

SOPHOS

(Be smart, Stay skilled)

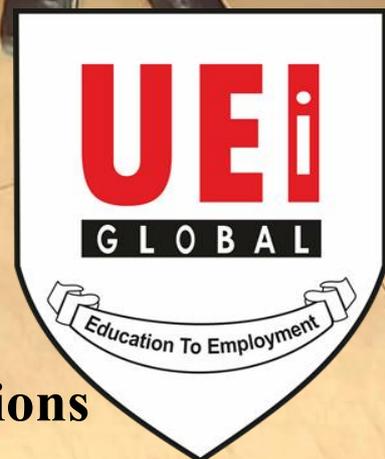


JANUARY 2026

Edition 063

Editor: Amit Moon

Associate Director-Academic Operations



Contents

<i>Note from the Editor's desk</i>	1
TURNDOWN SERVICE AND ITS IMPORTANCE IN HOTELS.....	2
OUTDOOR CATERING: CHALLENGES AND SOLUTIONS	5
INDIAN VEGETABLES IN GLOBAL CUISINE.....	8
ROLE OF TECHNOLOGY IN HOSPITALITY COMMUNICATION	11
ONLINE TRAVEL AGENCIES AND THEIR IMPACT ON HOTEL RESERVATIONS	14
GUEST LGOYALTY PROGRAMMES IN HOTELS	17
RENDEZVOUS WITH THE GENERAL MANAGER	20
ALL IN A DAY'S WORK	21
FOOD FESTIVAL: DAAWAT-E-ITALIA.....	30
SEMINARS AND INDUSTRY VISIT	32
STUDENTS SUCCESS AND ACHIEVEMENT	33
REPUBLIC DAY CELEBRATION AT UEI GLOBAL.....	37

Disclaimer

The information in this magazine is for information purposes only. UEI Global Education Pvt. Ltd. assumes no liability or responsibility for any inaccurate, delayed or incomplete information, nor for any actions taken in reliance thereon. The information contained about each individual, event or organization has been provided by such individual, event organizers or organization without verification by us.

The opinion expressed in each article is the opinion of its author and does not necessarily reflect the opinion of UEI Global Education Pvt. Ltd. Therefore, UEI Global Education Pvt. Ltd. carries no responsibility for the opinion expressed thereon.

All information can be withdrawn or changed without notice.

SOPHOS offers email subscriptions. To sign up to receive regular monthly copy, you must submit information including a valid email address. Your personal and contact information will not be passed to any other organization. References have been provided to readers at the end of every article. Photographs used in some articles are sourced from the internet.

Note from the Editor's desk

SOPHOS continues its journey of steady growth, evolving as a strong and credible platform that reflects UEI Global's core values, academic strength and progressive vision to a wider audience. With every edition, we strive to inspire and empower young minds to pursue meaningful and rewarding careers in the hospitality industry—an industry deeply rooted in India's tradition of warmth, service and cultural richness. UEI Global remains steadfast in its commitment to delivering quality education, industry-aligned training and transformative learning opportunities that truly translate into Education to Employment.

Our foundation rests on trust, assurance, inclusivity, sincerity and honesty toward all our stakeholders. The continuous achievements of our students, impactful industry engagements and inspiring professional journeys reaffirm our belief in purposeful education and sustained career support. Each edition of SOPHOS reflects this spirit of growth, excellence and opportunity.

The January 2026 edition presents a diverse and industry-relevant collection of insights designed to strengthen professional understanding across hospitality domains. This issue features in-depth perspectives on Turndown Service and Its Importance in Hotels, highlighting the role of personalized guest experiences in enhancing brand value and guest satisfaction. The article on Outdoor Catering: Challenges and Solutions explore operational complexities and strategic approaches to delivering seamless off-site events. Further enriching this edition are thought-provoking articles such as Indian Vegetables in Global Cuisine, which celebrates India's culinary heritage on the international stage.

Beyond academics, this edition captures vibrant campus life and experiential learning initiatives. Highlights include Food Festival: Daawat-E-Italia, a celebration of global flavors and student creativity; Seminars and Industry Visit, offering practical exposure and professional interaction; and Rendezvous with the General Manager, providing valuable leadership insights directly from industry experts.

We also celebrate dedication and achievement through features such as All in a Day's Work, showcasing real-time operational learning; Student Success and Achievement, applauding milestones and career accomplishments; and the Republic Day Celebration at UEI Global, reflecting our pride in national values and unity.

We invite you to explore the January 2026 edition of SOPHOS and engage with the knowledge, innovation and achievements that collectively define the spirit of UEI Global. Together, we continue to build futures, nurture talent and shape hospitality leaders of tomorrow.

Warm Regards,
Amit Moon

TURNDOWN SERVICE AND ITS IMPORTANCE IN HOTELS



Turndown service, also known as evening service, is a special housekeeping service provided to guests in the evening, usually between 6:00 PM and night hours. It is performed when guests are out

for dinner, meetings, or sightseeing. This service mainly involves preparing the bed for sleep and refreshing the guest room to create a comfortable and relaxing atmosphere.

The main purpose of turndown service is to ensure that guests enjoy the highest level of comfort before going to bed. Earlier, this service was provided only to VIP or suite guests. Over time, it has become a standard service in luxury hotels, resorts, and cruise ships. However, not all hotels offer turndown service. Many budget or economy hotels do not provide it, while some hotels offer it only on request or at an extra charge.

