



# CHANDIGARH COLLEGE OF HOSPITALITY

Building Careers. **Transforming Lives.**

— TRAVEL • FOOD • EXPERIENCES —



## VOYAGE & VITTLES

*Capturing Moments, Preserving Memories*

# NEWSLETTER

JANUARY – MARCH, 2026

# MESSAGE FROM THE CAMPUS DIRECTOR



It gives me immense pleasure to extend my heartfelt congratulations to the Chandigarh College of Hospitality on the publication of its newsletter, which reflects the vibrant academic culture and professional excellence nurtured at CGC Landran. CGC Landran proudly marks 25 years of trust and excellence, reflecting a sustained commitment to quality education, industry alignment, and holistic development of students.

Over the years, the institution has grown into a center of academic distinction, producing competent professionals who contribute effectively across diverse sectors. The Chandigarh College of Hospitality continues to uphold these values through its dynamic approach to learning, where students are trained not only in technical competencies such as culinary arts, service excellence, and hospitality management, but also in essential life skills including leadership, communication, and professional ethics. The consistent achievements of students in academics, practical exposure, and competitive platforms highlight the strength of this academic ecosystem. Our faculty members play a pivotal role in mentoring students to think beyond conventional boundaries and adapt to the evolving demands of the global hospitality industry. Through strong industry collaborations, internships, and experiential learning opportunities, the institution ensures that graduates are well-prepared for professional challenges. As we move forward, our focus remains on embracing innovation, strengthening global engagement, and fostering an environment that promotes creativity, entrepreneurship, and adaptability. Building on a strong foundation, we continue to prepare our students to lead with confidence and competence in a rapidly changing world. I encourage all students to uphold the values of professionalism, integrity, and continuous learning.

Let us continue to move ahead towards new milestones and greater achievements.

Wishing you all continued success and a bright future.

With warm regards,  
Prof. (Dr.) Rajdeep Singh  
Campus Director

# MESSAGE FROM THE DIRECTOR PRINCIPAL



Dear Esteemed Readers,

It is a privilege to introduce the inaugural edition of the newsletter published by one of the nation's foremost institutions in hospitality education and training. This publication represents a milestone in the Chandigarh College of Hospitality's journey, offering a scholarly yet engaging platform to highlight achievements, innovations, and the evolving landscape of hospitality studies. The program domains; Hospitality, Travel & Tourism and Nutrition & Dietetics amalgamate the art and a science, requiring precision, creativity, and empathy. Through this newsletter, readers will gain a deeper understanding of how the institution integrates academic rigor with practical exposure, preparing students to excel in diverse professional environments. It will serve as a valuable record of initiatives, research, and cultural activities that collectively enrich the educational experience. Within these pages, you will find stories of creativity, resilience, and passion. From culinary artistry to service excellence, the newsletter captures the spirit of students and faculty who are shaping the future of hospitality. It is designed not just to inform, but to inspire bringing readers closer to the energy and warmth that define this institution. As someone deeply committed to storytelling, I see this newsletter as a powerful medium to share journeys, celebrate milestones, and spark conversations across the hospitality community. Congratulations to the team for this remarkable beginning. May this publication grow into a beacon of pride and inspiration for years to come.

I commend the editorial team, faculty, and students for their dedication in bringing this vision to life. May this newsletter continue to inspire excellence and foster dialogue within the hospitality fraternity.

With warm regards,  
Dr. Vimal Kumar  
Director Principal

## MESSAGE FROM THE HOD-CCH



It is a privilege to share this message as we strive for excellence in hospitality education. The industry is rapidly evolving with technology, changing guest expectations, and global opportunities, making the role of professionals more dynamic. As educators, we focus on developing adaptable, skilled, and ethical future leaders. Our department promotes learning beyond classrooms through practical exposure, industry interaction, and experiential learning, fostering creativity and service excellence. We take pride in our students and faculty whose achievements reflect our commitment to quality education and innovation. Moving forward, we aim to strengthen industry connections and

adopt new technologies, shaping hospitality as a way of life built on integrity and excellence.

Dr. Manoj Semwal  
Head of Department  
Chandigarh College of Hospitality

## MESSAGE FROM THE HOD-NCHM



Cultivating Excellence!!

Warm greetings to our faculty, students, and industry partners.

It is with immense pride that I introduce the 1st edition of our official newsletter. At the Chandigarh College of Hospitality, our mission has always been to bridge the gap between academic theory and the pulse of the global hospitality industry. As we navigate a dynamic era of tourism and culinary innovation, our focus remains steadfast: Professionalism, Precision, and Passion. This month has been a testament to that spirit. From successful industrial visits at the Taj and Wyndham to our student-led

theme lunches, I am continually impressed by the dedication shown within these halls. CGC Landran proudly marks 25 years of trust and excellence, reflecting a sustained commitment to quality education, industry alignment, and holistic development of students.

