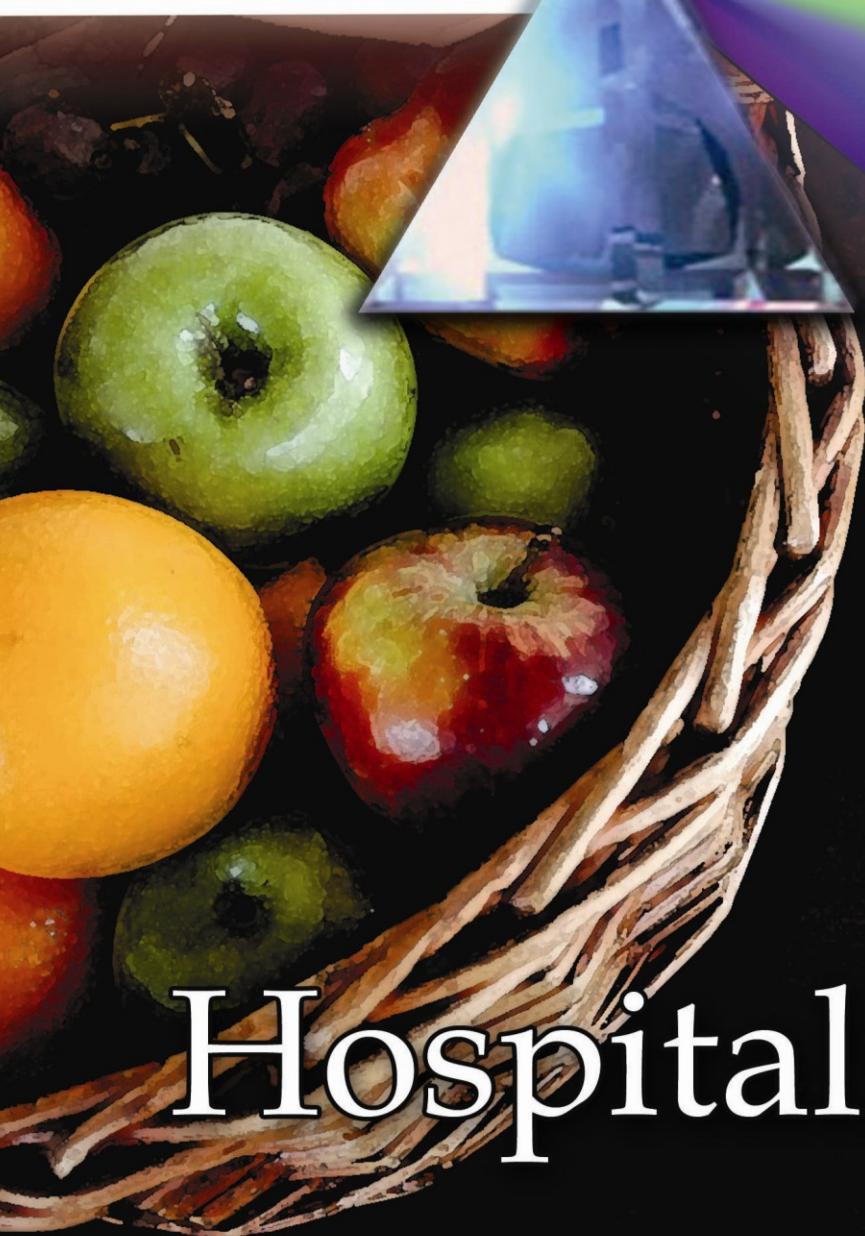




Hospitality

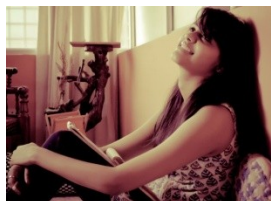
Travel & Tourism
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Hospitality Prism

Volume 1, August 2012

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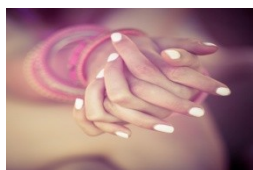


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Pro Vice Chancellor's Desk



Dr. H. Vinod Bhat

"I am delighted to learn about the initiative of an E Newsletter from the Department of Allied Hospitality Studies, Manipal University. This will provide the platform to disseminate the happenings in the department to a larger readership comprising of students, faculty, parents, alumni and industry.