Importance of Turndown Service

Turndown service plays an important role in:

- Enhancing guest comfort and relaxation
- Creating a positive impression of the hotel
- Increasing guest satisfaction and repeat business
- Demonstrating personalized and attentive service

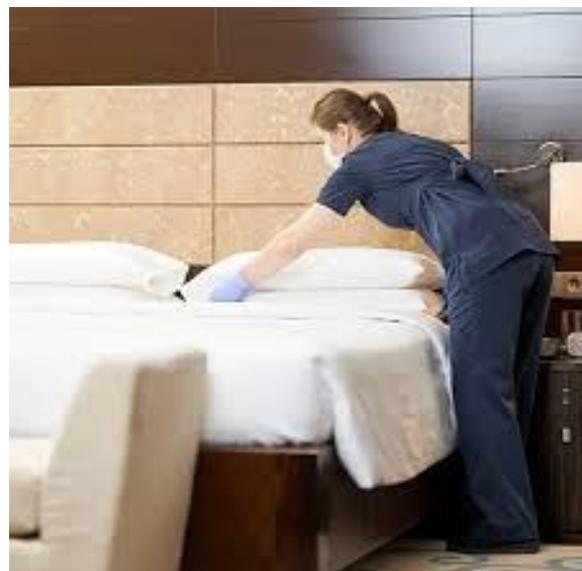
Because it is an evening service, the night shift staffs are usually smaller, so the service must be performed efficiently and quietly.

Turndown Attendant

A turndown attendant is a specially trained housekeeping staff member responsible for providing this service. The attendant should be well-groomed, skilled, professional, observant, polite, and silent to avoid disturbing guests.

Common responsibilities include:

- Turning down bed linen
- Placing complimentary items like chocolates or mints
- Refreshing towels and guest supplies





- Ensuring water, glasses, and a neat room setup

In resorts or cruise ships, attendants may also place next-day weather forecasts or activity schedules in the room.

Turndown Service Procedure

1. Preparation

- Collect the room assignment sheet
- Gather complimentary items (chocolates, cards)
- Stock the trolley with linen, amenities, and cleaning supplies
- Check for special guest requests or notes

2. Entering the Guest Room

- Check room status and look for a Do Not Disturb (DND) sign
- Knock and announce “Housekeeping”
- If the guest is present, politely ask permission
- If refused, note the room and inform the supervisor
- Keep the door open with a doorstop and switch on lights

3. Turning Down the Bed

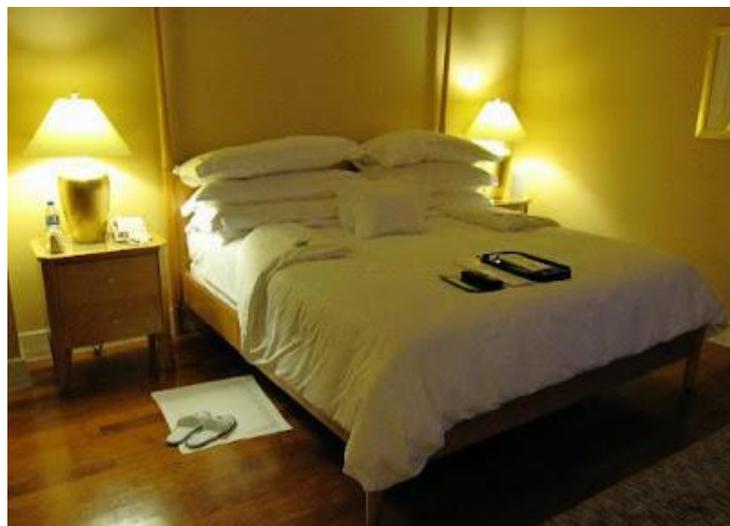
- Remove guest items carefully (as per hotel policy)
- Fold the bedspread neatly
- Turn down one side for single occupancy or both sides for double occupancy
- Create a neat triangle fold for easy entry
- Fluff pillows and tidy bed edges

4. Placing Turndown Amenities

- Place items such as:
 - Chocolate or mint
 - Breakfast door knob card
 - TV remote or guide (as per policy)
- Place slippers and foot mat near the bed
- Ensure drinking water and glasses are available

5. Cleaning the Room

- Tidy the room and arrange items neatly
- Empty dustbins and replace liners



- Remove used crockery and room service items
- Hang or arrange guest clothes properly

6. Bathroom Refresh

- Clean and dry basin, toilet, and shower area
- Replace used towels
- Replenish toiletries if required

7. Creating a Pleasant Atmosphere

- Close curtains and switch on bedside lamps
- Adjust temperature to standard or guest preference
- Use mild air freshener if needed

8. Final Check

- Inspect the room carefully
- Ensure all guest requests are met
- Confirm completion on the assignment sheet

9. Exiting the Room

- Switch off unnecessary lights
- Close and lock the door properly
- Ensure guest belongings are safe

Turndown service is a value-added housekeeping service that creates comfort, luxury, and satisfaction for guests. When performed efficiently, it leaves a lasting impression and strengthens the hotel's image and guest.

References:

Raghubalan, G. & Raghubalan, S. – Hotel Housekeeping Operations and Management
 Andrews, S. – Hotel Front Office Training Manual
 Sudhir Andrews – Textbook of Hotel Housekeeping

About the Author:

Swarup Aravind holds a Diploma in Hotel Management and Catering Technology, Master's Degree in Tourism Management, MBA(Hr. & Marketing) and also Diploma in Training and development with over 25 years' experience in the hotel, in Learning and Development and Hr. function 2 years' experience in the teaching sector. Associated with UEI Trivandrum as a faculty – Front office, House Keeping and Placements

OUTDOOR CATERING: CHALLENGES AND SOLUTIONS



Outdoor catering has emerged as one of the most dynamic and demanding segments of the hospitality industry. From grand weddings and corporate offsites to music festivals and destination events, outdoor catering brings food service beyond the controlled environment of a hotel or restaurant into open, unpredictable settings.

While it offers immense business opportunities and creative freedom, it also presents a unique set of challenges. The success of outdoor catering lies in anticipating these challenges and implementing smart, practical solutions.

Key Challenges in Outdoor Catering

Unpredictable Weather Conditions

One of the biggest challenges in outdoor catering is weather uncertainty. Rain, excessive heat, humidity, or strong winds can disrupt food preparation, service flow, guest comfort and even safety. Unlike indoor venues, outdoor setups are exposed to nature's variables, which can affect equipment, food quality and timelines.