Let us continue to strive for the highest standards of service and academic rigor as we prepare the next generation of hospitality leaders.

Dr. Siddharth Bedi  
Head of Department, NCHMCT

## CAMPUS RECRUITMENT DRIVE BY PALKI FOOD SERVICES PVT. LTD.

Chandigarh College of Hotel Management (CCHM), under the Chandigarh Group of Colleges, organized a Campus Recruitment Drive with Palki Food Services Pvt. Ltd., Noida, on 19th February, 2026 at Chandigarh College of Hospitality, CGC Landran.



Mr. Anil Kumar Verma, Director – HR, addressed the students and shared valuable insights on career opportunities in Industrial and Institutional Catering Operations, highlighting the growing scope and future prospects in this sector. He also spoke about the journey of Palki Food Services and its association with reputed organizations such as Ienergizer, DS Group, NPCL, Samsung, and Genpact. Mr. Verma was warmly welcomed by Dr. Vimal Kumar, Director - Principal, along with Dr. Siddharth Bedi (HOD) and the Training & Placement Team. The initiative reflects CCHM's commitment to strengthening industry-academia collaboration and creating meaningful career opportunities for both degree and diploma students.

## BARISTA WORKSHOP

Chandigarh College of Hospitality (CCH), CGC Landran, organized a One-Day Barista Workshop on 29th January, 2026 in collaboration with Cafe Beings – “Have a Cup, Save a Pup”. The session provided Hotel Management students with hands-on training in coffee brewing, espresso techniques, and latte art.

### BREW, BLEND & CREATE

The workshop was designed to enhance students' practical knowledge and equip them with essential cafe service skills required in the modern hospitality industry. Through expert guidance and live demonstrations, students explored the journey of coffee from bean to cup gaining valuable insights into professional brewing techniques and industry standards.



## MOU WITH HYATT REGENCY HOTEL & SPA, AMRITSAR

Chandigarh College of Hospitality signed a Memorandum of Understanding (MoU) with Hyatt Regency Amritsar Hotel & Spa on 29th January, 2026 a renowned five-star luxury hotel near the Golden Temple, to strengthen industry -



academia collaboration in hospitality education. The partnership aims to provide students with industrial training, internships, guest lectures, skill workshops, and mentorship from industry experts. Students will gain practical exposure in key departments such as Front Office, Food & Beverage Service, Food Production, Housekeeping, HR, and Marketing.

The collaboration will also support priority placement opportunities for deserving students and contribute to curriculum enhancement through industry insights. This initiative reflects CCH's commitment to preparing globally competent hospitality professionals and strengthening strong industry partnerships for student career growth.

## MOU WITH LE MÉRIDIEN, AMRITSAR

Chandigarh College of Hospitality was signatory to a Memorandum of Understanding (MoU) with Le Meridien, Amritsar, a luxury property under Marriott International, on 29th January 2026. The collaboration marks an important step toward strengthening industry–academia partnerships in hospitality education.



The partnership will provide students with industrial training, internships, and on-the-job training opportunities in key operational departments such as Front Office, Housekeeping, Food & Beverage Service, and Food Production. It will also facilitate guest lectures, workshops, and industry interactions to enhance students' practical knowledge and exposure to global hospitality standards.

This initiative reflects CCH's commitment to experiential learning and aims to prepare industry-ready professionals while offering students valuable career opportunities within premium hospitality brands.

This partnership consolidates CCH's strong commitment to experiential and outcome-based learning, ensuring that students graduate as confident, skilled, and industry-ready professionals. By aligning academic curriculum with real-world expectations, the institute continues to empower future hospitality leaders and provide them with a competitive edge in the global job market. The collaboration also emphasizes personality development, communication skills, grooming standards, and professional etiquette key elements required to succeed in the luxury hospitality sector. Students will benefit from direct mentorship, networking opportunities, and potential career pathways within Marriott's global portfolio.

## CHANDIGARH COLLEGE OF HOSPITALITY SIGNS MOU WITH BLUSALZZ HOSPITALITY

Chandigarh College of Hospitality (CCH), a premier institution under the Chandigarh Group of Colleges, has strengthened its commitment to industry collaboration by signing a Memorandum of Understanding (MoU) on 29th January, 2026 with BluSalzz Hospitality at BluSalzz Residence, Amritsar. The partnership aims to create enhanced learning and career opportunities, especially for Diploma students, by bridging academic excellence with real-world hospitality experience.



