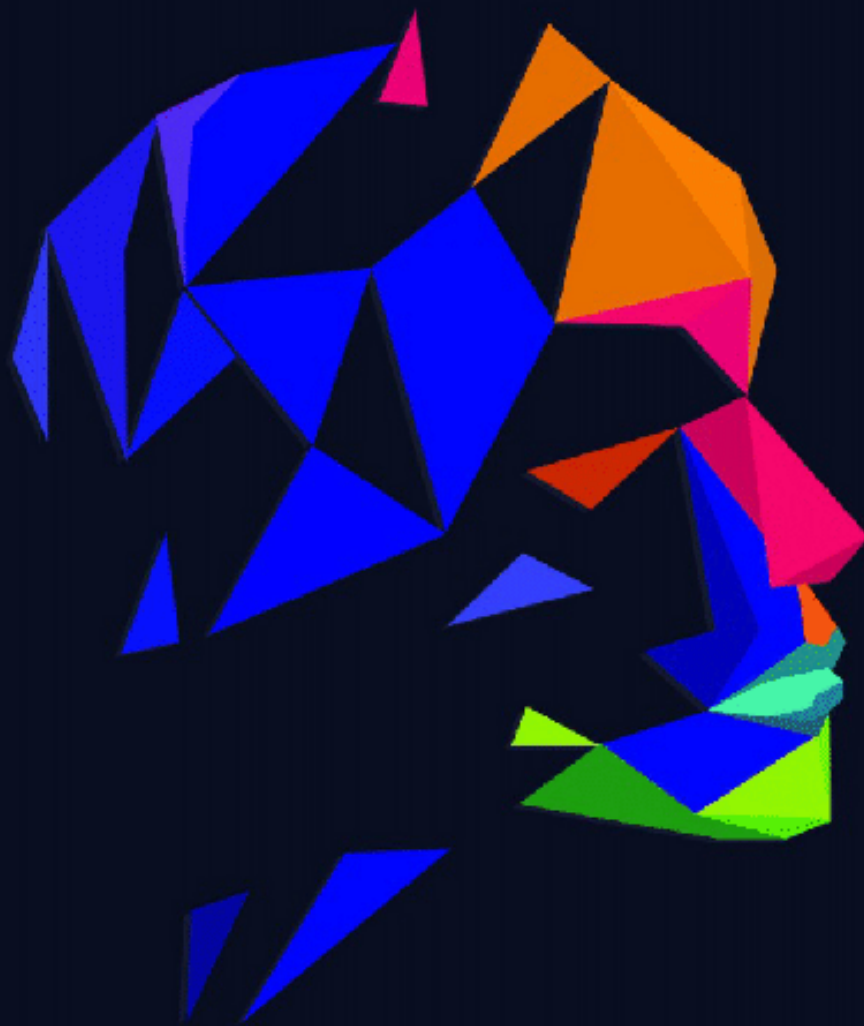


Silver Mountain Research Book of Hotel Studies



**HOTEL MANAGEMENT,
TOURISM AND HOSPITALITY**
ETHICS, CONCEPTS & SUSTAINABILITY

BOOK EDITED BY: SILVER MOUNTAIN SCHOOL OF HOTEL MANAGEMENT



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SEPTEMBER 2023

THE SILVER MOUNTAIN
RESEARCH BOOK OF HOTEL STUDIES

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Preface

Greetings esteemed readers, and welcome to the "Silver Mountain Research Book of Hotel Studies". Within the pages of this comprehensive publication, we embark on a meticulous exploration and analysis of the multifaceted dimensions encompassing the field of hotel studies. This endeavour is facilitated by the expertise of seasoned researchers, the inclusion of pioneering case studies, and the provision of astute observations. This book has been designed with the intention of providing value to students, scholars, professionals in the hotel industry, and others who possess a strong curiosity about the ever-evolving field of hotel and hospitality management.

The origins of this book may be traced back to the extensive research undertaken at Silver Mountain Research Institute, where a team of diligent researchers and experts extensively explored the intricacies of the hospitality industry. The objective was to discover the nuances, the continuously changing patterns, and the essential elements that constitute the foundation of hotel studies. The Silver Mountain institution has established itself as a prominent authority in the field of hospitality studies, and this publication serves as evidence of its dedication to sharing influential knowledge and promoting educational growth.

The central focus of this book pertains to the complex interweaving of hotel administration, the pursuit of exceptional customer service, the promotion of sustainability, and the transformative influence of technology within the realm of the hospitality industry. The story traverses diverse topic domains, affording readers the opportunity to acquire a holistic comprehension of the operational, strategic, and managerial aspects of hotels. This comprehension is supported by meticulous research and enhanced by practical applications and illustrations derived from real-world scenarios.

One of the key aspects of this book is its focus on sustainability and ecological practises in the field of hotel management, which holds significant significance in the current global context. This text aims to inform readers on the importance of responsible and sustainable practises in the hotel industry. These practises are intended to foster a harmonious relationship between hotels and their environments, ultimately contributing to a more fair and sustainable future.

The book extensively explores the revolutionary impact of technology, thoroughly examining its diverse ramifications and contributions within the hotel business. The chapters in this book explore the various ways in which technology is transforming the field of hotel studies, including improving operational efficiency, enriching customer experiences, and developing creative business models.

The anthology has diligently selected and organised each chapter to present a balanced combination of theoretical expertise and practical knowledge. This approach enables readers to surpass traditional limitations and develop a deep comprehension of hotel studies from various angles. The book features contributions from respected specialists and researchers, ensuring a comprehensive and varied educational encounter.

We express our sincere appreciation to all individuals who have made valuable contributions, conducted research, and engaged in scholarly pursuits, as their unwavering dedication to acquiring knowledge has greatly enhanced the content of this book. Additionally, we offer our gratitude to our readers, whose commitment to learning serves as the primary motivation for our undertaking. We anticipate that the "Silver Mountain Research Book of Hotel Studies" will provide enlightenment, inspiration, and serve as a highly significant resource for anyone who aspire to explore the profound realm of hotel studies.

THE SILVER MOUNTAIN
RESEARCH BOOK OF HOTEL STUDIES

Prof. (Chef) Subhadip Majumder

Convener - Silver Mountain Research Book of Hotel Studies

Contents

| | |
|---|-----------|
| 1. About the Journal | 1 |
| 2. Governing Body Members | 3 |
| 3. The Topic and Sub-topic of the Journal Research Paper | 10 |
| 4. Research Paper: Characteristics of Hospitality | 10 |
| • Addressing the Challenges and Approach for Human Resource Management in Tourism & Hospitality Industry— <i>Dr. Lokeshver Singh Jodhana; Mr. Sarthak Chourasia; Ms. Avishi Shrivastava</i> | 13 |
| • Assessment of Knowledge, Attitude, Preparedness and Training Perceptions towards Food Allergies and Food Handling of Young Hospitality Students in Manipal, Karnataka— <i>Mr. Manan Chakraborty</i> | 19 |
| • Genetically Modified and Non-Organic Foods Associated with the Development of Health Disorders in Fast Food Addiction— <i>Ms. Nandini Kundu; Dr. Dibyansu Kundu</i> | 30 |
| • Genetically Modified Food and Associated Human Health— <i>Ms. Turna Dutta</i> | 36 |
| • MOROCCO - Characteristic of People Inhabiting from the Beginning— <i>Prof. (Chef) Subhadip Majumder; Dr. Roxanna Michaelides</i> | 40 |
| • The Impact of Bocuse d’Or Competitions in Hungary on the Development of the Domestic Catering and Hospitality Industry— <i>Prof. Dr. Habil. Lóránt Dénes Dávid; Dr. Bulcsu Remenyik</i> | 49 |
| 5. Research Paper: Coeval Hotel Management | 55 |
| • An Assessment on the Impact of Quality Consciousness in the Industry of Food Processing— <i>Chef Sugata Mukherjee</i> | 56 |
| • Sustainability in Employee Retention at Durgapur Hotels— <i>Prof. (Dr.) P. R. Sandilyan, Mousumi Mukherjee, Dr. Sumit K Biswakarma</i> | 60 |
| 6. Research Paper: Contemporary Culinary Arts | 69 |
| • Challenges in Managing Nutrition Through Local Foods in Nepali Cuisine— <i>Ms. Sharada Jnawali</i> | 70 |
| • Role of Food and Beverage Staff in Promoting Awareness of Healthy Food— <i>Mr. Birendra Kishore Roy; Prof. (Dr) Sandilyan Ramanujam Pagaldiviti</i> | 76 |
| • Thakurbari Cuisine: The Sustainability of The Royal Cuisine from Tagore’s Kitchen in Modern Gastronomy— <i>Mr. Mans Sarkar</i> | 84 |
| • The Understanding of Sustainable Waste Management in Hospitality in Kathmandu, Nepal— <i>Ms. Rachita Agrawal</i> | 91 |
| 7. Research Paper: Ethos of Tourism | 96 |
| • A Bibliometric Analysis on Culinary Tourism Research using Scopus Indexed Studies from 2001 to 2022— <i>Mr. Mahesh Kumar Bairawa; Dr. Swapna Patawari</i> | 97 |
| • A Replicated Study of International Travel Barriers— <i>Thanaphum Phrombun; Feng Lin; Fujiwa Daichi; Paphawan Amarekajorn; Emmanuel Okafor; Yhing Sawheny</i> | 107 |
| • Challenges and Trends of Community-based Tourism as a Tool for Community Development— <i>Dr. Sangeeta Dhar; Mr. Sagar Chitre</i> | 113 |

| | |
|--|------------|
| 8. Research Article: Culinary Arts | 119 |
| • Healthy Food: The Impact of Vegetarian Diet in the Teenager— <i>Ms. Rafiya Banu</i> | 120 |
| • The Food Custom and Hospitality Culture of Native Americans— <i>Dr. Roxanna Michaelides; Prof. (Chef) Subhadip Majumder</i> | 122 |
| 9. Research Article: Hospitality | 130 |
| • Comparative Study of Sustainable Food Choices and Fast-food Choices among the Young Generation in India— <i>Ms. Shrikala Sawant</i> | 131 |
| 10. Research Article: Open Topic | 139 |
| • An Insight into the Relationship between Food that We Eat and Health— <i>Dr. Samir Lamichhane; Mr. Sudeep Jung Karki</i> | 140 |
| 11. Research Article: Tourism | 143 |
| • Bollywood Tourism: Constituent Products & Challenges in India— <i>Mr. Suraj Jaywant Yadav</i> | 144 |

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An Entrepreneur & Educator with international exposure in terms of academic achievement and professional experience in the Hospitality & Tourism Industry. First Certified Hospitality Educator of Nepal who is eligible to teach hospitality management education worldwide. Founder of Nepal's First Internationally recognized Hotel Management college, **The Silver Mountain School of Hotel Management**, with four branches across Nepal, offering international degrees from the UK, France, USA and Malaysia. He is also the Director of the **American Hospitality Academy IHMS** of the USA. Educated in USA and Switzerland with Master's and Bachelor's Degrees in Hospitality & Tourism Management respectively. Past President of Asia Pacific Council on Hotel, Restaurant and Institutional Education (APacCHRIE). President of the International Education Provider's Association (IEPAN) of Nepal.



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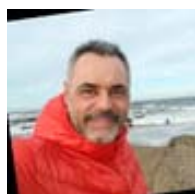
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A part-time farmer-in-the-learning, she is India's only journalist to curate Chefs' Retreat and has been on the panel of food experts on food-based shows including MasterChef India Season 4. A guest lecturer with IHM and a mind behind sustainable bespoke settings, she has in the last ten years transitioned from being a writer and researcher to commercial kitchens for her bespoke table. She is also a member of the Culinary Council of Odisha Tourism set up in 2020 to promote local culinary culture, and recently enrolled as the core member of the Culinary Development Committee of Diabetes India.



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He has been Judging many culinary shows and active demonstrating culinary skills across the country, La Chaine de Rotisseurs which is the most reputed gastronomic society globally awarded with a couple of medallions, IFCA and World Chefs Society awarded Culinary Greatness award by Chef Charles Carroll, World President WACS and top of all Culinary Leadership Award 2015 by Chef Gudmundson, World President of WACS for his contributions to Gastronomic society and Excellence award from World Master Chefs Society in 2021.



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Silver Mountain Research Book of Hotel Studies

The Topic and Sub-topic of the Journal Research Paper

Coeval Hotel Management

- The relationship between the Host and the Guest
- Guestology and guest satisfaction – the success of hospitality
- Trends in Higher Hospitality Management Education
- Smart Hotels – the revolution of hospitality
- Ethical and anti-discrimination policies in hospitality recruitment
- Employee satisfaction and loyalty

Contemporary Culinary Arts

- Food shortage situation and sustainability
- Food and Health
- The importance of variability and sustainability in the food industry
- Food waste reduction strategy

Ethos of Tourism

- Gender Tourism
- The impact of off-season means on holiday resorts
- The importance of a tour guide and holiday representatives
- The negative effects of travel bans
- Responsible tourism

Characteristics of Hospitality

- How religions influence the guest experience
- Sustainability on Hospitality
- The effect of a pandemic on the hospitality sectors such as banking, hospitals, suplexes
- The effect of global trends on the hospitality industry
- Hospitality in Ancient countries – European/Maghreb/Asia or Oceania

The Topic and Sub-topic of Journal Articles

Culinary Arts

- Genetically modified foods and their impact on human health
- Healthy food: the impact of the vegetarian diet
- Food: National identity and cultural difference
- Organic foods vs. inorganic foods
- Slow food movement and the guest satisfaction

Tourism

- Farm to the plate – a sustainable concept
- Dark Tourism/Eco-paradise Tourism/Experiential Tourism/Food Tourism/Micro Tourism
- Demand and supply – the unavoidable backbone of tourism
- The growth of tourism over the last 50 years and changes in tourist behaviour

Hospitality

- Quality control methods for employee
- Social responsibilities of a hospitality organisation to its host country
- Self-service technology
- The role of modern technology in the management of hospitality outfit
- Mental health and well-being in hospitality

Open Topic

- Motivation
- Local News and Events
- Educational experience
- Fast food and obesity

Research Paper: Characteristics of Hospitality

- a. Addressing the Challenges and Approach for Human Resource Management in Tourism and Hospitality Industry—*Dr. Lokeshver Singh Jodhana; Mr. Sarthak Chourasia; Ms. Avishi Shrivastava*
- b. Assessment of Knowledge, Attitude, Preparedness and Training Perceptions towards Food Allergies and Food Handling of Young Hospitality Students in Manipal, Karnataka—*Mr. Manan Chakraborty*
- c. Genetically Modified and Non-Organic Foods Associated with the Development of Health Disorders in Fast Food Addiction—*Ms. Nandini Kundu; Dr. Dibyansu Kundu*
- d. Genetically Modified Food and Associated Human Health—*Ms. Turna Dutta*
- e. Morocco - Characteristics of People Inhibiting from the Beginning—*Prof. (Chef) Subhadip Majumder; Dr. Roxanna Michaelides*
- f. The impact of Bocuse d'Or competitions in Hungary on the Development of the Domestic Catering and Hospitality Industry—*Prof. Dr. Habil. Lóránt Dénes Dávid; Dr. Bulcsu Remenyik*

Addressing the Challenges and Approach for Human Resource Management in Tourism & Hospitality Industry

*Sarthak Chourasia**

*Dr. Lokeshver Singh Jodhana***

*Avishi Shrivastava**

Abstract

Develops the view that human resource management is a central strategic and operational concern within the tourism and hospitality industries, with implications for the quality and market positioning of tourism at local, regional, and national levels. Suggests that all stakeholders, be they public or private sector, visitor or host community, would benefit from a close integration of human resources, labor market, and education policies. Human Resources are becoming increasingly important. As the sector recovers, it must concentrate on its people and their position as providers. Tourism is, by definition, a service sector, and its effective administration and successful operation are dependent on the quality of its workforce. The lack of skilled personnel in India is a major threat to the future growth of the tourist and hospitality business. Tourism and hospitality, like many other businesses, are dealing with a talent shortage and a high attrition rate. Conceptually, the purpose of this article is to explore the nexus formed when the features of the tourist sector working environment connect with the contextual implications of the industry's economic, social, and labor market qualities, and suggest the way forward.

Keywords: Human Resources, Employee Retention, Tourism, Hospitality Industry

Introduction

Tourism is a service-based sector where the goods are essentially intangible. So, it is crucial to have a well-trained human resource that can supply the product with the highest pleasure if you want to compete and please the end customer. Every division of the tourism industry, including the hotel sector and travel agencies, depends on interpersonal interactions. The function of human resource management and its significance grow greatly as a result of this particular trait of heterogeneity and intangibility. Human resources are recruited, chosen, and then trained to be effective enough to connect with tourists and meet their demands for relaxation, enjoyment, pilgrimage, etc. by offering high-standard services that are based on human interaction and have very little technology involved (Mir, F.A. 2016).

Despite encountering countless barriers and challenges over the past few years, the hotel industry has consistently risen like a phoenix. They have weathered challenges like economic downturns and terrorist attacks and are still beautifully recovered. The unusual Covid-19 outbreak, however, had a profound effect and slowed down business activities on all fronts. The pandemic's scope was enormous, and there didn't appear to be any hope for recovery. The hotel industry places a heavy emphasis on its employees and uses human interaction at every stage. The largest problem was reducing or eliminating human interaction while implementing various technology for efficient corporate operations.

Building and sustaining long-term relationships with consumers is crucial for the success of tourism and hospitality businesses in this highly competitive global market. Workers are a valuable resource

for the hospitality sector. Every hospitality company's personnel have a direct impact on the business' performance. Indeed, the staff is the company's image from a customer's point of view when it comes to a hospitality business. Employees are therefore unquestionably the face of every hospitality sector since they are essential in connecting tourism and hospitality businesses with clients and fostering lasting connections. In truth, prosperous service companies have put money into initiatives to boost employee productivity and happiness at work.

India – HR requirements in the travel & hospitality industry

To the Tourism Ministry, and the Government of India, there were around 12 million direct employees in the tourism industry at the start of the decade, but that figure is expected to soar to 79.86 million by 2020.

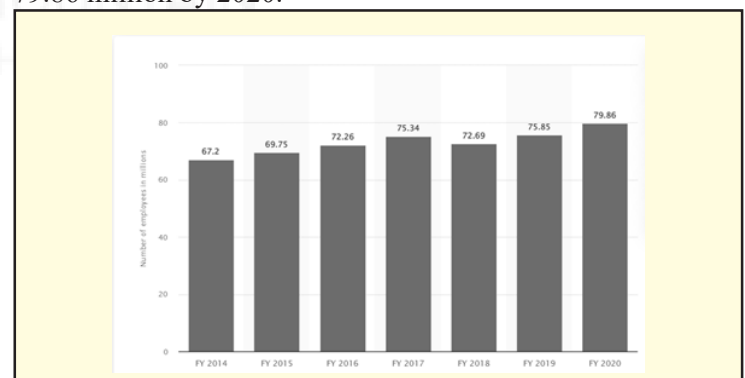


Figure – 1; Number of employees in the tourism and hospitality sector in past years. Source - Statista

Like other service-delivering organizations, the tourism and hospitality industry must address problems of the 21st century with all other international industries. Although this service industry's human resource component has been evolving for some time, it is now essential that this change quickens to keep up with the pace of the 21st century.

HRD is a process that assists an organization's personnel in a constant, planned manner to:

- Establish their basic capabilities as persons, as well as find and use their inner opportunities for personal and/or organizational growth;
- Learn the abilities required to accomplish the many duties associated with their present or projected future positions.
- Create an organizational culture in which excellent supervisor-subordinate relationships, cooperation, and subunit collaboration are prominent and lead to occupational health, ambition, and a sense of mission.

In the service industry, where another sense of touch should help a firm flourish, effective HRD programs are critical. The ability of an organization to take in information from its surroundings is a critical component of human resource strategy. It places a strong emphasis on the ability of its personnel to grow and evolve when circumstances change to uphold the organization's performance standards and goals.

The Organization of the Industry and the Need for Labour According to a Market Pulse study from the Tourism Ministry of the Government of India on "Workforce required in Hospitality Sector, Travel Agency, and Travel Sector," there are roughly 6000 approved travel trade businesses, and the number is predicted to grow by 7.5-10% yearly. Currently, the company hires 83,750 people, with the most working in tickets, tour operations, accounting, administration, market research, and sales. This industry is estimated to employ around 242,000 people by 2020. It is also expected that the yearly need for skilled personnel in the hotel business would reach 29,000 by 2010 and 39,000 by 2020.

Table 1 - Contribution of Tourism to GDP and Employment

| | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 |
|--|---------|---------|---------|---------|---------|---------|
| Share in GDP (in %): | 5.68 | 5.81 | 5.09 | 5.04 | 5.00 | 5.00 |
| Direct (in %) | 3.06 | 3.14 | 2.65 | 2.62 | 2.6 | 2.6 |
| Indirect (in %) | 2.62 | 2.67 | 2.44 | 2.42 | 2.4 | 2.4 |
| Share in Jobs(in %) | 11.91 | 12.14 | 12.38 | 12.2 | 12.29 | 12.95 |
| Direct (%) | 5.19 | 5.3 | 5.4 | 5.32 | 5.36 | 5.65 |
| Indirect (%) | 6.72 | 6.84 | 6.98 | 6.88 | 6.93 | 7.3 |
| Direct + Indirect jobs due to tourism (in million) | 67.19 | 69.56 | 72.26 | 75.71 | 80.54 | 88.72 |

Source: Annual Report 2020-21, Ministry of Tourism, Government of India

In contrast to other businesses, the hotel industry is required to operate around the clock, every day of the week. It is a widely held opinion that the nature of the work, insufficient remuneration with service money-oriented, lengthy working hours, excessive workloads, poor job security, and restricted options for training and development lead to an unsatisfactory job and high turnover. In reality, underpaid, overworked, and undertrained hotel staff members still exist (Singh, 2000). As a result, several research has discovered that poor commitment and low work satisfaction are associated.

Hotels and Employee management

Staff training is becoming increasingly successful in several areas of the hospitality business. The efficiency of the training effort is still hampered by the normally high staff turnover, though. Training is one of the manager's most crucial duties. All managers worry about the productivity, safety, cleanliness, internal controls, and financial controls of their staff. By efficient training, a manager may stop the majority of these concerns from developing into issues. Whilst comprehensive

training cannot cure every issue, it may significantly reduce or perhaps eliminate many of the issues managers confront (Forrest, 1996). Employees would greatly benefit from tasks like on-the-job training and periodic refresher classes to keep them up to date with industry developments. After receiving training, attrition rates would drop and employee annoyance brought on by ineffectiveness and inefficiency would be lessened. Consistency in performance standards and techniques is ensured by training (Forrest, 1996).

The "service profit chain" is a model of customer satisfaction created by Heskett, Sasser, and Schlesinger in 1997. According to this approach, it is crucial to make sure that staff motivation and happiness come before consumer satisfaction since this would ultimately result in higher profitability. This "service profit chain" makes it clear that, rather than repeatedly going through the employment cycle of recruiting, interviewing, hiring, and training, "winners" must be hired and retained in a service business. The model's first tenet states that good customer service is the cornerstone of earnings. Effective, highly motivated service personnel are used to provide this level of client service and pleasure. Research has also demonstrated

that strong customer service results from giving staff jobs they like and feel driven to do. Research on hourly employees in the hotel sector (Ricci & Milman, 2002) and the attraction business (Milman, 2003) has revealed that the most important predictors of retention were those that were less pay-based and more emotional. Two characteristics that were more likely to predict retention than monetary or other remunerative benefits were intrinsic motivators and a positive work environment.

Challenges faced Human Resource Management in Tourism & Hospitality

HRM has to play a decisive role in running the tourism sector smoothly. The industry has a busy linkage with numerous different segments to provide subjective and quality services to local as well as international tourists.

Employee Retention

People's interactions with their employment and workplaces have changed during the last few years. People have been battling to adapt to new work technology for hours at a time while working remotely. Because of the lack of work in a genuine workplace, there has been a sustained separation between the company and other employees. A gap raises employee unhappiness and job insecurity, both of which can make workers want to quit. Training and development expenses are incurred when hiring staff, and the HR sector faces a substantial challenge in keeping turnover rates under control. The organization must prioritize keeping key staff. In these situations, employee engagement and open communication are crucial. Between staff members and top management, communication bridges the gaps and fosters trust. Communication bridges gaps and fosters trust among top executives and employees. It enables you to keep highly engaged personnel. HR's responsibility is to develop a strategy, put it into action, and assess the results.

The practice of retaining workers within the business for as long as possible or until the project is completed is referred to as employee retention. Staff retention helps both the company and the employee.

Management of human resources and planning strive for employee retention. Because turnover is the inverse of retention, it is typically regarded as a standard HRM challenge needing paperwork and reporting. Retention is an issue that cannot be handled by reports or data; instead, it all depends on how we interpret personal difficulties. From the employee's point of view, the organization must lend a helping hand to genuine issues. This is the only simple reasoning that employers must understand. As a result, organizations are obligated to study the reasons why employees resign and stay at their positions.

Turnover Intention

According to (Bigliardi et al. 2005), an employee's behavior indicates if they have the desire to leave the company or not. According to (Mowday et al. 1979), choices about an employee's decision to leave their existing employment are

typically taken into account. According to (San Park and Kim 2009), an employee's desire to quit their work includes both the actual thinking of leaving the company and any statements made with the purpose to depart. Yet, a behavior that foretells the real turnover from the current employment is the intention to depart.

Training & improving employee performance

The process of acquiring the information, abilities, and attitudes that a staff member needs to carry out the duties associated with a post is referred to as training (Hayes & Ninemeier, 2009). In the hospitality sector, training and development may also affect organizational performance (Boella & Goss-Turner, 2012). This study investigates the impact of pertinent training programs that workers should undergo to enhance their ability for job performance. The organization will lag in terms of the skill sets and knowledge needed for a competitive advantage if it does not have an efficient training and development program. According to (Hayes and Ninemeier 2009), an organization can only acquire and keep its competitive edge by investing in the ongoing skill development of its workforce. A major difficulty that every organization should tackle is training and development. According to (Loedolff, Erasmus, Van, Mda, and Nel 2013), the fast advancement of technology in the workplace today alters how work is carried out.

Employee Motivation

(Kusluvan, 2010) explored two streams of HR practices. 1. Individual HR procedures; 2. HRM bundles. Compared to other businesses, the tourism and hospitality sectors do an inferior job of implementing HR strategies to foster employee engagement, happiness, and motivation. The main causes of ineffective human resource management include a large labor pool, pressure from competitors, a lack of unionization, hypocrisy by top management, increasing costs and marginal profits, dynamic demand, and seasonality of the business, all of which have an impact on how human resources are managed. The business is known for making hiring decisions spontaneously rather than adhering to tried-and-true methods like structured interviews and cognitive aptitude testing. Selective hiring, equitable compensation and benefits, employee empowerment, better working conditions, effective leadership, and a clear goal will all help to lower employee turnover.

(Huselid, 1986) examines how HRM procedures affect employee attrition, output, and financial performance. 12000 public enterprises in the U. S. were the major source of the statistics in the 1980s. Huselid organized the HR practices into categories for "Employee Skills," "Organisational Structure Scales," and "Employee Motivation" when conducting the study. The results of the study demonstrated a negative correlation between employee turnover and "Employee Skill" and "Organisational Structure Scales," which are intended to improve knowledge skills and abilities. Incentive compensation plans can be used to motivate employees.

(Nivethitha, 2014) attempts to comprehend how a company's HR strategies affect the psychological contract and how that affects employee turnover. The model developed considers four

interrelated and interdependent hr practices: recruiting, learning and training, performance evaluation, and benefits. Internal hiring, bad training, and poorly defined recruiting methods all increase the likelihood that employees will leave their jobs, whereas candidates chosen based on accurate job descriptions will have reduced turnover intentions.

