us on a transformative journey, where we nurture passion, ignite innovation, and empower future hospitality leaders.

The hospitality industry, a vibrant tapestry of culinary artistry, service excellence, and cultural immersion, stands poised for an era of unprecedented growth. As the world embraces new experiences and travellers seek authentic connections, the demand for skilled and passionate hospitality professionals' soars.

Gujarat, the vibrant Land of Legends, stands at the forefront of India's tourism surge. With its rich cultural heritage, diverse landscapes, and burgeoning hospitality sector, Gujarat beckons travelers from across the globe. SIHM, nestled in the heart of this dynamic state, is poised to play a pivotal role in shaping the future of Gujarat's hospitality landscape.

At SIHM, we are committed to fostering a nurturing environment that cultivates not only culinary expertise but also holistic personal development. Our rigorous AICTE-approved 4-year degree course equips our students with the knowledge, skills, and critical thinking abilities essential for success in the ever-evolving hospitality industry. Beyond the classroom, we foster a vibrant campus culture that nurtures creativity, innovation, and a strong sense of ethics. Our students engage in hands-on learning experiences, participate in co-curricular activities, and collaborate with industry partners, gaining invaluable exposure to the realities of the hospitality world.

Nestled amidst serene greenery, our campus embodies sustainability and environmental consciousness. We believe in fostering a harmonious relationship with nature, integrating eco-friendly practices into our operations, and teaching our students the importance of environmental stewardship. We invite stakeholders, potential students, and all those passionate about hospitality to explore our website and discover the transformative power of SIHM. Visit our green campus, immerse yourselves in our vibrant learning environment, and witness the potential that lies within our students. Together, let us embark on a journey to redefine hospitality excellence, where passion meets innovation, and where our students emerge as the future leaders of this vibrant industry.

**Welcome to SIHM, Siddhpur – where your hospitality dreams take flight and a sustainable future awaits!**

Happy Reading.

**Dr. Sagar Mohite**

Principal, SIHM

## State Institute of Hotel Management-Siddhpur, An Initiative of Gujarat Tourism

Engaging in the tourism and hospitality industry offers a remarkable opportunity for students to share their passion with fellow adventurers seeking to explore new destinations or immerse themselves in diverse cultures, cuisines, and adventures. This expansive sector encompasses various aspects, from facilitating transportation to and from tourist destinations to managing accommodations, dining experiences, leisure activities, and guided tours, among others. The vitality of any hospitality and tourism organization hinges upon the distinctive attributes of its personnel, as everything within the industry is replicable except for individuals' capacity to think critically and innovatively. In this context, academia plays a pivotal role as the primary source of cultivating top-tier talent for the industry.



**The State Institute of Hotel Management, Siddhpur**, a Gujarat Tourism initiative, fulfils a crucial role in nurturing the future leaders of the hospitality and tourism sector. Envisioned to provide global hospitality education at the local level, the institute was strategically established in a town like Siddhpur. At SIHM, our mission extends beyond preparing students for employment; we also prioritize empowering them with essential soft skills. We ensure comprehensive development in the field of Hospitality and Tourism Management, emphasizing our commitment to empowering students and supplying the industry with quality professionals.

The institute not only focuses on delivering theoretical knowledge but also on transforming individuals into responsible citizens and valuable human capital. It is dedicated to providing education of international standards with a commitment to quality.

Affiliated with **Gujarat Technological University and AICTE**, SIHM offers a **four-year degree course leading to a Bachelor of Hotel Management and Catering Technology (BHMCT)**. This program is facilitated by dedicated core faculty members, complemented by industry experts. The teaching methodology encompasses classroom lectures, laboratory practical sessions, seminars, role-playing exercises, and exposure to the industry. Situated across 4.8 acres, the institute boasts modern infrastructure featuring spacious, IT-enabled classrooms, providing students with opportunities to develop essential life skills and engage in meaningful learning experiences. Through community programs like Nukkad Natak and Atithi, as well as student clubs such as the **Heritage Club, Chef's Club, Food & Beverages Club, and Debate Club**, the institute prioritizes skill development and equips students with up-to-date knowledge and awareness of current trends in the industry.



The focus of our education lies in applying knowledge to real-life situations and equipping students with problem-solving skills tailored to unique challenges. To this end, SIHM emphasizes practical exposure through its state-of-the-art laboratories, the formation of student clubs, and community immersion programs. The institute's dedicated efforts in nurturing its students are evident in their outstanding academic performance, consistently achieving top ranks in every GTU examination. Furthermore, the internship record of our students is commendable, with a 100% placement rate in leading national and international hotel brands such as **Taj, Hyatt, The Leela, and Marriott**. To provide students with global exposure, SIHM has established a Memorandum of Understanding (MoU) with The **Seychelles Tourism Academy** in **Seychelles**, facilitating a student exchange program. Additionally, SIHM has signed a letter of intent (LoI) with **Ecole hôtelière de Lausanne (EHL)** in **Switzerland** and **The Sacred Heart University** in the **USA**.

During the nationwide lockdown when classroom studies were suspended, SIHM ensured uninterrupted learning through innovative ICT solutions. Furthermore, it organized online sessions featuring sector experts such as **Master Chef Sanjeev Kapoor**, renowned speaker and writer **Mr. Chetan Bhagat**, and **Dr. Kristen Tripodi**, Director of Sacred Heart University.

SIHM has solidified its reputation as a premier hotel management institute in India and Gujarat, due to its consistent excellence. The **Divya Bhaskar** group recognized SIHM as the "**Best Hotel Management Institute in Gujarat**" and listed it among the "**Top 50 Educational Institutes of Gujarat**". Moreover, the **ABP Group** awarded SIHM the "**Gujarat Brand Leadership Award**" and the **Government of Gujarat** hailed it as the state's "**Best Hotel Management Institute**". Alongside these prestigious honours, SIHM received the "**Drona Award**" in both **2022** and **2023**, as well as the "**Gyan Ratna Award**" in **2022** at the **Network 18 Education Conclave**. Additionally, the institute was honoured with the "**Excellence in Hotel Education Institute**" Award at the **Shiksha Conclave 2022**.

