



SIHM

BULLETIN

July-August-2023
Bi-Monthly Newsletter



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Digitalized Tourism for
Sustainable Tourism



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FROM THE DESK OF **THE DIRECTOR**



Dear Stakeholders,

Hospitality, Travel & Tourism is not only the largest foreign exchange earner but also one of the largest employer in India. Further, it is one of the fastest growing sectors of the world economy. The wide opportunities in the travel and tourism industry are making the Hospitality education immensely popular globally. Hospitality professionals are the preferred lot and being sought after for diverse jobs not only in the travel & tourism industry but also in various sectors encompassing the whole gamut of the economy. At SIHM, quality education and training is imparted to our students to fully equip them to meet the ever demanding needs of the contemporary market.

SIHM has carved a niche for itself in the hospitality education sector and is recognized as one of the finest hotel management colleges in the country drawing students from various parts of India. The state of art infrastructure, one to one student faculty interaction is the highlights of our institute.

The SIHM vision is to develop a center of excellence. With the growing opportunities in the state and the country, the demand for great Hoteliers and Entrepreneurs is never going to go low. SIHM endeavours to develop and provide an environment which is attuned towards learning for a life time. The environment would nurture skills such as team work, leadership, and adaptability essential to be successful at all stages of one's career. I am sure at the time of successfully emerging out of the institute with coveted degree in hands, huge opportunities will be waiting for you all, which will lead you to the golden part of career.

Best Wishes,

Dr. Sourabh Zamsinh Pardhi, IAS

Director-SIHM

Commissioner of Tourism & Managing Director- TCGL



FROM THE DESK OF **THE PRINCIPAL**

Dear Students,

Welcome to all first year students joining Bachelor of Hotel Management and Catering Technology (BHMCT). At SIHM, a team of dedicated and enthusiastic staff will be in charge of teaching and always ready to help each student in their personal and professional growth and in return we expect the highest levels of motivation and commitment from our students.

SIHM is one of the top Colleges of choice for the Students of Hospitality in Gujarat. Our Institute provides Scope to develop lust for Learning and passion for their Professional growth. If you are eager to learn and grow, we are there to nurture your aspirations to be a leader in hospitality world.

SIHM strides to invade new realms of knowledge and to be a flagship for excellence in education. Since its inception, SIHM had evolved sound academic credentials and practical exposure in mentoring Students. This endless journey continuous until we find realms for the future generation. I would like to take this opportunity to wish you the very best in your studies and assure to provide a platform to you all, from which you will take a leap into ever-developing world of hospitality and tourism.

I am indeed happy to share the launch of SIHM Bi-Monthly News Letter that would enable its reader to refer and share exciting ideas & relevant articles to foster insights and values of professional education.

Happy Reading.

Niles K Dubey, GAS

Principal-SIHM

General Manager-TCGL

State Institute of Hotel Management-Siddhpur, An Initiative of Gujarat Tourism

The business of tourism and hospitality is a great way to share your passion with others who are looking to explore a new destination or to experience a new culture, cuisine, adventure etc. The gigantic sector involves everything from transporting tourists to, from and around the tourist destinations and management of accommodation, food, leisure activities, guidance and the list goes on. Any hospitality and tourism organization thrives on the uniqueness of its people as everything is imitable except individual's ability to think critically and creatively. In this context, the role of academia is critical, which happens to be the source of providing the best talent to the industry.



State Institute of Hotel Management-Siddhpur, an initiative of Gujarat Tourism, plays that critical role by nurturing the future leaders of hospitality and tourism sector. State Institute of Hotel Management-Siddhpur was envisioned with the objective of providing global hospitality education at local level and that's why it was set-up at a town like Siddhpur. At State Institute of Hotel Management-Siddhpur, we not only prepare our students for employment but also empower them with the soft skills. We make sure that the students receive all kinds of development in the field of Hospitality and Tourism Management. State Institute of Hotel Management-Siddhpur is committed towards empowering students and towards supplying quality professionals to the industry. The institute does not just emphasize on imparting theoretical knowledge but transforming individuals to a responsible citizen and resourceful human capital. It is committed towards providing quality education of international standards.



Affiliated with Gujarat Technological University and AICTE, State Institute of Hotel Management-Siddhpur offers 4-year degree course in the form of Bachelor of Hotel Management and Catering Technology (BHMCT). The program is tutored by core faculty duly supported by industry experts. The pedagogy of the program includes class room studies, laboratory practical, seminars, role play and industrial exposure. Spread over 4.8 acres with modern infrastructure comprising spacious and IT enabled classrooms, State Institute of Hotel



Management-Siddhpur presents opportunities to the students to inculcate better life skills and more meaningful learning by organizing community programmes like Nukkad Natak, Atithi. With students' clubs like Heritage Club, Chef's Club, Food & Beverage Club and Debate Club, the institute focuses on nurturing skills and providing students with best knowledge and awareness about current trends.

The meaningful education emphasizes upon the application of the knowledge in real life situation and facilitates students in solving problems which are again unique. On this line, State Institute of Hotel Management-Siddhpur stress upon practical exposure to the students with its state-of-the-art laboratories, formation of student clubs and community immersion programs. The dedicated efforts of State Institute of Hotel Management-Siddhpur in enlightening its students are visible in the past results, wherein students have been grabbing top ranks in every GTU examination. The internship record of students is also worthy of appreciation as 100% students have been placed in top national and international brands of country like Taj, Hyatt. The Leela, Marriott etc.

