

HOSPITALITY BUZZ.. 6.0

SCHOOL OF CULINARY AND HOTEL MANAGEMENT

It showcases the latest trends and innovations in the hospitality industry, providing valuable insights for aspiring professionals. The publication features articles written by industry experts, key takeaways from hoteliers, and highlights of student achievements in the field.

School of Culinary and Hotel Management celebrates the incredible legacy of PRS Oberoi!





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PREFACE

Hospitality Buzz is a biannual publication from the School of Culinary and Hotel Management including astounding facts and thoughts. Hospitality Buzz consistently reveals the most recent trends, cultures, and progress in the hospitality industry. This volume is a tribute to PRS Oberoi and emphasises his significant contributions to the hospitality industry. It showcases his visionary leadership and relentless pursuit of excellence, which have set new benchmarks in the field. The volume also highlights how PRS Oberoi's innovative ideas and unwavering commitment to customer satisfaction have revolutionized the way luxury hotels operate globally. In this volume, we have taken into account every detail, consequently we are pleased to present you with Hospitality Buzz 6.0. We hope you will enjoy and appreciate this issue as much as we have enjoyed in putting across to you.

ACKNOWLEDGMENT

To ensure the success and ultimate outcome of the magazine, a great deal of direction and assistance from many people was required, and I feel tremendously fortunate to have received this during the magazine's completion. The collaboration and support from my team members, who contributed their unique skills and expertise, played a crucial role in bringing the magazine to fruition. Additionally, the guidance and mentorship provided by industry professionals helped me navigate challenges and make informed decisions, elevating the overall quality of the magazine.

I owe a debt of appreciation to Ms. Ritika Singh, Director SCHM, who shown a strong interest in this magazine and guided me through the entire process from start to finish. I am grateful and lucky to receive ongoing encouragement, support, and advice from all members of the School of Culinary and Hotel Management.

*- Madhav Sharma
(Editor in Chief, Hospitality Buzz)*



The School of Culinary and Hotel Management pays heartfelt tribute to Mr. P.R.S. Oberoi, a.k.a. Biki Oberoi. Mr. P.R.S. Oberoi, a visionary and pioneer in the hospitality industry, has left an indelible mark on each of us. His unwavering dedication to excellence, exceptional leadership, and relentless pursuit of perfection have set a benchmark for aspiring professionals in the field. The School of Culinary and Hotel Management is honoured to acknowledge his immense contributions and will continue to inspire future generations to follow in his footsteps.

In Tribute to

MR. PRITHVI RAJ SINGH OBEROI

A Visionary Leader Remembered Fondly





From the Editor's Desk

In Memoriam: Reflecting on the Legacy of PRS Oberoi, an Icon in the Hospitality Industry.

By

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Editor in Chief, Hospitality Buzz..

Under the visionary leadership of Bikki Oberoi, the Group expanded its presence globally and became synonymous with unparalleled luxury and impeccable service. PRS Oberoi's dedication to customer satisfaction and attention to detail set new standards in the industry, inspiring generations of hoteliers to strive for greatness.

Under Oberoi's leadership, EIH LIMITED successfully introduced innovative concepts such as personalised butler service and pioneered the concept of luxury spa and wellness facilities within their properties.

The personalised services offered by EIH LIMITED added a touch of exclusivity and tailored luxury to the guests' experience, setting them apart from other hotels in the industry. Additionally, their introduction of luxury spa and wellness facilities showcased their commitment to providing holistic relaxation and rejuvenation options for their discerning clientele. These initiatives have undoubtedly contributed to Oberoi Hotels and Resorts' status as a sought-after destination for international luxury travellers seeking unparalleled experiences.

Interestingly, Mr. Oberoi was bestowed with the Padma Vibhushan, India's second-highest civilian honour, in 2008. This prestigious award further solidified Oberoi's reputation as a visionary leader in the hospitality industry. His dedication to excellence and innovation continues to inspire not only his own hotels but also countless others in the pursuit of delivering exceptional guest experiences.

Oberoi's innovative approach and unwavering dedication have set a benchmark for others to strive towards, making him a true trailblazer in the field.

His visionary leadership has left an indelible mark on the industry, inspiring countless professionals to push boundaries and strive for greatness. The world of luxury hospitality will forever be indebted to PRS Oberoi for his unwavering commitment to delivering unparalleled guest experiences.



Brief Aspects of the Publication.

01

From the Editor's Desk

The Editor honors the remarkable legacy of PRS Oberoi, a true visionary in Hospitality Industry.

02

Importance of Guest Satisfaction on success of the Hotel.

The article provides valuable insights into understanding and improving guest satisfaction in the hospitality industry.

03

Students' Achievement.