(Narkhede, 2014) To determine the reasons for turnover, the effect of supervisor recognition, and the objectives of turnover, we studied Restaurant Service employees from Jalgaon City. Orientation and socialization processes, arbitrary recruitment and selection methods, workplace discrimination, a lack of opportunities for training and development, management styles, organizational commitment, competition, and organizational culture have all been identified as factors that affect turnover rates. Other factors include a shortage of workers, stress, and burnout, the temporary nature of the industry, and job dissatisfaction.

Quality of work-life

Workers' work-life balance is at its best when they consider their workplace attractive, significant, relevant, engaging, and demanding, while also giving them an opportunity for professional progress. Having friendly coworkers, kind bosses, and the chance to advance in their careers can keep employees happy, especially if they can use their unique talents and abilities at work (Michael Armstrong, 2014) As a consequence, coworkers' behavior influences employee satisfaction in the workplace and helps to the formation of a pleasant social context, comfortable working conditions, the value of teamwork, and also the ease of collaborating and devotion to the team (Karatepe & Uludag, 2006). According to (Oshagbemi, 2000), interacting successfully with co-workers is crucial for general job fulfillment in a company. Human connections are formed via training and promoting interactions among employees, (Lim & Noriega, 2007). According to (Chiaburu & Harrison, 2008), co-workers' support is more indicative of job participation than leaders' support.

Promotion

The possibility of promotion aids in reducing staff turnover (Nankervis, 1995). (Kim, 2009), states one key assumption of workers employed in the hospitality sector is extrinsic motivation, specifically the opportunity for growth. According to, promotion is essential among the five sections of a recruitment index, which include tasks itself, supervision, compensation, promotion, and coworkers (Lam, Zhang, & Baum, 2001).

Job satisfaction and job retention

According to Clark, Frijters, and Shields (2007), the service industry places a high priority on employee work satisfaction. Discussions by Sharpley & Forster (2003) and Chan & Hawkins (2010) make an effort to clarify how HRM performs its obligations. For instance, (Karatepe & Uludag, 2006) has shown a correlation between a high desire to quit the organization and low work satisfaction. Another important factor that affects service quality is employee satisfaction since customers usually

evaluate an organization's overall success based on the grade of its services (Parasuraman, Zeithaml, & Berry, 1988). HRM procedures must be effective if employers want to keep their staff and affect employee satisfaction, productivity, and working perspectives. Employee dissatisfaction, on the other hand, can deteriorate employee morale and finally result in staff turnover due to a bad attitude towards work (Lam et al., 2001). About 90% of workers would resign if they were dissatisfied at work, according to (Pizam & Thornburg, 2000). Managers should regularly monitor employee circumstances and take immediate action if they notice any signs of stress or discontent, according to Yang (2010). Within a company, the effects of workplace stress may show themselves as staff turnover, motivation to leave, interpersonal difficulties, and subpar efficiency. Employees may quit the company due to stress and unhappiness (Cho, 2006).

The Way Forward

Solving challenges related to labor shortages is a problem that must be addressed by all stakeholders that profit from tourism. One issue that may be explored pertains to both the seasonality and short-term labor demands encountered by industry operators, as well as our current aging workforce.

Since training and development is a well-recognized components of the answer, skill development, particularly for front-line employees, is a strong means of instilling an early awareness of tourism as a profession. Education is a key commodity for organizational efficiency and a tool for establishing a bond with an industry. This skill-based certification, college training, or university education must originate from the proper levels, and it must be provided to the relevant people who require the abilities. Government programs such as "hunar se rozgar tak" and skill development programs through THSC (Tourism & Hospitality Skill Council), which are supported at the national level by Tourism HR and are based on national occupational standards, serve as a resource for employees seeking to be recognized as professionals in front-line positions.

The screenshot shows the 'HUNAR SE ROZGAR' program page. It features a table of courses and a list of salient features.

| Sl. No. | Course Name | Duration | Target |
|---------|------------------------|----------|----------|
| 01 | Hotel Customer Care | 60 Days | Hotel/OT |
| 02 | Hotel Service Standard | 75 Days | Hotel/OT |
| 03 | Hotel Office Assistant | 60 Days | Hotel/OT |
| 04 | Room Attendant | 75 Days | Hotel/OT |

SALIENT FEATURES OF THE COURSE:

- The course is fully sponsored by Ministry of Tourism.
- The minimum age of candidates must be above 18 and there is no upper age limit.
- All sets of uniforms and books are provided to the students free of cost.
- All job training is performed in hotels.
- Employment with the sector will be assured agency is provided not students with 80% attendance will get special certificate.
- 100% placement assistance.

Figure - 2 Fee structure and salient features of courses offered under Hunar se rozgar tak program; Source – www.itdc.com

Consequently, industry operators have important responsibilities to play in managing labor difficulties, providing places of work that are appealing for individuals to join and then choose to stay to create a career. While the government may and does impose fundamental human resources practices

such as employment standards, workplace health and safety laws, and human rights legislation, standing out as an employer of choice requires far more than simply obeying the rules. Several hospitality companies are gradually shifting their human resource practices to focus on leadership development and developing brand cultures to attract top personnel.

The industry is still looking for ways to favorably affect labor difficulties, such as modifying procedures to reduce the need for as many workers as possible. Technology can significantly reduce the number of low-wage employees required to do repetitive jobs by delivering new solutions such as reservation systems and housekeeping tracking software. Using modern technologies will also appeal to millennials as an indication of an innovative corporate culture. Tourism is an industry built on human connection and the development of experiences, thus technology cannot address all labor concerns (Parasuraman 1987). More and more organizations are beginning to address certain long-standing structural labor inequities in the sector, notably around staff remuneration. Several restaurants, for example, are experimenting with no-tip models to address the salary disparity that occurs between front-of-house and back-of-house personnel to create a more fair pay model and alleviate kitchen labor shortages (McAdams & von Massow 2016). Another disparity that is particularly visible in the restaurant industry is a lack of salary parity between women.

Companies must also pay great attention to their employees' motivational demands since research has shown that the elements that attract individuals to a job and push them to perform vary with time and are highly contextualized (Murray 2016). Employees' preferences for decent pay have consistently featured at the top of the list in several historical studies (Kovach 1987; Charles & Marshall 1992), showing the need for employees to satisfy their present-level demands in an industry that usually has lower earnings. However, more recent research indicates that opportunities for advancement and progression, as well as getting completely comprehended for their hard work, are important to employees (DiPietro, Kline, & Nierop 2014; Murray 2016), indicating that employees appear to be seeking to satisfy their growth needs and find meaning in their work. By consistently interacting with its human resource personnel, the industry has the chance to remain relevant in fulfilling the motivations of its personnel and, in turn, enhancing the engagement and duration of its workers.

Doing more with the skills they have might help to alleviate labor demands. According to a recent study, approximately 60% of the variances in employee performance may be directly attributable to how engaged individuals feel in their job (Anitha 2014).

Among all the elements influencing employee engagement, two stand out as crucial: a supportive working environment and interpersonal interactions. Both foster a climate in which employees feel comfortable appreciated and encouraged to take chances and acquire new skills and talents. Personal investment in their employees and displaying admiration for them as genuine people can counterbalance some of the less controllable effects of lower compensation and non-traditional hours.

Conclusion

According to the data, staff development has a considerable impact on employee turnover. Training is a technique that may help hotels create a more dedicated and effective workforce. An excellent training program may lead to increased commitment and reduced staff turnover, resulting in a more productive and professional company by assisting in the establishment of employee investment, reciprocity, and identity, and by restricting other job possibilities. Although training is important in this process, hotels should consider other workforce techniques and practices that help increase commitment. According to the study, training alone may provide numerous advantages, but employing Human Resources techniques that include many other organizational commitment practices and policies may have a considerably bigger impact. One such organizational strategy that can contribute to increased employee loyalty and a more stable workforce is an effective training program. The majority of employees assume that they will be promoted after completing training. A lot of them would prefer internal and external training if it was provided by the business or if the firm was ready to guarantee student debts.

Soft HRM strategies help in the solution of employee work environment, skill shortage crises, and employee job retention in the hospitality industry. Employee job satisfaction is significantly impacted by both internal and extrinsic incentive variables. As a result, a great workplace is defined as having a core drive that fosters employee job satisfaction. The elements of leadership style, regular training methodologies, and a sense of job stability make up the extrinsic incentive component. The personalities of hotel workers should also be scrutinized; if they are service-oriented, it is clear that employment in hotels is indeed not their desired career path.

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Assessment of Knowledge, Attitude, Preparedness and Training Perceptions towards Food Allergies and Food Handling of Young Hospitality Students in Manipal, Karnataka

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Abstract

Food allergies are prevalent in all parts of the world, seen in people from all walks of lives. As the food service industry is growing rapidly, so does the responsibility of the hospitality professionals to be knowledgeable about the type of food that is being served. The study has been done between student of hotel management students at Manipal to determine whether they possess complete and correct information regarding food allergies and if they are prepared professionally to handle a medical situation pertaining to a food allergy reaction. Its purpose is also to learn how hospitality professionals perceive the idea of training towards food allergies and food handling. This study conducted a primary type of research to achieve its objectives. The survey was conducted through a set of questionnaire distributed on a social media platform to students of MSc Nutrition and final year culinary students. There were only 99 respondents to the survey, out of which 40 were females and 59 were males due to the impact of the Pandemic. All the respondents were students at the Hotel Management Institutes in WGSMA Manipal, Karnataka (May 2020). Most of the respondents had already completed their 24-weeks industrial exposure, either in India or abroad. Based on the results we can also conclude that demographics and educational specificities don't have any significance in respect with their attitude, preparedness and training perceptions. Even despite the limitations, we got an insight on how the young hospitality professionals would deal with and whether they are ready to take up a situation involving issues with food allergy and food handling. Effective education programs about food allergy could help improve the students awareness and even a specific certificate training course for food allergy and food handling, can be derived from the results of the study. Gaps were identified by gender and area of knowledge of the participants, consequently the need to carry out training actions for being able to handle food allergy situations in near future.

Keywords: Food allergy, Young hospitality professionals, Food handling, Industrial exposure, Knowledge, Attitude, Preparedness and Training

Introduction

Food allergy happens when there is some symptoms seen in the body like itching in the mouth, at times skin can turn red and some reaction is seen in the skin.

Food allergies are not prevalent in India in comparison to other countries like USA or Australia it is very important for us to incorporate the knowledge about the various allergies, the possible allergens and their reactions. However, in a multi-national survey done in 2012, it was found that majority of countries did not have accurate food allergy data. It can be easily said that food allergies percentage are increasing throughout the world for the past many years. Any food can cause any type of reaction however there are some food which cause specific reactions. Considering the symptoms of the reaction it is further divided into different parts:

Immunoglobulin E- mediated food allergy: most common type of food allergy produced in the immune system of the body and produces an antibody called immunoglobulin (IgE). One can usually see the symptoms immediately after a few minutes after eating a specific food.

Non-Immunoglobulin E- mediated food allergy: these types of reactions are the total opposite of the IgE, and it is usually caused by the other cells which are present in the immune system. In a non IgE food allergy it is somewhat difficult to diagnose and the symptoms of the same do not appear very quickly. It may take some time or some hours.

This study focuses on the assessment of the young hospitality professionals who are about to start their work life or who have undergone some sort of industrial training. The study focuses on their knowledge, awareness, attitude and preparedness of food allergies and their handling in case they encounter one or

have encountered one already. Food allergies are not common in India however in abroad the cases are more. As students might have the desire to work abroad so seeing the increased number of cases it is essential for them to have food allergy knowledge and awareness so that in case of any emergency they would know what they have actually done and how it could be prevented in near future. It could be further extend with food handlers who are on job and they need to be trained on HACCP or ISO 22000 certificates. It has been seen that food handlers in the foodservice industry are willing to take training on FA to make them equivalent in their knowledge level (Lessa et al., 2016; Loerbroks et al., 2019; Radke et al., 2016; Shafie and Azman, 2015). So simultaneously for these young hospitality professionals to be more aware of the potential threat which comes from food allergies. This study will also throw a light on how students perceive the food allergies and the reactions and is there a need or importance of undergoing certain training in order to be equipped with the knowledge and awareness of food allergies.

Objective

This study offer insights on practices adopted by Hospitality students to assess the knowledge, attitudes, and best methods towards gaining knowledge about food allergies.

Literature Review

In this study they talk about how food allergies are mostly prevalent among teenagers and young adults. The reason could be that teenagers and young adult they try to engage in more high-risk taking behaviour when it comes to food allergies. And this is the main reason why it becomes so important for the young hospitality professionals to be equipped with knowledge and awareness about food allergies because as they step in the industry they will be dealing with lot of young guests who could be having different sorts of allergies.

We can relate our study in a way that if the university/college finds the need to train the young hospitality professionals about different sorts of food allergies they should have means to take care of food allergies especially on campus when they are dealing with a food allergic person. Even though food allergies are not so prevalent in India it is very important to have at least basic knowledge about it because you never know when you might have to deal with it being in the Hospitality Industry.

Country like India is made of different race, religion, caste, culture and every culture has their own food consumption habits. Therefore, even though there aren't many cases of food allergies today we have start preparing the students especially the ones in Hospitality sector because this is one industry who deals with the guest as well as their food consumptions literally daily. It would save a lot of time and energy if the young hospitality professionals are prepared to enter the industry with the knowledge and awareness as well as the necessary training related to food allergy at an early stage say when they are learning about the industry in their college or university.

When we talk about pattern and trends, we should understand that every time something new comes up it becomes a trend which is more like a pattern to be followed. Especially the young teenagers and young adults are the ones who keep the trend going on. They have a lifestyle wherein they would want to eat everything and anything whether they like it or not but just to try it and keep the trend going on. And that is why it becomes important for us as young hospitality professionals to be equipped with the necessary knowledge and the attitude we hold and how aware we our about the situations around us. While the teenager or the young adult might not pay attention to the allergens but you should always be prepared to know what you have to do in a situation which demands you to react to a food allergy if encountered at all.

As a young hospitality student, we would all aim to be managers or assistant managers when we join an establishment. People especially who want to be in food and beverage and culinary field they should be knowing about the different food allergens and different types of food allergic reactions that one possibly could have. As managers or assistant managers, you would be responsible for your staff to equip them with necessary knowledge and awareness as well as their preparedness and training in the work area. And for that to happen you are supposed to know and study about the food allergies yourself initially or as you start your hospitality profession at the very early stage that is in college or universities. You cannot train someone when you yourself do not have the right source of information or awareness. Another important thing is to be equipped with the right knowledge about substituting or providing a food allergic guest with a meal plan which you can only do if you have sound knowledge about different types of food allergens and the allergies and what that guest could possibly eat and what he/she cannot eat.

This is the reason why we are trying to do a research on the young hospitality professionals who are about to join the industry or soon will join as to how well they are equipped with the necessary knowledge, awareness and preparedness when it comes to facing a food allergic reaction. One can avoid a person having allergy is through having prior knowledge or history so that those ingredients can be prevented from adding in the menu or suggesting them alternatives. In this study it was focussed. As a young hospitality professional if you know and are aware about the food allergies you will be able to find a substitute or an alternative for that food allergen. And all this depends on how well you are equipped with your knowledge skills about food allergies. Food allergy is something really serious and if not dealt properly one can even die and so it is very important for you as a young hospitality professional to have a solid foundation or at least a basic knowledge about the various allergens and how you could substitute a possible food allergen which is safe to consume by the guest with food allergy.

This knowledge is gap is what we want to fill in and as young hospitality professionals we can overcome these gaps if we are trained at the very beginning of our careers. So, it becomes increasingly important for them be knowledgeable and fill up the knowledgeable gap between their staff and other employees by giving them appropriate information and training in the workplace.

It also helps to improve our approach in preparing of food items and necessary details should be shared to the service staff so that they can share with the guest for the same. This could be understood in a way to avoid cross contamination of food. When you are working in a kitchen and you get an order which has a food allergy you are required to take special precaution while preparing that meal because even if you might not deal with the allergen you can still cause cross contamination between the foods products while can lead to causing an allergic reaction. If you handle the food well that is if you are aware of your surroundings or if you have enough knowledge and you can see that there has been a cross contamination or the food has been mishandles you are supposed to report it to your supervisor or your manager or the concerned authority. You cannot be casual about handling food because food allergy is an important topic to deal with and it can lead to some serious consequences if not dealt properly and adequately.

A concern was raised that all staff whether working in kitchen or service should be thoroughly aware of the ingredients being used in the menu for the preparation of the dishes. the issue of food allergies, concern and This brings us back to the knowledge gap that we spoke where in if you are not able to identify the food allergens or food allergies you as a young hospitality professional will not be able to meet the food handling concerns specifically regarding the food allergies. Food handling and safety is of utmost important when it comes to any establishment which deals with food and related products. Cross contamination can be a big cause which can trigger someone's allergic reaction even when they have not consumed the product directly. So, one must be very careful when it comes to food handling and food safety. Traditionally almond and cashew are ingredients that can be seen used in all Asian recipes, however peanut was less considered as ingredient when allergy are concerned and as it is cheaper than almond so it can be used as a substitute to avoid meal price In this context there is a need for students to be to be aware that both these may cause allergen which a customer will not be able to tolerate so we should not look at the cost and the responsible people who are preparing and serving do need to have good knowledge. So it important for the customer to inform about their allergen earlier and be particular when choosing meal choice and not to presume that may be it was safe for other will be safe for them. As trained students we need to inform our customers about the effects that may occur if they do not share their allergens. Food allergy training can be another process inculcated in the food hygiene training courses will be best way to make the student updated as per industry. The teachers need to ensure that the basic foundation need to be built among these students on hygiene and safety. The industry people should also need to receive food allergy training so that they are at par to deal situations. Being directly in contact with our customers it is essential that we need to ascertain our customer need, at times due to certain barrier between departments cases arises and even when the right practice is not followed.

Nowadays there are alternative to share food allergy-related information are produced towards the awareness of the allergens. Some young hospitality Professionals try to prepare separate menus or allergen-free menus designed for those who are allergic to major food allergens (e.g., peanut, shellfish).

Few people had received this training how to prepare the specific type of food for allergic people . In spite of not having the correct knowledge still people were comfortable to handle with allergens. It is a team work to provide food safe free of allergens to the customer provided all have the right knowledge. Different processes can be implemented to involve more people into the knowledge and practice of knowing and it should also involve people also from the cleaning department.

Strictly avoiding the food allergens is the sole method of preventing an allergic reaction, currently. Symptoms of a food allergic reaction varies on an individual basis-an allergic reaction may be mild such as skin rashes for someone, while it may be severe with potentially fatal anaphylactic reaction for another.

With the growth of the restaurant industry, a large number of cases can be seen in restaurants. A study reveals that out of the 294 respondents about 34% had some symptoms of one variant of allergy in a restaurant, and 36% had at least three reactions. Previous results had showed large cases nut related allergic reactions that had occurred after the prior to the meal the customers had informed the restaurants. In the same investigation, it was found that in 78% of the cases, an employee of the establishment was aware of the source that may cause the allergen. As people keep on getting busy , normal that number of people who consume food in restaurants the numbers keep on expanding. Numerous such linkages have been recommended to clarify the ascent, however uncertainly. An investigation by scientists at Johns Hopkins University, US, focuses towards a person's race as one of the elements. It says food allergies have multiplied among African American individuals in the previous two decades.

The team broke down information derived from 452,237 kids from 1988 to 2011. Among African American kids, food allergies expanded at the pace of 2.1 percent every decade. The pace of increment for whites and Hispanics was 1 percent and 1.2 percent separately. "It is essential to take note of this expansion as it was in self-reported food allergies," says Keet. "A significant number of these youngsters didn't get a legitimate food allergen hypersensitivity determination from an allergist. Different conditions, for example, food intolerance, can regularly be confused with a hypersensitivity, because not all side effects related with food sources are brought about by food allergy."

"A few statistics propose up to 3 percent of Indians may as of now have food allergies, most of these under 40 years of age." He includes, "Food allergies cause approximately 30,000 crisis medical situations and 100 to 200 casualties for each year in the country. Up to 3 million Indians may have peanut sensitivity alone."

The most well-known reasons appear to be caused by erratic ways of life, stress, lack of rest and toxins. Additionally, individuals will in general devour processed food without perusing alerts on the packaging. Additionally, some packaged foods are not by any means named appropriately in India." She includes, "Yet individuals likewise appear to perceive nourishment sensitivities more regularly now than they used to previously." Kalpana says nuts, brinjal proc preserved food items are a portion of the basic allergens in India.

Allergies are a western disease but is spreading to the entire world very fast. It may be astonishing to some, but India is not that far behind in India almost one-fourth of the population has some kind of an allergic condition. In fact most developing countries which are increasingly adopting western lifestyle are noticing a huge spike in the number of people getting allergy among all age groups, mostly seen in young people. Awareness, practice and attitude of the hospitality professional in regards to food allergies are beneficial from making things worst. A study which is aimed to assess the hospitality professional's awareness about food allergens, which will guide others to maintain the safety and hygiene. It showed that more than 50 percent of people handling food have moderate levels of knowledge. Few number of people actually have a proper awareness about food allergies. Limiting the risk of getting allergies and to avoid getting reaction from it like anaphylaxis, within its customer's, integration into training is mandatory for all.

In Asia, there has been food allergies that are unique to specific regions and numerous allergies has been found. For example, the article talks about birds' nest which is mostly happening in Singapore. Chickpea is one major allergen and there is a huge consumption among vegetarians. In India currently Eggplant allergy has a high occurrence rate. The knowledge in food allergy acquired by hospitality students and their attitude, it is necessary to investigate what was the outcomes which helps to identify populations with notably poor knowledge or attitudes. Accommodating people with food allergies is not an easy task. In such a diverse food market people need to be aware about allergens and follow the correct food protocol. They act as the knowledge centre of your restaurant. All employees are responsible to reduce the risk of food allergy related incidents further.

Customers allergic to a food allergen will know the detail ingredients that will lead to allergy in them if consumed. If employees are asked about a question regarding food allergy that a customer may have, that they cannot answer, they should contact right resource person who can assist you. Expressly communicate if your restaurant cannot confidently satisfy a guest's request. Allergy-specific technology is available, like the Point of Sale (POS) systems are now have an allergen key. Hospitality professionals felt that the customers' needs to inform in prior of their allergens before ordering. However, as the allergens were unlisted on the menu, the customers jumped to the conclusion that the food served was safe to consume. Hospitality professionals rely on the customer with any specific allergy to inform the premises so accordingly the food can be prepared rather being totally dependable on the people working in the organisation. Another factor, that is widely responsible for cases with allergy, is the not undergoing training in the food allergen program. In addition to this, the hospitality professionals in the restaurant should prepare wholesome food that can be consumed. So by proper training food allergic customer can be dealt carefully so that they do not get victimised, and the dishes can be prepared making a note.

Negligence in the matter may cause allergic reactions that can be fatal to the customer. Hence it is advised that to protect customers, it is the responsibility of the hospitality professional to have the training.

Methodology

The following methodology framework has been undertaken which was a primary type (the data was collected directly instead of previously done research). With the objective in view the study was done to assess the preparedness towards allergies and food handling of young hospitality professionals

There were 99 participants in the survey conducted. They voluntarily answered the questionnaire shared on a social media platform. Amongst the participants were both female and male members. The participants were from WGSMA college Udupi. The participants were between the age of 18-24. The participants were of Indian origin. Most of the participants belonged to the same socio-economic group.

The information was gathered through a online open ended questions. Set of questions that were already framed and approved. The questionnaire consisted of five different sections. **Section 1** assesses the Food allergy - Knowledge aspect of the candidate. **Section 2** assesses the Food allergy - Attitude aspect of the candidate **Section 3** assesses the Food allergy - Preparedness aspect of the candidate. **Section 4** focuses on the Food allergy -training aspect of the candidate during Practical classes in college and **Section 5** focuses on the Food Allergy – perception aspects of training needs of the candidate. The finding was reflected by the mean of questions and response which helped in the study. The questions were already framed and were taken from

Statistical Analysis

Questionnaire was made on google form and was distributed to the students via social media. The data was analyzed with the help of SPSS software .

Result

This section presents the main results analysis of the survey answers.

