

**THE
INDIAN
JOURNAL
OF
HOSPITALITY
MANAGEMENT**

IHM

AHMEDABAD

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**“HOSPITALITY
INDUSTRY IN
INDIA -
RESEARCH
LEGACY AND
FUTURE”**

**21ST 22ND
FEBRUARY 2019**

EDITORIAL

This e-journal is an initiative of Institute of Hotel Management, Ahmedabad as a part of the institute's long term vision and endeavor to inculcate research in the mainstream academic activities of hospitality education in India. It is observed that so far hospitality education in India is mostly at the supervisory level and on rota basis. Most of the concepts are borrowed from western countries which sometime lack the local connect and no new knowledge is created matching the requirement and expectation of Indian hospitality sector. Somewhere someone has to start and may be this small attempt it will go a long way to achieve Indian hospitality sector research which aspires to lead the world.

Keeping both the research legacy and the future of research in hospitality industry in India we decided to publish twelve research articles in this issue that can address some of the key issues and challenges that the hospitality industry in India is facing. We have invited both seasoned researchers and students interested in research to contribute to this e-journal.

The rapid development of India's hospitality sector is driving hospitality professionals and academic scholars to research on various futuristic, strategic and operational aspects. The western hospitality journals could not publish interesting research articles on India's hospitality sector. On top of that those few articles written by foreign scholars on Indian hospitality sector creates misunderstanding of India's true situation. The e-journal aims to keep readers abreast of the latest theoretical, empirical, or policy-related articles on India's hospitality industry issues written from every perspective, in all areas of hotel operation, such as front office, housekeeping, food production, food and beverage services, sales and marketing, guest relation, human resources, financial management, security, stores and purchase. This e-journal shall follow the principle of being academic, neutral and fair.

The first research article "Alternative Travel Accommodations: an analysis of the answers these provide and the questions they raise" written by Dr. Apurva Sharma discusses how sustainable alternate travel accommodations are on the rise due to environmental factors and demand in tourism thereby increasing the carbon footprint. So, the alternative travel accommodations are catering to both the niche and mass tourism market despite of the challenges faced in terms of

regulatory frameworks and difficulty in quality assurances and benchmarking in the hospitality industry. The second research article “A Study on Acceptance of Homestays as an Emerging Trend in Alternate Travel Accommodation in India: A Case Study of Heritage House in Ahmedabad” authored by Jaya Sharma gives insight on Homestays and how they are booming due to the interest among the tourists to experience the local culture along with its gastronomy. Despite of few issues like guest safety and security which has been taken care of, these types of accommodations are not only becoming popular among aware millennial tourists but also are environmentally sustainable options of accommodation.

The third article “Impact of E-Citation in Contemporary Hospitality Education and Research” written by Abinash Dash, Yuvraj & Ashim Kumar Parida shows that technology is a necessary evil. So e-citation or web citation plays a crucial role in research both with pros and cons. Open access modes of journals and electronically accessible hospitality journals are contributing to the field but at the same time the quality at times is being diluted. Research communication has gained momentum due to the web citations and is a preferable option among studies. The fourth article “A Bibliometric study of Food Patterns of Thali in India with special reference to Gujarati Thalís” by Salla Vijay Kumar, Vinay Namjoshi & Shweta Mehta cited that thalis have belonged to India always and when it comes to Gujarat it’s a gastronomical experience altogether. Gujarat culinary experience is a complete package of numerous typical Gujarati food items which are being customized as per the taste of future audience.

The fifth article written by Ajay Kumar Singh, Chandrakant Divakar On “Bundelkhand Cuisine In Present Instances; Referring From Ancient To Current Scenario” explain that central India is famous for erotic tourism as everyone is aware of. The cuisine also is rich in its flavors like its culture and is varied due to its extreme weather conditions. Some of the extinct dishes of this cuisine has been studied along with exploring the opportunities of the cuisine being introduced in hotels. The next article “An Analytical Study on ‘Charcuterie’ and its Scope in Indian Cuisine” written by Amol Kumar & Dr Lomte D. M. through their research stated that Charcuterie has never really prevailed in India. Its scope in Indian culinary tradition has been studied and it has been found from the research methodology that people like to have Charcuterie in India and it has a significance in Indian heritage. Dr. Sannjeev Kumar Saxena in his article “Wage & salary Administration in the Hotel Industry” explained that wage survey, wage plans and job evaluation

are the three important method used for keeping a track of wage structure determination. Study based in Rajasthan on 40 hotels including all the stars. The most important job in personnel management is administration of wages and salary in compliance with existing legislature.