This young department has been demonstrating robust growth in its student acquisition and the range of programs. The hospitality and related industry requires a host of youngsters at entry level with a wide variety of skill sets. The University believes in the overall development of an individual and provides all necessary help to the departments and institutions in realizing this goal. The E Newsletter can be effectively used to showcase the talents of the youngsters in writing about tourism, hospitality and culinary sciences."

Editor's Desk

Hospitality Prism is the first issue of the e-magazine published by the department of Allied Hospitality studies, Manipal University. This is specifically designed by the Master of Science students of Hospitality & Tourism Management and Dietetics & Applied Nutrition to gain experience in compiling, editing and writing skills in their specialized fields.

This issue contains Traveller's Dairy - an experience at the tourism destination; Pride of India - a brief write up about the Indian Monuments; Green Corner - analyses about the sustainable tourism; Fact Sheet of the WTO - showcasing the trends on inbound, outbound tourism traffics and receipts; Finger Tips - guiding the readers through tips for nutrition, health and wellness; The Local Focal page - an insight into the culture, tradition and cuisine of Coastal Karnataka; The Sneak Peek - depict the various activities of the departments of Allied Hospitality Studies.

My sincere thanks to all contributors and students who worked to bring out this e-magazine in a short span of time.

- Prof. Tharakan

Editor



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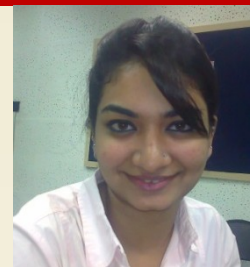
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Traveler's Diary

LADAKH...

...didn't seem like a reality. Each of us felt that we were on a different planet, different time zone. The unrealistic landscapes, Desert & Blue waters, Burning-scorching Sun & freezing winds, the Sand dunes, the Snowcapped mountains, the stupas all over the place that appear almost like they are touching the sky - everything seemed like a dream.



As we started our journey from Manali, little did we know about the deadly roads ahead. There was Rohtang Pass where you really cannot do anything much but just TRUST your driver. These high passings BTW are no escape if you wish to get to the world's beautiful sights like the Pangong Tso lake, Nubra Valley & the Sangam. Probably that is why, Ladakh is described as "land of high passes". The coldest pass (in my experience) at an altitude of nearly 18000ft was the Chang la pass. On the whole, Ladakh is isolated from the world you and me live in. We also heard about the Winter trekking where all the lakes freeze and people walk on these lakes. Reason enough for us to go back next time, in the Winter. Oh and the people, they are SWEET ALIENS. If that is wrong to mention, I don't know what else to say. They are NOT human beings. Or maybe they are Human beings blessed with just one emotion - the "happy" emotion. If you are traveler who is fussy about food, I would suggest - please carry your own ready to eat stuffs. Otherwise, you can enjoy the local 'Thukpa' - noodle soup by the lake.



This is where most tourist stop for Breakfast before heading out on their Road to Leh. We had Maggi for breakfast which never tasted better before. And the masala chai ! hmmm

Roads travelled....



Cosy chai shops you find all along your way to Sarchu :)

Traditional Buddhist monastic university

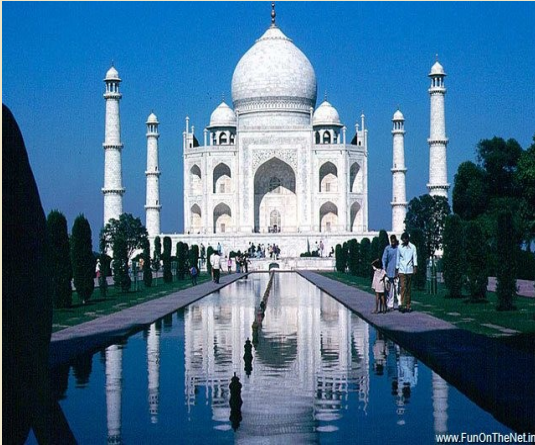


- By: T M Somayya, M.Sc. HTM

Pride of India



TAJ MAHAL, AGRA



It stands on the right bank of the Yamuna, about 1.5 km from the Agra Fort.

The Taj was built to enshrine the remains of Arjmand Banu Begam entitled Mumtaz Mahal, the consort of Mughal emperor Shah Jahan.

Its construction commenced in 1631 AD and completed 17 years later at enormous cost and labour. Unlike other

Mughal garden tombs, the mausoleum is situated at the Northern end of a large rectangular area with its central portion divided into a square garden.

The entire portion is enclosed within a high boundary wall having broad octagonal pavilions at corners. The Taj is entered through a majestic gateway in the centre of the Southern side where there is a spacious quadrangle.

