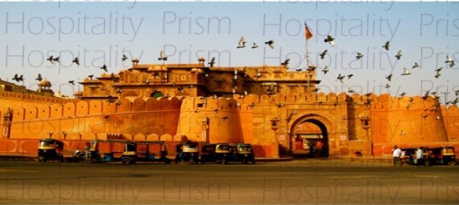
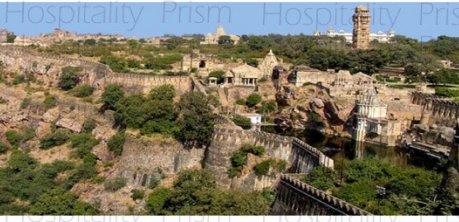
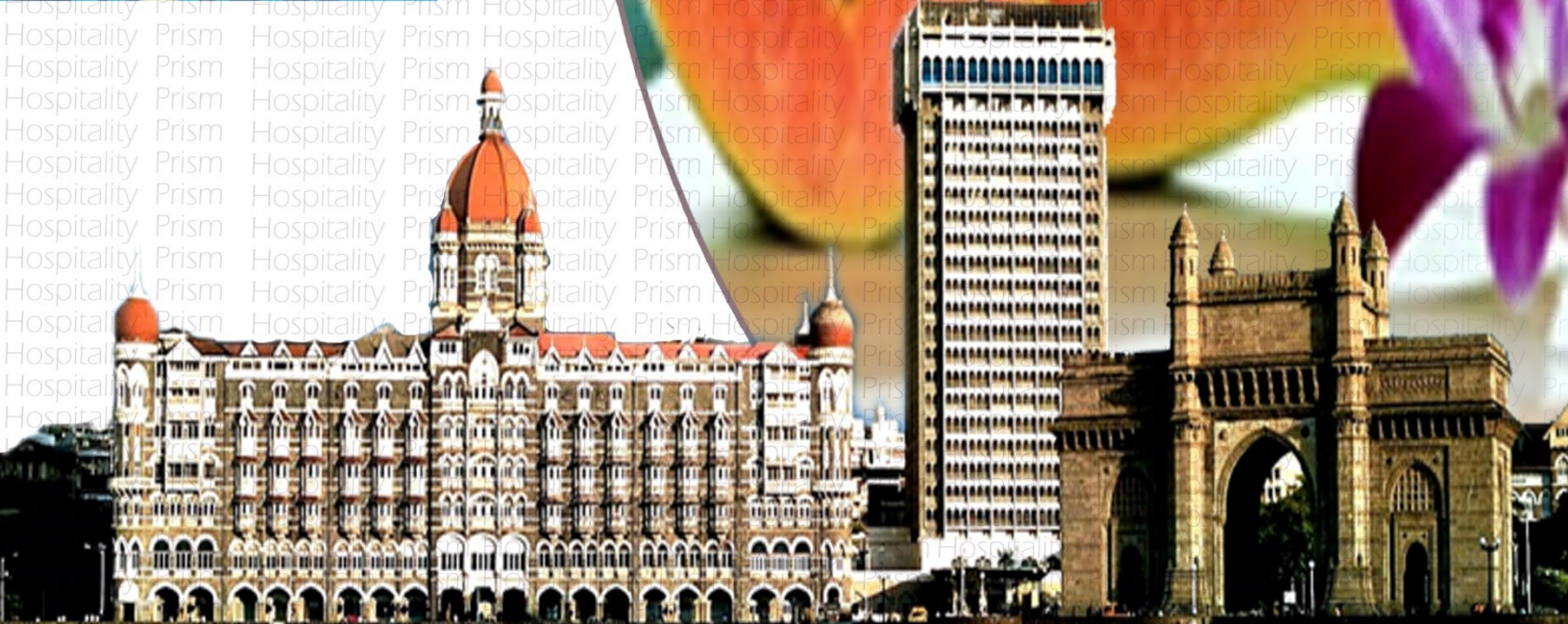