This column not only focuses upon academic records but also includes their participation in extracurricular activities and their personal growth

04

Takeaways for Aspiring Professionals

valuable insights and advice from industry experts on how to succeed in the fast-paced and dynamic world of hospitality

The Journey of School of Culinary and Hotel Management.



Guest Satisfaction

Two Major Vertical That Drives The Hospitality Industry

We would majorly talk about Guest Satisfaction

Guest satisfaction in hotels refers to the evaluation of the level of contentment and fulfillment experienced by guests in relation to the quality of your offerings and services.

The answer hinges on three factors:

Quality, Quantity, and Quickness.

Quality

Quality pertains to skill or the ability to anticipate, assure and satisfy the needs of the customers every time.

Good Food, Clean Room, Branded Amenity.

Providing exceptional service and exceeding customer expectations

Quantity

The amount or number of something. It is a measure of how much of a particular item or substance is present.

Spacious Room, Ample amenities.

It refers to the quantity of products, services, or resources that are available or consumed.

Quickness

The ability to efficiently and promptly attend to guests' needs and requests.

Quick and Efficient Room Service and Housekeeping.

Extends to anticipating guest needs and proactively offering assistance before they even have to ask

Guest Experience

Guest Satisfaction

Key Points for Improving Guest Satisfaction

Enhance their stay with a personalized touch

It means providing assistance to them throughout their stay. To ensure a positive experience for our guests, it is important to warmly greet them and inquire about their stay. This includes asking how their stay is going and if there are any issues they may be facing.

Efficiently address and resolve any complaints raised by guests in the shortest possible time.

Ignoring guest complaints can have serious consequences. The feedback could come from guests during their stay or in the form of a negative review on any online travel agency (OTA). Please make sure to document these complaints and promptly address them to ensure timely resolution. You can promptly address and resolve complaints from guests staying in your property.

It is important not to disregard feedback and suggestions.

Every piece of feedback is an opportunity for learning. Whether it is a positive or negative review.

The positive reviews can provide you with advantages that can give you a competitive edge over your rivals. On the other hand, the negative aspects are areas that require immediate attention.

By addressing the negative aspects highlighted in the feedback, you can enhance the overall guest experience and potentially increase customer loyalty. Additionally, taking proactive measures to address these areas can demonstrate your commitment to continuously improving and meeting customer expectations.

Reward loyal guests with exciting incentives and exclusive perks!

These incentives and perks can include complimentary room upgrades, access to exclusive events or experiences, and personalized services. By offering these rewards, hotels can create a sense of appreciation and encourage guests to continue choosing their establishment for future stays.

Legacy Continues..

प्रतिबिंब: Convocation 2023

In an exquisite ceremony on October 28, 2023, Manav Rachna International Institute of Research & Studies (MRIIRS) and Manav Rachna University (MRU) joyfully celebrated their 19th and 9th Convocations, respectively. A fantastic number of 1300 individuals, including undergraduates, postgraduates, and doctoral scholars, successfully earned their degrees!

The convocation ceremony was a momentous occasion for the graduates as they were recognized for their hard work and dedication throughout their academic journey. The ceremony was officiated by Dr Prashant Bhalla, President of MREI; Dr Amit Bhalla, Vice President of MREI; Dr Sanjay Srivastava, Vice Chancellor of MRIIRS; Dr IK Bhat, Vice Chancellor of MRU; and other esteemed senior officials from both universities.

An additional level of prestige was added to the convocation with the presence of Padma Bhushan Prof. (Dr.) Padmanabhan Balaram, an esteemed biochemist and former director of the Indian Institute of Science, Bangalore.





Student's Achievement

I think it's possible for ordinary people to choose to be extraordinary

- **Winner for NCR “Culinary Muquabala” Vedatya University, Gurugram**

Hmangte Cindy Kom and Lucky Pal, Students of Semester 1 were the winners of Culinary Competition organized by above mentioned university. More than 15 university/Institutions participated in the competition.

- **Student of B.Sc. HHA Semester 1 has won the Kiyoo's Fashion Show**

Kanav Sharma's exceptional talent and hard work paid off as he emerged victorious in the Kiyoo' Fashion Show, outshining his fellow competitors. His innovative and impeccable runway presentation captivated the judges and left a lasting impression on the audience.

- **Two students of semester 5 of B.Sc. HHA have been selected for Oberoi's OCER Programme**

This prestigious program offers students the opportunity to gain hands-on experience in the hospitality industry through a comprehensive training curriculum. The selected students will have the chance to work alongside industry professionals and develop their skills in various departments of Oberoi Hotels and Resorts.



Student's Achievement Conti...