BluSalzz Hospitality, known for its rapidly expanding portfolio of hotels, resorts, vacation homes, and curated stays across India, brings diverse hospitality concepts through brands such as BluSalzz Residence, BluSalzz Homes, BluSalzz Collection, BluSalzz Escapades, and BluSalzz Manors. From urban luxury stays to scenic retreats and heritage-inspired properties, the group focuses on delivering distinctive guest experiences rooted in comfort, culture, and innovation. The collaboration will provide students with premium internships, structured industrial training, hands-on workshops, guest lectures, and mentorship from industry experts across operational departments.

The MoU also emphasizes future-ready skill development, career acceleration through placement support and recruitment pathways, and curriculum alignment to ensure education remains connected with modern hospitality trends. By combining BluSalzz Hospitality's dynamic industry presence with CCH's expertise in nurturing skilled professionals, the partnership aims to develop confident, service-oriented graduates ready to contribute to India's growing tourism and hospitality sector. Together, both institutions envision shaping the next generation of hospitality leaders and creating memorable guest experiences across the country.

## CHANDIGARH COLLEGE OF HOSPITALITY SIGNS MOU WITH NEGOTRIP PRIVATE LIMITED

Chandigarh College of Hospitality (CCH), under the Chandigarh Group of Colleges, strengthened its industry-academia collaboration by signing a Memorandum of Understanding (MoU) with Negotrip Private Limited on 23rd February 2026.



The agreement was formalized between Dr. Vimal Kumar, Director - Principal, CCH, and Mr. Kamakhya Prasad Nayak, Managing Director, Negotrip Pvt. Ltd., a leading travel start-up and inbound tour operator since 2017, specializes in customized and pre-

designed travel packages across India and international destinations, primarily serving the B2B market. Known for its innovative tour planning, destination expertise, and value-driven services, the company caters to diverse travel segments including luxury, leisure, heritage, adventure, and business travel. The collaboration aims to enhance student learning through skill-based training, internships, guest lectures, faculty exchange programs, and employment opportunities in the travel and tourism sector.

Both the institutions shall jointly organize workshops, training modules, and placement initiatives to bridge the gap between academic education and industry requirements. This partnership reflects a shared vision to develop industry-ready professionals by providing practical exposure and structured learning opportunities, further strengthening CCH's commitment to innovation and excellence in hospitality and tourism education.

## REDEFINING HOSPITALITY EDUCATION: INNOVATION TAKES CENTER STAGE AT TRISHIL 2026

At the prestigious TRISHIL 2026, 27th to 28th March, International Conference, hosted by the School of Hotel Management at Dev Bhoomi Uttarakhand University in collaboration with Institute of Hotel Management Dehradun, the keynote session by Dr. Vimal Kumar, Director - Principal CCH delivered a powerful message on "Innovative Adaptation in Hospitality: Transforming Student Mindsets."



The address offered cutting-edge insights into emerging technologies, evolving assessment methods, and the dynamic selection parameters adopted by global hospitality leaders like Indian Hotels Company Limited, Marriott International, and Accor—highlighting how the future of management trainees is being reshaped through innovation, agility, and industry-driven excellence.

## BEST POSTER PRESENTATION AWARD AT IC-SAFHAL - 2026

Mr. Simroh Pal, a student of B.Sc. (Hons.) Nutrition and Dietetics (BSND), 8th Semester, brought laurels to the institution by winning the Best Poster Presentation Award at the International Conclave on Sustainable Agriculture, Food, Health & Agri-Logistics (IC-SAFHAL 2026) held from 6th – 8th February 2026 at Guru Nanak Dev University, Amritsar.

He was recognized for his research poster titled "Formulation and Sensory Evaluation of Low-Glycemic, High Protein Bread with Functional Antidiabetic Ingredients." The research was conducted under the guidance of Dr. Pooja Bhatt and was appreciated for its innovation and practical relevance in nutrition and food science. This achievement reflects Simroh's dedication and the department's strong research culture.



## CCHM STUDENTS SHINE AT 14th NORTH INDIA PATISSERIE COMPETITION

Students Ms. Sneha Kataria and Ms. Vanshika Gupta from the Diploma in Bakery & Confectionery at CCHM brought pride to the institute by securing the 2nd Runner-Up position at the North India Patisserie Competition held at the Chandigarh Institute of Hotel Management (CIHM) from 10th February, 2026 to 12 February, 2026. The prestigious competition witnessed participation from several leading hospitality institutes across North India, where students showcased their creativity, technical skills, and innovation in the art of patisserie.



The diploma students impressed the judges with their exceptional presentation, flavor combinations, and precision in pastry and dessert preparation. Their dedication, teamwork, and passion for the craft helped them achieve this remarkable milestone. The institute congratulated the students for their outstanding performance and appreciated the guidance provided by the faculty mentors who supported them throughout the preparation process. This achievement reflects CCHM's commitment to excellence in culinary education and its focus on nurturing skilled professionals for the hospitality industry.