FATEHPUR SIKRI, AGRA



In honour of saint Shaikh Salim Chisti, the Mughal emperor, Akbar the great, founded a magnificent city on Sikri ridge.

In 1571 he ordered the construction of buildings for his own use and asked the noblemen to build houses for themselves. Within a year, most of the work was finished and within the next few years, a well planned city with administrative, residential and religious buildings came into existence.

The Jami Mosque was perhaps among the first buildings to come up. Its epigraph gives AH 979 (AD 1571-72) as the date of its completion.

Current Affairs

Starwood opens first dual-branded ski resort complex in Asia-Pacific

Starwood Hotels & Resorts Worldwide, Inc. earlier this week, opened its first dual-branded ski resort complex in China in Changbaishan. The opening marks Starwood's first ski resorts in Asia Pacific, and further strengthens the company's footprint in China. Owned by Dalian Wanda Group, The 262-room Westin Changbaishan Resort and 297-room Sheraton Changbaishan Resort are adjacent to the slopes of the Changbai Mountains, one of China's leading ski areas and famed resort destinations. This resort complex is closed to Yingfu expressway and six miles away from Changbai Shan airport. The Changbai mountain range extends to several countries and is known for its natural beauty. Guest will enjoy downhill skiing on trails surrounded by unspoiled pine forest as well as ice skating and ice fishing.

The Westin Changbaishan Resort offers a Westin Kids Club, the signature Heavenly Spa, and an indoor swimming pool. All guestrooms are equipped with the Westin Heavenly Ò Bed, among others. Seasonal Tastes is the hotel's signature restaurant.

Sheraton Changbaishan Resort offers Sheraton Club lounge and Sheraton Club rooms with upgraded amenities. All guest rooms are equipped with an oversized work desk, custom-designed ergonomic chair, high speed Internet, LCD flat panel television, iPhone/iPad docking station, etc.



Additional amenities include full service restaurants and lounge, fully equipped fitness facilities, to name a few. The open kitchens at the property serve A La Carte while Yue offers traditional Chinese favourites, with an emphasis on Cantonese cuisine.

The two resorts are joined by a bridge, and guests staying at any of the two resorts enjoy access to the public areas of the other. They also can use both resorts' facilities, such as lobby lounges and swimming pool. The complex provides a very unique and convenient way to enjoy both brands, which is certain to impress even the most discerning travelers.

The resort complex also offers more than 37,000 square feet of state-of-the-art function and meeting space, including a 13,362 square feet ballroom, nine smaller meeting rooms, and a spacious pre-function area. Six innovative food and beverage venues, along with a professional catering and meeting team are capable of organising functions for all types of occasions.

J&K Tourism ties-up with GlobalTHEN for training drivers

In order to promote safe and smooth driving in the state, the Jammu & Kashmir (J&K) Tourism Department has tied-up with Mumbai-based GlobalTHEN, to impart training to drivers associated with the tourism industry. This information was revealed at a meeting convened by Nawang Rigzin Jora, Minister for Tourism, Govt. of J&K on July 27, 2012. The meeting was attended by the Nasir Aslam Wani, Minister of State for Home, Tourism and Culture; Atal Dulloo, Director Tourism and representatives of various driver associations.

The meeting deliberated upon organising training cum workshop for drivers especially those associated with the tourism industry in all the three regions of the state. GlobalTHEN will impart training through their *Pawan Ko Kahin Dekha Kya*, a soft skills training programme for drivers. Wani urged representatives of driver associations to make all efforts for participation of drivers in such training programmes.

Jora said that such type of training cum workshops will be conducted very soon in all the three regions of the state. Jora asked officers of the tourism department and representatives of drivers associations to formulate the programme for conducting these workshops.

A video presentation of *Pawan Ko Kahin Dekha Kya* was also shown at the meeting through which various tips were imparted to representatives of various driver associations.



International tourism to reach one billion in 2012

International tourist arrivals grew by over 4% in 2011 to 980 million, according to the latest UNWTO World Tourism Barometer. With growth expected to continue in 2012, at a slower rate, international tourist arrivals are on track to reach the milestone of one billion mark later this year.

International tourism receipts surpass US\$ 1 trillion in 2011

In 2011, international tourism receipts exceeded US\$ 1 trillion for the first time, up from US\$ 928 billion in 2010. In real terms, receipts grew by 3.8%, following a 4.6% increase in international tourist arrivals.

Finger Tips

5 foods to make your skin glow!!!



