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## **FOOD SUSTAINABILITY: AN INITIATIVE OF IHM PUSA**

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### **ABSTRACT**

**Background:** Food waste is a big issue which needs to be tackled by the hospitality industry. The impact of food waste is not just financial. It has an enormous impact on the environment; it affects the overall atmosphere of the world. The study details out the various measures taken by the Institute of Hotel Management, Pusa, New Delhi in reducing food waste at various levels of food preparation.

**Objective:** The objective was to reduce production and plate waste. **Methods:** Various methods such as sensitizing students, involving human resource, portion control measures, introduction of Root to Stem concept, combo meals, vegetarian cooking and inventory management were implemented to control food wastage. **Results:** With introduction of Root to Stem concept, 33% of vegetable and fruit cost was reduced in the month of March 2016. The average plate waste for 550 students was just 141 gm. **Conclusion:** The industry can also look into the idea of redesigning its menu and also innovative concepts such as “Root to Stem” cooking to cut down on the amount of food being thrown down the drain.

**Key Words:** Food waste, Plate Waste, Food Processing, Root to Stem, Vegetarian cooking, ComboMeals, Inventory Management.

**ROLE OF AMUSEMENT PARK IN VALUE ADDITION TO THE TOURIST  
PLACE: CASE STUDY OF CHAIL, H.P.**

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**ABSTRACT**

**Background:** Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/ professional purposes. Tourism helps to assimilate culture and social bondage. Theme parks and amusement parks are very good tourist attractions. An amusement park is a combination of thrill rides, roller coaster rides, family rides, water attractions or rides in darkness in a covered train. Chail, a tourist destination in H.P is one of the popular tourist destinations. Opening an amusement park will help to attract more tourists. **Objective:** To identify the feasibility of opening a Amusement park in Chail, H.P. **Methods:** The research instrument used was a questionnaire was 30 tourists visiting Chail. **Results:** Around 86% of the tourist population agreed that provision of Amusement Park would give opportunity to development of Chail and of the state overall. 76% agreed Amusement Park will be a value addition to Chail and help in the economic and financial upliftment of the state. **Conclusion:** Value addition of Amusement Park in tourist places would help in social and cultural development of the state. Such leisure activity acts as strong magnet for tourism industry.

**Key Words:** Tourism, Amusement park, Theme parks, Chail.

# FACTORS AFFECTING THE CAREER CHOICES OF UNDERGRADUATES IN CAMPUS RECRUITMENT

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## ABSTRACT

**Background:** Hotel Management Institutes have seen a tremendous growth in the recent years. More and more students are inclining to pursue the course at the national level in various institutes. Selecting a career path is very significant step in person's life as it helps to decide how they would live rest of their life. Many factors affect the career choices of an individual. Understanding applicant's preferences and values become an important aspect for recruiters to develop and update recruitment strategies. **Objective:** The purpose of the study was to find out the factors influencing the choices of undergraduates during the campus recruitment at IHM, Pusa. **Methods:** The subjects comprised of students (n=50) from Institute of Hotel Management, Pusa, New Delhi. Questionnaire was used as a tool to gather data on the various factors influencing the career choices. **Results:** The findings showed that the factors such as job stability & security prospects provided by the company, brand reputation, level of entry in the company highly affects the choices of undergraduates while making a career choice or applying for the recruitment process. Personal factors such as financial condition of home, parental consent, and job location also affects the choices of students to a great extent. **Conclusion:** Hence it becomes very important for the recruiter to understand the needs of the students to decrease the attrition rate & reduce the recruitment costs. Key Words: Undergraduates, Hotel Management, influencing factors, career choices, recruitment.

# HOSPITALITY EDUCATION IN ALLAHABAD –A STUDENT’S PERSPECTIVE

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## ABSTRACT

**Background:** This paper emphasizes on significance of hospitality education keeping in view the student’s perspective in the city of Allahabad. Hospitality education opens a wide range of career prospects related to hotel and tourism management, restaurant management, culinary art, retail and financial management. **Objective:** To assess the student’s perspective regarding Hospitality education. **Methods:** The data was collected by the means of questionnaire from 100 students of class 12th of various streams studying at different coaching centres of Allahabad. **Results:** The subjects had strong awareness regarding hospitality industry, out of which 84% believed it as an excellent career option. All the Commerce students believed that Hospitality management is a viable career option for them whereas only 75% of the Science and Arts students believed so. All the Science and Commerce students believed that there is no favourable atmosphere and career prospects for Hospitality Management graduates in the city of Allahabad whereas only 67% of the Art students share the same opinion. **Conclusion:** There is a need for state and central governments to focus on the tourism development of the city which has a lot of potential.