The eighth article “Solidarity In Diversity – The Bengali Cuisine” written by Subhadip Majumder & Sugata Mukherjee stated that flexible, sustainable and contrast are the words which describe Bengali cuisine. It has a high impact on the travelers and is gaining momentum among the Indians to promote the authentic Bengali cuisine and not to let it perish. Dr. Mohammad Shoaib Khan has written the next article on “Factors Affecting the Traveler’s Intention in Selecting Alternative Accommodation: A Case Study Of Mussoorie” where he found that selection of alternative accommodation instead of conventional hotels depends on numerous factors which has been studied based on the responses of 300 respondents. To gain a sustainable alternative accommodation, the business owners must focus on guest safety and security at first. The crucial factor is meeting the perception and expectation of the guests.

Two articles written by Shakesh Singh & Ranojit Kundu “The tenth article “Role of local food as cultural heritage in promoting Bihar tourism” in which they discussed that Bihar is more of a cultural and religious tourist place with festivals to look out. The linkages between tourism and food has been a major role player in adding value to the economy. The opportunities for food promotion in the context of Bihar has been studied. This can be achieved by creating awareness and creating an impact in the minds of the people. In their second article “Simulation Training in Hospitality Education of India - Effectiveness, and Dilemmas” they discussed some interesting findings on effectiveness of simulation in imparting the desired skills has been studied which implied that simulation provides opportunities to students to practice practicalities in hospitality industry. It improves the motivational, interpersonal and communication skills within the team.

The twelfth article written by Ashara Jigar Dipak on “Emerging Trends in Alternate Travel Accommodation in India” discussed alternative accommodation not only is an option to choose for the millennials but also for the budget travelers. These options are economically viable and are an emerging trend in tourism sector which are being gradually embraced by the people of India. The last article in this e-journal written by Dr. Priti Ranjan Sahoo, Dr. Jagat Kumar Mangaraj & Smrutirekha on the theme “Adoption of Cloud Computing among Independent

Hotel Operators in India” gives a birds-eye view on the present and future status of cloud computing in hotel industry in India. Independent hotel operators need to overcome adoption challenges to take advantage of the technology.

We are pleased to announce that “Journal of IHM, Ahmedabad” in this e-journal format Vol. 1 No. 1 is going to be a double blind reviewed journal, which shall be published annually post the annual research conference held at IHM, Ahmedabad in the month of February every year in future.

We are thankful to all those contributed to this journal directly and indirectly.

Dr. J. K. Mangaraj, *Chief Patron*

Dr. P. R. Sahoo, *Editor-in-Chief*

PREFACE

Research in hospitality has been a multidisciplinary study into various areas of management, facility, strategy, finance, sales and marketing, planning, human behavior and hospitality education. Research ensures the hospitality management decision process is best supported and influenced. Hospitality research through correlation or experimental research studies can develop methodologies to become more credible for the world by large.

Academic research should be performed with the core of research entity for the development of knowledge through scientific problem solving. IHM Ahmedabad has therefore taken the role of research in the hospitality industry in Indian context, through six defined sub-themes for the upcoming Seminar. Hence, a 2-day conference will be organized during 21st&22nd February 2019 at IHM Ahmedabad.

The Seminar attempts to promote research orientation in food and beverage operations (Production& Service), identify various research strategies in accommodation and rooms division, explore better understanding of research designs in hotels, restaurants and IHMs and create uniform design of research methodology in hospitality education

We hope that this valuable interaction will benefit the faculty members and students of IHMs and universities and the professionals from the hospitality sector.

I take this opportunity to express my gratitude to Shri Yogendra Tripathi, IAS Secretary, Ministry of Tourism, GOI, Shri Satyajeet Rajan, IAS, Director General (Tourism) Ministry of Tourism, GOI, PadmaShree Awardee Shri. D.Prakash Rao, all eminent Speakers, dignitaries and guests for their encouragement, members of the editorial board and all researchers and article authors, enabling the seminar proceedings towards the documentation for positive reference in near future.

Salla Vijay Kumar
Sr. Lecturer, IHMA & Seminar Coordinator

योगेन्द्र त्रिपाठी, भा.प्र.से.
Yogendra Tripathi, IAS



सचिव
भारत सरकार
पर्यटन मंत्रालय
नई दिल्ली
SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF TOURISM
NEW DELHI

Dated : 30.01.2019

MESSAGE

It is a pleasure to note that IHM Ahmedabad is hosting and organizing a Two Days National Seminar titled "Hospitality Industry in India - Research Legacy and Future" - on 21st & 22nd February, 2019 and also the Annual Day Celebration on the evening of 22nd February, 2019.

