



CT
Flavours
E-ZINE

From Editor in Chief

"The goal of education is the advancement of knowledge and the dissemination of truth."

— John F. Kennedy

Dear Readers,
Greetings to You!

The second edition of CT Flavours (An e-zine by School of Hotel Management, Airlines and Tourism) will keep you informed about the progress within School and keep you updated with the latest trends, happenings, developments and upcoming events of Hospitality & Tourism Industry around the globe.

I extend my deepest thanks to all colleagues for their interest, enthusiasm and participation to develop and support second monthly issue of e-Zine.

Happy Reading!

Prof (Dr) Varinder Singh Rana

Dean – SOHMAT
CT University



Role of Virtual Reality Tours in Hospitality Sector

Virtual reality is one of the most exciting technological phenomena of hospitality, giving prospective visitors or restaurants a way of viewing the scenery in the safety of their homes. This may be important if these individuals want to move from the planning stage to a visit. Digital tours/360 images will improve certain clients' comprehension of the available facilities. This service also provides you with a strong advantage on any opponent that is not capitalized on the unique hospitality pattern.

The web-based nature of contemporary VR tours ensures that many devices can be reached quickly. Many people suppose that only a professional VR headset will display VR content, but that is not accurate, even VR is more immersive when watched, it can be seen on any screen, including mobiles.

Customers who fly need plenty of details generally before booking a hotel room. This will involve reading descriptions, viewing photos, viewing videos and receiving customer comments and finding views on social media. However, this method can be greatly reduced by sophisticated use of augmented reality. Numerous hotels and travel companies have augmented reality elements in their websites or applications so that visitors can feel or even watch a digital version of a hotel room.



VR tours have more clarity than traditional pictures. This makes the reservation process even more smooth, where the user can discover different guest rooms and installations, compare the types of rooms and comparison rooms, check out nearby sights at the same location and look for key details. The immersive travel experience would be able to experience some of the biggest attractions at the first place.

VR applications and impacts are wide-ranging and relevant for the tourism industry. This helps the knowledge learned from future tourism studies to give the tourism sector clear & realistic benefit. As for all modern technologies, VR is providing the sector with challenges as well as opportunities. This business is developing continuously. These problems are better faced and the possibilities are best explored through a more detailed view of the relationship between VR and tourism.

Fortunately, VR provides a range of promising applications in fields from strategy and administration to entertainment considering the associated difficulties. In addition, VR has the ability to generate new experiences, which can be particularly helpful in many circumstances for the protection of the heritage. With the emergence of new VR technology, future applications for VR in the sector of hospitality will continue to expand, and hospitality researchers and professionals will use VR to take advantage of the unique opportunities it provides, through online format.

Rishi Sharma

Research Scholar,
SOHMAT - CT University

Seven Important Hospitality Technology Innovations For 2021

• **Artificial Intelligence (AI)** The most well-known examples of AI in the hotel industry are chatbots and instant replies. Artificial intelligence (AI) is intelligence demonstrated by machines, unlike the natural intelligence displayed by humans and animals, which involves consciousness and emotionality. The distinction between the former and the latter categories is often revealed by the acronym chosen. 'Strong' AI is usually labelled as AGI (Artificial General Intelligence) while attempts to emulate 'natural' intelligence have been called ABI (Artificial Biological Intelligence). Colloquially, the term 'artificial intelligence' is often used to describe machines (or computers) that mimic "cognitive" functions that humans associate with the human mind, such as "learning" and "problem solving."



- **Big Data-** Big Data is a collection of data that is huge in volume, yet growing exponentially with time. It is a data with so large size and complexity that none of traditional data management tools can store it or process it efficiently. Big data is also a data but with huge size.

- **Voice Search:** As one of the most exciting trends in hotel marketing and distribution strategy, voice search has galvanized the hospitality industry, both in preparation for evolving consumer behaviours and technology advancements. Termed "the next billion" by the Wall Street Journal, voice search through digital assistants is here and the possibilities for the technology are endless.

- **Internet of Things (IoT):** It may seem futuristic, but the Internet of Things (IoT) has become a reality. Just consider how some of our everyday items — like thermostats and security systems — communicate with us automatically.