## INFRASTRUCTURE AND FACILITIES





Front Office Training Lab



Housekeeping Training Lab



Laundry Training Lab



Restaurant Training Lab



Computer Lab



Bakery Lab



Girls Hostel



Boys Hostel



Hostel Room



Classroom



Outdoor Games



Library



Mess Facility



College Building



Training Kitchen



## SIHM Welcomes New Batch with a Vibrant Freshers' Party

On 5th August 2024, SIHM hosted a vibrant Freshers' Party to warmly welcome the 9th batch of students to the campus, marking the beginning of an exciting journey for the new entrants. The event was meticulously organized, reflecting the institute's commitment to fostering a strong sense of community and belonging among its students. The celebration was a blend of entertainment, creativity, and camaraderie, setting a positive tone for the academic year ahead.

The evening was filled with an array of stage performances where students showcased their diverse talents. From skits that brought laughter and thoughtfulness to the audience to musical performances that resonated with everyone present, the energy in the room was palpable. Each performance was a testament to the creativity and enthusiasm that the new batch brings to the SIHM community. A highlight of the evening was the cake-cutting ceremony, symbolizing the sweet beginning of this new chapter in the students' lives. The cake was shared among the attendees, serving as a delicious reminder of the warmth and unity that SIHM strives to instill in its students. Throughout the event, a variety of food and beverages were served, providing a delightful culinary experience that further enhanced the festive atmosphere. The menu was thoughtfully curated to cater to diverse tastes, ensuring that everyone found something to enjoy. **Ms. Rutuja Gole** won the **Ms. Fresher's Award**, while **Mr. Daksh Lodhari** was honored with the **Mr. Fresher Award**.

SIHM's Freshers' Party not only welcomed the new students but also integrated them into the larger SIHM family. The event successfully brought together students, faculty, and staff, creating memories that the new batch will cherish as they embark on their educational journey at SIHM. The party was a resounding success, setting the stage for a fruitful and enjoyable time at the institute.



## SIHM Organizes an Induction and 15-Day Orientation Program for the New Batch of Students

SIHM hosted an **Induction** and extensive **15-day Orientation program** for the incoming **Batch 9** students, designed to facilitate a smooth transition into their academic journey. The program was carefully curated to familiarize students with the curriculum, faculty, and campus life while also focusing on essential skill-building.



The induction program began with an introductory session for both students and their parents, featuring distinguished guests including **Shri Nilesh K. Dubey (GAS), Additional Collector & GM-HR, Admin & Skills, TCGL, Mr. Bala Murugan, Manager at the Ministry of Tourism, and Mr. Venkatesh Rao, Director of Sales and Marketing at Hyatt Regency, Ahmedabad.** The Following Orientation Program provided a comprehensive overview of the syllabus, course structure, and introduced the faculty, administrative staff, and various departments and clubs within SIHM. The presence of these esteemed individuals added significant value to the event, setting an encouraging tone for the days ahead.

To address the importance of English language proficiency, a bridge course was incorporated into the orientation program. **Prof. Narendra Pandya, an English language expert from the Ahmedabad Management Association,** led the course. The aim was to strengthen the students' language skills, ensuring a seamless transition into the academic curriculum. This initiative was especially beneficial in boosting the students' confidence and improving their communication abilities, critical for success in the hospitality industry.

The program was not solely focused on academics; it also featured various physical and well-being activities to



promote holistic development. A “Cooking Without Fire” competition allowed new students to showcase their creativity and culinary talents. Additionally, an anti-ragging and road safety session was conducted by **Mr. Vipin Limbachiya, Police Inspector, and Mr. Dinesh Kumar, Cyber Expert, from Siddhpur Police Station**, emphasizing the importance of safety and a respectful campus culture.

Fun games and activities were organized to help students bond and acclimate to their new environment. They also received guidance on essential **soft skills, universal human values**, and the importance of **aptitude and english language training** through the **MePro** module.

As part of the Orientation, students visited **Hyatt Regency, Ahmedabad and The Leela Gandhinagar**, where they gained practical insights into hotel operations and management, enriching their understanding of industry practices.

Overall, Induction and 15-day Orientation program was a comprehensive initiative aimed at preparing the new batch of students for their academic and professional journey. By combining academic orientation, skill development, and industry exposure, the program ensured that students were well-prepared and motivated to excel in their studies and future careers.



## Our Global Hospitality Stars

### Celebrating Success: Kshitij Dixit Shines at Hotel Hyatt, Denver, USA

Batch 2nd

Our esteemed alumni, **Kshitij Dixit**, a distinguished member of the **2nd batch** from Ahmedabad, has made remarkable strides in his professional journey, currently making waves at the **Hotel Hyatt House in Denver, USA**. Kshitij's dedication, exceptional work ethic, and unwavering commitment to excellence have not only brought him personal success but have also elevated the prestige of our institute on an international platform. Recently, he has been honored with the coveted **Best Employee of the Month** award, a testament to his outstanding contributions and relentless pursuit of perfection in the hospitality industry. This accolade is a reflection of his profound knowledge, refined skills, and the professional values instilled during his time at our institute. Kshitij's achievement is not just a personal milestone but a beacon of inspiration for all current students and fellow alumni, demonstrating the heights one can reach with perseverance and dedication.



His journey from **Ahmedabad to Denver** showcases the global impact our alumni can have, highlighting the institute's role in shaping competent professionals who excel on the world stage. We take immense pride in Kshitij's success, as it underscores the quality of education and training provided at our institute. His accomplishment serves as a powerful reminder of the potential that lies within each of our students and the far-reaching influence they can wield in their respective fields. Kshitij's recognition as the **Best Employee of the Month** at such a prestigious hotel chain is a significant achievement, reflecting his hard work, passion, and the superior standards of service he upholds. We extend our heartfelt congratulations to Kshitij Dixit for this exemplary achievement and look forward to witnessing his continued success and contributions to the hospitality industry.



# Our Commitment to Student Placements, Tourism and Skill Development

## SIHM Students Shine at Saras Mero, Megh Malhar Parv 2024 in Saputara

On July 29, 2024, a group of six dedicated students from the 7th semester, under the mentorship of Dhruv Kishore Bole, HOD Academics, made a noteworthy contribution to the prestigious Saras Mero, Megh Malhar Parv held in Saputara, Gujarat. The students' successful participation was made possible through the unwavering support and cooperation of Shri Nilesh Dubey (GAS), Additional Collector & General Manager-HR, Admin & Skills, TCGL. His efforts ensured that the students were well-prepared and comfortable, contributing significantly to the event's success. The event, graced by the esteemed presence of Hon. Shri Mulubhai Bera, Minister of Tourism, Government of Gujarat.