## KITCHEN CHAMPION – SEASON 13

Kitchen Champion Season 13 was an exciting culinary event held between 21st – 23rd February 2026 at Chandigarh University, with the grand finale at Aroma Hotel, Chandigarh. The event celebrated creativity, healthy cooking, and the joy of food.

Organized in association with Chef Sunaina Nanda (Assistant Prof., CCH) & Founder of Chefee Masale, supported by Borges Olive Oil and renowned nutrition expert Sarita Khurana, the competition brought together passionate cooking enthusiasts who showcased innovative and healthy dishes. Participants used quality ingredients, especially olive oil and spices, to prepare flavorful recipes that highlighted both taste and nutrition.



The judging panel, including Chef Sunaina Nanda and Sarita Khurana, evaluated dishes based on taste, presentation, creativity, and nutritional balance. The event provided a vibrant platform for aspiring cooks to demonstrate their culinary talent, learn new techniques, and celebrate the spirit of healthy and creative cooking.

## FACULTY EXCELLENCE @ EMPLOYEE SPORTATHON 2026



The College Sports Day for staff and faculty “Employees Sportathon 2026” culminated on 24th February 2026, bringing together participants from various departments in a spirit of enthusiasm and healthy competition. The CCH faculty members actively participated in several sporting events and demonstrated great energy and teamwork.

Their outstanding performances earned them multiple medals, adding to the pride and recognition of the department. The event not only promoted fitness and sportsmanship but also strengthened camaraderie among the staff and faculty members.

## NATIONAL SCIENCE DAY



Inspiring Innovation!

A competition on the theme “Disaster Management” was held on campus on 28th February 2026. Students actively participated and presented creative ideas and projects highlighting disaster preparedness and safety measures.

The event provided a platform for students to showcase their scientific thinking and awareness about managing disasters effectively. The event featured an engaging science competition centered on the theme “Disaster Management,” encouraging students to explore practical solutions for real-world challenges. The competition served as an excellent platform for students to showcase their scientific approach, teamwork, and problem-solving abilities. It also emphasized the importance of knowledge, innovation, and responsibility in building a safer and more prepared society.

The celebration of National Science Day at CCH not only enhanced learning beyond classrooms but also motivated students to think critically and contribute meaningfully toward society.

## CELEBRATING COLORS, CULTURE & TOGETHERNESS AT CCH



The vibrant festival of Holi on 3rd March 2026 was celebrated with great enthusiasm and joy. The campus came alive with colors, laughter, and a spirit of unity as students and faculty came together to mark this beautiful occasion. Holi, known as the festival of colors, symbolizes happiness, positivity, and the victory of good over evil.

The celebration reflected these values perfectly, bringing everyone closer and strengthening bonds beyond classrooms. Students enjoyed playing with colors, sharing smiles, and creating unforgettable memories with their peers and mentors. The event also highlighted the importance of cultural traditions and togetherness in hospitality, where warmth, inclusivity, and joy play a vital role.

Such celebrations not only refresh the mind but also inspire teamwork and a positive environment among future hospitality professionals. The Holi celebration was truly a colorful blend of fun, culture, and unity leaving behind moments to cherish and smiles that will last long after the colors fade.

## WOMEN'S DAY CELEBRATIONS



On the occasion of International Women's Day celebrated early on 6th March, 2026, Ms. Mayuri Ranjan was honored with a special award in recognition of her strength, wisdom, and commitment to excellence. The recognition celebrates her dedication, hard work, and the positive impact she has made through her efforts.

The award was presented during the Women's Day Celebrations at CGC Landran, where inspiring women and their contributions were acknowledged. The DSW Department awarded Ms. Mayuri Ranjan for her perseverance, leadership, and the example she sets for others. The event served as a meaningful tribute to women who continue to inspire change through their determination and achievements.

## INDUSTRIAL VISIT – WYNDHAM, MOHALI

Students from B.Sc. in Hospitality and Hotel Administration (B.Sc. HHA) and Bachelor of Hotel Management and Catering Technology (BHMCT) gained firsthand exposure to International Hospitality Standards at Wyndham Chandigarh Mohali on 14th March, 2026. This was organized as a part of regular exposure of the students to hotel operations during the ongoing semesters.

The initiative was designed to immerse students in the operational excellence and service culture of a luxury hotel, bridging classroom learning with real-world industry practices. The Students were addressed by HR Head Ms. Manu Mehndiratta.

Speaking about the initiative, faculty coordinators emphasized that such visits are integral to holistic hospitality education, enabling students to witness firsthand; the standards of international hospitality organizations. The exposure not only enhances technical knowledge but also instills confidence and motivation to excel in the industry.