Volume 5
March- April 2013



Hospitality Prism



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Editor's Desk

Summer vacation is about to start and the last issue of Hospitality Prism for this academic session is coming out with interesting features to browse through!!! Glimpse of Aamchi Mumbai is covered under the traveler's diary. The architectural legacy of various forts are featured in Pride of India. The strategies to revive the domestic tourism of China and Jamaica is given in the WTO fact sheets. The remedies for Sun Burn and Razor burn are given in finger tips. The Sneak Peek includes the Scuba Diving experience of our M.Sc HTM students. Local recipes of Bisebelle Bath and Menaskai is included as the local seasonal dishes for our readers to venture during vacation The review of Big Boss restaurant is coming in the section of Food Blog The Leed Certified Hotels are included in the Green Corner.

I wish all the readers Wonderful Summer Holidays!! Enjoy and explore the traditions, culture, and food the Great India has to offer!!!

With warm regards,

- Prof. Y G Tharakan



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Traveler's Diary

Aamchi Mumbai



Mumbai is the city to enjoy and to explore, rather than ticking off as a list in historical attractions. It is great place to start your Indian travel experience. It is vibrant and also known to be more cosmopolitan than other Indian cities.

Here are some the experience that I have enjoyed and for you to experience if you decide to pay visit to Mumbai.

1. Soak up the city...

South Mumbai, Colaba area in particular, is a popular place for tourists to stay and get a feel of what makes Mumbai so special. Here you'll also find two of the city's most prominent landmarks, The Gateway of India and the Taj Mahal Palace hotel.

The Gateway monument was constructed to commemorate the visit of King George V and Queen Mary to the city and completed in 1920, with the Taj Palace, they are the impressive first sites that visitors see when approaching Mumbai by boat.

There are more heritage buildings and leafy roads to enjoy though and the best way to do this is to walk around Colaba and Fort areas. Also keep an eye out for the Prince of Wales Museum in Kala Ghoda, Victoria Terminus railway station and the Bombay High Court.

2. Street food...

There are a few street food options that can't be missed. Two of these are savory snacks native to Mumbai and the Indian state of Maharashtra - Bhelpuri and Vada Pav.

The third is Kebabs! There's one open air, road-side stall that's been serving up sizzling street food for over 60 years. Bademiya is known for its delicious BBQ specialties, veg and non-veg. It gets busy between midnight and 3am

You'll find Bademiya in Colaba, side street between Leopold's Cafe and the Taj Mahal Hotel.



3. The art of cricket...

For a true local experience, head to the Oval Maidan. A large cricket field against the gorgeous back drop of the High Court and University of Mumbai. Hundreds of players get together to play cricket and you can join in! Sunday is a great day to go and whether you choose to watch or play, it's worth experiencing this 'religion' of India first hand. If you happen to be around during the IPL, I would suggest heading to a game for a fantastic atmosphere.



4. Take a Drive...

Head to Marine Drive, also known as the 'Queen's Necklace', which stretches from Walkeshwar to Nariman Point, where all the high rise sky scrapers and Five Star Hotels of Mumbai are located. The highlight of Marine drive is the beautiful promenade along the road where many of the citizens and couples take a stroll and view the daily sunsets. At night, the glittering lights make it look like a queen's pearl necklace.

Most of the buildings have an Art Deco look to it and Miami is the only city in the world that has more art deco buildings along the seafront than Mumbai.

At the northern end of Marine Drive is Chowpatty Beach, where you can relax and enjoy more local delicacies, like kulfi, roasted corn on the cob, bhel puri, pani puri etc.

If you keep driving towards Worli area, you'll find the imposing and ancient Haji Ali, both a mosque and tomb and built in 1431. It contains the body of saint Haji Ali, who was inspired to change the course of his life after going to Mecca. Situated in the middle of the ocean, Haji Ali is only accessible during low tide from a narrow, 500 yard long walkway.



5. Interesting sites...



Mahalaxmi Dhobi Ghat and Gandhi house

Mahalaxmi Dhobi Ghat is an open air laundry area where dirty laundry from all over Mumbai is brought and hand washed by the dhobis (washmen). It's an incredible sight.