For the sake of clarity, the section has been divided into three parts: (i) Demographic Characteristics (ii) Attitude Aspect (iii) Preparedness Aspect (iv) Training Aspect

Demographic Characteristics

The questionnaire was distributed via social media platform, and we got 99 responses. All the questions were filled in by the students. The following chart represents the demographic information of the student:

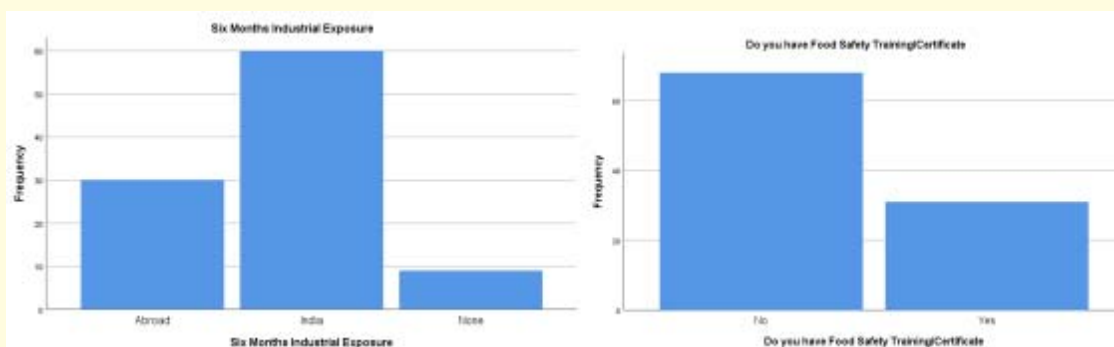
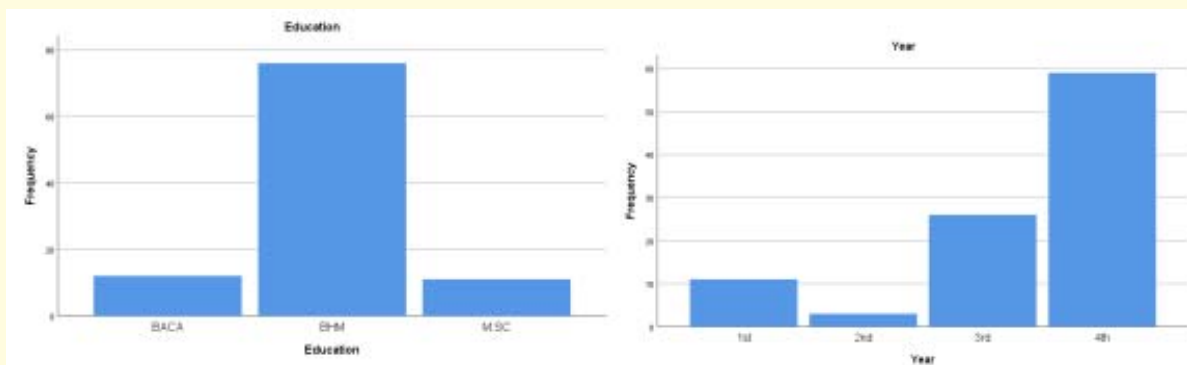
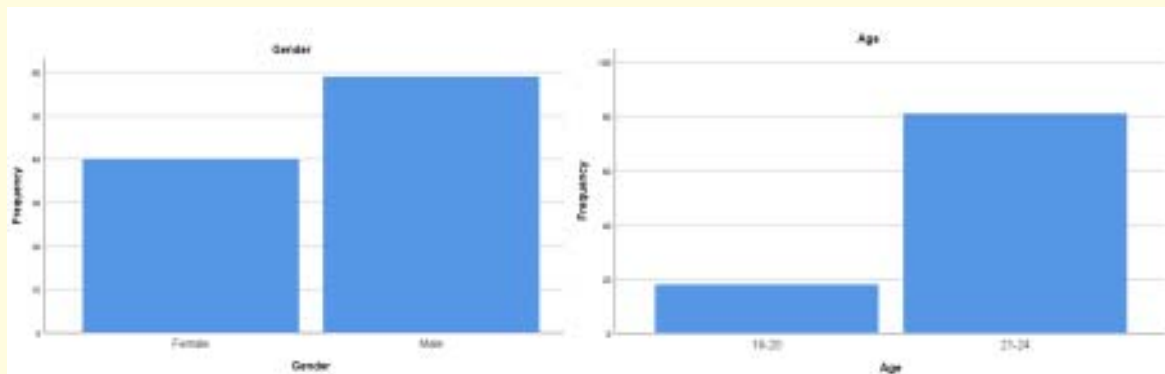
| | | Frequency (N) | Percent (%) |
|--------|--------|---------------|-------------|
| Gender | Female | 40 | 40.4 |
| | Male | 59 | 59.6 |
| | Total | 99 | 100.0 |

| | | | |
|-----|-------|----|-------|
| Age | 18-20 | 18 | 18.2 |
| | 21-24 | 81 | 81.8 |
| | Total | 99 | 100.0 |

| | | | |
|--------------------------------|--------|----|-------|
| Six months Industrial Exposure | Abroad | 30 | 30.3 |
| | India | 60 | 60.6 |
| | None | 9 | 9.1 |
| | Total | 99 | 100.0 |

| | | | |
|----------------------|-------|----|-------|
| Training Certificate | No | 68 | 68.7 |
| | Yes | 31 | 31.3 |
| | Total | 99 | 100.0 |

Graphical Representation of Demographics



Knowledge Aspect

Responses of students to the knowledge aspect of the questionnaire.

| 1. How soon does a food allergy reaction occur after the food is consumed? | | | | | |
|--|---|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Forty-eight hours after the food is consumed | 2 | 2.0 | 2.0 | 2.0 |
| | Immediately or within a few hours after the food is consumed. | 66 | 66.7 | 66.7 | 68.7 |
| | Thirty-six hours after the food is consumed. | 4 | 4.0 | 4.0 | 72.7 |
| | Twenty-four hours after the food is consumed | 27 | 27.3 | 27.3 | 100.0 |
| | Total | 99 | 100.0 | 100.0 | |

| 2. Which body system can be affected by a food allergy reaction? | | | | | |
|--|------------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | All of the above | 86 | 86.9 | 86.9 | 86.9 |
| | Gastrointestinal tract | 5 | 5.1 | 5.1 | 91.9 |
| | Respiratory system | 5 | 5.1 | 5.1 | 97.0 |
| | Skin | 3 | 3.0 | 3.0 | 100.0 |
| | Total | 99 | 100.0 | 100.0 | |

| 3. Which of the following does not belong in the top eight food allergens? | | | | | |
|--|--------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Potato | 61 | 61.6 | 61.6 | 61.6 |
| | Shrimp | 4 | 4.0 | 4.0 | 65.7 |
| | Tofu | 17 | 17.2 | 17.2 | 82.8 |
| | Wheat | 17 | 17.2 | 17.2 | 100.0 |
| | Total | 99 | 100.0 | 100.0 | |

| 4. Which of the following items are risky for guests who have food allergies? | | | | | |
|---|--------------------------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | All of the above | 63 | 63.6 | 63.6 | 63.6 |
| | Complex dishes with many ingredients | 29 | 29.3 | 29.3 | 92.9 |
| | Desserts | 6 | 6.1 | 6.1 | 99.0 |
| | Fried foods | 1 | 1.0 | 1.0 | 100.0 |
| | Total | 99 | 100.0 | 100.0 | |

| 5. Which of the following should service staff do in order to prevent an allergic reaction? | | | | | |
|---|---|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Be able to identify ingredients in the menu item upon customer request and determine if it contains any commonly known allergens. | 88 | 88.9 | 88.9 | 88.9 |
| | Cook food to the right internal temperature. | 3 | 3.0 | 3.0 | 91.9 |
| | Keep foods safe from microbial growth. | 4 | 4.0 | 4.0 | 96.0 |
| | Use dishwasher for washing dishes. | 4 | 4.0 | 4.0 | 100.0 |
| | Total | 99 | 100.0 | 100.0 | |

6. Which of the following is the best treatment for controlling a severe food allergic reaction?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | Benadryl | 19 | 19.2 | 19.2 | 19.2 |
| | Epinephrine | 44 | 44.4 | 44.4 | 63.6 |
| | Pseudoephedrine | 24 | 24.2 | 24.2 | 87.9 |
| | Sudafed | 12 | 12.1 | 12.1 | 100.0 |
| | Total | 99 | 100.0 | 100.0 | |

8. Why can fried foods be dangerous for individuals with food allergies?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | Cross-contact with other food proteins can occur if the oil was used to cook other foods. | 60 | 60.6 | 60.6 | 60.6 |
| | Frying changes the chemical structure of foods. | 12 | 12.1 | 12.1 | 72.7 |
| | The high fat content in fried foods makes allergic reactions worse. | 24 | 24.2 | 24.2 | 97.0 |
| | The high starch content makes allergic reactions worse. | 3 | 3.0 | 3.0 | 100.0 |
| | Total | 99 | 100.0 | 100.0 | |

Descriptive Statistics

| | N | Mean | Standard Deviation |
|--|----|------|--------------------|
| 1. It is important to me to ensure that the right information is received from guest to know their allergies. | 99 | 4.72 | .623 |
| 2. It is my prime job to ensure that I have the right knowledge about food to prevent guest from having allergies. | 99 | 4.68 | .620 |
| 3. It is my job to ensure right measures can be implemented to stop contamination. | 99 | 4.68 | .603 |
| 4. It is my prime job to ensure that I inform the guest with accurate allergen information which shall reduce the chances of a food allergic reaction. | 99 | 4.24 | .927 |
| 5. People handling food need to be knowledgeable | 99 | 4.76 | .536 |
| 6. Awareness will assist me deal with cases better I am willing to change my food handling behaviours. | 99 | 4.55 | .836 |
| 7. Awareness about food allergies would allow me to be more careful when handling with foods at my workplace. | 99 | 4.65 | .675 |
| 8. It is presumed that food allergies does not activate when present in small quantity however risk should not be taken. | 99 | 2.51 | 1.567 |
| Valid N (listwise) | 99 | | |

The mean knowledge score was 4.39 whereas the standard deviation is (+/-) 0.33(out of seven possible points). Students had the knowledge and awareness what they will do to ensure guest does not suffer from allergic reaction (88.9%) and which body part will likely to see such indicator of allergic reaction (86.9%). On the other hand, the students had little information how to deal with allergy related to out fried food (60.6%) and

the type of treatment that will help to control a food allergic reaction (44.4%)

Attitude Aspect

Response received based on the attitude of respondents towards food allergies were recorded and the mean scores and standard deviation was taken are:

| | | Statistics | | | | | | | | | |
|----------------|---------|---|---|---|--|--|---|--|---|---|--|
| | | 1. It is important to me that accurate information about food ingredients is provided to customers with a food allergy. | 2. I think preventing incidences of food allergies is an important part of my job responsibilities at my workplace. | 3. I believe appropriate precautions can be taken to avoid cross-contact between foods at my workplace. | 4. I believe that the disclosure of accurate allergen information to customers with a food allergy will decrease the likelihood of a food allergic reaction. | 5. I think all foodservice employees should be knowledgeable about food allergies. | 6. I am willing to change my food handling behaviours related to handling food allergens. | 7. I believe that knowledge about food allergies would make me more confident about handling food at my workplace. | 8. I believe small amounts of a food allergen cannot cause a food allergy reaction. | 9. I think individuals involved in food preparation should be more knowledgeable about food allergies than servers or cashiers. | 10. I am willing to attend food allergy training courses/workshops to learn more about food allergies. |
| N | Valid | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.72 | 4.68 | 4.68 | 4.24 | 4.76 | 4.55 | 4.65 | 2.51 | 3.86 | 4.37 |
| Std. Deviation | | .623 | .620 | .603 | .927 | .536 | .836 | .675 | 1.567 | 1.161 | .910 |

| Cronbach's alpha parameters of the subscales:- | | |
|---|---|-------------------|
| <u>Cronbach's Alpha</u> | <u>Cronbach's Alpha Based on Standardized Items</u> | <u>N of Items</u> |
| .720 | .811 | 10 |

Mean score for attitudes towards food allergies is 4.30 and standard deviation is (+/-) 0.31 . As you can see, we took out Cronbach's Alpha reliability statistics and it gives us a score of 0.72. attitudes towards all food service employees being knowledgeable has the highest mean rating as 4.76 (+/-) 0.53 whereas having small amount of food allergen not causing a reaction is got the lowest mean score of 2.51 (+/-)1.56.

Preparedness Aspect

The statistics for preparedness aspect was recorded and the mean and standard deviation for each of the question is given below:

| | | Statistics | | | | | | | | | | |
|----------------|---------|---|---|--|---|---|--|---|--|---|--|--|
| | | 1. If a mistake is made when preparing a food allergic customer, I remake the food. | 2. I wash my hands thoroughly with soap and water and wear a fresh pair of gloves before an allergen-free meal. | 3. I try to listen carefully, understand, answer customers' questions about food or allergens in the food. | 4. If one of my customers has a food allergy, I communicate the allergen information to the cook to ensure that the food is prepared safely and is allergen-free. | 5. I use clean and sanitized equipment and utensils at my workplace to prevent cross-contact between allergens. | 6. I use separate equipment (tongs, ladles) for allergen-containing foods. | 7. While serving foods to customers with a food allergy, I separately handle allergen-containing and allergen-free plates to prevent cross-contact. | 8. When a customer identifies himself as having a food allergy, I provide accurate information to them regarding ingredients and preparation method. | 9. If I am unsure about the ingredients in a menu item, I still assure the customer that the food does not contain any allergens. | 10. When preparing food for a customer with food allergies, I pay more attention to safe food handling practices than when preparing food for a customer without food allergies. | 11. When preparing fried food for patrons with a food allergy, I make sure that I change the oil in the deep fryer to prevent cross contact. |
| N | Valid | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 2.77 | 2.83 | 2.87 | 2.85 | 2.84 | 2.78 | 2.69 | 2.81 | 1.87 | 2.42 | 2.71 |
| Std. Deviation | | .470 | .379 | .339 | .360 | .370 | .418 | .508 | .396 | .865 | .656 | .479 |

| Cronbach's alpha parameters of the subscales: | | |
|--|---|-------------------|
| <u>Cronbach's Alpha</u> | <u>Cronbach's Alpha Based on Standardized Items</u> | <u>N of Items</u> |
| .794 | .857 | 11 |

The overall mean score of preparedness aspect towards food allergy is 2.77 (+/-) 0.15 on a Likert scale. The question which had the highest mean score of 2.87 (+/-) 0.33 whereas received the lowest mean score of 1.87 (+/-) 0.86.

Training Aspect

| 1. I have received training on how to avoid cross-contact between foods during food preparation/service. | | | | | |
|--|-----|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | No | 21 | 21.2 | 21.2 | 21.2 |
| | Yes | 78 | 78.8 | 78.8 | 100.0 |
| Total | | 99 | 100.0 | 100.0 | |

| 2. I have received training about food allergies (serious nature of food allergies, including allergic reactions, anaphylaxis, and death). | | | | | |
|---|-----|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | No | 30 | 30.3 | 30.3 | 30.3 |
| | Yes | 69 | 69.7 | 69.7 | 100.0 |
| Total | | 99 | 100.0 | 100.0 | |

| 3. I have received training on how to communicate allergen | | | | | |
|--|-----|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | No | 31 | 31.3 | 31.3 | 31.3 |
| | Yes | 68 | 68.7 | 68.7 | 100.0 |
| Total | | 99 | 100.0 | 100.0 | |

| 4. I have received training on how to read food allergen labels. | | | | | |
|--|-----|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | No | 25 | 25.3 | 25.3 | 25.3 |
| | Yes | 74 | 74.7 | 74.7 | 100.0 |
| Total | | 99 | 100.0 | 100.0 | |

The following item shows the food safety training aspect derived from the questionnaire and updated training report that students received on food allergy. While maximum of the students have received training allergy – various aspects (68.7%-78%). Around (21%-31%) however didn't receive training regarding food allergies aspects.

Food Allergy Perception Aspects of Training Needs

This part of the questionnaire shows the perceived aspects of the respondents towards food allergy training on a scale of 1-5 where 1 is labelled as very unnecessary and 5 as very necessary.

| Statistics | | | | | | |
|----------------|---------|---|---|--|----------------------------------|---|
| | | 1. Training on how to avoid cross-contact between foods during food preparation/service | 2. Training on how to communicate allergen information to customers | 3. Training on how to read food allergen labels. | 4. Training about food allergies | 5. Training about how to identify the top eight food allergens. |
| N | Valid | 99 | 99 | 99 | 99 | 99 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.63 | 4.63 | 4.69 | 4.62 | 4.68 |
| Std. Deviation | | .708 | .708 | .633 | .666 | .652 |

| Cronbach's alpha parameters of the subscales: | | |
|---|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .944 | .944 | 5 |

Demographic characteristics- age was taken and tested against the attitude of the students. There were two age group participated in the study -students between the age group of 18-20 and others were students between the age group of 21-24. Independent t test was conducted between the age and attitude of the students. There is no significant difference of the means of age in relation to the attitude. (t=4.30, p > 0.05). Independent t test was also conducted for perceived training needs and age of the students. There was no significant

difference of age regarding perceived training needs as important (t=4.64, p > 0.05). This basically means that irrespective of the age of the students their attitude and their perception of training needs towards the food allergy situations would still show no sign of difference. Age is just a number and doesn't account for any change in the opinion. We also took six months industrial exposure as a factor to see the attitudes of people who have undergone their industrial experience. From the 99 students 30 students did training abroad

whereas 60 of them did in India and the remaining 9 didn't undergo a six months industrial training. For determining the result T test was done which shows us that there is no significant difference in the attitude of people irrespective of doing an internship abroad or India towards the way they would keep an attitude regarding food allergies ($t=4.28, p > 0.05$). On running independent t test for demographic characteristics- six months industrial exposure in abroad or India and the preparedness aspect of the students. There were only 9 students who had not undergone an industrial exposure however from the tests analysis there is no significant difference whether people do their training abroad or in India regarding their preparedness aspect. ($t= 2.67, p > 0.05$). Our test also shows us that there is no significant difference on training received when compared doing it abroad or India ($t=4.64, p > 0.05$). Independent t test was run between students doing bachelor of hotel management and M.SC in nutrition regarding the preparedness aspect when dealing with food allergies. We found out that out of 11 questions there was only one question wherein $p > 0.05$. When we compared Bachelor of Culinary Arts students with students in M.SC in nutrition we found out that there is no significant difference to their approach towards preparedness regarding food allergies.

Interpretation

This study provides us with the required knowledge about food allergy and food handling, attitude, preparedness and training needs of young hospitality professionals. From the results we can see that most of the students had the right kind of attitude and capable enough to attain with various questions on food allergies. Students were quite knowledgeable about injecting an epinephrine that can control the particular variant of allergic reaction. Students had the knowledge of the most prevalent top eight allergens as well as how much time does it take to get an allergic reaction.

The attitude aspect of the students seem to be pretty similar even though some students did their industrial training abroad there was no significant difference found when we compared the students training abroad and students training in India regarding their attitude towards food allergies and food allergy situations. Most of the students gave a response which was ideally expected when certain set of statements were thrown at them. On the other hand, when asked another question related to whether a small quantity of allergen present in food can cause a food allergy reaction around 40.4% people said they strongly disagree with this statement whereas 19.2% said they strongly agree with this statement. It can be determined from the above that not knowing the characteristics of a food might lead to cause reaction and those who agree with this or as rephrased in the above statement have a high knowledge regarding food allergies in comparison to those 19.2% students who would say that slight exposure to an allergen won't cause a reaction.

The knowledge and attitude aspects contribute towards their preparedness of the student when facing a situation regarding food allergies. In such a case it is important to keep in mind that food allergy can cause severe reactions. It might even cause

death in some situation if the problem is too out of control. Therefore, when unsure about the ingredients in the food item it is always a best practise to let the customers know that you are unsure instead of risking their lives. Also, if you are unsure about the food ingredients and doesn't have any allergen it shows your lack of knowledge and attitude towards handling food allergy situations and food allergy in general.

Talking about the training aspects of students it is interesting to note that most of the students have answered as "Yes" when they were asked questions like Training to stop cross contamination during food areas (78.8%), Awareness about food product whose labels indicates various allergic reaction (74.7%), Awareness to identify about the most common food allergens (71.7%). However, when asked in the beginning of the questionnaire whether "you have a food safety training/certificate" most of the students replied as "No" as an answer. Hospitality students might receive training in the form of their practical classes wherein they are being taught about the food allergy and related subjects to food however there is no such certificate that is being awarded to them for it. This is something that the college can look upon because when students go for their training especially abroad, they are asked to do certain food safety course/certificate which included about ample of topics including food allergies. If they would learn this as a part of their course and are being provided by some sort of certificate for it for future use it will save the students a lot of time, there.

A high percentage of students also feel that it is very necessary to have food allergy training. Questions related to various aspects of allergens from guest point and servers point revealed the following results received above 75% responses saying, "Very necessary". While all the questions under this category received 70% above responses as "Very Necessary".

Conclusion

The object of the present study to explore the trends towards improved awareness, better knowledge this could be done by mandatory training towards food allergies and food handling of young hospitality professionals. It can be seen based on their exposure and training and awareness that students have been quite knowledgeable, they have developed a positive attitude and are prepared to face up the challenge dealing with food allergy situations.

We also can conclude based on the tests done that demographic characteristics like age, where they have done their industrial training, different courses do not have any significant difference with respect to their attitude, preparedness and training perceptions. However, there should be specific certificate course that the students must undertake regarding food safety since it is a very useful tool for the students when they go for their placements or even start working.

Limitations

This study was conducted only at WGSMA College so it had limitations which must be acknowledged. 1) The sample size

is only from one college and it is taken as per convenience 2) The results of the same cannot be generalised. Since it was a small sample size. 3) The questionnaires were not able to reach out to a larger sample size due to having constraints of lockdown so it was circulated only to student crowd of MSc. & B.A. Culinary Arts student who had done their internship. The field of studies draws the outlines of changes and continuity towards learning perspective of these students in food allergies, it can be overcome by future scholars by expanding with more colleges zone wise.

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Genetically Modified and Non-Organic Foods Associated with the Development of Health Disorders in Fast Food Addiction

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Abstract

For quickly consume people like fast food which causes long term and short-term health disorders due to high salt, sugar, saturated fats, trans fats, calories, processed preservatives and other ingredients.

To keep up with great wellbeing an individual ought to attempt to choose fast food things that contain less salt, fat, sugar and complete starches having calorie restriction. Fast food addiction is generally destructive to human body which is talked about here.

To increase production of vegetables genetically modified foods are not so harmful because these are cultivated by transgenesis in Genetic Engineering process.

So many conflicts arise in case of vegetarian and non-vegetarian diet. Most of the people in India consume vegetarian diet and that is healthy no doubt because it contains more vitamins, minerals, anti-oxidants with carbohydrate, protein and fat that makes healthier than non-vegetarian diet. Non vegetarian diet should consume properly to calculate calories for the prevention of various cardiovascular diseases, diabetes and cancer.

The cause of food Allergy and obesity have been discussed here how antibody reacts with mast cells which secrete histamine and it is responsible for Allergy in immunological reaction. Obesity should be measured by BMI techniques and calories should be maintained in the daily diet to avoid obesity problem.

The cause of food Allergy and obesity have been discussed here how antibody reacts with mast cells which secrete histamine and it is responsible for Allergy in immunological reaction. Obesity should be measured by BMI techniques and calories should be maintained in the daily diet to avoid obesity problem.

The non-organic food is harmful no doubt for applying various chemical manures and pesticides to prevent the loss of crops and vegetables production in Agriculture. Those chemicals and pesticides enter in the human body during food intake causing various diseases. So organic food preparation cost is higher than non-organic food.

Keywords: Fast food addiction, Health disorder, genetically modified foods, Veg.& nonveg. food, Organic & non organic food, Allergy, Obesity.

Introduction

To get healthy perfect life food and proper nutrition are essential. Otherwise, everyone will suffer in different deficiency problems, metabolic disorders and life span will be short, therefore, food is needed for nutrition of health to get energy which helps to maintain proper healthy body weight and the risk of chronic diseases will be reduced. At least seven major nutrients are required for general health status, such as, carbohydrate, protein, fat, vitamins, minerals, water and dietary, fibres.

The culinary culture in the past Bengali dishes four types of foods such as—charbya i.e., chewed food like rice, fish etc. Chosya i.e., food which is to be sucked like ambal, tak etc. Lehya i.e., chatni. Peya i.e., drinks like milk. (Ray,1987; Mukhopadhyay 2007: 29)

In Vishnu puran it has been examined that meals ought to begin with sweet dish followed by salty dishes and end with spicy and bitter dishes especially in Northern India. In Brihaddharma puran boiled rice and ghee are eaten first, trailed by spinach and vegetables; the finish of the dinner is consistently milk with boiled rice. (Ray 1987: 5).

Bengal is famous for its food and cuisine because of possessing fertile agricultural land and high production of paddy, dal (lentil soup), posto (poppy seeds) along with various types of vegetables. Simultaneously waterways of Bengal are the primary hotspot for different kinds of fishes. In this way, fishes are remembered for the primary course of meal.

In Bengali cuisine fish curry and mutton curry with rice have been included among the non-veg group of people.

It is described in the Mangalkabya about the different processes of cooking the several types of dals.

In the past the lentil and pulses were unknown to South East Asia and China except soyabean (Chtrita Banerjee 2005). But now they are supplying all those lentils and pulses in our country.

Dal is the main source of vegetable protein, therefore, it would be substitute of fish and meat for vegetarian people. (Banerjee 2005: XXVIII – XXIX).

A preparation of rice and dal called “Khichudi” and some spices have been offered as a “Bhog” as well as any occasion of Bengali daily life.

After establishment of Islamic Rule in Bengal many new food items, such as, Polao, Biriyani, Kabab, Koftas and Kaliya are included in the Bengali as well as various states of Indian cuisine. (Murshid 2008: 491—92).

When Portuguese arrived in this country with some new vegetables and food items such as, Potato, Chili pepper, Tomato, Cauliflower, Cabbage, Bread, Cheese, Jelly and Biscuits. (Habib 2014: 54—60; Sen 1997). But these new vegetables and food items were not so popular until British became the ruler and administrator of Bengal. (Ray 2009)

Effect of Fast Food and Onset of Health Disorders

The fast food becomes worse for our health in the past 30 years (Maria Cohut, March 2, 2019). The recorded data of centres for disease control and prevention are observed that about 36.6 percent of adults in USA ate fast food per day in the year 2013 and 2016. In the year 2018 about 74 percent parents purchase these unhealthy foods for their children.

According to Timothy Hugar, Dec 17, 2021 the nutritional value is poor in the fast food containing various unhealthy substances in its preparing process, such as, high sugar, salt, saturated or trans fats, preservatives and other ingredients causing the following various diseases:

1. **Hyperglycemia:** Calories are not maintained in the fast food so blood sugar rises among the lower to higher age groups.
2. **Blood pressure:** Excess sodium intake causes high blood pressure in different age groups of male and female.
3. **Other nutrients deficiency:** The fast food doesn't contain leafy foods so nutrients and minerals insufficiencies have displayed in the more youthful age. The fast food is very tasty, palatable, highly stimulating food which activates the reward centre of the brain rapidly releasing Dopamine and Serotonin so the incidence of food addiction occurs though the nutritional value is poor.
4. **Other problems in the body:**
 - i. **In digestive system:** Fast food contains low fibres, so it causes constipation and diverticulitis.

- ii. **Immunity and Inflammation:** It has been recorded that fast food could prompt higher irritation, lower control of contamination, higher malignant growth rates, higher gamble of sensitivity and auto incendiary illnesses.
- iii. **Deficiency:** Vitamins and minerals deficiencies are obvious due to non- balanced diet.
- iv. **Binge eating habits:** Much chewing for salivary secretion and digestion does not occur during tasty and palatable fast-food intake and the centres of the brain are being activated resulting food addiction.
- v. **Memory and Learning:** It is observed that the fast food is unbalanced diet containing high saturated fats and simple carbohydrates having lower the memory and learning capacities among the younger generation as well as arising the risk of Alzheimer's and Parkinson's diseases in higher age groups.
- vi. **Allergies:** Increase of Asthma, Rhino conjunctivitis and eczema are observed among the fast-food lovers.
- vii. **Heart disease:** High salt containing fast food causes blood pressure, heart attack, stroke, kidney disease etc. The other reason is recorded that high trans fats raises the amount of low-density lipoprotein (LDL) i.e., bad cholesterol and lowers the amount of high-density lipoprotein (HDL) i.e., good cholesterol which is likely to develop heart disease.
- viii. **Obesity:** High caloric content is present in the fast food if it is not burnt each day leading to weight gain and obesity causing various diseases.
- ix. **Lack of practice in balance diet preparation:** — For habitual fast food intake persons cannot prepare basic meal cooking i.e., balance diet in their residence which is needed for healthy life span.
- x. **Mental health:** —The large number of people who are fond of fast food have been suffering in depression, anxiety and other mental health problems.

Genetically Modified Foods in Cuisines

To fulfil the demand of food for population explosion Agricultural Research Scientists have decided to do experiments on hybridization techniques and genetic engineering method having an excellent result in food and vegetables production so the availability of food is now sufficient for cuisine.

Some genetically modified food products are—Soya, Corn, Rice, Potato, Tomato, Papaya, Beets. Those foods contain more nutrients. The pesticides requirement is very less. The manure and labour are also required less, therefore, those foods are cheaper for cooking. (Artemis Dona et.al.2009) but impact of some genetic food on our health is adverse.

According to a research by the National Academy of Science, genetically modified foods introduce novel allergies, poisons, disruptive chemicals, compounds that pollute soil, mutant

species, and unidentified protein combinations into our bodies as well as the entire ecosystem. Moreover, this might intensify current allergies and lower nutritional value.

Bacterial and Viral Sickness

Superviruses can combine their genes with those of retroviruses like HIV and other viruses. This has the potential to produce viruses more lethal than previously believed, and at greater rates. According to one study, viruses' genes mixed within just 8 weeks (Kleiner, 1997). This type of situation applies to the most prevalent genetically modified virus, the cauliflower mosaic virus (CaMV), which is employed in Monsanto's Round Up ready soy, Novartis' Bt-maize, and GM cotton and canola. It is a type of "pararetrovirus," or anything that reproduces by converting RNA into DNA. It may be extremely dangerous and resembles the Hepatitis B and HIV viruses in certain ways. A plant was infected in Canadian research with a cucumber mosaic virus that was weakened and lacking a gene required for migration between plant cells. As proof of gene mixing, the damaged plant discovered what it required from nearby genes in less than two weeks. This is important because disease-causing genes are frequently disabled to make the final product "safe."

Danger from Antibiotics: through Milk Cows given rBGH injections get much more udder infections and need more medications. Unacceptable quantities of antibiotic residue are left in the milk as a result. As antibiotic resistance is on the rise, scientists have cautioned that public health risks exist.

Plants A marker is frequently used in genetic implantation to monitor the location of the gene inside the cell. A gene for ampicillin resistance is used in Genetically Modified (GM) maize plants. The British Royal Society urged for the outlawing of this identifier in 1998 because it jeopardized the use of an essential antibiotic. The GM bacteria found in food can spread its resistance traits to other bacteria in the environment and throughout the human body.

