



Food Craft Institute

(Department of Skill Development, Govt. of J&K)

Bamyal Morh NH 44 Nagrota, Jammu

Training Manual



Six Months Certificate Course In Tourist facilitator

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CHAPTER 1

PERSONALITY DEVELOPMENT:

Personality development is defined as a process of developing and enhancing one's personality. Personality development helps an individual to gain confidence and high self-esteem.

Personality development also is said to have a positive impact on one's communication skills and the way he sees the world. Individuals tend to develop a positive attitude as a result of personality development.

Personality development is the development of the organized pattern of behaviors and attitudes that makes a person distinctive. Personality development occurs by the ongoing interaction of temperament, character, and environment.

DESCRIPTION:

Personality is what makes a person a unique person, and it is recognizable soon after birth. A child's personality has several components: temperament, environment, and character. Temperament is the set of genetically determined traits that determine the child's approach to the world and how the child learns about the world. There are no genes that specify personality traits, but some genes do control the development of the nervous system, which in turn controls behavior.

A second component of personality comes from adaptive patterns related to a child's specific environment. Most psychologists agree that these two factors-temperament and environment-influence the development of a person's personality the most. Temperament, with its dependence on genetic factors, is sometimes referred to as "nature," while the environmental factors are called "nurture."

While there is still controversy as to which factor ranks higher in affecting personality development, all experts agree that high-quality parenting plays a critical role in the development of a child's personality. When parents understand how their child responds to certain situations, they can anticipate issues that might be problematic for their child. They can prepare the child for the situation or in some cases they may avoid a potentially difficult situation altogether. Parents who know how to adapt their parenting approach to the particular temperament of their child can best provide guidance and ensure the successful development of their child's personality.

Finally, the third component of personality is character—the set of emotional, cognitive, and behavioral patterns learned from experience that determines how a person thinks, feels, and behaves. A person's character continues to evolve throughout life, although much depends on inborn traits and early experiences. Character is also dependent on a person's moral development.

Determinants of Personality:

Following are the factors which help in shaping one's personality:

- Heredity - Heredity refers to factors that are determined once an individual is born. An individual's physique, attractiveness, body type, complexion, body weight depend on his/her parents biological makeup.
- Environment - The environment to which an individual is subjected to during his growing years plays an important role in determining his/her personality. The varied cultures in which we are brought up and our family backgrounds have a crucial role in shaping our personalities.

- Situation – An individual's personality also changes with current circumstances and situations. An individual would behave in a different way when he has enough savings with him and his behavior would automatically change when he is bankrupt.

THINGS TO ENHANCE YOUR PERSONALITY:

- Don't compare your life.
- Don't have negative thoughts or things you cannot control. Instead invest your energy in the positive present moment.
- Don't waste your precious energy on gossip.
- Dream more while you are awake.

Grooming & Personal Hygiene



All staff, irrespective of the fact that they have direct or indirect contact with guests should be well groomed, as this leaves a good impression on our guests and also gives them a feeling that the Hotel maintains high standards.

I. Grooming:

Grooming is a way of taking care of your body like proper standing Proper appearance, body language etc. Grooming is very important for creating good image. It's very important to present ourselves perfect and well groomed, as **“FIRST IMPRESSION IS LAST IMPRESSION”**

IMPORTANCE:

- Grooming is very important for creating good image.
- For enhancement of outer appearance.
- Important in facing the interview.
- It is the theme of our professional personality.
- Further it is very important in our career like in aviation and hospitality industry.

Gentlemen



A well groomed gentleman would exhibit the following minimum standards:

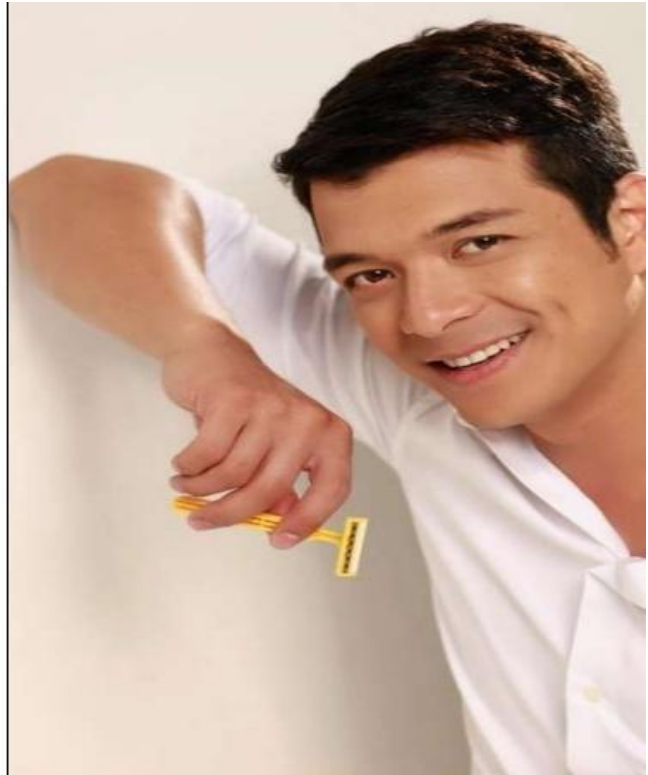
Hair

- Clean, neatly cut and not extending below the ears
It should be at or above the collar line of the uniform or shirt
- Always well combed
- Frequently shampooed
- Kept in place, but not oily



Face

- Clean-shaven No stubble beard or moustache. well trimmed, above lip level and not drooping
- Teeth must be brushed clean without nicotine stains
- Sideburns are to not be longer than half the length of each ear



Hands

- Regularly washed
- No marks or nicotine stains
- Nails are to be short, clean, of even length and well trimmed



Shoes

- Well-repaired heels
- Always clean and polished
Make it a habit to wipe your shoes clean each time you go to the rest room to freshen up
- Laces tied neatly at all times
- Socks should be clean
- Shoes that are provided by the hotel should be worn within the hotel at all times, while on duty



Jewellery

- Restricted to a single ring
- Necklaces, if worn, are not to be visible
- Earrings are not to be worn by male associates



Ladies



A well groomed lady would exhibit the following minimum standards:

Hair

- Hair should be left open only if it is above shoulder length While at work it should be away from the face
- Long hair should be tied in a bun using a net or pulled back neatly
- Hair accessories should be black and minimal
- Only natural looking hair dye should be used
- Short hair should be cut in elegant contemporary style, which is manageable and looks neat throughout duty hours
- Hair styles to suit your face

Eye make-up

- A light application of mascara, a light shade of eye shadow or alternately a khol application
- Dark shades of eye shadows e g Brown, pink, red should be avoided during the day time
- Dark circle should be covered with under eye make up



Hands

- Hands should always be clean and well-manicured. Use of mehendi on hands or any part of the body is not permitted
- Nails should be well shaped with a light to medium colour application of nail polish. Nail polish should not be chipped
- Extremely long nails, enamelled with very bright or dark shades of nail polish are not allowed



Shoes

- Low heeled are appropriate with most clothes
- Shoes are not to reveal your heels or toes



Jewellery

- Earrings to be restricted to one pair and should be discreet i.e. ear studs and ear loops no longer than ½"
- Only a simple thin necklace may be worn but should not be visible
- Nose rings and anklets are not to be worn
- No brooches or accessories; or anything that is not part of the uniform should be worn
- It is recommended that a simple watch be worn on duty
- Only two rings on one hand or a maximum of three rings on both hands may be worn
- Only one light gold bangle or bracelet may be worn

Most Important Personality Development Tips

-Personality Development. How often do we hear this term, from our mentors, our teachers, on the covers of self-help books or on the banners of institutes and learning centres? The abundance of the usage of this term signals towards its importance in today's life. So what do you mean by personality development? Is it something about how you look, or how you speak? Or is it how easily you can connect with people? Personality development is none of these. Or somewhere it is all of it. In order to survive in today's world one needs to be smart and quick-witted all the time. It's no longer just about how much effort you put into your work but one's personality also has a lot to do with what one achieves. Here is 12 simple yet crucial tips over how you can acquire a well-meaning personality.

12. Know yourself

"Knowing yourself is the beginning of all wisdom."

~Aristotle



EPIC Inspirational Quotes

Obviously before you get on developing something you need to know all about it first. The same goes with your personality. One needs to start with taking a good look at themselves, analyzing their traits, the strengths and weaknesses and everything that needs to be worked upon. Don't shy away from accepting your flaws and learn about yourself as much as you can.

11. Bring positivity in your outlook



Your thoughts and your actions both need to be positive in order to have an attractive personality. The way we think has a lot of effect on the way how we act. And if one prospers positive thoughts inside his mind then that also gives him a confidence boost and enhances their personality. Situations and circumstances in life can always be full highs and lows. But in order to adopt a positive outlook towards life, you need to find the brighter side of the things and focus on the good parts.

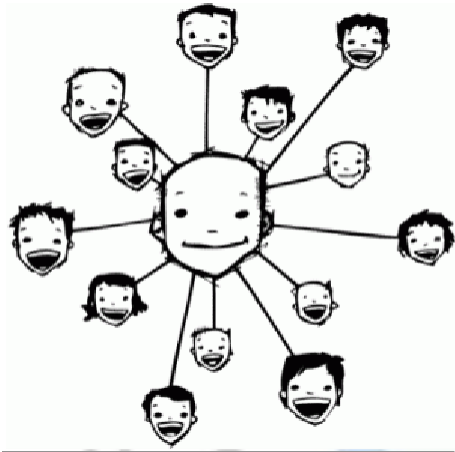
10. Have an opinion



Having an opinion and being able to confidently put it forward doesn't just help making your conversations interesting but it also makes you look more influential and well informed around other people. Never shy away from projecting your

opinions even if they happen to conflict with those of other people. Be well informed about all the relevant stuff in your surrounding and fell free to have opinions. It will make yourself feel important too

9. Meet new people



Meeting new and different kinds of people is a healthy step towards expanding your horizons and exposing yourself to a larger number of things. You get an opportunity to know more about other cultures and lifestyles and it significantly has a positive effect on your own personality.

8. Read more often and develop new interests



A man of very few interests has very little to talk about. But if you are well informed about things and cultivate a number of interests, more people tend to like you. You can strike up interesting conversations instead of appearing to be dull and monotonous. When you meet new people you do not have to think about what to say as you can share your knowledge or your interests and get them indulged in conversation.

7. Be a good listener



“Most people do not listen with the intent to understand; they listen with the intent to reply.” True it is. Being a good listener may not seem like but it is an important step towards achieving a more likable personality. When somebody talks to you, listen with interest and give them all the attention and importance. Maintain a direct eye contact and do not get distracted by the surroundings. It will help you in knowing a better deal about people and attending them in a better way.

6. Be a little fun



Oh yes, this is necessary! Being able to find a humorous side in otherwise terrible situations and bringing a little quirkiness of your own is appreciated by one and all. Everybody loves a person who can make them laugh and bring a funny perspective to the regular things of life. One does not need to be all serious and sober all the time but adorning your funny hat (not literally) every once in a while will turn you in to a more charming personality.

5. Be courteous



Being courteous is never out of fashion and is well appreciated and respected by everyone. Be humble and greet everyone with a smile. Never shy away from helping or supporting your peers and being available to them whenever they need you. Doing random acts of kindness will not just make somebody else's day but it will also make you come along as a pleasing person. Also it will give your personality a confidence boost. Be humble and down to earth to your juniors and seniors alike.

4. Work on your Body Language



Body language is just as important for your personality as your verbal communication skills. It tells a lot about yourself and helps people in making accurate conjectures about you. Everything including the way you walk, sit, talk or eat leaves an impact over the people around you and having a correct body language can do wonders for your personality. Walk in an upright position with shoulders straight. Do not droop. Sit in a relaxed posture and make always eye contact while speaking.

3. Check your attire



I am not abruptly beginning to emphasize about your exterior self instead of your skills and abilities but one's attire has an important role to play while making a desirable impression. And not just that, but it also gives yourself a confidence boost knowing that you look good and are dressed appropriately. Dress up in a decent manner and keeping your surroundings in mind. While flashy colors and too much body tattoos or piercings convey an unprofessional attitude, neatly ironed clothes make you look presentable.

2. Be yourself



Though one can always look up to other people to take an inspiration from, but you should still remain your own unique self. Each one of us is different, we have our own sets of skills and flaws and trying to be somebody else gets you nowhere and just simply backfires. Trying too hard to fit in a new group or wanting to belong should never take your authenticity and singularity away. Never try moulding into another person but instead work on being the best version of yourself.

1. Be confident



BE CONFIDENT IN YOURSELF

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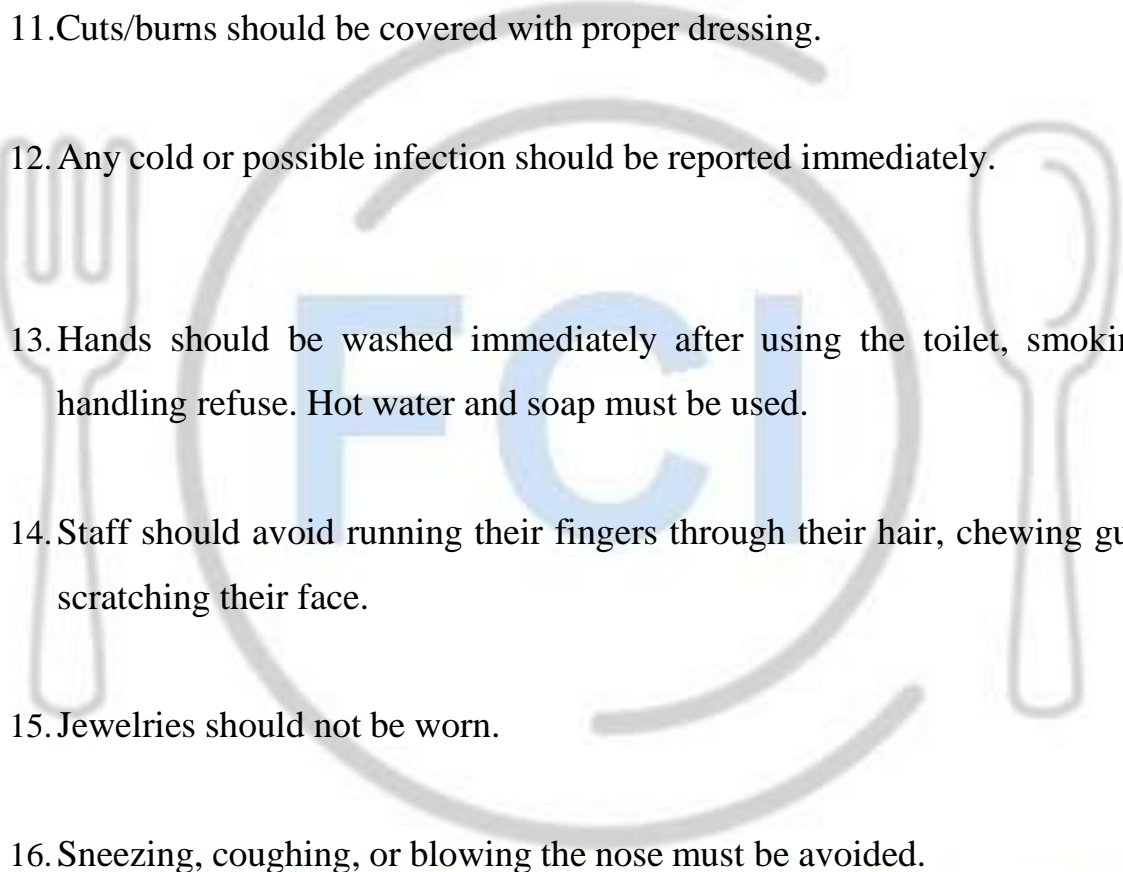
Yes, that's the key. Being confident about who you are and what you are doing is the most important tip for personality development. Never doubt your capabilities and if there is something you need to work upon then put in all the effort so you can come over your fears and gain confidence. Read success stories or surround yourself with motivational thoughts or -encouragements|| which can boost up your self esteem and help you in attaining a charming personality. Just everything you do, have faith in yourself and put in your hard work. There can be nothing more appealing in your personality than an incredible confidence.

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Personal Hygiene:

How you look and the first impressions you create are very important. It reflects on the standard of your establishment and quality of the services to come.

1. Staff should be clean and should use deodorants, aftershave and perfumes which are mild and not strong smelling.
2. Sufficient sleep, adequate and health intake of food and regular exercise is essential for good health and ability to cope with the pressures and stress of work.
3. The hands should be clean, free of nicotine stains and well-trimmed nails.
4. The men should be clean shaven, or with mustache or beard neatly trimmed.
5. Women should only wear light make up. If nail varnish is used then it should be clear.
6. Ear rings should not be worn except studs.
7. Uniform should be clean, neatly pressed with all buttons intact.
8. Hair must be clean, short and well groomed. Long hair must be tied up at the back to avoid hair falling into foods and drinks.

- 
- A large, light blue watermark logo for the Food Craft Institute (FCCI) Jammu is centered in the background. It features a circular emblem with a fork on the left and a spoon on the right, flanking the letters 'FCCI'. Below the emblem, the words 'FOOD CRAFT INSTITUTE' and 'JAMMU' are written in a sans-serif font.
9. Shoes must be comfortable and clean and well-polished and of a plain neat design without any frills.
 10. Teeth should be brushed regularly to avoid bad breath.
 11. Cuts/burns should be covered with proper dressing.
 12. Any cold or possible infection should be reported immediately.
 13. Hands should be washed immediately after using the toilet, smoking or handling refuse. Hot water and soap must be used.
 14. Staff should avoid running their fingers through their hair, chewing gum or scratching their face.
 15. Jewellery should not be worn.
 16. Sneezing, coughing, or blowing the nose must be avoided.

II. Body Language:

Body language is a kind of nonverbal communication, where thoughts, intentions, or feelings are expressed by physical behaviors, such as facial expressions, body posture, gestures, eye movement, touch and the use of space.

- Body Language is the unspoken communication that goes on in every Face-to-Face encounter with another human being.
- It tells you their true feelings towards you and how well your words are being received.
- A simple roll of the eyes or hand gesture may be all it takes to convey 100% of what we mean, no words, no tone, only 7-10% is attributable to the actual words we use in a conversation.

Posture:

Posture is the position in which you hold your body upright against gravity while standing, sitting or lying down.

Good posture involves training your body to stand, walk, sit and lie in positions where the least strain is placed on supporting muscles and ligaments during movement or weight-bearing activities.

Correct Postures of Sitting:

- A position in which the body is seated comfortably on a chair with erect spine.
- Spine should maintain its natural curve. Not to put any stress on the back.

- Posture should not be forced or collapsed with belly bulging out.



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Advantages of Correct Postures:

- Physical Appearance
- Graceful & Efficient Movements
- Physical Fitness
- Less chances of injuries
- Prevention from diseases
- Improves confidence
- Sports performance
- Joint mobility
- Longevity

Causes of Bad Postures:

- Improper Diet
- Diseases
- By Birth
- Due to accidents
- Fatigue
- Fashion
- Lack of Fresh air & Rest
- Lack of Proper Exercise
- Lack of Awareness
- Unsuitable Furniture
- Obesity
- Bad Habits
- Lack of Rest & Sleep

Effects of Bad Postures:

- Neck Pain
- Lower Back Pain
- Headache
- Eye-strain
- Digestive Problems
- Breathing Difficulties

Key terms you need to know about Posture:

POSTURE – A non-verbal communication signal. The positioning of the body.

CLOSED POSTURE – Positioning the arms so that they are folded across the body and/or crossing the legs.

OPEN POSTURE – positioning the arms so they are not folded across the body and the legs are not crossed.

People who are getting on well together tend to adopt each other's posture when they are having a conversation; this is known as **POSTURAL ECHO**.

III. Social Communication:

Communication:

- Communication can be defined as the process by which people share ideas, experience, knowledge and feelings through the transmission of symbolic messages.
- The means of communication are usually spoken or written words, pictures or symbols.
- But we also give information through body language, gestures, and looks, facial expressions can show how we feel and what we think about an issue or another person

Communication Skills:

- Communication is the life blood in any organization.
- It is very important for creating an image of us in any other mind.
- Example: A person should have a good command over languages like Hindi and English. Grammar and pronunciation should also be perfect. He/she should have knowledge in every aspect.

IV. Smile:



Smiles are an important facial expression and play a vital role in the hospitality Industry. They show interest, excitement, empathy, concern; they create an upbeat, positive environment. Smiles can, however, be overused. Often, men smile when they are pleased; women smile to please.

How to give your best smile:

The way you produce your smile also sends a message. A too fast smile and quick drop back to normal says you are not very sincere. But to send a message with your smile that you are very pleased and honored to see a person is possible with the correct timing.

Here are the most common types of smiles:

- **Closed Smile:** The lips are stretched in a straight line while teeth are concealed. It could mean that the smiling person withholds his opinion, or has a secret that he is not going to share with you.
- **Sarcastic Smile:** This is type of smile can be displayed only deliberately. The smile shows opposite emotions on each side of the face.
- **Open Smile:** This smile displays teeth while the jaw is dropped back to emphasize happiness, and to trigger happy reactions in others.

- **Childish Smile:** The head is turned down and away, while the person looks up with closed lips smile. It makes the person look childish, playful and secretive at the same time.

Handshakes:



- Handshaking is commonly done upon meeting, greeting, offering congratulations, or completing an agreement.
- The purpose of handshake is to convey trust, balance and equality.
- Handshaking can give clues about the personality of the person you are shaking hand with.

Types of Handshake:

- **Wet fish**



Wet fish handshake normally means a weak character, someone who is easily persuaded.

- **Dead Fish**



A limp handshake, has no energy, there is no shake, no squeeze, and it gives the feeling you are holding a dead fish instead of a hand, Indicates low self-esteem.

- **Hand Hug:**



The hand hug is popular with politicians, as it can presents them as being warm, friendly, trustworthy and honest.

- **The Bone Crusher:**



✓ Shows overly aggressive personality types.

- ✓ Is often performed by larger men that are trying to make up for smaller things and is popular amongst politicians and lawyers and other authoritative figures that think they have something to prove.

- **Queen's Fingertips:**



A person who offers fingers instead of his palm for making a handshake is said to be making a Queen's handshake. This handshake indicates a sense of superiority. Commonly seen in men-women.

- **The Appropriate Handshake:**



Stand and extend your right hand straight out in front of your body, with your elbow slightly bent and your thumb pointing to the ceiling. Lean forward slightly if there is room, but not so much that your faces are uncomfortably close.

Tips for Appropriate Handshake:

- Keep eye contact; do not glance down at the hand offered as you shake.
- Keep a pleasant expression; not stiff or overeager.
- Release the hand after 3-4 shakes.
- Grip with slight firmness as you raise your hand slightly up and down for the 'shake'.

V. How to Interact with Clients:

For the client the important points are: security, stability, range of services, their availability and promptness of delivery, the behavior of staff.

Hotel and restaurant should be not only a place to stay and food preparation, but also a "home away from home", where they will rest and comfort. Guest must feel: he is not a solicitor services, and the master of the situation. Hospitality - secret weapon maintenance.

The human factor in the hospitality industry plays a leading role, is an important resource of the company. During the service defines the

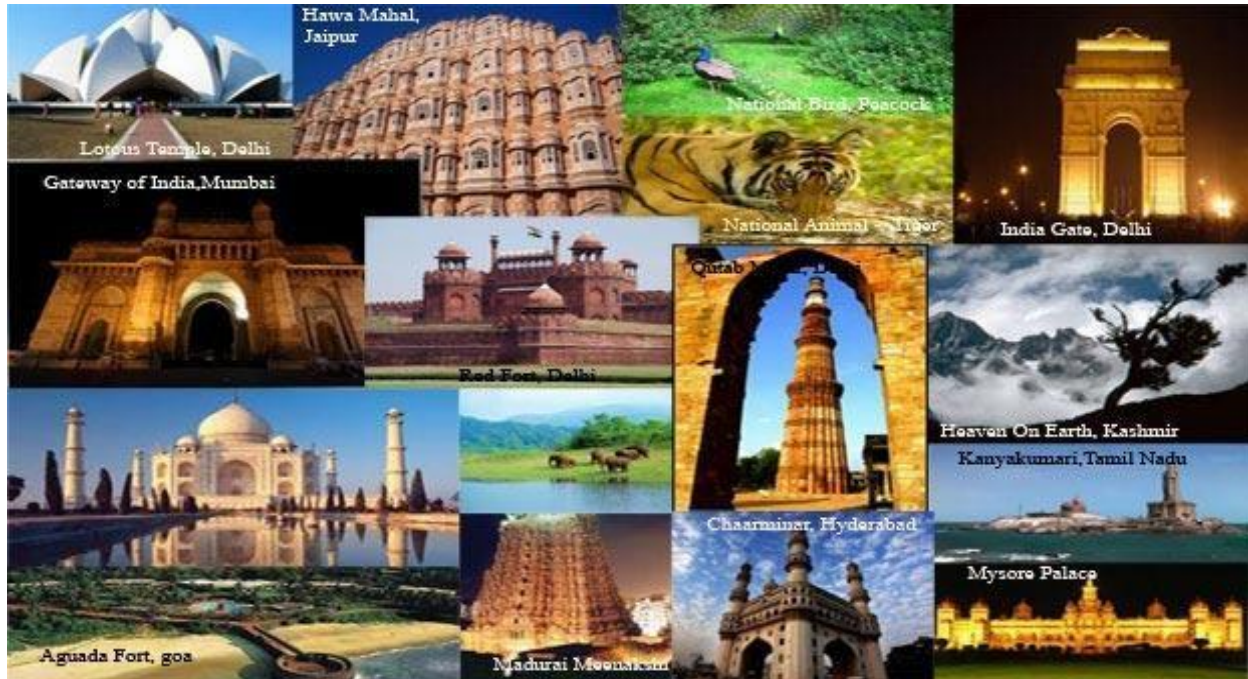
relationship between worker and client. In the preparation and selection of personnel in contact with customers, especially important for the professional use of technology in business communication. On this, as well as the study of social psychology, ethics, business etiquette with extensive use of business games and tests should be based training hotel and restaurant staff.

Some basic rules while Interacting Clients:

- Smile.
- Install and maintain eye contact.
- If possible, call the guest by name.
- Be polite, friendly, know your business.
- Offer accommodation in a good room and try to sell it.
- Maintain a neat and well-groomed appearance.
- Follow all the promises.

Chapter 2

Tourism as a Product:



Tourism product is something that can be offered to tourists to visit a tourist destination. The products which satisfy the leisure, pleasure, religious or business needs at places other than the normal place of residence are known as tourism products. Tourism products are offered in the market with a cost. Tourism product is the prime reason for tourist to choose a destination.

Tourism product helps in fetching revenue for the destination. So they should be properly marketed and preserved.

Tourism product can also be described as a service that can be enjoyed by tourists starting from the place of origin, while in a tourist destination and until returning back home. It is supported by natural and cultural attractions; facilities and services like hotel, transportation; product price, food, entertainment etc.

When we have to plan a trip during vacations, then we have to choose a place where we can spend our vacation. The selection of the place will depend upon the attraction that the place possesses; how to reach there; where to stay and any other activities apart from sightseeing available. A cost is attached to every component of the trip. Like transportation, accommodation, entry ticket to monument, shopping.

Components of Tourism Product Includes:

- **Attractions** – Taj Mahal, Kovalam Beach, Lotus Temple etc.
- **Services and facilities-** Hotels, restaurants, taxi service, metro rail etc.
- **Activities-** Shopping, Trekking etc.

I. Introduction to Tourism Industry:

Tourism:

The hospitality industry is a part of a larger enterprise known as travel and tourism industry. The travel and tourism industry is a vast group of business with one goal in common: providing necessary or desired services to travelers. Advances in transportation enabled more people to travel greater distances at less cost spreading tourism across the globe. From modest origins, hospitality and tourism rose to become two of the largest worldwide industries

Hospitality is the cordial and generous reception and entertainment of guests or strangers, either socially or commercially.

The Hospitality Industry is comprised of those businesses which practice the act of being hospitable; those businesses which are

characterized by generosity and friendliness to guests.

Characteristics of Hospitality Industry

1. Inseparability
 2. Perishability
 3. Labor-intensive
 4. Repetitive
 5. Intangibility
- The United Nations World Tourism Organization (UNWTO) defines tourism as the act of:
"...travelling to and staying in places outside a person's usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.¶

S.No	Type	Description
01	Domestic tourism	Residents travelling within their country of Residence
02	Inbound tourism	Non-residents travelling to the given country
03	outbound tourism	Residents travelling to another country
04	Internal tourism	Domestic tourism and inbound tourism
05	National tourism	Domestic tourism and outbound tourism
06	International tourism	Inbound tourism and outbound tourism
07	Culinary tourism	Travelling for Food and drink experiences
08	Dark tourism	Travel to sites associated with death and suffering
09	Disaster Tourism	Travel to sites that have experienced natural disasters
10	Ecotourism	Tourism which benefits the community, economy &

		the environment of a local area
11	Heritage (Cultural) tourism	Places, activities that represent the stories of people, past and present
12	Medical (Health) tourism	Medical services at a particular location
13	Space tourism	Trips taking tourists into space
14	Adventure Tourism	Involving exploration or travel with perceived risk to remote, exotic and possibly hostile areas. like Mountaineering, trekking, rafting, rock climbing. etc

Tourist

- **International Tourist**

–A visitor who travels to a country other than that in which he/she has his/her usual residence for at least one night but not more than one year, and whose main purpose of visit is other than the exercise of an activity remunerated within the country visited||

- **Domestic Tourist**

–Any person, regardless of nationality, resident in a country and who travels to a place in the same country for not more than one year and whose main purpose of visit is other than following an occupation remunerated from within the place visited||

21st Century Trends In Tourism

Travel and tourism will grow to new heights in the 21st century as it becomes more accessible to a larger cross section of the global population. This will result in commensurate economic opportunities for developed and emerging destinations around the world. It will also create major challenges, not only in attracting and serving increased tourism demand, but also in mitigating the numerous potential negative externalities that will emerge as a result of tourism's rapid growth. Successful destinations will strike a balance in developing their tourism industries by monitoring international trends, engaging tourism stakeholders, ensuring that the benefits of tourism outweigh

any potential negative impacts and pledging a more equitable distribution of tourism revenue.

- Tourism is the travel for recreational (fun), leisure (rest), family or business purposes, usually of a limited duration.
- Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country.
- Temporary, short-term movement of people to destination outside their resident places.

Tourist:



Tourist is a person who travels away from home for leisure, business or other purposes for longer than a day

E.g. 24 hours but less than a year, an excursionist is a person who arrives at the destination and departs on the same day.

Strength of India for Tourism:

- Country of rich heritage and traditions having a vast and varied history.
- Places of ancient civilization and settlements dating back to several centuries present in India.
- Unity in Diversity i.e. multicultural people staying together in the same country.
- One of the fastest growing economies of the world.
- India has been maintaining good and cordial relationship with different countries which helps the people of those countries to get the visas easily to visit India.

Weaknesses:

- Insufficient standard hotels in the country leading to the problem of accommodation for the visiting tourists.
- Lack of proper infrastructure.

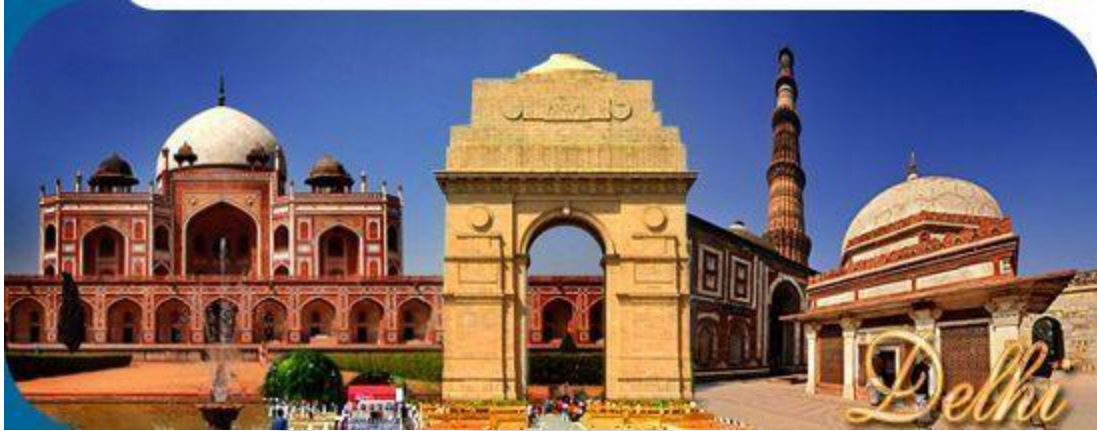
- Poor health, lack of hygiene and proper sanitation among majority of people especially in the rural parts of the country.
- Incidents of local people harassing and torturing the visiting tourists especially the foreign tourists in different parts of the country.

Threats:

- Terrorism- Incidents like 26/11, 11/7 have an impact on the psyche of the visiting tourists.
- These incidents dramatically reduce the foreign tourist arrivals in India.
- The increasing Naxalite activities and constant Maoist attacks in the country is not helping the cause either.
- Diseases in recent years such as Dengue, Chikungunya and Swine Flu are causing the tourists to stay away from visiting different parts of the country.
- Increasing competition from other exotic countries. Ex- Singapore, Hong Kong etc.

II. Region wise Tourism (Northern, Southern, Eastern, Western):

Northern Tourism:



North India is a region in the northern part of India. It includes the states Jammu and Kashmir, Haryana, Himachal Pradesh, Punjab, Uttar Pradesh and Uttarakhand. It also includes the Union Territory Chandigarh and Delhi. Delhi is the capital of the India. Chandigarh is the well planned city of the India.

It has a diverse culture, and includes the Hindu pilgrimage centers of Char Dham, Haridwar, Mathura, Allahabad and Varanasi, the Buddhist Mahabodhi Temple, the Sikh Golden Temple in Amritsar, Punjab. It houses the world heritage sites such as the Valley of flowers, Qutb Minar, Taj Mahal etc. Folk dances like the bhangra of the Punjab, rouf and bhand pather of Kashmir are quite famous. Jammu and Kashmir is known as the paradise of the India.

The states Uttarakhand and Himachal Pradesh houses the famous hill stations like Kullu, Manali, Shimla, Dharamsala, Palampur, Mussoorie, Dehradun, Nainital etc. Some other famous cities are Gurgaon, Kurukshetra, Jammu, Ladakh (Leh), Srinagar, Amritsar, Ludhiana, Jalandhar etc.

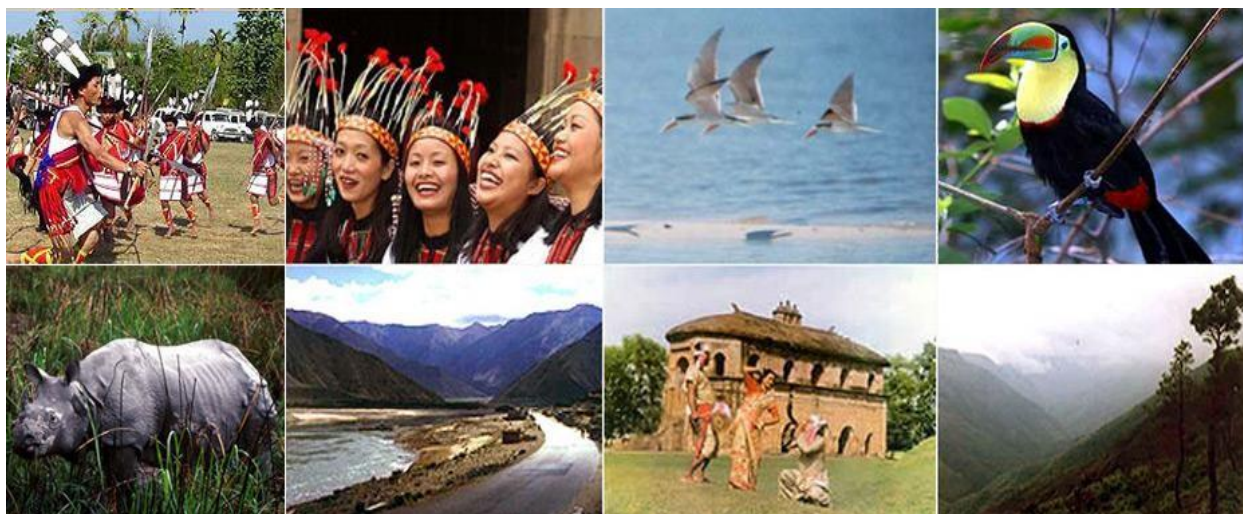
Southern Tourism:



South India is a region in the southern part of India. It includes the states Andhra Pradesh, Karnataka, Kerala and Tamilnadu. It also houses the Union Territory Pondicherry (Puducherry) and Lakshadweep Island in the Arabian Sea. The Godavari, Krishna, Tungabhadra and Kaveri rivers are important non-perennial sources of water. Southern region speak one of the Dravidian languages: Kannada, Malayalam, Tamil, Telugu, and Tulu. The classical dances of India like "Bharat Natyam" and "Kathakali" have South Indian origin.

This part of India has enormous beaches, water falls, forests, lakes, backwaters, Wild Life Sanctuary etc. The famous cities in this region are Hyderabad and its twin city Secunderabad, Mysore, Bangalore (Bengaluru), Kochi (Cochin), Trivandrum (Thiruvananthpuram), Chennai (Madras), Kanyakumari (Nagercoil) etc. Some of the famous hill stations in this region are Kodaikanal, Ooty (Ootacamund), Munnar etc.