The Gandhi house holds a library of Gandhi-related works (about 50,000 books and periodicals), as well as displays of photographs, posters, slogans, and other items that document and explain Gandhi's legendary life and significant role in Indian history.

You can also see Gandhi's room with sandals and old charkha (spinning wheel), which in many ways symbolized the struggle for independence, and which now appears on the Indian flag.

6. Shopping, Markets and Bazaars...

Fabulous Indian textiles and other products can be found at FabIndia and for a fixed, decent price. They offer a great variety, from clothes and bedding to spices and soaps. Souvenirs can be found at Colaba Causeway (bargain hard!) and you can scour the narrow alleyways of Chor Bazaar for antiques.



- Chirag Wagle

Pride of India

Rajasthan 'Forts and Palaces'

The forts of Rajasthan are a reflection of the rich architectural legacy of Rajasthan. They are symbols of secular architecture - a unique combination of Mughal and Rajput traditions. These forts are found in almost all the cities and have certain common threads of architectural style running in them. These structures encompass Mahals (palaces), Diwaan-e-Aam (public audience), Diwaan-e-Khaas (private audience), Zenana (women quarters), Chattris, Bagh (garden), Mandir (temples), and Sils (galleries). Most of the fort complexes acted as full-fledged cities in themselves.

The forts were usually built atop a hill on the outskirts of the city to forbid any enemies from entering the kingdoms of the Rajput rulers. These majestic forts can surprise visitors by their external toughness, but intricate and vibrant work by excellent craftsmen in the interiors. The forts of Rajasthan are, without a doubt, the true beholders of the intrigues, wars, and history of the royal houses of Rajasthan.

Sonar Kila



The Sonar Kila in Jaisalmer, India, means a Golden Fort, and it got its name because of the yellow sandstone used to build it.

Sonar Kila's historical importance stands with the many battles fought in this spectacular Fort. The fort was the main protective cover for the Rajput Kings from the attacks of foreign invaders. This eye catching monument of the medieval period built in sandstones reflects a yellowish-brown lion's colour during the day time and changes to a magnificent honey gold colour during sunset. The area interior to the fort is a thriving place with enthusiastic populaces living in ancient and modern structures. The fort's interior is enriched with Jain temples, a royal palace and an ancient Laxminath temple. The architectural beauty and the eye pleasing views of the fort walls attract thousands of tourists to this stunning place.

JUNAGARH FORT



Built in the 15th century, the Junagarh fort is one of the finest specimen of architecture built in Bikaner, Rajasthan.

The fort was originally called Chintamani and was renamed Junagarh or "Old Fort" in the early 20th century when the ruling family moved to Lalgarh Palace outside the fort limits. It is one of the few major forts in Rajasthan which is not built on a hilltop. The modern city of Bikaner has developed around the fort. The 5.28 hectares large fort precinct is studded with palaces, temples and pavilions. These buildings depict a composite culture, manifest in the mix of architectural styles.

The museum within the fort called the Junagarh Fort Museum was established in 1961 by Maharaja Dr.Karni Singhji under the control of "Maharaja Rai Singhji Trust". The Museum exhibits Sanskrit and Persian manuscripts, miniature paintings, jewels, royal costumes, farmans (royal orders), portrait galleries, costumes, headgear and dresses of gods' idols, enamelware, silver, palanquins, howdahs and war drums. The museum also displays armoury that consists of one of the assorted collection of post medieval arms.

CHITTORGARH FORT



Chittorgarh Fort is the largest fort in India and the grandest in the state of Rajasthan. Chittorgarh, also called Chittaur, from the 7th century to the 16th, was the capital of Mewar under the Rajputs. It sprawls majestically over a hill 180 m (590.6 ft) in height spread over an area of (691.9 acres) above the plains of the valley drained by the Berach River. The fort's precinct with an evocative history is studded with a series of historical palaces, gates, temples and two prominent commemoration towers. These monumental ruins have inspired the imagination of tourists and writers for centuries.

The fort of Chittor is regarded as one of the most outstanding forts of the country and is indeed the "Pride of Rajasthan State".