*Success is the sum of small efforts
repeated day in and day out.*

- **Students of SCHM Secured 2nd Runner- Up Position in Cocktail Competition Vedatya University, Gurugram**

Jayant Kaushik, student of 1st semester, HHA secured 2nd runner-up position at the cocktail competition. The competition showcased the students' exceptional skills in mixology and their ability to create innovative and delicious cocktails. Their success in securing the 2nd runner-up position highlights the dedication and hard work they put into perfecting their craft.

- **Student of B.Sc. Semester 1 have won 3rd position in Chef Competition organized by K. R. Mangalam University**

Hmangte Cindy Kom and Lucky Pal, Students of Semester 1 were the 2nd Runner-up of Culinary Competition organized by K.R Mangalam University. The competition showcased their exceptional culinary skills and creativity, as they prepared a mouthwatering two-course millet based meal that impressed the judges.

- **52 NPTEL certifications for July-Dec 2023-24**

This is a significant increase compared to the previous year, showcasing the growing popularity and demand for NPTEL courses. This also showcases the student's inclination towards up skilling and gaining knowledge in diverse subjects.



Faculty Achievements

Success is the sum of small efforts - repeated day in and day out.

- **Ms. Nikita Tomar was Granted with International Patent titled as 'A method for implementation of donation based crowd funding to support right to education'**

This patent recognizes Ms. Nikita Tomar's innovative approach to implementing donation-based crowd funding specifically aimed at supporting the right to education. Her method provides a unique solution that harnesses the power of collective funding to address educational disparities and ensure equal opportunities for all.

- **Mr. Rahul Chandra has granted with a design patent titled 'Device for decontaminating bakery products'**

The patent, granted by the Intellectual Property Office, recognizes Mr. Rahul Chandra's innovative device that effectively removes contaminants from bakery products.

- **Mr. Madhav Sharma was invited as Keynote speaker to Global Sustainability Alliance organized by ET Times Group.**

During the summit, Madhav also participated in discussions and shared his insights on the role of technology in achieving sustainable development goals. Additionally, he explored potential collaborations with international organizations to promote sustainable practices in the hospitality sector.



Faculty Achievements

Doubt kills more dreams than failure ever will.

- **Chef William Lee** was invited as keynote speaker for the webinar titled **'Culinary Arts: World Perspective'** organised by Cebu Normal University, Philippines

As a keynote speaker, he shared his insights on how different cultures influence culinary techniques and flavors, providing a global perspective on the culinary arts.

- **Ms. Nikita Tomar** authored and published her second book titled **'Indian Cultural Heritage Perspective for Tourism'**

The book provides a comprehensive exploration of India's rich cultural heritage and its significance in the context of tourism. It offers valuable insights into various aspects of Indian culture, including art, architecture, traditions, and festivals

- **Ms. Nikita Tomar, Mr. Rahul Chandra, Chef Arjun Sharma & Mr. Madhav Sharma**, completed 5 days Faculty Development programme titled **'Managing your Ego and Emotions at Workplace'** organised by NITTTR, Chandigarh

The programme aimed to enhance participants' understanding of how ego and emotions can impact their professional relationships and overall performance. Through interactive sessions and case studies, the faculties learned effective strategies for managing their ego and emotions in the workplace, fostering a more positive and productive work environment.



THE STRONG FOUNDATION OF OBEROI GROUP: ISHRAN DEVI

**By Nikita Tomar,
Assistant Professor, SCHM**

Mr. PRS Oberoi, as we all know has continued and strengthens the legacy of Oberoi's Group of hotels. With the demise of Mr. PRS Oberoi it can be easily said that an era of hospitality industry has ended.

Mr. PRS Oberoi was known to all of us as 'Bikki'. Though the empire of The Oberoi Group was founded by Mr. Rai Bahadur Mohan Singh Oberoi, Bikki's father but it will be an injustice if we do not talk about the strength and support Mr. M.S. Oberoi got from his wife Mrs. Ishran Devi. It was only with Ishran Devi's support that Mr. Mohan Oberoi was able to migrate to Shimla and well we can all say then he wrote the history of Indian Hospitality himself.

MS Oberoi and Ishran Devi to save their son Bikki (the first born) and daughter Rajrani from plague outbreak moved to surroundings of Murree, a hill station of Pakistan from their hometown Bhaun (Punjab, Pakistan) in year 1922.



Though the beginning of the Oberoi Group founded by Bikki's father was humble but with his wife's strong will and support MS Oberoi moved to Shimla and never looked back and started a never ending legacy for Indian Hospitality.