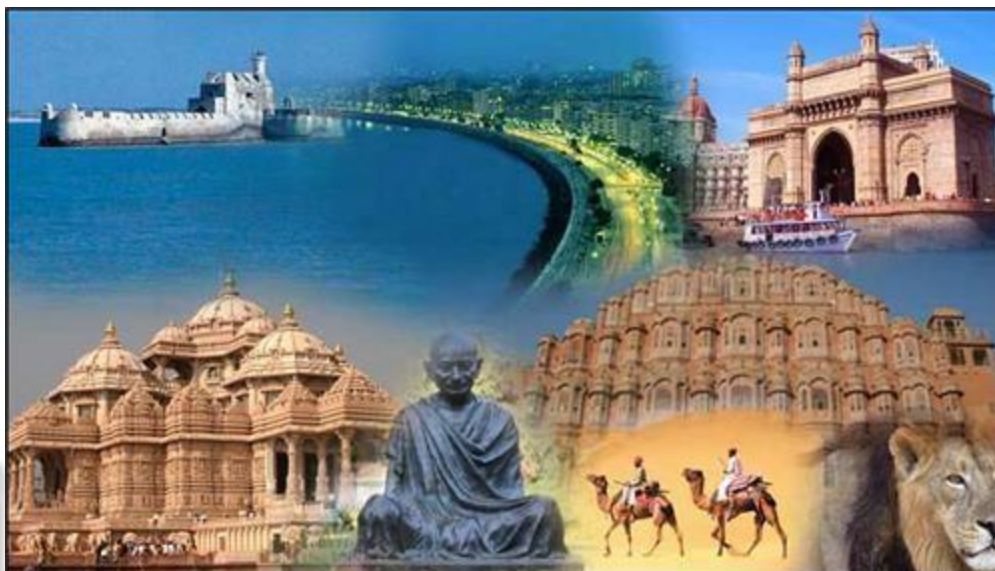
Eastern Tourism:



East India is a region in the eastern part of India. It includes the states West Bengal, Bihar, Jharkhand, Orissa and the seven eastern states Assam, Meghalaya, Nagaland, Sikkim, Manipur, Mizoram and Tripura. It also houses the Union Territory Andaman and Nicobar Islands in the Bay of Bengal.

The famous cities in this region are Patna, Ranchi, Jamshedpur, Bhubneshwar, Puri (Konark), Kolkata, Guwahati, Imphal, Shillong, Aizawl, Gangtok, Agartala, Itanagar etc. It also houses famous hill station Darjeeling and all these eastern state also houses hill stations which are worth to visit. This region has mesmerizing scenic beauty. It has captivating tea farm, from where the tea is exported to other part of the India as well as abroad. The ruins of ancient Nalanda University can be found near Rajgir. This part includes many pilgrimage centers for Jain and Buddha communities. Bodhgaya and Puri are the most famous pilgrimage center in this region. Odissi dance and music is the only classical dance and music in eastern India.

Western Tourism:



West India is a region in the western part of India. It includes the states Gujarat, Maharashtra Rajasthan and Goa. It also houses the Union Territory Dadra and Nagar Haveli, and Daman and Diu. This region is highly industrialized, with a large urban population. Regional languages like Marathi, Rajasthani, and Gujarati are widely spoken here.

The famous cities in this region are Ahmedabad, Gandhinagar, Surat, Vadodara, Mumbai, Pune, Nasik, Thane, Ajmer, Jaipur, Udaipur, Jaisalmer, Kota etc. Some of the famous hill stations in this region are Mount Abu, Lonavala-Khandala, Matheran, Mahabaleshwar etc. Mumbai is the most famous city and the financial hub of the India, is the city of fashion, Bollywood. The famous Muslim pilgrimage Dargah Sharif in Ajmer is situated in this region.

Udaipur city is famous for its nature tourism, also known as "the lake city of India". Nasik is the famous Hindu pilgrimage center. Folk dances like the Ghoomar of rajasthan, garba of Gujarat is famous all over the India. Pohay, Shrikhand, Pav Bhaji, Vada Pav are good examples of Maharashtrian cuisine. Goa's cuisine is dominated by the use of rice, coconut, seafood, Kokum, cashew-

nuts. Gujarati cuisine is almost exclusively vegetarian and Daal Bati Churma is famous in Rajasthan.

III. Tourism Products of the State:

[JAMMU]

- **Bagh-e-Bahu:**

These landscaped gardens are situated at a lower level near Bahu fort at a distance of 5km and are illuminated in the evening; Opposite to the Gardens is the Mubark Mandi of Maharaja Hari Singh. The view of the town from this spot is beautiful.



- **Dogra Art Gallery:**

It is situated near Gandhi Bhavan, opposite new Secretariat. It has collection of fine miniatures of the Jammu and Basoli Schools. Closed on Monday.



- **Amar Mahal Palace:**

It was built in French Architectural Style in 1907, on the north of the town has a family Museum, Which has notable Collection of pictures depicting the Dynastic Lineage, Miniatures and old books. Closed: Monday and State Holidays.



- **Bahu Fort: [5km]**

Situated on the left bank of the Tawi River stands Bahu Fort constructed originally by Raja Bahulochan over 3000 years ago. The existing Fort was improved and built by Dogra rulers. There is a Kali Temple inside the fort.



- **Ranbir Canal: [3.5km]**

Its water is ice cold throughout the year. It is also a good viewpoint.

- **Ranbireshwar Temple:**

Built by Maharaja Ranbir Singh in 1883 A.D. This temple is dedicated to Lord Shiva. There are 12 Shiv Lingams of crystal measuring for 15cm to 38cm and galleries with thousands of Shiva Lingama fibbed stone slabs.

- **Raghunath Temple:**

This is another temple of Raghunath Ji at old Mandi built by Maharaja Ranbir Singh wife, Rani Bhandral in 1888 A.D and decorated with frescoed. It is also dedicated to Lord Ram. The temple is renowned for its depiction of Ram Lila and Krishn Lila in paintings.



Situated in the heart of the city is the gem of the town, which is surrounded by a group of temples, this temple dedicated to Lord Rama, It is outstanding and unique in northern India. The deities of Rama-Lakshman Sita are made of marble. The work on the temple was started by Maharaja Gulab Singh, founder of the present city in 1835 and was completed by his Maharaja Ranbir Singh in 1806 A.D.

The inner walls of the



main temple are covered with gold sheet on three sides. Beautiful carvings on colourful marbles and murals have made the temple graceful. The surrounding temples are dedicated to various Gods and Goddesses connected with the epic Ramayana.

[Excursions]

- **Akhnoor: [32km]** Chenab. Regular bus service operated from Jammu.
- **Basoli: [132km]** It is situated at the border of Himachal Pradesh 32km east of Jammu. Basoli is famous for forest folk art, a blend of the Mughal style and the Pahari School. A few Temples are here. Buses ply from Pathankot and Jammu to Basoli via Kathua.
- **Batote: [113km]** at a height of 560m on the Jammu Srinagar highway it is a health resort, its beauty can be compared to that of Musoorie in U.P. River Chanab is also visible from this place.
- **Krimchi: [69km from Jammu]** It is situated 8km north-west of Udhampur. Krimchi is famous for some temples, which seem to be replicas of the Khagurah temples of Madhya Pradesh.
- **Patni Top: [112km]** the Pleasant resort is located at 2,024m on Jammu Srinagar highway. It is surrounded by thickly wooded forests and perched on a lovely Plateau.

- **Mansar Lake:** [80km] A beautiful lake fringed by forest covered hills. Regular bus service is available from Jammu.
- **Surinsar Lake:** [42km] It is a Picturesque spot with J&K tourism accommodation available.
- **Purmandal:** [39km] It is a sacred place for Hindus. Most Shiv –Lingams|| that are believed to have automatically arisen following the rice of Devika are in and around Purmandal, towards the south east of Jammu. It was also called sometime –Chhota Kashi|| regular bus service from Jammu.

[Srinagar]

- **Dal Lake:**

Dal Lake is a lake in Srinagar, the summer capital of Jammu and Kashmir. The urban lake, which is the second largest in the state,



is integral to tourism and recreation in Kashmir. The Shankara-Charya hill is its south and Hari Parbat on its West. The lake is 6x 3km and is divided by cause ways into four parts Gagribal, Lokut Dal, Badadal and Nagin. In winter the water of the Dal Lake are frozen, the shikaras or House Boats do not float and cycle run over the Dal.

- **Nehru Park:**

It is the fun can be of Dal Lake. The park has been built in remembrance of Jawahar Lal Nehru on the island of GAGRIWAL. It is ideal place for an evening walk the illumination at night reflects in



the Lake and attracts the tourist from far and away.

- **Char Chinar:**

It is situated on Char Chinar Island in the middle portion of Dal Lake, which is also called –Rup Lank. There are four princely Chinar trees on the island. This island drives its name from these Chinar trees. There is a restaurant on this island. To visit the Char Chinar you have to hire a Shikara.



- **Pratap Singh Museum:**

It is situated at Lal Mandi between Zero Bridge and Mandi Amira Qadal, south of the Jhelum River. It has large collection of exhabits. Time 10 Am to 4Pm: remain closed on Mondays.



- **Jama Masjid: [5km]**

This wooden mosque originally built by Sultan Sikandar in 1385 AD and enlarged and renovated by his son Jain-ul-Abidin in 1402AD.

It is built in Seracenic architecture. The mosque has four domes on the top; prayer is called from these minars. It is the largest mosque in Kashmir. Thousand devotees can participate in prayer at a time. Id-ul-Fitar is the greatest festival there.



- **Hari Parvat Fort: [15km away]**

From the City on the western side of the Dal there is a fort on the hari parvat built by Atta Mohammad Khan an Afghan Governor in 1586.

It is built 122m above the city enclosed by 5 km long and 10m high wall built by Akhtar in 1592-98 Ad. But it is now in ruins. Permission is necessary from state Archeological Dept. Lal Mandi Square to visit the ruined fort. Now a days it is under control of Army.



- **Sankaracharya Temple [5km]:**

This place has special important for every tourist. It is Srinagar's famous temple, which was constructed near Dal Gate on 305 high hills.

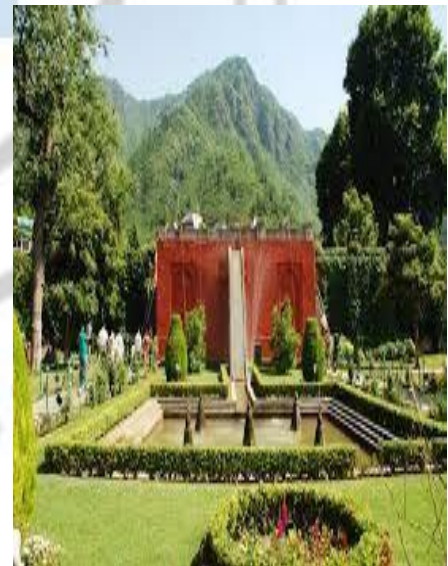
It is travelled by climbing 242 stairs. According to Historians view this temple was constructed as a Shiv Temple by King Ashok's son Jhaluka in 200 BC.



- **Chashma Shahi:**

This garden is also called –Shahi Bagh|| which is 9 km away from the city you can reach there by Boulevard Road from where a 3 km long road leads to Chashma Shahi.

This tastefully laid garden has terraces with a cold water spring in the center which was constructed in Shahjhan's Mughal Governor Ali Marden's supervision in 1632 AD. The water of the spring is said to cure many disease.



Chapter 3

Product and service Development Planning

Product: According to Phillip Kotler

Product can be defined as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or a need.

The creation of products with new or different characteristics that offer new or additional benefits to the customer,

Product development may involve modification of an existing product or its presentation, or formulation of an entirely new product that satisfies a newly defined customer want or market niche.

Product development: It is the process of designing, creating and marketing new products or services to benefit customers. Sometimes referred to as new product development, the discipline is focused on developing systematic methods for guiding all the processes involved in getting a new product to market.

Product Scope: Three Aspects

- **Physical Aspect-** is the physical aspect of the product. What it is? E.g. It is a herbal tooth paste
- **Functional Aspect** – is what it does? E.g. It cleans tooth/ prevents tooth decay
- **Symbolic Aspect-** is what it means to the users emotion? E.g. The satisfaction of a person –free from tooth decay||.

Service:

Service is any act or performance that one party can offer to another that is **essentially intangible**. It does not result in ownership of anything- Kotler.

Services have unique features that differentiate from physical goods

Intangibility

- Variability
- Inseparability
- Perishability
- Ownership

Steps in Product Development Planning:

Generation of New Product Ideas.
Screening of Ideas
Product Concept Development
Commercial Feasibility
Product Development
Product Development
Commercialization

1. Generation of New Product Ideas: The first step in product development planning is generation of ideas for the development of new/innovative products.

Ideas may come from internal sources like company's own Research and Development (R&D) department, managers, sales-force personnel etc.; or from external sources like, customers, dealers, competitors, consultants, scientists etc.

At this stage, the intention of management is to generate more and more new and better product ideas; so that the most practical and profitable ideas may be screened subsequently.

2. Screening of Ideas: Screening of ideas means a close and detailed examination of ideas, to determine which of the ideas have potential and are capable of making significant contribution to marketing objectives. In fact, generation of ideas is not that significant as the system for screening the generated ideas.

The ideas should be screened properly; as any idea passing this stage would cost the firm in terms of time, money and efforts, at subsequent stages in product planning and development.

3. Product Concept Development: Those product ideas which clear the screening stage must be developed into a product concept – identifying physical features, benefits, price etc. of the product. At this stage product idea is transformed into a product concept i.e. a product which target market will accept.

4. Commercial Feasibility: At this stage, the purpose is to determine whether the proposed product idea is commercially feasible, in terms of demand potential and the costs of production and marketing. Management must also ensure that product concept is compatible with the resources of the organization technological, human and financial.

5. Product Development: Product development encompasses the technical activities of engineering and design. At this stage, the engineering department converts the product concept into a concrete form of product in view of the required size, shape, design, weight, colour etc. of the product concept.

6. Product Development: A sample of the product is tested in a well-chosen and authentic sales environment; to find out consumers' reaction. In view of consumers' reactions, the product may be improved further.

7. Commercialization: After the management is satisfied with the results of test marketing, steps are taken to launch a full-fledged programme for the production, promotion and marketing of the product. It is the stage where the new product is born; and it enters its life cycle process.

I. Marketing and It's P's:

Introduction:

As we all know that today tourism is becoming one of the most important activity in the life of people as people are traveling from one place to another for the fulfillment of their desires and wants.

When you go on summer vacation and spend days shopping in antique stores, hiking in a national park, eating local food and taking in a musical at the amphitheater, you are being a tourist. Tourism occurs when you leave your normal surroundings where you live and work to go to another environment to engage in activities there, regardless of how close or how far it is. You are a visitor, and what you do while visiting is tourism. Individuals and organizations at your destination promoted those activities through advertising or other forms of marketing.

Tourism Marketing:

-Tourism marketing refers to the organized, combined efforts of the national tourist bodies and/or the businesses in the tourism sector of an international, national or local area to achieve growth in tourism by maximizing the satisfaction of tourists. In doing so, the tourist bodies and businesses expect to receive profits.

In tourism there are 7P's of marketing which are very helpful in getting attention and helpful in performing actions in the minds of people. These are explained below 1.Product 2.Price 3.Place 4.Promotion. 5. Positioning 6.People 7.Planning.

7 P's:

Product:

- The tourism product differs from other products due to the wide range it covers, including such areas as accommodations, transportation, food, recreation and attractions. Often the product includes intangibles such as history, culture and natural beauty.
- Many times the hospitality or tourism product is viewed as more of a –service in the customer's eye. The closer we can determine how to satisfy the customer's needs, the more successful the destination will be.

Price:

- This refers to the amount customers pay for the product or service provided. A quality tourism experience at a fair price is what the customer is looking for in most cases.

- Pricing should be based upon clear-cut goals and objectives: survival, profit maximization, market share, competition or positioning.

Place:

- The place where the customer buys the tourism product can vary greatly. Travel agents, tour operators and tour wholesalers are a few examples of the distribution points for tourism products.
- Look for new distribution points in which you can sell your services. For example: web sites like Country-Adventures.com.

Promotion:

- A range of activities can be used to convince customers to buy the product, including information kits, web sites, advertising, personal selling, sales promotion, travel shows, and public relations.
- Utilize tourist information centers, such as welcome centers.
- Participation with your state, regional and local tourism offices and associations.

Positioning:

- Finding a special place in the market for the product to differentiate from your competitors. Niche marketing is a case in point.
 1. Identify a set of possible competitive advantages upon which to build a position.
 2. Select the right competitive advantage.
 3. Effective communication and delivery of the chosen position to a selected target market.

People:

- The people who sell and service your product are an extremely important part of tourism marketing. Friendly personal service and trained employees can make or break a tourism business.
- Because much of the tourism industry is based upon word- of-mouth advertising- particularly about the service received- what your customers say after they depart can thrust your business forward or send it into a downward spiral.

I. Marketing Strategy:

An organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan.

Different Marketing Strategies:

- Right mind set
- Company analysis
- Market analysis
- Idea generation

- Product or service definition
- Attitude research
- Consumer research
- Test market
- Product or service launch
- Growth and reinvestment

II. Promotion of Tourism:

The tourism industry is unlike any other because, instead of a product, you are selling a place and all the things it has to offer. You are competing with the entire world every time you promote tourism in a given destination, and this high level of competition demands a creative and unique approach.

To be successful, your marketing should constantly put forth the best possible image of your destination, while creating interest on a broad scale in as many ways as possible.

- **To make the tourist product widely known.**
- **To make it very attractive in order to encourage many people to try it.**

- To make the message attractive without being dishonest.

Procedures in Implementing a Promotional Program:

- Select the target market
- Develop a promotional objectives
- Establish the promotional budget
- Determine the message idea
- Select the message format
- Select promotional mix elements



Select the target market:

Use secondary and primary research to pinpoint and determine the target market's characteristics (e.g., demographics and geographic origins).

Target market must be accessible through one or more promotional mix elements or specific type of media.

- The target market must include people with similar characteristics who are the best prospects for future business.

Develop promotional objectives:

- Objectives must be target-market specific, stated as desired result or outcome, measurable, realistically attainable, and have a deadline for achievement.
- Consider target market's buying process stage and awareness of destination or organization.

Establish the promotional budget:

- Budget is based on promotional objectives using objective-and-task budget method, which is a zero based approach.
- But must consider what the organization has available to spend (affordable budgeting method).
- Cooperative promotions (partnerships) should be considered to expand budget amounts.

Determine the message idea:

- Pinpoint target market's perspective (images), needs, wants, motives, and expectations.
- Determine what to communicate in the message (message idea).
- Support the positioning approach for the destination or organization.

- Pre-test message idea or ideas.

Select the message format:

- Analogy, association, symbolism
- Comparisons
- Fear
- Honest-twist
- Slice of life
- Testimonials

Select promotional mix elements:

- **Advertising:** any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor.
- **Personal selling:** Oral conversations, either by telephone or fact to face, between salespeople and prospective customers.
- **Sales promotion:** Approaches other than personal selling, advertising, and public relations and publicity where customers are given short-term inducement to make an immediate purchase or booking, or to communicate with potential visitors or travel trade intermediaries.

III. Global Impact in Tourism:

Tourism can bring many economic and social benefits, particularly in rural areas and developing countries, but mass tourism is also associated with negative effects.

Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits.

Economic Effects –Positive:

Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. When these people spend their wages on goods and services, it leads to what is known as the "multiplier effect," creating more jobs.

The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, and generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals.

Economic Effects – Negative:

Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues. Jobs created by tourism are often seasonal and poorly paid, yet tourism can push up local property prices and the cost of goods and services.

Money generated by tourism does not always benefit the local community, as some of it leaks out to huge international companies, such as hotel chains.

Destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession.

Social Effects – Positive:

The improvements to infrastructure and new leisure amenities that result from tourism also benefit the local community. Tourism encourages the preservation of traditional customs, handicrafts and festivals that might otherwise have been allowed to wane, and it creates civic pride.

Interchanges between hosts and guests create a better cultural understanding and can also help raise global awareness of issues such as poverty and human rights abuses.

Social Effects – Negative:

Visitor behavior can have a detrimental effect on the quality of life of the host community. For example, crowding and congestion, drugs and alcohol problems, prostitution and increased crime levels can occur.

Tourism can even infringe on human rights, with locals being displaced from their land to make way for new hotels or barred from beaches. Interaction with tourists can also lead to an erosion of traditional cultures and values.

Environmental Effects – Positive:

Tourism particularly nature and ecotourism helps promote conservation of wildlife and natural resources such as rain forests, as these are now regarded as tourism assets.

It also helps generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees. By creating alternative sources of

employment, tourism reduces problems such as over-fishing and deforestation in developing nations.

Environmental Effects – Negative:

Tourism poses a threat to a region's natural and cultural resources, such as water supply, beaches, coral reefs and heritage sites, through overuse. It also causes increased pollution through traffic emissions, littering, increased sewage production and noise.

IV. Strategy to promote hidden Tourism in India:

Bollywood-The biggest storyteller of tourism in India:



One of the Incredible India quotes states: "Its bit like a Bollywood dream sequence. Only, you are in it!! Since most of the nation's know us through Bollywood, it is a great idea to use it as a beacon of our tourism.

Create a Social Media Presence:



When it comes to tourism, social media is the best resource to promote tourism. Due to its phenomenal reception and quality, social media and marketing today are the giants in defining a tourist quotient of a city, state or a country.

From broadcasting ‘Incredible India’ campaigns abroad, holding tourism seminars or offering Indian locations with facilities to promote foreign film productions in the country, social media is the best option.

Host a Blogger Trip:

If you do not have an internet presence, you are missing out on countless opportunities. One of the best ways to generate this online presence is through blogger outreach. By hosting bloggers in your country you can have them promote your tourism industry on the internet with articles and hash tags on social media.



IMPACT OF TOURISM

Chapter-4 Tourism Economy

1. Income from tourism in the form of foreign exchange adds to the national GDP.
2. It generates employment as it is a labor intensive service industry. It provides direct employment in business such as hotels, restaurants and shops.
3. Impact of tourism on India is gigantic. There are recently many events that took place, which are a big catalyst for prompting tourism in India. The international sports event like 20/20 IPL Cricket Matches, Commonwealth Games, Formula 1 races etc.
4. Tourism helps in preservation of national heritage and environment. Several places of historical importance are TajMahal, QutabMinar, Ajanta ellora etc.
5. Tourism also helps in conserving the natural habitats of many endangered species.
6. Tourism increases self esteem of hosts and tourists.
7. Tourism promotes cultural awareness and can help preserve local culture and tradition.
8. Economic impact – Direct, indirect induced spending becomes wide spread in the community.

Tourism promotes peace and stability in the country by promoting cross cultural awareness.

Economic Impact of Tourism

- The tourism industry generates substantial economic benefits to the host countries especially in developing countries, one of the primary motivations for a region to promote itself as a tourism destination is the expected economic improvement. As with other impacts, this massive economic development brings along both positive and negative consequences.
- According to the World Tourism Organization:-698 million people traveled to a foreign country in 2000, spending more US\$ 478 billion.
- International tourism receipts combined with passenger transport

currently total more than US\$ 575 billion - making tourism the world's number one export earner, ahead of automotive products, chemicals, petroleum and food.

NEGATIVE ECONOMIC IMPACTS OF TOURISM

- There are many hidden costs to tourism, which can have unfavourable economic effects on the host community, Often rich countries are better able to profit from tourism than poor ones.
- Whereas the least developed countries have the most urgent need for income, employment and general rise of the standard of living by means of tourism, they are least able to realize these benefits. Among the reasons for this are large-scale transfer of tourism revenues out of the host country and exclusion of local businesses and products.

NEGATIVE ECONOMIC IMPACTS OF TOURISM:

1. Leakage

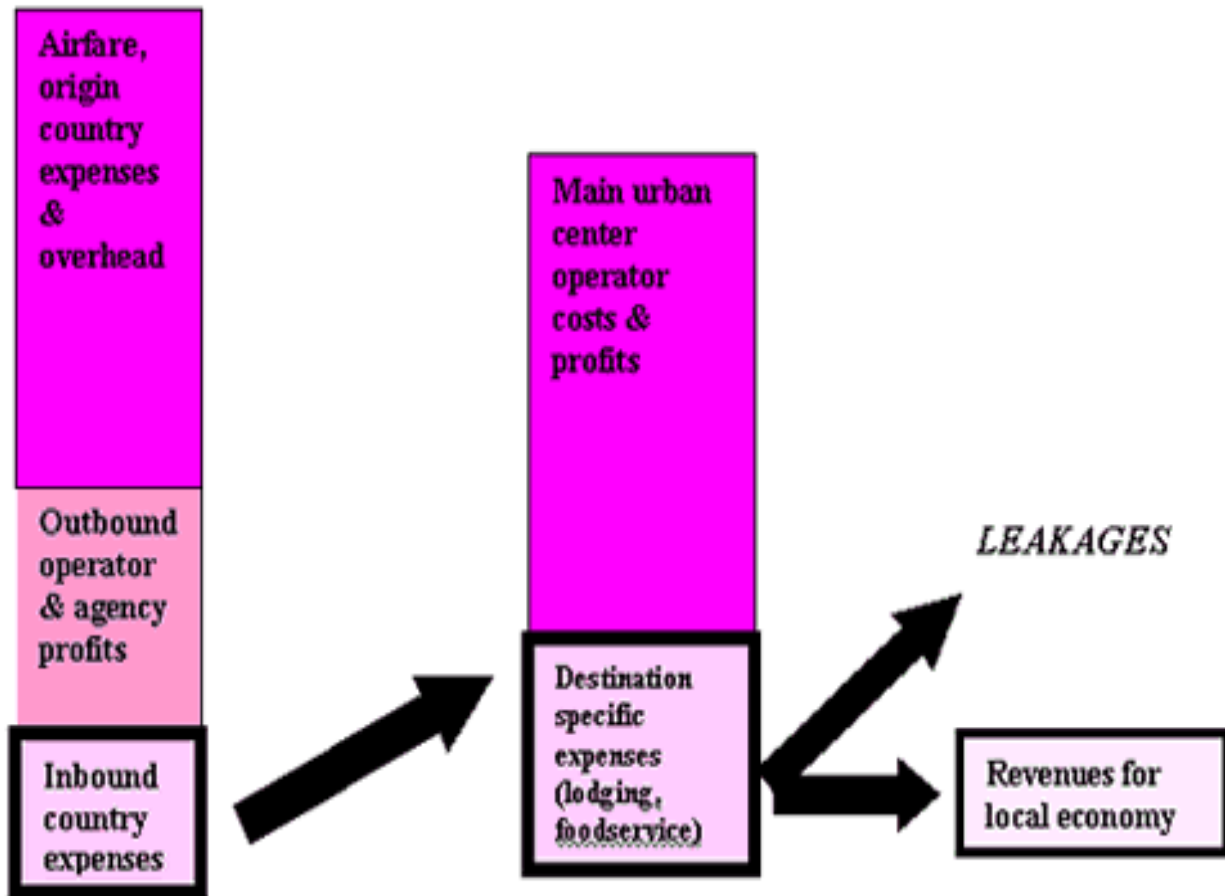
The direct income for an area is the amount of tourist expenditure that remains locally after taxes, profits, and wages are paid outside the area and after imports are purchased; these subtracted amounts are called leakage.

In most all-inclusive package tours, about 80% of travellers' expenditures go to the airlines, hotels and other international companies, and not to local businesses or workers.

In addition, significant amounts of income actually retained at destination level can leave again through leakage.

A study of tourism 'leakage' in Thailand estimated that 70% of all money spent by tourists ended up leaving Thailand

Estimates for other Third World countries range from 80% in the Caribbean to 40% in India.



There are two main ways that leakage occurs:

Import leakage

- This commonly occurs when tourists demand standards of equipment, food, and other products that the host country cannot supply. Especially in food and drinks must often be imported, since local products are not up to the hotel's (i.e. tourist's) standards or the country simply doesn't have a supplying industry. Much of the income from tourism expenditures leaves the country again to pay for these imports. The average import-related leakage for most developing countries today is between 40% and 50% of gross tourism earnings for small economies and between 10% and 20% for most advanced and diversified economies.

Export leakage

- Often, especially in poor developing destinations, they are the only ones that possess the necessary capital to invest in the construction of

tourism infrastructure and facilities. As a consequence of this, an export leakage arises when overseas investors who finance the resorts and hotels take their profits back to their country of origin.

2. Enclave tourism

- Local businesses often see their chances to earn income from tourists severely reduced by the creation of "all-inclusive" vacation packages. When tourists remain for their entire stay at the same cruise ship or resort, which provides everything they need and where they will make all their expenditures, not much opportunity is left for local people to profit from tourism.
- All-inclusive hotels generate the largest amount of revenue but their impact on the economy is smaller per dollar of revenue than other accommodation types.
- All-inclusive also import more and employed fewer people per dollar of revenue than other hotels.
- The cruise ship industry provides another example of economic enclave tourism. On many ships, especially in the Caribbean, guests are encouraged to spend most of their time and money on board, and opportunities to spend in some ports are closely managed and restricted.

3. Infrastructure cost

- Tourism development can cost the local government and local taxpayers a great deal of money.
- Developers may want the government to improve the airport, roads and other infrastructure, and possibly to provide tax breaks and other financial advantages, which are costly activities for the government.
- Public resources spent on subsidized infrastructure or tax breaks may reduce government investment in other critical areas such as education and health.

4. Increase in prices.

- Increasing demand for basic services and goods from tourists will often cause price hikes that negatively affect local residents whose income does not increase proportionately.

- Tourism development and the related rise in real estate demand may dramatically increase building costs and land values. This makes it more difficult for local people to meet their basic daily needs.

5. Economic dependence of the local community on tourism

- Diversification in an economy is a sign of health, however if a country or region becomes dependent for its economic survival upon one industry, it can put major stress upon this industry as well as the people involved to perform well.
- Many countries, especially developing countries with little ability to explore other resources, have embraced tourism as a way to boost the economy.
- In The Gambia, for instance, 30% of the workforce depends directly or indirectly on tourism. In small island developing states, percentages can range from 83% in the Maldives to 21% in the Seychelles and 34% in Jamaica
- Over-reliance on tourism carries risks to tourism-dependent economies. Economic recession, the impacts of natural disasters such as tropical storms and changing tourism patterns can all have a devastating effect.

6. Seasonal character of jobs

- Problems that seasonal workers face include:
 - job (and therefore income) insecurity
 - no guarantee of employment from one season to the next
 - Difficulties in getting training, employment-related medical benefits, and recognition of their experience
 - Unsatisfactory housing and working conditions.

POSITIVE ECONOMIC IMPACTS OF TOURISM:

1. Foreign exchange earnings

- Tourism expenditures generate income to the host economy and can stimulate the investment necessary to finance growth in other economic sectors.
- Some countries seek to accelerate this growth by requiring visitors to bring in a certain amount of foreign currency for each day of their stay.
- An important indicator of the role of international tourism is its

generation of foreign exchange earnings.

- Tourism is one of the top five export categories for as many as 83% of countries and is a main source of foreign exchange earnings for at least 38% of countries.

2. Contribution to government revenues

- Direct contributions are generated by taxes on incomes from tourism employment and tourism businesses, and by direct levies on tourists such as departure taxes.
- Indirect contributions come from taxes and duties levied on goods and services supplied to tourists.
- The WTO estimates that travel and tourism's direct, indirect, and personal tax contribution worldwide was over US\$ 1200 billion in 2000 - a figure that got doubled in 2012.

3. Employment generation

- The rapid expansion of international tourism has led to significant employment creation. For example, the hotel accommodation sector alone provided around 11.3 million jobs worldwide in 1995.
- Tourism can generate jobs directly through hotels, restaurants, nightclubs, taxis, and souvenir sales, and indirectly through the supply of goods and services needed by tourism-related businesses.
- Tourism supports some 15% of the world's workers.

4. Stimulation of infrastructure investment

- Tourism can induce the local government to make infrastructure improvements such as better water and sewage systems, roads, electricity, telephone and public transport networks
- This can improve the quality of life for residents as well as facilitate tourism.

4. Contribution to local economies

- As the environment is a basic component of the tourism industry's assets, tourism revenues are often used to measure the economic value of protected areas.
- Other local revenues that are not easily quantified, as not all tourist expenditures are formally registered.
- Money is earned from tourism through informal employment (e.g. street vendors, informal guides, rickshaw drivers)

- The positive side of informal employment is that the money is returned to the local economy, and has a great multiplier effect as it is spent over and over again.
- The WTO estimates that tourism generates an indirect contribution equal to 100% of direct tourism expenditures.

Chapter-5 Pilgrimage Sites for J&K

➤ **Mata Vaishno Devi**

- A pilgrimage is a ritual journey with a purpose. Every step along the way has meaning. The pilgrim knows that life giving challenges will emerge. A pilgrimage is not a vacation; it is a transformational journey during which significant change takes place. New insights are given. Deeper understanding is attained. New and old places in the heart are visited. Blessings are received and healing takes place. On return from the pilgrimage, life is seen with different eyes. Nothing will ever be quite the same again.
- The temple is near the town of Katra, in Udhampur district in the state of Jammu and Kashmir,. It is one of the most revered places of worship in Northern India. The shrine is at an altitude of 5200 feet and a distance of approximately 12 kilometres (7.45 miles) from Katra. Million of pilgrims visit the temple every year and is the second most visited religious shrine in India, after Tirumala Venkateswara Temple. The Shri Mata Vaishno Devi Shrine Board maintains the shrine. A rail link from Udhampur to Katra is being built to facilitate pilgrimage.

- According to Hindu epic, Maa Vaishno Devi took birth in the South of India in the home of Ratnakar Sagar, Her worldly parents had remained childless for a long time. Ratnakar had promised, the night before the birth of the Divine child, that he would not come in the way of whatever his child desired. Ma Vaishno Devi was called Trikuta as a child. Later She was called Vaishnavi because of Her taking birth from Lord Vishnu's lineage. When Trikuta was 9 years old, She sought her father's permission for doing penance on the seashore. Trikuta prayed to Lord Vishnu in the form of Rama. During Shree Rama's search for Sita, He reached the seashore along with His army. His eyes fell on this Divine Girl in deep meditation. Trikuta told Shree Rama that She had accepted Him as Her husband. Shree Rama told Her that during this Incarnation He had vowed to be faithful to only Sita. However the Lord assured Her that in Kaliyuga He would manifest as Kalki and would marry Her.
- In the meantime Shree Rama asked Trikuta to meditate in the cave found in the Trikuta Range of Manik Mountains, situated in Northern India. Ma decided to observe the 'Navratra' for the Victory of Shree Rama against Ravan. Hence one reads the Ramayana during the 9 days of Navratra, in remembrance of the above connection. Shree Rama promised that the whole world would sing Ma Vaishno Devi's praise. Trikuta was to become famous as Vaishno Devi and would become immortal forever.
- With the passage of time many more stories about the Mother Goddess emerged. One such story is about Shree-Dhar. Shree-Dhar was an ardent devotee of Ma Vaishno Devi. He resided in a village called Hansali, 2 km away from the present Katra town.

Once Ma appeared to him in the form of a young bewitching girl. The young girl asked the humble Pandit to hold a 'Bhandara'. (A feast to feed the mendicants and devotees) The Pandit set out to invite people from the village and near-by places. He also invited 'Bhairav Nath' a selfish demon. Bhairav Nath asked Shri-Dhar how he was planning to fulfill the requirements. He reminded him of the bad consequences in case of failure. As Panditji was lost in worry, the Divine girl appeared and told Him not to be despondent as everything had been arranged. She asked that over 360 devotees be seated in the small hut. True to Her word the Bhandara went smoothly with food and place to spare. Bhairav Nath admitted that the girl had supernatural powers and decided to test Her further. He followed the Divine girl to Trikuta Hills. For 9 months Bhairav Nath was searching for the mystic girl in the mountains, whom he believed was an incarnation of the Mother Goddess. While running away from Bhairav, Devi shot an arrow into the Earth from which water gushed out. The resultant river is known as Baanganga. It is believed that by taking a bath in Baanganga (Baan: Arrow), a believer of the Mother Goddess can wash away all his sins. The banks of the river, known as Charan Paduka, are marked by Devi's foot imprints, which remains intact till date. Vaishno Devi then took shelter in a cave known as Garbh Joon near Adhkawari where she meditated for 9 months attaining spiritual wisdom and powers. Her meditation was cut short when Bhairav located her. Vaishno Devi was then compelled to take the form of Maha Kali when Bhairav tried to kill her. The manifestation of the Mother Goddess took place at the mouth of the Holy cave at Darbar. The Goddess then beheaded Bhairav with

such sheer force, that his skull fell at a place known as Bhairav Ghati, 2.5 km from the Holy Cave.

