



Dr. N.G.P. ARTS AND SCIENCE COLLEGE

An Autonomous Institution Affiliated to Bharathiar University

Re - Accredited by NAAC with 'A' Grade

COIMBATORE - 641 048



News Letter 2016 - 2017



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CONNOISSEUR

ASSOCIATION OF CATERING SCIENCE & HOTEL MANAGEMENT

VISION

To train the students to serve in the hotel and hospitality industry successfully to meet the global changes and to handle the customers with care and respect.

MISSION

To teach the students the basics of hotel industry and train their mind to serve the society with love and affection and also to prepare them to meet the universal needs



DEPARTMENT ACTIVITIES



Guest lecture on “Innovative HR Practices in Hospitality Industry” by Dr.S.Deena, Director, Department of Catering Science and Hotel Management, SNR Sons College Coimbatore on 19.07.2016



Guest lecture on “Job Opportunities in Hospitality Industry” by Mr. Francis Amalraj, Senior Assistant to MD, GBJ Hotels Pvt. Ltd. Coimbatore on 21.07.2016



Conducted a Cookery Competition for our students on 11.08.2016.



Association Inauguration and Guest Lecture by Mr. Chidambaram, HR Manager, Hotel Gokulam Park, Coimbatore on 7.09.2016



Poster display by our students on behalf of the “World Tourism Day” celebrations on 27.09.2016



Orientation Program for our students by G-18, a Public Welfare Trust on 25.10.2016



Extension Activity on “FAST FOOD COOKING” for the public at the NSS CAMP, Karupparayanpalayam on 10.01.2017.



Extension Activity at the “Gramiya Vizha” on 6.02.2017.



Demonstration program on “Continental Cuisine” by Chef. Sasikumar, Chef de Partie, Hotel Vivanta by Taj Surya, Coimbatore, on 16.02.2017



Demonstration program on “Tikka and Kabab” by Mr.Alangir. Saha, Tandoori Chef, Hotel Gokulam Park, Coimbatore, on 21.02.2017.

OTHER ACTIVITIES

Our department students were taken for the Bakers Technology Fair which was conducted at Codissia Trade Fair Complex, Coimbatore on 22.07.2016. The Department Conducted a Short-term Training Program for 40 students of B.Com Professional Accounting Department from 9.01.2017 to 12.01.2017

PLACEMENTS

Mr. Sundar Krishna, Training Executive and Ms. Dhivya, HR Manager, Le Meridien, Coimbatore, addressing the students during the On –campus interview.



OUR STUDENTS GOT PLACED IN THE FOLLOWING HOTELS

Name of the Student	Name of the Hotel	Place
Babish.K.B	The Oberoi	Navi Mumbai
Deepa.D	Vivanta by Taj Surya	Coimbatore
Niranjanprabu.T	Vivanta by Taj Surya	Coimbatore
Sivalingam.V	Le Meridien	Coimbatore
Suresh.L	Le Meridien	Coimbatore
Saran.S	Le Meridien	Coimbatore
Revanth.S	Le Meridien	Coimbatore
Sonaipandi.P	Le Meridien	Coimbatore
Prabhu.B	The Radisson Blu	Coimbatore
Ashwin.C	The IBIS Hotel	Coimbatore
Prabhu.N	Poetree Sarovar Portico	Kumily, Kerala
Mithun.K	The Poppys Hotel	Coimbatore
Nighal.K.N	The Poppys Hotel	Coimbatore
Vishnuprasath.T	GRT Grand Days	Chennai



STUDENTS CORNER

World Hotel Marketing (WHM) to launch new hotel distribution module 'Hotelier360' at ATM UK-based hotel technology support solution and marketing company, World Hotel Marketing (WHM), will unveil a new module to their Cloud-based distribution technology for independent hotels at the forthcoming Arabian Travel Mart (ATM) in Dubai. Named as Hotelier360, the latest module based on Business Intelligence and Analytics, will help hotels enhance guest relations and thereby customer engagement to a different level in a completely automated fashion.

The new module will help hotels to understand the spending pattern of the customer during his previous stay in member hotels and offer personalized rates and services.

