

eISSN: 2582 - 4082

INDIAN JOURNAL OF HOSPITALITY MANAGEMENT

Volume VI, Issue I



**INSTITUTE OF HOTEL MANAGEMENT
AHMEDABAD**

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**From the Editor – Nurturing Innovation: A Spotlight on
Student Research**

Volume 6, Issue 1 of the Indian Journal of Hospitality Management marks a significant milestone by dedicating its pages to the brilliant minds of our future hospitality leaders. This issue showcases a collection of insightful research projects undertaken by students across India, offering a glimpse into the innovative ideas and critical thinking that will shape the industry's future.

These research papers explore a wide range of topics crucial to the sector's growth and development, from exploring the impact of technology on guest experiences to analyzing emerging trends in sustainable hospitality. By providing a platform for student research, we aim to inspire and empower the next generation of hospitality professionals.

We invite you to delve into this issue's pages and discover these young researchers' potential. Their work contributes to the existing body of knowledge and offers practical solutions to the challenges the hospitality industry faces.

The research work on Pranic Food and Fast Food explores the intriguing world of Pranic food, examining its ingredients, preparation methods, and potential as a fast-food option. The findings offer valuable insights into the evolving landscape of health-conscious and sustainable dining.

The research work on Housekeeping as a Career Choice sheds light on the factors influencing hospitality students' perceptions of housekeeping as a career path. By understanding the underlying reasons for this trend, the hospitality industry can take proactive steps to attract and retain talent in this crucial department.

The research work on Home Bakeries vs. Industrial Bakeries does a comparative study that provides a nuanced analysis of the competitive landscape between home bakeries and industrial bakeries. By examining factors such as quality, cost, and marketing strategies, the research offers valuable insights for consumers and industry professionals.

The research on Service Gaps in 5-star Hotels highlights the importance of understanding and addressing service gaps in the hospitality industry, particularly in the context of pilgrim tourism. By identifying the specific areas

where service delivery falls short, hoteliers can enhance guest satisfaction and loyalty.

The research work on Food Photography and Career Options explores the emerging role of food photography in the hospitality industry. By showcasing the diverse career opportunities available to hospitality graduates in this field, the research encourages students to consider this creative and lucrative path.

The research on Khandeshi Cuisine contributes to its preservation and promotion by examining its unique characteristics, preparation methods, and cultural significance. By highlighting its potential to attract tourists and food enthusiasts, the research can help boost local economies and culinary traditions.

The research on Millets of Chhattisgarh underscores the importance of incorporating millets into our daily diets. By investigating the acceptability of millet-based products and recipes, the study promotes the consumption of these nutritious and sustainable grains, contributing to healthier and more sustainable food systems.

Dr. Jagat Krushna Mangaraj, Chief Patron

Mr. Ajaya Kumar Sahoo, Patron

Dr. Prítí Ranjan Sahoo, Editor-in-Chief

Table of Contents

Article Abstracts

- 1. An Explorative Study on Pranic food ingredients, method of Preparation, and their acceptability as fast food in Gandhinagar, Gujarat**
Mr. Aditya Karanjikar, Mr. Arush Khare, & Mr. Karan Lulla **Page - 1**
- 2. Empirical research on the factors responsible for the Non-inclination of hospitality aspirants of Central IHM's towards the housekeeping department as a career option**
Mr. Ayan Chatterjee, Mr. Bhavik Vaghela, & Mr. Shashank Rajauria **Page - 2**
- 3. A Comparative Study on the Select Home Bakeries and Industrial Bakeries concerning Quality of Products, Costing, and Various Promotional Tools**
Ms. Dvisha Trivedi, Mr. Mudaliar Kruthika Arunkumar, Mr. Kedar Gandhakwala, & Mr. Vinay Namjoshi **Page - 3**
- 4. A study on the Service Gap and Perception of Pilgrims concerning 3 A's in selected 5-star hotels of Gujarat**
Ms. Kavya Pradhan, Ms. Kritika Sharma, Mr. Kedar Gandhakwala, & Mr. Vinay Namjoshi **Page - 4**
- 5. A Case Study on the Significance of Food Photography and Prospective Career Options for Hospitality Management Graduates in Ahmedabad**
Ms. Monishka Singh, Tanvi Anand Kumar, Dr. Salla Vijay Kumar & Dr. Shishir Mandalia **Page - 5**
- 6. A Study on Khandeshi Cuisine from Jalgaon, Dhule, Nandurbar concerning its Preparation, Methods, Popularity, and measures to promote this Cuisine**
Mr. Shubham Sunil Khente, Ms. Mohana Rangan B.H. **Page - 6**
- 7. A Case Study on the Select Millets of Chhattisgarh Concerning their Acceptability as a Daily Dietary Sources, ready Products, and Various Recipes**
Mr. Sumit Kumar Arya, Mr. Aditya Sinha, & Ms. Charu Dutt Sharma **Page - 7**