To ensure global exposure for the students, State Institute of Hotel Management-Siddhpur has signed an MOU with The Seychelles Tourism Academy-STA of the Republic of Seychelles while to facilitate students exchange program, SIHM-Siddhpur has signed a Letter of Intent (LOI) with Ecole hôtelière de Lausanne (EHL) of Switzerland and with The Sacred Heart University (SHU) of United States of America (USA). Even in the times of nationwide lockdown when classroom studies have been suspended, State Institute of Hotel Management-Siddhpur ensured continued learning through innovative ICT solutions. It even stepped forward and conducted online sessions by sector experts like Master Chef Sanjeev Kapoor, renowned speaker and writer Mr. Chetan Bhagat as well as Dr. Kristen Tripodi, Director, Sacred Heart University (SHU) of United States of America (USA).

INFRASTRUCTURE AND FACILITIES





Front Office Training Lab



Housekeeping Training Lab



Laundry Training Lab



Restaurant Training Lab



Computer Lab



Bakery Lab



Girls Hostel



Boys Hostel



Hostel Room



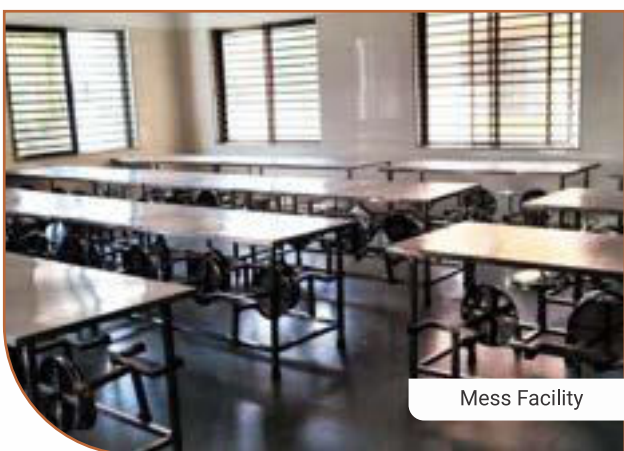
Classroom



Outdoor Games



Library



Mess Facility



College Building

On account of showing excellent results consistently, State Institute of Hotel Management-Siddhpur has been widely recognised as one of the premier hotel management institutes in India and top hotel management institute of Gujarat. Divya Bhasker group recognised SIHM-Siddhpur as the best hotel management institute in Gujarat and has also listed it amongst the top 50 educational institutes of Gujarat. ABP Group conferred The Brand Leadership Award to the SIHM-Siddhpur while government of Gujarat also recognised it as the best hotel management institute of Gujarat.

OUR STRATEGIC ALLIANCE

State Institute of Hotel Management-Siddhpur, an Initiative of Gujarat Tourism

INLEAD

The State Institute of Hotel Management (SIHM) has forged a significant partnership with INLEAD, a prominent Entrepreneurship Development Institute headquartered in Gurgaon. This collaboration aims to empower SIHM students with cutting-edge entrepreneurship development training. By leveraging INLEAD's expertise in fostering entrepreneurial skills and fostering innovation, SIHM is providing its students with a unique opportunity to excel in the dynamic hospitality industry. Through workshops, mentorship programs, and hands-on experiences, this engagement will equip students with the knowledge and tools needed to become successful entrepreneurs and innovators, ensuring they are well-prepared to tackle the challenges and opportunities of the modern hospitality landscape.

STUDENT'S CORNER

POETIC TALENT

Mastering Hospitality

A Scholar's Journey



Kiran Garva
Batch 05 Semester 07

Hospitality Is Making Your Guests Feel at Home
Even If You Wish They Were,
Hospitality Is Simply an Opportunity
To Show Love and Care,
Hospitality Doesn't Exist Except Through the Action
Of The Heart with Genuine Expressive Action,
Hospitality Is About Connection
Not Perfection,
True Hospitality Consists of Giving the Best
Of Yourself to Your Guest,
Hospitality Is Not About Visual or Culinary Pleasantness but,
About Helping Hearts Connect,
Hospitality Is Not Hard – Working
It Is a Heart Working.

Strategies for Crisis Management in Front Office Operations



Meghavi Joshi
Batch 5 Semester 7

Crisis management is the process of implementing measures to mitigate the negative impacts of an event, often involving financial, workforce, or infrastructure issues. It involves strategic choices in unexpected, unstable, and challenging situations. An organizational crisis is any emergency that disturbs employees and leads to instability in the organization. It can arise in front offices due to technological issues, miscommunication, illegal behaviours, or failure to pay creditors, resulting in a bankrupt organization. HR plays

a crucial role in crisis management behaviour and implementing a successful implementation strategy. This article explores the importance of crisis management skills in the front office department in the hospitality industry, highlighting how these skills contribute to guest satisfaction, operational efficiency, and establishment reputation.

Crisis management skills:

Effective communication is crucial in front office operations to maintain guest satisfaction and prevent miscommunication. Regular training and feedback sessions can improve communication skills and prevent crises. Quick decision-making is essential in crisis situations, requiring a strong understanding of company policies and prioritizing tasks. Training staff to stay calm under pressure and empathize with guests' concerns is also essential. Empathy and problem-solving skills are crucial for identifying creative solutions to guest complaints. A customer-centric mind-set and problem-solving techniques should be emphasized in staff training.

Effective crisis management in the hospitality industry requires anticipating potential crises, creating comprehensive response plans, and coordinating with other departments. Front office staff should be trained in effective communication, quick decision-making, and problem-solving to prevent crises. In the hospitality industry, the front office is often the first point of contact for guests, making crisis management skills crucial. Business leaders must adapt to changing roles and responsibilities, such as managing costs, maintaining liquidity, and navigating health and safety concerns. This transition requires coaching and development of leadership skills, as well as the support of their teams.