The team, comprising Pratham Darji, Kinj Shah, Divyesh Patel, Shubham Vinzuda, Joy Sevak, and Abhishek Badola, played a crucial role in managing various aspects of the event, particularly in hospitality and guest management. Their responsibilities included serving and attending to distinguished guests, with a special focus on tourism Minister. The experience offered the students invaluable practical exposure, allowing them to apply their academic knowledge in a real-world setting. Their involvement not only showcased their competence but also deepened their understanding of event management and hospitality.

The Saras Mero, Megh Malhar Parv 2024 proved to be a learning and rewarding experience for the SIHM students. It offered them a unique insight into the professional world of hospitality and tourism, helping them refine their skills and build confidence. The event not only enriched their academic journey but also laid a strong foundation for their future careers in the industry.

Overall, the participation of SIHM students in this event was a testament to their dedication and the high quality of education provided by the institute. The event highlighted the critical importance of practical experience in the hospitality industry and underscored the value of collaboration between academia and industry.



## SIHM Hosts Intensive Restaurant Hygiene Training for Students

In a concerted effort to instill the highest standards of cleanliness and safety in its students, SIHM's Club for Food and Beverage Service, in collaboration with the Chef's Club, conducted a comprehensive restaurant hygiene session. The three-hour session, held in the seminar room, targeted students from Batches 6th, 7th, and the newly joined Batch B09, ensuring that all participants gained a deep understanding of maintaining hygiene in a restaurant setting.

# Our Commitment to Student Placements, Tourism and Skill Development

The session was divided into three key areas of focus: **Food Hygiene, Employee Hygiene, And Cleaning And Sanitation** Protocols. **Dr. Subhashish Mishra, Vice Principal and Associate Professor-Food & Beverage Service** led the food hygiene segment, emphasizing the importance of safe food handling, storage, and preparation techniques. He educated students on how to prevent contamination, maintain proper food temperatures, and adhere to food safety regulations-crucial practices in preventing foodborne illnesses and ensuring customer safety.

**Mr. Dhruv Kishore Bole, HOD Academics and Faculty -Food and Beverage Service** then took the stage to discuss employee hygiene, covering essential practices such as regular handwashing, appropriate grooming, and the use of personal protective equipment (PPE). He highlighted how these practices contribute to a healthier work environment and enhance the overall dining experience by ensuring a clean and professional appearance of the staff.

Finally, **Mr. Sabyasachi Dasgupta, Assistant Professor-Food and Beverage Service** provided a detailed overview of developing a cleaning and sanitation plan. He taught students how to identify critical areas for regular cleaning, select appropriate cleaning agents, and maintain consistent hygiene standards. His session underscored the importance of a sanitary environment in preventing contamination and upholding a restaurant's reputation.

This intensive session equipped students with vital knowledge and practical skills essential for their future careers in the hospitality industry, ensuring they are well-prepared to maintain the highest standards of hygiene in all aspects of restaurant operations.



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# Our Commitment to Student Placements, Tourism and Skill Development

## SIHM Organizes Anti-Ragging Event Aligned with AICTE and GTU Initiatives

SIHM recently organized a comprehensive **anti-ragging event** for its students, aligning with the initiatives set forth by **AICTE and GTU** to promote a safe and respectful campus environment. The event aimed to educate students about the serious implications of ragging and the importance of maintaining a positive and inclusive atmosphere within the institute.

As part of the program, students were shown a series of Impactful anti-ragging videos that highlighted the legal consequences and emotional toll of ragging on victims. These videos served as powerful visual tools, reinforcing the message that ragging in any form is unacceptable and strictly prohibited. The content was designed to raise awareness among students about their responsibilities in fostering a supportive community where everyone feels safe and respected. As part of the event, **Sachin Thakor, Tanvi Patel, and Daksh Lodhari** from **Batch 9**, **Diya Bhutwala and Kishan Kothiya** from **Batch 7**, and **Yug Gaekwad and Abhishek Badola** from **Batch 6** participated in the **Anti-Ragging poster-making competition**. **Yug Gaikwad** won **first prize**, **Diya Bhutwala** was the **runner-up**, and **Tanvi Patel** secured **third place** in the competition.

The session was not just a regulatory requirement but also a meaningful learning experience for the students. It encouraged them to reflect on the values of empathy, kindness, and mutual respect. By engaging with the content, students gained a deeper understanding of the importance of upholding these principles, both in their academic journey and in their future professional lives.

The anti-ragging event at SIHM was a significant step in ensuring that the institute remains a place where students can thrive without fear of harassment or intimidation. It reaffirmed SIHM's commitment to creating a safe and supportive educational environment for all its students.



# Our Commitment to Student Placements, Tourism and Skill Development

## SIHM Hosts Cyber Crime Awareness Session with Expert Insights

SIHM recently hosted an enlightening **Cyber Crime Awareness session**, aimed at educating students about the crucial aspects of **cyber safety**. The event, conducted by **Shri. Vipin Limbachiya, Police Inspector**, and **Shri. Dinesh Kumar, Cyber Expert** from **Siddhpur Police Station**, provided valuable insights into the ever-evolving world of **cyber threats and safety measures**.

During the session, **Shri. Limbachiya** and **Shri. Kumar** emphasized the importance of being vigilant in the digital age. They covered a range of topics, including common types of cyber crimes, such as phishing, identity theft, and online scams. The experts also discussed preventive measures and best practices for safeguarding personal information and maintaining privacy online.

The session was highly interactive, with the experts sharing real-life examples and case studies to illustrate the potential risks and consequences of cyber crime. Students were encouraged to ask questions and engage in discussions about their own experiences and concerns. This approach made the session not only informative but also highly relevant to their daily digital interactions. The **Cyber Crime Awareness session** proved to be a valuable and rewarding experience for all participants. It underscored the importance of being proactive in protecting oneself from cyber threats and reinforced SIHM's commitment to equipping its students with essential knowledge and skills for navigating the digital landscape safely.