- **Virtual Reality (VR):** Another common use of virtual reality technology within the hotel industry are virtual reality hotel tours. These tours can be made available on hotel websites, allowing guests or potential guests to take a look at their hotel room, or other parts of the hotel, before they book or before they arrive.

- **Direct Bookings through the App:** After years of ceding ground to the online giants, hospitality's online supplier-direct channel is now slightly outpacing OTA bookings, according to Phocuswright data. Last year, direct bookings accounted for around 43% of Indian hotel and lodging online gross bookings, versus OTAs at 57%.

- **Recognition Technology:** Facial recognition technology can help hotel owners and others in the hospitality industry to improve the customer experience, make processes more efficient and enhance security. In particular, it allows for queues to be avoided, check-ins to be automated, and security and research to be more comprehensive.

Dr. Subhashish Mishra
Associate Professor
SOHMAT, CT University

Living Room Makeover with Colours

'I prefer Living in Color'.... David Hockney

Colours are an integral division of life. Souls easily get achieved by colours. Colours are so powerful they can easily change the moods and emotions of souls. To experience the energy of colours, try these colour schemes to make over your living spaces.



S. No.	Wall	Ceiling	Flooring/ Carpet	Curtains	Upholstery
1	Sky Blue	White	Slate White/ Blue	Totally White	White & Blue
2	White	White	Off White	White	Maroon
3	Light Brown	Light Yellow	Light Brown	Light Brown	Blue
4	Grey	Grey	Creml/ Grey	White/ Blue	White/ Blue
5	Yellow Beige	Yellow Beige	White Brown	Yellow Beige	Blue Green
6	Light Pink	Mauve	White/ Mauve	Pink & Mauve	Violet Plus Mauve
7	Green	White	Brown	White Green	Gold Plus Green
8	Turquoise	Sky Blue/ White	Grey/ Brown	Grey	Turquoise & Blue
9	Creml	Creml	Creml	Soft Green	Dark Green
10	Beige	Beige	Beige/ Light Brown	Mustered	Mustered

Ms. Jasleen Kaur
Assistant Professor
SOHMAT – CT University

Orchha: Traced but untracked

Orchha in a real sense signifies 'shrouded spot' and it remains consistent with its name!

Situated in Madhya Pradesh, Orchha isn't on most tourists' maps and a few voyagers club their visit to Orchha with an excursion to Jhansi (16 km away) or Khajuraho (170 km away). Orchha was set up by Maharaja Rudra Pratap Singh in 1501. The middle age city has since apparently frozen as expected. Its few landmarks keep on holding their unique magnificence even as the actual city appears to be very substance to be concealed away from the crowds of vacationers that plummet upon Madhya Pradesh a seemingly endless amount of time after year.

Most sightseers visiting Orchha come to encounter the historical backdrop of the spot or visit the numerous sanctuaries rambling the cityscape. The sanctuaries incorporate the Chaturbhuj



Temple, which is devoted to Lord Rama, the Laxminarayan Temple, which has lovely wall paintings, and the Ram Raja Mandir, initially the palace of the Queen Orchha. The city additionally has a decent number of wonderful royal residences, and these are intriguing to visit. Castles in Orchha are the Jehangir Mahal, the Rai Parveen Mahal, Raj Mahal, and Sunder Mahal. The Cenotaphs are incredibly famous and must see. These are 14 designs that honor the Orchha rulers from an earlier time. The Phool Bagh, which is an excellent nursery with exquisite wellsprings, is another extraordinary spot to visit.

Best time to visit

The best to visit Orchha is between October and March.

Closest Airport: The closest functional airport to the town is the Rajmata Vijaya Raje Scindia Air Terminal in Gwalior and is located 140 km from Orchha.

Closest Railway Station: The nearest railway station is Jhansi. The distance between Jhansi and Orchha is 18 kilometres.