Infrastructure and Logistics

Outdoor venues often lack basic infrastructure such as proper kitchens, electricity, water supply, storage areas, and waste disposal systems. Transporting food, equipment, crockery, cutlery, furniture, and staff to remote or temporary locations requires meticulous planning and coordination. Any delay or miscalculation can impact service quality.

Food Safety and Hygiene

Maintaining food safety standards in an open environment is a major concern. Temperature control for hot and cold food, prevention of contamination from dust, insects and pollution, and access to clean water for washing are critical issues. Failure to manage these can result in food spoilage or health hazards.

Staffing and Skill Management

Outdoor catering requires staffs that are not only technically skilled but also adaptable and physically resilient. Long working hours, challenging weather,





unfamiliar layouts and high guest expectations can strain the team. Poor communication or lack of training may lead to service lapses.

Power and Equipment Constraints

Dependence on generators, temporary gas connections and mobile equipment increases the risk of breakdowns. Equipment failure during peak service hours can severely impact guest experience and brand reputation.

Waste Management and Sustainability

Large outdoor events generate significant waste, including food leftovers, disposable plates, and packaging. Improper waste management can harm the environment and tarnish the caterer's image, especially in eco-sensitive locations.

Effective Solutions and Best Practices

Advance Planning and Site Inspection

Thorough pre-event planning is the backbone of successful outdoor catering. Site visits help assess space, accessibility, power availability, water sources and weather exposure. Backup plans for rain or extreme weather- such as waterproof tents, covered kitchens and alternative service areas- must always be in place.

Smart Menu Engineering

Menus should be designed keeping the outdoor environment in mind. Dishes that can hold temperature well, require minimal last-minute preparation and are easy to serve are ideal. Live counters should be limited and strategically placed to ensure smooth operations and hygiene control.

Robust Food Safety Measures

Use of insulated food carriers, chafing dishes, ice boxes and temperature-monitoring tools is essential. Covered food displays, pest control measures and strict personal hygiene protocols for staff help maintain food safety. Adhering to HACCP standards even in outdoor settings is non-negotiable.

Skilled and Well-Trained Teams

Staff training plays a crucial role in managing outdoor events. Team members should be trained in crowd handling, emergency response, hygiene practices and quick problem-solving. Clear delegation of roles and strong on-site supervision ensure seamless coordination.



Reliable Power and Equipment Backup

Multiple power sources, spare generators, extra gas cylinders and backup equipment reduce operational risks. Regular equipment checks before service and having technical support on standby can prevent last-minute disruptions.

Sustainable Practices

Modern outdoor catering is increasingly embracing sustainability. Use of biodegradable disposables, portion control to reduce food waste, composting and tie-ups with waste management agencies help minimize environmental impact. Sustainable practices also enhance brand credibility among socially conscious clients.

Effective Communication and Coordination

Clear communication with clients, vendors, event planners and staff ensures everyone is aligned. Timelines, layouts, service flow and contingency plans should be shared well in advance to avoid confusion during the event.

Outdoor catering is a true test of hospitality professional's planning, adaptability and operational excellence. While the challenges are many, they are not insurmountable. With detailed preparation, skilled manpower, strong hygiene standards and innovative solutions, outdoor catering can transform open spaces into memorable dining experiences. For hospitality students and professionals alike, mastering outdoor catering is not just about serving food- it is about delivering excellence beyond boundaries.

References:

<https://cuisel.com/outdoor-caterings-challenges/>

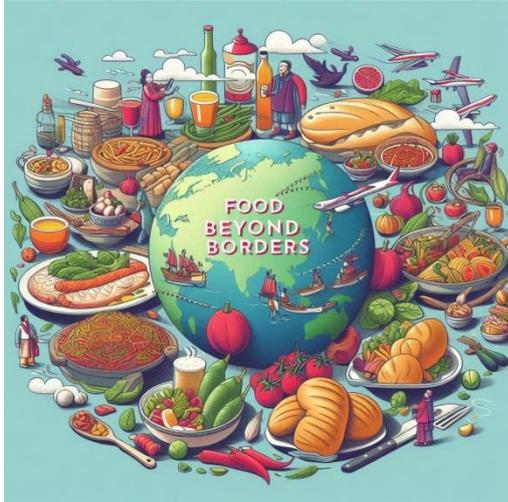
<https://www.webstaurantstore.com/blog/1720/top-5-outdoor-catering-tips.html?srsltid>

<https://ignited.in/index.php/jasrae/article/view/11203/22210>

About the Author:

Mr. Rajesh Kumar holds a BHMCT, PGDM and MTTM with over 18 years of experience in the hospitality industry and academia; he currently serves as a Faculty Member in Food & Beverage Service at UEI Global Institute, Agra

INDIAN VEGETABLES IN GLOBAL CUISINE



India's culinary heritage is often celebrated for its rich spices and complex flavours, but an equally important and increasingly globalised element of Indian food culture is its wide variety of vegetables. Rooted in regional traditions, seasonal availability and a strong vegetarian ethos, Indian vegetables are now finding a prominent place in global cuisines. From fine-dining restaurants to street-food inspired menus across the world, Indian vegetables are being reinterpreted, reimagined and respectfully integrated into international culinary landscapes.

India's Vegetable Diversity: A Culinary Treasure

India boasts one of the richest assortments of vegetables in the world, shaped by diverse climates and agricultural practices. Vegetables such as okra (bhindi), bitter melon (karela), bottle melon (lauki), ridge melon (turai), cluster beans (gawar), drumstick (moringa), colocasia (arbi), banana flower, raw banana and lotus stem (kamal kakdi) have been staples in Indian kitchens for centuries. Traditionally cooked with minimal processing and balanced spices, these vegetables reflect India's philosophy of wholesome, plant-based nutrition. With the global shift toward healthier eating and plant-forward diets, these vegetables are now gaining international recognition for their nutritional value, versatility and sustainability.

Indian Vegetables on the Global Plate

Indian vegetables are no longer confined to ethnic restaurants. Global chefs are exploring their textures, flavours and adaptability, incorporating them into contemporary international dishes.