# Our Commitment to Student Placements, Tourism and Skill Development

## SIHM Hosts Free Dental Camp for Students and Staff, Promoting Oral Health

On August 10, 2024 SIHM organized a free dental camp for students, demonstrating a strong commitment to student well-being and mental health. The camp, held in collaboration with the Government Dental College, Siddhpur, provided an invaluable opportunity for both students and faculty members to receive dental check-ups and professional advice.

Dr. Nisarg Choudhary, Associate Professor and his team from Government Dental College, Siddhpur visited the campus to offer essential dental care and preventive advice. During the camp, students and faculty members underwent thorough dental examinations, and treatments were recommended based on individual needs. This initiative not only highlighted the importance of maintaining oral health but also emphasized the commitment of SIHM to the overall well-being of its community.



In addition to the dental camp, students from Batch 6th and 7th contributed to the event's success by serving a delightful breakfast to the visiting faculty members at the Advanced Training Restaurant. This segment of the program offered students a practical learning experience in hospitality and service, further enhancing their skills and understanding of the industry.

The camp proved to be both a learning and rewarding experience for everyone involved. For the students, it was an opportunity to apply their skills in a real-world setting, fostering a sense of responsibility and community service. The event underscored SIHM's dedication to supporting mental and physical health through practical and meaningful engagements.

Overall, the free dental camp was a resounding success, reflecting SIHM's ongoing efforts to promote health and well-being within the educational and local community.



## Group Discussion Activities by Yuva Tourism Club: A Platform for Debate and Learning

On May 17, 2024, SIHM's Yuva Tourism Club conducted an engaging group discussion session for students, fostering a vibrant environment for debate and critical thinking. The event, designed to encourage open dialogue and diverse viewpoints, provided students with the opportunity to articulate their opinions on various topics. Students from Batch 6th, 7th and 9th Participated in the session.

The session featured structured debates on a range of subjects, allowing participants to delve into contemporary issues and explore different perspectives. This format not only facilitated a deeper understanding of complex topics but also honed students' analytical and public speaking skills. By engaging in thoughtful discussions, students were able to practice articulating their arguments, responding to counterpoints, and developing persuasive communication techniques. The interactive nature of the session encouraged active participation and collaboration among students. It created a platform for them to engage with their peers, share insights, and challenge their own viewpoints. This collaborative environment not only

# Our Commitment to Student Placements, Tourism and Skill Development

enhanced their critical thinking but also contributed to their personal growth and confidence in expressing their ideas.

Overall, the group discussion activities organized by the Yuva Tourism Club were a valuable learning experience. They provided students with practical skills in communication and debate while broadening their perspectives on various issues. The event underscored the importance of dialogue and intellectual exchange in education, preparing students for future challenges both academically and professionally.

## SIHM Champions Health And Safety With Triple-Impact Event Day

On August 31, 2024, SIHM showcased its commitment to health and community service through a series of impactful events. The day commenced with a major blood donation camp, a collaboration with the **Indian Red Cross Society** and the **Government Civil Hospital, Siddhpur**. This initiative, targeted at final-year students, was energised by the presence of key figures such as **Dr. Deodar, Mr. Bharat Modi, and Mr. Suresh Panchal**, alongside their team of **12 staff members** from the **Red Cross**. Their motivating presence helped facilitate the donation of over **32 units of blood**, highlighting the importance of voluntary contributions and fostering a strong sense of social responsibility among the students.

In addition, SIHM organized a **Thalassemia screening** session for first-year students, attended by around 30 participants. The session, led by **Thalassemia expert Mr. Sanjay Valand** from the **Indian Red Cross Society, Gujarat Chapter**, along with **Mr. Purohit, President of the Rotary Club Siddhpur**, and **Inner Wheel's Team members**, provided crucial insights into the genetic disorder. The event featured a detailed discussion and **Q&A segment**, enhancing the students' understanding of thalassemia and the significance of early detection.



The day concluded with a dynamic workshop on **First Aid, Safety, and Disaster Management** for third and fourth-year BHMCT students. Conducted by **Mr. Prafulbhai Prajapati** from the **District Disaster Authority, Indian Red Cross Society, Patan**, the workshop engaged over 60 students in interactive and practical sessions. Emphasizing the critical importance of first aid and safety, the workshop also addressed disaster preparedness and prevention.

The successful coordination of these events reflected SIHM's dedication to promoting health, safety, and community engagement. **Prof. (Dr.) Sagar H. Mohite, Principal SIHM**, honored the guest speakers with mementos and appreciation letters, acknowledging the efforts of the Students' Council, Faculty Coordinators, and staff in making the day a resounding success.



# Our Commitment to Student Placements, Tourism and Skill Development

## SIHM Conducts Financial Management Awareness Workshop

A one-day workshop on **financial management awareness**, organized under the aegis of the **Institution's Innovation Council (IIC)**, was held on **August 30, 2024**, at the institute. The event featured **Mr. Mahesh Pandya, Senior Executive from the Bombay Stock Exchange's Ahmedabad Regional Office**, as the resource person. Mr. Pandya delivered an insightful lecture that covered various aspects of financial awareness, with a particular focus on wealth creation and asset management. He stressed the importance of guiding the younger generation toward contributing to a self-reliant India.

During his session, Mr. Pandya emphasized the significance of financial literacy, especially for investors, and discussed the vital role of regulatory bodies such as the **Securities and Exchange Board of India (SEBI)**. He highlighted the contribution of the **Investor Protection Fund (IPF)** in promoting financial literacy and protecting investors from fraud. Mr. Pandya also underscored the need for students to cultivate sound financial habits and make informed financial decisions.



The workshop concluded with a lively **Q&A session**, during which four students posed questions about current investment trends, regulatory challenges, and opportunities for becoming informed investors.



# STUDENT ACHIEVEMENTS

## SIHM Hosts Intra-College Budding Chef Competition: Showcasing Culinary Talent and Skill

SIHM organized the 'Intra-College Budding Chef' Competition on **29th August 2024** in Advanced Training Kitchen of the college. A total of 8 students from 3rd and 4th year BHMCT program participated in the competition. Competition was in the format of **Basket Cookery** wherein common ingredients were provided in the common pool and special ingredients need to be bought by the participants. Menu preparation for the competition was **Indian Regional dishes** (1 each of Vegetable dish, Indian bread and Mithai) **Continental Food** (1 each of Appetizer and Main Course dish) and **Bakery & Confectionary** (1 each Bread and Dessert).