- In his dying moments, Bhairav pleaded for forgiveness. The Goddess knew that Bhairav's main intention in attacking her was to achieve salvation. She not only granted Bhairav liberation from the cycle of reincarnation, but also granted him a boon, whereby every devotee, in order to ensure completion of the pilgrimage, had to visit Bhairav Nath's temple near the Holy cave after the darshan of the Goddess. Meanwhile Vaishno Devi assumed the shape of a rock with three pindis (heads) and immersed herself into meditation forever.
- Meanwhile Pandit Shree-Dhar became impatient. He started to march towards Trikuta Mountain on the same path that he had witnessed in a dream. He ultimately reached the cave mouth. He made a daily routine of worshipping the 'Pindis' in several ways. His worship pleased the Goddess. She appeared in front of him and blessed him. Since that day, Shree-Dhar and his descendants have been worshipping the Goddess Mother Vaishno Devi.[2] Besides going by foot you can also go by Helicopter from katra to the shrine and back.

Shri Amarnath Ji Yatra

The Legend

- There is famous Rigvedic Verse that says "EkamSat " that is "There is one Being, the sages call him by many names." The God (Parmeshwar) has three deities who carry on the world .This is Known as Holy Trinity. Brahma- the creator,

Vishnu - the perpetuator of life and Shiva (Mahesh) -the purifier and perpetuator of good and destroyer of evil. Rig Veda refer Shiva as Rudra as in its following verse . "We Worship Tryambaka (Rudra) , Who spread Fragrance and Increases Nourishment , May He release me, like the cucumber from its stem, From Mortal Life, But not From Immorality. "(Rig Veda Mandal VII Sukta 59 and Mantra 12)

- The Yajurveda describes Shiva as ascetic warrior Whose robe is of Deer Skin and he carries Trishul. According to the verse *Satyam, Shivam, Sundaram* the life is described as having three facets Truth (Satyam), Good (Shivam) and the Beautiful (Sundaram).
- Shiva is a living God. The most Sacred and ancient books of India, the Rig Veda narrates his presence in the hymns. Vedic myths, rituals and even astronomy testifies to His existence from the dawn of time. The Mohenjodaro and Harappa findings confirm Shiva worship in the ancient India. According to the older scriptures, He has three places of his residence. One is KailashParvat another is LohitGiri under which Brahmaputra flows and third is MuzwanParvat.
- The Amarnath Cave has special significance .
The Legend about the importance of Amarnath Cave is as follows :-
- This is The Cave which was chosen by Bhole Shankar for narrating the secrets of immortality and creation of Universe to MaaParvatiji. The story goes like this. Centuries ago MaaParvati asked Shiv ji to let her know why and when he started wearing the beads of heads (Mund Mala). Bhole Shankar replied when ever you are born I add one more head in my beads. MaaParvati said, " My Lord, my body is destroyed every time and I die again and again, but you are Immortal. Please let me know the secret of this ."Bhole Shankar replied that it is due

to Amar Katha ."

- MaaParvati insisted that she may be told that secret. For long Shiva ji continued postponing . Finally on consistent demand from MaaParvati he made up his mind to tell the immortal secret . He started for lonely place where no living being could listen it. He chooseAmarnath Cave. In preparation to that he left his Nandi (The Bull which he used to ride) at Pahalgam (Bail gaon). At Chandanwari he released Moon from his hairs (Jataon). At the banks of Lake Sheshnag he released the snakes. He decided to leave his son Ganesha at MahagunasParvat (MahaganeshHill). At Panchtarni, Shivji left the Five Elements behind (Earth , Water, Air , Fire and Sky) which make living being. He is the Lord of these elements. It is believed that as a symbol of sacrificing the earthly world, Shivaji and MaaParvati hadTandav Dance.
- After leaving behind all these, Bhole Shankar enters the Holy Amarnath Cave along with ParvatiMaa. Lord Shiva takes his Samadhi on the Deer Skin and concentrate . To ensure that no living being is able to hear the Immortal Tale, He created Rudra named Kalagni and ordered him to spread fire to eliminate every living thing in and around the Holy Cave. After this he started narrating the secret of immortality to MaaParvati. But as a matter of chance one egg which was lying beneath the Deer skin remained protected. It is believed to be non living and more over it was protected by Shiva -ParvatiAsan (Bed).
- The pair of pigeons which were born out of this egg became immortal having listened the secret of immortality (Amar Katha).
- Many pilgrims report seeing the pair of pigeons when they trek the arduous route to pay their obeisance before the Ice-Lingam (the phallic symbol of Shiva).

Discovery of Holy Cave

- The story narrated by people about the discovery of this Holy Cave is of a Gujjar (shepherd) Buta Malik . He is given the credit of discovering this Holy Cave. Story goes like this, that a saint gave Buta Malik a bag full of Coal. On reaching his home when he opened the bag , to his utter surprise the bag was full of gold coins. This made him overwhelmed with joy. He ran to thank the Saint. But, what he found was that the Saint had disappeared. Instead, he found The Holy Cave and Shiv Lingam in there. He announced the discovery of this to the Villagers. Then onwards this has become the sacred place of Pilgrimage
- The ancient epics narrate an other story which goes like this. The valley of Kashmir was under water. It was a big lake. Kashyap Rishi drained the water through number of rivers and rivulets . In those days Bhrigu Rishi came that way on a visit to The Himalyas. He was the first to have Darshans of this Holy Cave. When people heard of the Lingam, Amarnath for them became Shiva's abode and a Centre of pilgrimage. Since then Lacs of devotees perform the pilgrimage through tough terrain and avail eternal happiness.
- The trek to Amarnath, in the month of sharavan(July–August) has the devout flock to this incredible shrine, where the image of Shiva, in the form of a Lingam, is formed naturally of an Ice Stalagmite, which waxes and wanes with the Moon's cycle. By its side are fascinating, two more Ice Lingams, that of MaaParvati and of their son, Ganesha .

Route Map

Situated in a narrow gorge at the farther end of the Lidder Valley, Amarnath Holy Cave stands at 3,888 mtrs. and is 363 kms. from

Jammu Via Pahalgam and about 414 kms. from Jammu Via Baltal. The detailed description of the two routes to the Holy Cave is given below:

➤ How to Reach

One can reach the first part of journey through ;

Air:

The nearest aerodrome is Srinagar. Srinagar is a beautiful valley having world famous sights to see, such as Dal Lake, Nagina Lake, Shankaracharya Temple, Mughal Gardens and what not. It is the most sought after tourist place. It is also known as "Paradise on earth". Srinagar is summer capital of Jammu & Kashmir. There are daily flights to Srinagar from Delhi and Jammu. On some week days flights also pickup passengers from Chandigarh and Amritsar .

Rail:

Jammu is the nearest Railway Station . Jammu is winter Capital of Jammu & Kashmir. Jammu is a beautiful city and is also known as "CITY OF TEMPLES". One may visit old temples such as Raghunath Temple , MahadevMandir and other temples . It is well connected with all stations of India.The various trains coming to Jammu are listed here below.

Road :

Jammu and Srinagar are also connected through road. Buses and Taxies are also available for this part of the journey .These can be hired on daily as well as full tour basis.

How to Reach Amarnath Holy Cave :

Though it is tough route still nearly one and a half lac pilgrims visit every year . The number of pilgrims is increasing every year. The journey from Jammu onward is by road and there are two routes . The details are given here.

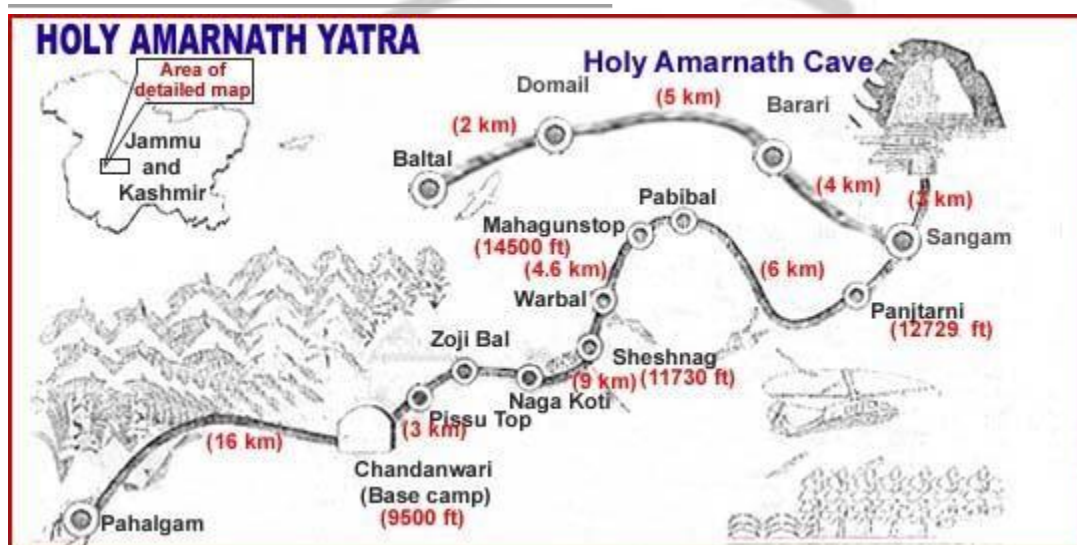
1) JAMMU – PAHALGAM – HOLY CAVE. (Traditional Route)

Jammu to Pahalgam (315 km) – The distance between Jammu to

Pahalgam can be covered by Taxi / Buses. These are available at Tourist Reception Centre, J & K Govt., Raghunath Bazaar only early in the morning. But one can also come to Srinagar by air and then move to Pahalgam by road

PAHALGAM – HOLY CAVE.

Pahalgam — 18 km — Chandanwari — 3 km — Pissu Top — 3 km — Sheshnag — 12 km — Panchtarni — 3 km — Holy Cave



PLACE	ALTITUDE		DISTANCE FROM	
	MTRS	FEET		
CHANDANWARI	2895	9500	16.0 KM	PAHALGAM
PISSU TOP	3377	11000	3.0 KM	CHANDANWARI
SHESHNAG	3352	11730	11.0 KM	PISSU TOP
MAHAGUNAS	4276	14000	4.6 KM	SHESH NAG
PANCHTARNI	3657	12000	9.4 KM	MAHAGUNUS TOP
SANGAM	-	-	3.0 KM	PANCHTARNI
HOLY CAVE	3952	13000	3.0 KM	SANGAM

1. PAHALGAM :

It is 96 KM from Srinagar .This distance can be covered by car,bus or taxi. Pahalgam is known all over the world for its beauty. It is small town situated on the banks of Lidder River. It is surrounded by high mountains. All essentials can be bought here. Good Hotels are available for accommodation. However the arrangements for stay and Langar are also made by the Non Government Service Organisations.

2. CHANDANWARI:

The distance from Pahalgam to Chandanwari is 16km. The route is good .It can be covered by road transport also. Mini buses are also available from Pahalgam to reach Chandanwari. The trail runs along the LidderRiver . The route is scenic. Food is available here. Pilgrims camp at Pahalgam or Chandanwari on the first night .

3. PISSU TOP :

As the Yatra proceed further from Chandanwari one climbs a height to reach Pissu Top. It is said that to be first to reach for darshan of BholeNathShivshankar there was a war between Devtas and Rakshas . With the power of Shiv ,devtas could kill the rakshas in such large number that the heap of their dead bodies has resulted in this high mountain.

4. SHESHNAG:

This second day's trek of 12 kms fromChandanwari is through Pissu Top and spectacular, primeval countryside, and reaches Sheshnag – a mountain which derives its name from its Seven Peaks, resembling the heads of the mythical snake. The Journey to Sheshnag follows steep inclines on the right bank of a cascading stream and wild scenery untouched by civilisation. The second night's camp at Sheshnag overlooks the deep blue waters of Sheshnag lake, and glaciers beyond it. There are legends of love and revenge too associated with Sheshnag, and at the camp these are narrated by campfires . The stillness of a pine scented Himalayan night increases

your inner joy. Yatris can take bath and get their fatigue alleviated. It is beautiful and scenic.

5.PANCHTARNI:

From Sheshnag one has to climb steep height up across Mahagunas Pass at 4276 mtrs.(14000 ft) for 4.6 KM and then descending to the meadow lands of Panchtarni at a height of 3657 mtrs (12000 ft). The last camp enroute to the Holy Cave is made here on third day. Here one faces cold winds which cause the skin to crack . Hence cold cream / Vaseline are very useful for protection of skin. Some Yatris are also effected by deficiency of oxygen .Some may get the feeling of vomiting . So dry fruit like AlluBukhara ,sour and sweet eatables like Lemon are useful to control these symptoms . The route to Mahagunas is full of rivulets , water falls , springs . Panchtarni is a very beautiful place in the feet of BHAIKAV MOUNT. Five Rivers flow here . It is said that the five rivers originated from Lord Shiva's Hairs (Jataon). Pilgrims camp at Panchtarni on the 3rd night.

6. THE HOLY CAVE SHRI AMARNATH:

The Holy Cave of ShriAmarnath is only 6 kms from Panchtarni. As there is no place to stay hence the pilgrims start in the early hours of the morning after their stay at Panchtarni. On the way to The Holy Cave one comes across the Sangam of Amravati and Panchtarni. Some pilgrims take bath at Amravati near holy cave to become pious before going for Darshan. Near the cave is found white soil known as Bhasam. It is the most beloved soil of Shiv ji . The pilgrims apply this Holy soil to their body and then go for ShivlingamDarshan. There are two smaller Shivlings one of MaaParvati and other of Shri Ganesh. It may be noted that after having earlyDarshan of the Shivlinga at Holy Cave one can return to Panchtarni well in time the same day . Some pilgrims camp at Panchtarni while others continue their journey and reach back Sheshnag by the same evening.

2) Jammu – Baltal – Holy cave (414km)



Jammu – Baltal (400km). –

The distance between Jammu and Baltal can be covered by Taxis / Buses available at Tourist Reception Centre, J & K / bus stand or one can come to Srinagar by air and then reach Baltal by road. The road route followed is :

JAMMU – Udampur – Kud - Patnitop – Ramban – Banihal – KaziGund – Anantnag – Srinagar - Sonamarg – Baltal.

The journey from Jammu to Baltal which is about 400 kms. is full of beautiful Sites and one can experience of being in Heaven , a Paradise on earth. Passing through beautiful valleys, steeped mountains, one is sure of forgetting , oneself as a person ,for a while . A thrill, which is obviously there in every pilgrim gets enhanced while passing through this way owing to the Darshan of Holy Cave. In nutshell, a journey which can go down to your memory throughout the lifetime.

Baltal to Holy Cave

From Baltal Holy Cave is just 14 Kms.



This distance can be covered by foot / Ponies. However, Dandies are also available for handicapped and old aged pilgrims.

The width of the pebbled (kuchha) road is a bit narrow as compared to the Chandanwari-Holy Cave route, moreover , there are some steep rises & falls on the way , as compared to the Chandanwari route, but pilgrims can return back to base camp Baltal through this route only in one day.

Shiv Khori

- In Reasi district, there are many shrines such as Mata Vaishno Devi, Merhada Mata, Baba Dhansar, Siad Baba. Shiv Khori is one of them located in Ransoo a village in the Pouni block in Reasi district, which attracts lakhs of devotees annually. Shiv Khori is situated in between the hillocks about 140 km north of Jammu, 120 km from Udhampur and 80 km from Katra. Buses and light vehicles go up to Ransoo, the base camp of pilgrimage. People have to traverse about 3 km on foot on a track recently constructed by the Shiv Khori Shrine Board, Ransoo duly headed by the District Development Commissioner, Udhampur as chairman and Sub Divisional Magistrate, Reasi as Member Secretary.

Description



the lingam

- Khorī means *cave* (Guffa) and Shiv Khorī thus denotes Shiva's cave. This natural cave is about 200 metres long, one metre wide and two to three metres high and contains a self made lingam, which according to the people is unending. The first entrance of the cave is so wide that 300 devotees can be accommodated at a time. Its cavern is spacious to accommodate large number of people. The inner chamber of the cave is smaller.
- The passage from outer to the inner chamber is low and small, at one spot it divides itself into two parts. One of these is believed to have led to Kashmir where Swami Amarnath cave is located. It is now closed as some *sadhus* who dared to go ahead never returned. To reach the *sanctum sanctorum*, one has to stoop low, crawl or adjust his body sideward. Inside a naturally created image of Lord Shiva, about 4 metres high, is visible. The cave abounds with a number of other natural objects having resemblance with Goddess Parvati, Ganesha and Nandigan. The cave roof is etched with snake formations, the water trickles through these on Shiva Lingam. Pigeons are also seen here like Swami Amar Nath cave which presents good *omens* for pilgrimages.

Legend

- A number of legends have propounded about the discovery of this holy cave. One of the most important legends among them is that a demon named *Bhasmasura* after a long meditation of Lord Shiva obtained blessing to end the life of any one with that blessing. After obtaining it, the said devil tried to end the Lord Shiva-On seeing the evil design of the demon, the Lord Shiva run to save himself from the power of the demon and entered in this cave which is presently known as Shiv Khorī. After this, Lord Vishnu in the guise of *Mohini* came forward and asked the

demon to dance with her according to her tune. As and when the demon started dancing as per the actions of Mohini, the said demon took his hand at his head and with his own power, he was himself destroyed. As per the legend, 33 crores deities exist in this cave in shape of pindis and natural milky water is falling on them from the top of the cave. In this cave there is also a cave which directly go to amarnathji according to a saint who lived there named as bababa ramesgirigi

- As per the other legend regarding discovery of this cave is that the historic Shiv Khori cave is believed to be discovered by a Muslim shepherd. He was in fact in search of his missing goat and went by chance inside the cave to find the same. However he was very much startled to see a number of saints inside the cave, who were impressed by Lord Shiva's divine power and he too started pooja there. Later on the shepherd disclosed this to a number of other people in spite of his promise made with the saints not to disclose about them or this cave.
- It is said that the shepherd after narrating it to other people handled. According to the legends it is believed that a number of famous saints have been closely associated with this cave, who had spent decades inside this cave for spiritual attainment and meditation.
- About 40 to 50 year ago, only a few people knew about the Shiv Khori shrine but it has gained much popularity during decades. In earlier times the number of yatris was just in thousands but after the constitution of Shiv Khori Shrine Board during December 2003, the number of devotees has superseded previous records as the number of devotees in year 2005 crossed 3 lakhs (300 thousands). 30 percent devotees reach the shrine from within the state and 70 percent from different states of the country like Punjab, Haryana, Delhi, U.P., MP, Bihar, Gujrat and Rajasthan, etc.

- A 3-day Shiv Khori mela takes places annually on Maha Shivratri and thousands of pilgrims from different parts of the state and outside visit this cave shrine to seek blessings of Lord Shiva. Maha Shivratri festival is usually held in the month of February or during first week of March every year. Keeping in view the increasing rush of pilgrims to the holy cave shrine, the Shiv Khori Shrine Board has taken up a number of steps to develop this spot in a bid to provide more and more facilities to the devotees, like construction of Shrine Guest House at a cost of Rs.19 lakh at village Ransoo,
- the base camp of yatra, Reception Centre and Pony shed, tile work of entire 3-km long track, plantation of ornamental and medicinal plants on track and development of parks etc.
- Other arrangements like electrification of the cave with modern techniques, provision of oxygen and electric generators, exhaust fans, construction of shelter sheds for yatris with toilet facilities near the cave site,
- 15 shelter sheds en route Ransoo to cave shrine, railing from the base camp to cave, additional facility of 15,000/EfnrKing water reservoir, proper sanitation, provision of 25 KV capacity electric transformer, clock room, starting of permanent bus services from Katra, Udhampur and Jammu, Police post and Dispensary and a STD PCO are under active consideration of the Shiv Khori Shrine Development Board.
- To meet the ever growing rush of devotees in having smooth darshans of the Lord Shiva, an exit tunnel has been constructed by the shri Shivkhori Shrine Board.

Gurdwara Pathar Sahib

- Gurdwara Pathar Sahib, is a beautiful Gurudwara sahib

constructed in the memory of Guru Nanak, about 25 miles away from Leh, on the Leh-Kargil road, 12000 ft above sea level. The Gurdwara was built in 1517 to commemorate the visit to the Ladakh region of Guru Nanak Dev, the founder Guru of the Sikh faith.

- During his lifetime Guru Nanak travelled to many distant places and one such place was Tibet. Guru Nanak is well respected by Tibetan Buddhists who consider him a saint; The Dalai Lama, spiritual leader of Buddhists in Tibet, has confirmed this in his discussions with some Sikh leaders saying that Tibetans revere Guru Nanak as a Buddhist saint under the name of Guru Gompka Maharaj.



- In the late 1970s, during the construction of the Leh-Nimu road, a large boulder was found by Lamas in the middle of the road bed covered with Buddhists prayer flags. The boulder was covered with Buddhist prayer flags, the type of flags that are often found, strung by Buddhist Lamas, along mountain ridges and peaks high in the Himalayas to bless the surrounding countryside.

- The bulldozer driver tried to push the huge stone to the side, but it refused to move. Gunning the engine he pushed the powerful machine to its limits, but the boulder refused to give way. Suddenly, with a large snap, the blade broke and the work stopped. That night the driver had a dream in which a voice told him not to move the stone.

In the morning he narrated his dream to one of the army officers who guard the mountain passes of Ladakh. The soldier told him, not to give any importance to the dream. When all efforts to remove the boulder had failed, it was decided to blow it apart with dynamite the next day. That night the army officer also had a dream not to remove the stone. He too decided the dream should be ignored, but early that morning, being Sunday, he and the workers were visited by several Lamas and other Ladhakhis who came to tell them the story of a Holy Saint they called Nanak Lama and the unyielding boulder.

History

- On enquiring further he was told that this pathar they had been having so much trouble with was a "Wax Statue" (a mould with a negative impression) of their revered Lama Nanak and it contained the imprints of his shoulders, head and backside.
- He was told that during the period of 1515-18 when Guru Nanak was returning back to Punjab through Srinagar, after travelling to Sikkim, Nepal and Tibet, he rested at this place.
- It is believed that Guru Nanak Dev reached Leh via Sikkim, Nepal, Tibet and Yarkhand. The place is revered by both the local lamas and Sikh sangat. Currently the Army is looking after the gurdwara.
- As per a local legend, there lived a wicked demon who terrorised the people in the area where the gurdwara is situated. The people prayed to the Almighty for help. It is said that Guru Nanak heard their woes and came to their aid. He settled down on the bank of

the river below the hill where the wicked demon lived. The Guru blessed the people with sermons and became popular in the area.

- The locals called him Nanak Lama. The demon got into a rage and decided to kill Guru Nanak Dev. One morning when the Guru was sitting in meditation, the demon rolled down a large pathar (boulder) from the hilltop, with the intention of killing the Guru. The boulder came rolling down and when it touched the Guru's body, it softened like warm wax and came to a halt against Guru Nanak's back.
- The Guru kept on meditating unhurt and undisturbed. Thinking that the Guru had been killed, the demon came down and was taken aback to see the Guru deep in meditation. In a fit of anger, he tried to push the boulder with his right foot, but as the pathar still had the softness of warm wax, his foot got embedded in it. Pulling his foot from the boulder the demon was dumfounded to see the impression his foot had just left in the stone.
- On seeing this, the demon realised his own powerlessness as compared with the spiritual powers of the great Guru. He fell at the feet of Guru Nanak Dev and begged for forgiveness. Guru Sahib advised him to get rid of his wicked ways and asked him to lead a life of a noble person. This changed the life of the demon, who gave up evil deeds and started serving the people.
- Guru Nanak Dev thereafter continued his holy journey towards Srinagar via Kargil. The pathar pushed down by the demon, with the imprint of the body of Guru Nanak Dev as the footprint of the demon, is at present on display in Gurdwara Pathar Sahib. It is said that since the visit of Guru Sahib (in 1517) to 1965, the local lamas have held the pathar sacred and offered prayers to it.



Footprint in the rock

How to Visit

- To visit the gurdwara, one can take, a direct flight to Leh from New Delhi, JAMMU & SRINAGAR and stay in a hotel at Leh.
- To visit Leh by road there are two routes, one is via SRINAGAR {J&K} and the other is via MANALI {HP}. Both the roads are closed from November to May every year due to excessive snowfall and remain open from June to Oct.
- As Leh is located at a high altitude, one can have breathing problems due to the paucity of oxygen.
- Visitors are advised to consult their doctors and arrange proper woolen clothes before embarking on this journey as the temperature falls beyond -20 degree in Winter.
- The 25-km road from Leh to the Gurdwara Pathar Sahib is in good condition. Visitors can go by bus or taxi. The Gurdwara Sahib is located next to the main road near Magnetic Hill India.

KHeer Bhawani

- **Kheer Bhawani** is a temple dedicated to the goddess **Kheer Bhawani** (originally just Bhawani) constructed over a sacred spring. The worship of Kheer Bhawani is universal among the **Hindus** of **Kashmir**. The temple is situated at a distance of 14 miles east of

[Srinagar](#) near the village of Tula Mula. The term kheer refers to the food used to propitiate the goddess, which became part of the name. As is the custom with Hindu deities, she has many names: Maharagya Devi, Ragnya Devi, Rajni, Ragnya Bhagwati, and so on.



Description of the Temple

- Around the temple is an area covered with smooth and beautiful stones. In it are large, antique [chinar](#) trees beneath which the pilgrims sit or sleep on mats of grass. While most of the colours do not have any particular significance, the colour of the spring changes. the colour black is taken as an indication for inauspicious times for [Kashmir](#). In 1886 Walter Lawrence, the British Settlement Commissioner for land, noted during his visit to the spring that its color was having a violet tinge.

History

- Maharagya was pleased with the devotion of [Ravana](#) and appeared before him and Ravana got an image of the goddess installed in [Sri Lanka](#). But the goddess became displeased with the vicious and licentious life of Ravana and so didn't want to stay in Sri Lanka. Therefore, under the command of the goddess, [Hanuman](#) got the image from Sri Lanka and installed it at the holy spot of Tula Mulla.
- The mention of Kheer Bhawani is found in [Kalhana's Rajtarangini](#). Kalhana writes that the sacred spring of Tula Mula is situated in a marshy ground. The name of the spring is Mata Ragini Kund.
- Maharagini is the form of [Durga](#) Bhagwati. The [Brahmins](#) of

Kashmir worship this spring and pilgrims from every corner of the country visit to have the darshan of the place.

- In Rajtarangini Tula Mula is considered very sacred and the Brahmins of Tula Mula were very great and powerful.
- The spring of Maharagya was very sacred. Thousands of years ago many floods occurred in Kashmir and the sacred spring of Tula Mula also was inundated under its sway and the holy place could nowhere be traced. All around was water. At last Kashmir's Yogi Krishna Pandit had a dream in which the goddess appeared to him and ordered that she would swim in the form of a snake at the proper place and that he should stick large poles and when the water subsided there the holy spot was discovered. This event happened during the Samvat 4041.
- The mention of this temple is also found in [Abul-Fazal](#)'s book [Aini-Akbari](#) in which is written that the area of Tula Mula extended over the area of hundred bighas of land, which got sunk in the summer season and formed into a marsh.
- [Swami Rama Tirtha](#) and [Swami Vivekananda](#) also visited here to have the darshan of the place.





Night view of the temple

- With the pouring of milk and throwing of sugar candy in the spring by the pilgrims, a thick and solid layer was formed at its bottom.
- When it was cleared, the ruins of an old temple and shrine slabs engraved with figures were discovered. Here many images were also found but nobody rebuilt the temple till the [Samvat](#) 1969 when Maharaja Pratap Singh who was the disciple and worshiped this goddess, got a marvelous temple of marble made in the midst of the spring which shines like a pearl in a shell.
- The marble temple was completed in 1920s. Some people are of the opinion that there was a mulberry tree near holy spot of Kheer Bhawani which, in Kashmiri, is called Tul Mul. But Tul Mul is also derived from the Sanskrit phrase-Tul Muli-that is of great value. This means that all other pilgrim centres are of lesser value than this one.
- It is said that after Ravana finished the worship of the goddess he offered the kheer (rice pudding) to the goddess which she accepted and since then it is called Kheer Bhawani.

Proposed New Look

- In early 2008, there were plans to modify the basic design of the marble structure. The project was sponsored by Capt. Kapil Raina and family. However, Dr. [Karan Singh](#), who is the Trustee of the Dharmarth Trust that looks after the affairs of this shrine and many other Pandit shrines of Kashmir, refused to carry this proposal forward. He believed [Kashmiri Pandit](#) community generally won't be happy with the act of changing the look of the old structure.

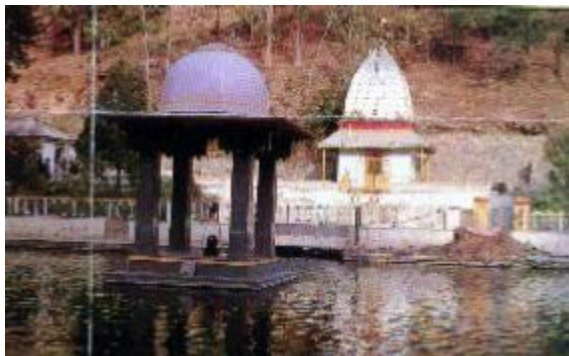
The Sacred Spring



Changing colors of the Spring

- The main spring dedicated to Goddess Kheer Bhawani has an irregular septagonal shape with its apex called Pad (feet) to the East. The northern and the southern sides are longer than the western side which is called Shir (Head).
- The mysterious holy spring of Kheer Bhawani which is widely known to change its colour from time to time. The water of the Spring changes its colour from time to time.
- It takes on various hues like red, pink, orange, green, blue and has often light green, red rosy and millky white shades. Abul Fazal in 16th century and Swami Vivekananda in the year 1894 have testified this fact. Any shade of black colour is supposed to be inauspicious for the inhabitants of the valley.
- This colour was prominent in the year 1947 when the Pakistani raiders attacked the peaceful valley. Many times rising of bubbles has been observed which form the mystic Chakra on the surface of the water. Such a sacred and mysterious spring is unique in India.^[1]

Martand Temple



It is located on the top of a plateau, a bare five miles from the town of Anantnag. The temple is dedicated to Surya, the Hindu Sun God. It is a medieval temple with a courtyard, colonnaded and with the shrine in the centre. It has 84 - a sacred Hindu digit - columns and affords

a commanding view of the valley.

- Only 64 km from Srinagar is Achhabal, the abode of peace, a powerful stream embellished, in the 17th century, by Shah Jehan with gardens and baths. The spring waters run into three channels over terraces where chinar trees stand vigil. Short of Acchabal is Anantnag, 54 km, the infinite spring surrounded by a flower garden, linked with Hindu mythological god Indra. At Mattan, 61.5 km from Srinagar, are famous temples where sacred ceremonies are held to propitiate the dead.

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3- Shrines in Kashmir

Makhdoom Sahib

Hamza Makhdoom Kashmiri, popularly known as **Makhdoom Sahib** (ca. 1494 – ca. 1576), was a [Sufi mystic](#), scholar and spiritual teacher living in [Kashmir](#).^[1] He is sometimes referred to as **Mehboob-ul-Alam** (literally, "lover of knowledge") and [Sultan-ul-Arifeen](#) (literally, "king of those who know God").

Early life

Hamza Makhdoom was born in the village of Tujar Sharief, Kashmir. His father was called [Baba Usman](#) and came from a [Chandravanshi Rajput](#) family. According to tradition, teenage Hamza Makhdoom studied in the Shamsi Chak monastery for a year, and later studied [jurisprudence](#), tradition, [philosophy](#), logics, ethics and [mysticism](#) in a [madrasa](#) founded by Ismail Kubrawi.

Death

He died in [Srinagar](#). His [shrine](#) there, located on the southern slope of [Hari Parbat](#) Hill and popularly called *Makhdoom Sahib* or *Hazrat Sultan-ul-Arifeen*,^[4] is an important [pilgrimage](#) centre in Kashmir.

Sheikh Hamza Makhdum, entitled Mehboob-Ul-Alam, and Sultan-Ul-Arifeen, was born to Baba Usman, of the Chandra-Vanshi Rajput family, a hereditary landlord, a scholar and a mystic saint of high order. Sheikh Hamza Makhdum, in this manner, inherited the mysticism.



ROZA SHARIF HAZRAT MAKHDOOM SAHIB (KASHMIR)

Education and Training

He inherited the mysticism, and from the very childhood was inclined to the company of holy men, and to the truth. Having read the holy

'Oran in the village, he went to the seminary of Sheikh Ismial Kabroi for higher studies.

Once he was playing instead of going to elementary school (maktab) His father happened to come there, grew angry, and beat him so severely that he fell ill. From the day he pledged that he would never play with his Grand Father Zaiti-Rena. He went to see Fatah Ullah (son of Hazrat Baba Ismial) the spiritual teacher of the Rena tribe, and learnt the Qu'Oran for a year in the monastery at Shamsi-Chak here he was enrolled into the seminary of Baba Ismial Kabroi, as a student, for higher studies. He studied the Jurisprudence, Tradition, Logic, Philosophy, Ethics, and Mysticism.

Prayers and meditation

The title Sultan-Ul-Arifeen indicates to serious efforts and painstaking prayers did. During his studies s he meditated. Baba Davood opines that Hazrat Makhdoom did not rest during night for years but remained engaged in prayers.

Sultan-Ul-Arifeen says, "I was directed to say the daruds, mention of the names, and prayers because of His kindness and whenever I sluggish in the conduct I was reprimanded. "Hard work and painstaking prayers in the early youth made him old before time.

Propagation of the Faith

The great sage followed the Sunni (Tradition) strictly not only in prayers but also in table manners, dress, manners, and etc. He scrupulously followed the Prophet and his love for him knew no bounds. These things helped him to reach the highest rank. Later, he had to forsake his love for isolation in order to serve the people. He remarks:

"In the early days I had completely abandoned the company of the people. God granted me the gift of peace at heart and composure of mind. He ordered me to serve the people so I came and started delivering the Message."

Generally the sages are indifferent to the Shairah. In the case of the

persons of the Rishiyat Order, the indifference is evident. The suppression of self, renunciation of physical demands, asceticism, and other local effects are clearly visible on sages and the Islam here. His greatest contribution was that he delivered it in its purest form to the people. He followed the Shairah strictly but asked others to do it; opposed to their reluctance of legitimate things; joined the Shairah with Rishiyat and asked the people to follow into the footsteps of the Prophet; and relieved them of their superstitions. He made Hirdey Rishi eat meat under his orders, wore rich dress, declared superstitions as untrue, opposed and exposed the hypocrites, advised to work hard continuously, observed personal hygiene and cleanliness and instructed to take lawful food and to lead pious and pure life. These are the teachings that show that he tried to build a society on the pattern of the Book and Shairah.

End of Superstitions

His greatest contribution was that he instructed the people to forsake superstitions and Un-Islamic activities through his speech and actions. Numerous instances can be cited from his life. One of them is:

Two streams flowed in Nadi-hil, and there stood a bield tree between them. The blasphemous held it sacred and observed many rites. Nobody could go by it during night. If anyone did, he was stuck in superstitions and made offerings for his relief. When Sheikh reached the place he declared, "The Jins and Satins have fled." He ordered for the cleaning of the streams and building of bathrooms.

He relentlessly fought against such superstitions and practices, stayed at the, places to make the people fearless, got mosques built there, for instance cleansed the stream 'Bech-nag' at Karora and built a mosque there. Similar practices and superstitions were prevalent at Shinga-pal stream in village Barar; he too stayed there and built a mosque under the supervision of Abdul Rashid. He too built a mosque in village Aham. Wherever he observed people entangled in them, reached there, and removed their fears from his deeds.

Reforms in beliefs

The greatest contribution of Sheikh Hamza Makhdum is the negation of the spread of the Shiat, by Sheikh Shamsuddin Iraqi, under state patronage. He made Sheikh Shamsuddin Iraqi's efforts in effective and strengthened the tottering beliefs of the people.

Revelations and Miracles

Sultan-Ul-Arifin's whole life was full of strange revelations and miracles. One them to quote is:

One day he went to the house of a saint Sheikh Khawaja Ishaq, and was served with roasted birds for the breaking of the fast (Iftar). The sage ate them, collected their bones raised his hands in prayer, and the bones joined together, the birds came to life and flew out of the window.

Death

Sheikh Hamza Makhdum died in the Hijri year 984 during the reign of Sultan Ali Shah Kochak. His colleague Tahir Rafique said his funeral prayer. He was buried near Hari parbat. Thousands of people visit the shrine to pay their respects and receive his blessings

Mir Sayyid Ali Hamadan



Mir Syed Ali bin Shahab-ud-Din Hamadani (Persian: میر سید علی ابن شہاب الدین ہمدانی; 1314–1384) was a Persian Sūfī of the Kubrāwī order, a poet

and a prominent Shafi'i Muslim scholar. He was born on Monday, 12th Rajab 714 AH (1314 A.C) in Hamadan and died in 786 AH/1384 in Kunar and was buried in Khatlan. He was very influential in spreading Islam in Kashmir and has had a huge influence on the culture of the Kashmir valley. He was also known as "Shāh Hamadhān" ("King of Hamadhān", Iran) and as Amīr-i Kabīr ("the Great Commander"). He wrote several short works on spirituality and Sufism. He had a lot of influence on the works of his contemporary in Kashmir, the female Śaiva poet Lallēśvārī.

The Shrine of Shah-e-Hamdan or Khanqah e Moulla is situated at Kashmir on the banks of Jhelum River. Considered one of the oldest Muslim Shrines in Kashmir, it offers a peaceful ambience to tourists. The scenic beauty surrounding this shrine makes it even more beautiful.