- Arko Basu

Tallest Hotel in the World

The JW Marriott officially opened its landmark luxury hotel in the Middle East – the JW Marriott Marquis Dubai.

It has acquired a position in the Guinness Book of World Records as the world's tallest hotel. It is a 72-story property with 355 meters (1,164.7 feet) and the first JW Marriott Marquis outside of North America. JW Marriott Marquis Dubai is just 26 metres shorter than New York City's famed Empire State Building. It has already become famous throughout the world due to its awe-inspiring architecture; the hotel's towers have already become an outstanding addition to the city's iconic skyline and it took seven years to complete the work. The hotel consists of 684 rooms and is also equipped with 120 suites and 24 conference rooms, 1000 seat banquet hall and 1054 parking slots. JW Marriott Marquis Dubai features more than 7,500 square meters of indoor and outdoor event space, including two ballrooms, and a large selection of world-class dining and entertainment options.



The JW Marriott Marquis Dubai offers an enticing array of nine restaurants, and five bars and lounges, including the sky-high steakhouse Prime 68; the experiential sushi restaurant, Izakaya; and stunning cocktail bar Vault, which is situated on the 71st and 72nd floors and features panoramic views of the city. The Emirate Airlines, the owners of the hotel entrusted the responsibility of designing and constructing the hotel to an Indian architect, Mr. Ashok Korgankar. The tower contours are inspired by the date palm – a symbol well entrenched in Arabian culture.



- Shine Michael

China's new national tourism strategy set to increase outbound tourism

China - the new number one tourism source market in the world

China's expenditure on travel abroad reached US\$ 102 billion in 2012, making it the first tourism source market in the world in terms of spending. Over the past decade China has been, and still is, by far the fastest-growing tourism source market in the world. Thanks to rapid urbanization, rising disposable incomes and relaxation of restrictions on foreign travel, the volume of international trips by Chinese travelers has grown from 10 million in 2000 to 83 million in 2012.

Expenditure by Chinese tourists abroad has also increased almost eightfold since 2000. Boosted by an appreciating Chinese currency, Chinese travelers spent a record US\$ 102 billion in international tourism in 2012, a 40% jump from 2011 when it amounted to US\$ 73 billion.

UNWTO welcomes travel facilitation measures by Jamaica

UNWTO welcomes Jamaica's decision to waive visa requirements for Eastern European nationals and to extend indefinitely the current visa waiver system for some Latin American nationals. These important policy steps are in line with UNWTO's call for countries worldwide to revise their visa regulations and procedures underscoring the close links between visa facilitation and economic growth through tourism.

The visa waiver for tourists from Russia, the Czech Republic, Hungary, Poland, Slovakia and Ukraine visiting Jamaica for up to thirty days was announced on 6 March 2013 together with the indefinite extension of the visa waiver in place for nationals of Colombia, Panama, and Venezuela.

Finger Tips

Sunburn

One may suffer from sunburns while pursuing outdoor activities like running, hiking or swimming

Symptoms to look for:

- ☞ Red rashes
- ☞ Tenderness
- ☞ Blisters
- ☞ Peeling skin

Extreme sunburn can also result in:

- ☞ Fever
- ☞ Chills
- ☞ Nausea
- ☞ Vomiting
- ☞ Flu

Causes:

Sunburn is caused by the action of ultra-violet rays of the sun on the skin

Natural home remedy using oatmeal, papaya and honey:

Take 1 cup chopped papaya

- ☞ Crush the papaya to a paste
- ☞ Add 2 tbsp oatmeal
- ☞ Add 1 tbsp honey
- ☞ Mix well
- ☞ Apply this on your skin
- ☞ Leave it for 30 min
- ☞ Wash off with cold water



Natural home remedy using lemons and honey:

- ☞ Squeeze juice of 2 lemons
- ☞ Add to it 3 tbsp honey
- ☞ Mix well
- ☞ Apply this mixture on the skin
- ☞ Leave for 20 min
- ☞ Wash off with water
- ☞ Do this 2 times a day



Natural home remedy using cucumber and lemon juice:

- ☞ Cut 1 cucumber into small pieces
- ☞ Crush it to make a paste
- ☞ Press this paste on a sieve
- ☞ Extract its juice
- ☞ Add 2 tbsp lemon juice
- ☞ Mix well
- ☞ Apply on the affected area with cotton
- ☞ Wash off after 15 min

Natural home remedy using tomatoes and yogurt:

- ☞ Crush 2-3 tomatoes
- ☞ Press the pulp on a sieve
- ☞ Extract the juice
- ☞ Add 1 tbsp yogurt
- ☞ Mix well
- ☞ Apply on the affected area
- ☞ Leave for 15-20 min
- ☞ Do this 2 times a day



Razor Burn:

Shaving incorrectly or using a blunt razor can lead to razor burns.

Symptoms to look for:

- ☞ Red rashes on the skin after shaving.

Causes:

- ☞ Applying excessive pressure during shaving.
- ☞ Lack of skin lubrication.
- ☞ Shaving in the direction opposite of the hair growth.

Natural home remedy using strawberries and fresh cream:

- ☞ Crush 4-5 strawberries
- ☞ Add 1 tbsp fresh cream
- ☞ Mix well
- ☞ Apply on the affected area
- ☞ Leave for 10 min
- ☞ Repeat 2 times a week to reduce irritation

Natural home remedy using aloe Vera:

- ☞ Remove thorns and outer covering of a few aloe Vera leaves
- ☞ Extract gel from inside
- ☞ Apply the gel on the affected area

Tips:

- ☞ Use warm water for shaving as this softens the hair and makes it easier to shave
- ☞ Apply a moisturizing cream on face 15 min before shaving



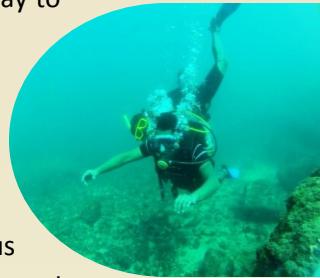
- Deepti Hiremath

Sneak Peek

Scuba Diving

Our trip started at 6:30 in the morning when we boarded the van, right outside the gate of WGSHA. All of us were excited about the scuba diving trip as it was a new experience for most of us. We were on our way to the Turtle Bay resort, which was the first stop for breakfast. On the way we listened to music, sang along the tunes while some spent their time catching up on lost sleep.

The resort was set in an extremely scenic location and was extremely beautiful. The area had huts (guest rooms) all around which were built of eco friendly material. We were treated with great hospitality and served a generous and unlimited breakfast along with coffee and tea. Some of us walked along the shore to enjoy the calming sounds of the waves and the sensuous sand and gravel under our feet. We were completely engulfed by the beauty of the place and lost track of time.



While heading towards the scuba diving center – Dreamz Diving we were amazed at the sight of the huge statue of Lord Shiva outside the temple at Murudeshwar. **Dreamz Diving** is a registered **PADI** Dive Resort. It started the Dive Operations from Murudeshwar in December 2007. We were led to the boat which would take us to Netrani island- the place we were to go scuba diving. On the way, we were briefed on how to use the oxygen mask, sign languages while underwater, what to do and what not to do while scuba diving. We were educated about the various type of aquatic life we would come across. It took an hour to reach Nethrani Island



The Island was secluded from all the buzz of the cities and all that could be heard were the lashings of the waves against the rocks and the birds perching around. Since there were five instructors we were divided into groups of five giving each one individual attention. When one batch had gone scuba diving, the others snorkeled until their respective turns. After an hour's of snorkeling, getting accustomed to the water and fooling around our turn had come. First we were made to sit on the edge of the boat. Then straps with some weights attached to it were buckled around our waist. The attached weights helped in increasing the weight of the body. After wearing the jacket with the oxygen tanks attached to them and a thorough check of its functioning, we were asked to fall backwards because if we dive frontwards the cylinder could hit our head.