Mohan has to leave behind his entire family in Murree before moving to Shimla, it is when Ishran Devi took charge of family. It is with the support of his wife, Mohan could found a suitable job for him and then could have laid the path of success with Cecil Shimla. After that the entire family was called to Shimla. It is Ishran Devi who stood by MS Oberoi and gave him enough confidence to manage his life and business between Shimla, Lahore, Bhaun and Delhi after he changed his jobs to join forces with Clarkes to start his career as hotelier. After his partner's demise in 1934 once again his wife Ishran supported him with full of her capacity when MS Oberoi needed to raise Rs. 20,000 by selling her every piece of jewelry. Ishran believed in her husband's dreams and supported him with all. As the empire extended, Mohan switched to building his own from annexing. Oberoi Intercontinental, Delhi was inaugurated by laying its foundation stone by Ishran Devi following the Sikh traditions. Ishran placed five Gold Coins in its foundation dedicating those to the Punj Piyares.

It is rightly said that family businesses might be built by men at forefront; still the foundation of it is laid by women who stand by their side and hold the family together through tough times. It is proved by yet another strong woman, Bikki's mother: ISHRAN DEVI.

COMMON QUESTIONS AND CONCERNS PERTAINING TO HOSPITALITY INDUSTRY

The Hospitality Industry is a vast and diverse sector that encompasses various businesses such as hotels, restaurants, resorts, and event planning. With its rapid growth and constant evolution, it is natural for people to have questions about this industry. Understanding the common questions can provide valuable insights into the challenges and opportunities within the hospitality sector.





"In a competitive market, how can a hotel differentiate itself and attract more guests?"

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In a competitive market, differentiation is key. You want to identify your hotel's unique selling points. This could be anything from personalized services, themed experiences, or even sustainability initiatives. Additionally, invest in a robust online presence, utilize social media, and encourage positive guest reviews to build a strong reputation. Remember, creating a memorable and distinctive guest experience will make your hotel stand out."



With the rise of online travel agencies (OTAs), how can hotels balance direct bookings with third-party platforms?



Balancing direct bookings and working with OTAs is a delicate dance. While OTAs can bring in a significant number of bookings, they often come with high commission fees. Hotels should invest in a user-friendly website and offer exclusive deals to incentivize direct bookings. Additionally, maintaining a strong relationship with OTAs is crucial – negotiate favorable terms, utilize their marketing reach, but always prioritize building a loyal base of direct customers for long-term sustainability.



How can hotels leverage technology to enhance the guest experience?

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Technology is a game-changer in the hospitality industry. Hotels can leverage technology at every touch point – from online reservations to check-in and in-room amenities. Implementing mobile check-in, keyless entry systems, and personalized guest apps can streamline the guest experience. Moreover, use data analytics to understand guest preferences and tailor services accordingly. The goal is to seamlessly integrate technology while maintaining a warm and personal guest experience.



What trends do you see emerging in the hotel industry in the coming years?"

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Looking ahead, several trends are shaping the hotel industry. Sustainability is becoming increasingly important, with guests seeking eco-friendly accommodations. Technology, including AI and smart room features, will continue to evolve. The demand for unique, immersive experiences is on the rise, driving the popularity of boutique and lifestyle hotels. Additionally, flexibility in bookings and cancellation policies will be crucial in the post-pandemic era. Keeping an eye on these trends and adapting accordingly will be key for hotel success in the future.



How can hotels effectively manage and respond to online reviews and feedback?



Managing online reviews is a critical aspect of reputation management. Promptly respond to both positive and negative reviews, showing appreciation or addressing concerns respectfully. Encourage guests to leave feedback directly, providing an opportunity to resolve issues before they reach online platforms. Consistently monitor reviews across various channels and use feedback to make continuous improvements. Remember, a thoughtful and genuine response can turn a negative review into a positive impression for potential guests.

Empowering Talent

Empowering the students not only at the academic front but also in molding them into well-rounded individuals through different modes of education and extracurricular activities. This holistic approach to education ensures that students develop not only their intellectual abilities but also their social, emotional, and physical skills. By offering a wide range of extracurricular activities such as culinary competitions, art festivals, and community service, students have the opportunity to explore their interests and passions outside of the classroom.





Memories in Making.. 'Cake Mixing'

The cake-mixing ceremony at the School of Culinary and Hotel Management was a captivating fusion of customary practices and friendly companionship. It represents the fundamental nature of Christmas and serves as a reminder of unity, excitement, and the delight of crafting something extraordinary beyond the limitations of a mere recipe.

The event at the Centre of Excellence for Culinary Arts this year was filled with laughter that blended harmoniously with the fragrant spices and delectable fruits. As each hand skillfully mixed the ingredients, it created a vibrant atmosphere of togetherness and celebration. The event was a testament to the school's commitment to excellence in both culinary arts and hospitality, leaving everyone in attendance with memories that would last long after the last bite was taken.





MERRY
CHRISTMAS
&
HAPPY NEW
YEAR