Green tea for acne-free skin : This wonder drink is full of antioxidants, which helps reduce inflammation and protect cell membranes!!!



Eggs to help repair skin cells: Crack open some eggs. Protein helps repair cells that have suffered free radical damage. Eggs, also contain biotin, an essential vitamin that protects against dry skin!!!



Berries for protection against the harmful UV rays: Deeply coloured berries such as blackberries, blueberries, blackcurrant, raspberries, cranberries, strawberries and the likes are good food for your skin!!!

Salmon to prevent premature ageing : A healthy skin desires essential fatty acids and most kinds of sea food have them in more or less amounts. People who ate diets rich in such foods have shown late appearance of skin wrinkling!!!



Brown rice for well-hydrated skin: Brown is definitely better than white rice. The fiber-packed brown rice and other whole grains work like a charm in getting blemish free and firm skin!!!

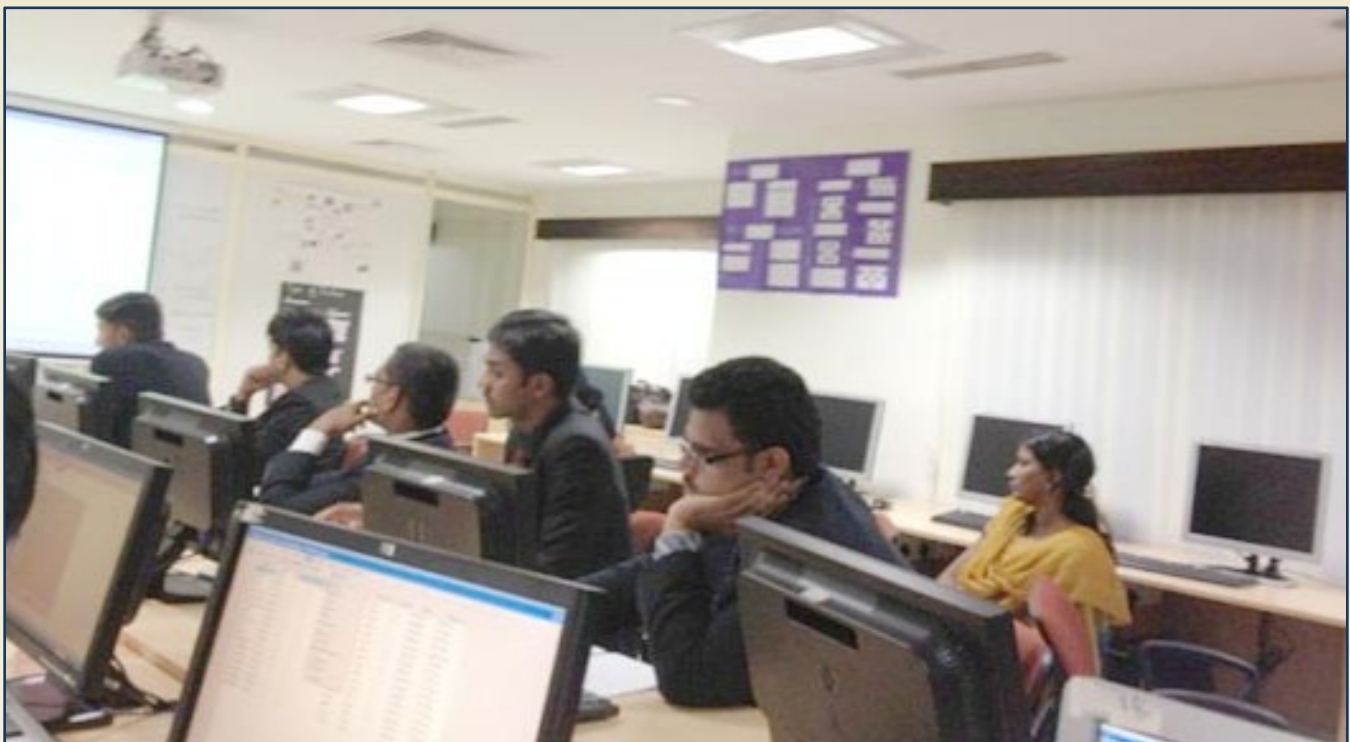


Workshop on SPSS

A workshop on SPSS –Statistical Package for the Social Sciences, was conducted for the 2nd year M.Sc Dietetics and Applied Nutrition Students of DAHS.