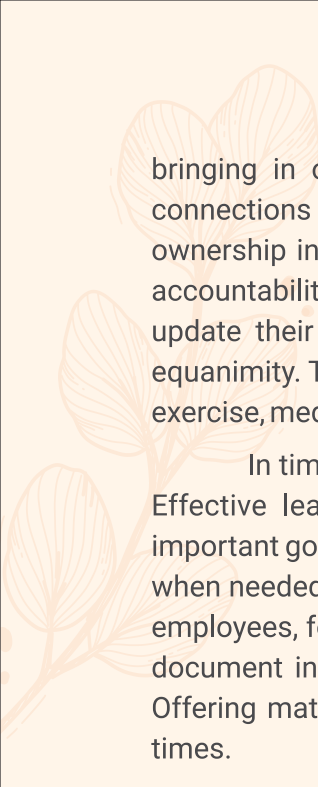
Crisis management behaviour:

In a crisis, leaders must prioritize speed over precision and quickly process available information to make decisions with conviction. They must break through cognitive overload and focus on the few most important issues to increase the odds of mid- to long-term success. Define priorities, such as employee safety, financial liquidity, customer care, and operational continuity, and make smart trade-offs. Establish hierarchy, points of contact, and roles for authority and empower the front line to make decisions. Embrace action and don't punish mistakes, as failing to act is worse than making mistakes.

Strong leaders adapt boldly to changing circumstances by seeking input from diverse sources, admitting their inexperience, and



Credit: Gorica's Blog



bringing in outside expertise. They prioritize and develop new plans of attack, strengthening connections to the front line and utilizing technology to gather information. They take personal ownership in a crisis, aligning team focus, setting performance metrics, and creating a culture of accountability. They document their top priorities, review performance against them, and regularly update their "hit list." They set KPIs and other metrics to measure performance and maintain equanimity. To reliably deliver, leaders should establish a routine of self-care, such as a healthy diet, exercise, meditation, and energy.

In times of crisis, leaders must engage their teams to ensure alignment and maintain focus. Effective leaders understand their team's circumstances and distractions, and communicate important goals and information clearly. Connect with individual team members daily, asking for help when needed, and identifying team structures to support key efforts. Focus on both customers and employees, focusing on supporting them without harm and building trust. For customers, track and document information, while for employees, lead with empathy and focus on safety and health. Offering material aid to frontline employees who cannot work remotely can help during turbulent times.

Crisis management attributes:

In times of crisis, it is crucial to celebrate daily successes and overcome obstacles. Companies often have noble purposes, such as saving lives, manufacturing medical equipment, or improving markets. Training your team for crisis leadership can boost their effectiveness. Moments of crisis reveal the leaders below you, and leaders should consider who rose to the occasion and how roles will change in the post crisis world. Crisis management skills for business leaders, including customer service teams, are similar to those required for good business leaders. Communication is key, especially when dealing with unexpected problems like cyber security threats. The best leaders communicate calmly, clearly, and concisely, ensuring they communicate with audiences on all the right channels.

In an emergency, leaders must be adaptable, emotional intelligent, relationship-driven, and creative. They must be able to change course quickly, as seen in the COVID-19 pandemic, where regulations and state shutdowns forced businesses to adapt. Emotional intelligence helps leaders acknowledge and communicate with employees, investors, and customers in high-stress situations. Relationship management is crucial, as leaders must maintain relationships with various stakeholders, such as legal, HR, and customer service teams. Creativity is essential in crisis management, as it requires out-of-the-box thinking and creative solutions. Strong leaders can leverage diverse knowledge and talents to overcome obstacles, ensuring that the organization remains resilient and adaptable during challenging times.

Crisis management leadership:

Crisis management leadership involves assessing the situation, consulting with internal stakeholders, acting quickly but thoughtfully, remaining compassionate, presenting perspective, setting clear expectations, staying adaptable, and conducting a retrospective. It is crucial to assess the crisis, consider the impact on customers, and ensure all internal parties are aligned on how to disseminate information. It is essential to remain nimble during troubling times and adapt to changing circumstances. Lastly, it is crucial to conduct a retrospective to evaluate how the situation was handled and document insights or best practices for future situations. Emotional intelligence plays a crucial role in crisis management leadership.

Cloud Kitchens - A Growing Market Filled with Promises

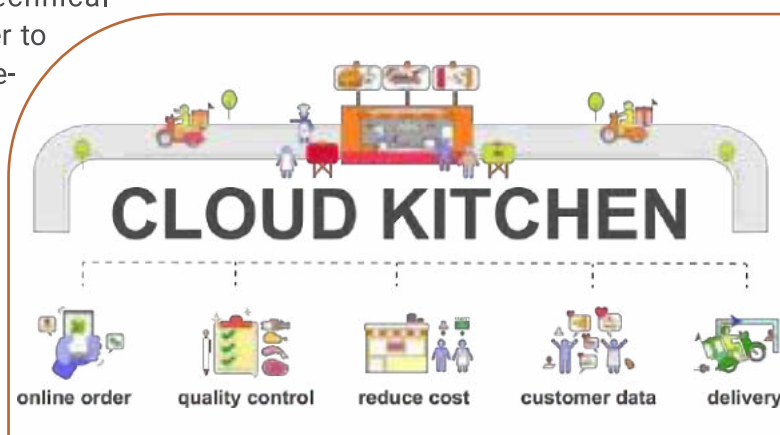


Krutarth Vyas
Batch 6 Semester 5

A catering business that specialises on off-premises food and beverage services without offering on-site dining alternatives is known as a cloud kitchen, sometimes known as a ghost kitchen. The notion, which has no clear history, began to acquire some traction in 2014–15. These cloud kitchens were partially inspired by what some investors and food and beverage business owners viewed as the potential financial success of food truck operators in the United States. The idea of dining out began to look dated because of

their hectic schedules and where they lived in the city. The disparate requirement for food and drink at a dining facility during unusual hours of operation looked rather cumbersome and fictitious because of the different lives of metropolis dwellers. However, the idea of food and beverage services at some dining establishments that stuck to the traditional services at only lunch and dinner started fading off with the introduction followed by a rapid acceptance and success of cloud kitchens with the option of consuming what you want, when you want.