Okra, once considered niche outside South Asia, is now featured in Southern American, African and Mediterranean cuisines. Chefs roast, grill, or tempura-fry okra, pairing it with olive oil, herbs and citrus to create dishes that feel both familiar and novel. Bitter melon, appreciated for its medicinal properties, is being used in modern Asian fusion cuisine, often lightly blanched or stir-fried to balance its intense flavour.

Drumstick (moringa), valued globally as a super food, appears in soups, broths and wellness bowls in European and American menus. Raw banana and banana flower are being used as plant-based alternatives to meat and seafood, featured in vegan fish-style preparations, tacos and salads.



Fusion Cuisine and Creative Adaptations

One of the most exciting developments is the role of Indian vegetables in fusion cuisine. International chefs and Indian culinary professionals working abroad are creatively blending traditional vegetables with global cooking techniques.

For instance, lotus stem is being transformed into crispy fritters, Asian-style stir-fries and even incorporated into pasta and risotto for its crunchy texture. Colocasia is slow-cooked, mashed, or roasted to create fillings for Mediterranean mezze, croquettes and contemporary tapas. Bottle gourd and pumpkin are finding space in soups, purées and baked dishes inspired by European comfort food.

Such adaptations highlight how Indian vegetables can transcend cultural boundaries while retaining their identity.

Health, Sustainability and Global Appeal

The growing popularity of Indian vegetables in global cuisine is closely linked to health consciousness and sustainability. Many Indian vegetables are naturally low in calories, high in fibre and rich in essential vitamins and minerals. Their role in traditional Indian diets aligns with modern nutritional science, making them attractive to health-focused consumers worldwide.

From a sustainability perspective, several Indian vegetables require fewer resources to cultivate and have lower environmental impact. As global kitchens move towards responsible sourcing and seasonal cooking, these vegetables fit seamlessly into sustainable menu planning.

Indian Chefs as Culinary Ambassadors

Indian chefs working in international kitchens play a crucial role in introducing Indian vegetables to the world. By educating global audiences about cooking methods, flavour pairing and cultural significance, they help bridge the gap between tradition and innovation. Culinary schools and hospitality institutions are also



incorporating these vegetables into their curriculum, encouraging students to experiment with global applications.

Food festivals, chef collaborations and international culinary shows further contribute to showcasing Indian vegetables in creative, contemporary formats.

Opportunities for Hospitality Students and Professionals

For hospitality students and aspiring chefs, understanding Indian vegetables in a global context opens new avenues for creativity and career growth. Knowledge of indigenous produce combined with international cooking techniques enhances menu innovation and strengthens professional identity.

Hotels, airlines, cruise lines and fine-dining establishments increasingly value chefs who can design diverse, inclusive and health-oriented menus. Indian vegetables provide a powerful tool for differentiation in an increasingly competitive global food market.

Indian vegetables are steadily carving a place for themselves in global cuisine, not as exotic ingredients but as versatile, nutritious and sustainable culinary elements. Their journey from regional Indian kitchens to international dining tables reflects the evolving global appreciation for plant-based diversity and cultural authenticity. As global gastronomy continues to embrace innovation rooted in tradition, Indian vegetables stand as ambassadors of India's rich culinary wisdom, offering endless possibilities for chefs and food lovers worldwide.

References:

<https://www.tasteatlas.com/best-rated-vegetable-dishes-in-india>

<https://shifainternational.com/root-vegetables-the-heart-of-indian-kitchens-and-global-markets/>

<https://centralbiotech.in/discovering-vegetables-originating-from-india-a-gardener-s-guide>

About the Author:

Chef Kshitij Chopra holds a BHMCT in Hospitality and Hotel Administration from Punjab University Chandigarh. With over 6+ years of experience with a hotel and restaurants, he is a passionate teacher and research enthusiast. He is currently working as Faculty- Food Production at UEI- Global Chandigarh.

ROLE OF TECHNOLOGY IN HOSPITALITY COMMUNICATION



Communication is the backbone of the hospitality industry. From the moment a guest searches for a hotel to the post-stay feedback they share, every interaction shapes the overall guest experience. In today's fast-paced and digitally driven world, technology has transformed hospitality communication,

making it faster, more personalised and more efficient. For hotels, restaurants and tourism businesses, effective use of technology is no longer an option—it is a necessity.

Technology as a Bridge between Guests and Hospitality Brands

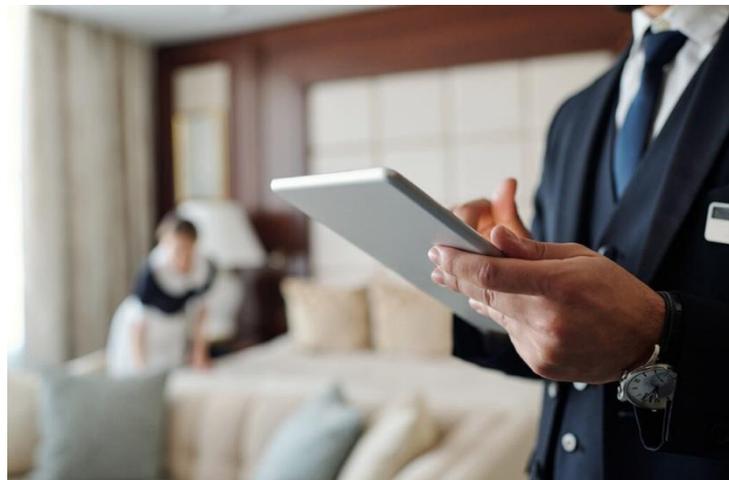
Modern guests expect seamless communication across multiple platforms. Websites, mobile apps, social media, emails and messaging services have become primary touch points for hospitality brands. Technology enables hotels to engage with guests before arrival, during their stay and after departure, creating a continuous communication loop.

Online booking engines and mobile apps allow guests to access information instantly, confirm reservations, request services and receive updates. Automated confirmation emails, digital itineraries and pre-arrival messages help manage expectations and reduce uncertainty, ensuring a smooth start to the guest journey.