Historic Factor

Sultan Sikander reigned from 1389 to 1413 AD. He had constructed the shrine in memory of Mir Syed Ali Hamdani. The Khankah in Kashmir houses two relics of Prophet Muhammad. These were a Standard flag that the prophet used in his campaigns and also a pole of tent that belonged to him.

Damage Caused by Fire

In 1480, this Shrine was almost ruined in a devastating fire. Sultan Hassan Shah was ruler at that time. He constructed the shrine again in 1493 AD, in a two-storied form. The shrine was destroyed again in 1731 AD, which was later on reconstructed by Abul Barkat Khan.

Architecture and Legacy

Presently, the shrine has a square plan. It is supported on a rough walled base and follows the structure of other ancient temples. The roofs are in the form of pyramids. There double-arcaded verandahs that deserve a special mention. These verandahs run all around the building in the first tier. There is an arcaded balcony extending on all

the four sides of the second tier.

This shrine has a wooden structure with a carved roof space that will surely marvel you. It has hanging bells inside along with ancient religious sermons and inscriptions from ancient times.

Best Time to Visit

Devotees flock to this shrine on 6th day of Dul-Haj. According to Islamic Lunar calendar, Dul-Haj is the last month when death anniversary of Mir Syed Ali Hamdani is celebrated. It is an auspicious time for tourists to visit Shah-e-Hamdan.

How to Reach

Getting to Shah-e-Hamdan shrine is easy. You can reach the Jammu Tawi Railway Station, which is 260 kilometres away from Srinagar. The station is well-connected with other major cities of India. The distance between Jammu to Srinagar can be covered by a taxi or bus.

Srinagar's domestic airport has regular flights to and from other major cities of India such as Mumbai, Chandigarh and Delhi. If you are travelling from abroad then you can take a connecting flight after reaching Delhi International Airport to Srinagar Airport.

Sheikh Noor ud-Din Noorana



Nund Rishi or Nund Reshi (Urdu: ریشی نونہ), also known as **Sheikh Noor ud-Din Wali**, **Sheikh Noor ud-Din Noorani** (Urdu: شیخ نورالدین نورانی) and popularly as **Sheikh ul-Alam** (Urdu: شیخ الہالم) among the Muslim and as **Sahajanand** and among the Hindus – was a Kashmiri mystic regarded

as the patron saint of Kashmiris. He is considered to be founder of the Rishi order of saints which deeply influenced many great mystics like Hamza Makhdoom , Resh Mir Sàeb , Shamas Faqir till present day.

Biography

Nund Rishi was born in a village called Qaimoh (old name Katimusha) in Kulgam district, which is 10 km from Anantnag and 60 km South east of Srinagar in the year 649 Kashmiri Calendar/1377 CE, corresponding to 779 Hijri His father's name was Sheikh Sala-ud-din his mother Sadra, was called Sadra Moji or Sadra Deddi. In Kashmir, Moji means 'mother' and Deddi denotes 'elderly.'

Nur-ud-din was apprenticed to a couple of traders, one after the other. He felt disgusted with the ways of the world, and, deciding upon renunciation, retired to caves for meditation at the age of thirty. It is said that he lived for twelve years in the wilderness. Hence, perhaps, kaimuh is given the derivation of kai-wan (or ban, a forest) in rustic belief. The actual cave of contemplation is shown in kaimuh and is about 10 feet deep. In his last days, he is claimed to have sustained life on one cup of milk daily. Finally, he reduced himself to water alone, and died at the age of 63, in the reign of sultan Zain-ul-Abidin, in 842 A. H. = 1438 A.C. Shams-ul-Arifin or 'the sun of the pious' is the chronogram which gives the date of his death. The Sultan accompanied his bier to the grave. The burial prayers were led by a divine or 'Alim of the age, Makhdum Baba Usman Uchchap Ganai. The tomb of Sheikh Nur-ud-din at Charari Sharief, a small town perched on a dry bare hill, 20 miles south west of Srinagar, is visited by pilgrims to the present day.

During his lifetime, he witnessed much change in the valley, from Hinduism to Islam. Various historical events helped to shape his mind in such a manner that he produced some works of philosophy, in his own manner of verses and poetry.

Sheikh ul-Alam was deeply affected by such events and this is apparent

in his verses. The biggest event that occurred in the Sheikh's childhood was the coming of another Sufi preacher, Amir Kabir Mir Syed Hamadani, to Kashmir. Shah Hamadan, as he was popularly called, came to Kashmir in September 1372 CE, 1379 CE and the third time in the year 1383 CE.

Sheikh Nur-ud-din- appears to have married Zai Ded from Dadasara, Tral, Pulwama(her father Akber-u-Din and two brothers "Kamal-u-din" and "Jamal-u-din" are buried at Dadasara Tral) and had two sons and one daughter. On the death of the children, Zai Ded also renounced the world, and became a hermit. She was buried at Kaimuh on her death.

Sheikh Nur-ud-din's life has impressed the Kashmiri people. The Afghan governor, Ata Muhammad Khan, gave, as it were, expression to public sentiment when coins were struck by him in the name of Sheikh Nur-ud-din in 1223-25 A.H. (1808-10 CE).

Works

He used his poetry as tool to spread the knowledge of absolute . His poetry is commonly known as *Shrukhs*.

Tawhid, Risala, Ma'ad, are main subjects of his poetry. He vehemently criticized the so-called Mullas and other pseudo-scholars of Islam.

One of his most famous and oft quoted couplets is (Kashmiri:"Ann poshi teli yeli wann poshi") meaning 'Food will last as long as forests last' Lal Ded the Shaivite poetess of Kashmir was his contemporary. She had a great impact on his spiritual growth. He has in one of his poems prayed to God to grant him the same level of spiritual achievement as God had bestowed on Lal Ded.

His sayings are preserved in the Nur-nama, commonly available in Kashmir. The Nur-nama also gives the life of the saint. It was written by Baba Nasib-ud-din Ghazi in Persian about two centuries after the death of Shaikh Nur-ud-din.

The University of Kashmir has honored his name by creating the Shaikh-ul-Alam Chair.

Shrine

The shrine of Sheikh-ul-Alam, in addition to the structure itself, comprises attached Khanqahs, inns for the pilgrims is a place of pilgrimage for Kashmiris of all communities. The shrine contained 600-year-old handmade Persian and Kashmir carpets, ancient objects and scrolls, some antique copies of the Quran, extremely precious cut- glass chandeliers etc., all which were reduced to smoke and ashes during a firefight between the Indian army and militants on April 11, 1995. The shrine has been rebuilt although the adjoining Khanqah is still under construction.

Death

He died at the age of 63 years in the year of 1440 CE or 842 Hijri.

Baba Payam ud Din Reshi



Babareshi is the name of a village, forest area, tourist and religious place in Jammu and Kashmir, India. It is named after the Sufi saint Baba Payam uddin Reshi.

It is located a few kilometres from Tangmarg and near the hill station Gulmarg.

Shrine

Situated at an altitude of about 7,000 feet (2,133 meters), the Ziyarat Baba Reshi shrine is a three-storey monument. It is located near Ramboh village in Baramulla District. Built in 1480, in Mughal and Persian style, the tomb is named after Baba Payam Uddin.

The shrine and its surrounding garden is a tourist attraction as well as a destination for pilgrims visiting the shrine.

Roza Sharief Baba Payam Uddin

Baba Payam Uddin was a courtier of 15th century Kashmir King [Zain-ul-Abidin](#), and he is said to have given up all his belongings in order to serve the common people. He lived and meditated at this location, which became the site of his tomb and a shrine for his disciples.

This shrine has a big [minaret](#) and inside the shrine is the Noor Khwan where the Grave of the Sofi Shrine Lies. It is covered with cloth with [Quran](#) embroideries. The Noor Khwan is made of glass and [wood carvings](#).

Urs

The [Urs](#) or the anniversary of Hazrat Baba Payam ud din Reshi is celebrated annually and people from far off places visit the Shrine on the occasion.

Damage by fire

On September 2, 1989 the 300-year-old Baba Reshi shrine was gutted in a fire under mysterious circumstances.^[6] The place known as daan that Baba Reshi built in the village Ramboh went ablaze and caused severe damage to several buildings surrounding the shrine causing a huge economical loss to the historic place.

Accommodations and travel

There are accommodations for tourists and pilgrims around the shrine. Each building has a Daan or cooking place where the Kashmiris prepare their meals and everyone traditionally contributes some of it to the [Langar](#) (collection Place). The Langar staff distribute the food in charity.

Airport

The nearest airport from Babareshi is Srinagar Airport, which is at a distance of around 45 minutes. The airport is connected with cities such as [Delhi](#), [Leh](#), [Jammu](#), [Mumbai](#), [Indore](#) and [Nagpur](#).

Road

The area is also connected by road via NH-1A from Narbal via [Magam](#). It is linked with various towns such as [Kunzer](#) and Tangmarg by Gulmarg Highway. Srinagar is 55 kilometers away by road from Babareshi.

Rail

The nearest railway station is the [Mazhom railway station](#).

Roza Bal



Roza Bal shrine – The sign reads "Ziarati Hazrati Youza Asouph and Syed Nasir-u-Din."

The **Roza Bal** or **Rauza Bal** or **Rozabal** (Kashmiri: रोज़ाबल or रौज़ाबल (Devanagari), Urdu: روضۂ بال) is the name of a shrine located in the Khanyaar quarter in Downtown area of Srinagar in Kashmir. The word rauza means tomb, the word *bal* means place, often a landing place by a lake, hence "place of the tomb." Locals believe a sage buried there is Yuzasaf or Yuz Asaf (or Youza Asouph), and Mir Sayyid Naseeruddin.

Originally a center of Buddhism, Hinduism, and Shaivism for a thousand

years before Islam. In 1894 a convert from Judaism to Orthodox Christianity named Nicolas Notovitch (1858 to 1916) published a book "Life of Saint Issa, Best of the Sons of Men" in French. It describes a gospel discovered at a Hermis Buddhist monastery in Ladakh, about the missing life of Jesus in fourteen chapters. This provoked interest because the shrine was relatively unknown until the founder of the Ahmadiyya Muslim Community, Mirza Ghulam Ahmad, claimed in 1899 that it is actually the tomb of Jesus. This belief is shared by many Ahmadis today, though the local Sunni caretakers of the shrine believe that "the theory that Jesus is buried anywhere on the face of the earth is blasphemous to Islam."

Building

The structure stands in front of a Muslim cemetery. It consists of a low rectangular building on a raised platform, surrounded by railings at the front and an entry. Within is a shrine to Youza Asouph.^[9] The building also houses the burial tomb of a Shia Muslim saint, Mir Sayyid Naseeruddin, a descendant of Imam Musa-Raza, 8th Imam of the Shias whose shrine is in Mashhad. The structure was previously maintained by the local community, but is now maintained by a board of directors consisting of Sunni Muslims.^[10] According to Fida Hassnain, a supporter of Ahmadi beliefs, the tomb contains a rock carving that is said to show feet bearing crucifixion wounds and the body is buried according to what Hassnain considers are the Jewish tradition of directions and not according to the Islamic tradition. The Sunni Muslim authorities at the shrine believe Youza Asouph and Mir Sayyid Naseeruddin to be Muslim holy men.

Hazratbal Shrine



The **Hazratbal Shrine** (Urdu, Kashmiri: بال حُضرت درگاہ عالیہ آسٹان, literally "Majestic Place"), is a Muslim shrine in Hazratbal, Srinagar, Jammu & Kashmir, India. It contains a relic, the *Moi-e-Muqqadas*, believed by many Muslims of Kashmir to be a hair of Muhammad.^[1] The name of the shrine comes from the Urdu word *Hazrat*, meaning "respected", and the Kashmiri word *bal*, meaning "place". Thus it means the place which is given high regards and is respected among the people.

The shrine is situated on the left bank of the Dal Lake, Srinagar and is considered to be Kashmir's holiest Muslim shrine.

History of the relic

According to legend, the relic was first brought to India by Syed Abdullah, a purported descendant of Muhammad who left Medina and settled in Bijapur, near Hyderabad in 1635.

When Syed Abdullah died, his son, Syed Hamid, inherited the relic. Following the Mughal conquest of the region, Syed Hamid was stripped of his family estates. Finding himself unable to care for the relic, he sold it to a wealthy Kashmiri businessman, Khwaja Nur-ud-Din Eshai.

However, when the Mughal Emperor Aurangzeb came to know of what had transpired, he had the relic seized and sent to the shrine of Khwaja Moinuddin Chishti at Ajmer, and had Khwaja Nur-ud-Din Eshai imprisoned in Delhi for possessing the relic. Later, realizing his mistake, Aurangzeb decided to restore the relic to Khwaja Nur-ud-Din

Eshai and allowed him to take it to Kashmir. However, by that point, Khwaja Nur-ud-Din Eshai had already died in imprisonment. In the year 1700, the relic finally reached Kashmir, along with the body of Khwaja Nur-ud-Din Eshai. There, Inayat Begum, daughter of Khwaja Nur-ud-Din Eshai, became a custodian of the relic and established the shrine. Inayat Begum was married into the prominent Kashmiri Banday family of Srinagar, and since then, her descendants from the Banday family have been the keepers of the relic.

Hazratbal disappearance episode.

The relic was reported disappeared on 26 December 1963. There were mass protests all over the state on the disappearance of the Moi-e-Muqaddas (the Hair of the Prophet) with hundreds of thousands out in the streets. The Awami Action Committee was formed to recover the relic. On 31 December the Prime minister of India Jawaharlal Nehru made a broadcast to the nation on the disappearance of the sacred relic. The relic was recovered on 4 January 1964.

Hazrat Syed Farid Uddin Qadri

All the chroniclers including Ghulam Mohi-Uddin Sufi or Zia Uddin Zia relate about him in brief. Some don't mention his date of birth whereas others the revelation and miracles. His biographical sketch, under the circumstances, is difficult to draw. With limited resources on our hands, we make an endeavor:

Parentage

Syed Muhammad Farid Uddin Alias Shah Saheb, was born to Syed Mustafa, a descendant of Sheikh Abdul Qadir Jilani of Baghdad, in the 1000 Hijri (i.e. 1551 AD).

Biographical Sketch

Dr. Sufi Mohi-uddin Sufi, compiler of Kaiser, draws his biographical in the following words:

Syed Muhammad Farid Uddin son of Syed Mustafa, a descendant of

Sheikh Abdul Qadir of Baghdad, was born in 1000 Hijri (1551 AD) After completion of his studies he set out on an extensive tour, offered the Haj at Mecca. Saw Sheikh Jalal Uddin Al-Maghribi in Mecca and Sheikh Mohi Uddin Qadri in Egypt reached the Sindh from Baghdad and from thence to Agra towards the close of Shah Jehan's reign. Raja Jai Singh ascended the throne, in 1674, was the ruler of Kishtwar. Farid Uddin with his followers: Dervish Muhammad, Shah Abdal, Syed Baha Uddin Sa'ani and Yar Muhammad reached Kishtwar for the propagation of Islam in 1075 Hijri corresponding to 1664 AD. He was seventy-five at the time.

Propagation of Islam

He offered Islam to the Raja but failed to impress him, built a monastery and busied whole heartily in the service and propagation of the Faith. After the death of Raja Jai Singh his son Kirat Singh, succeeded him, who embraced Islam under assumed name of 'Sa'adat-yar Khan and a large number of his subjects followed their King and turned to Islam.

Arrival in Kishtwar

From Delhi, he reached Kishtwar via Deeng-batal. The daughter of the landlord of Deeng-batal was greatly impressed by the piety of the sage and married him and assumed the name Roshan-dil. He stayed there for seven days. He consummated his marriage for the second time with the daughter of Shah Noor Ali, the lumberdar of village Nagori of Doda town and gave her name, Malahat Beg.

From there he traveled via Bhandar-kot to Kishtwar. Raja Jai Singh was highly impressed with his character and pious life and had a house built for him near his palace.

His off springs

He had three sons: Syed Anwar Uddin died at an age of two and a half years; Syed Akhyar Uddin and Syed Ansar Uddin were saints bestowed with revelations and miracles. Syed Asrar Uddin, real brother of Syed Anwar Uddin, was a born saint and exhibited wondrous revelations at

an early age. Shah Sahib did not approve of him and prayed to God for his demise.

One day he gave him bowls full of water and asked him to drink water from it. The son declined. He reiterated: "This is your father's order." Asrar Uddin held the cup, covered his head with a sheet and drank it. He died soon after.

His other son, Akhyar Uddin, proceeded to Gurdaspur, under the orders of his father to be admitted as a follower by Syed Badar-Uddin Sa'mani; returned to Kashmir after the death of his father stayed at the Shrine of Sultan-Ul-Arifeen Sheikh Hamza for seven years and died there.

Revelations and Miracles

Hazrat Farid Uddin exhibited numerous miracles:

1. The Raja approached him with the request to stop the earthquake. He prayed and the earthquake subsided.
2. A blind man came and prayed for the eyesight. He said, "It is nice to pray both for eye-sight and subjugation," and touched his face with his hand. The man not only received the eyesight but the insight also.

Quotes

- The true seeker should tread the highway of love fearlessly and patiently.
- The Sheikh is one who observes the Shairah and his inner self is exposed to the Divine.

Death

He is said to have died in the year 1733 AD but we think 1710 AD is more probable. His tomb stands in the center of Kishtwar town, and his infant son Syed Anwar Uddin, lies buried by his side. Syed Asrar Uddin's tomb is on the other side of the town facing Chogan. He died at the age of eighteen, on the prayer of his father. Syed Akhyar Uddin lies interned in the outer adjoining room of the Shrine.

Shahdra Sharief



Shahdra Sharief is a revered shrine of Rajouri district. This is a Muslim shrine and it belongs to Baba Ghulam Shah Badshah. Built in 19th century, Shahdra Sharief is close to a beautiful hill standing atop Thana Mandi. This is a half an hour drive from Rajouri. Assumptions have been made that Gulab Singh, army general of Maharaja Ranjit Singh of Punjab, constructed this shrine.

People of all religions visit this shrine and they believe Shahdra Sharief equally sacred. Devotees from all casts pay a visit to the dargah and hence communicate a message of harmony and peace among people.

This shrine in Rajouri town is located at a low level. It has beautiful mountains surrounding from all directions. Mannuwal Nikka Mountain adjoins this shrine from the East while Kopra and Paglan-alli lie in the West. North of this shrine is surrounded by Sirhi and Jammu Chmarer Galli. The shrine looks astonishing with a small stream flowing towards it. Shahdra Sharief is constructed in a Kashmiri style with its exterior decorated of Multani architecture. In late 20th century, the slope that leads to this Muslim shrine was embellished with a Mughal style garden.

SADA BAHAR, a famous tree near the shrine, bears fruits all round the year. It is believed that the fruits here do not decompose with age. They can be stored for longer periods without refrigeration.

Historic Factor

If is said that Gulab Singh, then army general of Maharaja Ranjit Singh of Punjab, was sent by to overpower an adversary. This was in 1820 AD. But most of Gulab Singh's soldiers died and was left with a small army. It was while camping at Thana Mandi that he heard about Baba Ghulam

Shah Badshah. Gulab Singh went to his place near Shahdra to meet him. On seeing Gulab Singh, Baba smiled and when asked, he answered that he smiled on Gulab Singh's prosperous future.

Baba asked Gulab Singh to look around from the mountain's peak where he stood at that time. He then informed that all beautiful places that Ghulab could see from here would someday come under his territory. Gulab Singh then climbed the mountain and saw four major regions of Jammu, Kashmir, Tibet and Kishtwar. Pleased by Baba, Gulab Singh asked the holy man to take some land. Baba took a piece in Jammu, which is considered land of Shahdra Sharief. Gulab Singh transferred the land in the name of Baba.

After some time, Baba Ghulam Shah's prediction came true. Now, Gulab Singh was the Maharaja of Jammu and Kashmir. After his victory, he went to Baba at Shahdra Sharief. However, Baba had left for his holy abode by then. In reverence to the holy man, Gulab Singh got a shrine constructed in the name Shahdra Sharief. Even today, pilgrims of every faith come to this shrine for its serenity, history and religious beliefs.

The Shrine

Ghulam Shah of Syed family made Shahdra his adobe for his entire life. Ziarat Shahdra Sharief is a holy place about 5 km from Thana Mandi and 35 km from Rajouri north. This shrine is associated with great saint Baba Ghulam Shah Badshah. He reached this village in 1765 for meditation. This shrine is surrounded by scenic high mountains, green pastures and dense forests.

A langar is held at Ziarat everyday and it serves around 3000 devotees daily. Kashmiri tea is served inside all day. This shrine can accommodate about 4000 people at a time. It also has space for 800 beds. Shahdra Sharief Jamia Masjid is a mosque attached to the shrine. On 10th of Muharram every year, Urs of Hazrat Ghulam Shah Badshah is celebrated. People pay tribute to the holy saint and offer rice, atta and other items apart from hard cash.

How to Reach

Reaching Shahdra Sharief Shrine is quite convenient. It lies at Rajouri, which is about 177 km from Jammu. One can take a direct train service from major cities of the country like Delhi, Chennai and Bangalore to reach Jammu. Taxi and bus services are easily available at a nominal charge.

Shahdra Sharief is connected with the Rajouri district by a 30 km long road. Bus services from Jammu and Rajouri operates regularly to the shrine. Taxis are also available from Rajouri as well as Jammu to take pilgrims to this very popular Muslim shrine.

4-Adventure Tourism.

1. Introduction

Adventure tourism is an outdoor leisure activity that generally takes place in an unusual, exotic, remote or wilderness setting, sometimes involving some form of unconventional means of transportation and tending to be associated with low or high levels of physical activity. As the name suggests it entails an element of risk and can range from 'getting wet' to 'getting high' to 'getting faster'. Adventure tourism has developed from the broader form of traditional outdoor and wilderness recreation, and today forms an integral part of nature based-tourism (Van der Merwe, 2009:220; Sung, Morrison & O'Leary, 1997:1).

Adventure tourism is an activity that attracts tourists to a destination because of an adventure activity that is itself presented at the destination, rather than the traditional tourist attractions and sightseeing (Sung *et al.*, 1997:1).

Adventure tourism has been part of the human race for a long time. At first, it was not recognized as adventure tourism by the participants as it was a "way of living" and so not seen as leisure (Van der Merwe, 2009:221). Early adventurers included groups such as pilgrims, traders, seasonal migrates, mercenaries, traders and hunters (Swarbrooke, Bread, Leckie & Pomfret, 2003:40)

A recent proposition that adopts a fresh perspective by identifying an individual's state of mind as the central factor in the creation of 'adventure' is offered by Swarbrooke *et al.* (2003), who believe that an adventure tourism experience will be:

- (1) Be of a heightened nature— a stimulating context will induce a range of emotions (of which excitement will be key), and separate it from everyday life;
- (2) Entail intellectual, physical or emotional risks and challenges — these will be absorbing; and
- (3) Be intrinsically rewarding, providing opportunities for enjoyment, learning and self-development.

When considering an Adventure Business it is probably more cost effective to concentrate on the aspects that you are good at and have a specialized interest in. Unlike other tourism businesses an Adventure Tourism enterprise will rely heavily on the specialist interest, experience and skills. The Adventure Travel Trade Association found that 26% of travelers engage in adventure activities on vacation and valued international adventure tourism as an US\$89 billion industry.

India has a huge Adventure tourism potential but it is still at an early stage of development and the segment is now becoming a point of focus with the Ministry of Tourism and Various state tourism boards. Activities like Diving and Snorkeling, whitewater rafting and kayaking, skiing and snowboarding, hiking and biking, climbing and mountaineering, sailing and sea kayaking, Hang gliding and paragliding, contains a strong element of adventure. Adventure tourism in India is still in the early stage of development but the country has great scope and the segment is now becoming a point of focus with the Ministry of Tourism and various state tourism boards.

Adventure tourism has a great potential in the valley of Kashmir. Kashmir valley offers diversity of landscape and range of ecosystem lure the tourists to have the glimpse of such enchanting place.

2. What is Adventure Tourism?

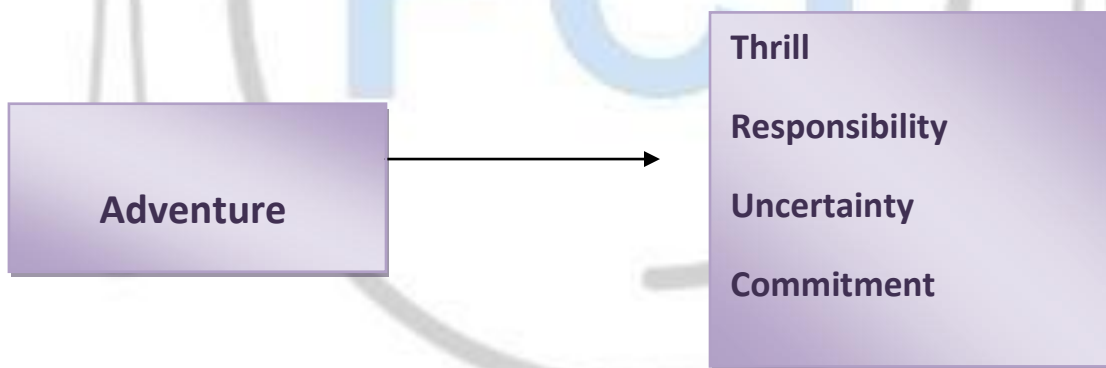
The question of what adventure tourism is can be addressed in the following section by discussing Adventure, Adventure Tourism, Adventure Tourist and Adventure Activities.

Adventure

Adventure is defined as the deliberate search of risk and uncertain outcomes, where the principal attraction is an outdoor activity that relies on the natural terrain and generally requires specialized gear (Ewert, as cited by Weber, 2001:361; Buckley, 2007:1428). Barb (2010:1) offers that to adventure is to explore a remote area, a forest, exotic hostile areas or mountains, requires a lot of physical activities, cultural exchange and engagement with nature. The term, “adventure”, can be associated with words such as: thrill, fear, challenge, terror, risk, daring, adrenaline, journey, ultimate, expedition, conquer, excitement, roughing it, elation, awe inspiring and success (van der Merwe, 2009:221). There is some fear present in adventure, but the participant is in total control of the situation while challenging him or herself. According to Swarbrooke *et al.* (2003:7), adventure has a different meaning for different people or participants. As previously stated, adventure provides thrills and adrenaline to the participants. It is exciting and challenging. Adventure also contains journey, fear, terror, feeling of the ultimate challenge and “roughing it”. Adventure can be awe-inspiring with feelings of conquering and of success, but can also be daring and risky (Swarbrooke *et al.*, 2003:7). Muller and Cleaver (2000, as cited by Pomfret, 2006:114) characterized adventure by its ability to provide the participant with relatively high levels of sensory stimulation that are usually achieved by including physically challenging experiential components.

Mortlock (1984:22) proposed four stages of adventure, namely; play; adventure; frontier adventure and, lastly misadventure. Play indicates the absence of fear, and the activity can be pleasant or fun, as well as boring. Adventure indicates some form of fear is present. The participant is in control of the activity and is being challenged.

Frontier adventure indicates that a high level of fear is present and the participant experience the risk of physical harm. When too much fear is present, it leads to a state of misadventure and failure (Priest & Gass, 2005:49). These stages progress from performing within the capabilities of the participants, with minimal skill requirement and minimal risk, to being challenged beyond the capabilities and comfort zones of participants. Of course, this can lead to harm or injury for them. Adventure consists of four key elements, risk; responsibility; uncertainty; and commitment (Varley, 2006:176).



Adventure can be further classified into two categories, soft or hard adventure:

Soft and hard adventure

Firstly, soft adventure can be described as one of the fastest growing segments in tourism travel, and can be enjoyed by anyone looking for more than just the typical vacation to a beach or sightseeing.

Adventure tours or activities normally supplement the traditional vacation and could include trips to destinations that offer ecotourism, special interest expeditions or themes (Soft adventure tourism, 2010:1).

Soft adventure refers to activities that have perceived risks, but requires less physical skill and little or no experience. It allows for convenience in terms of sleeping arrangements and cuisine. For the alternative traveller, soft adventure offers a wider range of activities and adventure experiences (Swarbrooke *et al.*, 2003:33; Mallet, 2010:1; Allen, 2010:1; Van der Merwe, 2009:230). Soft adventure requires a minimal commitment and only beginning skills. It is often associated with activities such as camping, biking, sailing, horseback riding and photographic safaris (Mill, 2010:1) and is led by experienced guides (Swarbrooke *et al.*, 2003:33). Jenkins (2008:1) summarises soft adventure as, *“A travel experience that is rewarding for spirit and mind, is safe and without excessive physical demands, that goes beyond the typical tourist itinerary”*.

On the other hand, hard adventure refers to activities associated with a high level of risk and participants here must be both physically and mentally fit. Hard adventure include activities such as sky-diving, white-water rafting or kayaking, rock climbing, cave exploration, survival games and mountaineering, for example (Mill, 2010:1).

Participants in hard adventure thrive when they are exposed to activities with associated high levels of risk. Participants are more likely to engage in physically, as well as mentally, challenging outdoor activities that demand a great deal of previous experience and high levels of competence. Participants receive an adrenaline rush from taking risks, and most of the time, they can control the risks because of their skill and experience (Swarbrooke *et al.*, 2003:64). An intense level of commitment is necessary, for adverse weather conditions, primitive sleeping accommodations and an unusual or limited diet are of no great concern. Hard adventure often includes an intimate experience with

the destination's environment and culture (Swarbrooke *et al.*, 2003:33; Mallet, 2010:1; Allen, 2010:1; Van der Merwe, 2009:230). Hard adventure can be summarized as follows: *It is a travel experience that has a higher risk element, requires a great physical challenge, is rewarding to the spirit and pushes people to step out of their comfort zone (Jenkins, 2008:1).*

Adventure tourists either discover or gain something valuable from the experience (Swarbrooke *et al.*, 2003:14; Priest & Gass, 2005:49).



Adventure tourism

Although adventure tourism overlaps with other forms of tourism, adventurers have a number of attributes that distinguish them from other forms of tourism markets (Swarbrooke *et al.*, 2003:56).

Figure 2.3 offers an illustration as to how adventure tourism fits into the tourism environment.

Adventure tourism, nature-based tourism and wildlife tourism are subcategories of nature tourism. As already discussed, Adventure tourism also divides into soft adventure and hard adventure (Wood, 2002:11). Adventure tourism can thus be defined as: *tourism that implies the minimum influence on civilization and is intimately linked to intact natural surroundings: the search for personal redemption through challenge and sacrifice, where nature is the backdrop to an intensely personal experience.*

Adventure is where participants voluntarily place themselves in a position where they believe they are stepping into the unknown, and so they can expect to face challenges. There is some fear present in

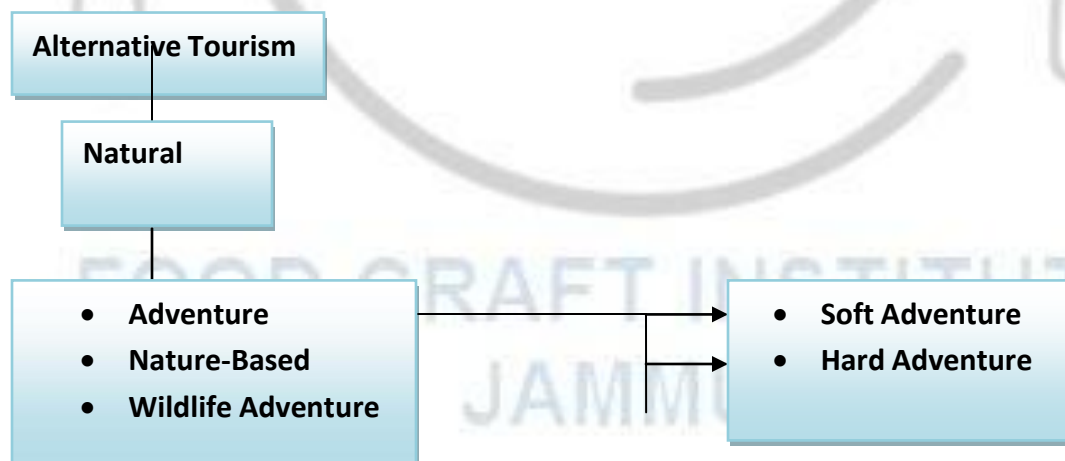
adventure tourism, but the participant is in total control of the situation while challenging him or herself. Adventure tourists discover or gain something valuable from the experience (Swarbrooke *et al.*, 2003:14; Priest & Gass, 2005:49). Mortlock (as cited by Varley, 2006:175) proposed four stages of adventure:

1. Play,
2. Adventure,
3. Frontier adventure and, lastly,
4. Misadventure.

These stages progress from performing at a level below the participant's capabilities with minimal skill requirement and minimal risk, to being challenged beyond the capabilities and comfort zones of participants, which can lead to possible harm or injury for them.

Four key elements of adventure are:

- Risk,
- Responsibility,
- Uncertainty, and



Forms of Adventure Tourism

However, there is more to adventure tourism than mere adrenaline-raising activities. Adventure tourism or travel is more than the just-mentioned due to the different types of adventure sought by tourists.

The types of adventure tourism range from soft adventure to hard adventure, as indicated earlier in the chapter, and there is something to suit the taste of any adventurer. The following are each different forms of adventure travelling:

a) Disaster tourism

People are curious about areas that have recently been affected by disasters, be the disasters natural or man-made. Examples include tsunami-affected areas, earthquake zones, bomb blast areas and flooded country. People may travel to these disaster regions to gather information about the disaster for learning purposes (Barb, 2010:1).

b) Jungle tourism

One popular form of adventure is rainforest trekking. These treks involve exploring the jungle regions of the earth. Jungle tourism is also known as green tourism in tropical destinations. This form of adventure falls under the soft adventure category. It is seen as a form of travel where the adventurer explores undeveloped, natural and culturally sensitive areas with a desire to experience it, while leaving it intact and unchanged. Adventurers aim to study, to admire and to enjoy the scenery and its flora and fauna, as well as the existing cultural manifestations (Degnan, 2010:1; Ceballos-Lascurain, as cited by Van der Merwe, 2009:3).

c) Accessible tourism

Accessible tourism overlaps the line of hard and soft tourism, and focuses on the travel for the physically challenged tourists. There have been many improvements made to transport and destinations to allow for facilitated access and today, even the physically challenged can enjoy adventure travel. Excursions are now provided where the mobility-challenged travellers can participate in cultural exploration and, perhaps, in extreme activities such as bungee-jumping and white-water rafting. This is a growing industry that seeks to provide the participants with the opportunity to participate in personally rewarding, adrenaline-inducing adventure experiences, which would

otherwise be out of reach (Barb, 2010:1; Degnan, 2010:1).

d) Ethno tourism

Ethno tourism is another form of soft adventure tourism. Travelers go to new places to explore the culture and behaviors of the local people of the foreign regions and countries. The main reason for travelling is to discover a non-scientific gain from the society visited, and it often involves long treks into undeveloped areas. Tourists visit the tribal areas in the ethno-tourism, and they will sometimes make first contact with the tribes. This however, can have negative effects as travelers can inadvertently expose the ethnic tribes to illnesses for which the tribes do not have immunity (Barb, 2010:1; Degnan, 2010:1).

e) Urban exploration

This form of adventure travelling involves exploring urban areas and inhabited lands. Other known terms are 'Urban caving', 'urban spelunking' or 'Building hacking'. There are also both physical dangers and the possibility of arrest and punishment (Barb, 2010:1).

f) Overland travel

In simple terms, it refers to an 'Overland journey' that is similar to the journey of Marco Polo's first expedition during the 13th century from Venice to the Chinese court. In modern days, over landing is a form of adventure tourism where groups travel together, making long journeys by crossing many countries and oceans (Barb, 2010:1; Degnan, 2010:1). A very popular example of overland travel is the trip by road from Cairo to Cape Town. South Africa has overland tour packages as well, for example, Drifters that offer a variety of adventure tours to inbound tourists as well as international tourist (Drifters, 2012:1).

g) Thrill tourism

This form of adventure tourism is the best-known form of hard adventure. Some of the most popular activities are bungee-jumping, white-water rafting, base-jumping, mountaineering, parasailing, rock climbing and spelunking. The term also applies to any other activity that

incites an adrenaline rush and has a risk of danger. Since the most thrilling adventure activities involve extreme risk, it is done usually through an established company that can provide the necessary safety and has the training needed to allow the traveller to complete the activity (Degnan, 2010:1).

Adventure tourist

An adventure tourist is defined as *someone who is seeking out an original and exciting holiday, with an opportunity to engage in self-discovery and cultural exchange, in a faraway place* (Swarbrooke et al., 2003:56).

Adventure tourists greatly differ from each other regarding motives, behavior and experiences (Van Der Merwe, 2009:236). The aspect of motivation will be addressed in Chapter 3. Adventurers expect to experience high levels of risk, excitement and tranquility, and to be personally tested due to the physically demanding nature of activities (Active-tourism, 2002:1). They are explorers of unspoilt, exotic parts of the planet and seek personal challenge (Bentley and Page, 2008:859). In the following section, the adventure tourist will be analyzed.