The investors became enthralled with the idea and immediately began investing in cloud kitchens when it was introduced after they were aware of its straightforward operational concept and the potential riches it might provide. This new but quickly developing notion has benefited in some ways from the development of technical capabilities, which have made it easier to promote cloud kitchen enterprises, e-commerce websites, and applications by giving them a platform on which to operate. Above it, some firms have even released their very own applications, expanding the business and market presence of cloud kitchens to the next level, if the business plan is well constructed and the business receives funding from numerous investors.



Credit: boost360

One of the prime reasons why investors now prefer to invest in a cloud kitchen business over restaurants or other dining facilities because of benefits it offers over such dining establishments. Restaurants can reach a wider audience and test out new ideas with the help of cloud kitchens, which are flexible and affordable.

Let's examine some of its advantages:

Reduced Prices:

Because they don't need a real dining space or storefront, cloud kitchens are far more cost-effective than traditional restaurants because their owners can avoid paying for rent, utilities, and upkeep. They just have delivery people and kitchen employees to run their business. As a result, expenses for hosts and servers are completely reduced, which results in cheaper labour costs. Additionally, they do not call for expensive extras like tableware, decorations, and customised signs.

Lower Costs:

Cloud kitchens offer significant financial advantages over regular restaurants because Cloud kitchens don't require a physical storefront or dining area, so that owners can save on rent, utilities, and maintenance costs. They operate solely with kitchen staff and delivery personnel. Therefore, costs related to hosts, and servers are entirely eliminated, which means lower labor costs. And they do not require dinnerware, decorations, and branded signage, which can be costly.

Scalability:

Cloud kitchens are able to grow their operations rapidly and easily to meet demand. You won't need to worry about physical expansion or employing more workers to cover a wider eating area as your business grows and more orders come in. Simply add a few more employees and, if necessary, a few extra appliances, and you'll be good to go. As a result, there is more flexibility and a quicker response time to demand changes.

Effective Operations:

Cloud kitchens are able to concentrate solely on food preparation and delivery with a cloud kitchen, free from the bustle and never-ending responsibilities of operating a conventional restaurant. You may thus use all of your resources to ensure that things go as smoothly as possible. Speaking of efficiency, operating many brands from a single kitchen allows to run a cloud restaurant, which makes it simpler to batch-prepare all the components for different menus and cuisines. In this regard, we cannot emphasise enough the significance of making an investment in a cutting-edge POS system, such as Foodies Point of Sale system, that offers you all the capabilities you require to operate your cloud kitchen successfully and effectively.

A Chance to Try Something New:

You may experiment with your products and services in a cloud kitchen to develop fresh concepts. You can concentrate on developing new products, menus, and company strategies when you're not under additional strain from high costs and poor customer service. You may accomplish this whether you are a newly launched brand or an established business. Make sure your food is enticing enough for customers to prefer it over eating in. For instance, creative menu items or fusion cuisines that appeal to burgeoning dietary fads or growing trends, such plant-based comfort food or chic brunch menus, can be created. The creation of special pop-up cooking experiences and distinctive menu items through partnerships with regional or famous chefs.

Location and Property:

The key motivating factor to explore cloud kitchens is their flexibility with regard to location and property. Business may run in the spaces like warehouses, parking lots, basements, etc. that are unsuitable for a typical restaurant. A consideration is picking a location where there is a lot of demand, particularly for the kind of cuisine you offer.

Drawbacks in Cloud Kitchen:

However, Cloud kitchens also provide a unique set of difficulties, including as

One-Time Only Customers:

The restricted consumer experience and contact presented by cloud kitchens is one of its difficulties. Cloud kitchens lack the atmosphere and feel of conventional restaurants because they solely offer a delivery service. As a result, increasing brand awareness and client loyalty is more difficult. Additionally, handling client requests and complaints in an in-house eating setting is simpler and more effective. It is more challenging to resolve every issue and complaint with virtual kitchens, which might result in negative ratings.

Heavy Reliance On Technology:

Cloud kitchens heavily rely on technology, including ordering websites and delivery software. Therefore, any technological issues or downtime might have a big impact on business operations. Therefore, to avoid any downtime, it is essential to invest in dependable tech infrastructure and backup solutions. Additionally, using cutting-edge technologies might be expensive. Find a platform that offers all necessary services, such as the delivery network, logistical support, order tracking, customer relationship, etc., such as our Foodies Online.

Intensifying Competition:

The market for meal delivery is becoming more competitive because to the growth of cloud kitchens. You need to distinguish yourself from the competition if you want to be successful. If you are still developing your brand name, be sure to use all accessible marketing techniques as well as current events and creative menu concepts to increase brand awareness.