All students tried hard to finish preparation and laying the dishes for presentation on time. Students learned the importance of plan of work, organizing, portioning, hygiene and costing of the dishes. This activity also gave an experiential understanding of working under pressure which is very much required for the career in hospitality industry. Faculty members from food & beverage service, kitchen and bakery & confectionary departments were called to evaluate the food presentation of the students. Participants are marked on the basis of presentation, eye-appeal, innovation, colour combination, concept, flavor and taste.

**Ms. Manisha Verma** secured the **1st position** and became winner for the competition. Behind her, **Mr. Rhythm Mandaliya** and **Mr. Raunak Bundela** were the **1st and 2nd Runner-up** for the competition respectively.



# STUDENT ACHIEVEMENTS

## Nandini Prajapati Shining Star at Hyatt Regency and Proud 'Super Intern'

**Nandini Prajapati**, a dedicated **8th batch** student currently undertaking her 3rd semester internship with **Hyatt Regency Ahmedabad**, has been recognized for her outstanding performance with the prestigious "**Super Intern**" **Appreciation Certificate** from the management. This accolade highlights her exceptional commitment, hard work, and remarkable contributions to the Hyatt Regency team. Nandini's achievements are a source of immense pride for her educators and peers alike. Her ability to excel in a professional environment reflects not only her personal dedication but also the high standards of training and education provided by her institute. The recognition she has received is a testament to her diligence and enthusiasm, and it underscores the value of her contributions to the hospitality industry. Institute is confident that Nandini will continue to demonstrate the same level of dedication and hard work throughout her career. Her success serves as an inspiration to her fellow students and a proud moment for the entire academic community. The institute is certain that she will make significant strides in her professional journey, continuing to uphold the values of excellence and perseverance that have brought her this far.



## Rohit Ishi Shines as "Brilliant Star Intern of the Month" at Courtyard by Marriott, Surat

We are thrilled to announce that **Rohit Ishi**, a dedicated student from our **8th batch**, currently undergoing his **3rd-semester internship** at **Courtyard by Marriott, Surat**, has been awarded the prestigious "**Brilliant Star Intern of the Month.**" This recognition reflects his hard work, commitment, and passion for the hospitality industry. His outstanding performance during his internship has not only earned him this honor but has also made us incredibly proud.

His achievement is a testament to the quality of education and training he has received and his relentless pursuit of excellence. We congratulate him on this well-deserved accolade and are confident that this is just the beginning of a successful and rewarding career. We wish him continued success in his future endeavors and look forward to seeing him shine even brighter in the days to come.



## SIHM Hosts Creative 'Cooking Without Fire' Competition for New Batch, Inspiring Innovation and Teamwork

As a part of the **Student Induction Program (SIP)** for new batch students (**B09**), a "**Cooking without Fire**" competition was organized. This event aimed to introduce students to creative culinary practices while emphasizing safety and teamwork. The competition was held on **25th July 2024**, with six enthusiastic teams participating. The primary objective of this event was to engage students in a fun and interactive activity that allowed them to explore their culinary skills without the use of fire. This not only encouraged creativity but also promoted teamwork, time management, and problem-solving among the participants. The competition required teams to prepare dishes without the use of fire. The teams had a time limit of 2 hours to conceptualize,

# STUDENT ACHIEVEMENTS

prepare, and present their dishes to the panel of judges. The dishes were evaluated based on **creativity, presentation, taste, and adherence to the theme**. A total of six teams participated in the competition. Each team consisted of five members. The participating teams showcased a wide variety of dishes, ranging from salads and sandwiches to desserts, demonstrating their innovation and culinary knowledge.

**The dishes were judged based on the following criteria:**

- 1. Creativity:** The uniqueness and originality of the dish.
- 2. Presentation:** The visual appeal of the dish.
- 3. Taste:** The flavour profile and overall taste of the dish.
- 4. Adherence to Theme:** How well the dish adhered to the "Cooking without Fire" theme.

After careful deliberation, the team consisting of **Daksh Lohari, Pranjalben Vankar, Jitendra Singh Rathod, Azhar Badu, and Dev Gondaliya** emerged as the winners of the competition.

The "Cooking without Fire" competition was a resounding success, fostering creativity, teamwork, and culinary skills among the first-year students. It provided a platform for students to bond, learn, and showcase their talents in a fun and engaging environment.



# FACULTY ACHIEVEMENTS

Book Chapter "Ecotourism and Beach Tourism in Odisha: A Regional Perspective" Published By IBS, India



**Abhay Pratap Singh**

Assistant Professor-  
Front Office & Tourism

The Institute is proud to congratulate **Abhay Pratap Singh, Assistant Professor of Tourism & Front Office**, on his recent academic accomplishment. He has successfully published a book chapter titled "**Ecotourism and Beach Tourism in Odisha: A Regional Perspective**" with the well-recognized publisher IBS, India. This scholarly work delves into the intricate dynamics of ecotourism and beach tourism within Odisha, offering a detailed regional analysis that underscores the state's potential as a sustainable tourism destination. The chapter is a testament to Professor Singh's expertise in the field of tourism studies and his commitment to advancing knowledge on sustainable tourism practices.

His contribution not only enriches the academic discourse on ecotourism but also highlights the significance of regional tourism strategies in promoting sustainable development. The Institute extends its heartfelt congratulations to Professor Singh for this remarkable achievement and recognizes his ongoing dedication to academic excellence. This publication is expected to serve as a valuable resource for researchers, students, and policymakers interested in the sustainable development of tourism in Odisha and beyond.



## LEVERAGING AI IN HOTEL INDUSTRY



**Diya Bhutwala**  
Batch 7th Semester 5th

**Artificial Intelligence (AI)** is a technology that enables computers and machines to perform tasks that typically require human intelligence. This includes things like recognizing speech, making decisions, solving problems, and learning from experience. AI is revolutionizing the hotel industry by enhancing guest experiences, improving operational efficiency, and driving business growth.