The industrial visit to Wyndham Chandigarh proved to be an enriching and transformative experience for the students. It reinforced the institution's commitment to providing experiential learning opportunities that prepare graduates to thrive in the dynamic world of hospitality and hotel management.



## INDUSTRIAL VISIT – TAJ CHANDIGARH

Students of the Diploma in Bakery & Confectionery and Diploma in Food Production went for an educational industrial visit to Taj Chandigarh on 14th March, 2026. The visit aimed to provide practical exposure to professional kitchen operations and strengthen the link between academic learning and industry practices. It was a quality Visit assured by Gainful Interaction with the Assistant HR Manager Mr. Rakesh Rana.

During the visit, students explored the hotel's Food Production Department, including the main kitchen, bakery, and confectionery sections. Culinary professionals explained the kitchen brigade structure, standard operating procedures, hygiene and sanitation protocols, and quality control practices followed in a five-star hospitality environment.

### Learning Outcomes

1. Understanding of Kitchen Organization and Workflow.
2. Students gained enhanced understanding of professional kitchen organization and workflow in a hospitality environment.
3. Knowledge of Bakery and Confectionery Techniques -
4. Students learned about bakery and confectionery production techniques commonly used in the hospitality industry.
5. Awareness of Food Safety and Quality Standards -
6. Students developed awareness of food safety practices, hygiene protocols, and quality control standards followed in professional kitchens.
7. 4. Insight into Career Opportunities -
8. Students gained insights into career opportunities and professional expectations in the food production and bakery sectors.



## WORLD HAPPINESS DAY



On the occasion of World Happiness Day, a joyful and engaging session was organized for faculty members on Friday, 20th March, 2026 the department. The event aimed to provide a refreshing break from routine schedules, and create a space for relaxation, bonding, and shared happiness. Ms. Shweta Sandal, Assistant Professor, Mr. Sunil Sharma, Assistant Professor, Dr. Ritika Gupta, Assistant Professor, Ms. Ridhima Sharma, Assistant Professor and Ms. Deepali Sharma, Assistant Professor won the Prizes in Various events.

## FIRE SAFETY WORKSHOP & LIVE DEMO



Chandigarh College of Hospitality hosted a “Fire Safety Workshop & Live Demonstration”, under the expert guidance of Mr. Hitesh Mathur, Regional Manager, Ceasefire Industries Pvt. Ltd., who shared valuable practical insights from his industry experience.

Equipping students with hands-on skills in fire safety and emergency evacuation procedures. Participants mastered the PASS technique for extinguishers, gaining the confidence and practical knowledge necessary to handle crises calmly. This initiative successfully

enhanced campus-wide safety awareness and preparedness, fostering a proactive approach to emergency management.

The students were given hands-on experience in the live demonstration organized for techniques to be practiced.

## NATIONAL TOURISM DAY 2026



On 28th January, 2026 the students of BTTM visited Siswan Dam, Mohali district, Punjab to participate in a Tree Plantation Drive organized on the occasion of National Tourism Day 2026, in line with this year’s theme “Promoting Eco-Tourism.”

The visit aimed to sensitize students about the role of eco-tourism in conserving natural resources and supporting sustainable tourism development. Students

actively planted saplings and learned about the significance of afforestation in maintaining biodiversity, reducing environmental degradation, and enhancing the appeal of tourist destinations.

Mr. Manav, Range Officer of the Siswan Forest Area, guided the students about the local ecosystem, forest conservation, and the importance of afforestation in the region. Faculty members also guided the students on eco-friendly practices and emphasized the importance of responsible tourism for long-term environmental and economic benefits. The visit was an enriching learning experience that strengthened students’ practical understanding of eco-tourism and inspired them to become environmentally responsible tourism professionals.

## INTERNATIONAL INTERNSHIP PROGRAM IN MAURITIUS



The Department of International Affairs at Chandigarh College of Hospitality CGC Landran proudly celebrated the successful completion of the International Internship Program in Mauritius on 08.03.2026

This global opportunity enabled students to gain hands-on industry experience, explore international hospitality standards, and develop strong cross-cultural communication skills. From professional growth to global exposure; the experience has empowered students to step confidently into the international hospitality world.

Chandigarh Group of Colleges, Landran, continues to remain committed to providing its students with global platforms, industry exposure, and experiential learning opportunities. These initiatives reflect the institution's vision of nurturing future leaders who can excel in the international hospitality landscape.

## BIRTHDAY CELEBRATIONS



Birthday Cheers to Our Esteemed Staff Members!

Keeping the tradition of celebrations alive, we joyfully celebrate the birthdays of our valued faculty and staff on wishing each one a year filled with happiness, success, and beautiful memories.