I wish them all success for the Seminar and hope that the Seminar comes out with useful feedback and suggestions for consideration in further enhancing the quality of hospitality industry and education as a whole.

I also wish the Institute a great success for the Annual Day Celebration!


(Yogendra Tripathi)

सत्यजीत राजन, भा.प्र.से.
Satyajeet Rajan, IAS



महानिदेशक
भारत सरकार
पर्यटन मंत्रालय
नई दिल्ली

DIRECTOR GENERAL
GOVERNMENT OF INDIA
MINISTRY OF TOURISM
NEW DELHI

17.01.2018

Message

I am happy to know that the Institute of Hotel Management Ahmedabad is organizing the 7th Edition of National Seminar on the theme “Hospitality Industry in India – Research Legacy and Future” on 21st and 22nd February, 2019 and also celebrating the Annual Day on the evening of 22nd February, 2019.

I wish the Principal and his team success in their endeavors.


(Satyajeet Rajan)
Director General (Tourism)

Dr. J.K Mangaraj
Principal
IHM Ahemadabad
Bhaijipura Patia
Gandhi Nagar
Gujarat- 382426

होटल प्रबंध खान-पान एवं पोषण संस्थान - अहमदाबाद

(पर्यटन मंत्रालय भारत सरकार के अधीन स्वायत्तशासी निकाय)

Institute of Hotel Management Catering and Nutrition - Ahmedabad

(An Autonomous Body under Ministry of Tourism, Government of India)



Dr. J.K. Mangaraj

Principal

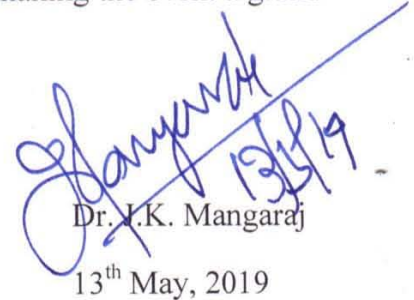
From the desk of the Seminar Director

It is a pleasure to note that IHM Ahmedabad is hosting and organizing a 2 days National Seminar titled “ Hospitality Industry in India- Research Legacy and Future” on the 21st & 22nd Feb 2019.

Seminar is a platform on which the academic upgrade their potential and performance in favor of the learners. I am sure the faculty of IHM Ahmedabad would facilitate the process of learning for all the participants.

It is a privilege to have technically sound and proficient academia, industry experts, researchers and brand ambassador's participation in the event. To express their opinion, interact and deliberate on various issues concerning Research in Hospitality Education in line with Industry operations

I appreciate the continuous contribution of faculty members, the students and the participants from across India coming together in making the event a grand success.


Dr. J.K. Mangaraj
13th May, 2019

Raising standards
in hospitality education

The list of Eminent Speakers for the National Seminar is as follows:

- | | |
|-------------------------|---|
| 1. Shri. D.Prakash Rao | Padma Shri Awardee 2019 |
| 2. Mr. Ajay K Bakaya | MD, Sarovar Hotels – Key Note Speaker |
| 3. Mr. Swarup Sinha | Principal, ITC-HMI |
| 4. Dr.P.R.Sahoo | Asso.Prof and Chairperson, Marketing, KIIT Univ, BBSR |
| 5. Mr. Veer Vijay Singh | MD CEO Trance Hotels, Ex-COO Vivanta by Taj |
| 6. Mr. Rajiv Singhal | Champagne Brand Ambassador |
| 7. Chef JP Singh | Exec Chef and VP, ITC Maurya New Delhi |
| 8. Mr. Swarup Sinha | Principal, ITC-HMI |
| 9. Mr. Pradeep Chona | Director. HRPL Restaurants Pvt Ltd, Ahmedabad |
| 10. Mr. Dilip Thakkar | Entrepreneur and Head FEA Ahmedabad |
| 11. Mr. Pradeep Chavan | Director, Global Gourmet, Vadodara |
| 12. Dr. Anand Singh | Principal, IHM Bhopal |
| 13. Mr. Vijay Kumar | Principal, IHM Shillong |
| 14. Mr. Aveek Sengupta | GM, Taj Gateway Surat |
| 15. Dr.J.K.Mangaraj | Principal, Seminar Director |

The list of Faculty Members from IHMs & ICI, MoT, GOIs as follows:

- | | |
|---------------------|-------------------------------------|
| 1. SIHM Durgapur | Mr. Somenath Saha., Principal |
| 2. IHM Bhopal | Mr. A.K.Singh , HOD* |
| 3. IHM Goa | Mr. Dion W. Fernandes, Sr. Lecturer |
| 1. IHM Ahmedabad | Ms. Jaya Sharma, Lecturer |
| 2. IHM Ahmedabad | Mr. Salla Vijay Kumar, Lecturer |
| 3. IHM Ahmedabad | Mr. Vinay Namjoshi, Lecturer |
| 4. IHM Ahmedabad | Ms. Shweta Mehta, Librarian |
| 5. SIHM Jodhpur | Mr. Manoj Meena, Asst Lecturer |
| 6. IHM Bhubaneshwar | Mr. Yuvraj, Asst Lecturer* |
| 7. IHM Bhubaneshwar | Mr. Abhinash Dash, Librarian |

* – in absentia

The list of Faculty Members from Pvt. IHMs & Universities is as follows:

- | | |
|---|---|
| 1. Deputy Collector, SDM & Deputy Director (Tourism), Diu | Dr. Apurva Sharma** |
| 2. Banarsidas IHMCT, New Delhi | Mr. Shakesh Kr. Singh, Asst Professor* |
| 3. Banarsidas IHMCT, New Delhi | Mr. Ranojit Kundu, Asst Professor* |
| 4. DIMS Ahmedabad | Mr. Krishna Swarnkar, Faculty |
| 5. DIMS Ahmedabad | Mr. Abhinav Pipliwal, Faculty |
| 6. GIHM, Vadodara | Mr. Shaurya Pratap, Chairman |
| 7. GIHM, Vadodara | Mr. Rishi Kashyap, Principal |
| 8. GIHM, Vadodara | Mr. Rudresh |
| 9. Jagran Lakecity University Bhopal | Mr. Anant Verma, Asst Professor* |
| 10. Jagran Lakecity University Bhopal | Mr. Chandrakant Divakar, Asst Professor* |
| 11. Jagran Lakecity University Bhopal | Mr. Mohammad Shoaib Khan, Asst Professor* |
| 12. KL University, Guntur, A.P. | Mr. Sk.Kalisha Vali, Faculty |
| 13. KL University, Guntur, A.P. | Mr. M. Pavan Kumar, Faculty |
| 14. Lovely Professional University, Jalandhar | Mr. Sugata Mukherjee Asst Professor* |
| 15. Rana Cooking School Jalandhar | Mr. Subhadip Majumder, Director (Acad)* |

16. SIHM, Siddhpur

Ms. Jaya, Faculty

17. SIHM, Siddhpur

Mr. Manjur Hussain , Faculty

The list of students of IHMs for the National Seminar is as follows:

- | | |
|---------------------------|-------------------------|
| 1. IHM Ahmedabad | Ms. Dipali Kulshreshtha |
| 2. IHM Bhubaneswar | Mr. Ashim Kumar Parida |
| 3. IHM Bhubaneswar | Mr. Rishabh Mohan Verma |
| 4. IHM Goa | Mr. Divyang Mittal |
| 5. IHM Goa | Mr. Saurabh Kumar |
| 6. IHM Gurdaspur | Mr. Devansh Suneja |
| 7. IHM Gurdaspur | Ms. Nalini Narang |
| 8. IHM Thiruvananthapuram | Ms. Ashara Jigar Dipak |
| 9. IHM Thiruvananthapuram | Mr. Purvie Gupta |
| 10. SIHM Jodhpur | Ms. Sushantika Shukla |
| 11. SIHM Jodhpur | Mr. Agrim Kaushal |
| 12. SIHM Jodhpur | Mr. Akansh Arora |
| 13. SIHM Jodhpur | Mr. Hardik Nangia |
| 14. SIHM Jodhpur | Mr. Kunal Batra |

The list of industry professionals for the National Seminar is as follows:

- | | |
|--|---------------------------------------|
| 1. Hotel Vishal International Jamnagar | Mr. Nainesh Tailor |
| 2. Radisson Blu Ahmedabad | Mr. Umair Mujib, Dir HR |
| 3. Jaypee Hotel, Agra | Dr.Sanjeev Saxena, Asst GM (Learning) |
| 4. Express Towers Hotel, Vadodara | Mr. Sanjay Zalate , GM |
| 5. Express Hotel, Vadodara | Mr. Rashid Kadri, GM |
| 6. Comfort Inn President Ahmedabad | Mr. Jaikishan Jadwani, GM |
| 7. Azure Restaurants, Ahmedabad | Mr. Rushad Ginwala, CEO |