Increased Food Allergies due to Allergies With the rise in food allergies, there has been a parallel growth in the biodiversity loss in our food supply. Here is an explanation for this. The human body is not a "something" that can be fed assembly-line, identical foods like a machine. We eat to be healthy and strong. Everything that is living responds to or changes in its surroundings. Unnatural similarity, which is necessary for genetic food patenting, is a "dead" quality. Foods that we frequently consume and crave also test positively for food sensitivities. Our body's cells detect this loss of vitality and respond by creating antibodies and white blood cells. This is comparable to the neurons in our brains rejecting concepts that are mechanically repeated, or thinking "like a broken record." Intuitively, the immune system as a whole and the cells in our bodies appear to oppose excessive uniformity (Orsolya Ujj, 2016).

Impact of Vegetarian and Non-Vegetarian Diet on Health

Vegetarian diet contains high proportion of fresh, healthful,

plant-based food which provides antioxidants and fibres. Those veg. persons often become more active than non veg persons.

Intake of vegetarian diet is associated with the reduction of cardiovascular diseases, the less risk of metabolic syndrome and cancer are observed. The other benefits of veg diet are the following:

- a. Normal weight could be maintained.
- b. Lipid profile would be controlled.
- c. Risk of Type 2 Diabetes would be less.
- d. Vitamins and minerals deficiencies will not be found.

An individual who consumes a diet mostly composed of plant-based foods, such as fruits, vegetables, legumes, nuts, seeds, and grains, is known as a vegetarian. Some vegans also eat eggs and dairy foods. Vegetarian diets may be categorized into four categories: 1. A vegan abstains from consuming any animal products, such as dairy, eggs, fish, and poultry; 2. A lacto-vegetarian consumes dairy products but excludes fish, poultry, meat, and eggs; 3. A lacto-ovo-vegetarian abstains from eating meat, poultry, or shellfish in favor of dairy and eggs; 4. An ovo-vegetarian consumes only eggs and abstains from all dairy products, meat, poultry, and fish (Shilo, Lotan, et al., May, 2022)

Non-vegetarians were those who consumed meat (red meat, poultry, at least once a month, and a total of more than once a week) as well as fish (Dalili, Danoob, et al., October, 2020). Non-vegetarian people may suffer in metabolic syndrome, heart diseases and other health problems (Yvette Brazier, Jan. 20, 2020). A significant supply of beneficial proteins, vitamins including A, B1, B12, niacin, iron, zinc, and other minerals are found in meat. However new epidemiological data suggests that increased meat intake, particularly in processed forms, may have negative health impacts (T.J. Key et al., February 2006)

The complex topic of nutrition's function in sleep regulation can be shown by the possibility that some dietary elements have a direct influence on sleep (Pattar, Spurti, et al., 2023). While eating more meat and starchy foods was associated with sleep interruptions, eating more plant-based and lean proteins led to earlier bedtimes and less of a phase delay in sleep timing the following week. Another study found a connection between eating red meat and getting poorer-quality sleep and shorter sleep duration (Shilo, Lotan, et al., May, 2002). Yet, in short-term clinical trials, high-carbohydrate diets were found to reduce the quality of sleep (Buysse, Daniel J., et al., May, 1989). Moreover, studies have linked poorer sleep efficiency and quality to reduced fibre and greater fat intake, particularly in the evening (Godos, Justyna, et al., June 2021).

Effects of Organic and Non-Organic Foods

Organic foods are produced without toxic chemicals and preservatives. A few pesticides may be applied; therefore, it reduces the risk of public health. Organic food contains more beneficial nutrients, such as, anti-oxidants. No genetically modified ingredients are required for cultivation. No doubt

Characteristics of Hospitality

organic farming is better for the nature and animal welfare.

Organic food contains more vitamins and minerals. The nutrients present in the organic food would be beneficial to prevent heart disease, blood pressure, migraine, diabetes and cancer. It also prevents neurodegenerative diseases. Energy level would be increased in the organic food.

To avoid chemicals, fertilizers, pesticides most of the people like to consume organic food for better health.

It is recorded that prostate cancer, skin cancer, colon rectal cancer, breast cancer, lymphoma is being reduced who ate organic food. Naturally organic food increases the longer life span. (Stephanie Watson, September 5,2012).

Non natural food is only inverse to natural food which are delivered in fast strategy by applying compound, composts and pesticides causing heftiness, malignant growth, coronary illness, hypertension and diabetes. Antibiotics and chemicals application in non-natural food gravely affect wellbeing. Antibiotics resistant factor emerges in human and chemical problems emerge in female regenerative cycle.

The taste is practically the same in natural and non-natural food having same measure of supplements, nutrients and minerals as non-natural food. Natural food contains less pesticides, less multi drug safe microscopic organisms and no hereditarily adjusted food sources (Erica Mouch, hine.childrensnational.org.)

So, the cost is high in organic food and less in non-organic food. Obviously, it is a tendency to apply non organic food in cuisine to get more profit.

Non organic food is indirectly contaminated by synthetic fertilizers, sewage sludge, irradiation, genetic engineering, pesticides and drugs.

Finally, it is ascertained that organic foods are grown without use of synthetic fertilizers, sewage sludge, irradiation, pesticides and antibiotics whereas non organic foods are manufactured by applying all chemical procedures.

So organic foods have a good impact on human health.

Researchers are becoming more interested in how dietary choices affect health and wellbeing in response to social concerns (Block et al., 2011, Bublitz et al., 2013). Many customers bring up organic food when asked to consider foods and wellness (Ares et al., 2015). The intake of organic food items appears to provide consumers satisfaction and pleasure (Vega-Zamora, Torres-Ruiz, Murgado-Armenteros, & Parras-Rosa, 2014).

A growing body of study investigates how choosing foods affects one's health and wellness (Bublitz et al., 2013). Block et al. (2011) used the term "Food well-being (FWB)" to describe the favourable physical, psychological, emotional, and social outcomes people might encounter as a result of eating enough food.

It has been demonstrated by some researchers that subjective knowledge plays a significant role in explaining the consumption of organic foods (Pieniak, Aertsens, & Verbeke,

2010). According to Bublitz et al. (2013), instinctive emotional processes and deliberate cognitive processes battle for control over dietary decisions. They propose that choosing good eating choices may result in emotions of accomplishment and pleasure that may support emotional wellness.

Cause of Food Allergy and Immunological Disorder

Some substances of the environment when react to the immune system of human called allergens causing the allergic reaction present in the dust, pollen, insects, food and some medicines.

Side effects can emerge in nose, skin, lungs and so on. At the point when allergen enters the body sets off an antibody reaction. These antibodies join themselves to mast cell and mast cell emit histamine. This receptor is the reason for aggravation (redness or enlarging), disturbance and awkward inclination. (Adam Felman, April 15,2020).

Allergen Antibody Reaction

When allergens bind to antibodies the production of Immunoglobulin E (IgE) occurs then mast cells release chemical called Histamine and allergic problems arise.

Mostly the eight foods are responsible for Allergy, such as, Egg, Fish, Milk, Peanut, Tree nut, Crustacean shell fish, Wheat, Soya etc.

Awareness of Obesity

Generally eating much and moving too little causes obesity problem. Specific causes are the following:

1. Genetically depending on the metabolic process in the body that converts the food to energy and how much fat is stored.
2. Older person's metabolic process is slower that causes weight gain.
3. Incomplete sleeping is also the criteria of obesity problem because they feel hungrier and crave high calories food.
4. Pregnancy period may lead to obesity.

In this community school going children to older person like to take high calories food in the fast-food restaurants. Most people like to cook spicy unhealthy foods at home. No interest to do physical exercise is found among all age groups as well as no play ground is available to play. So, obesity is now added a common health problem in the community (Danielle Mores, July 31,2020).

Measuring Procedure

To control Body Mass Index (BMI) ought to be estimated exclusively at home. The of BMI is - - - Kg/m², where Kg implies individual 's weight in kilograms and m² implies their level in meters square.

- In the event that BMR 18.5 = individual will be under weight.
- Between 18.5 to 24.9 = individual will be ordinary weight territory.
- Between 25 to 29.9 = individual will be overweight.
- Between 30 to 39.9 = individual will be large reach.

Following these BMI estimations each individual ought to control their eating routine for having great wellbeing.

Conclusion

Everybody who likes very much to intake fast food should aware of their health though it is easily available, convenient and affordable to everyone but everybody should remember that fast food is nutrients poor food containing high fat, sugar and salt, whereas lack of vitamins, minerals and fibres. Naturally excessive consumption causes wide range of health problems such as, obesity, diabetes, heart diseases and cancer also (Buzby et.al. 2013). The World Health Organisation (WHO) already explained that overweight and obesity are now epidemic in both developed and developing countries.

The high calories contents are present in the fast food, causing weight gain and obesity which increase the high risk of cardiovascular diseases, stroke and cancer etc. (Flegal et.al. 2013).

The high saturated and trans-fat in fast food is responsible for increasing coronary heart diseases. (Mozaffarian et.al. 2006).

Fast food addiction has a harmful effect not only blood pressure and above-mentioned diseases but it affects the state of mind also, whereas healthy and nutritious food keep the mind happier.

Therefore, lethargy, depression arise in today's life style among the young resulting reduction of growth and development of the country.

By genetic engineering method genetically modified foods are cultivated for the vast production which fulfil the demand of food in the country. Those are not so harmful.

Vegetarian diet intake is better than non-veg diet. Vegetarian people are more active getting fresh natural plant food containing vitamins, minerals and well proportionate carbohydrate, protein and fat.

Non organic food should be avoided because several chemicals, insecticide present in the food causing various diseases in the body.

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Genetically Modified Food and Associated Human Health

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Abstract

GMO is a term that is heard quite a time. Genetically Modified Organisms have been under research for quite a decade and now have been able to provide various advantages to humankind. This has been first thought to be an extended version of hybrids, but later on, science and technology restored the definition that it is entirely a different zone. A lot of advantages are there surrounding this beginning. There has been non-cooperation between societies as well as people, but nothing was ever enough for science to develop toward its enhancement. Genetically modified organisms include plants, animals, as well as microbes. Plants have been our issue of discussion here. The health of mankind has been evolved and a part of its role goes to GMCs. The various vitamin deficiencies in the poorer section of population has been able to combat by the introduction of such crops. They, who cannot take high priced supplements, have also got good effects from this. But the controversy remains a major one till date to the ethics followed by the human world.

Keywords: Genetically modified crops, Hybrids, GMOs, Biotechnology, Crops

Introduction

Along with human evolution came the evolution of their necessities. Necessities included the primary one, food. Near the start of the twentieth century, there were a lot of feeding issues faced by society. The needs of the hour demanded something that can give huge benefits from the best cultivation. All of these together lead to a boom in biotechnology, a field that used engineering to benefit the biologically associated group. Biotechnology, introduced with time, crops that were something out of the box. Crops, like all other biological entities, have its problem. This includes attacks by pests, low production under unsuitable environments, nutrient loss, unsatisfactory production, etc. Biotechnology came as a savior. It acted as a crucial tool in resolving the problems. It not only benefitted the farmers but also customers. This was done by the induction of Genetically Modified Crops. The introduction of GMC not only benefitted the farmers but also the customers. GMC came with a revolution. Not only it increased the life and content of the crops, but it also added features. GMC thus became important from the agricultural point of view as well as consuming them gave nutrients that would otherwise be negligible.

Literature Review

Date back a thousand years, humans are in a way of making modifications to crops through their traditional and conventional methods. Examples like cross-breeding which was done artificially just by pollinating the different varieties of plants of the same species among themselves (Goodman, R.E., Vieths, S., & Sampson, H.A. et. al. 2008) That would result in changes

in color, usage, and size differences. But those procedures were time taking and were not able to make specific changes that were exactly required.

After the development of genetic engineering around the 1970s, similar changes were able to be made in a much more specific manner and the time account was also reduced. Going back to history, in 1973, Herbert Boyer, a biochemist, and, Stanley Cohen, another biochemist made a breakthrough in the field of bio-engineering by the insertion of DNA from one bacterium to another.

Then in the year 1994, the first genetically engineered crop- a GMO tomato, becomes the first one to come to sale among the common masses. In the upcoming years, waves of GMOs came into consideration and still going. Around 15 years have passed since the first genetically modified foods were introduced, and more GM foods are continually being added to the existing list of foods. The application of the "substantial equivalence" idea was perhaps one of the biggest issues with the dearth of studies on the safety assessment of GM foods/plants. This idea is based on the idea that "a new food can be regarded as being as safe as the traditional food if it is determined to be substantially equal in composition and nutritional attributes to an existing food" (SOT, 2003). The scientific literature presents somewhat inconsistent findings with regard to current investigations on the safety assessment of GM soybeans. Particularly active in respect to those investigations have been two research groups. Data indicating the safety of several GM soybeans was reported by one of them, led by Dr. Delaney from Pioneer HiBred International, Inc. (Johnston, IA, USA). The team led by Dr. Malatesta from the University of Verona (Verona, Italy) has, in contrast, displayed considerable concerns.

Concept

GMC and its Verdict

The sufferings of agriculture from various kinds of pests, diseases, quality, tenure, etc. made it go through a period of large losses. Genetically Engineered Crops are those that have their genes gone through a series of cuts and copies and resulting in a variety that has evolved in all ways (Nap, J.P., Metz, P.L., Escaler, M. and Conner, A.J., 2003. et. al.) The individual crop has become either pest-resistant, disease controlled, improved in quality or there has been the addition of vitamins or minerals that the crop was previously missing. But good is always followed by something bad. Along with the benefits came the controversy - whether they are safe for use in a human!

GMC and Its Engineering

Recombinant DNA technology has been a flourishing field in this century. But they date back to 1994 when the first genetically modified crop was produced and assigned safe for human use by the FDA. The enhancement of the composition of plant foods became a subject of priority worldwide. The GMC is a part of plant biotech which includes various faces of recombinant DNA technology (De Santis, B., Stockhofe, & N., Wal et. al.). If we look at the successes, one of them is a protein that is an insecticide that is encoded by a genetic make-up isolated from bacteria named *Bacillus thuringiensis* (Bt). Through this technology, the required portion of the gene of identified plant, let's say X is cleaved with the help of the concerned nuclease and is ligated with the gene of the bacterium mentioned. With the dividing bacteria, the gene gets replicated, transcribed, and translated, and the essential protein is obtained. The bacteria are then targeted for the plant, let's say B, where the change is needed. The plant is prepared through plant tissue culture along with the above series of events. The plant that grows through tissue culture will be having the needful result and will exhibit properties, absent in their wild types. There is another way that is rarely used. In this method, nanoparticles having the fragment of the required DNA are bombarded into the cells of the plants.

GMC and Hybrids

There exists a huge difference between genetically modified crops and hybrids, though they somewhat sound alike. The GMCs are produced through genetic alterations, hybrids are made through artificial cross-pollination (Kumar, K., Gambhir & G., Dass, 2020 et. al) Moreover, whereas the modified crops consist of a DNA that is foreign, the hybrid ones are produced by the procedure of cross-breeding two different varieties with the help of artificial mating

Advantages of GMO

1. Improvement of the quality and quantity of production through agriculture which is beneficial both for the consumers as well as producers. The procedure of genetic engineering is often performed to make crops resistant to various herbicides as well as several diseases (Li, R., Quan, S., Yan, X. & Biswas 2017 et.

al.) This category often involves other kinds of modifications such as having flowers that are changed in color, delay in the ripening of fruits, etc. Such changes bring added advantages to the farmers.

2. This procedure is recently used in the production of functional food with added traits, just like Golden rice. It is produced by engineering its genes to synthesize Vitamin A precursor beta carotene. A deficiency of Vitamin A causes a disease called Xerophthalmia, which consists of an array of different conditions of the eye, starting from night blindness to more severe ones like keratomalacia, scars of the cornea, and permanent blindness. Thus, consuming it, not only will the individual will gain the primary properties of the rice but will also have extra nutrients to absorb (Qaim, M., 2009).
3. Through genetic alterations, crops can be made that are the most disease and drought-resistant. This will help us in growing crops in areas where there is water scarcity and also there will be less use of herbicides and pesticides since there will be less disease around the plants (Goodman, R.E., Vieths, S., Sampson, H.A., Hill, D., Ebisawa, M., Taylor, S.L. and Van Ree, R., 2008.).
4. Advantages also include producing desirable traits in certain plants that would otherwise not be so much product for human consumption. Bt brinjal is one among them. They are a class of transgenic brinjals produced by the insertion of a gene called cry1Ac found in the soil bacterium *Bacillus thuringiensis*, a soil bacterium. This gene is carried by another microorganism called *Agrobacterium*. The above-mentioned gene is also under the control of a virus called the cauliflower mosaic virus 35S, acting as a promoter. This is done so that the gene gets expressed in all the cells and tissues of the plant. There is another gene called the and gene that helps in identifying transformed from non-transformed bacteria. The microorganism called *Agrobacterium* has the property to naturally insert the engineered DNA inside the concerned plants through the help of their Ti plasmid (Nap, J.P., Metz, P.L., Escaler, M. and Conner, A.J., 2003).
5. Since this process reduces the cost of other associated requirements, food production is increased with a longer shelf life (Qaim, M., 2009).
6. This type adds to the security of food that is much greater than the conventional ones, and also medical benefits add another feather to prioritize the GE crops (Costa-Font, M., Gil, J.M. and Traill, W.B., 2008).
7. There has been advancement in the production of crops that has qualities like fast maturation, and an increase in the tolerance of metals such as boron, aluminum, and also salts. Environmental stressors like temperature, humidity, and pH are also less effective on these kinds of crops (Nap, J.P., Metz, P.L., Escaler, M. and Conner, A.J., 2003).

Are GMCs a boon or curse to mankind?

The above is one of the topmost controversies of this century. The US Food and Drug Administration (FDA) sector sees the matter of these types of crops. They assess the quality of such genetically engineered foods in order to make sure that they are safe to be sold. It is assumed that by the end of 2050 the population of the world will be nearly 9 billion, therefore the increase in the required food will be around 100%. Feeding such a huge population with the traditional and conventional way of crop production will be next to impossible. There will be a need for an increase in food value within the restricted crops. This is the place where GM crops play their roles. With the increase in population, less amount of cultivable land will be available which ultimately draws the attention of the farmers and the nation as a whole toward GE crops since they will be needed to produce a large amount within the same or less available land. Farmers utilizing modern techniques will be able to contribute towards a nutritious and sustainable supply of food (Vega Rodríguez, A., Rodríguez-Oramas, C., Sanjuán 2008 et. al).

There has been a widespread misconception about one of the most desirable improvements in the history of the production of food - Genetically modified crops.

After a series of research and investigations, it is put up by the FDA that those foods produced by the biotechnological method are being digested in the same way as in the case of non-genetically modified foods. Thus, the former produce and provide the same or better nutrients than those traditionally being taken. There was also a statement saying that these foods are quite safer for regular consumption and do not contribute to any such allergic responses as were insisted on.

Another controversial topic was Bt-corn (Dunfield, K.E. and Germida, J.J., 2004 et. al.) The word Bt comes from *Bacillus thuringiensis* which expresses a certain protein. Much before the making of the recombinant species, the protein produced was known as toxic to a number of insects, and therefore successfully as an eco-friendly pesticide for years. But after being genetically engineered people grew a tendency not to have such crops out of fear of harm.

The GMO papaya, also known as the Rainbow Papaya is also a product of a GMO crop. It has the property to resist viruses. This gave a huge shot to the people in Hawaii where the livelihood of the farmers was largely dependent on the cultivation of papaya. There were also controversies regarding the use of such food, but the majority of farmers insisted, and thus there was acceptance.

There is also a type of GMO apples that do not turn brown when kept cut open. Such ones are sometimes wasted. The GMO form, thus, helps in reducing the wastage of food.

Future of GMC

The future seems to be bright for GM crops. It has lowered the production amount of many important crops and lowered the pesticide, insecticide, or herbicide usage which has become beneficial for society. Biotechnological companies have gained much more attention due to the production of such crops.

8. GMOs have a large impact not only on the life of the farmers but also us (Costa-Font, M., Gil, J.M. and Traill 2008 et.al.). GMOs made food more accessible and normal masses could afford it at a nominal price. There were many genetically modified foods that were specifically produced for the benefit of the associated customers. In the case of soybean, for example, the GMO versions were used for creating a healthier class of oil, and now can be grown commercially at an available price.

Disadvantages of GMO

There are a few thoughtful risks that might be associated with the term GMO. These includes:

1. Risks to health comes as the first and foremost area. There were few studies made that showed minor effects on increasing weight in humans having a GM food diet. It is assumed that these associated problems depend on the gene used for engineering the food (Nap, J.P., Metz, P.L., Escaler, M. and Conner, A.J., 2003).
2. One of the most concerning risks of GMO food is cancer. The reason is, that GMO crops have a higher percentage of residual pesticides than the same non-GMO crops. The main constituents of the engineered ones have glyphosate, linked to disorders like non-Hodgkin's lymphoma (Costa-Font, M., Gil, J.M. and Traill, W.B., 2008).
3. Allergen, leading to allergenicity, is one of the assumed problems related to GMO foods (Qaim, M., 2009 et. al.) The connection is those new proteins that are produced by gene engineering that were absent in the wild type. Since predicting allergenicity has no such reliable test, this issue remains hypothetical.
4. One of the most argumentative issues, is the transfer of genes through food in humans. Around 0.1 to 1 gm of DNA is absorbed from different types of food varieties and those at times include fragments of the animal, plant as well as certain bacteria. As diseases like AIDS, Ebola, etc. have been believed to have been transferred from animals, therefore GM crops are also said to be responsible for that (Goodman, R.E., Vieths, S., Sampson, H.A., Hill, D., Ebisawa, M., Taylor, S.L. and Van Ree, R., 2008.).
5. GM crops are said to increase the sensitivity towards antibiotics making the bacteria antibioticly resistant (Bakshi, A 2003 et.al). Through the process of horizontal gene transfer, antibiotic-resistant genes might get transferred by the process of genetic engineering.
6. There are also assumed environmental issues associated with such a method. Toxicity due to products of genetic modification is making a negative effect on the composition of the feed that turning to produce negative feedback from the organisms. The environmental threats related to GMOs also include human toxicity (Qaim, M., 2009).

Nowadays there has been further modification on the first-line GMOs. The companies are now on the way to mass production of crops that are using 'stacked' traits, meaning the target crops are made with multiple genes. Those crops are having multiple traits like resistance to insects along with longer shelf life (Qaim, M. and Kouser, S., 2013 et.al). They are regarded as second-generation GM crops. Examples include non-browning apples and potatoes which have been into commercialization. There are also many GM crops that suffice the need for several vitamins and minerals by the intake of a single variety of crops.

Conclusion

This generation is the generation of biotechnology, and genetically modified organisms are one of the biggest aspects of it. We are moving towards a future that will lead to increased urbanization, which in turn will require lands, that otherwise would be cultivated. Moreover, the urge for the quantity of food is increasing in a geometric progression. Therefore, leaning towards GMOs is an essential need of the hour (Halford, N.G. and Shewry, P.R., 2000 et. al.) There are a few assumed and rare drawbacks that can be further clarified with the betterment of technology. Those disadvantages once overlooked, can cause another green revolution that can impact human health conditions in a facet that will cause advancement in the quality, quantity, and availability of their required food necessities.

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MOROCCO - Characteristic of People Inhabiting from the Beginning

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Abstract

Morocco is in northern Africa. African, European, Middle Eastern, and Asian traditions mix. Berber traditions and rituals have endured, proving their continuity. North African Berbers interacted with imperial powers and foreigners before 1900. History sheds light on the dynamics of societal transformation. Morocco's culture combines European, African, and Arab elements. Most of North Africa is west of Morocco.

The Maghreb is an important African region. Many non-native speakers find Morocco unusual. Drug profits fund extremism and terrorism. Morocco's Rif Mountains are the world's #1 cannabis exporter. In 2000, 44,000 women marched for equality. The culture, including politics, is experiencing change. To enhance the country's economy, Morocco's government prioritizes attracting international investment. They also possess 11 five-star hotels nationwide. In metropolitan regions, Western cultural and economic activities have a strong impact on indigenous culture. Morocco's administration has launched a number of measures to improve its international standing. Several countries differ about marine resource utilization. Population growth, egalitarianism, illiteracy, and healthcare access are also addressed.

Keywords: Middle Eastern, North Africa, Berber, African, Morocco, UNODC

Introduction

Morocco is the largest country in the Maghreb region, which also includes Algeria and Tunisia. It is 174,000 square miles (446,550 square kilometres), about the same area as California. ("Muslim Travellers," 1990). Casablanca is, however, the largest and most popular city in the region. Morocco faces a number of challenges that need to be addressed if it is to achieve a more favourable response from international actors. (Agnaou, 2012). Until the recent terrorist attacks, the Moroccan government did little to combat the \$8 billion drug trade. (Bates & Rassam, 2019). Profits generated from the illegal drug trade in cannabis, hashish, and marijuana contribute significantly to religious fundamentalism and terrorism.

Territory and People

Morocco is located on the western shore of the Atlantic Ocean. It borders Spain, the Mediterranean Sea, the Strait of Gibraltar, the Western Sahara, and Algeria to the east and south. The country is divided into two climatic regions by a 450-mile-high plateau: west and east. ("Berbers and Others," 2010). Morocco is one of the driest countries in the world, with less

than 4 inches of rainfall per year. The Moroccan desert can be unbearably hot during the summer months. (Zepp, 1992).

Most of Morocco's major cities and most of its population are in inland Morocco. A majority of the southern and southeast parts of the country are rocky and desert areas. (Davis, 2018). Berbers and Bedouins have been shepherding and trading in the local mountains, plains, and hills since Phoenician times.

Moroccan society is made up of a large number of small linguistic communities, just like many African and Arab societies. 40% of the population is under 15 and mostly lives along the Atlantic coast or in the High Atlas Mountains. Berbers are classified into three types: rubble, klech, and susi. Moroccans of Arab Berber descent have a number of unique and distinctive characteristics that make them easier to distinguish from other ethnicities. (d'Astous & Ahmed, 1995). In big cities, French, Spanish, British, and other Westerners live in large communities, but these are shrinking quickly. It is important to recognize their role in the management of the national economy.

Moroccan education places a great deal of emphasis on learning French in order to communicate effectively with people from other countries. (Davis, 1999). Business, government, and

international relations are primarily conducted in French. It is estimated that over 70% of the population speaks Arabic as their first language.

Berber speakers are Berbers regardless of ancestry, even after centuries of interbreeding. There are three main dialects of Berber, which belong to the Afro-Asiatic family. Various local languages are now spoken in the mountains and desert areas of Morocco. (Seligo, 1966).

Arabic is the dominant language of much of North Africa and the Middle East. Most Arabic speakers in Morocco have trouble understanding informal Arabic, with the exception of Algerians and Tunisians. (Dwyer, 2016). For a while, French was used to communicate with Europeans and others in French-speaking Africa.

Moroccan literacy rates range from 64.1% to 39.4% for males and females. Girls generally spend less time in school because they are required to help with household chores. (Nyrop, 2008). In the last few decades, Moroccans have been enrolled in more and more schools.

Growth in population and economic development have given cities greater size and influence. Industrial and commercial centres can be found in old colonial coastal cities such as Casablanca, Rabat, Tangier, Kenitra, and Safi. Skyscrapers, parks, and wide streets are characteristic of the modern portion of the city.

55% of the population lives in agriculture, 35% in services, and 15% in industry. In terms of per capita income, Morocco has an income of about \$4,000. Tourism has also thrived in this beautiful landscape. ("Encountering Morocco," 2013).

As the gap between rich and poor widened, social unrest and food riots became more frequent.