# AI VS HUMANS IN HOSPITALITY: THE FUTURE OF HOTEL JOBS IN 2030

Kuldeep Kumar Choudhary, Assistant Professor

Hospitality has always been about people: the smile at check-in, the warmth in a greeting, the personal touch that turns a stay into an experience. But as we move toward 2030, Artificial Intelligence (AI) is rapidly changing this story. From mobile check-ins to robot room service and AI chatbots, technology is becoming a silent partner in hotel operations. The real question is not “AI vs Humans,” but how AI and humans will work together to redefine hospitality.



Global leaders like Marriott International and Hilton Worldwide are already embracing this shift. Guests today can unlock rooms with their phones, skip reception queues, and get instant responses through AI-powered systems. For hotels, this means faster service, fewer errors, and better efficiency. Tasks like reservations, billing, and even pricing are increasingly handled by AI, which can analyze data in seconds and make smarter decisions than traditional methods.

AI also brings a new level of personalization. Imagine a hotel that already knows your room preference, food choices, and even your ideal room temperature before you arrive. AI makes this possible by studying guest data and predicting needs. But here’s the catch: while AI can predict, it cannot feel. It cannot truly understand a guest’s mood, celebrate their special moments, or comfort them when something goes wrong. That emotional connection remains deeply human.

This is why the future of hotel jobs is not about replacement, but transformation. By 2030, roles like front desk agents and concierges will evolve. Instead of handling routine tasks, staff will focus more on guest engagement, problem-solving, and creating memorable experiences. The human role will shift from “service provider” to “experience creator.”

Of course, there are concerns. Entry-level jobs that involve repetitive work may decline as automation increases. But at the same time, new opportunities will emerge that require digital skills, data understanding, and the ability to work alongside technology. The hospitality professional of the future will need to be both tech-savvy and emotionally intelligent.

Education will play a key role in this shift. Hospitality students must now learn about AI tools, data analytics, and digital systems, along with traditional service skills. The goal is not to compete with machines, but to use them as tools to deliver better service.

Interestingly, AI is also helping hotels become more sustainable. Smart systems can reduce energy usage, minimize waste, and improve efficiency. While AI handles the backend, human staff can focus on communicating these efforts and enhancing the guest experience.

Looking ahead, the most successful hotels will not be fully automated or purely human-driven; they will be a perfect blend of both. Some guests will love the speed and convenience of AI, while others will always value a genuine human connection.

In the end, hospitality will always need a human heart. AI may handle the systems, but it is people who create memories. By 2030, the winning formula will be simple: technology for efficiency, humans for experience.



# HOSPITALITY AS POETRY : REIMAGINING SERVICE AND EDUCATION

Dr. Vimal Kumar, Director Principal

When you read poetry in a language that you don't know very well, you imagine it much better than it really is." ("Short Stories by Leo Tolstoy")

This line is more than literary reflection — it is a metaphor for how we learn, teach, and practice hospitality. Just as readers fill gaps in unfamiliar verse with imagination, students and guests construct meaning beyond literal service delivery. And therein lies the secret: hospitality thrives not only on technical precision but on imaginative interpretation. Hospitality management education traditionally emphasizes operational efficiency, financial acumen, and service delivery. However, the experiential dimension of hospitality — atmosphere, rhythm, and interpretation — remains underexplored.

That moment of imagination is not a flaw. It is a gift. And it is exactly what happens in hospitality education and practice. Guests often construct meaning beyond what is literally offered. Students, like learners of poetry, envision possibilities that reality alone may not provide.

Hospitality, then, is not just service. It is poetry in practice.

- **Hospitality as Art:** Scholars have long argued that hospitality is not merely service but performance, requiring creativity and emotional resonance. Students learn to see beyond technicalities, imagining hospitality as an art form.
- **Poetic Interpretation:** Literary theory suggests that readers fill gaps in unfamiliar texts with imagination, often enriching the experience. Guests, like readers, construe cues subjectively, filling gaps with personal expectations.
- **Educational Innovation:** Studies in experiential learning emphasize metaphor and narrative as powerful teaching tools in management education. Integrating poetic metaphors into hotel management education fosters creativity and cross-cultural sensitivity.

## The Indian Classroom

At the Chandigarh College of Hospitality, students were introduced to Japanese haiku. Few understood the language, yet they imagined the verses as metaphors for transient guests. This exercise sparked a curriculum module on “ephemeral luxury” — how hotels can make short stays unforgettable through sensory cues like fragrance, music, and personalized greetings.