An Explorative Study on Pranic food ingredients, method of Preparation, and their acceptability as fast food in Gandhinagar, Gujarat

Aditya Karanjikar¹, Arush Khare², Karan Lulla³

Abstract. Pranic food refers to the idea that certain foods are believed to contain a higher level of prana, a Sanskrit term meaning life force or energy. In other words, pranic foods are more energetic and vibrant and can provide excellent nourishment and vitality to the body. Consuming pranic foods can promote physical, emotional, and spiritual well-being, which can help balance the body's energy centers or chakras. To understand pranic food and how these foods purportedly function, we must first know what 'PRAN' is. Pran is a Sanskrit word that refers to the universal life force or energy that permeates all living things in the universe. It is also known as chi or qi in Chinese, ki in Japanese, and ruah in Hebrew. According to yogic philosophy, prana is the fundamental energy that sustains the body, mind, and spirit. It is believed to flow through subtle channels in the body called nadis and can be influenced by various practices such as pranayama (breathing exercises), meditation, and yoga postures. Pran is said to have five types or functions, known as vayus. These include Pran Vayu, responsible for inhaling breath and ingesting external energy. Apana Vayu: Responsible for exhaling breath and eliminating waste and toxins from the body. Samana Vayu: Responsible for the digestion and assimilation of food and other substances. Udana Vayu: Responsible for speech, growth, and the upward movement of energy. Vyana Vayu: Responsible for circulation and the movement of energy throughout the body. Pran is vital for maintaining health and balance in the body, mind, and spirit. The paper aims to find the acceptance of some pranic recipes among the population of Gandhinagar

Keywords: Pran, Nadi, Pranayam, Vayu

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Empirical research on the factors responsible for the Non-inclination of hospitality aspirants of Central IHM's towards the housekeeping department as a career option

Ayan Chatterjee¹, Bhavik Vaghela², Shashank Rajauria³

Abstract. This empirical research delves into the intricate factors responsible for the apparent disinterest among hospitality aspirants in Central Institutes of Hotel Management (IHM) towards embracing careers in the housekeeping department. Despite the indispensability of housekeeping in ensuring a pristine and welcoming atmosphere for guests, a reluctance persists among students to consider this department as a viable and rewarding career option. This study seeks to illuminate and comprehend the underlying factors influencing this non-inclination through a comprehensive mixed-methods approach, utilizing surveys and interviews. The research will distribute surveys among hospitality students enrolled in Central IHMs to capture quantitative data regarding their perceptions, awareness, and attitudes toward the housekeeping department. Key aspects under scrutiny include the impact of prevailing stereotypes and stigmas associated with housekeeping roles, the level of education and awareness provided within the curriculum, and the perceived career advancement opportunities within the housekeeping sector compared to other divisions of the hospitality industry. The research will explore the perceptions and experiences of individuals actively engaged in the industry, shedding light on the industry's overall perception of housekeeping roles and their alignment with the aspirations of potential entrants. The study aims to draw meaningful correlations between various variables and the non-inclination observed among hospitality aspirants through rigorous analysis, including logistic regression or thematic analysis. The ultimate goal is to bridge the existing gap in understanding and provide actionable insights for educators, industry professionals, and policymakers. Recommendations derived from the findings could inform curriculum development, industry outreach initiatives, and strategic planning within Central IHMs. Ultimately, the research aspires to contribute to a paradigm shift, fostering a more positive and informed perception of housekeeping careers and cultivating a diverse, skilled, and enthusiastic workforce in the hospitality sector.