### AI in Front office

AI generated chatbots can provide 24/7 customer service, handling inquiries, bookings and check-in. It can reduce the wait times and it can also improve the guest satisfaction. It can enhance security by using face recognition technology. It can also provide instant responses. AI can analyze customer data to offer personalized recommendations and services. AI can automate repetitive tasks such as data entry, appointment scheduling, and managing customer requests. This can allow human staff to focus on more complex activities. AI system can analyze vast amounts of data to provide valuable insights, helping businesses make informed decisions and optimize their operations.

### AI in Housekeeping

AI generated robots like robotic vacuums and floor cleaners, can autonomously clean rooms and common areas. These robots use sensors and cameras to navigate and ensure thorough cleaning. AI systems can also predict when maintenance is needed for various appliances and fixtures, reducing downtime and preventing breakdowns. AI can analyze occupancy rates and guest preferences to optimize cleaning schedules. This ensures that rooms are cleaned efficiently. AI helps in managing housekeeping supplies also by tracking usage patterns and future needs. This can also prevent shortages and overstocking. It also ensures that housekeeping staff always have the necessary supplies. AI can personalize the housekeeping experience by remembering guest preferences, such as pillow types or room temperature settings, and ensuring these are met during their stay.

### AI in Food production

AI generated kitchen appliances like smart ovens and cooking robots can prepare dishes with precision and consistency by following recipes accurately, ensuring high quality meals. AI systems can use computer vision and machine learning to inspect ingredients and finish dishes for quality and safety. This can help in maintaining high standards and reducing food waste by identifying defects or contaminations. AI can predict the inventory needs based on historical data and current trends ensuring that the kitchen is always stocked with the necessary ingredients which can reduce waste and ensures that fresh ingredients are available.

AI can also analyze guest preferences and dietary restrictions to offer personalized menu recommendations by enhancing dining experience by catering to individual tastes and needs. It can also monitor kitchen equipment to predict when maintenance is needed also preventing unexpected breakdowns and also ensures smooth operations. AI systems can optimize energy usage in the kitchen by controlling appliances and monitoring energy consumption, leading to cost savings and a reduced environmental footprint.

### AI in Food and Beverage Service

AI can help in designing menu based on guest preferences, dietary restrictions, and emerging food trends. By analyzing data from online recipes, restaurant menus, and e-commerce sites, AI can identify popular ingredients and dishes. AI do the predictive analytics optimize inventory levels, reducing waste and ensuring fresh supplies. AI can forecast demand based on historical data, seasonal trends, and upcoming events. AI automates quality control processes, ensuring consistency and safety. Machine learning algorithms can detect defect in food products, such as contamination or spoilage, much faster than human inspectors. AI can recommend dishes to guests based on their previous orders and preferences. AI scans online data to identify emerging food and flavor trends, helping restaurants stay ahead of the curve and offer trendy, in-demand dishes. AI tools analyze customer reviews and feedback to gauge satisfaction and identify areas for improvement. This real-time analysis helps restaurants make data-driven decisions to enhance their services. The hospitality industry is experiencing a revolution through AI by enabling experiences for visitors through more personalized service, efficiency, and insightful analysis. As technology matures, its integration will continue to increase efficiency and customer satisfaction in the hotel industry.

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**AI can help in designing menu based on guest preferences, dietary restrictions and emerging food trends.**  
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**Sabyasachi Das Gupta**  
Assistant Professor -  
Food and Beverage Service

**Wine tourism**, also known as **oenotourism**, is a rapidly growing sector that combines travel with wine experiences. It allows visitors to explore vineyards, wineries, and wine regions, immersing themselves in the culture and production of wine. This type of tourism offers a unique opportunity to discover new wines, learn about the winemaking process, and enjoy the scenic beauty of wine-producing regions.

### Benefits of Wine Tourism

Wine tourism benefits both visitors and local communities.

**For visitors, it provides an immersive experience, allowing them to:**

1. Explore new wine regions and discover local wines
2. Learn about the winemaking process and wine production techniques
3. Enjoy wine-paired meals and culinary experiences
4. Take part in wine-related activities, such as grape harvesting and wine blending.

**For local communities, wine tourism:**

1. Generates revenue and creates jobs
2. Promotes cultural exchange and understanding
3. Supports local businesses and economies
4. Encourages sustainable tourism practices.

### Wine Tourism Destinations

**Some of the world's most popular wine tourism destinations include:**

1. Tuscany, Italy
2. Napa Valley, California
3. Bordeaux, France
4. Rioja, Spain
5. Marlborough, New Zealand
6. Porto, Portugal

**Each region offers a unique wine tourism experience, with its own distinct culture, history, and wine styles.**

### Types of Wine Tourism Experiences

**Wine tourism offers a range of experiences, including:**

1. Vineyard tours and wine tastings
2. Wine-paired meals and cooking classes
3. Wine blending and production workshops
4. Scenic tours and hot air balloon rides
5. Wine festivals events.

### Best Practices for Wine Tourism

**To ensure a successful and enjoyable wine tourism experience:**

1. Research and plan ahead
2. Respect local culture and traditions
3. Be mindful of wine consumption and drink responsibly
4. Support local businesses and sustainable practices.

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**Wine tourism  
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local communities**  
”

Wine tourism offers a unique and enriching travel experience, combining wine exploration with cultural immersion and scenic beauty. Whether you are a wine enthusiast or just looking for a new adventure, wine tourism has something for everyone. So pack your bags, grab your wine glass, and embark on a journey to discover the world's most incredible wine destinations!



Credit: iStock/Extreme Media

# LIFE AT SIHM: Events and Activities

## SIHM Campus Comes Alive with Joyous Janmashtami Celebrations

August 26<sup>th</sup>, 2024

On August 26, 2024, SIHM celebrated **Janmashtami** with vibrant festivities on campus. The event, marking the birth of **Lord Krishna**, was a lively occasion filled with cultural and traditional activities. The campus was adorned with colorful decorations and lights, creating a festive ambiance. The highlight of the celebration was the elaborate '**Dahi Handi**' event, where participants formed human pyramids to break a pot of curd, symbolizing **Krishna's playful spirit**. Traditional sweets and snacks were served, adding to the festive atmosphere. The celebration was a testament to the vibrant cultural spirit at SIHM, fostering a sense of community and shared heritage among students and staff.