3. Adventure Tourism in Kashmir

J&K state is the India's northernmost state, lying between six mountain ranges and covering an area of 2,22,236 sq. kilometers. It is located between 32°17' and 36°58' North latitude, and between 74°26' and 80°30' East longitude. Jammu & Kashmir has three distinct regions viz. Ladakh, Jammu and Kashmir valley – offering a rich diversity in landscapes, religions and people. Tourism is considered to be an economic bonanza for Jammu & Kashmir because industrial development is very low due to hilly terrains. Tourism is considered as a multi-segmented industry which provides different type of jobs like hotel managers, receptionists, guides, tour operators, travel agents, photographers, etc to strengthen the tourism. Kashmir has been considered as a centre of tourism attraction for different people. There are various places of tourist attraction in the state visited by the

tourist's. Jammu & Kashmir Tourism has declared 2011 as the year of the Adventure Tourism. Tourism in Kashmir depends on the natural resources that this place offers for economic profitability. Aharbal waterfall, lush vegetation and snow covered mountains have come to symbolize what the tourism industry in Kashmir can offer. Kashmir is taken as an enchanting and captivating luxury tourist destination where one can enjoy a leisurely holiday in the most wonderful climate surrounded by some of the world's best scenery. Kashmir is the world's most challenging destination for what is known as the "Adventure Tourism". One can say that Kashmir is the "Ultimate Adventure".

The Kashmir valley received the highest ever number of 13.14 lakh tourists which was 79% higher over the previous year. Table1 shows the estimation of the number of domestic tourists' arrival in India Has increased from 563 million (2008) and 669 million (2009) to 740 million (2010), respectively. According to the statistics shown in the Table1, the annual growth rate of domestic tourists is increasing, but, with declining growth rate i.e. 20.9 percent for 2009 to 8 percent in 2010. On the contrary, figures on foreign tourist arrivals show a major decline in the growth rate, probably due to the security/law and order issues. The observation based on the Table1 is as follows:

- ❖ The total tourist visits in India during 2010 was 7580.7 lakhs out of which nearly 1.32 percent tourists visited Jammu and Kashmir.
- ❖ Amongst these 1.32 percent tourists, 99 percent were domestic tourists.
- ❖ Domestic tourist inflow is high during the period of June-July and October to March (*20 Years Perspective Plan, 2003*).

The adventure tourism in the valley of Kashmir offers the tourists with wonderful opportunity to explore the vast terrains of the exotic Himalayan mountain ranges. Apart from natural beauty, the unique landscape of Kashmir also encourages one to find out one's inherent sporting caliber. With the increase in number of operators and tourists

worldwide, adventure tourism has been identified as one of the fastest growing segment.

Kashmir adventure tourism offers the tourists with a wonderful opportunity to explore the vast terrains of the exotic Himalayan mountain ranges. Some of the main adventure sports in Kashmir valley are: Angling, golf, mountaineering, skiing, trekking, river rafting, paragliding, aero sports, backpacking, canoe trips, camping, kayaking etc.

TREKKING IN KASHMIR

Kashmir is a land of outstanding scenery which forms stunning mountain peaks to deep valleys with fast flowing streams. Above all Kashmir offers walkers peace and tranquility - No overcrowding and no pollution. Rural village walks bring a primitive and a preserved cultural heritage to light and walking through apple orchards, almond groves, rushing streams and alpine pastures is mesmerizing. Trekking in Kashmir is one of the highlights of tourism in the Kashmir valley. Some of the popular and famous routes for trekking in Kashmir valley of India are: Amarnath Yatra, Gulmarg, Sonamarg etc.



Trekking to Kolahai Glacier is dream come true- and there are potential treks to across the ranges to Sonmarg and Ladakh. Besides, there are

many day treks originating in pahalgam for the novices, like hiking to Basisaran or to Chaunasar and Mansar lakes, or not to forget to Sheshnag or all the way to Amarnath Cave. To attract tourists and promote adventure sports, the government is given green signal to market the traditional trekking and mountaineering routes, including troops dominated peaks of Sonmarg and Pahalgam. The mountaineers, trekkers or tourists intending to trek the peaks will get all the facilities, including the gear and equipment at nominal charges. The famous Treks in Jammu are famous Vaishnov Devi Trek, kailash Yatra trek in Bhaderwah



MOUNTAINEERING IN KASHMIR

For mountaineering in Jammu and Kashmir, you need to take permission from the Government of India through the Indian Mountaineering Foundation (IMF). The relief and terrain of Kashmir offers exciting opportunities for mountaineering in the state. High peaks of the Himalayas attract thousands of adventure sports lovers to the state.

These mountains can be categorized as Alpine and Himalaya. The four important mountaineering zones in the state of Jammu and Kashmir are Kashmir, Zaskar, Kishtwar and Ladakh. With the mighty ranges of the Himalayas towering 10,000 to 28,000 feet above the sea level, mountaineering options in Kashmir are almost unlimited.

The Pir Panjal, Karakoram and Zaskar ranges are the mountaineer's

delight. Add to that the charm of the green pine forests, the rich plants and animal life on the mountains. The peaks of Sonamarg facilitate quick ascent and decent, while the lower peaks of Kishtwar are more challenging owing to their ruggedness.

SKIING IN KASHMIR

Snow skiing in Jammu and Kashmir is like a dream come true to any adventure sports enthusiast. The snow capped mountains in Kashmir offer great opportunities for snow skiing. The best place for skiing in Kashmir is Gulmarg. Infact, Gulmarg is the best ski resort in the Himalayas.

One of the famous adventure destinations in Kashmir is Gulmarg which is the ultimate destination for skiing. All the skiing equipment may be easily hired by there. The skiing season at Gulmarg is form November to February.

The slopes in Gulmarg varying between 8,700 and 10,500 feet make the ski runs the highest in India. Besides, Gulmarg is the only heli-skiing resort in Asia. Even the amateurs can enjoy with the ski lifts and the chair lifts.

And in Jammu the same can be done at patnitop hill station- that is one of the famous adventure destination in Jammu.

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Skiing in Gulmarg

The beauty of the Kashmir valley will not fail to mesmerize. Skiing as an adventure sports is fast catching up with the tourists coming to the Kashmir valley. Kashmir is the best place for those who have an interest in adventure sports. Two British Army Officers, Maj. Metcarp and Maj. Hadow set up the Ski Club of India at Gulmarg in 1927. Snow Skiing has been popular in the state of Jammu and Kashmir since then. Before independence, two skiing events used to take place annually at this ski resort during both Christmas and Easter. The skiing season in Gulmarg starts around mid-December and ends around the mid-April. One of the draws of skiing tourism in Kashmir is the friendly atmosphere of the valley. Also, it is probably the cheapest ski resort in the world, making it quite suitable for learning purposes too. Gulmarg also offers some exciting treks to the tourists, especially in the northern Pir Panjal Range. Some of the popular treks from Gulmarg are: Alpather Lake, 13 km from Gulmarg.

To start your skiing pleasure, you can choose the height from which you are comfortable. If you think you are good enough, step into the gondola lift and roll up to the top of Apherwat mountain at about

13000 ft from where you can slide down. As and when you reach the top of the mountain, you will notice the instant difference, the place is unimaginably quiet, exquisitely lonely and chillingly cold. The winds exaggerate the feeling of biting in the air. But you probably won't mind it as you will be looking at the most spell-bounding scene you would have ever seen. Right in front of you are the twin peaks of Nun and Kun and to your left is an 8000 m plus mountain which is either K2 or Nanga Parbat. After being satiated just slide down the gentle but unpredictable slopes of Apherwat.

FISHING IN KASHMIR

One of the major attractions for tourists in the Kashmir valley is fishing. With the ending of the winter season starts the season for fishing in Kashmir, India. However, for fishing in the valley, one requires to get a permit. There are a number of other restrictions also like only artificial flies are permitted, you can keep only 6 fishes a day, etc. The best time for fishing in Kashmir is from April to October.

One of the major attractions for tourists in the Kashmir valley is fishing. With the ending of the winter season starts the season for fishing in Kashmir, India. However, for fishing in the valley, one requires to get a permit. There are a number of other restrictions also like only artificial flies are permitted, you can keep only 6 fishes a day, etc. The best time for fishing in Kashmir is from April to October.

Kashmir valley has a number of lakes, rivers, streams, etc, where you can go for fishing. There are two main fishing resources in Kashmir:

Rivers (Jhelum, Sindh, Liddar, Wangat, etc)

Lakes (Dal, Krishanshar, Vishanshar, Gangabal, Nunkhol, etc)

GOLFING IN KASHMIR

Golf tourism is one of the main attractions of the Kashmir valley in summers. The peak season for golf in Kashmir is from April to November. One advantage that the game of golf in Kashmir has over other golf courses that the weather here is quite refreshing & the shade

of the bordering Chinar & Pine trees enables the play to go on longer.

RAFTING IN KASHMIR

Kashmir is quite famous for a number of picturesque lakes and rivers. These water bodies of Kashmir not only serve as delight to the eyes, but are also a hub of a number of activity-oriented leisure sports. The less adventurous people go for the quiet Shikara boat rides on the Dal Lake and Nagin Lake of Srinagar. The Shikara rides offer peace and serenity as well as the option of sightseeing some of the beautiful places on the embankments. Other options include riding motorboats or going for water skiing.

However, what takes the cake is white water rafting in Kashmir Rivers. River rafting tourism was introduced quite recently in the Kashmir valley. The best season for River rafting in Kashmir is from August to September.

Sindh, chinab and Lidder Rivers are famous for white water rafting. River rafting tourism was introduced quite recently in Kashmir valley. Lidder River in pahalgam is quite popular in river rafting. Minister of State for Tourism and Culture has introduced commercial white water rafting in a big way in pahalgam. Pahalgam is the starting point of some of the best that trekking can offer in the Himalayas.

Rafting in chinab- starting point at baradari bridge Katra-



PARAGLIDING IN KASHMIR

Aero sports are a rage amongst those visiting the Kashmir valley. Amongst the numerous aero sports, paragliding is the most popular in

Kashmir. Also, it is one of the latest adventure sports that are picking up fast in the Kashmir valley. Para gliding takes you on a tour of the green valleys and majestic mountains of Kashmir. Looking from above, you will find the sight of the valley almost breathtaking. There are a number of adventure clubs in Jammu, Sanasar and Batote that offer paragliding facilities. At Jammu and Sanasar, proper training camps for both paragliding as well as parasailing are organized. Paragliding equipments are easily available at the tourist office in Jammu and the local agencies in Jammu and Sanasar. The best time for paragliding, especially in Sanasar, is the period of May-June and September-October.



Ladakh.

Ladakh is an ideal destination for adventure enthusiasts. The range of adventure sports activities on offer in Ladakh is sure to satisfy every adventure lover. You can try [trekking](#) and [mountaineering](#) in the Himalayas or [white water rafting](#) on mountain rivers. Traditional sports such as polo and archery, and camel safaris across the countryside, a tour to Ladakh is sure to make a thrill seeker happy with lots of options for adventure sports in Ladakh.

Some of the adventure sports in Ladakh are:

Trekking : The rugged landscape of Ladakh offers many routes for trekkers, ranging from beginners to experienced outdoor enthusiasts.

Trekking is possible from June to October before the snowfall begins. An experienced guide and good camping gear are essential for a trek. The main trekking areas in Ladakh are Spituk to Marka Valley and Hemis Gompa via Kongmaru La, The journey along the Zaskar River from Lamayuru Gompa to Chilling via Konze La and Dung Dung La is another popular trekking route in Ladakh. Likir to Temisgam is another trek, which can be accomplished by the very fit trekker in a single day. The main trekking routes in Zaskar are Padum to Darcha via Shingo La, [Padum](#) to [Lamayuru](#) via Singge La, and Padum to Leh via Cha Cha La, Rubra La and the Marka Valley.

Mountaineering : Ladakh offers many challenging peaks for a mountaineer. Stok Kangri Peak (6121 m) in Zaskar, Kangyaze Peak (6400 m) to the south east of Leh and the Nunkun Massif, which can be reached from the Leh-Kargil road are popular with serious mountaineers. All climbers need to get permission from the Indian Mountaineering Federation in Delhi, before attempting the ascent of a peak in Ladakh.

White Water Rafting : The swift-flowing Indus and Zaskar Rivers offer rafting enthusiasts excellent venues for white-water rafting in Ladakh. Rafting expeditions are organized from July to September and usually cover the stretches of the Indus river between Hemis to Choglamsar and Nimmu to Phey.

Camel Safaris : Ladakh is the only place in India where you can enjoy a camel safari on a camel that has 2 humps not one! Camel safaris are offered on Bactrian camels across the sand dunes around [Hunder in Ladakh](#).

Polo : Polo is a popular sport in Ladakh and is usually played every Tuesday and Saturday in summer on the Leh polo ground. There are usually 6 men in a team riding on sturdy Zaskari ponies. A polo match in Ladakh consists of 20-minute halves and is played in an exhilarating atmosphere with the crowd cheering on both teams with great enthusiasm. Polo tournaments are also held during the Ladakh Festival

held in the first half of September.

Archery : Archery is a traditional sport of Ladakh and Archery contests are held regularly in villages and at the National Archery stadium in Leh. Archery contests are accompanied by festivity including drinking singing, dancing and betting on the result. Watching an archery contests is sure to offer an interesting adventure into the cultural life of the Ladakhi people.



LADAKH BIKE TRI

Manali - Jispa - Pang - Leh - Pangong Lake - Sarchu – Manali.

INTRODUCTION

Buckle up for the most precious bike trip of your life time. Stopover in sapphire lakes, rusty terrains, peaceful outbacks and almost anywhere your heart wants to. This is not where your burdens will dare to follow you; this is where you dig out your fantasy and put it straight into reality. So, let the magic of marooned monastery, independence and soft breeze, swirl up your senses for the good. Read the details further for a better idea of the journey.

This 9 Nights & 10 Days biking trip, is going to give you a chance to ride

on some of the best Himalayan roads. The tour will start from sightseeing of Manali, a beautiful hill town on the banks of the Beas River. You are going to ride your bike on various high-altitude roads, including the Khardungla pass, the world's highest motorable road 5606 m, above the sea level. Another major highlight of this tour is the Bara Lacha La (4830 m, 4-5 hours), also called the Switzerland of India.

TRIP HIGHLIGHTS

- Enjoy bike rides on the tricky roads of Leh Ladakh
- Relish sumptuous Ladakhi delicacies
- Drive across Baralacha Pass, Rohtang Pass and Tanglang La
- Visit Shey, Thiksey and other Leh monasteries
- Explore Jispa, Sarchu and Pang villages
- Shopping and sightseeing in Leh
- A day at Pangong Lake

Equipment Check-List

What clothing and equipment to take is normally caused for more consideration than any other aspect of preparing for an adventure travel trip. However, since being suitably equipped is the single most important consideration contributing to your welfare.

There is a fine balance between taking too much and too little, especially considering that you need to equip yourself for all extremes of climate. Over the years we have seen all extremes, from trekkers who have brought everything but the kitchen sink, to others with the bare minimum.

The following equipment list is suggested and necessary for both camping & teahouse trekking in the Himalayas. Use this list as a guideline.

GENERAL CHECKLIST

The following basic checklist should help you with your packing for any of our trips. Please remember that you should always try to keep the weight of your clothing equipment down to a minimum. Your packed trek bag, should weigh no more than 15 kilograms (33 pounds.) Please remember this is just a checklist and you do not necessarily need to bring everything that is listed below. Use your own experience and judgment to make your decision.

- Light and expedition weight thermal tops
- Fleece jacket or pullover
- Fleece Wind-Stopper jacket (optional)
- Waterproof shell jacket (preferably breathable fabric)
- Lightweight thermal gloves
- Underwear (4)
- Shorts (2)
- Lightweight cotton long trousers/pants
- Light and expedition weight thermal bottoms
- Sun hat or scarf
- Warm fleece hat or light balaclava
- T-shirts (2)
- Thin, lightweight (inner socks) (4)
- Sunglasses with UV protection
- Sleeping bag rated to 0 degrees (3/4 season)
- Head lamp (eg Petzl) spare bulbs & batteries
- Small padlock to lock trek bag
- Basic First Aid Kit (see First Aid Medicine below)
- Plastic bags - for keeping items dry inside trek bag

- Daypack (35-40 litres/2500-3000 cubic inches)
- Camping mattress,
- Water bottles (2)
- Toiletries
- Small wash towel
- Footwear appropriate to the trip
- Waterproof shell trousers/pants (preferably breathable fabric)

TREKKING CHECKLIST

In addition to the items listed in our general checklist you will need to take the following on your trekking trip:

- Heavyweight gloves or mittens with a waterproof shell outer
- Down vest and/or jacket (optional)
- Fleece or wool trousers/pants
- Trekking/Hiking boots with spare laces
- Thick, warm wool hiking socks (4)
- Footwear for around camp, eg running shoes and/or sandals
- Gaiters (optional)
- Telescopic trekking/ski poles (optional)

MOUNTAINEERING / CLIMBING CHECKLIST

In addition to the checklists for general and trekking equipment above, and depending on the trip you have chosen, various items of mountaineering equipment may also be required, eg:-

- Plastic boots and crampons (preferably step-in bindings) with front points.

- Mountaineering harness.
- Mountaineering ice-axe (60-75cms long - depending on your height and personal preference.)
- 120cms (4ft) climbing sling and two locking carabiners
- Telescopic ski-sticks (optional)
- Climbing helmet (optional)

FIRST AID MEDICINE

- Bandage for sprains
- Plasters/Band-aids
- Iodine or water filter (optional)
- Moleskin/Second skin - for blisters
- Antiseptic ointment for cuts
- Anti-bacterial throat lozenges (with antiseptic)
- Aspirin/paracetamol - general painkiller
- Oral rehydration salts
- Broad-spectrum antibiotic (norfloxacin or ciprofloxin)
- Anti-diarrhea medication (antibiotic)
- Diarrhea stopper (Imodium - optional)
- Antibiotic for Giardia or similar microbe or bacteria
- Diamox (altitude sickness - can be bought in Kathmandu)
- Sterile Syringe set (anti-AIDS precaution)
- For more details please see our staying healthy topic.

EXTRA/LUXURIES

- Binoculars
- Reading book

- Trail Map/Guide book
- Journal & Pen
- Walkman
- Travel game i.e. chess, backgammon, scrabble

TOILETRIES

- 1 medium sized quick drying towel
- Toothbrush/paste (preferably biodegradable)
- Multipurpose soap (preferably biodegradable)
- Deodorant
- Nail clippers
- Face and body moisturizer
- Feminine hygiene products
- Small mirror

Talk about the equipment

1) **Footwear:** This is one of the most important considerations, as blisters and sore feet will spoil your trek. We recommend that you take a pair of lightweight trekking boots, suitable for walking over rough terrain and comfortable over long distances. Good quality fabric boots are recommended. If you are considering a trek where you are likely to encounter a couple of days of snow-covered trails, you should opt for a waterproof trekking boot - either a Gore-Tex-lined fabric boot or a leather boot. If you prefer to do your walking in a more substantial pair of leather boots, that's OK, but make sure that they are well worn-in prior to the trek. Choosing a pair of trekking boots is a very individual process, and you should be guided by your own experience and

preferences. A good outdoor equipment store will be able to advise you as to the fitting of your boots. For wearing about camp and walking the easier sections of trail we recommend gym shoes or similar.

Mountaineering Footwear (Trekking Peak trips only): For modern day climbers, plastic boots are now standard equipment. They are lighter in weight, warmer and more waterproof than leather mountain boots. Also, you can sleep in the removable inner boots to ensure warm toes in the morning! Climbing and trekking at altitudes of up to 6000 meters/20,000 feet, the temperatures can be very cold indeed (as low as minus 10 degrees), and leather boots are really not suitable for these cold conditions. Plastic boots are also designed to take step-in crampons, quickly and efficiently, and this combination of plastic boots and step-in crampons is by far the most sensible option when considering a trekking peak climb. Asolo and Koflach are examples of excellent plastic boot manufacturers, and each of these companies make models of plastic boots which have been designed primarily as winter walking boots. Recommended - Asolo Supersoft and Koflach Viva Soft.

Gaiters: Gaiters are an important piece of equipment, which will help to keep your feet warm and dry in wet and snowy conditions. The simple "alpine" style of gaiter which hooks onto the bootlaces and is held under the instep by a strap or lace is fine for most trekking applications. These "alpine" gaiters are widely available.

Socks: If you prefer to wear two pairs of socks, your inner socks should

be thin cotton, wool-based or a mixture - natural fibers are best. Bring 2 pairs. If you prefer to wear a single pair of thicker socks (and some sock manufacturers are producing excellent socks which are designed to be used without a liner or inner sock) then these should also be mainly natural fibers and of loopstitch construction for maximum warmth and comfort. Take 2 or 3 pairs. Thor-Lo

2) **Clothing:** Your clothing needs to be adaptable to suit a wide range of conditions, including extremes of weather and varying levels of physical activity. Modern thinking supports is an example of a sock manufacturer, which markets a wide range of technically advanced trekking/walking socks. the adoption of the principle of "layering" which involves the use of several thin layers of thermally efficient clothing, which can be worn in a number of combinations, according to the prevailing circumstances. Where it is warm enough you can trek in either shorts or lightweight trekking trousers (natural fibers) (a long skirt is an option for the ladies) and a long sleeve cotton shirt or T-shirt. For colder conditions, you can add layers of thermal clothing. Patagonia Capilene thermal clothing is very good and comes in three weights - lightweight, midweight and expedition weight. On top of these thermals you should add layers of fleece. Patagonia, Marmot, The North Face and many other manufacturers make a wide range of fleece garments, jackets, pullovers, pants and vests. These are generally made from Polartec 200 and 300 fabric, which is warm, light and quick drying. Warmer still, are the new windproof fleece garments. Extremely, if it starts to rain, or if you are making a high, cold climb or pass crossing, you will have your waterproof shell outerwear, jacket and pants, to fall back on.

Active outdoor pursuits such as trekking and climbing require protection from the chill of the wind more often than protection from rain, especially in mountain ranges such as the Himalaya. Shell garments made from breathable fabrics (GoreTex or equivalent) are to be preferred for the following reason. Thermal underwear or base layers work on a 'wick-dry' principle, wicking the perspiration away from the skin to where it can evaporate without cooling the body. A non-breathable shell garment prevents this drying process from being effective, by trapping the moisture as condensation on the inside of the shell material. The enclosed thermal layers remain wet, and their insulating properties are reduced as a result. There is an enormous range of waterproof and breathable outerwear on the market. This includes technical mountaineering shells as well as simpler (and less expensive) garments which are ideal for general outdoor use and, at the same time, perfectly suited to trekking holidays.

Extremities: It is important to keep your extremities warm, and you should not neglect your head and hands when selecting the equipment for your trip. A balaclava and inner gloves are thin and lightweight and make excellent base layers for your head and hands. As additional protection, you should take a fleece hat or cap, which has earflaps, a fleece lining and a waterproof shell. You should also select a pair of warmer gloves or mittens to go over the inner gloves.

Most people will find that they will be warm enough with their thermal clothing and two layers of fleece, and then the windproof outerwear.

However, on our highest trips, with camps at altitudes approaching 5000 meters/16,500 feet, a down jacket is recommended. Without doubt the best insulator in terms of warmth for weight is pure down - it is at least 100% more efficient than the best synthetics when dry. (Its performance when wet is not so good, so if you have a down sleeping bag or jacket, keep it dry!) In fact, down clothing is often too warm to wear while climbing and a lightweight synthetic jacket is ideal. On cold nights at base camp, however, a down jacket is a welcome luxury.

3) **Sleeping bag:** For any of our treks, you will need a 4-season sleeping bag rated to at least zero degrees. A full-length side zip is essential to facilitate ventilation on warmer nights. A cotton or fleece liner adds to the warmth and comfort of a bag and prevents it from becoming excessively soiled. A mattress is needed primarily to insulate you from the cold ground, and you should take a quality closed-cell foam mat or you should consider the more expensive self-inflating Thermarest pads. We advise everyone to bring cotton or fleece sleeping bag liner.

4) **Sun protection:** In a land where the air temperature may be only 75 degrees, a thermometer left in the sun can reach 120 degrees, so sun protection is to be taken seriously! A wide-brimmed sunhat is a very good idea, or an Arab-type headscarf to keep the sun off your head. At altitude, the sun's rays are particularly strong, and sunglasses with 100% ultraviolet and infrared filtration are recommended, such as Vuarnet PX5000, Cebe 2000/3000 or Bolle Irex 100. These glasses are available with detachable leather or plastic side pieces, which give

increased protection, especially from reflected glare, and you should give serious consideration to such "glacier glasses" for any trek which includes walking or climbing on snow. You should bring a plentiful supply of suncream - a couple of large tubes of factor 6-10 (depending on your skin sensitivity) for lower down, and some total block (factor 15-20) for above the snowline. Lipsalve of a suitable filter factor is also necessary.

5) **(A) Daypacks for trekking:** A 2500 cubic inch pack should be large enough to carry the following items on trek. a) shell jacket and pants. b) fleece jacket, pants, extra pair of socks, gym shoes. c) Two waterbottles, with at least 2 quart total capacity. d) camera plus accessories, binoculars, etc. e) first aid kit. You should test-pack your daypack before leaving home.

(B) Daypacks for climbing trips: 3000-4000 cubic inches. For climbing trips, you will be required to carry more warm clothing during the climbs and also your personal climbing gear. For this reason, you will need a slightly bigger daypack than for a trekking-only trip.

MOUNTAIN BIKING CHECKLIST

The following basic equipment checklist should help you with your packing. Please remember that you should always try to keep the weight of your equipment down to a minimum.

This is just a check-list. It all depends upon the personal preference. As a general rule, cyclists will need similar clothing to trekkers. The one additional (essential) item is good quality padded cycling shorts (loose and baggy, as previously discussed).

- Cycling helmet
- Fleece headband (to keep your ears warm)
- Lightweight long sleeved thermal shirt
- Lightweight windproof biking jacket
- T-shirts (3)
- Padded cycling shorts - baggy style
- Underwear (4 pairs)
- Lightweight trekking boots
- Sandals
- Camelbak or 2 x 1 litre water bottles & cages
- Sleeping bag
- Small padlock & spare keys
- Toiletries
- Thermarest
- Sunglasses
- Fingerless biking gloves
- Waterproof (breathable) jacket
- Fleece jumper (eg Polartec 200)
- Light weight 'trekking style' pants
- Warm cycling tights
- Socks (4 pairs)
- Cycling shoes
- Spare laces
- Small towel
- First aid kit (See first Aid medicine above)
- Head lamp eg. Petzl Zoom (spare bulb & battery)
- 4 large plastic bags (for keeping items dry in kitbag)

Mountain bikes

Your Bike must be at least an “entry level” Mountain Bike. For example, Kona Fire Mountain, Trek 4500, Scott Yecora, Specialized Hardrock Comp, Claud Butler Cape Wrath - or similar. Front suspension is highly recommended.

EQUIPMENT RENTAL

In order to minimize your expense outlay for trekking and climbing equipment you may never use again, equipment Rental and buying is possible. Shops at various locations offer a wide range of equipment available for rent and buy...

Chapter-6-Introduction to Front Office Department



The Front Office Department is the control center of the hotel, providing 24-hours attention towards the handing and serving of all guests' requirements and needs. Through it flows communications with every other department; from it come instructions and directions for the care and service of the guest; to it comes changes for final billing and settlement.

Simply, the Front Office Department Global Role is Providing All guest Direct Needs like accommodation, Telephone, Cashier ...etc., and also to communicate to the Guests all other services of other Hotel Department.

Principles of Good Service

Most businesses are selling goods or products, but in the hotel business, we are selling services. Each hotel offers different kind of rooms and outlets. What differentiates a hotel from another is the way they take care of their guests. While there are certain technical skills involved in Front Office work, service is our prime product.

The Four Principles of Good Service

1. **Prompt Attention:** Even if you are busy, you must recognize when

the guest is trying to get your attention. You have to tactfully advise him that you will be attending him as soon as possible.

2. **Attitude**: You must go out of your way to take care of a guest's needs. This may even involve performing tasks outside your area of responsibility.
3. **Streamlined procedures**: We cannot have a rule or procedure that applies to every guest. Common sense must prevail and every employee should be flexible in his approach. If a guest is standing in front of the desk, the clerk cannot find his reservation and does not expect to be sold-out, go ahead and room him. Research the matter later, but make sure you handle the guest as quickly and efficiently as possible.
4. **Extended services**: Do not leave the guest unattended after performing your specific function. Make sure you have provided Bell service or have explained to him the hotel services and the location of various facilities. Try to anticipate guest needs

Using Customer Related Language

Language and Terminology:

- **American plan (AP)** - A billing arrangement under which room charges include the guestroom and three meals, also called as full board / full pension.
- **European plan (EP)** - A billing arrangement under which meals are priced separately or room only plan
- **Modified American Plan (MAP)** - A billing arrangement under which the daily rate is including room and two meals, generally Breakfast and dinner.

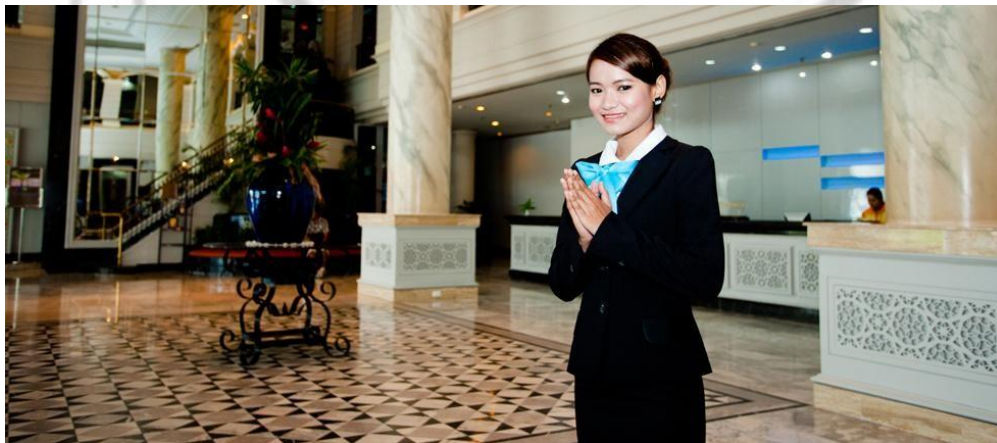
- **Continental Plan (CP)** - One of the most common / preferred billing arrangement which includes room and continental breakfast.
- **All Inclusive (AI)** - AI normally stands for all inclusive rates i.e. rates which are inclusive of all applicable taxes and service charge. E.g. CPAI, MAPAI, APAI etc.
- **Rack Rate** - The published tariff for each room type / category in a hotel.
- **Log Book** - Located at reception containing instructions/information/ happenings / handover of the day to know of.
- **Registration Card**- A printed form for a registration record, In most countries the guest's signature on a registration card is required by law.
- **Reservation Status** -An indicator of a room's long term availability for assignment.
- **Room Rate** - The price a hotel charges for overnight accommodations.
- **Skipper** - A guest who leaves with no intention of paying for the room.
- **Scanty Baggage** -A guest who checks in to the hotel with very less or no luggage.
- **Walk -in** - A guest who arrives at a hotel without a reservation.

- **Walking** - Turning away a guest who has a reservation because of a lack of room availability.
- **Due outs** - Guests expected to check out on a given day who have not yet done so.
- **Credit limit / house limit** - A limit assigned by the hotel to guest or company accounts.
- **Upselling** - A sales technique whereby a guest is offered a more expensive room than what he or she reserved or originally requested, and then persuaded to rent the room based on the room's features, benefits, and his or her needs.
- **Block** - An agreed-upon number of rooms set aside for members of a group planning to stay in a hotel.
- **Book** - To sell or reserve rooms ahead of time.
- **Confirmation Number** - A code that provides a unique reference to a reservation record and assures the guest that the reservation record exists.
- **Confirmed Booking** - When Reservation is guaranteed with Credit card, Deposit, Company / TA voucher etc.

- **Tentative Booking** - When reservation is waiting bookers confirmation.
- **Waitlisted Booking** - Reservation kept on hold due to hotel over
- **Cut-off date** - The date agreed upon between a group and a hotel after which all unreserved rooms in the group's block will be released back to the general availability.
- **Cancellation date** - Indicates the date when the reservation was manually canceled.
- **No-Show** - A guest who made a room reservation but did not register or Check in.
- **Long Stay** - A Guest who stays more than certain number of days, E.g., More than 7 days etc.
- **Overbooking** - accepting more reservations than there are available rooms.
- **Wash down** - Blocking fewer rooms than the number requested by a group, based on previous group history.
- **Guest Cycle** - A division of the flow of business through a hotel that identifies the physical contacts and financial exchanges between the guests and the hotel.

- **Guest Folio** - A form (paper or electronic) used to chart transactions on an account assigned to an individual person or guest room.
- **Late Charge** - A transaction requiring posting to a guest account that does not reach the front office for posting before the guest had checked out or done the final settlement.
- **No Post** - Special functionality on Property management systems (PMS) to activate a 'NO post' on reservations this will stop any extra charges from other outlets or connected systems to be charged to the guest room. Example a No Post flag can be activated for interfaces like Telephone, Wi-Fi or Internet, Point of Sale (POS), SPA systems etc.

Specific Procedures for welcoming guests:



- The first impression is most important and should be the best impression.
- The communication skills of all those who come in contact with the arriving guest are very essential and should convey nothing but welcome through their courteous and friendly manners.

- All the guest arriving the hotel must be welcomed in an rember a good greeting sets a positive tone for the entire transaction and it makes the guest feel good about being at your hotel.

It is very important to create the correct first impression on the guest and the receptionist must understand that he will get only one chance to do that.

Table 2.6 **Phonetic alphabet and number pronunciation**

A	Alpha	I	India
B	Bravo	J	Juliet
C	Charlie	K	Kilo
D	Delta	L	Lima
E	Echo	M	Mike
F	Foxtrot	N	November
G	Golf	O	Oscar
H	Hotel	P	Papa

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Table 2.6 (cont.)

Q	Quebec	0	Zero	5	Fiver (or fife)
R	Romeo	1	One	6	Six
S	Sierra	2	Two	7	Seven
T	Tango	3	Three	8	Eight
U	Uniform	4	Four	9	Niner
V	Victor				
W	Whisky				
X	X-ray				
Y	Yankee				
Z	Zulu				

Table 2.7 24-hour clock

Morning (am)	Spoken	Written	Afternoon (pm)	Spoken	Written
One	Zero one hundred hours	0100hr	One	Thirteen hundred hours	1300hr
Two	Zero two hundred hours	0200hr	Two	Fourteen hundred hours	1400hr
Three	Zero three hundred hours	0300hr	Three	Fifteen hundred hours	1500hr
Four	Zero four hundred hours	0400hr	Four	Sixteen hundred hours	1600hr
Five	Zero five hundred hours	0500hr	Five	Seventeen hundred hours	1700hr
Six	Zero six hundred hours	0600hr	Six	Eighteen hundred hours	1800hr
Seven	Zero seven hundred hours	0700hr	Seven	Nineteen hundred hours	1900hr
Eight	Zero eight hundred hours	0800hr	Eight	Twenty hundred hours	2000hr
Nine	Zero nine hundred hours	0900hr	Nine	Twenty one hundred hours	2100hr
Ten	Ten hundred hours	1000hr	Ten	Twenty two hundred hours	2200hr
Eleven	Eleven hundred hours	1100hr	Eleven	Twenty three hundred hours	2300hr
Twelve	Twelve hundred hours	1200hr	Twelve	Twenty four hundred hours	2400hr

Five steps to selling

1. Know your product
2. Know your guest
3. Match the guest to the best alternative

4. Be aware you are part of the sales team
5. Always sell the product before the price

1- TYPES OF ROOMS

TYPES OF ROOMS

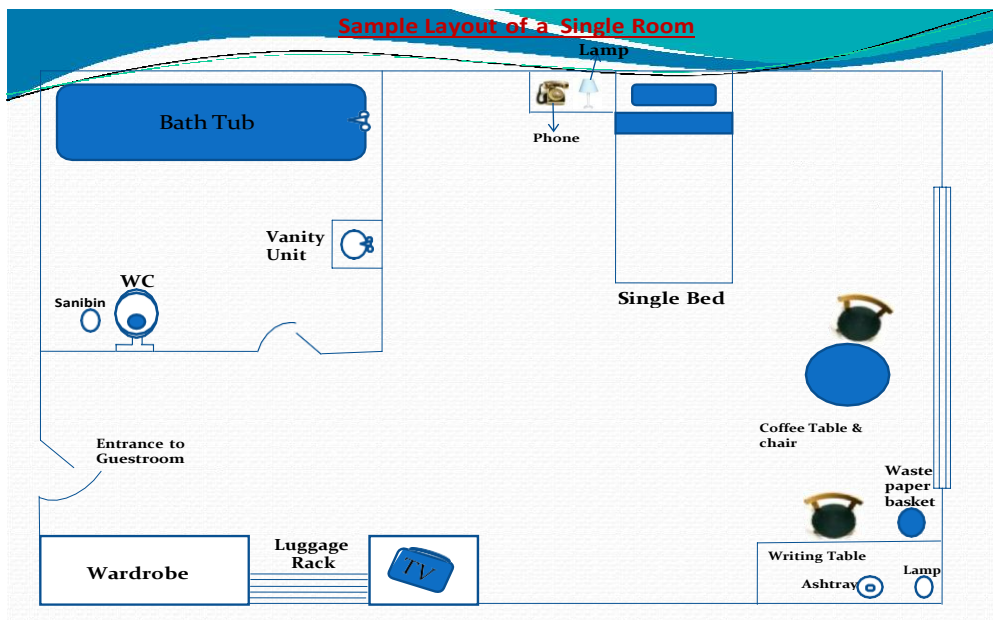
- One of the most important knowledge that a sales man should have is the product knowledge.
- Similarly it is very important that all those involved in selling / booking of rooms have full and comprehensive knowledge of rooms which they are trying to sell and their availability and non-availability position.