Moroccan farmers are increasingly turning to more efficient and mechanized techniques in an effort to improve the quality of their produce. (Hoberman, 1992).

Moroccans also raise crops such as barley, wheat, and corn. Other crops that are important are citrus fruits, wine, vegetables, and olives. Many jobs are provided by the industrial sector. A lot of the country's economy depends on tourism, thanks to its great beaches and historical sites.

The Moroccan government is headed by a king, who appoints a prime minister through parliamentary elections. Dris Jettu was appointed PM on October 9, 2002, following the death of Hassan II. Mohammed VI became king on July 23, 1999, succeeding his father Hassan I as head of government. (Kennedy, 2000). He promised to fight poverty and corruption, create jobs, and fix Morocco's poor human rights record. The new king took the de-politicization program seriously. (Fodor's Travel Guides, 2022). Some critics have raised questions about its ability to protect human rights and freedom of speech.

History and Overview

Moroccan nationalism quelled tribal resistance in the short period of the French and Spanish protectorates (1912-1956),

empowered by Moroccan leaders like Allal al-Fassi. At various times, several medieval empires ruled most of North Africa and southern Spain in this region of Africa. The remains of a Neanderthal child were discovered in a cave near Rabat, Morocco. It is believed that this child lived approximately 50,000 years ago. (Fluehr-Lobban, 1994). The area at the time was a dense forest of lions, leopards, giraffes, ostriches, elephants, and other animals.

Berbers migrated in the early 2000s BC. Neolithic invaders came into contact with the dark-skinned people of the Baphotes. Phoenician merchants came from Tiro, Sidon, Tangier, Ceuta, Melilla, and Tetouan.

The Romans controlled Rabat, Fez, and Taza for two centuries, with Tangier (now Tingis) as their capital. They traded with Berber herders and farmers along the coast instead of moving inland.

The Romans were forced to abolish political power in Morocco as a result of a dynastic crisis in their homeland. Rome was not able to exert much influence in Morocco because Tangier was controlled by Spanish imperial authorities. Many Berbers converted to Christianity in an attempt to overthrow imperialism from within.

Judaism is one of the oldest religions in Morocco and has gained many converts. Morocco was home to some Jews during the Punic Wars (264-241 BC and 218-201 BC). After the fall of Jerusalem in AD 70, a Roman army under the command of General Titus arrived.

Gothic Vandals subdued Castile's Christian Roman army in North Africa, and Berbers became nomads. The Romans helped promote the nomadic life of Berbers by introducing them to camels. Byzantine heirs of the Roman Empire attempted to defeat the Vandals and restore Christianity. (Hilton-Simpson, 2010).

Morocco was the first of three Berber dynasties that ruled Morocco during the Islamic era. It was largely Berbers who converted the army that invaded Spain in 710. Currently ruling Morocco is the Alawi (Alawite) dynasty (1666-present).

Moroccan coastal areas were conquered by European invaders in the 14th century. Fez's independence movement against French colonialism erupted in the 1930s. During the 1960s and 1970s, there was a great deal of fighting across borders in Morocco and Algeria. (Hilton-Simpson, 1979). A major influence on non-Islamic Morocco is Western culture and economics.

Moroccan culture still has a lot of European influences, but Islamic ideologies and customs are everywhere. French colonialism has an impact on the military, civil servants, economy, political parties, and government structure. (Kapchan, 1996). The French language has been used by the ruling elite and business interests for decades.

Morocco is one of the world's leading Islamic countries, and 98.7% of its population is Muslim. Islam refers to the way in which the majority of Moroccans view social behaviour and understand reality. (Sirriyeh, 1996). Other minority religions, such as Christianity and Judaism, are tolerated to some extent.

Moroccans rely on religion to cope with instability, strained relationships, witchcraft, and other stressful issues such as unemployment, poverty, disease, and death. (Kapchan, 2007). For a better understanding of Morocco's religious thought and worldview, the fundamental tenets of Islam are presented first. It is congruent with indigenous Berber beliefs and practices in some areas.

Moroccan researchers have shown little desire to comprehend the pre-Islamic indigenous religion of the Berbers. Urban and rural kinds of Islamic practice can be contrasted in Morocco's capital, Rabat. Some people continue to assume that cholera is a sickness similar to measles (buhamorun).

Some features of pre-Islamic beliefs about gods and spirits have been retained by Islam. (Mann, 2005). The Prophet Muhammad acknowledged the presence of these gods in ancient Mecca, but he considered them to be devils. The spirit of phosphorous was likely tolerated in Islamic culture, whereas evil spirits were considered adversaries of the gods.

Moroccan Berber people often identify with the Islamic faith but do not adhere strictly to established norms. During the month of Ramadan, Berbers who cannot stop from drinking or partying during the day. It is typical for Berber descendants to form settlements around the tombs of departed saints.

Moroccan religion has a cosmology in which saints preside over good and evil, and the Holy Spirit ministers to both the living and the dead. (Miller, 2013). The worship of local saints culminates posthumously, and any items associated with them, even their tombs, are elevated to sacred status.

Moroccan belief in the saints' clergy is founded on a great brotherhood that still persists. The attitude of the government toward the adoration of saints can be characterized as tolerant mercy. ("More Than Dancing," 1985). Some Berber Arabs associate the seven pilgrimages with the temple of Moulei Idris and the Hajj.

Nowadays in Morocco there are still a very small number of adherents to the Baha'i religion, the smallest religious community. After years of persecution in Morocco against them (between 1962-1963), today the majority of Baha'i adherents live in Casablanca and Rabat, and their number does not exceed 350-400 throughout the country. According to the Association of Religious Data Archives and Wolfram Alpha's own analysis, there were an estimated 32,598 Baha'is in 2005 and 2010.

Shia Muslim leaders, (a minority Muslim community in Morocco) estimate there are a few thousand, most of them living in the north of the country. To this number we can add another 1000-2000 Shia believers from other countries such as Lebanon, Syria, Iraq and Tunisia, and Iraq.

In Morocco, networks of brotherhoods devoted to the devout or holy have risen to prominence. Sufism gained popularity due to the ease with which certain Berber customs could be incorporated. When old mystic leaders supported the conversion of other Berbers, a religious split became imminent.

Morocco's rulers exercise both secular and religious authority. In order to obtain legitimacy, Islamic society's leaders must exhibit sanctity and charisma. Monarchical administrations

dominate the majority of Islamic countries. The claim of the Moroccan royal line to derive from the Prophet Muhammad affords them enormous respect, status, and legitimacy.

Monks, hermits, or clergy (marabats), especially those with remarkable spiritual qualities, rejected the sultan's rule openly. These local chiefs continue to acknowledge that kings and national leaders enjoy the greatest prosperity. People who appear to possess a high level of holiness are regarded as social leaders.

Morocco's Christian history dates back more than 1,000 years. The majority of Christians in Morocco are French, Spanish, and other European settlers and recent immigrants. ("Morocco," 1986). Local authorities and the media are not thrilled about the Christian revitalization of Morocco. Some young Christians are compelled to relocate to major cities or abroad for better opportunities.

Morocco's pre-Almohad Jewish community had relative freedom from persecution. Relations between Jews and Muslims were cordial, if occasionally tense. Most of the traditional Jewish homes known as mela have disappeared. Islamic philosophy and worldview in Morocco are the result of history, environment, government, and society.

Art, Literature, and Media

Morocco marks the rediscovery of Morocco's longstanding literary prowess. Literacy acquired a new dimension with the introduction of European colonialism to the African continent. A new generation of North African authors now writes in a single language and translates their work into at least one other language. (Barber & Furniss, 2006).

Moroccan authors have recently characterized oral art expressions in a number of genres, including proverbs, songs, feasts, and oral storytelling. (ROSEN, 1988). Tales teach their audience about human knowledge, foolishness, and ethics. Poetry is widespread among Berber Arabs, who compose it in a variety of styles.

Araba's effective educational system, which was centred on the Qur'an, fostered entrepreneurial creativity. Ibn Battuta's descriptions of life in medieval West and East Africa are largely responsible for the development of modern African history. Learning and writing Arabic remained a top priority across Morocco. (Abu-Lughod, 2006).

Moroccan literature began its historical transition from an early Arabic readership to a French and Western public. Contemporary artists such as Driss Chraïbi and Mohammed Abu-Tolib have been influenced by recent trends. The spirit of division fostered during the colonial era was a common theme in post-colonial writing.

Muhammad Khair Eddin demonstrates the impact of French culture on contemporary literary styles. (Singer, 1966). Eddin's prolonged stay in France allowed him to shift from ideologically nationalist to creative writing. In his ethnographic books, the French-speaking Berber poet Ahmed Seprioui is esteemed for his singular depiction of ordinary life.

Characteristics of Hospitality

Ahmed Lemish, a high school teacher in Rabat, has garnered national prominence for composing poetry in his native Moroccan Arabic rather than the more frequently read classical Arabic, French, or English. His most recent work, "Who Sews the Water..." (Shkun Trez Lma...), was a critical sensation.

Moroccan authors often address gender issues and the participation of women in the independence struggles of the 1940s and 1950s. (Newbury, 1986). Leila Abuzeid, a notable novelist, told her narrative in the traditional way of a storyteller. Other modern female poets have made their mark on poetry.

Moroccan women authors examine how Moroccans perceive, interpret, and express their culture. They resist monarchical control and ongoing patriarchal rule with a strong desire for a fully free society. (Rosenfeld et al., 1979). As the monarchy struggles with the conundrum of balancing power and authority with democratic freedom, a more critical and robust press is expected to back reform initiatives.

Morocco's monarchical government exercises bureaucratic control over news organizations and publications by choosing reputable media house managers. Government censorship has received domestic and international criticism. (Aammari, 2018). The monarchy continues its global search for democratic institutions or the Moroccan media law, which provides the criteria for incarcerating writings that call into question the legality of Morocco's territorial claims in Western Europe.

Moroccan private media explore a variety of formerly taboo themes, including social difficulties. The State Decree of August 2, 1995, permitted the expression of political ideas and sociocultural perspectives within the confines of established media laws. ("New Media in the Muslim World," 2003). As in all Islamic nations, the majority of Moroccan publications feature Islamic lectures on their front pages.

Radio and television broadcasts serve to educate, enlighten, and entertain the audience. The Maghreb and Arabe Presse (MAP) was founded in 1958 with the motto "News is sacred, comment is free".

CCM is still responsible for promoting and regulating the film sector. Algerian and Moroccan films have exceeded their Egyptian competitors in popularity. The number of households having radios and televisions has expanded dramatically since the 1980s. Morocco has 35 television channels, including the National Radio of Western Sahara (NR).

Morocco has one of Africa's largest telecommunications industries. The government can ban any website, especially those that challenge its Western Sahara policies. Users of the Internet in Morocco can access information from their offices and residences.

Moroccan crafts include stone, silver, gold, cloth, pottery, ceramics, iron, and brass. Mosaic is a sort of surface decoration that is formed by arranging pieces of various hues. (Elbaz, 1988). Murals are decorative works of art that are incorporated into the surface of a wall or ceiling.

The Moroccan government established the Arts Education Centre in the early 1960s to preserve the rich cultural legacy of the people and expand a lucrative tourism business. Traditional

craftsmen and artisans continued to dominate, standardizing their products for local and worldwide markets using new techniques. (Hannoum, 2009). The twentieth-century French colonization introduced painting as a distinct art genre.

Moroccans manufacture a variety of locally obtained handicrafts employing fashion and household stone, metal, and gold, textile, and leather techniques. Zellig mosaics (or ceramic tiles) are a beautiful example of traditional Moroccan art. High Atlas rugs are woven with huge knots, including four to five tassels between each knot rail. Moroccans are able to produce creative objects employing both traditional and European art styles. Wafa bank, the largest commercial and financial institution in Morocco, displayed contemporary art in its foyer in 1988. By preserving local art, the bank enhanced its reputation as a member of the Moroccan community.

Moroccan artists are bound between two worlds: Islamic restrictions and secular magic. European artists who visited Morocco during the colonial period typically resided in Jewish communities or Mela due to religious constraints. Europeans had easier access to the Mela than to the Old Islamic Quarter, also known as the Old Medina.

Moroccan architecture is heavily impacted by Islamic traditions, European influences, and local history. Casablanca boasts more Western-style architecture than any other Moroccan city. The Casbah can be reached by a slender, windowless passageway with a square door adorned with exquisite carvings.

Cuisine

Moroccan cuisine and food customs are expressive forms of socio-cultural activity that reflect the identities and customs of individuals, families, and communities. Morocco's cuisine is a combination of several cultures due to its location at one of the old trade chain's most important hubs.

Moroccan cuisine reflects the country's diverse culture. (Pennell, 2001). Many of the current culinary techniques, meals, and eating habits were part of the indigenous Berber culture prior to European influences. Other customs are shared by Africans, Asians, Arabs, and Europeans. Moroccan cuisine has been explored by women (dada) and professional chefs. Moroccan food culture varies from individual to individual, family to family, and area to region. Women and professional cooks continue to experiment with new dishes, making the cuisine of Morocco vibrant. Simple recipes made with wheat or barley are the cheapest for the average Moroccan citizen. A Moroccan adage stresses that both the wealthy and the poor revere bread as a holy food. The Berber males cultivate barley, while the women mill it into flour and bake bread. Complement your bread with potatoes, tomatoes, onions, garlic, peppers, zucchini, fruits, and nuts.

Moroccans bake bread using barley, wheat flour, wheat, sorghum, and millet. Berber women are renowned for their flatbread *terfist*, made with no leavening. *Khboz bishemaar* is a unique dough shape made with oil and spices. Couscous is the Moroccan Arabic word for "meal." Because it is served with a sauce containing saffron, cumin, ginger, and paprika,

couscous represents *jejemshmel*. *Jai bil Zetyun Meslallah* is a dish in which some households combine chicken with locally-grown spicy green olives. *Tagine*, the traditional Moroccan stew, is of Berber origin and can be made in numerous ways. Traditionally, chicken and lamb are the primary ingredients in *tagine*. (Pennell, 2013). A popular menu item is lemon chicken marinated in olive oil, onion, pepper, salt, saffron, garlic, and moss. The majority of plants used today were brought to Morocco from India, China, the Middle East, and sub-Saharan Africa centuries ago. Cayenne pepper (*felfla*), cumin (*kamun*), cinnamon (*karfa*), turmeric (*kekum*), and saffron (*saffron*) are the ten most frequent spices.

Moroccan Cuisine

Moroccan cuisine is an amalgam of Berber, Andalusian, and Mediterranean cuisines with slight European and sub-Saharan influences. One of the major characteristics of Moroccan cuisine is the interplay between salty and sweet flavours, such as *tfaya*, a mixture of caramelized onions, butter, cinnamon, sugar and raisins served very often with meat.

Moroccans eat three daily meals: breakfast (*futo*), lunch (*rada*), and dinner (*asha*). Breakfast is bread, butter, olive oil, black olives, jam, and other basic items. Dinner is so revered that it is nearly irrevocably linked to the family. The majority of the food produced in Morocco is exported to Europe. Lunch is a great time to evaluate table manners and eating habits. (Ramsay & Edge, 2005).

Most women continue to assume the traditional role of housewife; dinner is elaborate and ritualistic. For wealthier households, lamb or chicken with copious amounts of couscous is frequently the main course for lunch. Moroccan lunches are light and simple, often consisting of a variety of nuts and dry fruits. Families who can afford it may add salads, omelettes, and/or meat to their meals. Recently, crisp potato chips and fast food have debuted in Moroccan supermarkets.

Morocco's affluent are accustomed to drinking water that has been treated with gum Arabic. Access to potable water can be an issue in Morocco, particularly in semi-arid settlements. In most nations, the government has worked diligently to provide access to potable water.

Mint tea with copious amounts of white sugar and fresh mint is the most fundamental method for preparing tea. This tea is served in small cups and has a sweet, seductive flavour. People with diabetes or other health issues should either avoid drinking tea or learn to consume it without sugar. The wines of Morocco include white and red varieties such as *cabernet*, *vieux paf*, *valpierre*, *sausoleil*, and *gris de bulaoang*. In large cities such as Casablanca and Rabat, young people consume alcohol during festivities. Soft drinks and fruit juices are popular in Morocco.

Moroccans eat with their fingers instead of a spoon and fork; they wash their right hand's three middle fingers. Housewives participate in cooking at weddings, circumcisions, the summer solstice, and other events. Preparing certain ceremonial foods may take several days.

Moroccan dishes include roasted lamb or barbeque, known to

the Berbers as *mehui* or *mashibi*. Lamb is rubbed with garlic, ground cumin, and olive oil before being fried to a dark brown colour. ("Remaking Women," 1998). This meal is frequently prepared for *Eid al-Babir*, the Islamic feast that follows Ramadan.

Traditional Clothing in Morocco

The *gelaba* is a sort of long outerwear with a hood and long sleeves. White is the most preferred colour for guys. The women's *Jellaba* is roomy and features long sleeves, a hood, huge side pockets, and a front zipper for easy on/off.

A *burnoose* is essentially a sleeveless tunic with a belt around the waist and a one-piece cloak. Berber exhaust has undergone various design adjustments over the years. The most recent version is drastically different from the original, yet successful city leaders still wear it.

A turban and a little knitted cap with a design around it are also essential components of men's traditional attire. The red *fez* turban is preferred by businesses. (Burke, 1979) In a large portion of the eastern Mediterranean, encompassing North Africa and South Asia, Muslims wear turbans. The typical *kaftan* is an ankle-length silk or cotton robe with a gold belt and multi coloured stripes along the edges. The *babush* is popular among both men and women in Algeria, Tunisia, and parts of Libya.

Moroccan Jews wear a traditional garment known as the "Great Dress" (*Kswat el Kebira*). This garment can be traced back to a group of Jews from Spain known as *Sephardim*. (Schroeter, 2002). It is adorned with bright embroidery and is available in a variety of pieces.

Earrings, bracelets, bangles, and pearl necklaces are among the most frequent jewellery items. Wealthy individuals adorn their feet with jewelled anklets. Moroccan women stock up on an assortment of expensive jewellery, from basic *Zagora* and *Tuareg* to *magun* and mint coral jewellery.

Moroccan clothing reflects local and global identity, or "modernity," for both younger and older generations. A student may have a range of Western shirts, slacks, suits, sportswear, and Italian or Spanish shoes. Villagers occasionally combine suits and shirts in the style of the West with traditional cloaks. (von Grunebaum, 1961). After French colonial power ended in Morocco, European clothing began to appear there. Contemporary youth attire is greatly inspired by western fashion. In compliance with religious regulations, women still wore traditional attire. However, some women, particularly educated Westerners and gender activists, began working.

Moroccan clothing conveys a great deal about people's cultural heritage, values, and taboos. Clothes and identity are tied to the prevailing religions of the economy, politics, and society. The traditional headscarf instils the image of modest, respectable housewives in Morocco.

Moroccan Music and Dance

Moroccan music is a fusion of Berber, Arabic, Jewish, African, and European influences. Bands entertain attendees at concerts,

Characteristics of Hospitality

weddings, circumcisions, and births. The roots of Moroccan music may be traced back to the Andalusian period.

Berber folk music and dance appeared before the arrival of the Arabs in the late seventh century. The griha genre's lyrics are composed in Arabic in a sophisticated and scientific manner. Crime, immorality, poverty, women's issues, conflict, and adventure are all common themes in griha. (Westermarck, 2013).

The folklore of Morocco is quite rich and differs from region to region. While Adalus music describes the rise and fall of the Moroccans, Berber music uses tambourines and reed flutes to convey a story. For the peoples of Sous, Tamanar, Immuzer, and Inezgane, the *Argania spinosa* tree is fundamental to their mythology and folklore. Argan musicians sing primarily about their cultural traditions and the general concerns of their immediate area. The *quasida* resembles sluggish, sentimental 18th- and 19th-century English ballads. Another sort of narrative music is *kwada*, which is a type of epic. The *ahidni*, *giaita*, and *tassioin* dances are some of the most well-known. The Haha people of the High Atlas region of northern Africa are known for their military-inspired dance. *Amizmizu* town near Marrakech features acrobatic performances by the Brotherhood of Sidi Ahmed ou Moussa. Some Berber and Andalusian musical styles were originally composed for worship and religious rites. In the Anti-Atlas region, men and women dance *indigo*, also known as *tissint*. The *Tissint* Dance is one of the original Berber folk dances recommended for inclusion in the Marrakech Folk Festival.

The percussion instruments are expertly done, and the male chorus sings passionately. The beats shift in a well-rehearsed manner from time to time, eliciting reactions that resemble thunderous flashes of ecstasy and enthusiasm. *Malhoun* and *Deca* are associated with the craft guilds of the urban working class.

The music and dance of Morocco are designed to entertain participants in traditional games and sporting activities. The famed Horse Festival (or *Fantasia*) of Meknes is among them. The diversity of elaborate costumes worn by the participants and the style of music played reflected the varied traditions of the people.

Ahidu (or *Ahwach*) is one of the most renowned arts of the medieval atlas. Men and women dance in a big circle to the beat of the local *dombra* (*bendir*). *Ahidu*'s shows are incredible, and the band's signature dances have not changed.

Moroccan folk music blends elements of regional, African, Arabic, and Western styles. *Noujum Ouazza* is one of the most successful up-and-coming performers. (Bowen et al., 2014). Najat Atabou's "Country Girls and City Women" CD is renowned for its subtle political commentary.

Morocco's festivals are based on religious beliefs, national events, folklore, and popular culture. The Festival des musiques sacrées du globe features a weeklong celebration of diverse musical styles. *Eid al-Fitr* marks the beginning of the Islamic New Year for most Moroccans. Moroccan festivals of sacred music are a wonderful synthesis of artistic and cultural traditions. Sufi and Berber trance music and Arab-Adaluz and

Sephardic mysticism are part of the offerings. Jazz and Egyptian music are also found in Morocco, although jazz is less popular.

Carpet Weaving

Carpet weaving is a traditional and unique craft in Morocco. Styles vary dramatically from region to region and tribe to tribe.

Contemporary Art

Contemporary art in Morocco is still developing. with considerable potential for growth. Between 1990 and 2000 alone, Moroccan cities opened institutions that contribute to the dissemination of contemporary art and visual arts. The global art market is also influencing the development and visibility of contemporary art in Morocco; international exhibitions such as "Africa Remix" (2004) and "Nonuniform Geographies" (2010) have featured contemporary artists from North Africa, including Moroccans. Marrakech is regarded as the "art capital" of Morocco, which has gained recognition across the African continent and globally.

Moroccan Society

The cultural values of Moroccan society are: security and family harmony; authority; compromise; patience; indirectness; hospitality; formality/admiration; reputation; kinship; belonging; friendship; social recognition; tradition.

In the postcolonial environment of Morocco (1940-1956), the face-revealing hood was not only a religious and cultural symbol but also associated with the national liberation movement. (Maghraoui, 2002).

In the 1970s, many newly educated elites returned to their hometowns to marry and build a "majority" personalized family experience. The spread of Western-style education and contact with different cultures have made the Moroccan family flexible. Moroccan family life is essential to the social order in Morocco, and children are socialized in accordance with family traditions. (Yacoubi, 2004). Young Moroccans remain at home and participate in family-organized social activities. The son remains with his parents after marriage and raises his own family within the structure of the extended family.

The growing bourgeoisie favoured smaller, more manageable families, but the majority of Moroccans kept the custom of embracing polygamous marr. (Dwyer, 2004). In contrast to the centrality of the nuclear family in American family life, the Berbers of the Central Reef Mountains frequently identified themselves as members of a clan. Moroccan family life is essential to the social order in Morocco, and children are socialized in accordance with family traditions. Young Moroccans remain at home and participate in family-organized social activities. Boys are expected to contribute to the welfare of their families; therefore, the son remains with his parents after marriage.

In the majority of Berber Arab paternal groups, descendants or

extended relatives are expected to share in the inheritance of the deceased. Men have greater inheritance rights than women, and women's shares are mostly contingent on male generosity. There is a growing desire among women in many Western societies to retain their gender after marriage.

Every effort is made in Morocco to ensure the success of a marriage, which results in the birth of children. Marriage provides respect and status to unmarried women and young men, but their primary duty remains procreation. When children are present, divorce becomes extremely difficult because both parents tolerate one another for the sake of their children's well-being. The family plays a significant role in the choice of marriage partners. Mothers take the initiative, but first discuss the plans in detail with the husband. The continual engagement of elders in family disputes indicates the collective, as opposed to the individual, nature of Moroccan marriage customs.

Endogamy or big intra-family weddings are prevalent, and "the preferred spouse is a paternal cousin (bint 'amm, or the daughter of the father's brother)". In the Middle Atlas region, marriages frequently involve cousins or siblings. (Simon, 2015). By marrying their cousins, men are considered to offer honour, respect, and protection to their family. The Moroccan family plays a significant role in the choice of marriage partners. In countries where sexual activity is uncommon, marriages are formed through social bonds or discussions with mothers. The continual engagement of elders in family disputes indicates the collective, as opposed to the individual, nature of Moroccan marriage customs.

A dowry is a substantial payment given by the groom's family to the bride's family. Dowry is an integral aspect of the marriage process in Morocco. It protects women from unfaithful husbands, as the groom stands to lose everything if divorce occurs. Dowry is an integral aspect of the marriage process in Morocco. Dowry protects women from unfaithful husbands, as the groom stands to lose everything if divorce occurs. Ceremonies designed to protect the marriage from evil attacks, hostile spirits (demons), and witchcraft

Moroccan men are permitted to marry up to four women, depending on their lifestyle and talents. The Qur'an makes it explicit that a man must be prepared to treat each wife and child properly and justly. A new generation has begun to embrace polygamy as a costly lifestyle that men cannot afford. To divorce a Muslim husband, the words "divorce you" must be said three times in the presence of witnesses. A cheating husband may also be required to pay his ex-spouse three months of alimony (sqaq). Wealth and family assets will be taken from women, especially those convicted of adultery.

Arab women are prohibited from marrying French, Spanish, or Jewish men, whereas their males can marry foreigners. Unskilled people tend to work in more traditional occupations than educated people. Men and women from low-income households who engage in occupations such as weaving, water extraction, and animal husbandry compromise these difficulties. (Vinogradov, 2020).

Moroccan families emphasize the significance of kinship and affinity with the immediate community. The separation of girls and boys during early puberty is designed to protect young

women's virginity. Marriage is regarded as a fundamental component of adulthood, yet a woman's seclusion plays a role in her ability to regulate her voluntary sexuality.

Moroccan brides are frequently wed without a wedding ceremony, meaning that the bride's premarital virtues are irrelevant. Expectations of female chastity are gradually shifting due to rising levels of stress and anxiety. Couples who had sex prior to marriage use their own blood as a sign of chastity. Moroccan life exemplifies the persistence of indigenous labour practices and cultures. People demonstrate their warmth and feelings through dramatic greetings such as hugs, kisses, and long handshakes. The importance of social and group contact (jama) within a religious, political, or cultural community.

The Moroccan hospitality code promotes respect or dignity (karam), generosity (karim), respect (namys), sharing, and hospitality. (Wood & Hudson, 1963). Villagers typically welcome strangers and acquaintances to their homes for lunch or dinner. Visitors are prohibited from eating with their left hand, as it is considered an insult in the local culture.

Circumcision in Morocco initiates the infant into the culture and religion of the society. Understanding of the old Koran is a crucial aspect of the maturation process in Morocco. Western-style education has assumed a central role in preparing individuals for success in the modern economy. (Wagner, 1994).