## SIHM Celebrates Independence Day with Enthusiasm and Patriotism

August 15<sup>th</sup>, 2024

On August 15<sup>th</sup>, 2024, the campus of SIHM came alive with patriotic fervor as faculty members, staff, and students gathered to celebrate **India's 78th Independence Day**. The event was a vibrant display of national pride and a valuable learning experience for all participants. The celebrations commenced with the hoisting of the national flag, followed by a rousing rendition of the national anthem. Dr. Sagar Mohite, Principal of SIHM, set the tone for the day with an inspiring speech that highlighted the significance of Independence Day and the role of young citizens in shaping the nation's future. His words motivated the students to reflect on the sacrifices made by freedom fighters and to carry forward their legacy with dedication and integrity. The program featured various performances by students that added a colorful and emotional touch to the event. Rutuja Gole, Jay Raja, and Kishan Kothiya captivated the audience with their soulful rendition of patriotic songs, stirring a deep sense of patriotism among all present. Huzefa Mithaiwala delivered a poignant speech on the significance of Republic Day, drawing parallels between the two national holidays and emphasizing the importance of unity and democracy.

One of the highlights of the day was an anti-ragging skit and a nukkad natak (street play) performed by the enthusiastic new batch of 9th-batch students. Their performances were not only entertaining but also conveyed powerful messages about social issues, showcasing the creative talents and social awareness of the students. The event concluded with an inspiring speech by Dr. Subashish Mishra, Vice Principal of SIHM, who praised the efforts of the students and staff in organizing the event. He emphasized the importance of maintaining the spirit of patriotism and responsibility throughout the year, not just on Independence Day. The celebrations ended on a high note with a flag rally within the campus, under the theme of Har Ghar Tiranga. The rally was a visual spectacle, with students proudly carrying the tricolor flag, symbolizing unity and national pride. The event was indeed a rewarding experience for the students, fostering a sense of patriotism and community spirit.



## Unveiling the Hidden Dangers of Barbecue: Navigating Potential Hazards and Ensuring Food Safety

**Barbecue** is a beloved cooking method worldwide, especially for red meats like beef, pork, veal, lamb, mutton, and goat, which are often turned into popular dishes like burgers, steaks, and kebabs. These meats are not only versatile but also hold cultural significance in many nations. They are also rich in essential nutrients such as protein and iron. However, despite their nutritional benefits, barbecuing red meat can pose health risks due to exposure to carcinogenic compounds like **heterocyclic amines (HCAs)**, **polycyclic aromatic hydrocarbons (PAHs)**, and **N-nitroso compounds (NOCs)**. These compounds increase the risk of cancers such as colon, pancreatic, and prostate cancer.

**HCAs** form when meat is cooked at high temperatures, especially above **300°F (149°C)**, with higher levels produced as the temperature rises. **PAHs** are created when fat drips onto hot surfaces or coals, releasing smoke that can contaminate the meat. This smoke, along with **PAHs**, can be inhaled or absorbed through the skin, particularly if clothing is exposed to barbecue fumes. **NOCs** form during digestion when myoglobin in red meat breaks down, increasing the risk of cancer, especially with high red meat consumption.

To minimize these risks, several strategies can be applied. Choosing **leaner cuts** of meat or substituting **red meat** with **fish or poultry**, which cook faster and produce fewer harmful compounds, is recommended. Marinating meat with **acidic and antioxidant-rich ingredients such as lemon juice or rosemary** can reduce HCA formation. Additionally, cooking meat at **lower temperatures**, avoiding charring, and regularly flipping it while grilling can help reduce harmful compound formation. **Precooking meat** before grilling also reduces the time it spends on the grill, lowering the risk of **HCAs and PAHs**. Using barriers like **aluminum foil or cedar planks** and maintaining the meat at least six **inches** from the heat source can further reduce exposure.

**Grill cleanliness** is crucial to avoid bacterial contamination and residue buildup, which can also affect meat safety and flavor. It is recommended to clean the grill thoroughly after each use with environmentally friendly cleaning products.

### Final Recommendations:

Limit red meat consumption to three servings per week, with each serving around **170 g (6 oz)**, and avoid processed meats to reduce exposure to harmful compounds. Opt for **leaner meats, fish, or poultry**, and incorporate **fruits and vegetables**, which do not produce HCAs when grilled. By following these guidelines, you can enjoy barbecued food with minimized health risks.



Credit: Unsplash/Bradley Mitchell Jones

## World Chocolate Day: A Sweet Celebration of Global Delight

**World Chocolate Day**, celebrated annually on **July 7th**, is a day dedicated to one of the most beloved and universally cherished treats: **chocolate**. This day marks the introduction of chocolate to **Europe** in 1550, and it has since grown into a global celebration of the rich, diverse world of chocolate. From decadent dark chocolate to creamy milk varieties and innovative artisanal creations, World Chocolate Day is a time to indulge in and appreciate the sweet treat that has captured the hearts and taste buds of people worldwide. The story of chocolate begins thousands of years ago with the ancient civilizations of **Mesoamerica**. The **Olmecs**, **Mayans**, and later the **Aztecs** were the first to cultivate cacao, the plant from which chocolate is made. They revered **cacao** as a sacred food, using it in rituals, as currency, and in a bitter drink mixed with spices and herbs known as "**xocolatl**," the precursor to modern-day chocolate.

When Spanish explorers brought cacao to Europe in the 16th century, it quickly gained popularity among the elite. Over time, chocolate evolved from a luxury drink into the solid forms we know today, thanks to innovations in processing and the addition of sugar and milk. By the 19th century, chocolate had become more accessible to the general public, leading to the creation of the first chocolate bars and the global industry we see today. Chocolate comes in many forms, each with its unique characteristics and appeal. **Dark chocolate**, made with a high percentage of cacao and little to no milk, is known for its intense flavor and health benefits, such as its high antioxidant content. Milk chocolate, with its creamy texture and sweeter taste, is the most popular type of chocolate worldwide. White chocolate, while technically not a "true" chocolate since it contains no cacao solids, is beloved for its smooth, buttery flavor.



Credit: Unsplash/Pablo Merchán Montes

In recent years, the chocolate industry has seen a surge in artisanal and craft chocolates, where small-scale producers emphasize quality, ethical sourcing, and innovative flavors. From **bean-to-bar chocolate makers** to chocolatiers experimenting with exotic ingredients like sea salt, chili, and even bacon, the world of chocolate has never been more exciting or diverse. While chocolate is often seen as a guilty pleasure, it also offers several health benefits, particularly dark chocolate. Rich in flavonoids, dark chocolate can contribute to heart health by improving blood flow, lowering blood pressure, and reducing the risk of heart disease. Additionally, chocolate contains serotonin and dopamine, which can boost mood and act as natural antidepressants.