The water was astonishingly clear .It was a whole new environment beneath water. It was completely silent and only the rhythmic sound of my breathing could be heard. There were different types of fish all around me. Some were shimmering with the little light filtering from the surface, some camouflaged with the environment. A blue tiny fish managed to go into my shorts, and what happened to it is still a mystery. Every meter we went down, the pressure increased. We had to cover our nose and exhale, so as to release the blocks in the ear. The instructor guided us throughout and kept a constant check. We came across few of the other friends underwater. We took a lot of pictures with the water proof camera of the guide. We came up after the surface good long 30 minute venture underwater. We were guided back to the boat and when we left Netrani Island, all of us were still awestruck and very tired as well.

The scuba diving trip was indeed a very memorable trip which I will cherish for a lifetime.

- Devavrat Shetty

THE MOST UNDER-RATED MEAL OF THE DAY – BREAKFAST

Recently, in class we discussed the importance of breakfast and that got me thinking about the dwindling numbers of breakfast goers in our own mess. Thus, being an aspiring Nutritionist, I thought to take this opportunity to write about the importance of breakfast.

A survey of school children once revealed that their reason for not having breakfast was that their mothers did not have the time to make breakfast. This directly reflects on the kinds of lifestyles we are leading and also gearing towards. Children who skipped breakfast have been positively associated with poor concentrations and general performances. This can safely be extrapolated to all students and working people too. From a scientific point of view, all the food that we consume during the day is stored in our body as energy sources. At night during the long period of “fast” the body utilises the stored energy to fuel the body needs. As a result, by the time we wake up the stored energies are depleted. Eating a good healthy breakfast at this point will help the energy stores to be replenished enough to meet the energy needs until the next meal while also contributing a little towards the “storage”. It kick-starts the enzymes needed for digestion (especially those for fat digestion) needed during the day. This will also prevent one from choosing the wrong kinds of foods (read “junk”) to snack on when uncontrollable hunger pangs hit. Manageable hunger pangs give one the ability to also choose wisely and consume more protein and fibre-rich foods instead of high fat foods through the day as has been established through several studies. This also means that those who eat breakfast will tend to be less overweight. Headache, sleepiness, stomach pain, muscle fatigue, indecisiveness, anger, anxiety, irritability, unhappiness, nervousness, lethargy and hostility are just some of the problems that have been seen in those who skip breakfast. These physical and psychological problems can hinder the learning process.

Every habit has to be learnt first and then practiced before it can become a habit. Even if we are not regular breakfast eaters, I hope this article inspires at least some of us to start making breakfast eating a habit.



- Sreya Taraknath

LOCAL CUISINE

Menaskai



Preparation time: 20mins

Ingredients:

☞ Ripe mangoes(Small & Sweet)	-3 Nos.
☞ Fresh Grated coconut	- 30gms
☞ Dry red chillies	- 3Nos
☞ Jaggery	- 15 gms
☞ Tamarind Pulp	- 10ml
☞ Oil	- 10ml
☞ Sesame seeds	- 20 gms
☞ Mustard Seeds	- ½ tsp
☞ Curry leaves	- 4 leaves
☞ Hing	- 5 gms
☞ Salt	- To taste

Method:

1. Wash and blanch the sweet & ripe mangoes in salt water
2. Drain and keep aside
3. Dry roast sesame seeds, red chillies and coconut
4. Grind the mixture to a smooth paste
5. Add the masala paste to the cooked mangoes and simmer well.
6. Add tamarind pulp, jaggery, salt and mix well.
7. Temper mustard seeds and curry leaves and hing
8. Serve hot with steamed rice.



- Sunil John

Bisi bele bath



Preparation time:30mins

Ingredients:

Y Split red gram	250 gms
Y Rice	500 gms
Y Carrot	100 gms
Y Beans	50gms
Y Potatoes	100 gms
Y Fresh Peas	50 gms
Y Tamarind	15gms
Y Coriander	30 gms
Y Red chilies	10 gms
Y Split Bengal gram	5 gms
Y Split black gram	5 gms
Y Fenugreek	2 gms
Y Asafoetida	2 gms
Y Coconut Grated	15 gms
Y Salt	To taste
Y Mustard seeds	2 gms
Y Curry leaves	1 sprig
Y Cashew nuts	50 gms

Y Jaggery	15ml
Y Garam masala	5 gms
Y Fat	15ml
Y Coriander leaves	1 bunch

Method:

1. Cook red gram till very soft.
2. Soak tamarind and extract pulp
3. Fry spices, coconut and other grams and grind to a smooth paste.
4. Add the spices, Garam masala, Curry leaves, washed rice, cooked gram, cut vegetables and salt.
5. Add sufficient hot water and tamarind pulp to cook the mixture by absorption method.
6. Garnish with chopped coriander leaves and fried cashew nuts.
7. Temper mustard seeds, curry leaves and asafoetida and pour over.
8. Serve hot with Clarified butter.