Keywords: Central IHMs, Housekeeping department, Workforce, Attitude, Perception.

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A Comparative Study on the Select Home Bakeries and Industrial Bakeries Concerning Quality of Products, Costing, and Various Promotional Tools

Dvisha Trivedi¹, Mudaliar Kruthika Arunkumar², Kedar Gandhakwala³,

Vinay Namjoshi⁴

Abstract. This study investigates and compares home and industrial bakeries across three key areas: product quality, costing, and promotional tools. Questionnaires were distributed to consumers to gauge their experience with both bakery types. Personal interviews with representatives from three home bakeries and three industrial bakeries in Ahmedabad, India, provided insights into pricing, investment, and marketing strategies. The bakeries' websites and relevant online resources were reviewed to gather product offerings and company background information. Consumers generally perceived home-baked goods to be higher quality than those from industrial bakeries, likely due to the use of fresh, local ingredients and a focus on unique recipes. Industrial bakeries benefit from economies of scale, allowing them to purchase raw materials in bulk and reduce production costs per unit. Home bakeries typically have higher production costs due to smaller batch sizes and potentially higher-quality ingredients.

Promotion: To reach a larger audience, industrial bakeries leverage a wider range of promotional tools, including newspaper advertisements and pamphlets. Home bakeries primarily rely on social media and word-of-mouth marketing. The study confirmed that product quality has a more significant impact on consumer preference for home bakeries. The research supported the hypothesis that raw material costs significantly impact industrial bakeries due to their bulk purchasing power. Home and industrial bakeries cater to different market segments with distinct strengths and weaknesses. The study focused on a limited sample size in a specific geographical location. Both home and industrial bakeries face limitations in production capacity, product variety, promotional reach, and budget constraints.

Keywords: Home bakeries, Industrial bakeries, Product quality, Costing, Promotional tools

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A study on the Service Gap and Perception of Pilgrims concerning 3 A's in selected 5-star hotels of Gujarat

Kavya Pradhan¹, Kriitika Sharma², Kedar Gandhakwala³,

Vinay Namjoshi⁴

Abstract. This study explores the relationship between service quality and pilgrimage tourism in India, emphasizing the role of reliability, responsiveness, assurance, empathy, and tangibles in achieving customer satisfaction and loyalty. It highlights the growth of pilgrimage tourism and its economic benefits while addressing environmental sustainability concerns. The research identifies a gap in the existing literature, which often overlooks the disparity in service quality between 5-star and non-star-rated pilgrimage accommodations.

Using an inductive approach, the study gathers qualitative data through case studies and journal analysis. It reveals differing pilgrim perceptions due to the rise of various accommodation options at pilgrimage sites. The study recommends that government and local agencies collaborate to bridge service quality gaps and adopt stricter, sustainable practices to protect sacred locations.

Focusing on Gujarat, India, the research examines the impact of accommodation on pilgrim satisfaction and explores pilgrims' expectations and perceptions of service, accessibility, and amenities offered by 5-star hotels. The study aims to provide insights for hotel management to improve customer satisfaction by better understanding pilgrim needs. Data analysis will use descriptive statistics and gap analysis to identify discrepancies between pilgrim expectations and experiences with 5-star hotel services in Gujarat.

The research underscores the importance of service quality in achieving success within the pilgrimage tourism sector, acknowledging the evolving hospitality industry and the significance of exceeding customer expectations.

Keywords: Pilgrimage Tourism, Service Quality, Customer Satisfaction, Sustainability, Accommodation

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A Case Study on the Significance of Food Photography and Prospective Career Options for Hospitality Management Graduates in Ahmedabad

Monishka Singh¹, Tanvi Anand Kumar², Salla Vijay Kumar³

Shishir Mandalia⁴

Abstract.