Modern Morocco

Moroccan Hicham El Gueruz won two gold medals at the 2004 Athens Olympics in the 1500- and 5000-meter events. Nawal El Mutawakel won the 400-meter hurdles gold medal at the 1984 Olympics. Les Lions de l'Atlas were the first African team to reach the quarterfinals of the 1998 World Cup. Moroccan cinema expands boundaries by dramatizing the country's social and political challenges. Modernist cinema aims to educate individuals about society and liberate them from taboos. (Johnston-Anumonwo, 2009). *Et Femmes*, a melodrama by Saad Chraïbi about women's rights, was produced in Morocco. Life is a dichotomy of old and new, rural and urban, wealth and poverty, education and ignorance. The majority of Berbers in the Atlas region and Tuaregs in the south are pastoralists or nomadic herders. Those who opt for a European way of life can typically find it in major towns such as Rabat, Fez, Casablanca, and Meknes. ("Henry Munson, Jr. <Italic>Religion and Power in Morocco</Italic>. New Haven: Yale University Press. 1993. Pp. Xix, 232. \$25.00," 1994).

Morocco's capital, Marrakech, is divided between a young middle class and a commercial and political elite. The elite are known for their conspicuous consumption and flashy lifestyles. (Westermarck, 2013). In contrast to the past, it is now normal to encounter young people in nightclubs, taverns, and restaurants. Morocco has always been a country where cultural ideas and socio-political transformations meet. European colonialism in the 20th century left an indelible mark on the people's history. Western intervention brought about profound and severe changes in Morocco. Thousands of people have fallen into poverty due to unemployment, starvation, and

beggaring.

Moroccan women are obtaining more freedom and independence in terms of gender relations. Women have acquired greater employment options in government, academia, law, medicine, and other sectors. Nawal el-Mutawakel, winner of the 400-meter hurdles at the 1984 Olympics, served as Minister of Youth and Sports.

In the late 1990s, governmental institutions were liberalized after Muhammad VI (generally viewed as a liberal) replaced his father. Hassan campaigned for office in 1997, following many life-threatening attempts by unhappy forces in the 1960s, 1970s, and 1980s. The political shift was part of a larger liberalization trend that began prior to Hassan II's death in July 1999.

Following the demonstrations in the region in the wake of the 2011 "Arab Spring", Morocco enjoys a stable political environment. With its new constitution, adopted in July 2011, Morocco has taken important steps towards political modernisation and an open economy. Morocco receives more development support from the EU than any other North African country except Tunisia. Morocco receives more development support from the EU than any other North African country except Tunisia.

Conclusion

Morocco - the territory of a past measured in centuries and millennia - offers today's visitor the grandiose scenery of the vestiges, the cave paintings of the pre-Saharan regions or the High Atlas, the civilisation of the desert, the Moroccan architecture in which refinement meets grandeur, art and folklore with the originality displayed in numerous urban and rural centres. In spite of many difficulties, Morocco appears today as a country in full economic, social and cultural development with the aim of national progress. The sustained efforts of the Moroccan state aim at an accelerated increase in the material and spiritual standard of living of the people.

The "Moroccan mosaic" made up of Berbers, Tuaregs, Arabs and Africans, French and Spanish influences, is a unique experience, with generous and hospitable people, fascinates and surprises everyone who visits this country.

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The Impact of Bocuse d'Or Competitions in Hungary on the Development of the Domestic Catering and Hospitality Industry

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Abstract

According to the definition of the FAO, sustainable gastronomy is the kind of way of thinking and practice when we pay attention to the procurement of raw materials, ingredients, cultivation and breeding methods. By following this philosophy, all hosts and guests can do their part to protect the soil, preserve natural waters and biodiversity.

Due to the worldwide closures resulting from the virus situation that erupted in 2020, consumers have become even more sensitive to environmental and social issues. This awareness is also reflected in our eating habits, from the point of view of the future, there is an excellent opportunity for caterers to start following the principles of sustainable gastronomy. Our study presents how the Bocuse d'Or competitions influenced the transformation of sustainable gastronomy in Hungary. Our 3rd place in the international final in Lyon on January 23, 2023 gives Hungarian gastronomy confidence that it is on the right track. However, after participating in international competitions, it also became clear that the renewal of our hospitality education is inevitable for the sake of socio-economic sustainability. To confirm our own related research, we conducted in-depth interviews with the leaders of the Bocuse d'Or Academy. In the course of further primary analyses, it was presented how the competition influenced the latest gastronomic trends in the hospitality industry, what changes and major trends have emerged in recent years. The subject of separate research was how consumer needs influence individual trends and what consumers' decisions depend on. Among the results of the investigations, it can be said that traditions play an important role in Hungary's gastronomic offer, and domestic ingredients have great value in tourism and hospitality. During our questionnaire research, in addition to the attitudes of the population, the respondents' willingness to spend was also assessed.

At the Bocuse d'Or competitions, Hungary was placed at the forefront of the world's gastronomy, and Hungarian restaurants are successively awarded Michelin stars. In addition to being a forward-looking initiative, the sustainable approach helps to rediscover the now often forgotten gastronomic treasures of Hungary and its various regions.

Keywords: gastro trends, gastrotourism, generational differences, farm-to-table, sustainability, Bocuse d'Or

Introduction

On the initiative of Paul Bocuse at the Salon des Métiers de Bouche gastro exhibition held in Lyon in 1983 a chef competition was launched during which participants had to prepare all dishes in front of an audience (bocusedor.com). Although the exhibition was renamed later to Salon International de la Restauration de L'hôtellerie et de L'alimentation (SIRHA), in honour of Paul Bocuse, the competition was given the name, Bocuse d'Or.

(bocusedorhungary.hu). Since 2008 the participants at the Lyon final are selected at regional semifinals held in Europe, Asia, and America and as of 2018 Africa has joined as well. (Until 2017 the United States was entitled to send a participant or competitor on her own right).

While Hungary took part in the 2008 and 2010 events, major success was not achieved. In autumn 2011 the Hungarian Gastronomic Association (HGA) under the leadership of Lajos Bíró took charge of the Hungarian Bocuse d'Or Academy.

The resulting new attitudes and strategies served as proof of the capability of the organization to fulfil its mission. Furthermore, in the 2012 European regional semifinals held in Brussels Tamás Széll and his team finished 9th and advanced to the Lyon finals (Table 1).

Table 1. The results of the European finals and semifinals of the Bocuse d'Or (Author's own compilation)

| European Qualifier | Bocuse d'Or Europe 2012, Brussels | Bocuse d'Or Europe 2014, Stockholm | Bocuse d'Or Europe 2016, Budapest | Bocuse d'Or Europe 2018, Torino | Bocuse d'Or Europe 2020, Tallin | Bocuse d'Or Europe 2022, Budapest |
|-----------------------|-----------------------------------|------------------------------------|-----------------------------------|---------------------------------|---------------------------------|-----------------------------------|
| Hungarian participant | Tamás Széll | Gábor Molnár | Tamás Széll | Attila Póznér | István Veres | Bence Dalackó |
| Result | 9. | 9. | 1. | 8. | 1. | 3. |
| Finals | Bocuse d'Or 2013, Lyon | Bocuse d'Or 2015, Lyon | Bocuse d'Or 2017, Lyon | Bocuse d'Or 2019, Lyon | Bocuse d'Or 2021, Lyon | Bocuse d'Or 2023, Lyon |
| Hungarian participant | Tamás Széll | Gábor Molnár | Tamás Széll | Attila Póznér | István Veres | Bence Dalackó |
| Result | 10. | 13. | 4. | 12. | 11. | 3. |

Gábor Molnár earned a 13th place ranking in the 2015 Lyon world finals proving that Hungary had already achieved the middle range of the participating countries. After 2016 the rankings started to improve and due to the efforts of the Chair of the Hungarian Bocuse d'Or Academy (HBA) Zoltán Hamvas and the leader of the Hungarian Gastronomical Association (HGA) Balázs Csapody the country advanced to the upper rankings. Despite such positive developments we have to ask the question, whether we can retain our position in the elite group in the long run?

The impact of participation in the Bocuse d'Or competitions plays the most important role in the spread of sustainable ideas (Martin-Rios 2022). Because in the future, management methods that take environmental aspects into account and the availability of raw materials produced with environmentally friendly cultivation methods will become the most important issue of Hungarian gastronomy.

Plants grown in healthy conditions, chemical-free or with minimal use of chemicals, and food produced from them can only be grown on healthy soil, so cereals and plants that prioritize the preservation of soil health will play a leading role (Baros-Dávid 2007a). The role of chefs greatly influences our relationship with food. They are the ones who connect the farmland and the table, and they are the ones who can start a dialogue about sustainable hospitality (Baros-Dávid 2007b). Since the chefs work in close cooperation with the producers, their role is decisive in the question of what ends up on the table. A restaurant that relies mainly on local producers works mostly with seasonal ingredients. The advantage of the seasonal menu is that the chef always works with fresh ingredients. In such cases, of course, the restaurant depends largely on the creativity of the chef, so that the dishes will always be served in a variety of forms (Gál et al. 2013). However, Generation Y is increasingly interested in restaurants that are willing to do as much as possible to reduce their ecological footprint.

Thanks to the Covid-19 pandemic, environmental sustainability has become the focus of attention through hygiene and cleanliness. Caterers must comply with epidemiological measures, and on the other hand, guests must be assured that

they and their loved ones are safe. Today, for example, the placement of hand sanitizers, the continuous disinfection and cleaning of the most visited locations, and the role of the cleaning staff have also become more important.

In the field of socio-economic sustainability, continuous digital communication can no longer be ignored, it has become more important than ever for actors to be present in the online space, have a uniform image and appear in social media (Bacsi et al 2022). Emphasis should be placed on informing travelers, thereby increasing their confidence and reducing their sense of uncertainty. At the same time, the role of WOM (Word of Mouth) increases in the enormous flood of information that surrounds everyone (Kóródi-Dávid 2019). This means that the majority of travelers choose the location of their future trip based on the experiences of others. Before choosing the perfect destination, more and more people read internet reviews and ask their friends about their personal experiences. That is why great emphasis must be placed on high-quality and friendly service and on establishing a good relationship with guests, as this is the only way a service provider will receive positive reviews (Vasa et al. 2020.).

1. The Hungarian Bocuse d'Or competition

According to Rasmus the Bocuse d'Or is "the world's most difficult chef competition to win" while Geir Skeie from Norway is on the opinion that "the Bocuse d'Or is a very hard, stressful event" (Bocuse 1993). Molnár compares the internal atmosphere of the competition to that of the great football stadiums with its audience frenzy, and unique fascinating experience. (Bakcsy 2021).

Although Lajos Bíró described the Bocuse d'Or as "a tremendous strain requiring the output of an unbelievable amount of energy, and an extremely hard competition", Zoltán Hamvas' view as "potentially the greatest adventure in one's life" appears to contradict the previous statement. Benoit Barbault (Metro Trading Ltd.) identifies the Bocuse d'Or with excellence, in one word the best of gastronomy. This is more than a competition, it is an atmosphere, a fulfilment of a need, and one cannot reach this level by talent alone, as it requires immensely hard work. This tremendous effort leads to the encounter of various culinary arts, and one of the greatest attractions and benefits of the Bocuse d'Or is that chefs of the world can exchange their ideas during the event. The Bocuse d'Or is more than an event, as Csapody states it is a high-level chef competition connecting top gastronomy with the audience demanding truly high quality not only at the given venue but in the long run as well (Bakcsy 2021).

As Tamás Széll put it succinctly, this is an elite competition and performing well would provide real benefits for Hungary. A good performance with a high ranking along with hosting the European finals represent a cheap alternative for the improvement of the national image as a promotion campaign would cost billions, while the Bocuse d'Or can be arranged for a relatively low, few hundred million HUF (Széll 2017). In light of the above and aiming to renew the over 60-year-old concept of "world famous Hungarian gastronomy" a team was formed within the gastronomic profession. The main goal was

to fill with content this well-worn term, which until then was represented by a variety of medals and championship titles without actual achievement. As Tamás Molnár B. pointed out “we shouldn’t lie to ourselves anymore and we must realize that among the top 5000 restaurants of Europe we cannot find a Hungarian one” (Széll 2016).

Cseh asserts that the Scandinavian countries have become special destinations for gastronomic tourism. He also warns that if we continue to merely boast about the world-famous Hungarian cuisine, the Scandinavians will pass us in the field of gastronomic innovations. Having explored their culinary traditions and re-discovered the old methods they would integrate them into their cuisine by the help of modern technology in order to win the Bocuse d’Or. This means the combination of tradition and evolution (Cseh 2007). Currently, the Bocuse d’Or requires a large team whose knowledge covers the comprehensive requirements individually and together as well.

2. The secret of the Bocuse d’Or

Winning the Bocuse d’Or competition requires familiarity with French cuisine and the current food trends as well. Since the Bocuse d’Or was originally a competition for French chefs, this fact significantly influences the contemporary expectations. Accordingly, participants should have a thorough knowledge of the given trends, ingredients, the respective technologies, along with the presentation and design options.

While everything should be prepared on the premises, one concession is that the participants could bring their own stocks or broths. Since 2009 the contestants have been strictly monitored for pre-sliced vegetables. Chefs are required to prepare one dish with meat, and one with fish along with three servings of garnish. In order to encourage creativity, the organizers until 2011 announced the respective ingredients six months before the competition, but after 2012 the only information provided is the ingredients of the fish platter, which is released to the candidates two months before the event. On the eve of the competition the chefs are given only 30 minutes to select the fruits and vegetables and as of 2013 master chefs are required to improvise by making a side dish in 30 minutes from ingredients that can be obtained from the market.

Participants of both the qualifying round and the finals are allotted 5 hours and 35 minutes to prepare a dish with fish and one with meat. Each team consists of two people, a chef and a cook. The chef has to be older than 23, while the commis cannot complete his or her 22d birthday during the term of the competition. The third member of the team is the coach, who trains the group, but is not allowed to be in the kitchen during the competition (Bocuse 1993).

The panel of judges consists of 24 acclaimed chefs divided into two groups of 12 evaluating the respective fish and meat dishes. Two thirds of the available points, which cannot exceed 40, is determined by the quality of the served dish. One third of the points is awarded for presentation, and an additional 20 points evaluate the effectiveness of the teamwork, the cleanliness of the cooking process, and the economical use of the ingredients.

Participants have to consider a wide variety of issues and one can easily get lost in detail, including the ingredients that have already been used on the Bocuse d’Or, or those not used despite their good quality. Additional concerns include newly re-discovered or trendy ingredients and raw materials. To top it off all of the above has to be compiled in such a way that it can reveal the individual style and represent the national characteristics as well. Other requirements include the availability of the best devices possible. Competitors should be familiar with their use, or they are expected to learn working with the equipment later. In addition to the details of the competition process participants should be familiar with the judging criteria, that is, one must be aware of the crucial role of such factors as taste, condition, colour, form, sight, and design. The most important criterion is flavor, followed by visual elements and the design and also the introduction of national characteristics. Last but not least, all these factors have to be presented in a harmonious manner. The point system is broken down in the following way: 40 points for flavour, 20-20 points for visual elements and background work, and also 20 points for presenting the regional characteristics. Thus, one judge can award altogether 100 points.

Winning requires two things, a good chef and a management, which allows the good chef to maximise his or her potential. While at the beginning such attitude might appear as wasting time, money, and energy, a good performance or a high ranking can result in an increasing number of guests, who among others would be eager to taste Tamás Széll’s 2013 Bocuse entry, his goulash soup at the Onyx restaurant.

3. Reforming catering and hospitality instruction in Hungary

One of the main objectives of the Hungarian Gastronomical Association is to reform the vocational education system in catering and hospitality and to enable the respective students to meet the requirements of the labour market. In light of the spectacular results achieved at international competitions the Hungarian Bocuse d’Or Academy can help the realization of this goal by influencing the specific decision makers. Consequently, basic terms of the trade such as “chef, food server”, or “confectioner” have to be defined along with determining the content of the respective curricula and examination requirements. The signers of the Culinary Charter are convinced that the once famous Hungarian hospitality and catering can be restored to its previous glory. Culinary culture is one of the most important indicators of a country’s civilization level and general culture. It is in interaction with agriculture, health care, environmental protection, along with various professions, the tastes and preferences of the public eventually contributing to the image of the country. Due to its social, economic, and cultural impact, gastronomy is expected to be treated with attention reflecting its importance both by the general public and the government.

We have gained an awareness of the situation and the respective options by now. Thus, it is possible that the new generation of chefs learn in the best Hungarian restaurants and use their knowledge in developing new trends both at home and abroad.

The potentially impacted areas include agriculture. Here in addition to communication and the exchange of ideas shared research projects have been launched aiming at the improvement of basic materials and ingredients in order to assure the high quality of the respective dish components. Another possibility is to influence the general public via the media to develop a basic need for identifying and acquiring quality food items. These options have to be converted into strengths in the long run so that people would develop a need, prepare the financial background, and allocate time for attending restaurants on a regular basis (Culinary Charter 2007).

Hungary's good performance at the last two Bocuse d'Or competitions earned worldwide attention and we made further advances by bringing both the 2016 and 2022 qualifying round to Budapest. Perhaps the most important result of participating on and hosting the competition is the trust and confidence the good results inspire. It is rather paradoxical that despite the scarcity of a reliable and educated workforce mentioned by Zoltán Hamvas, the country has reached such outstanding results in the Bocuse d'Or. The competition not only sets an example, but it provides inspiration and encourages the young generations to choose the hospitality or catering industry as their profession. Restaurants receive trainees on a per capita basis and due to such quota system students cannot really be given failing grades. As far as the examination criteria are concerned, despite being in the 21st century the guiding principles still reflect the mass production perspective of the 1950s and 1960s. Therefore, vocational education does not want to meet the requirements of the catering profession, but that of the so-called "experts" sitting behind their desks without any practical experience. Hence, graduates or recently qualified "experts" finish their education with hardly usable knowledge, and they have to start the learning process again at their places of employment. Apart from curricular deficiencies, the other problem is the attitudes of today's youth who are not interested in the practical dimensions and considering it a necessary evil, fail to see the reason behind on-site practice work. Since catering has traditionally struggled with fluctuation of human resources, the turnover within the industry is expected to rise further leading to overall stagnation.

4. Trend research in gastronomy

Trend research implies the exploration, listing, and analysis of presently visible phenomena expected to intensify in the future. In other words, it focuses on future changes and the related impact, which are rooted in the present. The more frequent and repetitive a phenomenon is, the sooner or later it will reach a critical mass and can change our world.

During our primary research assisted by the Goalt and Millau Facebook group we interviewed 345 participants. The general attitude-related answers represented on a Likert scale ranging from 1 to 5 revealed that a little less than half, exactly 43,1% of the respondents are interested in a potential gastronomical experience during a trip or city visit. Most respondents selected option "4" indicating that the given feature is "almost the most important." This finding indicates a significant demand for gastro-tourism and the respective venues, options, and services. The restaurant world as the best location to explore the given

gastronomical trends played an integral role in the questionnaire. It was revealed that consumption habits, the willingness to spend, and motivation in general play a major role in the selection of a given meal or eating establishment.

Most people appreciate the respective quality standards and the family atmosphere in a restaurant, while reputation, or being awarded the Michelin star was ranked the lowest, or least important.

Answers related to prices were surprising as most respondents chose the "sometimes matters" option, despite the frequently determinative role of willingness to spend. The secondary research revealed that healthy nutrition, various food sensitivities and allergies, diets, local ingredients, and markets played a vital role, and several questions addressed these issues. It was found that while 79,8% of the respondents do not have any food-related allergy, intolerance, or sensitivity, and most of them do not even follow a diet or have no such plans in the future, health consciousness, environmental protection, the use of domestic products and maintaining good relations with local retailers are still important.

Regarding questions on gastronomic trends most responses showed a commitment to healthy diets and environmentally conscious lifestyles. One respondent even chose zero-waste cooking options along with the selection of hyper-local ingredients, or shopping in local markets. These answers substantiated the relevant research results and information obtained from professional, scholarly sources. Accordingly, restaurants, bakeries, and cafés serving foods meeting the demands of people suffering from various food allergies, or that of vegetarians are becoming more popular. The survey results revealed that most people regularly shop at local markets and even frequent such places during their trips abroad.

As far as alcohol consumption, wine drinking, frequenting ruin pubs and alcohol-related special events are concerned, it can be concluded that people welcome this type of attractions and many of them have already attended or participated in such events. Most of them have taken part in gastronomical events, especially the Wine Festival of Budapest, or the Gourmet Festival. While most people consume alcohol on special occasions, such as Christmas, birthdays or weddings, our research also assessed the willingness or motivation in attending a venue related to alcohol consumption. Most respondents would prefer a wine bar or take a few drinks at home. The results suggest that longer travel or a visit to a distant venue should be connected with a specific program as people are not likely to travel to Tokaj just for a bottle wine on a Friday afternoon.

Although wine tourism including cellar visit or a wine tasting tour is one of the most popular gastronomical activities and the high participation rate is a good indicator of the given demand for such programs, the lack of information, time, and energy required can hamper such efforts.

The results of the online questionnaire confirm a definite willingness to visit to the countryside, to taste the local foods, in addition to an insistence on the high standards of the respective services. Most people tend to select the city center with tourism-oriented destinations despite the higher prices,

where traditional foods such as chicken paprika are available. This way visitors can enjoy culinary traditions and consume or taste quality foods at the same time without traveling to a more distant location. The expansion of the selection in local foods and the use of locally available ingredients would attract more tourists, support domestic producers and growers, while assuring market profitability. Local ingredients can function as regional or national symbols along with preserving traditions including the national cuisine. Today health appears to be the primary concern, thus catering facilities including restaurants, bars, and buffets should provide a variety of services and elaborate consumer friendly options.

The catering industry should pay more attention to the needs of the younger generations as a restaurant or tourism-related opinion can be uploaded within seconds on a social media surface. While some opinions can be negative, a wider age-group could be addressed with reasonable prices and the respective marketing expenses could be reduced by publishing the remarks, photographs, and views of the guests.

A Dining Guide article suggests that the development of children's menus and introducing high quality, even more special meals to youngsters is a growing trend. Familiarization of children with such options can influence the parents and relatives to spend at a given location. Presently, however, the respective selection is limited as Wiener schnitzel (breaded chicken or pork) and French fries tend to be on offer in general, despite the fact that most parents are convinced of the importance of a healthy lifestyle. They try to raise their offsprings' awareness of healthy diets by making vegetable plates in the shape of fairy tale characters or make crepes in the form of a bear cub. Such options provide a positive experience both for the maker of the food and the eater as well.

Summary

In the view of the Hungarian Tourism Agency catering facilities are pillars of the basic structure of tourism and can also function as independent attractions if they meet appropriate quality standards. (HTA 2021).

Due to the development of the economy and rising standards of living the demand for high quality catering facilities continuously increases. The emergence of „haute cuisine” at the top of the gastronomical pyramid had a positive effect on the other forms of catering and hospitality. Consequently, restaurant menus gradually started to include the newly re-discovered traditional ingredients and recipes of Hungarian cuisine. The gastromarkets enjoying growing popularity in the past decades highlighted the attractions of local or countryside gastronomy and in recent years communities and associations representing and promoting quality gastronomy were established. Such organisations include the Pannon Gastronomic Academy (PGA), the Stylish Countryside Hospitality and Catering (SCHG), and the Responsible Gastro Hero. These entities encourage the use of local ingredients while assigning a high priority to sustainability. Simultaneously with the rising use of local ingredients the growth of respective recipes and expertise is expected. Top quality gastronomy

requires high technology cuisine, which can be launched with a relatively moderate investment.

The Members of the Bocuse d'Or Academy are outstanding experts of the catering and hospitality profession, The events organized by the Academy are open to all interested members of the public. The Academy is dedicated to the fulfilment of its mission including the preservation and promotion of Hungary's gastronomical traditions, the popularization of domestic products, the introduction of the latest cuisine technologies and the arrangement of gastronomical competitions.

In the field of tourism, awareness of sustainability is also increasing. More and more people are choosing smaller, offbeat destinations instead of crowded travel destinations to support local communities (Dávid et al. 2009). For smaller restaurateurs, this is a good opportunity for development, for them it is worthwhile to come up with as imaginative and authentic programs as possible. It is also important that service providers emphasize their responsibility in the area of environmental awareness. In the coming years, the hospitality industry is expected to recover again, but in a different way than we are used to. In the meantime, hosts must learn to adapt to the changes, as guests' loyalty will be based on their experience.

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Research Paper: Coeval Hotel Management

- a. An assessment on the impact of quality consciousness in the industry of food processing—*Chef Sugata Mukherjee*
- b. Sustainability in Employee Retention at Durgapur Hotels—*Prof. (Dr.) P. R. Sandilyan, Mousumi Mukherjee, and Dr. Sumit K Biswakarma*

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An Assessment on the Impact of Quality Consciousness in the Industry of Food Processing

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Abstract

Industrial kids should eat well and exercise because secondary workers will prepare. They know diet food. Blue-collar workers know they need to be fit to work on the shop floor, especially with raw materials. This study seeks to understand how young industrial workers view diet food and how it affects their income. At various sites throughout Mysore's suburbs, 100 people completed the study's standardized questionnaire. These studies shed light on diet food's economic and educational implications. Diet food and family income are linked among industrial adolescents. Learn about your target market's interests, needs, and viewpoints to increase sales and promote healthy eating.

Keywords: Economic youth, health food, and worker's income

Introduction

Healthy lifestyle choices are aided by healthy eating. It supports the entire expansion and development of health, including strong bones, skin, and energy levels. In contrast to historical India, which had a problem with undernutrition, modern India is at a crossroads when it comes to nutrition and food. A healthy diet is crucial to improving health. A healthy lifestyle, which includes nutrition and exercise, contributes to the prevention of many diseases and the maintenance of a healthy weight, making it one of the important considerations for modern industrial workers.

Research Objectives

- To comprehend the connection between diet food and industrial workers' pay.
- To investigate the health-consciousness of young adults in the industrial sector about diet food.

Methodology

The basis of this article is primary and secondary data. A standard questionnaire was filled out by 100 respondents who were representative of the population of Mysore to find out how industrialized youth react to diet food. Data were collected at various places around the West Bengal region, and secondary data were acquired by consulting a large number of journals and websites that participated in the poll. Overall, the sample was acceptable.

Literature Review

Three authors, Tolulope J. Ashaolu, Matthew N. O. Sadiku, and

Sarhan M. Musa (2021). Suppliers, consumers, and caterers all play a part in the food industry's intricate web of interconnected operations. It is of great value to the economic growth of any country. It's a fast-growing part of the global economy.

An overview of the food sector, in brief, is provided below:

- Group members: Sunil Kumar, Humaira Fayaz, Arvind Kumar, Surbhi Sharma, and Firdous Kouar (2020). As a method of managing a company, Total Quality Management (TQM) focuses on bettering everything that a client sees or uses reduced or avoided so that the process can be optimized indefinitely. Due to the development of HACCP, a proactive approach to risk management across the whole food supply chain has replaced time-consuming and costly product testing and inspection. It also accounts for and controls threats to crucial food safety processes. An integrated approach based on ISO standards and the HACCP concept is necessary to regulate the quality and safety of milk products and ensure that certified items meet the globally recognized minimum requirements. To both Max Roser and Hali Ritchie: (2020). In this paper, I will be focusing mostly on the effects that our dietary habits have on the planet. Providing healthy food to everyone, on a consistent basis, is a huge problem.

Hunger, malnutrition, an absence of micronutrients, the amount of food consumed per person, nutrition, and obesity are all discussed in relation to various food items.

The research was conducted by Carole Serhan and Mireille Serhan (2019) with the intention of identifying the factors of a far-flung university cafeteria's eating services that most significantly impact patrons' level of satisfaction.

Over the course of five weeks, we surveyed 676 college students, faculty, and staff who dined at a local restaurant.

They took a random sample of 29 customers and rated them anonymously on how they felt about the ambiance, the quality of the food and drink, the service, and the overall experience.