- Shine Micheal

Food Blog



Big Boss

Forty days of lent and I decided to give up non-veg, something that I usually just can't do without, but somehow getting through it; until came the day we had to decide on the restaurant for our Food Blog this month. Temptation never seemed so overwhelming until the group decided to try the pork dishes at Big Boss. "Pork! No we aren't going there I can't sit and watch you'll eat all alone!" was my immediate response. I could not take just the thought of not being able to taste the pork dish, so I threw a tantrum but it didn't stand a chance against Manasa's convincing skills.

So there we were sitting at our usual table on the first floor of Big Boss. The non-veg starters were instantly placed without any discussion, Chilly pork and Pepper pork (not mentioned on the menu card need to ask if available.) The next task was on agreeing upon the veg starters. After a lot of contemplation we settled with the Harabara Kababs and Mushroom Manchurian initially and later changed the manchurian to the eye-catching Mushroom ghee roast. As the non-veg starters arrived I tried my best to keep my overzealous salivary glands under control while the rest dived in with their forks. Their reactions were surprising since they were not very happy with the chilly pork that had more liver pieces than pork in it and objectionable-tasting fat chunks, but they found the pepper pork delicious that was on the other hand cooked to perfection. After a few more minutes of drooling (on my part) the veg starters arrived. The Harabara Kebabs were accompanied with deep-fried

peas, which gave the perfect crunch to the soft texture of the kebabs. We absolutely loved the Mushroom ghee roast! It was exactly what we expected it to taste like.

As we gulped down with the starters, the waiter arrived and paused at our table that is when we realised it had completely slipped our minds to order for the main course. So without any hesitation, we ordered the Big Boss' well-known Butter chicken and some Indian bread (Naan & Kulcha) to go along with it and on suggestion, the veg Biryani. It did not take long for the main course to arrive. There is no doubt why the place is famous for its Butter chicken, the gravy had the right consistency and spices, and the chicken pieces were tender and succulent, which went perfectly with the breads. The biryani was bit of a let down, the masala was pretty spicy (for us) with an average taste making us wonder why it was a suggested dish. The spice of the biryani left us wanting for something sweet. When asked we learnt that the only dessert they serve is regular 'cone and scoop ice-cream' which was pretty disappointing. At this point, we decided against dessert and asked for the cheque and prepared ourselves for a nice, lazy afternoon snooze.

RATINGS

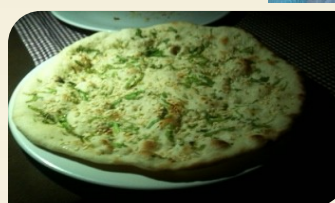
Taste – 7/10

Ambience – 6/10

Value for money – 7/10



- Manasa Rao & Merlyn





LEED Certified Hotels

In each hotel – guest rooms, event space, back of house operation and general facility have operations that can have negative environmental impacts. Energy and water efficiency, waste reduction and management, sustainable and local purchasing and use of alternative transportation are all areas that offer opportunities for better cost and environmentally efficient practices. The most recent topic that has been considered in the green movement is the status of human health. Hotels can contribute to this by providing healthy, comfortable and productive indoor environments with improved air quality, locally and organically grown food, access to daylight, and guest control of lighting and heating in guest rooms.

In order to stand out in today's marketplace and in the hospitality industry, hotels can now attain a certification for their eco friendly practices. As of today the most prominent green building certification a business can achieve is a LEED-certification. LEED stands for Leadership in Energy and Environmental Design and is an independent, non-profit, third party rating system established by the U.S. Green Building Council (USGBC). It is a feature-oriented rating system that awards buildings points for satisfying specified green building criteria.