**Key Words:** Hospitality Education, Science, Commerce, Arts, Allahabad.

# **IMPROVING NUTRITION AND DELIVERY PRACTICES THROUGH TRAINING AND CAPACITY BUILDING IN THE LARGEST SCHOOL MEAL PROGRAMME**

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## **ABSTRACT**

**Background:** Having achieved delivery of cooked food in all states and reaching out to children (6-14 yrs) through centralized and decentralized delivery model Mid Day Meal scheme has not been able to achieve its own mandate of providing nutrition. Many studies have attributed gaps in delivery to lack of awareness and trained human resource in preparation of cooked meals. **Objectives:** A pilot study was undertaken in two blocks of Faizabad district with an objective of providing interventions in area of human resource development and community participation. **Methods:** Through baseline survey (n= 70 schools) in two blocks, issues in delivery were studied and provided specific interventions. **Results:** Baseline survey established the fact that quantities consumed by the child do not provide prescribed nutrition. Menu was standardized for amounts and standard Operating Procedures (SOPs). Pictorial training manual was developed to train master trainers as well as cooks. Location specific training using local idiom was used and campaign was conducted to enhance community participation in 45 villages. **Conclusion:** Accomplishing comprehensive improvement without proper human resource policy is a challenge especially in rural areas. Developed Standard Operating Procedures (SOPs) , awareness and capacity building through campaigns and training had positive impact on delivery of nutrition.

**Key Words:** Mid-Day Meal; Human Resource Development, Standard Operating Procedures, Community Participation, Capacity Building

# **A STUDY ON THE EFFECTIVENESS OF BLOG IN LEARNING PROCESS**

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## **ABSTRACT**

**Background:** Information Technology has provided immediacy to education. A blog-portmanteau of the term web log. A weblog is a Website that consists of a series of entries arranged in reverse chronological order, often updated on frequently with new information about particular topics. The information can be written by the site owner, gleaned from other Websites or other sources, or contributed by users. Blogs can be a place where students reflect on readings, much as analog journaling was used as a pedagogical tool in the past. **Objective:** This study was designed to identify the effectiveness of blog, as a part of their education experience in the process of learning and interacting with their co-students. **Methods:** In the present study, samples of 100 college students were drawn from Hotel Management discipline. They were administered 20-items of usage of Blog Scale. The collected data were statistically analyzed by using mean, standard deviation and t – test. **Results:** The study indicated that female and male students have significant effectiveness of BLOG usage in their learning processes. Recently, blogs have begun to emerge as a useful type of educational technology. **Conclusion:** Blogs can be effective educational technology to which will facilitate learning for Gen. Y in this constantly changing scenario.

**Key Words:** Information Technology, Learning, Blog

# TRIBULATIONS CONFRONTED BY WOMEN IN THE HOSPITALITY INDUSTRY

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## ABSTRACT

**Background:** Women constitute an important labour force in all the countries. Nearly 1/3rd of our labour force [32%] consists of women. Working women constitute 16.43% of the female population of the country. The main problem with these female workers is that they are harassed in work place in different ways. **Objective:** Unveil the challenges, problems and difficulties confronted by women at their work place as well as at their home due to their profession. **Methods:** The study was conducted on seventy eight women working in the hospitality industry and data was collected through questionnaires. **Results:** The paper derives its findings from observations & questionnaires & feedback forms collected from women professionals of the hospitality industry is that the women are facing is gender discrimination. **Conclusion:** The society should undersatnd that today's women are contributing to the economic development of the country and not look the upon as an inferior creature.

**Key Words:** Discrimination, Family, Hospitality, Profession

# **PILGRIMAGE SATISFACTION OF RELIGIOUS EVENT-NANDA DEVI RAJ JAAT 2014 UTTARAKHAND**

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## **ABSTRACT**

**Background:** Pilgrimage to sacred place as an act of religious devotion is an age old tradition, followed by religions all over the world and especially in India. Pilgrim satisfaction of religious events indicates the quality of services rendered by the event organizers, prevents negative evaluation and unfavourable word of mouth of the events. Considering a need for understanding the pilgrim satisfaction of a religious event, a study was organized. **Objective:** The objective of the study include measuring pilgrim satisfaction & identifying key factors that influence pilgrim satisfaction and to know their relative importance. **Methods:** Nanda Raj Jaat Uttarakhand 2014 was taken as case study for this paper. About 200 pilgrims who visited event were interviewed as a sample with a structured questionnaire. **Results:** Results indicate that providing basic facilities to the pilgrims would be single most important factor influencing the satisfaction. **Conclusion:** The study concluded that arrangements at the event Nanda Raj Jaat 2014 have met the expectations of the pilgrims moderately. **Keywords:** Tourism, Religious event, Pilgrim Satisfaction, Nanda Devi Raj Jaat

## **THE IMPACT OF FESTIVALS IN PROMOTING CULTURAL TOURISM: A CASE STUDY ON GOPALPUR BEACH FESTIVAL, ODISHA.**

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### **ABSTRACT**

**Background:** Fairs and festivals are important part of life. It contributes peace and imparts relaxation, pleasure to human being. In India we observe number of festivals throughout the year. Odisha is known for its festivals and folk cultures. In Odisha different fairs and festivals attract culture tourists and promote tourism in the state. **Objective:** The objective of the study is to identify the important attributes to attract tourists at GopalPur beach festival of Odisha. **Methods:** The study was conducted by taking 100 tourists as the sample size. The survey questionnaires were administered along with face to face interviews with the tourists or the respondents. A 5-Point Likert scale was used to measure tourist's satisfaction. **Results:** The findings of this research revealed that attributes like Art and Craft, Sand Art, Local community etc. had contributed in the development of GopalPur Beach festival of Odisha. **Conclusion:** Cultural tourism can thus help in the economic and social development of the state.

**Key Words:** Impact, Festivals, Culture, Tourism, Economy