Site: www.mptourism.com/destination-orchha.php

Ms. Jasdeep Kaur

Assistant Professor – SOHMAT
CT University



Maalpua

This delicious Malpua is made with the goodness of milk, sugar, and mild flavoring from cardamom pearls and saffron. Malpua, which are basically Indian Pancakes that are soaked in sugar syrup or rabdi and is very popular in states of Orissa, Rajasthan, and parts of UP. It is also made especially for the Oriya festival of Raja Shankarant and is popularly known as Amalu in Oriya.

Ingredients

Fine Sooji	1 Cup
Fresh Cream	1/4 Cup
Fennel Powder	1/2 TSP
Cardamom Powder	1/4 TSP
Baking Powder	1/4 TSP
Powdered Sugar	1/2 TSP
Milk	For Batter
Khoya	1/4 Cup



1. To start with, Add sugar, cardamom, saffron and water in a pan. Cook till the syrup is of one string consistency. Keep aside.

2. Mix half of the warm Milk and Khoya in a bowl. Mix till Khoya is combined. Add half of the maida and mix to make a smooth paste. Add the remaining maida and make a smooth paste.

3. Now add sugar, saunf, salt and baking powder. Mix well. Add the remaining milk and mix well. Keep aside for 10 minutes.

4. Heat ghee in a shallow pan. Mix the batter and pour a small ladle full (approx 2 tbsp) in the hot ghee. (The ghee should not be too hot). Simmer the heat to low and fry the Malpua on both the sides till golden brown.

5. Remove from ghee and dip in the sugar syrup for 2 minutes.

6. Serve hot as such or with Kesar Rabdi.

Prof (Dr) Amit Kumar

HoD, SOHMAT
CT University



Expert Tips

Top 10 Hospitality Employability Competencies Post Covid 19

1. Respiratory Etiquette
2. Practice of good hygiene
3. Knowledge of social distancing norms
4. Knowledge on Communicable diseases
5. Communication Skills
6. Positive Body Language
7. Etiquette & Manners
8. Professional Grooming Standards
9. Positive attitude
10. Knowledge about Basic Hospitality Standards



Dr. Sanjeev Kumar Saxena
AGM Learning & Development
Jaypee Palace Hotel &
Convention Centre

Success Story

Asking questions has always been my method of learning and encouraging to ask more has been my teachers way to go. I will always be highly grateful to my Alma Mater to provide me with such great faculty who have groomed me into what I am today and their teachings have empowered me to rediscover myself continuously.



Vedant
On Job Trainee
Hotel Crown Plaza, Gurugram

TTF Travel & Tourism Fair | Mumbai
4 to 6 March, 2021

Gujarat University Exhibition Hall, Ahmedabad

TTF opens the door to India's travel markets, one of the fastest growing in the world. Whether it be domestic, outbound, business, MICE or luxury travel, India today is the final frontier. As India's oldest and leading travel trade show network, TTF is uniquely positioned to help you crack this market.

International Conference on Bicycle Touring and Hospitality
March 04-05, 2021 in Rome, Italy

International Conference on Bicycle Touring and Hospitality aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Bicycle Touring and Hospitality. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Bicycle Touring and Hospitality

International Conference on International Hospitality and Tourism Management
March 04-05, 2021
Rio de Janeiro, Brazil

International Conference on International Hospitality and Tourism Management aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of International Hospitality and Tourism Management. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of International Hospitality and Tourism Management

ICET 2021: 15. International Conference on E-Tourism
March 08-09, 2021
Bangkok, Thailand

International Conference on E-Tourism aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of E-Tourism. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of E-Tourism

International Conference on International Tourism Management & Hospitality Industry
March 15-16, 2021
London, United Kingdom

International Conference on International Tourism Management and Hospitality Industry aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of International Tourism Management and Hospitality Industry. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of International Tourism Management and Hospitality Industry

International Conference on Ghetto Tourism Studies
March 22-23, 2021
Istanbul, Turkey

International Conference on Ghetto Tourism Studies aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Ghetto Tourism Studies. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Ghetto Tourism Studies

International Conference on Wellness Tourism and Health Management
March 22-23, 2021
Dubai, United Arab Emirates

International Conference on Wellness Tourism and Health Management aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Wellness Tourism and Health Management. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Wellness Tourism and Health Management

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