Enhancing Guest Experience through Personalisation

One of the most significant contributions of technology to hospitality communication is personalisation. Customer Relationship Management (CRM) systems store guest preferences, past stays details and feedback, enabling hotels to tailor communication accordingly. Addressing guests by name, remembering room preferences, or offering customised promotions enhances emotional connection and guest satisfaction.

Artificial Intelligence (AI) and Chatbots are increasingly used to respond to guest queries 24/7. These tools handle routine questions about check-in timings, amenities and local attractions, freeing staff to focus on more complex guest needs. While automated, such



interactions ensure prompt responses and consistency in communication.

Improving Internal Communication and Operations

Technology not only improves guest communication but also strengthens internal coordination among hotel departments. Property Management Systems (PMS), internal messaging platforms and task-management tools enable seamless communication between front office, housekeeping, food and beverage and maintenance teams.

For example, a guest's room request can be instantly communicated from the front desk to housekeeping or engineering, reducing response time and errors. Real-time updates improve efficiency, accountability and service delivery, ultimately enhancing the guest experience.

Digital Communication in Food and Beverage Operations



In restaurants and banquets, technology plays a vital role in streamlining communication. Point of Sale (POS) systems ensure accurate order transmission from service staff to kitchens, reducing misunderstandings and delays. Digital menus and

QR-code ordering systems have gained popularity, offering guests convenience and transparency while minimising physical contact.

Banquet management software allows seamless communication between sales, kitchen, service and logistics teams, ensuring flawless execution of events. Clear digital communication reduces confusion and enhances service quality during high-pressure operations.

Social Media and Online Reputation Management

Social media platforms have become powerful communication tools in hospitality. Hotels and restaurants actively engage with guests through Instagram, Facebook and review platforms, sharing updates, responding to feedback and building brand identity. Prompt responses to online reviews demonstrate professionalism and concern for guest satisfaction.

Technology enables real-time monitoring of guest sentiment through review management tools and analytics. This allows hospitality businesses to address concerns proactively and continuously improve service standards.

Data-Driven Communication and Decision Making

Technology allows hospitality organisations to analyse guest data and communication patterns. Feedback forms, surveys and online reviews provide valuable insights into guest expectations and service gaps. Data-driven communication helps management make informed decisions regarding service improvements, staff training and marketing strategies.

Predictive analytics further enable hotels to anticipate guest needs and communicate relevant offers at the right time, enhancing both guest satisfaction and revenue generation.

Challenges and the Human Touch

While technology has revolutionised hospitality communication, it also presents challenges. Over-automation can make interactions feel impersonal if not balanced with genuine human engagement. Hospitality, at its core, is about warmth and emotional connection. Therefore, technology should support- not replace- the human element.

Training staff to use technology effectively and communicate empathetically remains essential. Guests appreciate efficiency, but they value sincerity and personalised attention even more

The role of technology in hospitality communication is transformative and far-reaching. By enhancing guest engagement, improving internal coordination and enabling data-driven decisions, technology has redefined how hospitality businesses connect with their guests. For hospitality students and professionals, understanding and adapting to technological advancements is key to delivering exceptional service in a competitive global market. When combined with the timeless values of hospitality- courtesy, empathy and care- technology becomes a powerful tool for creating memorable guest experiences.

References:

<https://online.jwu.edu/blog/role-technology-hotels-enhancing-efficiency-and-guest-satisfaction/>

https://aipublications.com/uploads/issue_files/5IJLLC-Roleof.pdf

About the Author:

Mr Yash Madnani is Faculty Room Division at UEI Global, Delhi. He holds Grand Certificate in International Hospitality Management and B. Sc. Degree in Catering Science and Hospitality Management. He is a passionate hospitality professional and has 8+ years of academics and industry experience with the hotel brands such as ITC Hotels, IHG, & Marriott International

ONLINE TRAVEL AGENCIES AND THEIR IMPACT ON HOTEL RESERVATIONS



The rapid growth of digital technology has transformed the way travellers plan and book accommodation. Online Travel Agencies (OTAs) such as Booking.com, Expedia, MakeMyTrip and Agoda have become powerful intermediaries between hotels and guests. These platforms have significantly reshaped hotel reservation systems, marketing strategies and revenue management practices. While OTAs offer

increased visibility and convenience, they also present challenges that hotels must manage strategically.

Evolution of Hotel Reservations through OTAs

Traditionally, hotel reservations were made through travel agents, telephone calls, or walk-in bookings. With the advent of the internet, OTAs emerged as one-stop platforms where travellers could compare prices, view photographs, read reviews and make instant bookings. This shift has simplified the booking process for guests while expanding market reach for hotels.

For many independent and small hotels, OTAs have provided access to global audiences that would otherwise be difficult to reach. Even large hotel chains use OTAs as part of their overall distribution strategy, recognising their role in driving demand, especially during low-occupancy periods.

Advantages of OTAs for Hotels

One of the most significant benefits of OTAs is enhanced online visibility. Hotels listed on popular platforms gain exposure to millions of potential guests worldwide. This is particularly valuable for properties located in secondary destinations or those with limited marketing budgets.

OTAs also invest heavily in digital marketing, search engine optimisation and mobile technology. By leveraging these investments, hotels benefit from advanced booking technology without incurring direct marketing costs. Additionally, OTAs provide valuable data insights related to booking patterns, guest demographics and market trends, helping hotels refine their pricing and promotional strategies.



Another advantage is the ease of reservation management. OTAs integrate with hotel Property Management Systems (PMS) and Channel Managers, ensuring real-time inventory updates and reducing the risk of overbooking.

Impact on Pricing and Revenue Management

OTAs have significantly influenced hotel pricing strategies. The ability for guests to compare rates across multiple hotels has increased price transparency, leading to heightened competition. Dynamic pricing and revenue management have become essential tools for hotels to remain competitive on OTA platforms.

However, the commission structure of OTAs—often ranging from 15% to 25%—can impact hotel profitability. While OTAs generate bookings, over-dependence on them can erode margins. As a result, hotels increasingly focus on balancing OTA bookings with direct reservations to optimise revenue.