Poor Operational Structure:

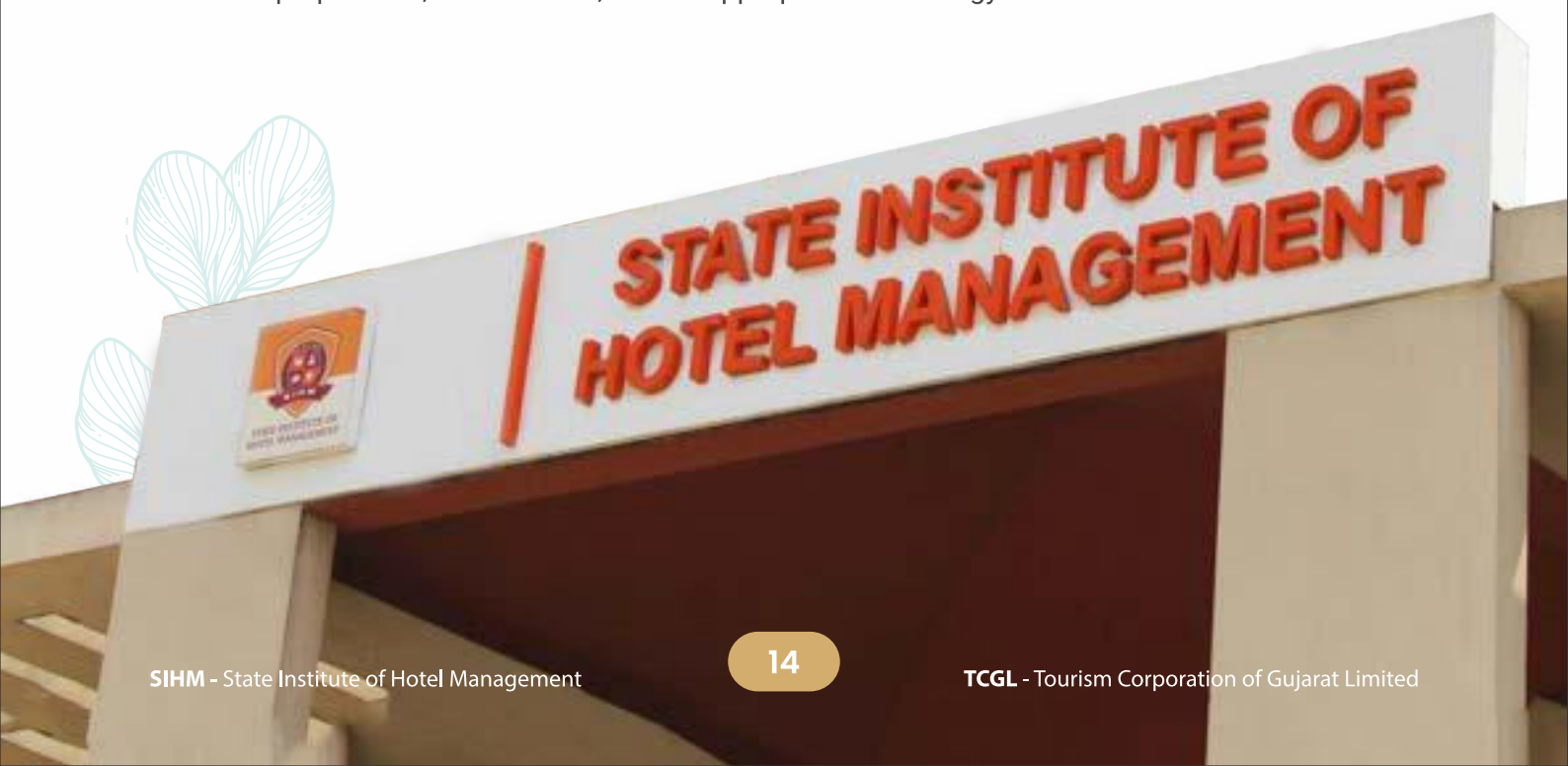
Standard operating protocols (SOP) are crucial to follow in virtual restaurants, but managers frequently fail to do so, which makes it difficult to control and oversee the workforce. As a result, a sizable proportion of online restaurants encounter problems including poorly handled orders and delays, subpar working and hygienic conditions, and subpar food quality control. For easier monitoring and increased effectiveness, it is crucial to centralise processes and spend money on adaptable software.

Insufficient Pricing Power:

Cloud kitchens' exorbitant pricing are impossible to justify without the eating experience. If the experience is lacking, customers won't pay the same money as they would at a conventional restaurant. Customers who place orders with cloud kitchens frequently search for discounts. However, as a cloud kitchen, you are limited in the offers you can make and, consequently, in the number of possible new consumers you can serve.

The Lesson:

In conclusion, cloud kitchens can be a fantastic way for those with limited funds to start a food service company. This strategy offers certain benefits, such as cheaper costs, geographical flexibility, and the chance to experiment, but it also has some drawbacks. To overcome these difficulties, which range from a restricted customer experience to a reliance on technology and intense competition, extensive preparation, commitment, and the appropriate technology are needed.



Digitalized Tourism for Sustainable Tourism Development



Trina Deka

Assistant Professor,
SIHM Sidhpur, Gujarat

As more businesses and services utilise digital platforms to advertise themselves and reach clients, digitalization is becoming increasingly important in the tourism sector. By converting analogue information to digital form, digitalization increases the productivity and efficiency of commercial processes. Through initiatives like Digital India, the Indian government is putting a lot of effort towards digitization with the hopes of increasing the appeal of digital payments,

lowering service fees, and enabling application-based work for services like Aadhar registration and income tax returns. The tourist sector has been greatly influenced by digitization since 2014, when the government began focusing on online booking and payments. New opportunities have emerged as a result of this transition, including virtual tourism, which is becoming more and more well-liked in India. Digitalization has so established itself as a competitive advantage for numerous stakeholders.