Giving details of the new module, Rahul Arora, Managing Director, WHM, said that because WHM is Oracle Gold certified, it allows them to drill deep into the data of the customers embedded in the PMS of the hotels. Using Business intelligence and analytics, the module then decipher the exact value of the customer, his preferences, service choice, etc. This is done analyzing the previous stay history of the customer. Such advanced information about the customer helps hotels to engage the customer efficiently in a personalized manner.

"The level of efficiency personalized marketing can bring is lot higher," he said.

Another major advantage of the new module is social media integration, Arora said. It allows hotels to pull the social media feeds of the customer in a completely automated way so that hotels get to know in advance what kind of social influencer the guest is. This advance intelligence will help hotels to push preferential and tailor-made services to the customer, he informed.

"Our earlier modules were not looking at the Business Intelligence or Analytics side of the customer data. They were just doing the distribution function of taking the rate and pushing it out. However, the new version of Hotelier360 is applying that intelligence based upon the existing hotels previous data. This gives the hotels recommended pricing for a customer in much more personalized manner," Arora said.

He said that it is the first time Business Intelligence and Distribution function is integrated seamlessly in a fully automated fashion. This creates a level playing field for independent chains and hoteliers that too without being resource heavy, he added.

As a next step, WHM has plans to integrate their Business Intelligence with Google Analytics. Arora said that this will remove "the fear factor" of hoteliers while advertising on Google using paid search. WHM has about 240 hotels using their technology solutions in India currently, which they want to, double over the next one year. "We are also expanding our team in India going forward," Arora said.

Abilasha
III B.Sc CS & HM

The Ashok awarded with National Tourism Award for 2015-16

The Ashok, New Delhi, a flagship property of India Tourism Development Corporation, a PSU under administrative control of Ministry of Tourism has been awarded with National Tourism Award for the year 2015-16 in a function held on September 27 at Vigyan Bhawan, New Delhi. The Ashok won the title under the category of "Best Hotel Based Meeting Venue."

The President of India Shri Ram Nath Kovind presented the "National Tourism Awards, 2015-16" to various segments of the travel, tourism and hospitality industry at the function organised by the Ministry of Tourism on the occasion of "World Tourism Day". Minister of State (I/C) for Tourism Shri Alphons Kannanthanam presided over the function. Tourism Ministers of States, Central and State Government Officials, Members from the Travel and Hospitality Industries, including leading Hoteliers, Travel Agents and Tour Operators, Students from Tourism and Hospitality Institutes, Mainstream and Travel Media attended the function.

Chef Arvind Rai, Executive Chef, The Ashok has also won the coveted National Tourism Award under the category of "Best Chef of India- 4 to 5 Star Deluxe, Heritage Classic and Heritage Grand category". He is an active member of Association of Hospitality Professionals and joint secretary for the Chef's organisation, Indian Culinary Forum.

Jaswanth
II B.Sc CS & HM

Kerala Tourism to consider rebranding as 'Land of Adventure' to woo young travellers

Inaugurating the 13th annual convention of Adventure Tour Operators Association of India (ATOAI) at Kumarakom in Kerala, Kadakampilly Surendran, State Tourism Minister said that the State Tourism department is abreast with the changes in traveler behaviour that is sweeping across the globe and therefore is mulling rebranding of the state as the 'land of Adventure' to woo young adventure loving travelers into the state.

Vacationers' today look to explore places beyond temples, monuments, etc. They look to indulge in adventure and explore hills, forests, backwaters, etc., he said. "Kerala offers vacationers lot of opportunities to unleash their adventure spirit. . . . Our aim is to rebrand Kerala as the Land of Adventure," he stated.

As part of developing the Adventure tourism infrastructure in the State, he said the government has plans to develop water and adventure parks in the State. Northern Kerala is a major thrust area for adventure tourism for the State, he said. The government is going ahead with creating a River circuit connecting eight rivers in Kannur and Kasaragode districts at an estimated cost of Rs 325 cr, he said.

Delivering the keynote, Dr K Venu, Principal Secretary-Tourism, Kerala also said that the State Tourism department will be focusing on activity and adventure based tourism in the State. However, the guiding spirit of all developmental and promotional activities will be Responsible Tourism, he added. Tourism that doesn't respect and honour local people, their culture, and enable and empower them will not have any place in the State, he stated.