Influence on Guest Behaviour and Expectations

OTAs have changed guest behaviour by empowering travellers with information and choice. Online reviews and ratings play a crucial role in influencing booking decisions. A hotel’s reputation on OTA platforms directly affects its reservation volume.

Guests now expect instant confirmation, flexible cancellation policies and competitive pricing. These expectations push hotels to adopt guest-friendly policies, improve service quality and maintain high standards to remain visible and attractive on OTA listings.

Challenges Faced by Hotels

Despite their advantages, OTAs present several challenges. High commission costs, reduced control over brand presentation and dependency on third-party platforms are major concerns. Rate parity agreements may limit hotels’ ability to offer differentiated pricing on their own websites.



Furthermore, when guests book through OTAs, hotels often have limited access to guest contact details before arrival, restricting opportunities for personalised communication and upselling. This can weaken direct relationships between hotels and guests.

Strategies for Managing OTA Impact

To address these challenges, hotels adopt a balanced distribution strategy. Encouraging direct bookings through official websites by offering exclusive benefits such as complimentary upgrades, loyalty points, or flexible check-in options helps reduce reliance on OTAs.

Investing in user-friendly websites, mobile booking engines and digital marketing campaigns enables hotels to compete effectively. At the same time, maintaining strong OTA partnerships ensures steady occupancy and market presence.

Hotels also focus on reputation management by actively responding to reviews and using guest feedback to improve service delivery. Strategic use of OTAs as a demand-generation tool rather than a primary revenue source is key to long-term success.

Role of Technology and Data Analytics

Technology plays a vital role in managing OTA relationships. Channel managers, revenue management systems and data analytics tools help hotels monitor performance across multiple platforms. These systems enable better forecasting, rate optimisation and inventory control.

By analysing booking data, hotels can identify high-performing OTAs, optimise commission costs and tailor marketing strategies accordingly.

Online Travel Agencies have become an integral part of the modern hotel reservation ecosystem. They offer unparalleled reach, convenience and technological support, but also bring challenges related to cost, control and dependency. For hospitality professionals and students, understanding the dynamics of OTAs is essential for effective revenue and distribution management. When used strategically and in balance with direct booking channels, OTAs can serve as valuable partners in driving hotel growth and enhancing global visibility.

References:

<https://profitroom.com/articles/the-impact-of-online-travel-agencies-on-the-hotel-industry/>
https://www.researchgate.net/publication/389078316_The_Impact_of_Online_Travel_Agents_and_Offline_Travel_Agents_on_Hotel_Industry_Revenue

About the Author:

Ankush Gautam holds a B.sc in Hospitality and Hotel Administration from IHM Hamirpur. With over 8 years of experience with a hotel and Cruise line, he is a passionate Faculty and Research Enthusiast at UEI Global Chandigarh.

GUEST LOYALTY PROGRAMMES IN HOTELS



Building Lasting Relationships In Hospitality

The hospitality industry thrives on relationships, trust and memorable experiences. In an era where travellers have unlimited choices and instant access to price comparisons, hotels must go beyond delivering comfortable rooms and good service. One of the most effective tools for

building long-term relationships with guests is the Guest Loyalty Programme. These programmes have become a cornerstone of modern hotel marketing, helping hotels retain guests, enhance brand value and ensure sustainable business growth.

Concept of Guest Loyalty Programmes

Guest loyalty programmes are structured initiatives designed to reward guests for repeat stays and continued engagement with a hotel or hotel brand. Rewards may include points redeemable for free stays, discounts, room upgrades, dining benefits, exclusive offers, or priority services. Over time, loyalty programmes have evolved from simple reward systems to comprehensive relationship-management tools that focus on personalization and emotional connection.

In hotels, loyalty is not only about frequency of visits but also about the guest's preference for a particular brand when alternatives are available. A well-designed loyalty programme encourages guests to choose the same hotel repeatedly, even when competitors offer similar prices.

Importance of Guest Retention

Retaining existing guests is significantly more cost-effective than acquiring new ones. Marketing expenses, online travel agency commissions and promotional costs can be reduced when hotels focus on loyal customers. Guest loyalty programmes play a crucial role in retention by offering incentives that make guests feel valued and appreciated.

Repeat guests are familiar with hotel standards, service quality, and facilities, which increases their comfort and confidence in the brand. This





familiarity often translates into higher satisfaction levels and repeat bookings, creating a stable base of regular customers for the hotel.

Impact on Revenue Generation

Loyal guests generally spend more than first-time visitors. They are more likely to book higher-category rooms, dine at hotel restaurants, use

spa and wellness facilities and participate in paid experiences offered by the hotel. Loyalty programmes encourage this behaviour by offering bonus points, exclusive packages, or tier-based rewards.

Another major advantage is the increase in direct bookings. Guests enrolled in loyalty programmes prefer booking directly through hotel websites or mobile apps to earn points or access member-only benefits. This reduces dependency on online travel agencies and improves overall profitability.

Personalization and Guest Experience Enhancement

One of the most valuable aspects of loyalty programmes is the data they generate. Guest preferences such as room type, food choices, travel purpose and special occasions help hotels deliver personalized services. Personalization transforms a standard hotel stay into a memorable experience.

Simple gestures like greeting a returning guest by name, offering their preferred room, or providing a complimentary amenity based on past preferences can leave a lasting impression. Such experiences strengthen emotional bonds and increase the likelihood of repeat visits and positive recommendations.

Role in Brand Building and Guest Engagement

Guest loyalty programmes contribute significantly to brand identity and guest engagement. Tier-based memberships, elite status levels and exclusive privileges create a sense of belonging and recognition. Guests feel part of a community rather than just customers, which strengthens emotional attachment to the brand.

Loyal guests often become brand advocates, sharing positive experiences through word-of-



mouth, social media and online reviews. In today's digital world, where reviews strongly influence booking decisions, this advocacy plays a vital role in shaping a hotel's reputation.