How to become LEED Certified?

The LEED Certification process can be tedious, time consuming, and costly but the benefits of this certification outweigh the costs tenfold when one looks at the long term effects on the environment.

- **Step one:** Begin the process by registering your LEED project online and submitting an application fee.
- **Step two:** After you are registered, the hotel must assemble a project team to demonstrate the sustainability of its property through documentation. The USGBC provides forms to enter in the information about the hotel's eco-initiatives, procedures and characteristics. The hotel itself decides on the time frame that it would like to use to gather the documentation and put together the full application. This process can take anywhere from six months up to two years.
- **Step three:** Once all of the documentation has been collected and the forms completed, the LEED application can be submitted online along with a second fee that is reflective of the size and complexity of the property and project.

Levels of LEED certification

The LEED Certification depends on a 100 point scoring system. In order to attain the lowest level of certification a hotel must meet a minimum of 40 points. Whether you are building a brand new hotel from the ground up or are currently operating a full service hotel, LEED certifications are available for new construction or existing buildings.

The four levels of certification based on the qualifying points of 100-point scale are:

- Platinum: 80 points or higher
- Gold: 60-79 points
- Silver: 50-59 points
- Certified: 40-49 points

There are seven different categories in which a hotel has the opportunity to earn points. These categories are as follows:

- Sustainable sites
- Water Efficiency
- Energy and Atmosphere
- Materials and Resources
- Indoor Environmental quality
- Innovation in operations
- Regional Bonus Points



India and LEED

ITC Grand Chola which was very recently opened in the Chennai State of Tamil Nadu has been conferred the Platinum LEED Rating by the Indian Green Building Council (IGBC). The LEED Platinum rating has been conferred for ITC Grand Chola's performance in energy, water efficiency, and waste management. Some of the features that have led ITC Grand Chola to the Platinum LEED certification are as follows:

- 100% of the electrical energy demand will be met through renewable energy resources.
- Reduces use of water (about 35%) through efficient fixtures.
- 100% of the hotel's waste will be recycled for useful purposes.

Highlights of the Other ITC LEED Certified Hotels

All ITC Hotels – ITC Maurya, New Delhi; ITC Maratha; Mumbai; ITC Grand Central, Mumbai; ITC Sonar, Kolkata; ITC Windsor, Bengaluru; ITC Gardenia, Bengaluru; ITC Kakatiya, Hyderabad; ITC Mughal, Agra and ITC Rajputana, Jaipur – are rated LEED Platinum by the US Green Building Council (USGBC) and the Indian Green Building Council (IGBC)

- First hotel chain in the world with all its eight Luxury properties LEED® Platinum certified.
- The first hotel in the world to be registered with United Nations Framework Convention on Climate Change (UNFCCC) for improvement in energy demand in building sector as Clean Development Mechanism (CDM) project under the Kyoto protocol – ITC Sonar, Kolkata
- Largest self owned wind farms (29.5 MW) by any hotel chain in the world, for captive consumption – ITC Hotels, Bengaluru, WelcomHotel Rajputana, Jaipur, ITC Maratha, Mumbai and the upcoming integrated Luxury Hotel Complex in Chennai – ITC Grand Chola.
- The only hotel chain using the largest and first on-site Paraboloid solar concentrators; a first in the global hospitality industry.
- World's largest Membrane Bio Reactor (MBR) installation in the hospitality industry for Ultra filtration of Waste water treatment.

LEED certification is fast becoming the standard in the hospitality industry. By focusing on environmentally friendly practices there are multiple benefits for both the hotel and guests. From cost savings to the positive publicity surrounding the green movement, a LEED certification can bring substantial business to a hotel.



- Retnika Devasher



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MANIPAL

UNIVERSITY

Department of Allied Hospitality Studies

Welcomgroup Graduate School of Hotel Administration

Manipal University, Manipal – 576 104

website: www.manipal.edu

email: hospitalityprism@gmail.com