The workshop was conducted by Dr. Asha Kamath, Statistician from the Department of Community Medicine, KMC, Manipal. The workshop was divided into various sessions over a period of 4 days which included the theoretical approach to research as well as hands on with SPSS.

The workshop was found to be very useful for the students as their curriculum includes a six months research project.



Golibaje

Golibaje, commonly known as Mangalore Bajji is a traditional Mangalore snack that is made with maida and curd. They are usually eaten with coconut chutney.

Prep Time: About 20-25 mins

Makes: About 8-10

Ingredients:

- ☞ 1 cup Maida
- ☞ 1/2 cup Sour curd
- ☞ 1 tsp Jeera
- ☞ 1-2 Green chilies, finely chopped
- ☞ 1-2 strands of Coriander leaf /Cilantro, finely chopped
- ☞ 1" Ginger, finely chopped
- ☞ 1/4 tsp Baking soda
- ☞ Salt as per taste
- ☞ Oil for deep frying

Method:

1. Mix all the ingredients together in a mixing bowl such that no lumps are formed. The batter should be thicker than the usual bhajia or dosa batter, but thinner than chapati dough.
2. Heat oil in a heavy bottomed pan; Scoop out small portions of the batter with the hand and drop into oil. Cook on low to medium heat.

Golibaje is done when then turn golden brown in color. Remove and drain on paper towels. Serve hot with *Coconut Chutney*.

Recipe for coconut chutney

Ingredients:

- ☞ 1 no- coconut
- ☞ 5 gms- Red chilli
- ☞ 10 gms- Ginger
- ☞ 115- Shallots/ Sambar onions
- ☞ 10 gms- Tamarind
- ☞ 5 gms- Salt

Method:

Grate the coconut and grind all the ingredients together and add moisture to a desired consistency and temper it with mustard seeds and curry leaves and serve it warm.

Udupi's famous Masala Dosa

The famous south Indian Dosa has its origin in Udupi, which has now made it to the list of '10 Foods to try before you die', compiled by the *Huffington Post*.



Prep Time: 10 hours

Cook Time: 5 minutes

Total Time: 10 hours, 5 minutes

Ingredients:

- 3 cups rice
- 1 cup skinless split urad dal (skinless black gram)
- 3/4 tsp fenugreek seeds
- Salt to taste
- Vegetable/ canola/ sunflower cooking oil

Method:

1. Soak Urad dal and rice in water separately for about 3-4 hrs.
2. Grind Urad dal in a grinder for about 20 min using water. The batter should be very finely ground and smooth.
3. Make a similar batter of rice, add Sufficient water so that the batter is not thick. Blend both batters with about 2 tbs salt.
4. Let the batter ferment for about 5-6hrs.
5. Heat the flat pan, smear it with oil, pour 1 ladle full of batter and spread evenly in a circular motion to cover the entire pan. Cover with a lid.
6. Flip the Dosa using a spatula and pour oil on the side. Roast till crisp and serve hot with Coconut Chutney and Potato Palya wrapped within.

Potato Palya

Ingredients:

- ☞ 4 nos - Potato, medium sized
- ☞ 1 to 2 - Onion, medium sized long thinly sliced
- ☞ 12 nos - Small green chilies, not to be chopped. Just split them at the center
- ☞ 1/4 tsp - Turmeric
- ☞ Salt to taste
- ☞ 1/4 tsp - Mustard
- ☞ 1 tsp - Urad dal (black gram)
- ☞ 1 1/4 tsp - Chana dal (yellow split peas)
- ☞ 10 nos - Curry leaves
- ☞ 4-5 strands - Coriander leaves or Cilantro
- ☞ 1 tbsp - Ghee
- ☞ 2 tbsp - Oil



Method:

1. Cut the potatoes each into 2 pieces with the skin intact and cook them in a cooker until one whistle. Then peel the skin of the potato and smash or squeeze them coarsely by hand and set aside.
2. Heat oil in a khadhai or a pan and add mustard. When the mustard starts popping or bursting add urad dal and chana dal. Keep stirring for a minute and then add onion, curry leaves, green chilies and turmeric. Saute for around 10 minutes. Add the mashed potato, coriander leaves, ghee, add salt and mix well. Now take the pan off the heat.

A short-sighted policy on tiger conservation, a black mark on eco-tourism

The recent ban on tourism activity in core areas of tiger reserves by the Supreme Court was a very narrow way of dealing with the issue of tiger conservation. Blaming tourism for the lessening of tiger population, after decade long efforts put forward by enacting the Wild Life Protection Act (1972), Project Tiger (1973-74) and the implementation of Tiger Conservation Authority (December, 2005), has proved the failure of these



policies and initiatives. The ongoing extinction of tiger in India is mainly due to the failure of these policies. If that's not the case, then why are the conservationists raising concerns about the declining tiger population?