Competitive Advantage in the Hospitality Market

With intense competition from international chains, boutique hotels, and alternative accommodations, loyalty programmes provide hotels with a competitive edge. When room rates and facilities are similar, guests are more likely to choose a hotel that offers long-term benefits through loyalty rewards.

Large hotel chains have successfully used loyalty programmes to create global brand consistency, while independent hotels can design customized programmes that reflect local culture and personalized service. Even simple loyalty initiatives can significantly improve guest retention when executed effectively.

Technology and Modern Loyalty Programmes

Technology has transformed the way loyalty programmes operate. Customer Relationship Management (CRM) systems, mobile applications and data analytics allow hotels to track guest behaviour, manage rewards and communicate personalized offers in real time.

Digital loyalty cards, mobile check-ins, automated reward systems and targeted promotions enhance convenience and guest engagement. Technology-driven loyalty programmes also help hotels adapt quickly to changing guest expectations and travel trends.

Guest loyalty programmes have become an essential strategic tool in the hotel industry. They help hotels build long-term relationships, increase revenue, strengthen brand identity and gain a competitive advantage in an increasingly crowded market. More than just reward systems, these programmes focus on recognition, personalization and emotional connection.

For hotels aiming to achieve sustainable success, investing in effective guest loyalty programmes is vital. In an industry where guest experience defines brand success, loyalty programmes serve as the bridge between exceptional service and lasting guest relationships.

References:

<https://www.sciencedirect.com/science/article/abs/pii/S0278431918309228>

Bottom of Form

<https://whitelabel-loyalty.com/blog/loyalty/top-7-hotel-loyalty-programs/>

About the Author:

Chef Alok is a Faculty- Food Production in UEI Global Lucknow. He is an academician skilled professional with 7 yrs of Industry and Academic Experience. He has worked with Hotels like Radisson, Clarks, HHI and Ramada. He has taught budding hoteliers in various colleges like SAMS IHM Varanasi, and Chandigarh Group of Colleges Landran, Mohali.

RENDEZVOUS WITH THE GENERAL MANAGER

Real Talk with Real Leaders



UEI Global Education proudly hosted the 3rd Edition of our industry-connect series, Rendezvous with the General Manager, featuring an inspiring coffee conversation with **Mr. Daniel Dolatre**, General Manager – **Hyatt Regency**, New Delhi.

This edition highlighted a powerful message he shared with our students: “**Be Ambitious** — and back your ambition with discipline and hard work.”

Mr Dolatre shared valuable advice with the students: “Be ambitious; set your goals high and dream big.” He encouraged students to embrace ambition, as it drives progress, career growth, and personal transformation in the highly competitive hospitality industry. Ambitious students tend to set high goals, seek leadership roles, and actively pursue international and cross-disciplinary opportunities.



These recent meetings with General Managers proved to be both encouraging and motivating for the UEI Global management students. The students displayed a high level of enthusiasm, actively engaging by asking questions and gaining valuable insights. Additionally, they learned about the key qualities and skills required to become successful leaders in the industry.

At **UEI Global**, we aspire to adopt a holistic pedagogical approach that nurtures management students by imparting essential top management skills. Through this method, we empower our students with the expertise required to thrive and excel in the dynamic field of management.



We are excited to announce that after covering prestigious hotels in Delhi, we will be bringing “**Rendezvous with The General Managers**” to the other cities, encompassing all nine **UEI Global** campuses across India.

ALL IN A DAY'S WORK



UEI GLOBAL LUCKNOW

Food Production
Practical Session:

Garlic Bread
Dinner Rolls
Bread Sticks

UEI GLOBAL PUNE

Housekeeping Practical
Session:

Wheel of Colour
Balancing





**UEI GLOBAL
JAIPUR**

Food Production
Practical Session:

Egg Preparation:

Fried Egg
Egg Benedict
Scrambled Egg



**UEI GLOBAL
LUCKNOW**

Food Production
Practical Session:

Vegetable Burger
Chilli Cheese Toast
Macaroni with Cheese
Sauce
Veg Pizza
Cocktail Samosa
Vegetable Cutlet





**UEI GLOBAL
LUCKNOW**

Housekeeping Practical
Session:

Daily Briefings
And
Entering at Guest
Rooms

**UEI GLOBAL
LUCKNOW**

Front Office Practical
Session:

Guest Enquiries
And
Situation Handling





**UEI GLOBAL
LUCKNOW**

Food Production
Practical Session:

Veg Pizza
Cocktail Samosas
And
Vegetable Cutlets

**UEI GLOBAL
LUCKNOW**

Food Production
Practical Session:

Vegetable Au Gratin
Penne Arrabbiata
Chicken à la King
vegetable crudités.





**UEI GLOBAL
DELHI**

Food Production
Practical Session:

- Gosht Rohan Joshi
- Kasmiri Pulao
- Soya Chaap Shahi
- Korma
- Laccha Paratha
- Dal Bati Chuma
- Gatte Ki Subji

**UEI GLOBAL
LUCKNOW**

Food Production
Practical Session:

- Canapés
- Coleslaw Sandwich
- Poori Bhaji
- Aloo Paratha
- Pancakes





UEI GLOBAL PUNE

Food Production
Practical Session:

Hazel Baked Potatoes
Sauté Carrots
Lasagna



**UEI GLOBAL
LUCKNOW**

Food Production
Practical Session:

Eggs Benedict,
Pancakes
Hash Brown Potatoes





UEI GLOBAL PUNE

Housekeeping Practical
Session:

Colour Scheme

**UEI GLOBAL
DELHI**

Food Production
Practical Session:

- Galavat ke Kebab
- Murgh Shorba
- Chicken Chettinad
- Lemon Rice
- Cabbage Porial
- Sheermal
- Sewain ka Muzafar
- Shrikhand





**UEI GLOBAL
CHANDIGARH**

Food and Beverage
Practical Session:

Different Type of
Mocktail
Preparations

**UEI GLOBAL
CHANDIGARH**

Housekeeping
Practical Session:

Bed Making
Procedure





**UEI GLOBAL
CHANDIGARH**

Food and Beverage
Practical Session:

Service of Four Course
Ala Carte Menu

FOOD FESTIVAL: DAAWAT-E-ITALIA

A ROYAL KASHMIRI FEAST WITH AN ITALIAN HEART



UEI GLOBAL JAIPUR

With immense pleasure and excitement, UEI Global **Jaipur** invited esteemed guests to savour exquisite culinary creations prepared by our students during a Kashmir-Italian themed food festival titled “**Daawat-e-Italia.**”

The primary objective of this event was to provide students with in-depth practical exposure to resource management, covering every stage from conceptual planning to flawless execution of various operational aspects. Parents and guardians were specially invited to witness first-hand the active participation, skill enhancement and

overall development of their wards, making the event both engaging and meaningful.