Purpose: In the early days of photography, food was often depicted in still-life paintings. Food photography revealed various aspects of our culture, such as our rituals and celebrations, which have been integrated into our daily lives. Food photography is dual in nature: it is a marketing tool and also gives insight into cultural practices related to food.

Design/methodology/approach: The data source was an interview method with a self-reporting questionnaire administered to two respondents. The target group consisted of mainstream food photographers. It was very small but for the status* of a real-time development in hospitality education.

Findings: This study concludes that food photography is key to standing out to customers on food delivery platforms. However, the self-reporting questionnaire is the most practical research method that could be administered to a large number of respondents.

Originality/value: Food photography can help budding chefs showcase their culinary creations and improve their marketing skills. The technicalities reach food preferences and have career benefits for hospitality graduates.

Keywords: Food Photography, Self-Reporting Questionnaire, Delivery Platforms, Marketing

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A Study on Khandeshi Cuisine from Jalgaon, Dhule, Nandurbar concerning its Preparation, Methods, Popularity, and measures to promote this Cuisine

Shubham Sunil Khente ¹, Mohana Rangan B.H ²

Abstract. This study delves into the rich and diverse culinary heritage of Khandeshi cuisine, explicitly focusing on the regions of Jalgaon, Dhule, and Nandurbar. The research explores the intricate preparation methods employed in crafting traditional Khandeshi dishes, shedding light on the unique blend of flavors, spices, and techniques that characterize this regional cuisine. Furthermore, the investigation extends to assessing the popularity of Khandeshi cuisine within and beyond the local communities, examining its cultural significance and potential for broader appeal.

The study not only aims to document and preserve the authenticity of Khandeshi culinary traditions but also addresses the challenges faced by this cuisine regarding recognition and promotion. By identifying measures to enhance the visibility of Khandeshi cuisine, the research contributes valuable insights into cultural preservation and economic development. Through a comprehensive analysis of the cultural, social, and economic aspects, this study offers recommendations and strategies to promote Khandeshi cuisine, fostering a greater appreciation for its unique flavors and cultural significance. Ultimately, this research seeks to elevate Khandeshi cuisine to a broader audience, ensuring its continued legacy and enriching the region's culinary landscape.

Keywords: Khandeshi Cuisine, Culinary, heritage, Regional variations, Culture, Community.

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A Case Study on the Select Millets of Chhattisgarh Concerning their Acceptability as a Daily Dietary Sources, ready Products, and Various Recipes

Sumit Kumar Arya¹, Aditya Sinha²

Charu Dutt Sharma³

Abstract. Millets have long been recognized as valuable staples in many regions worldwide due to their nutritional richness and adaptability to diverse agro-climatic conditions. In Chhattisgarh, a central Indian state, millets hold significant cultural and agricultural importance. This research project delves into the acceptability and utilization of select millet varieties in Chhattisgarh as daily dietary sources, ready-to-eat products, and various recipes. The study employs a mixed-methods approach, combining qualitative and quantitative methodologies to assess the preferences, perceptions, and consumption patterns of millets among residents of Chhattisgarh. Surveys, interviews, and focus group discussions are conducted to gather data on the region's historical, cultural, and socioeconomic factors influencing millet consumption. Furthermore, the research explores the chosen millet varieties' nutritional composition and health benefits, shedding light on their potential as sustainable dietary alternatives. Moreover, the project examines traditional and innovative millet-based recipes in Chhattisgarh, emphasizing their culinary diversity, taste, and nutritional value. The acceptability and potential for mainstreaming these recipes into modern diets are evaluated through sensory evaluations and taste tests. The findings of this research contribute to a comprehensive understanding of the role of millets in Chhattisgarh's food culture, highlighting opportunities for promoting their consumption as healthy, sustainable, and culturally significant dietary choices. Furthermore, the study provides insights for policymakers, agricultural stakeholders, and food industry players to support millet cultivation, processing, and marketing for improved regional food security and nutrition.

Keywords: Millets, Chhattisgarh, Food Security, Nutritional Value, Culinary Heritage

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