Pearson coefficients were used to analyze the data and determine if and how strongly a relationship existed between the various research variables.

We calculated averages and commonalities:

- The findings show that customers had a higher-than-average level of satisfaction with several aspects of the service provided.

An extremely high level of satisfaction has been reported with all facets of the services provided. Recent research on the food and food sectors, as well as the opportunity for significant personalization of apps used in the food business, are discussed in this article by Moses Laksono Singgih and I Ketut Gunarta Endang Retno Wedowati (2018).

The production patterns in the food processing industry are distinguished by a wide variety of new products that, depending on the customer, allow for the utilization of a small pool of resources. In the industrial food system, the two processes are typically processed together. While processing, the intermediate product is often moved from one hand to the other. During the mixing process, the intermediate ingredients are combined to form the final result.

Based on the literature analysis, the researchers calculated how much time and effort goes into producing food, how they would go about making a purchase, and how they would handle the problems of mass food customisation (MC).

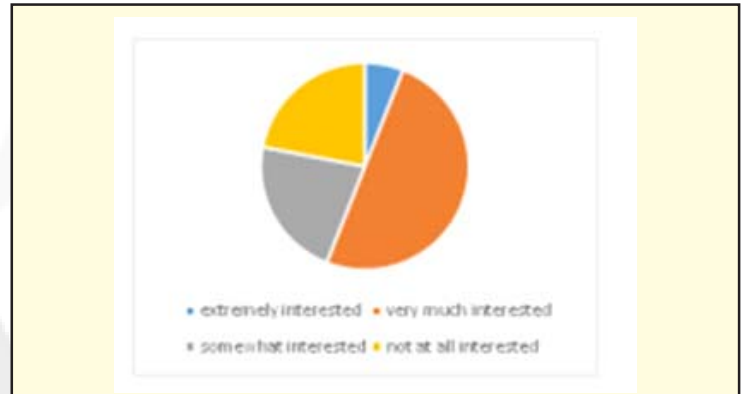
Analysis and Clarification

Chi- square test is designed to examine the awareness of hardworking children about diet food. a passion that encourages industrial youth to consume a healthy diet.

| Sl No | Values |
|-------|--------|
| 1 | 6 |
| 2 | 50 |
| 3 | 22 |
| 4 | 22 |

- H0: 70% of Professional youth do not pay much attention to nutrition food
- H1S: 70% of Professional youth are concerned with nutrition.
- Statistical hypothesis = total periodicity / overall amount 100/4=25
- Chi-square = $\sum (O_i - E_i) / E_i = [(6-25) / 25] + [(50-25) / 25] + [(22-25) / 25] + [(22-25) / 25] = 39.56$
- Degree of self-determination= (n-1) (4-1)=3
- Alpha value=0.05
- Counter value=7.81
- Viewpoint: The results are in agreement with the hypothesis when the alpha value is set at 0.05, or a

95% confidence level, and the levels of freedom at 3. The so-stated null hypothesis is dismissed. In light of this, it is acknowledged that "70% of professional kids are mindful of diet food," according to an alternate explanation..



- Inference: enormously attentive 6/100=0.06
- Very much involved 50/100=0.5
- Slightly attentive 22/100=0.22
- Not at all attentive 22/100=0.22

Highly concerned, very much participating, moderately interested, and not at all willing to participate were the choices for option 4 in the question. Of the random sample, 50% are probably interested in keeping a healthy diet. To analyse the relationship between income and diet food, association is determined.

- H0: Individuals' income has no bearing on their use of health food.
- H1: There is a connection between an individual's earnings and nutritional food.
- X= earning
- Y= nutritional food

| x | y | X ² | Y ² | Xy |
|------------------|------------------|-------------------|-------------------|-------------------|
| 36 | 28 | 1296 | 784 | 1008 |
| 26 | 35 | 676 | 1225 | 910 |
| 18 | 20 | 324 | 400 | 360 |
| 20 | 17 | 400 | 289 | 340 |
| Total=100 | Total=100 | Total=2696 | Total=2698 | Total=2618 |

$$(r) = \frac{[N\sum XY - (\sum X)(\sum Y)]}{\sqrt{[N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2]}}$$

$$= \frac{4*2618 - (100)(100)}{\sqrt{[4*2696 - (100)^2][4*2698 - (100)^2]}}$$

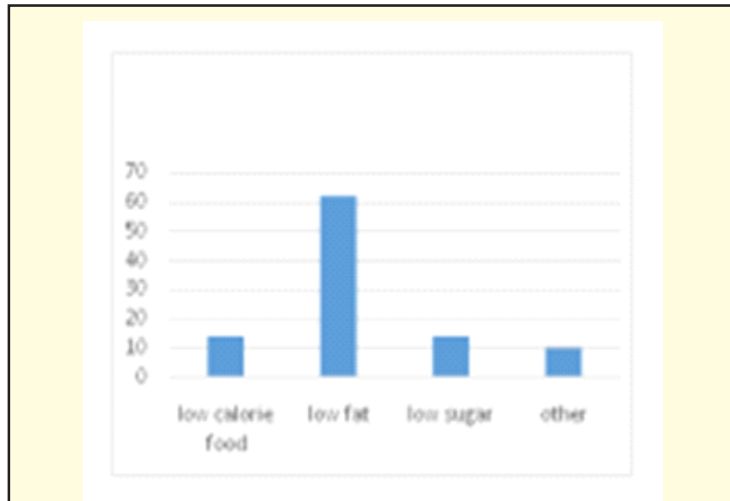
$$= \frac{472}{\sqrt{784}} * \frac{472}{\sqrt{792}} = \frac{472}{28} * \frac{472}{28.14}$$

Correlation=0.599

The figure of 0.599, which is favourable, implies that there is a favourable relationship between employee earnings and nutritional food.

| options | percentage |
|--------------------|------------|
| A:low calorie food | 14 |
| B:low fat | 62 |
| C:low sugar | 14 |
| D:other | 10 |

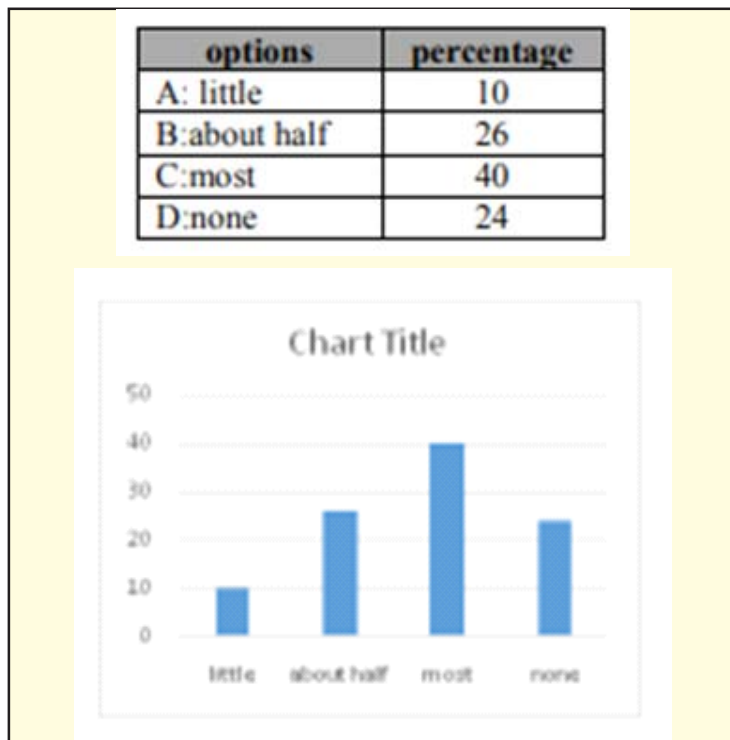
What Does Diet food means to You?



Inference: low calories $14/100=0.14$
 Low fat $62/100=0.62$
 Low sugar $14/100=0.14$
 Other $10/100=0.1$

In the inquiry, four options-low calories, low fat, low sugar, and other-were selected. According to 62% of the random sample, it signifies minimal fat.

Industrial youths in charge of meal preparation



Implication: little $10/100=0.1$
 About half $26/100=0.26$
 Most $40/100=0.4$
 None $24/100=0.24$

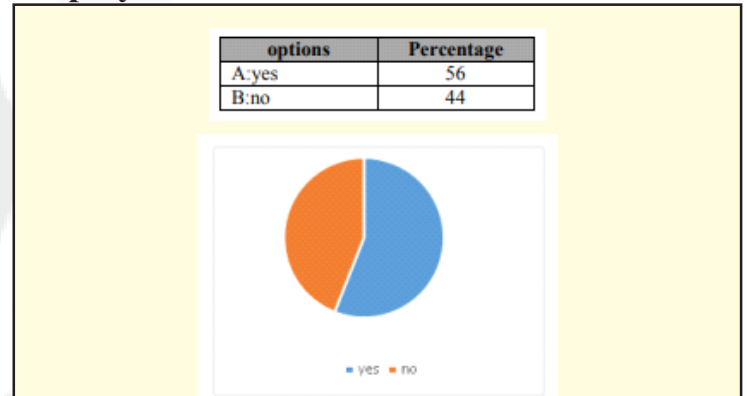
Little, approximately half, maximum, and none were the four choices available in the question. A 40% response rate said that meal planning is their primary responsibility.

Rankings According to Preference for Reducing Weight

| options | rank |
|--------------|------|
| Yoga | 1 |
| Exercise/gym | 3 |
| diet | 2 |
| surgery | 4 |

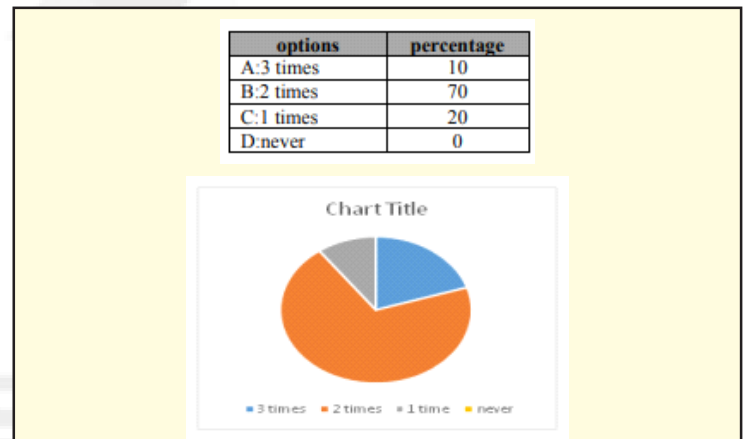
- Conclusion: Individuals chose yoga over diet, activity, and surgery for weight loss.

Preference toward Diet Food if Income of Employees is raised



- Inference: 56% of people say that they prefer diet food if their income is raised and 44% people not prefer diet food if their income is raise

Preference among Industrial Youngsters to Have Rice in a Day?



Inference: 3 times ingesting of rice per day $10/100=0.1$
 2 times ingesting of rice per day $70/100=0.7$
 1 time ingesting of rice per day $20/100=0.2$

In the question, 4 options were taken namely 3 times, 2 times, 1 time and never. 79% of example size prefer to have 2 times rice per day.

Conclusions

The outcome demonstrates that the majority of young people in the industrial sector have a favourable opinion on diet food. More than 70% of the 100 individuals who responded follow a healthy diet. The majority of responders think that low-fat foods are what constitute diet food. Dietary foods were ranked second

for weight loss, and industrial youth believe that practising yoga is superior to dieting, working out, and having surgery. The results showed that 60% of respondents eat vegetables, fruits, and dairy products virtually daily, which is a sign of excellent eating habits. However, the majority of industrial youth agreed to favour diet food if their income were to improve, and those who currently ate diet food wanted to eat more diet food of higher quality and quantity. Additionally, a crucial element in forming good eating habits is being fit and nutrition.

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Sustainability in Employee Retention at Durgapur Hotels

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Abstract

The hospitality industry across the world has grown in a massive way within the past decade. Even after the disaster of Covid 19, this industry showed its resilience and bounced back with vigor. One amongst the key factors that have an effect on the property of such growth is that the convenience of good hands and the capability of the cordial reception of various organization to retain them. This work looks at factors that employees consider important at their workplace and facilitates employers to know employee expectations and set up welfare and development activities in line with their needs. As turnover rate could be a major issue in hotels, this study can facilitate and promote retention of staff and property of service quality which includes clean and hygienic environment along with standard products and services. For the study we have also considered reliability and descriptive statistics.

The correlations between various attributes leading to Satisfaction and employee satisfaction are studied as well as regression analysis is used to verify the findings. This study is valid from the point of sustainability in employee retention also as employees are a key stakeholder for any industry.

Keywords: Hospitality, Development, Hygiene, Attrition, Sustainability, Human Resources, Employees, Satisfaction

Introduction

The pandemic had fueled the recession in the hospitality industry and many hoteliers were left without jobs or with pay cuts. The hospitality industry is seeing an urge to set up their foot with all major groups of hotels like IHCL, EIH and more. The increasing rates of employee turnover are one of the major threats to any hotel. There has been 15-20 per cent growth in the wages/salaries being offered to the new entrants here but they seem to be more interested in the money-spinning opportunities from the foreign land. The youth of India are more than happy to seek a career in hospitality industry in other countries like US, UK, Canada, Dubai etc. as they offer better salaries and facilities to employees. (Sandilyan, et al., 2015)

The hospitality and travel business is like the aviation industry facing manpower shortage and the hospitality industry is looking at a high demand of skilled staff. At present the turnover of employees is not limited to entry level employees only. With a growing number of new businesses coming into the fray and availability of rewarding opportunities in other service segments like hospitals, hostels, BPO's, Shopping malls, banking organizations, the mix at senior levels is happening. (PR, et al., 2019)

There is a lot of effort and cost involved in the recruitment and development of skilled employees from the side of the organization. Therefore, managers must make a sincere effort to reduce the turnover. Although, we do not have a guideline for accepting the employee turnover process as a whole, there

has been a wide range of factors considered in interpreting employee turnover. (MM, et al., 2004).

Employees leave for many reasons. Some are forced to retire; while most leave for other benefits like a new job, some start own business, leave or take a break for higher studies (Taylor, 1998). Employees are very important to run business without them it will be not successful. As mentioned in the 2006 version of labor studies statistics, employees remain for approximately 24- 25 months with any organization. This study aims to look at various factors that could impact the retention of an employee.

Objectives of the study

- To ascertain the different practices being followed with regard to employee service, welfare and development in the selected hotels.
- To analyze the various factors of HRM and see which have maximum significance in employee retention

Hypothesis

- H1 - Better the HR practices of an organization more will be the employee satisfaction.

Limitations and Scope for future studies

This study is done with a sample from three hotels of a small city. The results might vary when sample from different locations are considered from our country as well as from other countries. There is room for difference across regions and also in level of employees. The model used for this research may be tested in other locations and across different set of employees to get more generalized results.

Review of Literature

Employment in Hospitality Industry

Work in the hospitality industry and related to services is described as 'low skills' by various academic researchers as well as by authors in other publications. The above statement clearly reflects the aspects of work in the sector. The focus is mostly on minimal education/qualifications, bare wages and so on. The sector is fighting seasonal demands and high levels of dissatisfaction leading to high turnover which can be seen even in developed nations. (Westwood, 2002)(Baum, 1996)(Burns, 1997)

Other studies have challenged such work and state that there is representation of both work and skill perceptions are also based on analyses that take into count skills and experience in service along with other attributes focused on technical aspects of product delivery. (Pine, et al., 1999)

The Human resource team is supported by a system called "Job Analysis" which provides guidelines and details on what employees need to be hired in what numbers. The process may be internally achieved or may be completed externally depending on the availability of resources. (Woods, 2006)

Human resources must be focused to meet the organizational goals and success by bridging the gap between actual performance and ideal requirements for the business. (Price, 2007)

Training is the means to provide the employee with required knowledge and skills to operate according to the standards and requirements of any organization. (Sommerville, 2007)

One of the crucial factors in development of Human resource policies is training and development. (Nickson, 2007) This factor is commonly used as by most successful hotels in engaging their employees and planning for growth. (Browning, 1998)

Improper use of training or the lack of it may bring about a higher level of attrition and delivery of substandard services. Effective training improves both the personal and professional abilities of an employee and also benefits an organization by improving customer loyalty and brand image (Sommerville, 2007)

In today's practice human resource management aims to increase productivity and economic returns by keeping employees motivated. Various tools of training and development are being used to develop abilities of employees and make best use of resources, allowing employees to be creative. (Armstrong, 1992)

(Sutherland, 2000) reported in a study that the cost of manpower replacement significantly impacted the output. This was also ratified by (DeMicco, et al., 1987) and (Dyke, et al., 1990), as well as (Cantrell, et al., 2014) in their research. The issue of employee turnover has been accorded a lot of importance in numerous studies. (Denvir, et al., 1992)

There is a learning curve involved in the performance of employees as a result of which it was found that not only was the cost of replacement of manpower high but there was a drop in productivity when new employees took over the functions of experienced ones. (Johnson, et al., 2000)

Education was essential for career advancement but the speed of career advancement was seemingly not impacted by degrees or diplomas. Many research works reiterate that while employees that possess higher qualifications may start at slightly higher positions in an organization, however there is little difference in the time taken by either to reach top management levels. This reveals that the industry give lot more emphasis on experience and performance as compared to education. (Ladkin, 2000)

Female employees tend to reach middle management levels at a faster pace as compared to their male counterparts but from there on there is a slowdown in their career progression. Male managers reach top management positions faster and more frequently. (Garavan, et al., 2006)

Attrition rate of female hospitality graduates is three times as high as their male counterparts. This statement justifies a report which claims that women are reluctant to promote themselves in hospitality organizations as they find gaining the necessary experience for such positions is very difficult. (Carbery, et al., 2003)

Withiam found that the young graduates of today were more

interested in taking challenging jobs and were hungry for responsibility. Also they wanted scope to make a contribution to the organization and preferred to be paid their worth unlike their earlier colleagues who were present in the industry before them. (Withiam, 2005)

It is imperative that Hotel Industry must adopt various Human Resource strategies to retain employees and must ensure that these are aligned with Human resource practices of rewards, recognition and communication. (Browning, 1998 (Mayer, 2002), The above statement is found to be good by other studies in relevant areas. (Tsaur, et al., 2004); (Anh, et al., 2005) (Johanson, et al., 2008); (Browning, et al., 2009) 2009; (Hinkin, et al., 2010), (Kuslivan, et al., 2010); (Zeithaml, et al., 2000)

Hospitality Employment in West Bengal, India

The role of the Human resources are depicted by numerous policies and practices that are aimed to carry out certain aspects of the managerial tasks like provision of training, selection of and recruitment of new talent, evaluating their performance and recommending suitable growth measures, (Dessler, 2006). In a book on ethical employment in the catering sector, the authors clearly mention that the principles of sustainability are grounded on the factors of ethical behavior. They reiterate the value of ethics in today's business world. (Chawla, May, 2015)

In India, many organizations have started outsourcing employees for jobs where they are not inclined to provide growth and career progression which has brought in numerous challenges for both the employees as well as for the management. (Sandilyan, et al., 2019)

It was found that upscale restaurants in Kolkata and various hotels of West Bengal were perusing unskilled and inefficient persons as they came at less cost. They had no career planning or development incentives for entry level employees and were happy to keep hiring freshers at same levels of pay. (Dey, et al., 2011)

Organizations like "Swiggy" and 'Zomato' have worked towards refurbishing the trust and have gone a long way in developing public relations and curbing the reputation meltdown, (Tapar, 2021) however the condition of their delivery force is still questionable.

Food handlers had a significant role in transmission of pathogens and other contaminants from different ingredients to cooked food and also there was significant impact of their attitude as well as knowledge with regard to the subject like need for hygiene, storage techniques and safe practices. (Razeghi, et al., 2018)

In West Bengal the junior level employees were found to be highly dissatisfied with the rewards and remuneration that was offered to them. The authors mention that most hotels were found wanting in the areas of providing adequate training and development opportunities to their employees. In this study they failed to identify any gender bias for employment and growth within the sector. (Pagaldiviti, et al., 2011). To promote loyalty and commitment towards the organization, HR managers need to highlight the values and success stories of long serving

employees making visible to all their career progression and benefits of loyalty. (Iverson, et al., 1997)

Methodology

The location of this study is the city of Durgapur a city about 180 kilometers from Kolkata, the capital city of West Bengal.

Three of the leading three star hotels of the city were selected and a stratified random sampling method was adopted to collect the data from employees across three categories from the hotels. In this method the population of the study is split into strata and proportionate samples are selected from each stratum to justify the statistical findings.

A questionnaire was administered to the Employers and employees of the chosen hotels taking an even representation of various categories of employees. About 30% of the total employees were selected at random across three categories namely Management, Supervisory/Confirmed and Contractual. All respondents were informed of the process and purpose of feedback collection and were given choice of giving their feedback anonymously if they so desired.

The employees were asked to give their responses with regard to various issues that would lead to job satisfaction and loyalty while employers responded on the measures to curb attrition and dissatisfaction.

The responses received were cleansed and subjected to reliability tests. Further analysis of the collected data was done using Microsoft Excel and SPSS. The correlation between chosen variables was studied.

Further regression analysis was carried out to verify the findings. This research work formed a basis to identify the various Human resource practices prevalent in the hotels and single out different laxities that need to be addressed.

A comparative analysis between the selected hotels gave an insight into areas of strengths of each hotel and areas where they needed to work and improve. The researchers have advocated suggestions and recommendations based on their findings.

Analysis of Data

There were questions posed on five broad parameters to a stratified sample of employees from three hotels of Durgapur. These broad parameters included Employee benefits, welfare practices, growth and development policies/measures, rewards and recognition of employee performance and "At work Facilities". The responses of the employees were noted and analyzed.

The respondents numbered 36 from Hotel X and 24 each from Hotel Y & Z.

The questions that were presented under each category were as follows: Total of 53 questions was presented to the respondents.

1. Fin. Benefits for employees. (B)

| | |
|--|--|
| 17 (TotalMax Score - 612 for X, 408 for Y & Z) | |
| 2. Welfare. (W) | - 10 (TotalMax Score - 360 for X, 240for Y & Z) |
| 3. Training& Development. (G) | - 10 (TotalMax Score - 360 for X, 240for Y & Z) |
| 4. Awards and recognition.(R) | - 10 (TotalMax Score - 360 for X, 240 for Y & Z) |
| 5. Workplace Facilities. (F) | - 06 (Total Max Score - 204for X, 144 for Y & Z) |

Table 4.1 - Scores on variables

| <i>Hotel</i> | <i>Total Respon dents</i> | <i>B Score</i> | <i>B %</i> | <i>W Score</i> | <i>W %</i> | <i>G Score</i> | <i>G %</i> | <i>R Score</i> | <i>R %</i> | <i>F Score</i> | <i>F %</i> |
|--|---------------------------|----------------|------------|----------------|------------|----------------|------------|----------------|------------|----------------|------------|
| X | 36 | 266 | 43% | 162 | 45% | 158 | 44% | 240 | 67% | 192 | 89% |
| Y | 24 | 240 | 59% | 92 | 38% | 80 | 33% | 122 | 51% | 130 | 90% |
| Z | 24 | 170 | 42% | 108 | 45% | 34 | 14% | 68 | 28% | 96 | 67% |
| Total | 84 | 676 | 47% | 362 | 43% | 272 | 32% | 430 | 51% | 418 | 85% |
| <i>Emp Category Mgmt</i> | | | | | | | | | | | |
| X | 12 | 130 | 64% | 66 | 47% | 68 | 57% | 90 | 75% | 72 | 100% |
| Y | 8 | 96 | 71% | 32 | 40% | 44 | 55% | 60 | 75% | 32 | 100% |
| Z | 8 | 66 | 49% | 48 | 60% | 20 | 25% | 36 | 45% | 32 | 100% |
| Total | 28 | 332 | 70% | 146 | 52% | 132 | 47% | 186 | 66% | 136 | 100% |
| <i>Emp.Category Supervisory</i> | | | | | | | | | | | |
| X | 18 | 120 | 39% | 36 | 40% | 80 | 44% | 120 | 67% | 78 | 72% |
| Y | 12 | 132 | 65% | 48 | 40% | 32 | 27% | 76 | 47% | 64 | 89% |
| Z | 12 | 90 | 44% | 72 | 60% | 14 | 12% | 30 | 25% | 36 | 50% |
| Total | 42 | 302 | 42% | 192 | 46% | 126 | 30% | 226 | 54% | 178 | 71% |
| <i>Emp.Category Contract</i> | | | | | | | | | | | |
| X | 6 | 16 | 16% | 24 | 40% | 10 | 17% | 30 | 50% | 26 | 72% |
| Y | 4 | 12 | 18% | 12 | 30% | 4 | 10% | 6 | 15% | 36 | 75% |
| Z | 4 | 14 | 21% | 12 | 30% | 0 | 0% | 2 | 5% | 24 | 50% |
| Total | 14 | 42 | 18% | 48 | 34% | 28 | 10% | 38 | 27% | 56 | 67% |

Table 4.1 - The Score on variables, we can see the outcome of responses collected from employees of the hotels in various categories of employment. Employees were also asked to rate their satisfaction of job separately as well as responses were recorded for about 53 questions across different specified categories.

Table 4.2 - Overall Satisfaction level (All Employees)

| <i>Hotel X</i> | <i>Hotel Y</i> | <i>Hotel Z</i> | <i>Overall</i> |
|----------------|----------------|----------------|----------------|
| 53.35% | 52.2% | 37.4% | 48.5% |

Table 4.2 - We can see that the satisfaction scores computed by averaging the scores of various attributes is showing very low levels of employee satisfaction. Hotel Z is poorest.

Of the three hotels Hotel (Y), a relatively new property, scored better on certain parameters like employee benefits. Hotel (Z) was found to have good welfare practices for its employees but the hotel was found lacking in all other aspects. The detailed analysis reveals that contractual employees were not provided with adequate wages nor benefits and this category of employees were found to have the lowest level of satisfaction.