Tourism as claimed by law makers as the sole reason for declining tiger population was not a good judgment. Tourism on the other side plays a major role in contributing to the development of our economy in today's time of global financial crisis. The rate of employment generation due to tourism activity is on the rise and its positive effect on the income generation of lower- middle class can be seen as an opportunity rather than blaming it for tiger extinction. Besides, the Tiger Tourism happened only in less than 10 of the 41 reserves in country. So who is the actual culprit?

The Karnataka region should be identified as one of the country's largest reserves and that will be affected badly due to the ban on tourism activity. According to the case study done by prominent freelance ecotourism consultant, Mr. Champati Sarath, (the founder-member of the ecotourism Society of India) on the positive aspect of Tiger Tourism in the Kabini area of Nagarhole Tiger Reserve, less than 10 percent of the area is used for tourism. Even the maximum number of people on each safari trip was limited to 12 and the safari conducted twice a day.

It should be noted that Nagarhole is identified as the 'core critical tiger habitat' besides Bandipur by the National Tiger Conservation Authority (NTCA). There is a strong emphasis on converting visitor into ambassadors of conservation, which is the ultimate aim of **ecotourism**. These visitors then form a strong lobby for and conservation and specifically saving tiger in our country. Therefore, it is totally baseless to claim tourism as the main factor in dwindling tiger population.

In Karnataka, the important core area of tiger reserves like Anshi Dandeli in Uttara Kannada district, Bandipur National Park, Nagarhole national park and Bhandra in Chikmagalur district together accounted for 1,34,293 tourist in 2011. So if tourism is banned in these areas, how much of an impact will it have on the state, district and local needy people.

It is time the government and the respective private organization to adopt a holistic approach in dealing with tiger conservation and its habitat, conducting effective workshops on practicing responsible tourism. Educating younger generation about the significance of tiger conservation and creating mass awareness through the news media which can really make a difference if both public and private sector put an effort together on enhancing them.

The recent order of the Supreme Court on banning tourism activity in core areas of tiger reserves needed a review on the decision since the people of the state had raised concern on this issue. The matter will come up on further hearing in the Supreme Court on August 22, 2012.

- **By: Tashi Tsering, M.Sc. HTM**

World Committee on Tourism Ethics calls for Safe Coastal Tourism

The Committee heard from invited guest, Caroline Danneels, founder of the non-profit organization "Safe Coastal Tourism", on the importance of safety precautions at beaches and marinas across the globe. Based in the Flemish Community of Belgium, the organization works to raise awareness of the crucial need for adequate safety measures and the provision of accurate information to the invited guests to prevent fatal accidents at coastal sites. Committee members drew particular attention to the need for safety warnings, in the form of signs and flags, to alert visitors of the dangerous conditions, and the absolute necessity of life-guards and life-buoys to aid in rescues, even during tourist "low-season".

Tourism Ethics

As the body responsible for promoting and monitoring the implementation of the UNWTO Global Code of Ethics for Tourism, the Committee applauded the signature of the first Private Sector Commitment to the Global Code of Ethics by 11 of Spain's most prominent tourism companies at the 1st International Congress on Ethics and Tourism (15-16 September 2011, Madrid, Spain). This Commitment represents a public pledge on behalf of tourism enterprises to implement and promote the values enshrined in the Code of Ethics, both by integrating ethical practices into their business operations, and by reporting periodically to the Committee on their actions in this regard. The body further analyzed a number of pressing ethical issues including the fight against human trafficking and child exploitation, the road to greater gender equality, accessibility in tourism and developments for the protection of tourists/consumers and tourism enterprises. With reference to the latter, the Committee reiterated its support for UNWTO's preparation of an international legal instrument in this area.

Committee members further backed UNWTO's firm stand against human trafficking, especially child trafficking, in the tourism sector, applauding the Organization's signature of a co-operation agreement with the United Nations Office on Drugs and Crime (UNODC) in April 2012. In the sphere of accessible tourism, the Committee reasserted its support of the collaboration between UNWTO, the Spanish ONCE Foundation and ACS Foundation, as well as the European Network for Accessible Tourism (ENAT), in the interest of improving tourism's accessibility, particularly for persons with disabilities.



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