- **Making Short Stays Unforgettable:** The core goal is to transform a brief visit into a lasting memory by focusing on sensory cues rather than just long-term service. This includes the use of fragrance, music, and personalized greetings to create an immediate, evocative atmosphere.
- **Imagination as a Catalyst:** Much like readers of haiku in an unfamiliar language use their imagination to fill the gaps in the text, guests use subtle cues to construct their own subjective meaning of luxury.
- **Concise and Evocative Design:** Haiku is a brief, structured poetic form; similarly, ephemeral luxury focuses on "poetry in practice"—treating a guest's stay as a concise but rich experience that is open to interpretation.
- **Bridging Art and Innovation:** By viewing hospitality through the lens of haiku, students learn to move beyond "operational efficiency" to embrace hospitality as an art form. This allows them to design experiences that balance technical precision with emotional resonance and creative flair.

### Global Parallels

At an international hospitality institute, students read Pablo Neruda's Spanish poetry. Though not fluent, they would imagine the verses as textures of food and wine. This can lead to projects on sensory dining experiences, merging poetry and cuisine into immersive storytelling dinners.

Here, unfamiliar language became a catalyst for creativity, bridging culture and design.

### Creating Academic Bridges

Conferences can be planned to bring scholars on a common platform comparing poetry to hotel management. Just as readers imagine meaning in unfamiliar words, guests imagine luxury through subtle cues:

- The rhythm of greetings
- The silence of a well-prepared room
- The atmosphere of a lobby

By viewing the academic delivery through the lens of a ghazal, hospitality education may help beginners understand that a guest's experience is not just about the literal service provided, but about the imaginative possibilities and atmosphere the environment inspires.

To put this into practice, academicians may propose a new curriculum module: "Hospitality as Poetic Experience." Students may be asked to design hotel spaces as if they were stanzas of a poem — concise, evocative, and open to interpretation. A group from each year imagines a hotel lobby as a ghazal, with repeating motifs of arches and echoes of music. Meanwhile, a group of faculty members imagines a rooftop bar as a sonnet, structured yet surprising.

## JUST ONE STEP!

Just one step,  
A choice to heal,  
Moving forward.  
Just a breath,  
To clear the mind,  
Finding my truth.  
Just one touch,  
To soothe the heart,  
To feel the calm,  
To ease the soul.  
What's that light?  
Just a glow,  
Clear, bright eyes,  
Are you smiling?  
Yes, I'm peaceful.

Because it's more than a step,  
More than a breath,  
More than a smile,  
It's every small win,  
Until you're whole.

"I am not the storm; I am the one walking through it.  
My strength is steady, my heart is whole,  
And today, I choose to rise."



Ms. Bhakti Dhawan  
BHMCT AICTE, 2nd Semester



# THE ALCHEMY OF ELSEWHERE: TOWARD A NEW EPOCH OF EXPLORATION

## I. The Aesthetics of Absence

In a world where everyone is always connected the luxurious thing you can have is silence. People are starting to look for "Luxury". Places that are quiet and peaceful. These destinations offer seclusion, not with gates and walls but with a calm atmosphere. The Alchemy of Elsewhere is about finding these places. There is a trend called Minimalist Grandeur. It is about using materials to build beautiful retreats. The Alchemy of Elsewhere is about simplicity and elegance. It is about waking up to a beautiful desert sunrise or staying in a stone villa that feels like it is part of the mountain. Some people call it Off-Grid Sophistication. It is about finding places they're not easy to find. These places do not have Wi-Fi but they have a strong connection to nature. The Alchemy of Elsewhere is about being connected to the earth.



**Mr. Hemanksh Gupta**  
**BTMM 2nd Semester**

## II. The Diplomatic Compass: Travel as Legacy

Traveling is not just about seeing places it is about making a difference. The sophisticated traveler knows that their presence can have an impact. The Alchemy of Elsewhere is about being mindful of this impact. There is a way of traveling called Active Restoration. It is about leaving a place than you found it. The Alchemy of Elsewhere is about restoring crafts protecting the environment and helping local communities. The Alchemy of Elsewhere is about making an impact. Some destinations are now being called "Living Labs". The Alchemy of Elsewhere is about learning from these places. Imagine going on a journey where you participate in a forest census or learn about the architecture of a city. The Alchemy of Elsewhere is about learning and growing.

## III. The Curated Mundane

There is beauty in things. The best tourism now focuses on experiences. The Alchemy of Elsewhere is about appreciating the things. There is a way of eating called Terroir -Driven Dining. The Alchemy of Elsewhere is about understanding where your food comes from. It is about knowing the geology of the land and the history of the people who grew your food. Some people call it The Art of the Detour. The Alchemy of Elsewhere is about taking the road less traveled. It is about rejecting the itinerary and following your intuition. The Alchemy of Elsewhere is about being spontaneous and open to experiences.