Speaking on the occasion, Satyajeet Rajan, Director General-Tourism, Government of India said that there is a misconception that Indian adventure tourism is restricted to Himalayan region. In fact, the realm of Indian adventure spans across the country.

In his presidential address, Capt. Swadesh Kumar, President, ATOAI spoke about the changing preferences of travelers and the need for adventure tour operators to look beyond the conventional business of hard adventure. Earlier, only five verticals existed in adventure travel. Today, there are 30 different verticals in adventure travel. "Concept of adventure has undergone drastic change. Today, people are keen to have soft adventure," he said. He said that the Adventure Tourism is one segment which is growing at a faster pace - 30% in domestic adventure travel, and 10% in inbound - compared to other travel verticals, and therefore the Association will take the leadership role in creating more traction to achieve 100% growth in the next two to three years.

Among the various initiatives that the Association planning to take in the coming years, Capt Kumar said that the mission is to strengthen the Association by brining into its fold vast number of unorganized players from across India so that service delivery is more standardized.

While there are an estimated 15,000 adventure tour operators in India, hardly 1200 are recognized by various governments. He said that the target is to make ATOAI at least a 2,000-membership strong association in the next one year. He also invited organizations at various levels with similar interests of adventure tourism to join hands with ATOAI to become affiliate members.

He expressed the happiness that Ministry of Tourism, Government of India has accepted their recommendation to declare 2018 as the Year of Adventure Travel in India - the official announcement is expected on World Tourism Day function this month. Capt. Kumar said that the Association will initiative vast number of activities including international road shows in different continents in the next 18 months to position India as a preferred destination for Adventure Travel. Major activities which are in the pipeline include a Mega India Adventure Tourism Summit in Delhi in April 2018, bringing 'Adventure Next', a global networking event of the Adventure Travel Trade Association(ATTa) to India in December 2018, and hosting PATA Adventure Travel Mart in one of the Himalayan States in early 2019.

Manikandan

III B.Sc CS & HM

FSSAI to create a digital repository of Indian food recipes to preserve India's culinary heritage

Food Safety and Standards Authority of India (FSSAI), the government agency entrusted with the task of enforcing food safety and hygiene standards in the country, has embarked on a comprehensive initiative involving general public, stakeholders of the food and culinary industry and business and industry in the country, to digitally document the cuisines of India. This was announced by Pawan Agarwal, CEO, FSSAI in the sidelines of a national conclave on 'Indian Food Culture' organised by FSSAI in collaboration with YES Bank Global Institute in Delhi.

Speaking to media, Agarwal said that the idea is to create a repository of Indian recipes and get them validated by eminent chefs in the country and then take it to the people through a digital 'FoodCast'. The purpose is to rediscover, revive and preserve some of the lost heritage of India in

food. The FoodCast, Agarwal said will help people choose the right recipes based on the seasonal vegetables and food ingredients available in the market.

Later speaking to Hospitality Biz, Agarwal said that FSSAI will involve leading chef associations in the country as well as use "crowd sourcing" of recipes to create large repository of recipes on the platform. State governments as well as Tourism development corporations in different states are also asked to contribute to the repository, he added. "Currently, we have a small database of 200 recipes only. Objective is to make it as comprehensive as possible," he said.

Preeti Sinha Senior President, Yes Bank, and Global Convenor of Yes Global Institute said that preservation of food culture is part of the nation building exercise that the bank want to be associated with. Yes Global Institute had earlier partnered INTACH in Heritage Management and Heritage Walk as part of promoting India's rich culture and heritage. "We feel that India's food heritage, its organic nature, geographic indications are largely untapped. By promoting food culture, we want to encourage more entrepreneurs to set up businesses around Indian food and create livelihood opportunities for many in India," she said.

Jobin Joseph

II B.Sc CS & HM



		
		
		
		



Dr. N.G.P. ARTS AND SCIENCE COLLEGE (Autonomous)

Dr. N.G.P. - Kalapatti Road, Coimbatore - 641 048, INDIA.

Phone : (0422) 2369100, 2369252, 2369253

E-mail : drngparts@kmch.ac.in