Participants in the growth of the tourism sector include travellers, hotel owners, travel companies, and planning organisations. The visitor experience has undergone a revolution thanks to digitalization, which has also altered how these players operate. By improving their experience, linking demand with suppliers, and putting tourism-related regulations into place at the



Credit: Smartvel

regional, state, and federal levels, it has benefitted numerous stakeholders. Food ordering has been revolutionised by apps like Zomato and Swizzy, which inform consumers about restaurants, the dining experience, and the quality of the food and service. Customer satisfaction and brand trust have been improved because to E-CRM (Electronic Customer Relationship Management). Hotel and restaurant operators have seen cost reductions because to e-procurement, while passengers now have better access to transportation thanks to online services like Ola Cabs and Uber. These digital actors are growing to improve travellers' experiences while visiting locations, demonstrating the value of innovation in the hospitality and tourism industry. The tourist sector in India also has to deal with issues including deciding how much of the country should be digitalized, resolving user technical ignorance, and a lack of infrastructure. Customer cheating may result from stakeholder claims and fraudulent reviews, while funding constraints and excessive expenses may limit innovation. In addition, worries about theft of personal information and data leaks have prompted inquiries about how seriously businesses take protecting their clients' privacy. Despite these difficulties, digitization represents a positive step forward for the sector, but it still has to be completely accepted.

As a result, the author places a major emphasis on developing a strategy framework, making sure that financial needs and technological expertise do not present a barrier for smaller businesses, and maximising the use of digitalization and personnel. To help stakeholders overcome their concern of falling behind, the government should set up funding for the development of digital infrastructure and offer training. To reduce security and privacy hazards in the digital age, regulations should be implemented. While personalised offers can boost digitization and client traffic, they could have a detrimental effect on revenue generation. Therefore, more research should be done to establish the leverage level for such offerings and embrace digital technology already in use in other nations.

LIFE AT SIHM : EVENTS & ACTIVITIES

The event & cultural committee of the State Institute of Hotel Management strives to celebrate cultural diversity by organizing various activities. This event committee seeks to create a platform that provides the students with an opportunity to display creative talents in a variety of ways. The committee provides bountiful opportunities for the students to relax and enjoy campus life amidst rigorous academics. The focus of the committee is to provide rich experiences to the students in various diversified cultural activities. This also attempts to provide an opportunity for students to collaborate and build their organizational skills while managing events it is a forum through which the culture and tradition of our country could be showcased, thereby building a sense of national pride among the students. The year a student spends in college is crucial to his overall development. The event & cultural committee provide a perfect platform to learn, respect, understand, and exchange different cultures. The committee aims to create an environment that encourages overall education and helps create multi-talented individuals



INDUCTION PROGRAM : NEW BATCH (8th)

The induction program at The State Institute of Hotel Management was conducted with great enthusiasm and success, welcoming the new batch of students to the college community. The program aimed to provide essential information, foster a sense of belonging, and introduce students to various aspects of college life. The event featured informative sessions, interactive activities, and opportunities for students to connect with peers and faculty members. A guided tour of the campus was organized, allowing students to familiarize themselves with classrooms, libraries, laboratories, recreational areas, and other facilities. This helped students feel more comfortable navigating the college premises. Faculty members provided an overview of the academic programs, curriculum structure, grading system, and academic resources available to students. This session aimed to clarify academic expectations and help students make informed decisions about their courses.

Visit to Statue of Unity & Vadnagar

On August 11th, with much enthusiasm and excitement, a tour for new students and employees to the Statue of Unity began at the SIHM Campus. Finally arrived at the destination after an eight-hour ride, where everyone was given the opportunity to clean up and enjoy a delicious lunch before seeing and exploring the magnificent place. The voyage began with the Aarogya Van, which is encircled by the breathtaking beauty of flora and animals among lush surroundings that envelope everyone. Following a forest expedition, high tea was served at the Ramada hotel. The tallest statue in the world, the "Sardar Vallabhbhai Patel" Statue of Unity, which is situated on the bank of the Narmada River, then generated the last buzz for which everyone had been waiting. The very following day was set aside for exploring Vadnagar, a stunning religious site, where sites like the Kirti Toran, a building with unique decoration on each of its pillars, the 1800-year-old Hatkeshwar temple, and the Museum of Monks were found. It was lovely to see that everyone had finally returned home, carrying only good memories.



Fresher's Party

The college's annual Fresher's Party was held with great enthusiasm and excitement on 13th August 2023 at the State Institute of Hotel Management Campus. The event aimed to welcome the new batch of students to the college and provide them with a platform to socialize, interact, and create lasting memories. The newcomers were encouraged to actively participate in college activities and make the most of their academic journey. The highlight of the evening was a series of captivating cultural performances. Students from various departments showcased their talents through dance,

music, and drama, adding a creative and entertaining element to the event. To foster camaraderie among the students, several interactive games and icebreakers were organized. These activities encouraged students to step out of their comfort zones, interact with their peers, and create meaningful connections.



Independence Day Celebration

SIHM celebrated India's 77th Independence Day with great fervour and enthusiasm. The event, held on 15 August 2023, was a true showcase of patriotism and unity, as the entire college community came together to honour the nation's rich heritage and freedom struggle. The highlight of the event was the flag-hoisting ceremony, which took place at 8:30 a.m. The college's flag post was adorned with a tricolour, symbolizing the country's unity and diversity. The faculty and staff members of SIHM proudly hoisted the national flag, while students and staff stood in respectful silence. The event continued with a soul-stirring rendition of the national anthem, "Jana Gana Mana," filling the air with a sense of pride and unity. This was followed by the melodious strains of the national song, "Vande Mataram," which further ignited the spirit of patriotism among the attendees.