They should know what are the various types of rooms, their location, and also the features of the rooms etc . Also knowledge of the room rates and plans which the hotel is operating on is important.

1. SINGLE ROOMS



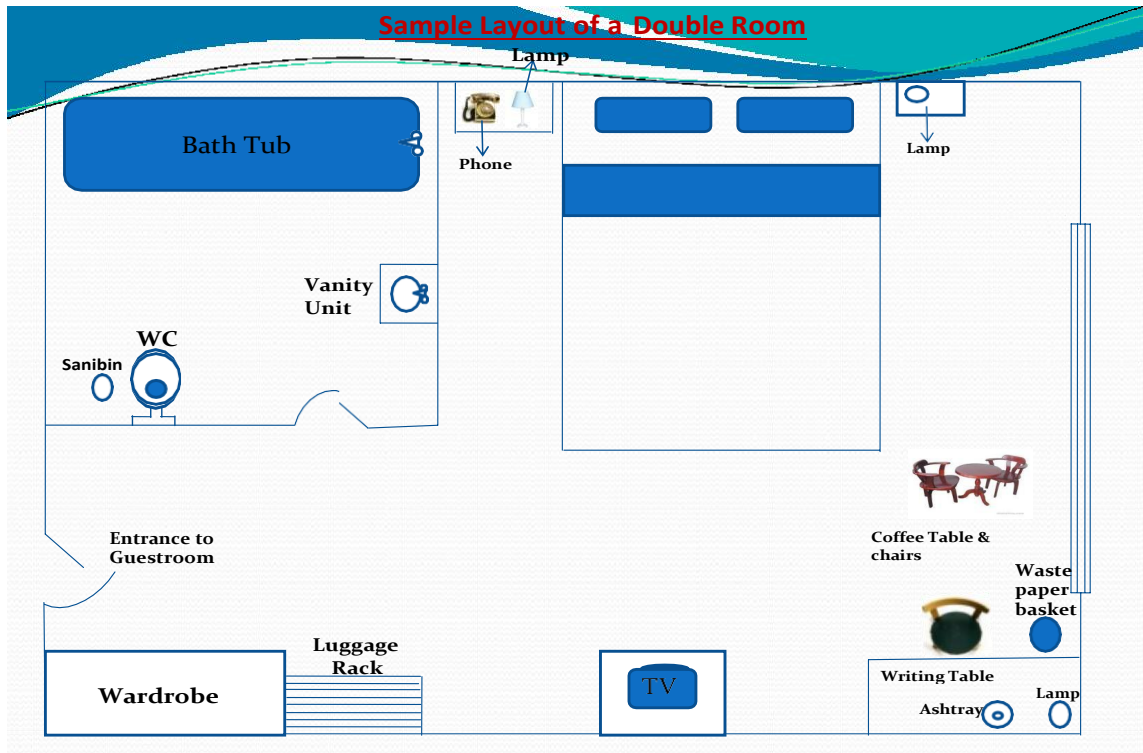
- The term refers to a room with a standard single bed to provide sleeping accommodation to one person.
- The size of the single bed is generally 6'x3'.
- The room furnishings and fixtures as well as amenities and facilities would depend upon the standard of the hotel.
- The room generally has a sofa/chair for two persons , a study table ,wardrobe.etc.



2. DOUBLE ROOM



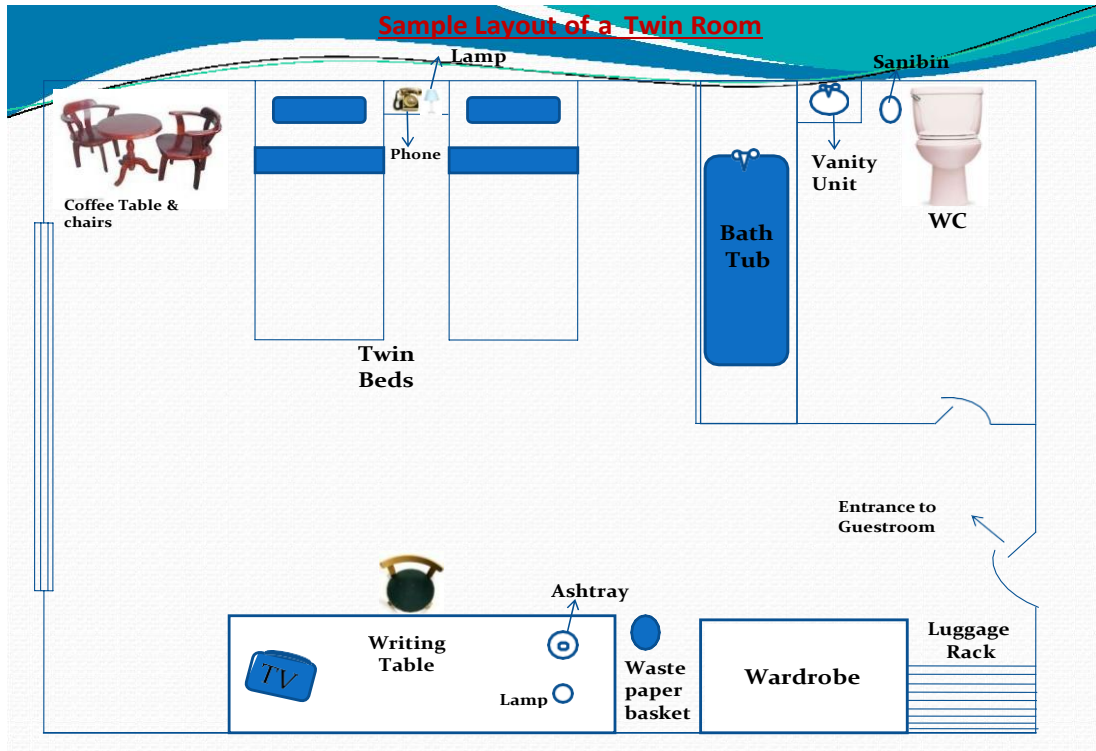
- Double room refers to a room which has a double bed and provides sleeping comforts for two persons . A double bed is a large bed .
- The size of a double bed is generally 6'x6'.



2. TWIN BEDDED ROOM



- Twin bedded room is a room with two identical twin beds separated out by a small bed-side table.
- The rooms provide sleeping accommodation for two persons.



3. HOLLY WOOD TWIN ROOM



- The room has two single beds and a single head board..
- The room is meant for two guests.

4. LANAI



- Term generally used for the hotels which are situated on the hill stations.
- A room has a good view i.e. river /sea facing or mountain facing , garden facing or overlooking a swimming pool.
- This room is slightly more expensive than a double/twin room.

5. Parlor

- A living or sitting room not used as a bed room.
- Also called as saloon.

6. EFFICIENCY ROOM



- A complete self – sufficient unit in it self.
- Contains a bed room , dinning room , a small kitchen and a bath room.
 - For example cottages on hill stations and beaches

7. ATRIUM

- It means a room from which one can see the lobby and the roof of the roof of the top floor

8. STUDIO ROOM

- It is usually smaller in size and consists of a sofa cum bed ..
- Can be either for one or two persons.
- The sofa can be used for sitting purpose during the day and for sleeping during the night

9. CABANA ROOM

- These rooms are situated away from the main building and very close to swimming pool.
- And is normally used by the people who love water games and are fond of swimming.
- It may or may not be used for staying purpose.
- Some hotels use it only for changing purpose.

- Usually furnished with polished wood and does not have a carpet , so that it does not get spoiled with water .

10. sample

- A sample room is usually only to show the prospective client (travel agents / tour operators) for business promotion.
- Not used for sleeping purpose.

11. Hospitality Room

- A Room used for entertaining.
- Can also be called FUNCTION ROOM.
- This room is not used for sleeping purpose

12. INTERCONNECTED ROOMS

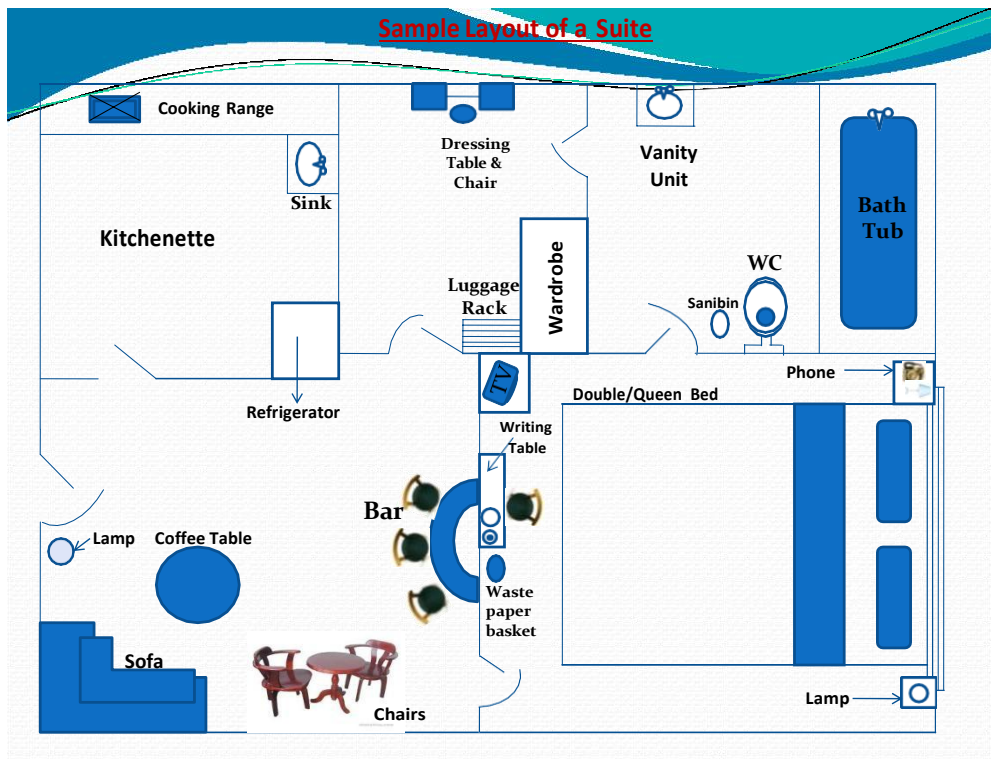
- These are rooms which are connected to each other .
- They have a common wall and a door in the common wall to go from one room to another.
- They can be used for a family by opening the connecting door as well as can be given to two separate individuals by closing the common door.

13. TRIPLE ROOM

- This room offers sleeping accommodation facilities to three persons.
- They either has a double bed or two twin beds and an extra bed in it.

14. Suite

- It refers to a set of two rooms out of which one is bed room and the other is a sitting or living room.
- Suite is a costly room of a hotel.
- There are various types of suites such as



SINGLE SUITE

- It is a single room with a sitting room attached to it.
- It is meant for one persons sleeping comfort.

DOUBLE SUITE

- Double room with a sitting room attached to it.

JUNIOR SUITE

- A large room with a partition separating the bedroom furnished from sitting area

DUPLEX SUITE



- This type of suite has two rooms on two successive floors and is connected to each other with a common staircase.
- Generally the sitting or the living room is situated on the lower floor while the bed room is on the next floor.

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Chapter-7

Telephone Etiquettes & Manners

Developed by



office

**Whether at
work, at
home, or on**



Home





**Every phone call is an
attempt at
communication
between two people; it's**



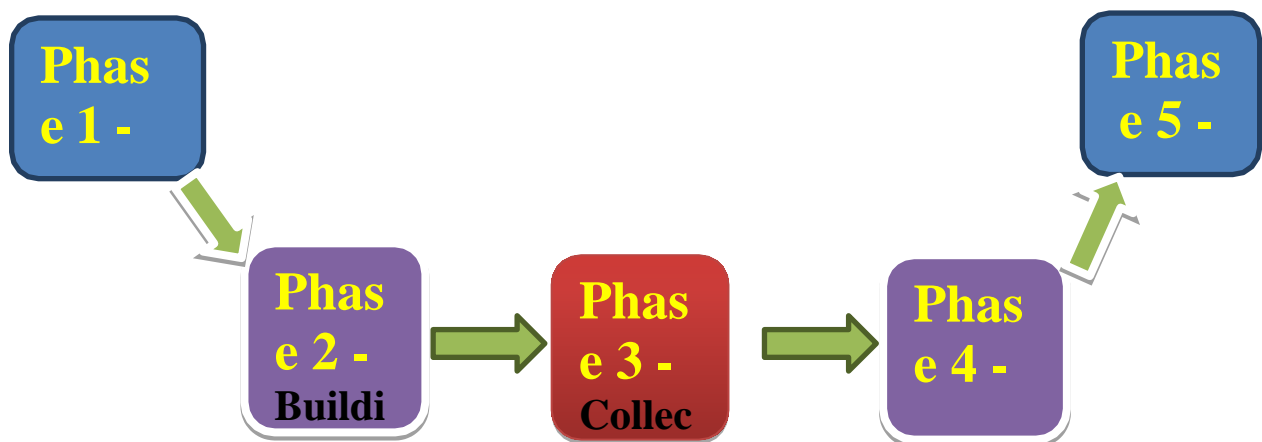
**When
telephone**

1. OBJECTIVE

AT THE END OF THE TRAINING, STAFF WILL BE ABLE TO;

- Use effective call greetings as a caller and a receiver.
- Project the company in a positive manner.
- Practice good telephone techniques and telephone manners.
- Use appropriate language during telephone conversations.
- Speak with an effective telephone voice.
- Use an effective approach to handle special telephone tasks like call transfers, taking messages, call holds, interruptions, and unintentional disconnects.
- Manage difficult calls.

2. PHASES OF PROFESSIONAL CALL



3. DIFFERENT PHONE CALL SITUATIONS

ANSWERING CALLS

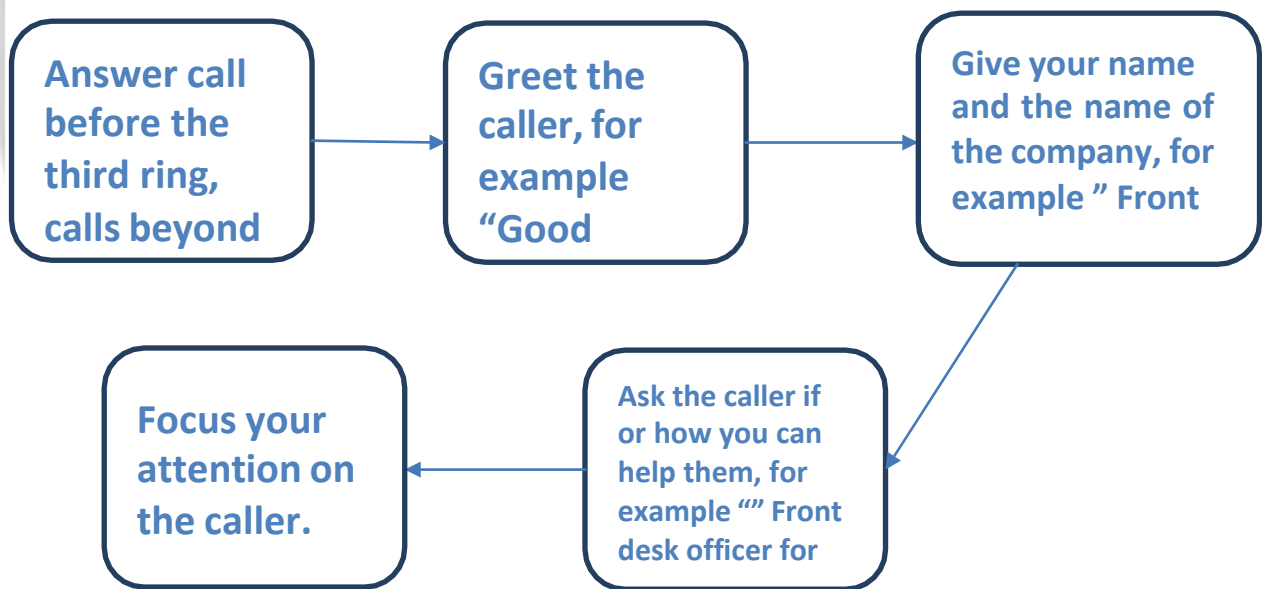
BEFORE ANSWERING A CALL, BE PREPARED;

- Have a pen, pencil and notepad ready.

- Have your computer on. *Ensure no noise at the background*



5. WHILE ANSWERING A CALL:



PLACING CALLS CALLS

BEFORE PLACING A CALL, BE PREPARED;

- Know the name of the person you want to reach and how to pronounce it.
- Know what you need to say before placing the call will make your call brief and effective.
- Verify the phone number before calling.



IN PLACING THE CALL:

- State your name along with the name of the person you are calling. Example: “Good morning, my name is Olivia from Venture Garden Group. May I please speak with Mrs. Jane Ojo?”
- Ask the caller if it is convenient to talk.
- State your business as politely and clear as possible.
- Use the clients name during the conversation.
- Insist on calling back if the connection is faulty.



ENDING CALLS

When the conversation is complete, do the following;

- Make sure that the caller has no more queries or message.
- Use “Goodbye, thank you for calling” to end the conversation.
- Make sure the caller drops down the receiver before you. This prevents the feeling that you may have cut them off intentionally.



TRANSFERRING CALLS

TRANSFER CALLS ONLY IF YOU ARE UNABLE TO HELP THE CALLER OR IF THE CALL IS MEANT FOR YOU FOR SOMEONE ELSE:

- Ask permission to transfer calls and explain the reason for the transfer.
- Let the caller know the name and department you are transferring the call to.
- Be sure you are transferring the caller to the proper person or department.
- If the caller complains about being transferred, suggest having the call returned instead.
- Give the new party any helpful information before completing the transfer.
- Never transfer a caller more than two times.
- Know the transfer instructions for the telephone system so that you do not cut off your caller!



PLACING A CALL ON HOLD

- Make sure its for a good reason.
- Ask permission before placing a caller on hold.
- Return to the line periodically.
- Ask callers if they want to continue holding.
- Indicate how long the delay could be.
- Offer to call the person back if the wait will be long.
- Never leave a customer on hold for longer than one minute.
- Be courteous, respectful and professional.



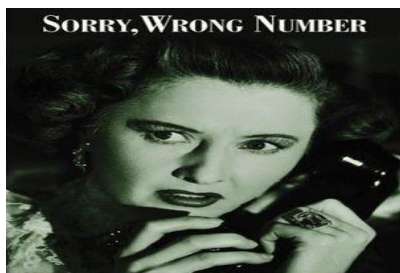
TAKING MESSAGES

- Write a message, even if the caller indicates they will call back.
- Include the time and date.
- Verify the caller's name and phone number by repeating the information.
- Include as much information as possible to help the message recipient return the call.
- Sign or initial the message slip and deliver the message promptly.



ANSWERING A WRONG NUMBER CALL

- Inform the caller politely that he/she reached a wrong number.
- Suggest that the caller recheck the number and dial again.
- If the caller is trying to reach a destination that you are familiar with or have an idea about, do your best to find the number and assist the caller in transferring the call.



HANDLING ANGRY COMPLAINS

- Never make an angry caller wait on the line for more than 02 minutes for a supervisor.
- Listen to the complaint, investigate and act to resolve the issue.
- Avoid interrupting until the entire complaint has been stated.
- If the caller is angry, pause before you respond. Then respond politely.
- If the caller is extremely angry, ask if you can call back.

- If the caller refuses, ask if you can have few minutes to collect needed information. This additional time may allow the caller to calm down.



Do not allow yourself to get angry.

- Empathize. Express regret for the situation.

For example: “I’m sorry for the inconvenience.”

- Find a way to agree with their circumstances.

For example: “I understand what you are going through. I’d be upset too if that happened to me.”

- Suggest alternatives for handling the problem that you have the authority and take responsibility for providing answers to the customer.





PHONE ETIQUETTE TIPS

Go the extra mile on the phone

Effective telephone skills reflect on your organisation on many levels.

- Skilled communication can attract and keep business.
- Poor telephone skills can cost you a customer, potentially to a competitor.

We live in a digital world. Maintain the communication edge and ensure your organisation has the best telephone skills available.

Don't miss out... visit www.pdtraining.com.au for details or call 1300 121 400

pdtraining
professional development training

TELEPHONE ETIQUETTES

1. Think through exactly what you plan to say and discuss BEFORE you place a call.
2. Always identify yourself at the beginning of all calls.
3. Always speak into the telephone receiver with an even and low tone of voice, high pitch will sound like shouting.
4. Be sensitive to the tone of your voice
5. Especially when leaving messages, speak clearly and slowly.
6. Build the habit of always turning off your cell phone ringer when entering a meeting, restaurant, theater, training class, or other place.
7. Do not allow interruptions to occur during conversations.
8. Do not allow yourself to be distracted by other activities while speaking on the telephone.

GENERAL PHONE ETIQUETTE TIPS

- Pick the phone, at worst, at the third ring.
- Speak pleasantly, using basic phrases of courtesy e.g. "May I help you?", "Thank you", "You are welcome".
- Smile on phone in order to have a pleasant voice or tone.

- Sound alert and active – let not your voice sound lazy, tired, and rude, bored or disinterested.
- Be polite or courteous to all calls irrespective of the circumstances.
- Do not slam the phone or cut off abruptly
- Avoid slangs
- Don't eat, sip a drink, and chew gum while on phone.
- Listen very attentively.
- When transferring calls, whether in coming or out going, introduce both party to each other.
- Don't keep the caller on hold for more than sixty seconds without communicating your effort.
- When ending your call ensure there are no unfinished business.

**UNAC
CEPT**

**ACCEPTA
BLE**

1. "You will have to wait"

2. "Yeah".

3. "I do not know"

4. "No, we cant".

1. "Thank you, I'll check," or "I'll see"

2. "Yes ma/sir".

3. "One moment please, I'll find out"

4. "Yes, you may".

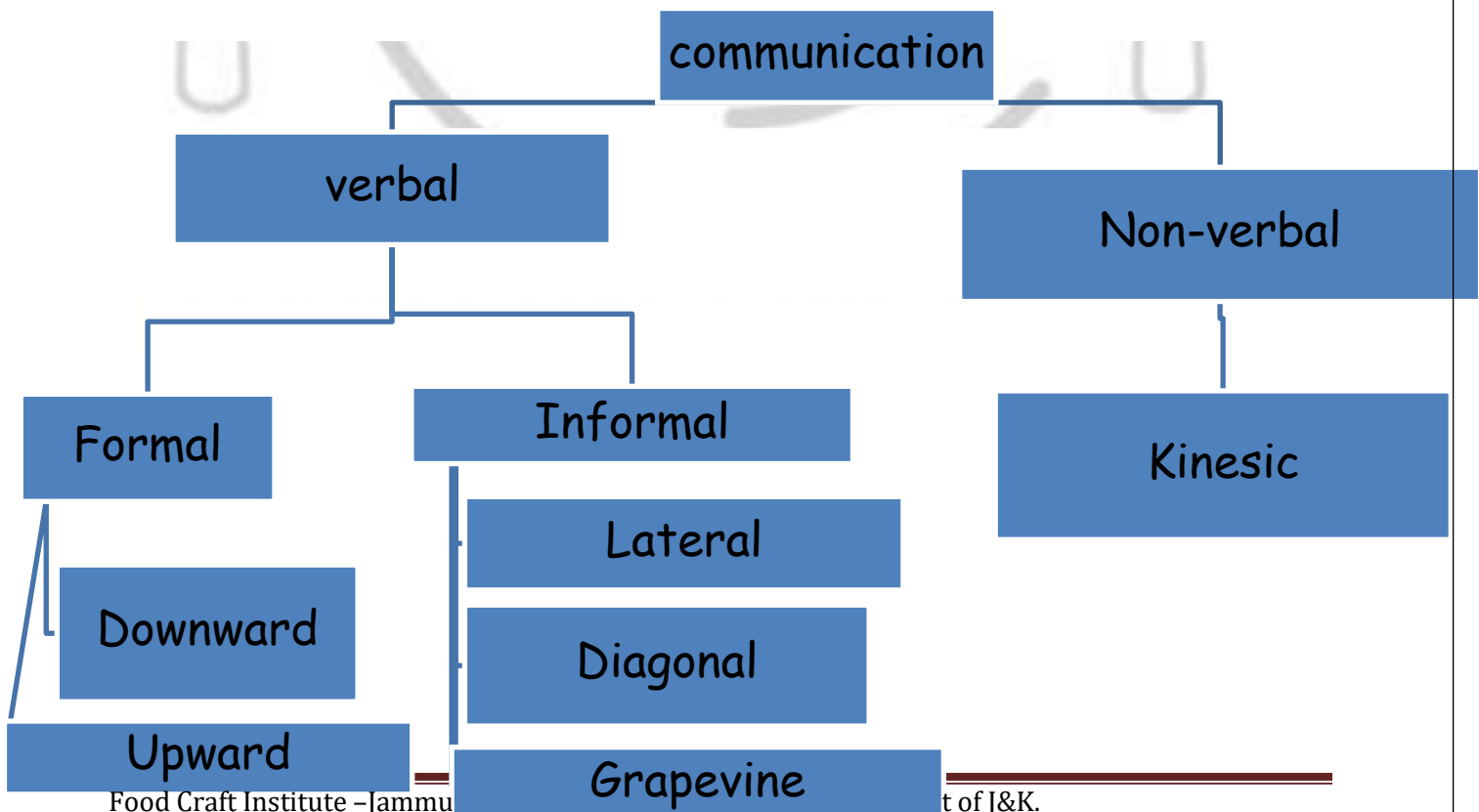
Chapter-8 COMMUNICATION



What is communication ?

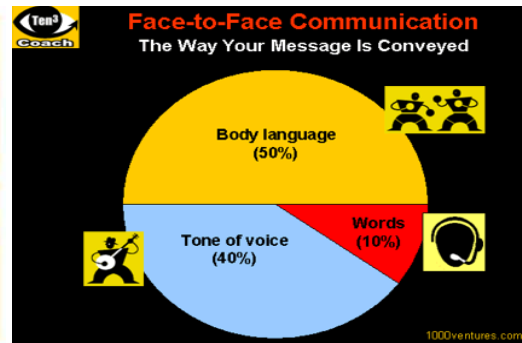
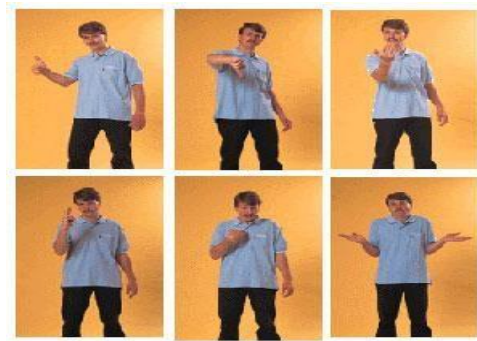
- Derived from the Greek word “communicare” or “communico” which means “to share”.
- Community implies a group of people living in one place.
- Languages are the codes of communications.

Types of communication



Non-verbal communication

- ☐ Through signs & symbols.
- ☐ Non-verbal can go without verbal communication.
- ☐ Verbal can't go without non-verbal communication.



Verbal communication.

Two types of verbal communication.

(1) formal communication.



(2) informal communication

Formal communication

- We use this type of communication in offices and social gathering.

Two types of formal communication.

(1) Downward

(2) Upward

Downward communication

☐ Higher designation to lower designation.



☐ Ex. Boss ordered his worker.

☐ Here effect of this type of communication is very much than upward communication

Upward communication.

- Lower designation to higher designation.
- Ex. Worker request to his boss.
- Here the effect of communication is less than downward communication.



Informal communication.

We use this type of communication with our family or friends.

Three types of informal communication.

(1) Lateral

(2) Diagonal

(3) Grapevine



Lateral communication.

- ☐ Found among members working at the same level.
- ☐ Ex. Peer group.
- ☐ Most effective form of communication.
- ☐ Barrier of subordinates or boss is not present here.

Diagonal communication.

- ☐ The path is mixture of vertical and horizontal movement.
- ☐ In large communications various departments need communication support from each other.

Grapevine communication.

- ☐ Also called as “backbiting” or “backstabbing”.
- ☐ A backstabber is a colleague or an employee who acts like a friend in public but badmouth you in private.



Non verbal communication

- ☐ Which does not involve words or speech?



Classification of Non-verbal communication

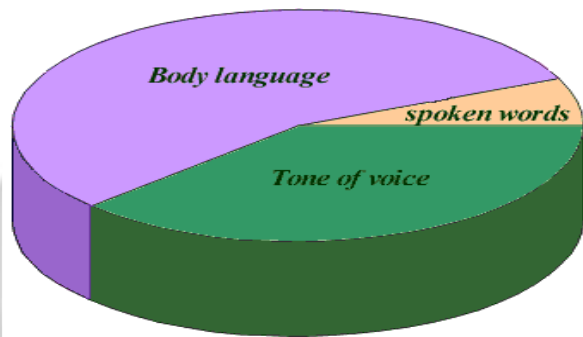
- ☐ Kinesics: Body language
- ☐ Proxemics : Space language
- ☐ Sign language

1. Kinesics

- ☐ It means **body movements**.
- ☐ Body language is the reflection of thought, feelings and position.
- ☐ It includes
 - ☐ Facial expressions
 - ☐ Eye contact
 - ☐ Gestures
 - ☐ Body shape and posture
 - ☐ Appearance

Why is Body Language important?

- Body language plays a big role in intuition as it gives us messages about the other person, that we can interpret at an intuitive level.

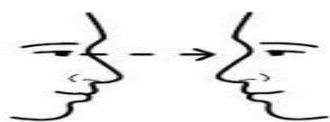


Facial expressions

- Happiness
- Surprise
- Fear
- Anger
- Sadness
- Interest
- Bewilderment
- Determination



- ☐ Direct eye contact of more than 10 seconds can create discomfort and anxiety.
- ☐ Averted eyes show anger, hurt feelings.
- ☐ Looking at somebody for a long time shows the intensity of our interest in him.



Gestures

- ☐ Emblems:
- ☐ Patting the stomach – I'm full of food.
- ☐ Nodding the head up and down – yes
- ☐ Yawning – I'm bored.
- ☐ Waving – hello



Proxemics / Space Language & Surroundings

Proxemics is the study of how we communicate with the space around us.

Space Language

- ☐ - intimate zone – physical contact/touch to 18 inches.
- ☐ - personal zone – 18 inches to 4 feet.
- ☐ - social zone – 4 to 12 feet.
- ☐ - Public zone – 12 feet to as far as we can see and hear.

Sign Language

- ☐ Use of mutually understood signs/symbols between the sender and receiver of a message or piece of information.
- ☐ Language is systematic set of symbols



Visual sings

- Pictures
- Caves / temples / buildings
- Drawing pictures
- Cartooons/caricatures
- Statues/effigies
- Maps and diagrams
- Red light, colours of flags



Audio/Sound Signals

- Drumbeating
- Alarms
- Various kinds of sirens
- Blowing horn
- Sound signalling system

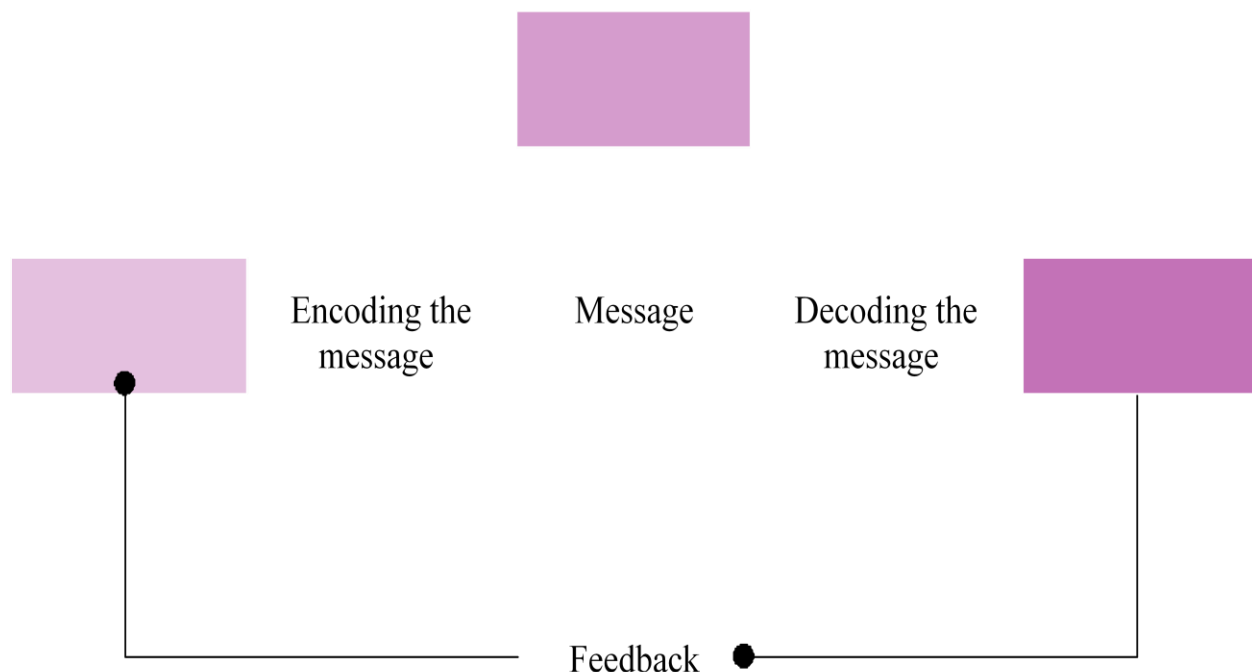


Generally, people retain

- ☐ 10% of what they READ
- ☐ 20% of what they HEAR
- ☐ 30% of what they SEE
- ☐ 50% of what they SEE and HEAR
- ☐ 70% of what they SAY
- ☐ 90% of what they SAY and DO

Communication Process

Communication Process



Barriers to Effective Communication

The barriers/negative forces may affect the effective communication by acting upon any or all of the basic elements of communication process and sender/receiver/channel.



Different Types of Barriers

- Semantic barriers
- Organizational barriers
- Interpersonal barriers
- Individual barriers
- Cross cultural barriers
- Physical barriers/channel and media barriers
- Technological barriers

Semantic Barriers

- Words having similar pronunciation but multiple meaning
- Badly expressed message
- Wrong interpretation
- Unqualified assumptions
- Technical language



Organizational Barriers

- Organization culture and climate
- Organizational rules and regulations

- Status relationships
- Complexity in organizational structure
- Inadequate facilities and opportunity
- An lack of co-operation between superior and subordinate



Interpersonal Barriers (superior-subordinate)

- Barriers emanating from superiors
- shortage of time for employee
- lack of trust
- lack of consideration for employee's needs
- wish to capture authority
- fear of losing power of control
- information overload
- . Barriers emanating from subordinates
- lack of proper channel
- no interest to communicate
- lack of co-operation
- lack of trust
- poor relationship between superior and subordinate
- fear of penalty

Individual / Psycho-sociological Barriers

- Style
- Linguistic accent

- The form of expression
- Types of humour
- The choice of discriminatory/non discriminatory communication modes

Individual / Psycho-sociological Barriers

- Halo effect-overall impression of a person influences how we feel and think about his/her character.
- Poor attention and retention
- Inattention
- Undue importance of written words

Cross-cultural/ Geographic Barriers

- National character/basic personality
- Language
- Values and norms of behaviour
- Social relationships
- Concept of time
- Perception
- Non verbal communication

Physical Barriers/ Channel and media Barriers

- Noise
- Environment
- Number of links in the chain
- Defects in the medium

Technical Barriers

- Communication usually fails
- If the message can be understood

- Noise in communication process
- Human sounds
- Traffic
- Telephone instruments
- Birds, trees, fans, chalk writing, use of duster, projectors and nasal voice.

