

**Hon'ble Governor of Tamil Nadu, Thiru. Banwarilal Purohit participated as Chief Guest at Best Hoteliers Performance Award and Members Directory Release Ceremony organised by the Chennai Hotels Association**

Thiru. Banwarilal Purohit, Hon'ble Governor of Tamil Nadu participated as Chief Guest at Best Hoteliers Performance Award and Members Directory Release Ceremony organised by the Chennai Hotels Association at Hotel New Woodlands, Mylapore, Chennai today (14.05.2019 ) and addressed the gathering.

Hon'ble Governor said, "I am happy to be here at this function being organised by the Chennai Hotels Association to felicitate the best performing hoteliers of the city. The Association was started in 1919 and is completing 100 years of dedicated service to the hoteliering industry.

The hoteliering industry which forms the backbone of the travel and tourism industry has been growing rapidly in the last few years. The number of hotels in India which was close to 15 lakhs in December 2016 had risen to 18 lakhs by 2017 recording a growth of 20% annually. Cities like Chennai which have seen greater prosperity have witnessed a more rapid growth of the hotel industry.

Comfortable hotels and accommodation facilities play a very important role in popularizing travel and tourism. If a person, who is far away from home, gets to enjoy the same facilities and comforts as he enjoys at his home, then he is certain to propagate the message as well as come again and again. On the other hand if the tourist ends up at a place where the hotels and accommodation facilities are not satisfactory, it is quite likely that he might never return to that place.

Technology has played an important role in promoting the prospects for the hoteliering industry. Information about hotels and accommodation facilities displayed on the internet is now available to people quite easily.

There are many websites available on the internet for travel and tourism. These have made bookings and cancellations of rooms in hotels quite simple besides providing details of hotel location rates, size of rooms, etc.

The growth of Hotel management institutes is another trend which is catching on. Hospitality education in India has been receiving attention in recent years and undergoing a revamp thus attracting a lot of young minds to pursue hoteliering as a

career option. It is also helps to improve the capabilities of the manpower in the industry enormously.

The demand for hotel management professionals is already huge and is expected to grow more with the increasing number of hotels being set up in India and all over the world. Apart from its glamour, a career in hotel management can become lucrative and exciting, attracting more and more students to opt for it.

There are many exciting job opportunities for these hotel management graduates. Since a hotel has many departments such as Operations, Front Office, Food and Beverages, Accounting, Sales and Marketing, Engineering/ Maintenance, Security etc. one can opt for a field of their liking and pursue a career and successfully grow in it.

Hoteliering has grown steadily in Chennai. The seeds of small initiatives made about 100 years back have taken deep roots and grown into an orchard of huge trees now. There are many veterans of the hotel industry who have started from humble beginnings and enabled this growth in the city. Some of them have been honoured today.

They include, the Vasanta Bhavan which is among the most popular hotels of Tamil Nadu and has been a long standing player in the field.

The New Woodlands Hotel which was started by the doyen in hoteliering K.Krishna Rao and is considered as the inventor of the Masala Dosa.

Ganga Sweets which was started in the year 1982 in the suburbs of Chennai and has rapidly expanded to over 25 branches all over the city.

“Sangeetha” one of the leading restaurant chains in Chennai which was founded in a humble way by a 12 year old boy who was sent out of his home. After working in many hotels the young lad, Padmanabha used his experience to start his own hotel. The family has not only transformed the hoteliering landscape in Chennai but has also made the Sangeetha group operational across eight countries worldwide.

Safari Hotel with 40 years of standing in the Hotel industry serves as a fine destination for Keralite Cuisine in the city.

Mr. J. Pattabiraman, Managing Director of Geetha Hotels Pvt Ltd., (Hotel Kanchi) is another award winner who has served the hotel industry for 50 years and has been an active member of South India Hotels Association for a long period.

The Vegetarian Light Refreshment (VLR) stall at Madras Beach and Fort railway station was a unique experience for Venkataramana Achar, as the work involved mass catering in quick time for the thousands of passengers travelling in the suburban electric trains. The experience gained enabled him to move towards rapid expansion in the present days of fast food joints. He is an award winner today.

Kiran K Patel whose Shree Mithai has five branches in the Chennai city catering to those customers who have developed a taste for Gujarati milk sweets is another award winner.

P.K.S Herle who has served as the treasurer of The Chennai Hotels Association for nearly two decades and is in the hoteliering industry for more than 50 years has also been conferred with an award today.

Mathsya hotel, the first restaurant to serve multi cuisine fare in Chennai in 1981 has been recognized today for broadening the culinary tastes of the people of the city by being a pioneer in introducing a variety of Mexican, Chinese and Punjabi food dishes for the benefit of the connoisseur of food.

The directory of the members of the Association has also been released today. It provides a bird's eye view of all the leading hotels and hotel chains in the city and will therefore be a useful compilation for tourists, hoteliers and the common public.

The number of people on the move has gone up today. People are travelling away from home not only for leisure or on a pilgrimage but also for purposes of work and business. The hoteliering industry offers food and accommodation to the travellers and also indirectly supports the transportation and construction industry. The employment opportunities as cooks, stewards and others provide higher incomes for skilled and semiskilled labour thus promoting prosperity. But all this will be sustainable in the long term only if the industry as a whole patronizes cleanliness, transparency and reasonableness in pricing with sincerity. Initiatives such as green energy efforts and efforts to avoid wastage of food are also necessary for the industry to follow. The customer has become more conscious of his requirements today and is capable of quickly assessing the worth of the services that hotels provide.

These are some of the important points that need to be kept in mind for the growth of hoteliering industry to flourish. I am sure that the more experienced among

you are aware of all these and other practices that need to be followed for the health of the industry and will guide the younger members suitably.

I extend my best wishes and greetings to the office bearers of the Chennai Hotels Association who have taken sincere efforts to organize this function. May success greet them and all of you in all the initiatives that will be undertaken in the future”.

On this occasion, Thiru. M. Ravi, President, Chennai Hotels Association, Thiru. A. Ramadas Rao, Hon. President, Chennai Hotels Association, Thiru. Venkadasubbu, President, Tamil Nadu Hotels Association, Thiru. R. Rajkumar, Secretary, Chennai Hotels Association and other dignitaries participated.

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Raj Bhavan, Chennai -22

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Joint Director (PR)