Tree Plantation Drive

As part of the AICTE's One Student One Tree pledge, the State Institute of Hotel Management Siddhpur in Gujarat organised a tree planting drive on its campus on July 14 and 15, 2023, in which 70 students took part and planted more than 85 saplings of different plants, including hibiscus, neem, banyan, and other species.

Like every year, Sapling Drive is planned for planting this year as well to go above and above to improve the campus's green spaces. Students were informed about green projects and their benefits for battling climate change, mitigating it, and reducing global warming by faculty coordinators. All BHMCT semesters VII, V, and III students took part in the project with great fervour and excitement. They excavated the soil, used natural manure to aerate it, and watered the newly planted seedlings. The entire team SIHM was commended by the director and principal of the institution for running the drive successfully.



Lunar Observation: Chandrayaan Viewing

Indians all throughout the world celebrated India's first soft landing of a spacecraft on the unexplored South Pole of the moon, the fourth time any country in the world has touched the lunar surface. A public event was organised by SIHM on 23rd August 2023, to celebrate the achievement. It featured speeches from astronomers and astrophysicists as well as live coverage of Chandrayaan-3's landing. The event's goals were to celebrate India's exceptional accomplishments in space exploration and to inspire and inform the next generation about science and technology. In remembrance of the mission, the SIHM students sung "Bharat Mata Ki Jai" and "Sare Jahan se Achcha Hindustan Humara". The SIHM students relished this opportunity.



Onam 2023 Celebration

State Institute of Hotel Management Siddhpur Gujarat celebrated ONAM on 29th August 2023 to commemorate annual Indian harvest festival celebrated predominantly by the people of Kerala. The festival is celebrated in remembrance of the good governance under the rule of deity king Mahabali, a mythical king. SIHM students prepared traditional themes for the celebration and the dining areas along with preparations of various traditional cuisines that included Upperi, Inji Puli, Avial, Chor, Parippu, Payasam etc.

Various Students Clubs of SIHM contributed with full zeal and enthusiasm during the entire event. Prominent peoples from the city visited and witnessed the festive mood at SIHM and applauded the traditions and culture. Team SIHM collaboratively worked along with the students to make the event meaningful in execution. Principal Shri Nilesh K Dubey (GAS) congratulated the Team SIHM for organizing the event successfully.



STUDENT'S ACHIEVEMENTS

Bhautik Dave and **J**ay Valand, students from our 5th Batch Semester 6, recently took part in the "National Budding Hospitality Competition" organized by the School of Hospitality at Auro University in Surat from January 23–25, 2023. We are thrilled to announce that they clinched the second place in the Idea Innovation competition and were honored with a trophy and certificate.



FACULTY'S ACHIEVEMENTS

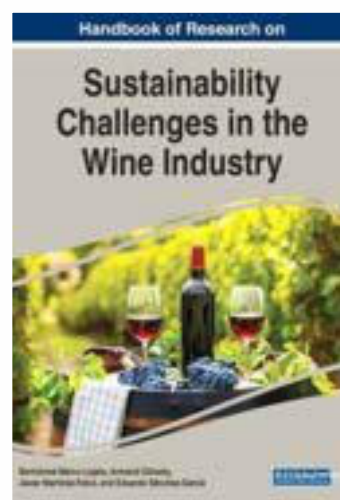


Dhruv Kishore Bole

HOD-Academics
Adjunct Professor - Food and Beverage Service

We are excited to announce a significant accomplishment by our esteemed Head of Department and Adjunct Professor, Dhruv Kishore Bole, in the realm of business management. His authored chapter, titled **"Business Sustainability: Benefits and Challenges,"** is currently in the final stages of publication by **Apple Academic Press, Taylor and Francis,** as part of the upcoming book **"Management for Sustainable Development."** This achievement is a testament to Mr. Bole's remarkable dedication and expertise, making a substantial contribution to the academic discourse within his field. We wholeheartedly congratulate Mr. Bole for this exceptional feat, which not only brings distinction to our institution but also underscores his unwavering commitment to advancing knowledge in the realm of sustainable management. The book's imminent release further highlights the significance of his work and its potential to inspire and educate others in the field.

His another recent accomplishment includes the publication of another book chapter titled **"Wine Packaging, Distribution and Greenhouse Gas Emissions: Challenges to Achieve Zero Emissions in the Packaging and Logistics Industries."** The chapter has been featured in the book **"Sustainability Challenges in the Wine Industry,"** published by **IGI Global, USA.**



OUR EFFORTS FOR AGRI-TOURISM



Rishiraj Singh Chauhan
In-Charge Skills, SIHM

SIHM's initiative is to develop students into hospitality industry leaders, contribute to the advancement of the profession, and provide service to the community by having an outstanding faculty, challenging curriculum, innovative research, supportive culture, and a wide range of professional experiences. Despite the pandemic, the Bachelor in Hotel

Management and Catering Technology (BHMCT) courses are very diverse and are growing steadily on the academic front. The industry is predicted to generate more money and nearly double the number of jobs by 2025 as a result and the vision of SIHM is to be among the top 10 world-class institutes in the Hotel Industry. Hotel industry is an evergreen prospering industry in India. It has a very deep connection with the country's development and also promotes its rich heritage. The course offered by SIHM is a four year Professional Hotel Management Degree course and is committed to providing quality education of international standards to the students. It aims to provide students with outstanding skills in hotel management, tourism management, interpersonal, analytical, and decision-making which are required for success in today's interdependent global economy. Once graduated from hotel industry, candidates can opt for job profiles such as retail sector, tourism sector, aviation sector, entrepreneurship etc. The educational programs that SIHM provides lay the foundation of hotel and hospitality management as well as other related topics such as event management, law, marketing, accounting, bakery and housekeeping, front office, soft skill communication classes etc. The duration and content of the courses may vary depending on the chosen institution, destination, objective, and practicality. Hotel and hospitality courses at SIHM help the students gain theoretical and practical knowledge of the industry and prepare them for entry-to-mid-level professions or further training.