However, moderation is key. While indulging in chocolate can be a delightful experience, it's essential to enjoy it mindfully to avoid overconsumption of sugar and calories. **World Chocolate Day** is a perfect occasion to savor your favorite chocolate treats, perhaps exploring new varieties or pairing them with other foods like fruits, nuts, or wine. World Chocolate Day is celebrated in various ways around the world. Chocolate shops and cafes often host special events, offering tastings, workshops, and promotions. In some countries, chocolate festivals bring together chocolate lovers and artisans to celebrate the craft of chocolate-making. For those at home, it's a day to experiment with homemade chocolate recipes, share sweets with loved ones, or simply indulge in a favorite chocolate bar.

World Chocolate Day is a **sweet reminder** of the joy that chocolate brings to our lives. Whether you're a fan of dark, milk, or white chocolate, this day is an opportunity to celebrate the rich history, diverse flavors, and cultural significance of this beloved treat. So, on July 7th, take a moment to savor a piece of chocolate and appreciate the centuries of tradition and innovation that have made it a global delight.

## International Beer Day: A Global Toast to Brewing Heritage

**International Beer Day**, celebrated on the **first Friday of August** each year, is a special occasion that unites beer enthusiasts from across the globe. What began as a small celebration **in 2007 in Santa Cruz, California**, has grown into a worldwide event, now observed in over 50 countries and 200 cities. This day is more than just an excuse to enjoy a cold pint; it's a celebration of the rich history, cultural significance, and craftsmanship behind one of the world's most beloved beverages. The founders of International Beer Day (IBD) had three specific goals in mind: to gather with friends and enjoy the taste of beer, to celebrate those responsible for brewing and serving beer, and to bring the world together under the banner of beer, transcending borders and cultures. These goals resonate with beer lovers everywhere, making IBD a day of camaraderie, appreciation, and global unity.

Beer has been brewed for thousands of years, with the earliest records dating back to **ancient Mesopotamia** around **5,000 BCE**. Since then, brewing has evolved into both a science and an art form, with countless varieties and styles emerging across different cultures and regions. From crisp lagers to rich stouts, the diversity of beer is a testament to the creativity and skill of brewers around the world. International Beer Day is an opportunity to celebrate this craftsmanship. Many breweries open their doors for tours and tastings, giving the public a behind-the-scenes look at the brewing process. Homebrewing enthusiasts often take this day to share their creations, exchange tips, and learn from one another. For many, it's a chance to explore new flavors, discover different brewing techniques, and deepen their appreciation for the work that goes into every glass.

Beer has long played a role in social and cultural rituals, from ancient harvest festivals to modern-day gatherings. In many cultures, beer is a **symbol of hospitality, friendship, and community**. It's often enjoyed in social settings, bringing people together to relax, share stories, and celebrate life's milestones. On International Beer Day, this social aspect is front and center. Whether at a local pub, a backyard barbecue, or a grand beer festival, people come together to toast to good times and good company. The day also shines a spotlight on the people who make these moments possible: the brewers, bartenders, and beer servers who contribute to the joy of sharing a drink with others.

Beyond its cultural and social importance, beer is also a major economic driver. The global beer industry generates billions of dollars annually, providing jobs in brewing, distribution, marketing, and retail. In recent years, the rise of craft breweries has added a new dimension to the industry, with small, independent brewers bringing innovation and diversity to the market. International Beer Day also highlights the economic significance of beer tourism. Cities and regions known for their breweries often attract visitors eager to experience local brews and beer-related events. This tourism not only boosts local economies but also fosters a deeper connection between beer lovers and the places where their favorite drinks are made.

One of the most remarkable aspects of International Beer Day is its ability to transcend cultural and national boundaries. While beer styles and traditions vary widely around the world, the act of sharing a beer is universally understood. On this day, people from different backgrounds and walks of life come together to celebrate a common love for beer. In an increasingly divided world, International Beer Day serves as a reminder of the simple joys that unite us. Whether raising a glass with friends or joining a virtual beer tasting, participants in International Beer Day are part of a global community that appreciates the heritage, craft, and social connections fostered by beer.

International Beer Day is more than just a celebration of beer; it's a celebration of the people and traditions that make beer such an integral part of human culture. From the brewers who craft each unique brew to the friends who gather to enjoy it, this day is a toast to the shared experiences that bring us together. So, whether you're a beer aficionado or a casual drinker, take a moment on International Beer Day to raise your glass and celebrate the global love of beer.



Credit: Unsplash/Timothy Heles Bennett

# QUIZ QUEST II

Think you know it all?

Here's a "Hospitality Connoisseur Challenge" quiz to test your knowledge

1) Which of the following is NOT a part of the hospitality industry's typical service delivery system?

- a) Front Office
- b) Housekeeping
- c) Marketing
- d) Kitchen

2) Which of the following is NOT a typical component of a hotel's marketing mix?

- a) Product
- b) Price
- c) Place
- d) Profit

3) What does the term "hospitality audit" refer to?

- a) An examination of financial records
- b) A review of guest satisfaction
- c) An assessment of service quality and operations
- d) A survey of employee performance

4) What is the purpose of "dynamic pricing" in the hospitality industry?

- a) To adjust prices based on seasonal demand
- b) To standardize room rates across all seasons
- c) To offer discounts based on guest loyalty
- d) To set fixed prices for all room types

5) Which of the following is NOT a typical component of a hotel's "Service Blueprint"?

- a) Customer actions
- b) Frontstage employee actions
- c) Backstage employee actions
- d) Financial projections

Thanks for Taking on the Challenge!

Stay Tuned for More Brain Teasers and Fun in the Next Edition of Our Newsletter.

Answer to Previous May-June 2024 Newsletter's Quiz Questions:

Which term refers to the proportion of guests who return to a hotel?

- d) Repeat Guest Ratio

Which of the following is a key component of a hotel's brand?

- c) Logo and visual identity

How long is the aftertaste on a wine with a short finish?

- a) 3-4 seconds



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