## IV The Horizon of the Heart

The future of tourism is not about brochures. About the memories we make. The Alchemy of Elsewhere is about seeing the world as a masterpiece, not a commodity. The Alchemy of Elsewhere is about preserving the beauty of the world. As we look to the future we realize that the unique journey is the one that changes us. The Alchemy of Elsewhere is not about finding ourselves but about losing the things that no longer serve us. The Alchemy of Elsewhere is about making room for experiences and the wonder of what lies ahead. The Alchemy of Elsewhere is, about growth and transform on.



# FACULTY ACHIEVEMENTS

CCH celebrates a remarkable milestone as our esteemed Director Principal, Dr. Vimal Kumar has been honored with the prestigious “Visionary Principal – Hospitality Education” award at the 10th Higher Education Innovation and Technology Summit, Chandigarh, organized by Plus Nine One Media.

This is a true milestone for a leader who has fundamentally reshaped how we teach hospitality, honoring a legacy of innovation, dedication, and world-class leadership in education.



A remarkable milestone in academic excellence has been achieved by Dr. Ritika Gupta with the successful completion of a Ph.D. in Management from NIILM University on 18th February 2026, with a compelling research focus on “Influence of Content Marketing Strategies on Long-Term Brand Loyalty in Digital Consumers.

Adding further distinction, a scholarly book chapter titled “A Study of India's National Education Policy 2020 and Education Sector Reforms” published by National Press Associates in March 2026.

Complementing these achievements are impactful research publications including “Tourism in North-Eastern States of India: Implementing Sustainability Practices to Meet SDG Goals” in the ABDC-listed Journal of International Commercial Law and Technology published on

12-02-2026), and “Digital Marketing Strategies for Emerging Tourist Destinations” in the peer-reviewed International Journal of Research in Marketing & Economics (IRJME) (March 2026)



Dr. Sonia Minhas, Associate Professor (Nutrition and Dietetics), has achieved a notable research milestone with the publication of her paper titled “Development and Quality Evaluation of Edible Cutlery from Millets” in the Scopus-indexed Journal of Chemical Health Risks. This innovative study highlights sustainable food solutions by exploring millet-based edible cutlery, contributing

significantly to eco-friendly practices and advancing research in nutrition, health, and environmental sustainability.

A significant research paper by Mr. Kuldeep Kumar Choudhary, Assistant Professor, titled “Employment Prospects for People with Disabilities in the Food Delivery Gig Economy: An Analysis in Jaipur, Rajasthan” was published during

January–March 2026 in CINEFORUM, a Clarivate /Web of Science (AHCI Indexed) journal.



A recent scholarly contribution further strengthens the academic portfolio with the publication of the research paper “Exploring Service Quality in Food Tourism: A Secondary Data Analysis of Tourist Satisfaction and Loyalty” by Mr. Anshu Ram (AP) & Mr. Ajay Kumar (AP) in the reputed International Journal of Tourism and Hotel Management (2026, Volume 8, Issue 4, Part A). The study offers a focused exploration of how service quality dimensions shape tourist satisfaction and foster long-term loyalty, providing meaningful insights for enhancing food tourism experiences and destination appeal.



Research Paper Presentation – TRISHIL-2026 International Conference

Dr. Siddharth Bedi, Mr. Devesh Rana, and Mr. Ajay Kumar presented a research paper titled “Artificial Intelligence-Driven Accessible Tourism: Enabling Inclusive Experiences in Smart Tourism Destinations” at the TRISHIL-2026 International Conference (March 27–28, 2026).

Organized by the School of Hotel Management & Tourism, Dev Bhoomi Uttarakhand University in

collaboration with IHM Dehradun, the conference focused on “Tourism Research, Innovation & Sustainability for Hospitality Industry & Learning.”

# ALUMNI SPEAKS

My journey from classroom to a global hospitality brand has been shaped by the strong foundation, discipline, and industry exposure I received at my college. The skills and confidence I developed here continue to guide me every day at Carnival Cruise Line.

To students -stay passionate, keep learning, and be ready to adapt. The world of hospitality is vast, and your potential is limitless.

Proud to be an alumnus this institution truly transforms dreams into global careers.

Mr. Karunesh Sharma  
HR Engagement Specialist,  
Carnival Cruise Line, Florida, United States



From learning the fundamentals of hospitality to managing guest experiences at one of India's most prestigious brands, my journey has been truly transformative. The strong academic base, practical exposure, and confidence instilled by my college continue to shape my professional excellence every day.

To aspiring hoteliers-master the basics, stay detail-oriented, and never underestimate the power of guest satisfaction. In hospitality, consistency and passion set you apart.

Proud to be an alumna-this institution builds not just careers, but future leaders.

Ms. Amanjot Kaur  
Reservation Supervisor, Indian Hotels Company Limited  
(Taj Chandigarh Regional Reservation Office)

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