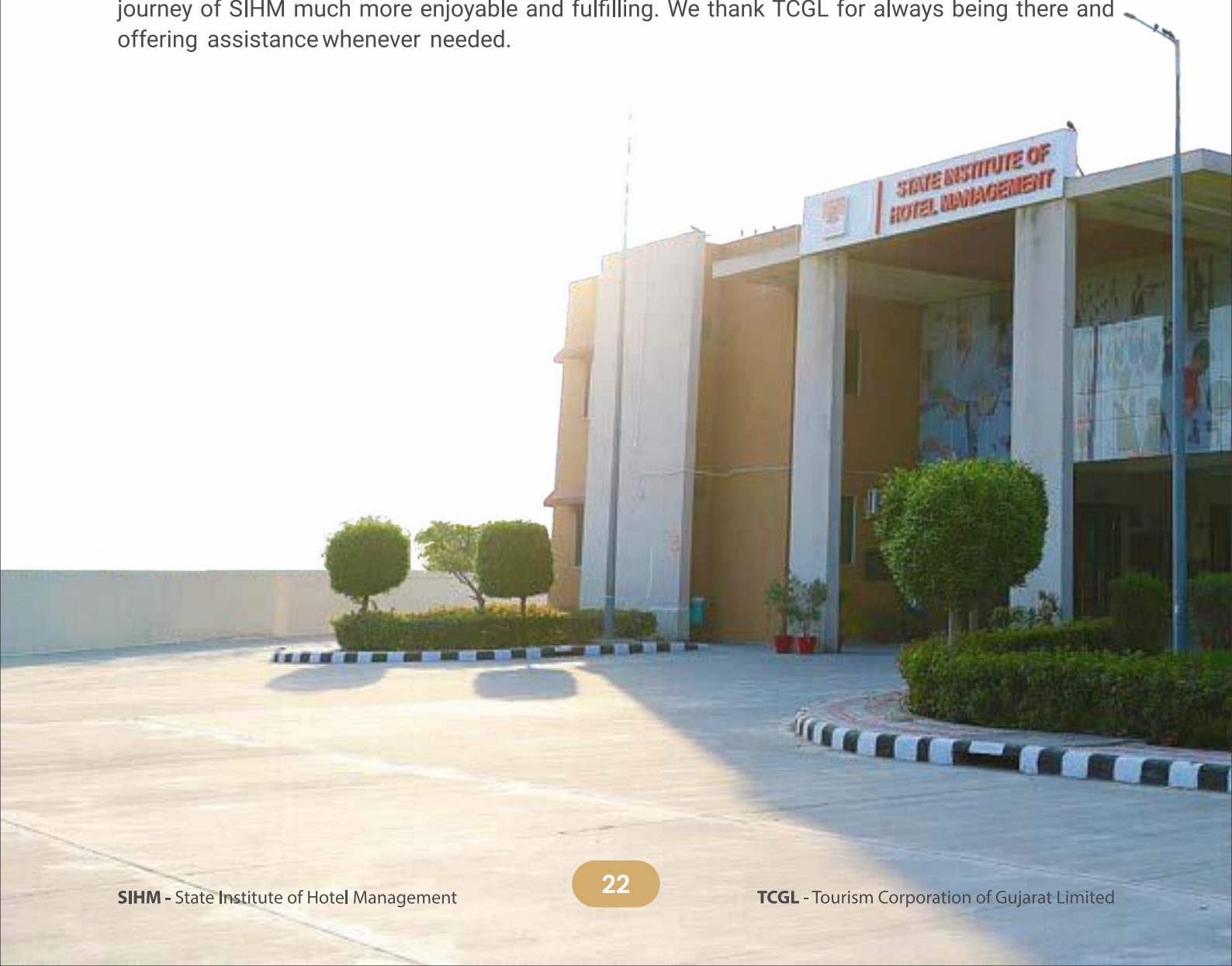
Agri-tourism is one such way of opening a new door for tourism where people can Experience Farm, Activities, Cooking, Plantation, Biking trails, Rural lifestyle, Bird watching, Organic farming, Farm stores, Herbs walks, and Agriculture Museums, and combine farm activities and tourism for the purpose of entertainment and recreation, he added that Agri-tourism not only provides additional income to the farmers along with their farm production activities but also better sustainability which



helps to grow interested of the new generation. He said SIHM had planned to submit a project report to TCGL for approval to start a “centre of excellence” in tourism at SIHM, SIDDHPUR campus in Banaskantha. In the beginning, we have planned to start with Agri-tourism where the farmers can facilitate lodging and boarding and be trained by an expert trainer Also students of SIHM assist in the project known as “Agri-tourism and its Future in India “and learn their problems and lifestyle.



Our aim is to promote the concept of Agri-tourism and train 100 farmers in a year. It is important to spread awareness amongst SIHM students as well as farmers to develop Agri-tourism as a sports activity. SIHM can't thank TGCL enough for the invaluable support that TCGL has given SIHM. TCGL's expertise and guidance have truly made a difference, and SIHM is incredibly grateful to have TCGL as a guide, mentor, and partner. The generosity and support of TCGL have made the work journey of SIHM much more enjoyable and fulfilling. We thank TCGL for always being there and offering assistance whenever needed.



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