The students showcased remarkable enthusiasm, creativity and dedication while working under the expert guidance of our faculty members. Through this live event, they gained valuable insights into the economics of event management, learning how to balance cost efficiency without compromising on quality and guest experience.

The culmination of these efforts was reflected in a beautifully themed and aesthetically decorated venue, eloquently delivered speeches, a well-choreographed cultural performance, professional guest handling by the Front Office team and seamless service by the Food & Beverage department. The highlight of the evening was the exceptional culinary presentation by the Food Production team, which delighted guests with authentic Indo-Italian flavours prepared and presented to perfection.



Adding further value to the learning experience, **Chef Sughand and Ms. Smita Jacob**, specially invited from **UEI Global – Agra and Pune**, mentored the students during the festival and shared valuable insights into authentic Italian cooking techniques and plating styles.

The menu featured a curated selection of classic Italian delicacies such as **Rogan josh Tomato Basil Soup, Saffron Polenta Fries with Rogan Aioli, Kashmiri Chicken/Paneer Piccata, Saffron Fennel Risotto and Phirni Cannoli**, offering guests a true taste of Italy and Kashmiri Fusion.

At UEI Global Jaipur, great emphasis is placed on maintaining high standards across all academic and co-curricular dimensions, including session discipline, hands-on practical training, industry exposure, extracurricular engagement, projects, assignments, personality development and holistic student growth. Over the years, the institution has developed a robust and industry-aligned curriculum that seamlessly integrates operational skills with management principles, delivering a modern and globally relevant education.

The curriculum is thoughtfully designed to meet both national and international hospitality industry requirements and is centred on entrepreneurial learning, empowering students to become confident professionals and future leaders. Jaipur Global Education remains committed to academic excellence and continuous innovation in nurturing the next generation of global hospitality professionals.



SEMINARS AND INDUSTRY VISIT



UEI GLOBAL LUCKNOW

India Food Expo 2026

Discovering new flavour trends is an exciting way for students to stay inspired and creative in the culinary world. By Interacting with industry professionals, students gain real-world insights, practical knowledge and valuable career guidance. Exploring the latest kitchen technology helps them understand modern cooking techniques and efficiency standards used in professional kitchens. And of course, enjoying plenty of snacks along the way makes the learning journey fun, engaging and memorable while building a genuine passion for food and hospitality.

STUDENTS SUCCESS AND ACHIEVEMENT



UEI GLOBAL LUCKNOW

Md. Saif Ali
Batch: 2021–2024

Guest Service Associate
Crowne Plaza
Delhi

UEI GLOBAL CHANDIGARH

Mr. ABhinav Rana
Batch: 2019-2022

HR Executive
Taj Aravali Resort & Spa
Udaipur





UEI GLOBAL AGRA

Mr.Nikhil Sharma
Batch: 2022-2025

Guest Service Associate
Oberoi Resort
Shimla

UEI GLOBAL LUCKNOW

Mr.Aryan Rao
Batch: 2024-2025

Front Office Assistant
Fairfield by Marriott





UEI GLOBAL LUCKNOW

Mr. Dinesh Nath Goswami
Batch:2024-2025

Commi III
Storii By ITC Hotel
Jaisalmer

UEI GLOBAL CHANDIGARH

Mr.Jatin
Batch: 2021-2024

Assistant Events Manager
JW Marriott
Chandigarh.





UEI GLOBAL CHANDIGARH

Ms. Sanya Sood
Batch: 2022-2025

Food and Beverage Service Associate
Winner- Medallia Champion award
Park Hyatt
Hyderabad

REPUBLIC DAY CELEBRATION AT UEI GLOBAL



**UEI GLOBAL
TRIVANDRUM**



**UEI GLOBAL
CHANDIGARH**





**UEI GLOBAL
PUNE**



**UEI GLOBAL
AGRA**





**UEI GLOBAL
LUCKNOW**





*Conditions Apply

Our Institutes

- Agra** : Plot No.16, Chaudhary Complex, Opposite Kamayani Hospital, Sikandra, Agra, Uar Pradesh - 282007
- Chandigarh** : 3rd Floor, SCO-104-106, Sector 34 A,Opp. Picadily Square Mall, Chandigarh - 160034
- Jaipur** : C-14, Vaishali Circle, Vaishali Marg, Vaishali Nagar, Jaipur - 301001
- Jalandhar** : 1st Floor, Bhadwal Complex, Opp. Narinder Cinema, Gate No. 2, Near Bus Stand, Jalandhar - 144001
- Lucknow** : TC/56-B-V, Vibhuti Khand, Gomti Nagar, Lucknow-226016
- Ludhiana** : Plot No. 15, Feroz Gandhi Market, Ludhiana - 141001
- New Delhi** : Block 'C', 5th Floor, Vikas Surya Mall, Near M2k Rohini, Sector -3, Rohini, New Delhi - 110085
: A-13, Saraswati Vihar, New Delhi - 110034
- Pune** : Plot No-823C, Bhamburda, Nr. Corporation Bus Stand, Shivaji Nagar, Pune - 411005
- Trivandrum** : Capital Mark, Near Modern Book Center, Gandhari Ammankovil Road, Pulimood Jn, Off: MG Road, Trivandrum - 695001

Call: 44151515 . Email: info@uei-global.com . Website: www.uei-global.com