Overcoming the Barriers

- Constant effort
- Desired to be effective and efficient
- Check continuously during the communication
- Be fully attentive
- Listen, listen, listen and listen again
- Share opinions, feelings and perceptions generated by the message

Measures to overcome Barriers in communication

- Fostering good relationship
- Purposeful and well focused communication
- Co-ordination between superior and subordinates
- Avoid technical language
- Feedback
- Accuracy
- Clarity in message
- Communication of organizational philosophy
- Division of labour
- Organization policies
- Minimize semantic problem
- Proper communication channels
- Right feedback

Chapter-9 FRONT OFFICE UPSELLING



Definition of Upselling

- The use of certain words and phrases that will make the guest feel satisfied buying something he would not otherwise have bought
- Up selling is easy if we think of it as a way of helping out the guest and creating a satisfying solution to fulfill a need

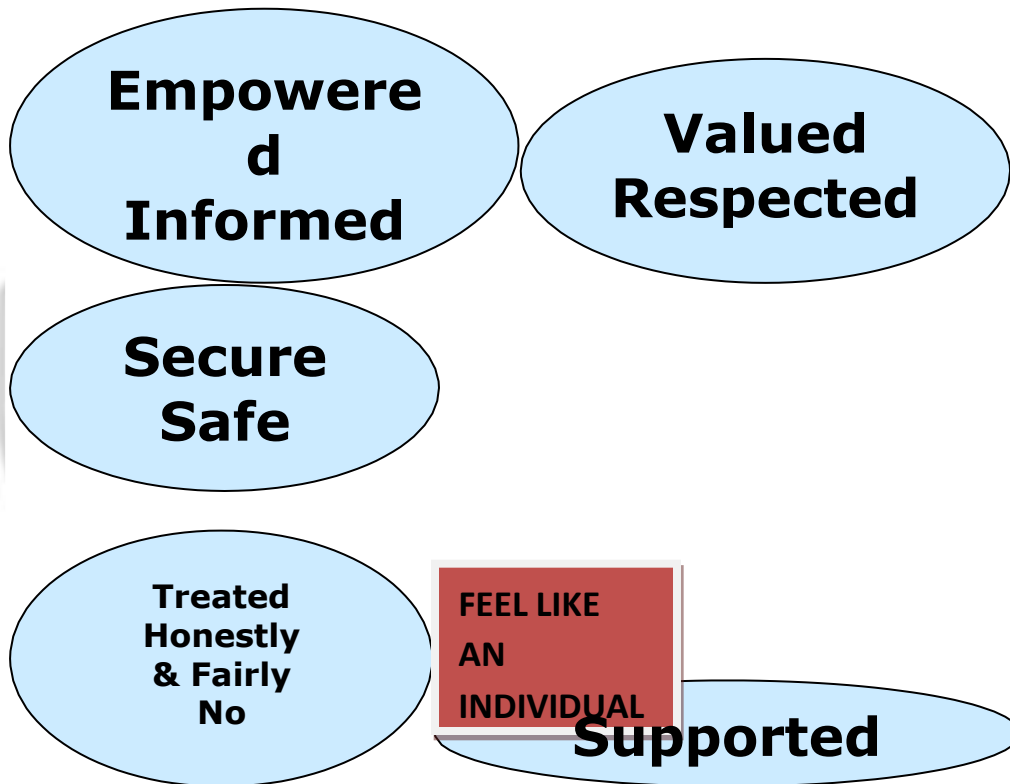
Contents of the program

- Identify sales opportunities
- Build rapport with guests
- Match guests' needs with appropriate products
- Describe the advantages of every available room category and their benefits to guests
- Make recommendations clearly and confidently
- Track your upselling results
- What should we keep in mind when we think of UP selling?

Who are our guests?

- Business
- Leisure

WHAT DO OUR GUESTS WANT



Selling the hotel

- Recognize when you have an opportunity to sell
- Listen to the guest's needs
- Recommend the facilities and services
- Take the opportunity to sell a better service or product

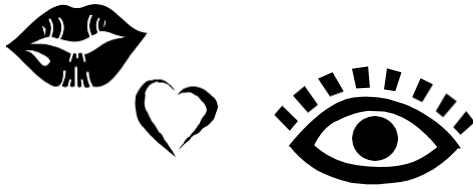
Outcomes

- Increase guest satisfaction
- Increase the average room rate
- Increase conversions

Upselling techniques

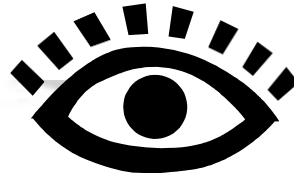


- Always use :
- Your Ears....
- Eyes....
- Mouth....
- Heart.....



What do you use eyes for?

- Eye contact
- Read body language (identify guests needs)



What do you use your ears for?

- Listening to find out guests needs



What do you do with your mouth?

- Smile - establish rapport
- Speak / sell / describe / convince



What do you do with your heart?

- Care for the guest



How do we sell an experience to a guest?

- Show them the way to the location
- Tell them what's available
- Describe the contents of the experience using Power Words

Powerful selling words

- Fully equipped- Elegant
- - Magnificent
- - Exclusive
- - Beautiful View
- - Superb
- - Genuine
- - Luxurious
- - Unique
- - Welcoming staff
- - Tempting
- - Irresistible
- - Exotic
- - Amazing

Learning how to sell better

- Selling by suggesting
- Handling Objections
- Selling higher category room type
- Describing the suggested room type
- Positive buying signals/confirm the room type
- Dealing with “no”/offering alternatives
- Overcoming hesitation
- Checking satisfaction

Selling by Suggesting

- How does it help us if we give suggestions rather than waiting for the guest to make up his or her mind?
- It saves time
- It helps project a better image
- It increases the sale

When is the best time to make a suggestion?

- When you reconfirm the reservation and room type
- When the guest asks about the facilities, size of the room, view etc.
- When you are invited to

QUESTIONS A GUEST MAY ASK

- Why are you selling me?
- What are you selling me?
- What is the difference?
- "So what"?
- How much?
- "Because you are travelling
- with your family
- I suggest you try one of
- our junior suites ...
- The difference is that you
- have separate living area
- Which means that your
- child will have plenty of space to play around in, and that when he sleeps you
- and your wife can relax and
- watch TV without disturbing him
- And it's only a supplement of USD.....

Buying Signals

A buying signal is a reaction; something that the guest says or does which tells us how he feels about our suggestion

What sort of reaction and signal do you get from a guest?

- Positive (interested – green light)
- Negative (Not interested – red light)

- Hesitate (Not sure – amber light)

Positive Signals

- Can you think of any signals that tell us that the guest has a positive reaction to our suggestion?

They could be Spoken Signals (things they say)

or

Silent Signals (things they do)

Positive Signals

Spoken Signals – What sort of things do guests say that show a positive reaction?

- Asking a question
- Saying something good about the item

Silent signals - Guests reactions are often shown in their body language

- Head & face
- Hands & arms
- Body & legs

Price Objection

- “That sounds expensive”
- Empathize/agree/Explain why it is expensive
- Offer alternative which will satisfy guest’s requirement in a similar fashion

Overcoming Hesitation

- Use powerful & enthusiastic expressions
- It is luxurious
- It is fully equipped
- It is exclusive
- *As a professional salesperson, you know your product. To overcome hesitation, show off your knowledge and your confidence*

Encourage

- *How do we encourage a guest to buy?*
- *Speak and act with confidence, give your personal guarantee*

Body Language

- What sort of actions might let the guest see that we are getting impatient?
- Tapping or clicking our pens
- Looking around the room
- Checking our watch
- Moving too close to the guest
- Tapping our foot

Checking Satisfaction

- What are some of the advantages to checking satisfaction?
- Show we care
- Professional image
- If something is missing we can rectify without delay
- If there is a problem we deal with it quickly and quietly
- There is a chance to sell something else

Timing

- When is the best time to check
- on satisfaction?
- Soon – 5 to 10 minutes after guest reaches the room
- During the show around

Why check so soon?

- If there is a problem, the longer we leave it the more upset the guest is going to be.

What not to say

- Is everything ok?
- Any problems
- Any Complaints
- Was that good?
- Is it delicious?

Handling Guests reactions

What to do if the guest is happy?

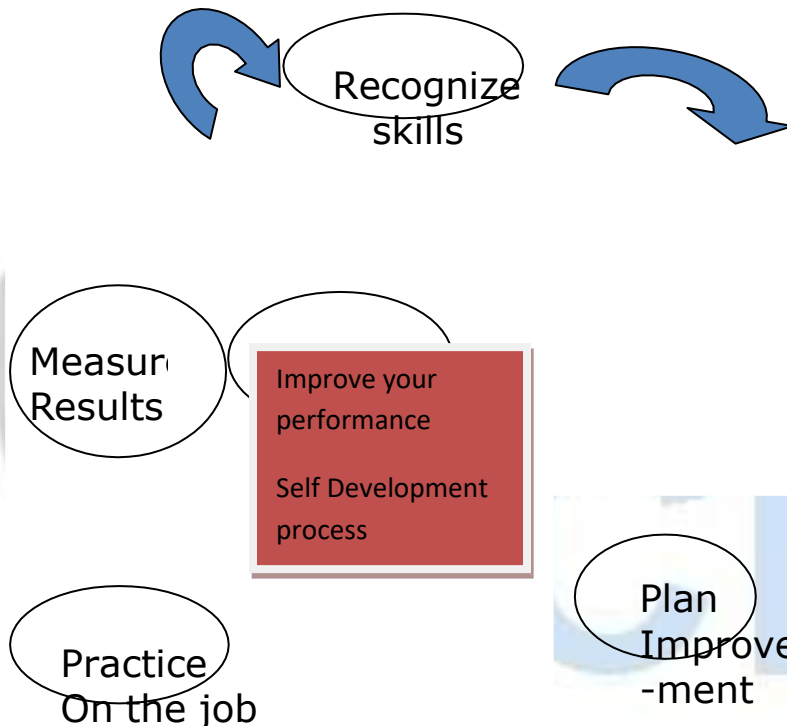
- Thank the guest, smile
- Give your name and ask guest to contact you should they need any further assistance

What to do if the guest is unhappy?

- Apologize
- Find out why
- Act to fix the problem and/or refer to the supervisor

- Possibly warn the other service staff

The Learning Loop



QUESTIONS?

- *Summary*
- Don't worry if a guest says "no" to your suggestion
- Not all your suggestions will be accepted, and that is ok – don't take it personally.
- Guests say "no" because they don't want your suggestion, not because they don't like you
- Even guests who do say "no" will appreciate your efforts to be helpful and professional

Summary

- Don't be scared or bothered by objections. The main thing is to handle the objections with confidence.
- If a customer challenges your suggestion, be ready to answer back with confidence.
- If you are selling something, be prepared to say WHY you suggested it
- Often a customer will buy our suggestion even after giving an objection. Just like us we sometimes say "It's expensive but still buy it"

Handling Objections

- Don't be scared by an objection
- We will often face objections
- Guests will challenge you
- Some customers just say "no" to our recommendations

Already decided

Some guests have already decided what they want: when we attempt to sell something else they say "No I would rather have..."

Reinforce the guest's choice

Eg. If the guest has chosen Club Room, say: Good choice Mr/Mrs Smith, the Room has a fantastic view

Remember

You first have to care for the guest, he / she must feel

That your priority is his / her comfort and delight

Repeat customers are vital to the business, sell

The product the guest wants, not what you want to sell.

Excellent service = Excellent Sales

Chapter-10-I Hygiene

Germs or bacteria are to be found in and on the body and they can be transferred on to anything with which the body comes in contact. Personal cleanliness is essential to prevent germs getting on to food.

Personal appearance is one of those subtle things that's difficult to quantify. Mostly, it's a collection of a lot of small investments of time and effort that add up to a slight but noticeable tweak in how people think of you. The difference is real, and over time these small differences in a lot of interactions and events can really add up. Keeping clean and keeping up a good appearance are also great ways to simply feel good – I know for me personally, few things make me feel better than a hot, soaking shower. Even better, personal appearance is something that you can maximize – or at least significantly improve – with just a bit of effort. Here are a bevy of little steps you should be taking to maximize the value of your personal appearance, from the obvious to the subtle.

Hand wash procedure

1. Get your hands wet. Turn the tap on and evenly rinse your hands in warm water. Contrary to popular belief, hot water does not remove bacteria more effectively than warm water, and may even increase the "irritant capacity" of some soaps.

2. Use soap. Any type of soap will work, but if it helps you wash your hands more consistently to have soap that is a fun shape or color, or a pleasant fragrance, go for it.

3, Work up a lather. Scrub on both sides of your hands, in between your fingers, and your wrists. Remember to wash around and under your fingernails.

4. Wash your hands for about 15-20 seconds. This is just about the time it takes to sing a chorus of "Happy Birthday." Be sure and rub your hands vigorously, and don't rinse off the soap right away. Give it time to do its job and give yourself time to get soap everywhere it should be. A good tip is to use rotational rubbing, backwards and forwards with clasped fingers from your right hand in your left palm and vice versa.

5, Rinse your hands thoroughly. Place them under running water with your hands pointed downward but not touching the sink. This removes both the soap and the bacteria that was on your hands.

6. Use a towel to turn off the faucet, particularly in a public bathroom. If the faucet turns itself off on a spring or a photocell, let it. If not, use a paper towel, your elbow, or your forearm.

7, Dry your hands with a clean towel. Although they are not as good for the environment, paper towels are more sanitary for drying your hands than cloth towels. If you use cloth towels at home, launder them regularly. If you are in a public restroom, you can also use the hot air dryers if they are available.

Personal Cleanliness

Self-respect is necessary in every food-handler because a pride in one's appearance promotes a high standard of cleanliness and physical

fitness. Persons suffering from ill health or who are not clean about themselves should not handle food.

Bathing

Regular bathing at least once a week is essential, otherwise germs can be transferred on to the clothes and so on to food. If possible a daily bath or shower is ideal, but if this is not possible a through wash is satisfactory.

Hands

Hands must be thoroughly washed frequently; particularly after using the toilet, before commencing work and during the handling the food.

They should be washed in hot water with the aid of a brush and soap, rinsed, and dried on a clean towel or by hand hot-air drier. Hands and finger-nails if not kept clean can be a great source of danger as they can so easily transfer harmful bacteria on to the food.

Rings, watches and jewellery should not be worn where food is handled. Particles of food may be caught under the ring, and germs could multiply there until they are transferred into food.

Watches (apart from the fact that steam ruins them) should not be worn, because food stuffs, e.g. salads and cabbage, which have to be plunged into plenty of water, may not be properly washed because a watch is worn.

Jewellery should not be worn, since it may fall off into food (un-known to the wearer) being handled. Hair which is not cared for is likely to come out or shed dandruff which may fall into food. Men's hair should be kept short as it is easier to keep clean; it also looks neater. Women's hair should be covered as much as possible. The hair should never be scratched, combed or touched in the kitchen, as germs could be transferred via hands to the food.

Nose

The nose should not be touched when the food is being handled. If a handkerchief is used, the hands should be washed afterwards. Ideally, paper handkerchiefs should be used and then destroyed, the hands being washed afterwards. The nose is an area where there are vast numbers of harmful bacteria; it is therefore very important that neither food, people or working surfaces are sneezed over, so spreading germs.

Mouth

There are many germs in the area of the mouth, therefore the mouth or lips should not be touched by the hands or the utensils which may come into contact with food. No cooking utensils should be used for tasting food, nor should fingers be used for this purpose as germs may be transferred to food. A clean teaspoon should be used for tasting, and washed well afterwards.

Coughing over foods and working areas should be avoided as germs are spread long distances if not trapped in a handkerchief.

Ears

The ear-holes should not be handled whilst in the kitchen as, again, germs can be transferred.

Teeth

Sound teeth are essential to good health. They should be kept clean and visits to the dentist should be regular so that teeth can be kept in good repair.

Feet

As food-handlers are standing for many hours, care of the feet is important. They should be washed regularly and the toe-nails kept short and clean. Tired feet can cause general tiredness which leads to

carelessness, and these results in a lowering of the standards of hygiene.

Cuts, burns, sores, etc.

It is particularly important to keep all cuts, burns, scratches and similar openings of the skin covered with a waterproof dressing. Where the skin is septic, as with certain cuts, spots, sores, carbuncles, there are vast numbers of harmful bacteria which must not be permitted to get on food; in most cases people suffering in this way should not handle food.

Cosmetics

Cosmetics, if used by food-handlers, should be used in moderation, they should not be put on in the kitchen and the hands should be washed well afterwards. Cosmetics should be put on a clean skin, not used to cover up dirt.

Smoking

Smoking must never take place where there is food, because when a cigarette is taken from the mouth, germs from the mouth can be transferred to the fingers and so on to the food. When the cigarette is put down the end which has been in the mouth can transfer germs on to the working surfaces. Ash on food is most objectionable and it should be remembered that smoking where there is food is an offence against the law.

Spitting

Spitting should never occur, because germs can be spread by this objectionable habit.

Clothing and cloths (rubbers)

Clean whites (protective clothing) and clean underclothes should be worn at all times. Dirty clothes enable germs to multiply and if dirty

clothing comes into contact with food the food may be contaminated. Cloths (rubbers) used for holding hot dishes should also be kept clean as the cloths are used in many ways such as wiping knives, wiping dishes and pans. All these uses could convey germs on to food. Outdoor clothing, and other clothing which has been taken off before wearing whites, should be kept in a locker away from the kitchen.

Summary of Personal hygiene

The practice of clean habits in the kitchen is the only way to achieve a satisfactory standard of hygiene. These habits are listed below:

- Hands must be washed frequently and always after using the toilet. Food should be handled as little as possible.
- Bathing must occur frequently.
- Hair must be kept clean and covered in the kitchen, it should not be combed or handled near food.
- Nose and mouth should not be touched with the hands.
- Cough and sneeze in a handkerchief not over food.
- Jewellery rings and watches should not be worn.
- Smoking, spitting and snuff-taking must not occur where there is food.
- Cuts and burns should be covered with a waterproof dressing.
- Clean clothing should be worn and only clean cloths used.
- Food should be tasted with a clean teaspoon.
- Tables should not be sat on.
- Only health people should handle food.

HOW TO HANDLE EQUIPMENT AND UTENSILS

When handling crockery, glassware, utensils or equipment, remember to pick them so that your hand does not touch the “food contact surface”, i.e., the part on which food will be placed, or, which a customer would touch. This will help avoid contamination between your hands and the equipment you are handling.

- Handle plates by the outer rim or underside; cups by the handle, glasses by the stem base, and cutlery by the handle.
- Remove and destroy cracked and broken crockery/glassware or kitchen utensils.
- Use fork or tongs to pick up food if Practical, not your hands.
- Avoid handling food unnecessarily.
- Use a special spoon for tasting – not your fingers.
- Make sure that all crockery, glassware, equipment and utensils are washed thoroughly and are stored on clean surfaces.
- Keep your work table/area clean. Clean it well at the end of the day.
- Keep all utensils clean and put away neatly after use.

STORING FOOD

STORAGE AREA

There are many areas in the kitchen that are classed as food storage areas. Wherever food items are kept becomes a storage area. These areas are: vegetable store room, Dry stores (all tinned and dry goods), shelves in the kitchen and refrigerators-freezers. Food preparation

personnel that must ensure the food storage of areas are in a clean and orderly state.

This is essential for the following reasons:

- Stocks of food can be kept at a suitable level
- All food leaving/entering the stores can be properly checked

A well planned store should include the following:

- It should be cool
- It must be well ventilated and free from damp
- It must be in a convenient position so as to receive goods and to issue food items to the kitchen
- It should be of a high standard of hygiene and be easy to clean
- It should be well lit
- There should be enough space for freezers and refrigerators

STORAGE CONTAINERS

Any food items delivered in flimsy bags or containers should be transferred to airtight containers.

Bulk goods such as pulses, sugar, salt, rice should be stored in suitable bins with tight fitting lids. Sacks and boxes should not be stored on the floor, they should be raised on duck boards / pallets.

SPECIAL STORAGE POINTS

- All old stock should be brought forward for issuing first with each new delivery.
- Commodities with strong odours should be stored away from other food items which readily absorb flavour.
- Bread should be kept in well ventilated containers with lids
- Tinned goods should be unpacked checked and stored

AND ADDITIONALLY

- Blown tins (this is where the ends of tins bulge) these tins must be thrown away as the contents may cause food poisoning.
- Dented tins. These should be used as soon as possible as they could if left become blown tins.
- Always check sell-by dates / use-by dates and use-by date shown
- Do not keep cleaning materials in the same store as food .

HYGIENE STANDARDS OF STORAGE

HYGIENE STANDARDS

- The standards below may be made more demanding by local regulations. They are the bare minimum.

STORAGE INSTRUCTINS, DRY STORE

- Shelves should be metal, preferably of stainless steel. Galvanized or painted metal may be accepted, provided it is well maintained. Lowest distance from the floor should be 30 cm.
- The room must be well ventilated, so that odour is no problem.
- No items must be placed on the floor. Shelves, tables or pallets (made from synthetic, easily cleanable material) should be used for storing food. In principle, no wooden material should be used in the dry store.
- The store should always look clean and tidy.
- At least one washbasin is recommended.
- The temperature of the room must not exceed 20-25°C.

STORAGE INSTRUCTIONS, COLD STORE

A. General Requirements

The cold room should be used for cold storage only and not for cooling-down cooked items.

B. Number of Cold Stores

Different food items should be stored separately.

- Raw materials of any kind must be separated from processed foods of any kind Separation normally means storage in separate areas.
- The stored goods should be well protected and wrapped to reduce drying and to prevent them from emitting or absorbing odours.

C. Cleaning of Cold Stores

The room must always be visually clean. At least once a week a through cleaning of walls, shelves (and pallets) and the floor should take place. Cleaning must be performed with normal detergent, followed by use of a suitable disinfectant solution. Containers must be cleaned whenever emptied.

What is Garbage & Types of garbage?

There are 2 types of garbage

Dry garbage:-The waste & unwanted material bottles, papers, poly bag, & other waste material .which is not wet or moist are called dry garbage.

Wet garbage: - The garbage which collects from the kitchen example: - left over food, peel & other waste material which moist and wet is called wet garbage

Fire prevention and fire fighting

- Fires may be classified into four groups, based on their source of fuel.

Class A:

- These are fires with trash, wood, paper or other ordinary combustible materials as their fuel source.

Class B:

- These are fires with flammable or combustible liquids and gases as their fuel source.

Class C:

- These are fires involving electric equipment.

Class D:

- These are fires with certain ignitable metals as the fuel source.

Prevention of fire

- Fires may be prevented if fire hazards are identified and eliminated.

Some unsafe practices that may lead to fires are as follows:

- Guests smoking in bed.
- The hotel not providing sand urns.
- Using high-wattage bulbs in lamps.
- Leaving linen chute doors open.
- Storing rags and cloths with residues of cleaning polish still on them.
- Not unplugging electrical appliances when not in use.
- Using faulty electrical equipment or sockets.
- Leaving magnifying glasses where sun can catch them.
- Each establishment must conduct fire drills on a periodic basis and ensure that all staff attends these drills so that they know what is to be done during a fire emergency.

Fire Warning Systems

- These may be electrically powered manually operated systems, automatic fire detection systems, or a combination of both.
- The usual components of such systems include:
 - Fire Alarms
 - Sprinkler Systems
 - Smoke Detectors

➤ Fire Alarms

- These can be set off by smoke detectors, heat detectors, sprinkler systems, or pull stations.
- The most common types of fire alarms are the ones operated by pull stations located in corridors, lobbies, and near elevators.
- The pull alarms are red in colour, with a glass panel that needs to be broken to set off the alarm.



Fire Alarms

Sprinklers

- These are found in most hotel establishments, especially in corridors and rooms.
- They are situated on the ceiling and automatically spray water when temperature rises above a certain level.



➤ Smoke Detectors

These are set off by smoke.

The two types of smoke available are

1. photoelectric detectors and
2. Ionization detectors.

- **Photoelectric detectors** are alarms triggered off when smoke blocks a beam of light emanating from the detector.
- In the **ionization type of smoke detectors**, the alarm sound when the detector senses a shift in electrical conductivity between two plates.

Dealing in case of fire emergency

- Immediately switch on the nearest fire alarms.
- If possible, try to put out the fire with suitable equipment, remembering to direct the extinguishers at the base of the flames.
- Do not attempt to fight a fire if there is any danger of personal risk.
- Close all the windows and switch off all electrical appliances, including fans and lights.
- Close the door to the affected area and report to your immediate supervisor for instructions.
- Carry out instructions--- for instance, Direct the guests to the nearest fire-escape route.
 - a. Each guestroom should have the route to the nearest fire escape drawn out and displayed in a place where it is most likely to be seen by the guests.
- Report to the departmental fire representative for a roll call.
 - a. The housekeeper on duty should check the list (in the form of the duty rosters) of the staff who are on duty so that all those on duty can be accounted for.
- Remain at the assembly point until instructed to do otherwise.
- Do not use lifts.

Fire Fighting Equipments

- Staff should be trained in operating the fire-fighting equipment.
- Types of fire-fighting equipment vary from simple ones such as buckets of sand and water, fire blankets, and hose reels to more complex fire extinguishers.
- Water buckets should be constantly checked for adequate water levels and sand buckets should be kept dry.
- Water should not be used in case of fires involving electricity.

Types of fire extinguishers

Fire extinguishers can be of various types:

1. Dry Powder
2. Dry Chemical foam
3. Halon/vapourizing Liquid
4. Water-gas or soda-acid extinguishers
5. Carbon dioxide Extinguishers

➤ Dry Powder

A dry powder fire extinguisher is a multi-purpose extinguisher used for **Class A, B and C fires**.



➤ Dry chemical Foam

The foam fire extinguishers are used to put out the fires of class A and B, and are more expensive and versatile than the water fire extinguishers.



➤ Halon/Vapourizing Liquid

- These contain a gas or a volatile liquid that interrupts the chemical reaction that takes place when fuels burn.
- This type of extinguisher is often used to protect valuable electrical equipment since they leave no residue to clean up.
- Halon extinguishers have a limited range, usually 4-6 feet.
- The initial application of halon should be made towards the base of fire, continuing even after the flames have been extinguished.

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Halon Fire Extinguishers

➤ Water-gas or soda-acid extinguishers

These extinguishers contain water and compressed gas and should only be used on class A (wood or paper) fires.



➤ Carbon-dioxide Extinguishers

- These extinguishers are most effective on class B and C (liquid and electrical) fires.
- Since the gas disperses quickly, these extinguishers are only effective from a distance of 3-8 feet.

- The carbon dioxide is stored as a compressed liquid in the extinguisher; as it expands on release, it cools the surrounding air.
- Since the fire could re-ignite, continue to apply the agent even after the fire appears to be out.



CO2 Fire Extinguisher

❑ Guidelines for preventing electrical hazards:

- Know the location of emergency cut-out switches.
- Do not use electrical items with worn or damaged flexes.
- Make sure that the flexes do not trail over work surfaces or in water.
- Keep steam and water hoses away from power points.
- Take care when pulling out mobile electrical equipment, not to strain cable.
- Never use water to put out an electrical fire.

❑ Guidelines for lifting and carrying heavy objects:

- Size up the load; ensure that you are well balanced. (Get help if you need it!)
- Place feet apart, bend knees (not at waist), pick up load.
- Straighten up; use leg muscles not weaker back muscles.
- Carry load close to your body, watch ahead.

- Unload with feet apart, knees bent and back straight.

Ensure hands and feet are clear from the object being put down

Chapter-11 Complaint Handling: Keeping Guests Happy



In this meeting we will learn

- *Importance of keeping guests happy*
- *Reasons of guest complaints*
- *Impacts of guest complaints.*
- *Handling complaints*
- *Making opportunities from complaints*

What is a complaint?

- *“an expression of dissatisfaction by a customer whether justified or not*



Who are Guests/Customer

- *The most important person in any business.*
- *Is not dependent on us. We are dependent on them.*
- *Is not an interruption of our work, but the purpose of it.*
- *Is part of our business – not an outsider.*
- *Does us a favor when they come in. We aren't doing them a favor by serving them*



- *A Guest/customer is not just money in the cash register. They are human beings with feelings and deserve to be treated with respect.*
- *Is a person who comes to us with their needs and wants. It is our job to fill them.*
- *Deserves the most courteous attention we can give them. They are the lifeblood of every business.*

Facts about Guest/Customers

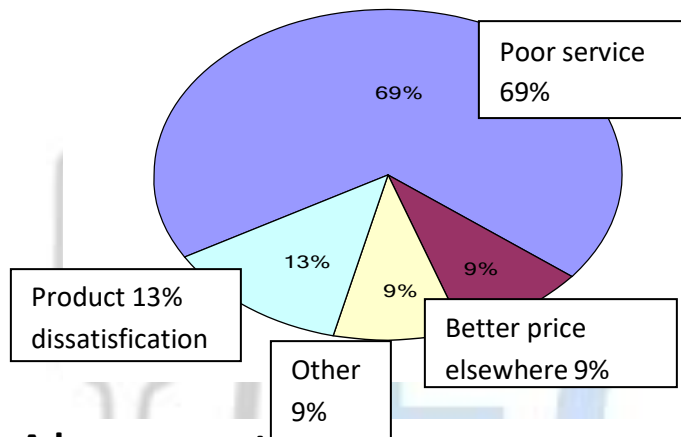
- The Guest is the Hotel's biggest asset
- The Guest pays all our salaries wages and bonuses
- The Guest will go where he/she receives the best attention
- There is no profit, no growth, no jobs without the Guest in Hotel
- Hence, You must be your Guests' best choice!



- A typical dissatisfied Guests will tell 35(approx) people about their problem.
- 7 out of 10 complaining Guests will do business with you again if you resolve the complaint in their favor.

- If you resolve a complaint on the spot, 95% will do business again

Why Guests/Customers leave?



A happy guest...

- Returns the next time.
- Recommends the place to his friends and acquaintances.
- Avails other services of hotel.
- Appreciates the hotel staff and respects them



- And thus, the profits are increased

Did you Know?

A study suggests that 95% of customers stop using a hotel's service because somebody from the hotel staff was rude to them!

Why do guests complain?

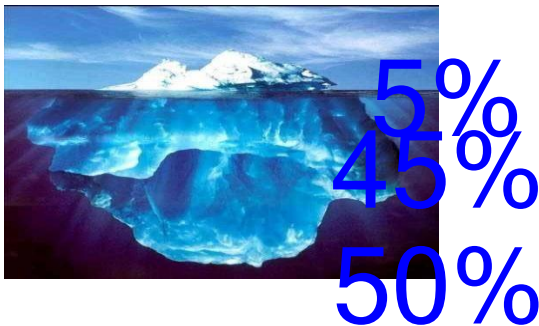
- Bad service

- Unsatisfactory service
- Delayed service
- Issues not being handled seriously
- Rude and disinterested Staff
- Not getting the services promised
- Anything extra you can think of?

Impacts of Guest Complaints

- Loosing the customer
- Loosing the opportunity to serve the customer better
- Bad name for organization
- One unhappy customer stops 35 people approximately from his friends and acquaintance from using the service.

Tip of the iceberg



Actively Seeking Customer Complaints

It is important to realize that organizations that are totally customer-focused do not just respond effectively to customer complaints; they actively seek them out. A research indicates that for every complaint expressed there are over 25 unregistered complaints. Many dissatisfied customers just quietly take their business elsewhere. Therefore, organizations that are truly committed to delivering

Superior Customer Performance work hard at providing their customers opportunities to complain.

Eight Steps to complaint resolution

1. Provide customers with the opportunity to complain.
2. Give customers your full and undivided attention.
3. Listen completely.
4. Ask the key question: "what else?"
5. Agree that a problem exists; never disagree or argue.
6. Apologize.
7. Resolve the complaint. (Ask again: "what else?")
8. Thank the customer for bringing the complaint to your attention.

Special Cases

- Do something extra that you can as a gesture of apology to make customer feel special
- If you cant give to customer what he/she is asking for, rather than refusing straightaway, give another option.



Complaint is an opportunity

- Guest complaint is an opportunity to go that extra mile to resolve it, and do something special for the customer so that he knows he is valued and thus he comes back.



Chapter-12-FIRST AID

Basic First Aid

Objectives: After completing this unit, you should be able to:

- List the aims of first aid and the priorities of treatment for a minor injury or accident
- Recognize the basic techniques that may be used to preserve life prevent injuries from worsening and promote initial recovery.

Activities / Information

It is important to note at the commencement of this unit, that as a basic entrant into the industry, the level of knowledge and application of specialist first aid skills will need only to be limited. This knowledge unit sets out to increase your awareness of basic first aid techniques and responsibilities to help you in your role as a member of staff. The emphasis for you will be to assess the emergency or accident situation and to seek help immediately.

First Aid- Your Part

At any accident or sudden injury situation you must be aware of the FOUR key steps to follow:

1. ASSESS THE SITUATION:

- Appear calm in front of colleagues or guests.
- Take charge- do not panic – stay —cool.
- Ensure safety- If the situation is dangerous to the casualty or yourself, be careful.
- Get help immediately- If you cannot leave the casualty, get another person to call for assistance and also to help you, i.e. to clear the area; or control traffic, etc.

2. DIAGNOSE THE SITUATION:

- Listen to the casualty and others to find out what happened.
- Smell – can you detect burning; gas; or alcohol.
- Look- is there any sign of blood or vomit , does the casualty wear any warning bracelet or locket ; do they have any containers or packets of drugs or medicines; are any unusual symptoms showing (blood, awkward limbs, swelling, bruising, or sweating).

3. TREAT THE SITUATION (If possible) WHILE AWAITING QUALIFIED SPECIALIST ASSISTANCE:

Calm the casualty; protect them from cold and damp, handle gently whilst making them comfortable. The Urgent treatment, i.e. easing problems of breathing; heart or severe bleeding difficulties; and important treatments of dressing wounds and supporting injured bones may be attempted ONLY by qualified first aiders.

4. THE MEDICAL SITUATION

As early as possible after the accident/ injury arrangement must be made to move the casualty to a doctor / nurse or to hospital. Any important facts or details about the casualty or circumstances of the accident must be given to the ambulance person; medic or doctor. As soon as possible after the incident, a report giving details of the accident / injury must be made to the

supervisor / manager. Basic treatment of wounds, minor burns, scalds and other minor injuries:

The following guidelines are for the basic treatment of minor injuries:

Wounds

- Pressing directly on a wound flattens the blood vessels and stems the flow of blood.
- Pressure needs to be applied for 5-15 minutes to allow blood to clot.
- Ensure no foreign bodies are present i.e. bone, glass, dirt etc before pressing.
- Press on the wounds with clean dressing, i.e. towel (NOT cotton wool)
- Raise and support any injured limb.
- After for medical attention as soon as possible if necessary.

Burns

There are various types of burns:

DRY

From: Flames, hot, electrical equipment;

COLD

From: ice;

SCALD

From: heat (Steam or fat)

CHEMICAL

From: Acid

ELECTRICAL

From: Electrical current

RADIATION

From: Sun

MINOR BURNS AND SCALDS:

Do's

- Reassure the casualty.
- Immerse area of burns in clean cold running water for at least 10 minutes. (If there is no water available use milk/ lemonade).
- Remove any rings, clothing (unless stuck) before area swells.
- If in doubt seek medical assistance.

Do not's

- Use creams, fat or lotion.
- Use adhesive dressing or plasters
- Burst blisters or remove loose skin.

Electrical injury signs and symptoms:

- Casualty may not be breathing; and the heart may have stopped.
- Possible burns and shocks.

Never touch casualty with bare hands. Switch off the power at mains if possible.

Treatment: - Only by qualified first aider!

- Commence mouth-to-mouth and / or chest compression.
- Treat any burns.

Mouth to Mouth:

1. Clear anything from the mouth, i.e. dentures.
2. Incline head back.
3. Pinch nose closed.

4. Open mouth
5. Seal his mouth with your and blow.
6. Look along chest to see if chest rises fully.
7. Move your mouth away.
8. When your chest falls, take in fresh air and repeat.
9. Once started your continue until casualty breathes on own, or ambulance/ doctor arrives.

Chest Compression:

THIS DOES THE WORK OF THE HEART WHEN IT HAS STOPPED- AND YOUR HANDS MUST BE DIRECTLY ABOVE THE HEART WHEN PRESSING DOWN.

1. Kneel to side of casualty at the ribs.
2. Place one hand on top of other, over the heart (centre of breastbone).
3. Press down 2|| approximately every second.
4. Continue until medical help arrives.

Choking:

1. Act quickly- speed is essential. (If casualty can speak, cough or breathe they are not choking. If not:
2. Give FOUR quick back blows with the heel of your hand. Deliver these sharp blows rapidly and forcefully between the shoulder blades, while supporting the chest of the casualty with the other hand on the breastbone.
3. If unsuccessful give four upwards abdominal thrusts, stand behind casualty and wrap your arms around their waist. Grasp one fist with your other hand and place the thumb side of your wrist in the mid- line between waist and rib cage. Press fist into abdomen with four quick upwards and inwards thrusts. Do not use this procedure for pregnant women or overweight casualties. If necessary repeat sequence. Send Medical help if required.

Chapter-13 What is Food and Beverage.

Food and beverage service is the service of food made in the kitchen and drinks prepared in the bar to the customers (guests) at the food & beverage premises, which can be restaurants, bars, hotels, airlines, cruise ships, trains, companies, schools, colleges, hospitals, prisons, takeaway, etc.

Food & beverage outlets are divided into the following categories:

1. **Restaurants:** Restaurants are places where Food & Drink is served.

There are various types of Restaurants:

All Day Dining Restaurants: They are sometimes called **Coffee Shops** or Cafes in Hotels. They are usually big in size with many Covers (seats), compared to other Restaurants in the same Hotel. The main reason why they are called All Day Dining Restaurants is because of their hours of operation, as they are open for Breakfast in the morning to Lunch in the afternoon to Dinner in the Evening.

Fine Dining Restaurants: Fine Dining Restaurants are characterized by their elaborate and exclusive menu with special emphasis on the very high quality food they serve. The emphasis being on fresh ingredients and natural flavors or on the Type of Cuisine served, or both. Usually the operation of this restaurant revolves around the Head Chef or Chef De Cuisine of this Outlet.

Specialty Restaurants: These are Restaurants which usually have a type of National or Regional Character or Cuisine attached to them, for example : Italian Specialty Restaurant, Chinese Specialty Restaurant etc. In some Hotels they do also sometimes have Multi Cuisine Specialty Restaurant, which literally means that Restaurant serves cuisine from more than one country, or the dishes on the Menu at that Restaurant has Food Specialties from many different countries.

2. **Lounge:** Lounges can be found in different hotels. Their main purpose is to offer Food & Drinks in relaxed surroundings with comfortable and cozy seating in relaxed surrounding. There are many kinds of Lounges ranging from a Lounge in a Lobby, Cocktail Lounge and Cigar Lounge to Executive and Club Lounge in special Floors.
3. **Bar:** Bar is a place where drinks are served. There is usually a small snacks Menu too. The service is fast and quick. There are various kinds of Bars ranging from Formal bars to Club bars, Pubs, pool bars, Wine bar, Cocktail Bars, Beach bar to Juice bars and many more.
4. **Discotheque/Nightclub:** They are outlets where Music and Entertainment takes priority with the Food & Drink . The operation is very fast and the guest numbers are large. Security is an important aspect in these operation. Music and entertainment can range from DJ to live bands playing.
5. **Room service/In Room Dining:** Room service, also known as In Room Dining. It is the service of Food & Drink in Guest Rooms in a Hotel or a Resort. Depending on the size and type of Hotel or Resort its functions vary.
6. **Meeting and Conference Rooms:** Meeting and Conference rooms together with Ball Rooms come under the Banquets & Conference section. They are a great source of Revenue in Food & Beverage Department usually in Corporate and City Hotels. MICE(Meeting, Incentives, and Conferences and Exhibitions) can alone bring much revenue in some hotels in comparison to other outlets in Hotel.
7. **Ball Rooms:** These are large function rooms which are primarily used for Function and weddings. The Staffing ration of Full time staff in this section is very less as the Function and Wedding Business can sometimes be seasonal and extra staff is usually filled in by the use of Casual staff. This section is the most Dynamic section in Food & Beverage with the

Conference section, which is more physically demanding and creatively oriented.

8. **Delicatessen:** Delicatessen or Deli traditionally had been a place where fresh meat and other produce were available. Hotels nowadays use this concept of having a Deli on their premises, where guests can buy fresh produce ranging from Freshly Baked Bread, Cold Meat, Fresh salads, Cakes, Home Made Ice creams and light and healthy drinks.
9. **Others:** There are many other Food & Beverage outlets ranging from Fast food Outlets to Food Courts to Snack bar which are usually stand alone or in a shopping centre.

PANTRY

- The pantry or service room is located between the kitchen and the restaurant.
- It stores items such as hollowware, special service equipment, glassware, linen, condiments, disposables, etc. that are not stored in sideboards or hotplate.
- The servers can collect coffee, open wine, prepare trays, wipe the edge of dishes, prepare bread baskets, collect water, etc. in the pantry.
- This area is used for getting ‘ready to serve’ or ‘organizing for service’ which usually cannot be done in the small area of the sideboard.
- Two swing doors connect the pantry to the service area. One is to enter the restaurant and the other to return to the pantry. Using wrong doors may lead to accidents.
- The doors may be fitted with see through glass to see the other side of the door and the bottom of the door is fixed with metal strip minimum 6" high to withstand the kicking of waiters while opening the door.
- The equipment required in the pantry depends on its location for a restaurant situated on ground level, one does not need an exhaustive list of equipment as it is located closer to the main kitchen, still room, and wash –up area.

Items Required:-

- Cupboards-for glassware, condiments, disposables, special service equipment, linen
- Linen box-for soiled linen
- Stainless steel work table
- Plate warmer
- Bain-marie

- Range for making coffee /tea
 - Water cooler
 - Refrigerator
 - Sink for washing service equipment
 - Sink for hand wash
- Some hotels or restaurants may have less or more equipment than what has been listed depending on menu items on offer, service styles and location of kitchen and service area.

The following are examples of some activities carried out by waiters in the pantry:

- Waiters come in with soiled linen, throw it in the soiled linen box located near the swing door.
- Pick up fresh and clean ones from the linen cup board; go to the restaurant to prepare the table
- Waiters coming into the pantry with dirty crockery, cutlery, and glassware deposit them on the landing table near the wash, properly stacked for washing.
- Cutlery is placed in cutlery box and food waste is pushed into trash. The washed crockery, cutlery, glassware are air dried/wiped and stored in the appropriate area.

In any establishment a client's first impressions on entering the dining room are of great importance. The creation of atmosphere by the careful selection of items in terms of shape, design and color enhances the overall décor or theme and contributes to the total harmony.

Restaurant Service Equipment

Most equipment is standardized for multi-use and cost efficiency. Let us look at each of service equipment used in the normal functioning of a restaurant.

- **Linen**

Most linen is standardized to serve the restaurants, bars, room service and banquets. Some standard dimensions are:

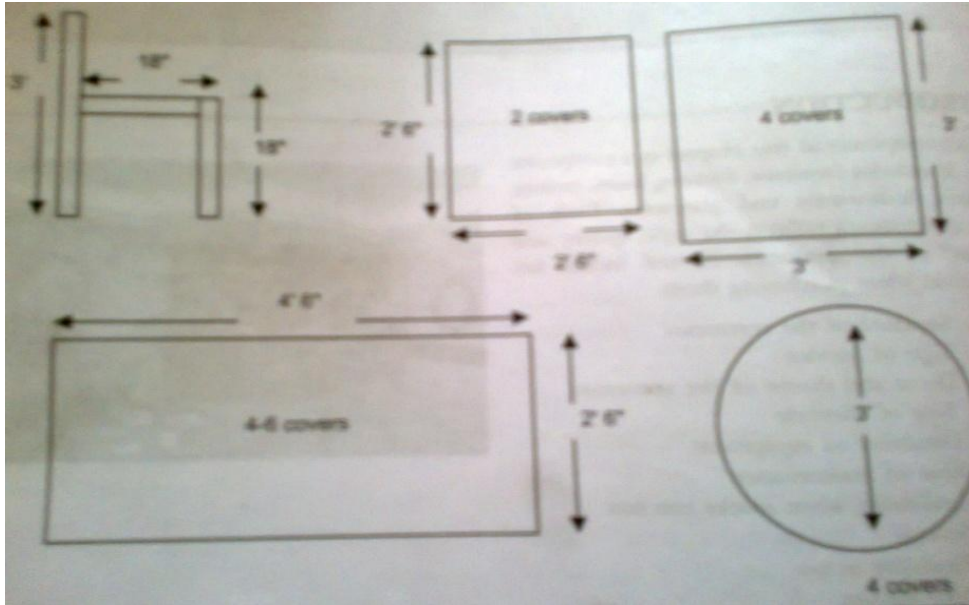
1. Tablecloth

To fit 2'6" table

54"x54"

- | | |
|--|---------|
| To fit square table | 72"x72" |
| To fit rectangular table | 72"x96" |
| 2. Slip cloth to cover stained table cloth | 36"x36" |
| 3. Napkins also called serviettes | 18"x18" |
| 4. Buffet cloths minimum size | 6'x12' |

. FURNITURE



EXAMPLE OF SIDEBOARDS





CHINAWARE

- Chinaware is porcelain pottery originally from china. Chinaware is made of silica, soda ash and china clay, baked and glazed at high temperature to make it hard and give it a fine finish. It should be opaque and free from air bubbles. Chinaware can be found in different colors and designs which are always coated with glaze. Patterns on glaze can wear or discolor with constant washing and use. China is more resistant to heat than glassware. Standard types and sizes of chinaware are:

Entrée plate	9" to 10"	diameter
side plate	6" to 7"	" "
Dessert plate	7" and 8.5"	" "
Fish plate	8"	diameter
Soup plate	9"	" "
Soup cup	7.5"	
Joint plate	10"	in diameter
Salad plate	5"	in diameter
Coffee cup	8 to 10 oz	(ounce)
Tea cup		7 oz (ounces)
Saucer	6"	in diameter
Demitasse cup		3.5 oz
Tea pot	0.5 pint, 1 pint, 1.5	pint, 2 pint
French onion soup bowl	8	oz (ounces)

SELECTION OF CROCKERY

Champagne flute
Highball glass
Irish coffee glass
Margarita glass
Martini glass
Old fashioned glass
Parfait glass
Pilsner glass
Pousse
Punch cup
Red wine glass
Sherry glass
Sour glass
White wine glass
Sundae glass

Some Tips On Glassware

- Empty glass containers must be stored inverted in single rows with paper on the shelf to prevent slippage.
- Glass racks are good ways to store glassware. They are rubber-lined and have individual compartments to prevent glasses from moving in transit and storage.
- In a restaurant, glasses must be kept on trays with tray cloth to prevent slippage.
- Glasses with stems must be held by the stem and stored inverted.
- Glasses must be held against the light to detect water spots.

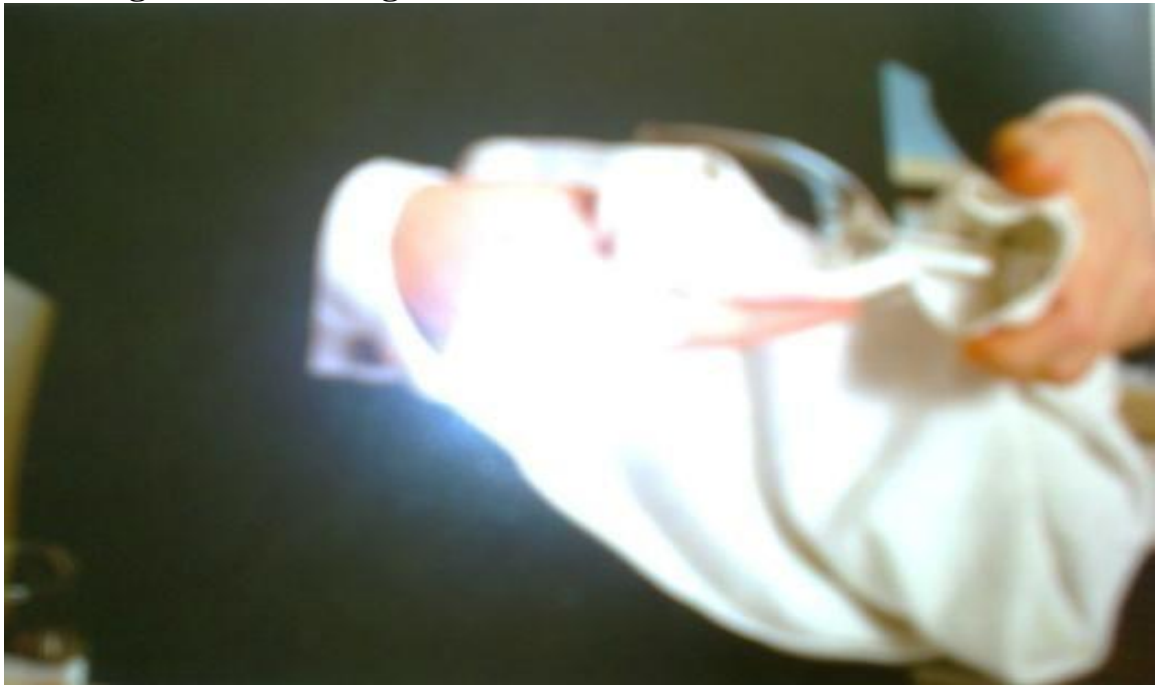
Carrying Clean And Dirty Glasses On A Tray



Polishing Glasses



Polishing While Rotating The Glass



Glassware





Flatware (Cutlery or Silverware)

Flatware is the term for those tools in dining that help cut, mix and hold food in the sizes and portions that are easy to eat. The flatware used in up market restaurants is called sterling silver which consists of 92.5 per cent silver and 7.5 per cent copper to harden and strengthen the silver. Naturally such silverware is expensive and needs to be carefully controlled in storage, in use and while washing. Most other restaurants use silver-plated flatware. Such flatware is made from base metal such as steel which is then coated with a thin layer of silver or silver alloy to give it a rich look. Economy restaurants use stainless steel which is economical and easy to maintain. The types of flatware commonly used in restaurants are :

FLATWARE

- Fish knives and forks
- Large knives and forks
- Dessert spoons and forks
- Coffee spoons
- Teaspoons
- Service spoons and forks
- Steak knife

Grapefruit knife
Cheese knife

examples of cutlery (left to right) : side knife , fish fork, large fork, sweet fork, sweet spoon, large knife, fish knife, soup spoon, tea spoon, coffee spoons, serving (table) spoon



Hollow-ware

This is a term used for metal or ceramic containers of food when brought to the guest's table from the kitchen. Such hollowware would include:

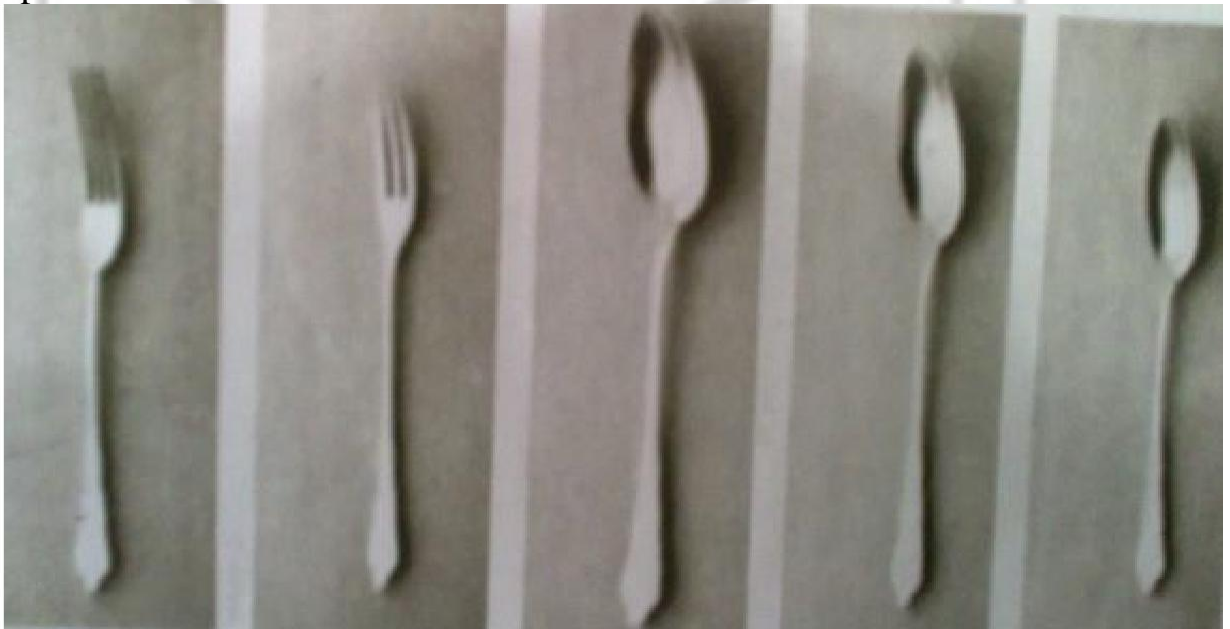
- Soup tureens
- Soup bowls
- Trays
- Oval flat tray with lid

round flat tray with lid
Oval or round entrée dish.
Round salvers
Ice buckets
Champagne bucket.
Caviar knife
Sundae spoon
Ice cream spoon
Pastry fork cum knife
Lobster pick
Butter knife
Cheese knife
Nut cracker
Gateaux slice
Coffee pots
Teapots
Creamers
Sugar pots
Steak knife
Flower vases
Fruit stands
Tea strainers
Candle stand
Wine cradle
Oil and vinegar bottles
Jam and marmalade pots
Tooth pick holder
Straw holder
Chaffing dishes
Burners
Copper pans
Punch bowl and ladle
Bread baskets
Ashtrays
Cake stand
Water jugs and sauce boats

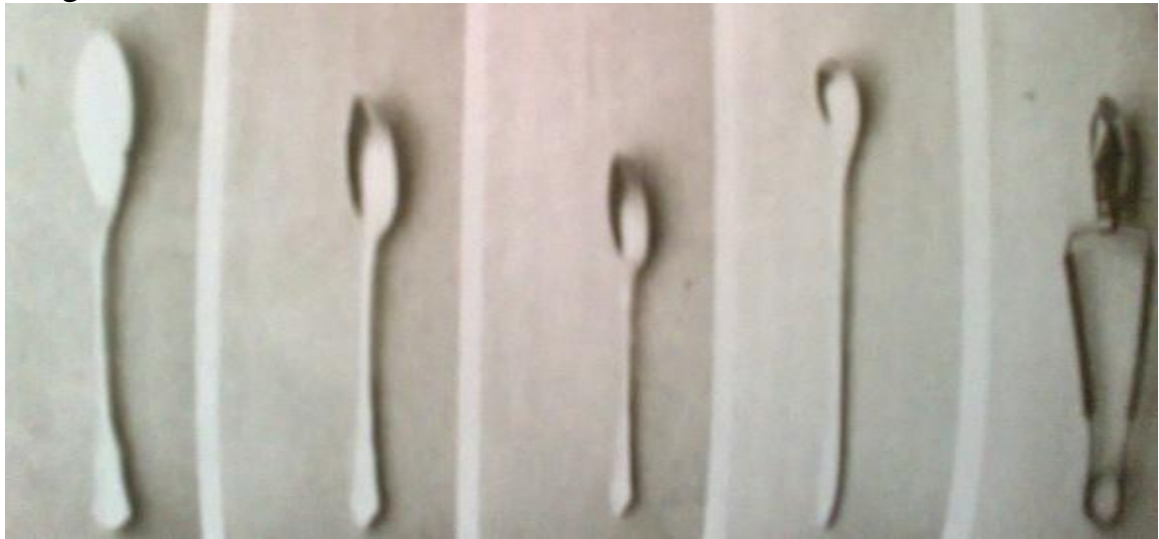
Cutlery (From Left To Right) : Large Knife , Small Knife , Butter Knife , Large Fork



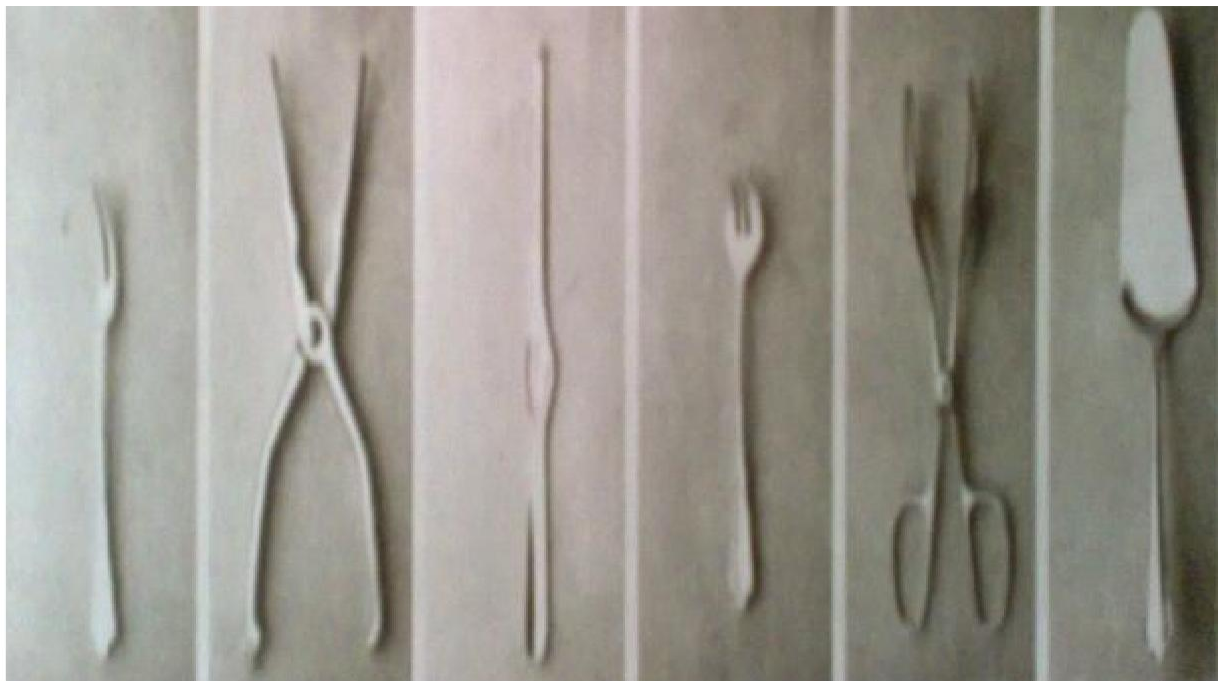
Small Fork , Pastry Fork , Soup Spoon, Service Spoon ,
Dessert Spoon



Jam Spoon , Tea Spoon , Coffee Spoon, Parfait Spoon, Snail Tong



Snail Fork , Lobster cracker, Lobster Pick ,oyster fork, Pastry Tong , cake slicer



Room Service Tables: (A) Opened (B) Laid And Folded (C) Laid And Opened For Service



TYPE OF SERVICE

AMERICAN SERVICE

This style of service is known as preplated service

Coffee shops which are informal restaurants adopt this style of service .

This method ensures quick service and clearance .

Its features are :

The cook assembles a complete meal in a guest plate in the kitchen.

It consists of a main dish accompanied with vegetables, potatoes (mashed , fried or sautéed).

The portion is predetermined in the kitchen and the accompaniments served in the plate balance the entire presentation in terms of nutrition and colour .

The plated food is brought by the server and placed before the guest served from the right of the guest

The server may keep food covers to keep the food warm till it reaches the guest.

He removes the cover when the food is placed before the guest.

Up market restaurants may keep a show plate in front of the guest and place the food plate on top of it .

The necessary cutlery such as knife and fork is arranged on the table before each seat, with common bread basket , butter dish , salt pepper and proprietary sauces.

SILVER SERVICE

This service is given the name as all the cutlery , service dishes, service forks and spoons are made of silver.

The food presentation is elaborate to heighten the dining experience. In this service :

The table is set for horsd'oeuvres , soup, main course and dessert.

The food is portioned in the kitchen into the silver plates and dishes and brought to the host for approval.

It is then placed on the sideboard with heating burners or rechaud to keep the food warm

The food is then served from the left of the guest with a service spoon and fork

Silver Service Of Soup



Silver Service Of Soup From An Individual Tureen



Silver Service Of Potatoes And Vegetables



Hand Positions For Holding A Service Spoon And Fork



Hand Positions When Clearing Plates



Clearing Debris From Upper Plate



Clearing Side Plates

(a) clearing debris from the side plate to the service plate

(b) hand position having cleared four side plates



English service

English service is often referred to as –Host Service or –Silver service. The food is brought on platters by the waiter and is shown to the host for approval. The waiter then portions the food and serves to the guest plate.

French service

It is a very personalized service. Individual portioned food is brought from the kitchen in dishes and slavers which are placed directly on the table. The plates are kept near the dish and the guests help themselves.

Russian service

Table is laid with food for guests and presentation is done elaborately. Guests help themselves. This is an elaborate silver service much on the line of French service. Display and presentation are the major part of this service. Some parts of the service such as carving and portioning etc are done by the waiter.

Gueridon service

This is a service done from the gueridon trolley. The cooking is done at the gueridon trolley place near the guest table and service is done at the guest table. The waiter plays an important role as he is required to fillet, carve, flambé and prepare the food with showmanship.

Self Service

In the self service the service is done by customer themselves. The guests collect the food from the counters and then he/she may sit at the table or stand at high table to have the food.

Counter service

Counter service sometimes called cafeteria service. The guests come in line, collect their food from the counter and seat at the table to have the food. Food may be grouped together such as cold and hot, or main course and desserts etc. In some places the guests also have to clear the empty plates and cutleries after having the food.

Chapter-14 Menu Planning

A MENU or -bill of fare is a means of communication, informing what the caterer has to offer. The compiling of a menu is one of the caterer's most important jobs – whether for establishments such as restaurants aiming to make a profit, or for those working to a budget, such as hospitals and schools.

Function of MENU:

- a) It is like a price list or a list of wares to the customers in order that he purchases or orders the dishes of his choice.
- b) It helps as a tool for the kitchen in order to prepare the mise-en-place and equipment, staff required for its production.
- c) It gives a variety to choose from and alternatives in each type of dishes.
- d) It sometimes gives the description of each dish in brief, so that the customer knows the contents of the dish and what to expect while ordering a dish.
- e) It is a record of cost and control purposes to regulate portion size and food cost of each item.

Types of Menu

A la carte :

A menu in which each food item is separately priced to give the guest choice to suit his or her tastes and budgets . each course has number of choices . the courses generally follow the sequence of the classical menu .

ALA CARTE MENU

STARTERS ----- -----	POULTRY ----- -----
SOUPS 	VEGETABLES ----- -----
SEAFOOD 	BREADS ----- -----
MEATS 	DESSERTS ----- -----
 	BEVERAGES ----- -----

FRENCH CLASSICAL MENU

COURSE	FRENCH	ENGLISH	EXAMPLE
1st	Horsd'oeuvres	Appetisers	Oysters, smoked Salmon , Hot Asparagus Tips , Shrimp Cocktail

2nd	Potage	Soup	Comsommess, Cream Soups
3rd	Poisson	Fish	Fish Lánglais, Sole De Bonne,
4th	Entree	1st Main Course	Noisette Dágneau, Jambon
5th	Relever	Main Meat Course	Pepper Steak, Chateaubriand
6th	Sorbet	Flavoured Ice	Sorbet Vanilla

Course	French	English	Examples
7th	Rôti With Salad	2nd Main Course Roast Of Game, Birds Or Joints	Roast Turkey, Ox Knuckles
8th	Legumes	Vegetables	Tomato Farcis
9th	Entremets De Douceur	Sweet Dish (Hot Or Cold)	Baba Au Rhum, Crepe Suzette, Choux Chantilly
10th	Savourex Et Fromage	Savoury	Cheese And Crackers
11th	Dessert	Dessert	Fruit And Nuts , Small Pastries
	Cafe'	Coffee	Cafe'au Lait ,

Table d'hote menu:

A menu which prices the entire meal , irrespective of whether the guest avails of the entire meal or not . sometimes there is a choice of two items under each course to accommodate those who are vegetarian or allergic to certain foods or quite simply to give diners a choice.

Appetizer or soup

- _____
- ***Meat dish or vegetable dish***
- _____
- ***Dessert***
- _____
- ***Tea or coffee***

Fixed menu:

- A fixed menu is one which is used for months or a year , like menus in most restaurants . The restaurants that use such menus either have a large variety of items within each course or when there is a less frequency of repeat guests. Establishments like transit hotels , specialty restaurants or weekend resorts may choose fixed menus . the cost to change the menu is prohibitive. Franchised operations may stay with fixed menus that are time tested and standardised . A burger king or KFC will have their stock items in the menu for years.

Cyclic menus :

- These are designed to offer frequent guest a variety .The cycle of the menus can be on a daily , weekly or monthly basis. Cyclic menus require multi skilled cooks , flexible purchase and production schedules. These restaurants may be found in downtown lunch restaurants ,isolated resorts.

Factors Effecting Menu Planning

- 1) **Type of Establishment:** There will be considerable variation, for example, in menu of five star hotels and restaurants, school meals, heavy manual worker's canteen or hospitals.

- 2) **Type of Customer** and Age Group: especially for private parties for a birthday, senior citizens conference, football player after a match, visiting overseas students on a mayor's banquet; all need personal consideration.
- 3) **Location:** Study the area in which your establishment is situated and the potential target market of customers.
- 4) **Religious** rules if applicable (kosher catering or a Muslim occasion) – Lack of knowledge or understanding can easily lead to innocently giving offence.
- 5) **Meat or Non-Meat preferences:** The number of non-meat eater is steadily increasing, so this becomes more important.
- 6) **Time of the Year:** a) the prevailing temperature should be considered as certain dishes suitable for cold weather may not be acceptable in mid-summer. b) Foods in season are usually in good supply and more reasonable in price. c) Special dishes on certain days.
- 7) **Time of Day:** Breakfast, brunch, lunch, tea, high-tea, dinner, supper, snack or special function.
- 8) **Price Range:** Unless fair prices are charged (so that customers are satisfied) repeat business may not occur and the caterer may go out of business.
- 9) **Competition:** It is wiser to produce a menu quite different to those of nearby establishment both in terms of price and quality.
- 10) **Space and Equipment:** The menu writer must be aware of any shortcomings or deficiencies in equipment and may be wary of offering dishes that are difficult to produce.
- 11) The availability and capacity of both the Production and Service staff labour must be considered.
- 12) Availability of Supplies and schedule from the suppliers.
- 13) **Number of Courses:** Varies according to all prior consideration.
- 14) **Correct Sequence of courses:** Important if the menu is to achieve a good balance.

- 15) **Appropriate Language:** Always use a language that customers can understand.
- 16) **Sensible Nutritional Balance:** If a selection of dishes with varying nutritional contents are offered then customers can make their own choices.
- 17) **No repetition of Commodities:** Never repeat basic ingredients such as mushrooms, tomatoes, peas, bacon on the menu.
- 18) **No repetition of Flavour:** If using strong seasoning like onion, garlic or herbs such as thyme, sage or bay leaf, do not repeat in more than one course.
Example: a) do not serve a tomato flavoured sauce on main course if the soup was cream of tomato. b) do not or avoid, serving lets say a garlic flavoured noodles with prawn in garlic sauce. c) try to differ taste in meat itself by providing a choice between beef. Pork, lamb,
- 19) **No repetition of Colours:** Colour of food is important to give appetite appeal, but avoid repetition of colour.
- 20) **Texture of Course:** Ensure variation is given (food should not be all soft or all crisp, but balanced).
- 21) **Sauces:** If different sauces are served on one menu, the foundation ingredient of each sauce should vary.

Chapter-15 -Kitchen Stewarding:

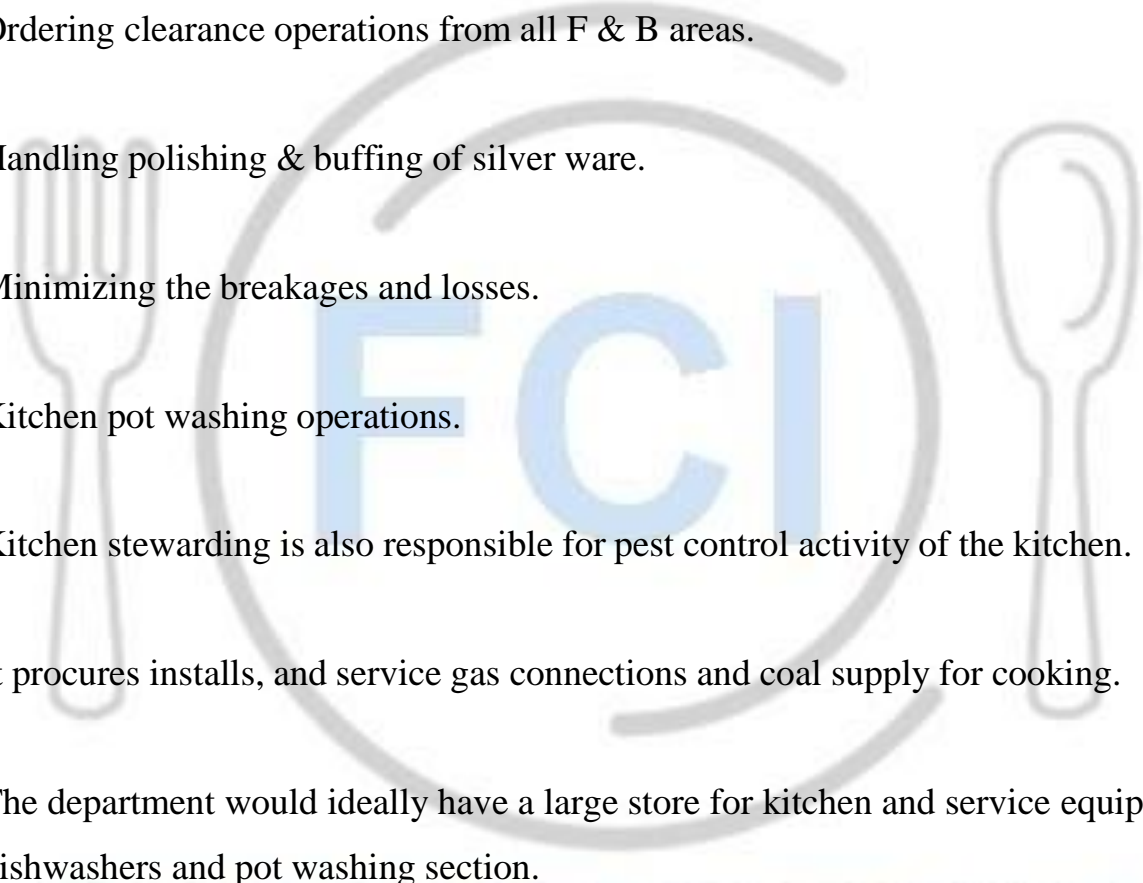
Introduction to KST:

Kitchen stewarding department is the very important part of the hotel industry which takes place in Kitchens and service areas. Stewarding is not only about cleaning and washing dishes, but it is a system which expands from the moment of deciding which glassware, chinaware, and utensils are to be purchased, to the process of storing, handling and making inventory on regular basis.

Stewarding department is responsible for the cleanliness and hygiene of the establishment; it is also responsible to meet hotel standards. In the kitchen operation the stewarding also involves the storage and handling of food supplies. But is often a neglected and underestimated area of operation. However, it is realized that how important a section it is, only when in any catering organizations delays are caused in service and production due to uncleaned utensils, unwashed plates, crockery and cutlery for service and for kitchen purpose. Poor attention paid to this section often causes operational delays. Which brings down the efficiency of the entire F & B department. This may lead to guest dissatisfaction, decrease of sale, increase in budget for service equipment and a lowering of departmental profits. Each and every department is interconnected therefore in a successful and complete operation the stewarding department plays an equally important role in providing clean and hygienic equipment's on time. In this operation work is divided into 2 parts one is cleaning of kitchen and its equipment and back of service area.

IMPORTANCE OF KITCHEN STEWARDING:

- Handling stocks of small operating equipment's like cutlery, crockery, glassware, kitchen equipment etc.
- Cleaning and washing of all such operating equipment's.
- Washing and cleaning of entire kitchen and f & B department.
- Coordinating the securing of kitchen equipment with the maintenance department.
- Planning the requirement list and purchasing orders for all small operating

- 
- Equipment and helping the F & B manager with budget in this area.
 - Garbage clearance operations from all F & B areas.
 - Ordering clearance operations from all F & B areas.
 - Handling polishing & buffing of silver ware.
 - Minimizing the breakages and losses.
 - Kitchen pot washing operations.
 - Kitchen stewarding is also responsible for pest control activity of the kitchen.
 - It procures installs, and service gas connections and coal supply for cooking.
 - The department would ideally have a large store for kitchen and service equipment, dishwashers and pot washing section.

Techniques and principles of Cleaning:

Keeping things clean is usually the biggest part of a kitchen steward's job. At the most basic level, this involves washing dishes and scouring pans, though it usually also includes cleaning up workspaces and mopping floors as required.

He or she will usually work with chefs and other kitchen staff to make sure that all of the tools and utensils needed for a specific meal or cooking task are washed and ready to go.

Chinaware and Glassware Washing Procedure:

- Receive all chinaware's and glassware's.
- Dip chinaware's and glassware's in chemical sink.
- Place all chinaware into washing racks.
- Pre-rinse all items by washing guy.
- Place the washing rack into machine.
- Wash chinaware's through machine.
- Pickup rack from machine exit.
- Remove chinaware's from racks.
- Let all water drop dry before collecting.
- Check each item for proper cleaned or chips.
- Place chinaware's on the appropriate trolley/rack.
- Transport chinaware's to the storage area.
- Sort chinaware and glassware by categories.
- And at the last place chinaware's into cabinet by categories.

Cleaning of Kitchen floor Procedure:

- Inform cooks for cleaning.
- Prepare mop Broom and dust pan.
- Broom all area and underneath of tables.
- Sweep dust into dust pan.
- Prepare the mop bucket with detergent.
- Set up cleaning sign on the cleaning area.
- Wash the mop in bucket with detergent.
- Squeeze mop before mopping.

- Mop all area after sweeping.
- Empty the mop Bucket.
- Again fill bucket with clean water.
- Wash the mop by clean water.
- Squeeze mop.
- Mop the floor again.
- Now head up the mop for dry air.
- And at last, remove the cleaning sign board when floor is dried.

Sanitizing Garbage bin:

- Pickup cleaned garbage bin from garbage room.
- Replaced full garbage bin with cleaned empty garbage bin.
- Transport garbage bin to garbage room.
- Empty the garbage bin.
- Wash garbage bin with hot water.
- Prepare brush and soap water.
- Brush garbage bin with soap water.
- Rinse garbage bin with clean hot water.
- Air dry garbage bin by air.
- Disinfect garbage bin with chemicals.
- Place the garbage bag into garbage bin.
- Place cleaned garbage bin to garbage room.

Proper cleaning of Machines:

Cleaning Kitchen machines:

- Stewards receive the notice from Sous chef.
- Switch off machine.

- Unplug the machine.
- Disassemble the parts from machine.
- Prepare detergent water.
- Wipe machine and parts with clean water.
- Dry the machine and parts with dried cloth.
- Assembled all parts to machine.
- Plug machine into power.
- Inform Sous chef when finish cleaning.
- And at the last Sous chef will take a follow up of cleaning and test the machine.

Best Wishes for the Future Endeavour

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