Table 4.3 - Reliability Study

| <i>Cronbach's Alpha</i> | <i>N of Items</i> |
|-------------------------|-------------------|
| .843 | 58 |

Table 4.3 - The reliability score of 0.843 of Cronbach's Alpha shows a high level of reliability and internal consistency of the data between the variables.(George, et al., 2003)

Table 4.4 - Descriptive Statistics

| | <i>N</i> | <i>Minimum</i> | <i>Maximum</i> | <i>Mean</i> | <i>Std. Deviation</i> |
|----------------------|----------|----------------|----------------|-------------|-----------------------|
| Comp. wages | 84 | 0 | 1 | .74 | .442 |
| Med benefits | 84 | .00 | 1.00 | .6905 | .46507 |
| Subsidized meals | 84 | 1.00 | 1.00 | 1.0000 | .00000 |
| PF & gratuity | 84 | .00 | 1.00 | .6429 | .48204 |
| Child education | 84 | .00 | .00 | .0000 | .00000 |
| Marriage allowance | 84 | .00 | .00 | .0000 | .00000 |
| Bonus | 84 | .00 | 1.00 | .8333 | .37492 |
| Insurance | 84 | .00 | .00 | .0000 | .00000 |
| Loan facility | 84 | .00 | 1.00 | .4762 | .50243 |
| DA | 84 | .00 | 1.00 | .5952 | .49379 |
| TA | 84 | .00 | 1.00 | .9524 | .21424 |
| Increment | 84 | .00 | 1.00 | .7857 | .41279 |
| Uniform all | 84 | .00 | 1.00 | .5476 | .50072 |
| Mobile all | 84 | .00 | 1.00 | .2381 | .42848 |
| LTA | 84 | .00 | 1.00 | .3810 | .48854 |
| OT | 84 | .00 | 1.00 | .1429 | .35203 |
| Festival all | 84 | .00 | .00 | .0000 | .00000 |
| Subsidized canteen | 84 | 1.00 | 1.00 | 1.0000 | .00000 |
| Washroom | 84 | .00 | 1.00 | .9762 | .15337 |
| Restroom | 84 | 1.00 | 1.00 | 1.0000 | .00000 |
| Recreation facility | 84 | .00 | .00 | .0000 | .00000 |
| Emp. picnic | 84 | .00 | .00 | .0000 | .00000 |
| Sstaff party | 84 | .00 | 1.00 | .9048 | .29531 |
| Sponsored training | 84 | .00 | .00 | .0000 | .00000 |
| Loyalty benefits | 84 | .00 | .00 | .0000 | .00000 |
| In house compliments | 84 | .00 | 1.00 | .3571 | .48204 |
| Festival gift | 84 | .00 | 1.00 | .3571 | .48204 |
| TNA | 84 | .00 | 1.00 | .5238 | .50243 |
| Dev program | 84 | .00 | 1.00 | .1429 | .35203 |
| Appraisal | 84 | .00 | 1.00 | .6190 | .48854 |
| X train | 84 | .00 | 1.00 | .0238 | .15337 |
| Career plan | 84 | .00 | 1.00 | .3810 | .48854 |
| WLB | 84 | .00 | 1.00 | .1429 | .35203 |
| Feedback | 84 | .00 | 1.00 | .4048 | .49379 |
| Motivation | 84 | .00 | 1.00 | .0714 | .25909 |
| Dept meeting | 84 | .00 | 1.00 | .3333 | .47424 |
| Mgmt interaction | 84 | .00 | 1.00 | .6190 | .48854 |
| Appreciation letter | 84 | .00 | 1.00 | .7381 | .44231 |

| | | | | | |
|----------------------------|----|------|------|--------|--------|
| Financial reward | 84 | .00 | 1.00 | .5476 | .50072 |
| Promotion | 84 | .00 | 1.00 | .6667 | .47424 |
| Best employee | 84 | .00 | 1.00 | .6429 | .48204 |
| Incentives | 84 | .00 | 1.00 | .6190 | .48854 |
| Bonus | 84 | .00 | 1.00 | .7619 | .42848 |
| Add increments | 84 | .00 | 1.00 | .3810 | .48854 |
| Gifts | 84 | .00 | 1.00 | .2619 | .44231 |
| Use of in house facilities | 84 | .00 | 1.00 | .4286 | .49784 |
| Holiday packages | 84 | .00 | 1.00 | .0476 | .21424 |
| Safe work conditions | 84 | .00 | 1.00 | .7857 | .41279 |
| Legal stipulations | 84 | .00 | 1.00 | .7857 | .41279 |
| Equip training | 84 | .00 | 1.00 | .8095 | .39504 |
| Emergency training | 84 | .00 | 1.00 | .8333 | .37492 |
| First aid | 84 | .00 | 1.00 | .9048 | .29531 |
| Basic facilities | 84 | .00 | 1.00 | .9048 | .29531 |
| Age | 84 | 1.00 | 3.00 | 2.1429 | .60406 |
| Gender | 84 | 1.00 | 1.00 | 1.0000 | .00000 |
| INC Group | 84 | 1.00 | 3.00 | 1.7381 | .62323 |
| EMP Level | 84 | 1.00 | 3.00 | 1.8333 | .69131 |
| Hotel | 84 | 1.00 | 3.00 | 1.8571 | .83800 |
| Valid N (list wise) | 84 | | | | |

Table 4.4 callout - This table shows the distribution of the variables and its means and standard deviations.

Table 4.5 - Correlations

| | <i>Avg_SatX</i> | <i>Avg_SatY</i> | <i>Avg_SatZ</i> | <i>Sat_SCORE</i> |
|-----------------|-----------------|-----------------|-----------------|------------------|
| <i>Avg_SatX</i> | 1 | | | .794 |
| <i>Avg_SatY</i> | | 1 | | .625 |
| <i>Avg_SatZ</i> | | | 1 | .736 |

Significant at 0.01 levels (2 tailed)

Table 4.5 callout - The correlations comparisons of the three hotels with the satisfaction scores clearly indicate very high relation between the variables. As such the values being greater than 0.5, clearly indicate a strong relation between the variables. (Paul, 2010).

Table 4.6 - Regression Analysis

| <i>Model</i> | <i>R</i> | <i>R square</i> | <i>Adjusted R square</i> | <i>Std error of the estimate</i> |
|--------------|----------|-----------------|--------------------------|----------------------------------|
| X | .794a | .631 | .620 | .74383 |
| Y | .625a | .391 | .363 | .65144 |
| Z | .736a | .542 | .521 | .83684 |

Predictors constant - *Avg_SatX*, *Avg_SatY* and *Avg_SatZ*

Dependent Variable - *Sat_Score*

Table 4.6 callout - The regression analysis shown in also reinforcing the findings that have been noted by correlation studies. Keeping in mind the study has considered employees

who are across different categories namely managerial, supervisory and contractual and as many benefits/facilities were category specific, the analysis which shows very close levels

of 'R square and adjusted R square' is indicative that the regression model is cross valid and able to explain about 60% of the results.(Field, 2009) More numbers of sample and data specific to employee category could definitely yield better results.

This statistical analysis using SPSS - 16 helps to verify and substantiate the findings of data that could be computed in MS Excel.

Further we can clearly see that Hotel X which scores best on satisfaction also has the best of scores on Job Satisfaction and clearly validates the Hypothesis that better the HR practices more will be the Employee Satisfaction.

It is also observed that Monetary Benefits has the most significant effect on employee satisfaction and thereby on retention. This is followed by Rewards and Recognition, Welfare Practices and Workplace Benefits and Training and Development.

Results and Inferences

Analysis of the computed data serves to compare the three chosen hotels on their Human resource management strategies and practices as well as their policies in terms of benefits and welfare measures adopted. On the basis of the data so studied the following results could be observed and inferences drawn.

The following points have been noted:

- There was found to be nil representation of women in all of the three hotels put together which spoke of possibility of a gender bias or lack of interest amongst women to join for whatever reasons like working conditions, safety or more.
- Many facilities like Dearness Allowance and annual benefits were limited to only regular employees and in Hotel Z it was not offered to any.
- No loyalty benefits were provided nor do any career planning for most. Some employees of Hotel X did mention of career planning.
- Huge difference is observed in responses from Managerial staff as compared to lower cadre employees.
- Overall satisfaction rate was low across three hotels. Most employees affirmed that their wages were not as per standards and competitive in the market. Satisfaction of Management staff for Hotel Z was less than 50%. Over 85% employees agreed to being provided basic facilities at workplace whilst some denied the same. This could be due to lack of awareness or also the hotels were actually denying them the access to the same.

Conclusions Drawn and Suggested Recommendations

Based on the findings of the study and the inferential statistical

findings we can come to the below conclusions:

Conclusions

Employee Satisfaction of hotel employees in hotels of Durgapur is found to be very low and it is evident that there is not much human resource practices followed. It was found that all three star hotels were looking at maximizing profits and were least concerned about their employees not their welfare. There is a flouting of legal stipulations and is a poor working condition for most employees as the high levels of corruption amongst government authorities and other approving organizations were being capitalized by the hotel owners to get away from persecution. We can note that Financial Benefits are the most highly rated option amongst the various HR practices considered for this study. The retention rate is also poor and employees switch jobs for minor gains. Such frequent and high attrition affects service delivery adversely and results in lack of sustainability. Poorly treated employees are also apt to forsake hygiene and sanitation standards due to lack of finances as well as awareness. Hotel Y has better welfare practices compared to other two. Hotel X and Y have very close satisfaction rates while Hotel Z fares the poorest. All three hotels need to relook seriously into their HR practices and work towards developing a better and more sustainable model. There is no representation of females in the population which is also a cause of concern as a good and healthy gender mix helps in maintaining a better work environment.

Recommendations

It is very much evident that all selected three hotels need to relook into their Human Resource policies. They must seriously work towards making the work environment friendly to the employees and keep benefits as expected by the employees. Hotel X and Y have a clear need to improve the Welfare Practices offered to employees which is one area they were outscored by Hotel Z. The satisfaction level of contractual employees was found to be very low and this is a key area for all three hotels to look into. The contractual staff actually is involved in delivery of key services and their satisfaction could help improve the business. The hotels must also provide for some recognition and rewards to motivate employees and retain them over a long period. Managers of the hotels must also take responsibility in making aware to employees the various benefits and facilities available to them. All hotels need to make their payroll more attractive and competitive not just between themselves but with other leading hotels in the country. The government must also ensure enforcement of legal guidelines in terms of employee benefits and wages.

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Research Paper: Contemporary Culinary Arts

- a. Challenges in Managing Nutrition Through Local Foods in Nepali Cuisine—*Ms. Sharada Jnawali*
- b. Role of Food and Beverage Staff in promoting awareness of Healthy Food—*Mr. Birendra Kishore Roy; Prof. (Dr) Sandilyan Ramanujam Pagaldiviti*
- c. Thakurbari Cuisine: The Sustainability of The Royal Cuisine From Tagores Kitchen in Modern Gastronomy—*Mr. Mans Sarkar*
- d. The Understanding of Sustainable Waste Management in Hospitality in Kathmandu, Nepal—*Ms. Rachita Agrawal*

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Challenges in Managing Nutrition Through Local Foods in Nepali Cuisine

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Abstract

Right to food Sovereignty Act of 2018 ensures the availability of nutritious food and right to freely engage in agriculture as an occupation to the Nepali citizens. This law provides a supportive cushion for the farmers to get linked with the national campaign of globalization of Nepali cuisine. In Nepal, there are ample opportunities for promoting local heritage cuisine due to various favourable factors included with over 125 ethno-linguistic groups. First, Nepali geographic and climatic zone shows a great diversity, with vegetation possibilities in between 800 m to 2500 m altitude, favourable to sustains year- round availability of local grains, fruits and vegetable to contribute to the cuisine development and management of nutrition of the consumers.⁵(Food Safety Regulation in Nepal, n.d.) Nepalese people celebrate festivals or rituals in very unique ways with basic understanding of keeping themselves healthy and fit with the help of local foods. This background makes the community rich in knowledge and skill in producing indigenous food items, with explained cultural values and norms responding to festival-based preparations benefiting health. This shows a great possibility of transfer of knowledge and skills to the newer generations in especially in preparing healing foods.

Despite tremendous potentials and opportunities, the promotion and sustainability of Nepali cuisine has been a dynamic debate. The primary challenge in sustaining the local cuisine is due to lack of institutional research in identifying Nepali superfoods in terms of providing nutritional values to the consumer. Next level of challenge lies on lack of incentives to producers in production of nutrition rich food items and lack of knowledge on marketing those. Regular supply of such ingredients are affected by low yield. Poor processing techniques and tools and lack entrepreneurship in value addition of the products create no motivation to such business. Lack of initiative in nutritional awareness and education and cookery skill both at household and institutional levels are another set of major difficulty to integrate Nepali food in the mainstream cuisine. Accessibility of forage-based ingredients in promotion of ethnic cuisine poses challenges in retention of the respective cuisine. In addition, over dependency on imported ingredients is more visible and in increasing trend, resulting into changes in lifestyle and food habits of the consumers, thus deprived of the nutritional foods.

Keywords: Nepali cuisine, indigenous foods, cultural values, processing, skills, supply chain, challenges

Introduction

Nepali eating practices display a colourful cultural relevance that manifests traditional values, festivity, religion, individual beliefs and nutritional contents.

Nepal's constitution 2015 under the articles 36 envisions the right to food security and food sovereignty, following a number of institutional arrangements to function on the food issues. As a signatory to different international conventions and regulations, Nepal is committed to comply with at least food security and safety regulations under various Acts, including provision of nutritional foods to the citizens.

As far as sustainability of the Nepali cuisine is concerned in view of the nutritional values, there are several challenges to overcome. In 2018, the Nepal Tourism Board (NTB) came up with the idea of promoting Nepali Heritage foods through Nepali restaurants globally.²(Board, n.d.) In collaboration with the Chef Association of Nepal (CAN), Hotel Association of Nepal (HAN) and Restaurants and Bar Association of Nepal (REBAN), a cookbook was published suggesting 28 selected recipes.¹⁰(2018) Along with the recipes, the book has suggested seven different

unique traditional spices, namely: timmur, chuk, jwanu, jimbu, chhyapi, methi and hing, the spices commonly used in most Nepali kitchens.

The suggested individual recipes were tested in the Department of Food Technology and Quality Control (DFTQC) to reveal the nutritional facts in the respected recipes, probably the first time at the state initiative. This documentation is certainly a good step forward in sustaining Nepali food in local as well as global market from the point of view of aligning health and wellness aspects and trending in the food market. However, there is an absolute lack of concerted effort on materializing the vision due to various factors. Such factors include, but not limited to lack of awareness on nutrition and wellbeing, gaps in innovation in food processing, poor research and analytical facts, neglected marketing and branding strategies and poor hygiene and sanitation. Mere lack of recognition of the nutritional values of the Nepali cuisine is one of the top hindering factors to attract the larger segment of the population. The following section of this article tries to discuss those issues that are related to the challenges in managing nutrition and a holistic approach to sustain the Nepali cuisine.

Origins of Nepali Cuisine

Any culinary history depicts the culture and values of the citizen and the nation. Nepal food story is primarily governed by *Thakali* traditional cuisine¹¹(Nepalese Cuisine - Wikipedia, 2015) between the low land and *Thak Khola* valley and peripheral trade route in the western hills. This food preparation includes millet, buckwheat, barley, local sheep, beans, yak butter and use of several wild herbs, in particular, Szechwan pepper. Today the *Thakali thali* has been the brand name all over the country and restaurants abroad. Secondly, *Newars*, the more urbanized ethnic group from Kathmandu valley and later spread all over the urban centres in the hilly region as traders, have popularized their cuisine and made name in the culinary background of the country. The *Newari* cuisine¹¹(Nepalese Cuisine - Wikipedia, 2015) can be introduced as one of the most authentic ones, served in a uniquely structured process. The *Newari* plate includes all courses as starter, appetizer, main dish, side dishes, closing items, sweets and digestives. This food is dominated by meat, mainly buffalo with varieties of preparations. A *Newari* delicacy called *yomari* is quite popular for its taste, while the history behind its origin is equally fascinating.¹⁷(The Story, and History, Behind Yomari and Chaku, 2023) Similar to *Thakali*, the *Newari* cuisine has made another brand name as *Newari khaja*, which basically includes beaten rice (*cheura*), beans, meat, seasonal greens, salad, yogurt, egg and alcoholic beverage. Both plates in general contain the basic items that meet the daily nutritional requirements. *Dal bhat*, the most common daily meals are introduced by the *Khas Aryan*, represented primarily by *Brahmin/Chhetris* of mid hilly areas which include mostly vegetarian meal, at times goat meat, with rice, lentil, green vegetables, salad, chutney and butter milk as a common beverage. Offering butter milk, a pro-biotic beverage, to the visitors as a welcome drink is a customary ritual in this community, which was considered as a good eating practice, though fading away today due to adaptation to more urbanized lifestyle. Cherries, wild berries, oranges, banana, guava, persimmon are a few common fruit types in this geographic belt. However, the minority ethnic groups such as *Gurung*,⁶(gurung, 2020) *Magar*, *Tamang* have totally separate and unique food tradition around this area. For this community, corn or millet meals are staples served with nettle soup or *gundruk*, forage-based green vegetables like fiddlehead fern and herbs are the key kitchen resources. Millet based alcoholic drink is also popular amongst these communities. Overall, it depicts another set of food items with rich nutritional ingredients. Yet another important group of food culture is influenced by the Tibetan cuisine, as practiced in the Eastern high Himalayan ethnic *Sherpa* community. Potatoes, with one of the finest qualities grown in the region makes the staple in this community. Buckwheat, millet, barley and beans are the major ingredients. Serving Himalayan butter tea, as a beverage, is a common hospitality. *Rai* and *Limbus* in the same region have different sets of food culture inclusive of pork barbeque, pork leg pickle, kinema curry, *sargemba* (blood sausages) as specialized dishes. The terai region in the Southern part of Nepal has totally different food culture, more influenced by the neighbouring India. Given the micro climatic condition and availability of fertile land, this community is a rice eater, wheat as a substitute.

Even this region gets a disaggregated food types dominated by *Maithili*, *Bhojpuri* or *Awadhi*. Terai population have more access to aquatic products as prawn, fish, crab or shells. Mangoes, liches and papayas or bananas are the common fruits available in the plain. As influenced by the Indian food culture, lassi made of yogurt is known for a common beverage in terai, chickpea or jaggery sharbat are served as alternate drinks. In summary, each village or community has its niche preparation close to the nature and the soil, thus providing a complete diet, provided there is sufficient knowledge of the nutritional facts.

Nepali Cooking Practices

Irrespective of these community specifics and origins, there are ample noteworthy eating practices in Nepali cuisine. For instance, each community considers eating and feeding in response to weather condition, seasonal adaptation, festival celebrations and inherited good practices. Most plates represent multiple tastes—sweet, sour, salty, hot, bitter, astringent—the six tastes considered as important combination for a healthy diet according to the Ayurvedic concept.¹²(Nepali Home Cooking for Healthy Living: Jnawali, Sharada, Da Mata, Cibeleh: 9781493135387: Amazon.com: Books, 2014) A mixture of rainbow colours is important to obtain multiple minerals necessary for the human body for receiving the phytonutrients,¹⁴(Phytonutrients: Paint Your Plate With the Colours of the Rainbow - Harvard Health, 2019) which most Nepali plates seem to offer. The common Nepali cuisines seek natural, organic or seasonal ingredients, away from the highly processed canned or packed items. Each cooking style uses locally available herbs and spices, considered as a good combination to each recipe, either with the purpose of enhancing flavour or taste or for health benefits or as natural preservatives. A few examples are noteworthy here: *Thakali* cuisine from the western hill is recognized by use of tangy tasting Szechwan pepper, while *Rai Limbus* from the eastern hill use *Chimphing*,⁴(Essential Spices and Herbs: Nepali Kitchen Therapy/ : Jnawali, Sharada: Amazon.de: Books, 2021) similar tasting differently benefitting. Likewise, *Newari* foods distinctly use garlic and ginger while terai community flavor their foods with black pepper. The same manner, *Tharus* in the western terai and *Gurungs* in the eastern hills use Rosella in their cuisine, as an important kitchen herb, which has plethora of benefits to balance blood sugar and manage the body weight.¹⁸(7 Benefits From Roselle Juice, 2021) Each community include some type of fermented items in the plate, as necessary for the gut health and improved food metabolism. A few examples of such fermented preparations are *Khalpi*, *Gundruk*, *Sinki*, Cheese and several vegetables turned to achar and herbs (*yarsagumba*) and grains (rice or millet) to alcoholic beverage. There is a wide practice of sprouting beans and/or seeds, such as *quanti* (multi-beans), fenugreek, chickpeas, horsebean, mung beans and black lentil in most kitchens. It shows a good variation to the recipes and demonstrates an improved diet plan. Uses of the cook-ware vary from earthen, brass, copper or iron pans and pots, though gradually being replaced by more convenient and low maintenance modern tools. Cold pressed mustard or sesame oil is preferred as good fat for cooking, while ghee is one of the necessary kitchen supplies, usually made fresh in each household in rural areas.⁹(Introducing Dhatelo Oil – ProTec Ingredia,

2021) Ghee is produced and used from cow, buffalo or yak, depending on the local practices and availability. Overall, all community specific foods display a well-balanced plate, usually cooked afresh every meal, combined with multiple tastes and colours, flavoured with specific spices, making it a holistically healthy diet. There has been a global concern of the over processed, tinned or packed food items in terms of their effects on health, whereas, Nepali cuisine in general, is still presents a comparative advantage in the global food market.

Challenges in Managing Nutrition Through Local Foods in Nepali Cuisine

Despite richness of culinary heritage and unique cooking practices, there are difficulties in materializing the vision of cuisine sustainability in the Nepali hospitality industry. Taking into consideration all the goodness of Nepali foods toward strengthening gastronomy tourism and potential contributions to overall economic development, there are tremendous missing threads to fix, as assessed in context of the author's efforts in promotion of local foods.^{8(Inc., n.d.)} Out of several gaps, the farmers education and incentives to produce nutrition rich ingredients, innovative processing technology, smooth supply chain, food adulteration and maintenance of sanitation and hygiene, absence of research and scientific facts on food items, remain the key concerns. The following section of this article discusses the major challenges in management of nutrition through local cuisine.

Research, Awareness and Education

In a more organized system, there is a close link between the research and awareness in the food industry. In this case, the authorized institutions conduct periodic studies on various aspects of food sector including ingredients, recipes, cooking oil or preparation methods and reveal findings through communication channels including the media. In addition, the information or the facts are disseminated through formal education, culinary schools and other informal networks for awareness about nutritional facts or food fads. Then the users' become aware of the findings and begin to adapt in their lifestyles. In Nepal, the DFTQC, the only state institution to follow the food research responsibility, conduct random studies on food item. However, the findings are not disseminated in a systematic manner, which creates a big gap in awareness of the common users. The smaller private sector initiatives are usually short of financial input in order to use more expensive technology. Only a small portion of their information is open to public consumption. Ms. Shova Basnet, the founder of the Zest Laboratory and Research Centre Pvt. Ltd. says "food safety and nutritional values are the two major aspects for the users to be convinced for consuming food items, which lacks in Nepali context due to shortage of infrastructure facilities and because of more expensive techniques and tools for testing". The Local Initiative for Biodiversity Research and Development (Li-Bird) is also a non-profit sector research institution supporting sustainable management of natural resources and livelihood of

small farmers with special focus on agricultural innovation for food and nutrition security.^{15(Projects - Local Initiatives for Biodiversity, n.d.)} However, Li-Bird's program is limited to a smaller segment of the community and there seems not a strong medium involved in sharing the findings of the organization. This creates a void in the educational aspect of values of foods, thus affecting sustainability of Nepali cuisine. There is also role of media in disseminating the goodness of local cuisine and ingredients, which lack in Nepal due to absence of the state initiatives of mobilizing media for the same. Arguments can also revolve around poor initiative in integrating nutrition education in the formal school curriculum. This gap does not help to encourage children to respect the local or ethnic food for their fitness and wellbeing. A passionate Nepali food explorer and researcher cum chef Mr. Sanjeeb Khatri quotes "Nepali food ingredients possess plenty of benefits for health, which cannot be validated due to lack of proper research from authorized agencies." Due to lack of research information, there creates a gap in educating the consumer and more importantly the new generation about wide range of benefits for consuming the local foods.

Food Processing Issues

In Nepali context, the food processing aspect can be divided into two parts: one is processing from farm to primary or secondary ingredients for cooking and second to turn ingredients to the edible items. The third type, which is not yet popular in Nepal, is to transform them to more refined forms by packing or canning for future use as instant foods. Nepali food ingredients still depend on traditional and manual processing techniques, using a low incentivized labour-intensive efforts. With increased migration of youth population, the processing business is greatly affected especially during the post-harvest period. Further, lack of initiative in mobilization of simple farming tools and technology are the deterrent factors to farmers in working with the quality of processed products. For instance, post-harvest cleaning, grading or sorting tools or machines for grains and spices/herbs create difficulty in attaining clean and safe products. There is also lack of initiative in entrepreneurship during the processing phase, where the farmers lose opportunity of introducing innovative products for the market and newly updated consumers. Processing of corn is an example, which usually ends up with flour and grit as end products. In innovative planning, the corn can be processed to polenta, for the international market, more popular in Spain, Italy and Mexico, with the Nepali brand name. With regard to the diversification of the cuisine, there is a very little effort in adding value to the processed local ingredients. Millet is usually consumed as a meal (*dhido*) or roti while corn and buckwheat, traditionally major hilly products, are processed to the corn meal, roti or grit. All these can turn into pancake, muffin, cake, bread, sweets, cookies and so on, thus promoting some palatable fusion recipes to attract young consumers and thereby to encourage farmers for growing local ingredients. A well processed, packaged and branded *makai-bhatmas* (corn-soybean), *junelo* (sorghum) and latte (amaranth) can be popularized as nutritious snack foods, and gradually help replace the influx of packed snacks from other countries. Eating 70%

of corn and 30% soybean together makes the best diet while one cup of sorghum consists of 13gm fibre, 20gm protein, 19gm iron¹⁹(8 Gluten-Free Grains That Are Super Healthy, n.d.) in sorghum of daily requirement and 246 gm of amaranth provide 29% of iron of daily requirement and supplies plenty of other micronutrients. Often neglected Nepali horsebean (*gahat*) makes one of the best winter soups, with protein and fibre rich components, makes a special place in Spain as a winter menu in restaurants. There seems lack of effort for value addition to the food items, such as making cheese out of excess milk and fermenting or drying vegetables, all with longer shelf life and increased monetary values in the market and preserving the Nepali household food security technique at the same time. Today's global food market seems showing concerns about the over processed food items for health reasons, whereas Nepali food can still make a big space due to its naturally or organically produced appeal with innovative processing techniques and still higher values for nutrition.

Revival of Forgotten Foods and Cooking Skill

The revival of forgotten foods is one of the ways to sustain Nepali cuisine for the purpose of managing nutrition. This concept can be divided into two parts to attain the purpose. First, retrieving the ingredients or raw materials that are left behind and secondly, the transferring of the inter-generational knowledge and skill. With regard to the forgotten good foods, there are several food items that the newer generation, in particular, do not understand or do not want to learn due to their increasing preference to restaurant foods or feeling social pressure for ignoring local foods. *Ghaiya* variety of paddy used to make very uniquely tasting parched rice *chiura*, today seems vanishing and remains just in the archive.¹(Agriculture and Food Security | Nepal | Archive - U.S. Agency for International Development, n.d.) *Chino* and *kaguno* that have proven benefit at par quinoa in the international market, but there has been no effort to test its benefits and disseminate its values to health. Dr. Aruna Uprety, a public health specialist and a great advocate of the local or ethnic foods says “growing children in the remote have spoiled themselves by eating imported unhealthy items due to lack of nutritional education on the values of local products”. Highly benefitting local brown and black variety of soybean are hardly seen in the market, instead replaced by white soy imported from Ukraine or Argentina. The chia seed has taken the global market due to negligence in recognizing the goodness of locally grown flax seeds or alive seeds. Nepali soil grown turmeric and *aswagandha* are said to be one of the best varieties, but they are not recognized due to lack of studies. Instead, western food companies have recognized medicinal properties of those and have started selling turmeric, flax seed or *aswagandha* extracts in the forms of capsule or ready to mix powder. In today's kitchen there is no more mention of some niche wild products that bear extremely good antioxidant properties and access to minerals, such as *sipigan*, *koiralo*, *kavro*, *bhakimlo*, wild berry, *rani githha*, *bhyakur* including several root vegetables like taro or yam and wild greens such as fiddlehead fern or purslane and hundreds of other green leafy grown in micro climates in the

country. Purslane, grown as a weed, with tremendous source of omega-3 and omega-6 fatty acids, are seen wasted everywhere. *Gundruk*, one of the unique Nepali authentic dishes, highly beneficial to gut health and good source of vitamin A, C and B12.

Another aspect of the forgotten food is related to the transfer of knowledge and skill. The handing over cooking skills to new generation is not in the mandate of formal schools, but they lie with the senior members of each family in the specific community groups. The new generation don't have skill to prepare the traditional foods that have healing properties. Such intergenerational transfer of skills of Nepali cooking is affected due to a number of factors. A speedy out migration of ethnic youths to urban centres or abroad create a void in the roots in terms of learning and teaching life skills including traditional cooking practices. Substantial growth in urbanization causing changes in the lifestyle, obvious shift in eating habits and increased purchasing power to the imported food items is also a significant factor in transfer of local skills. Such factors have gradually resulted to erosion of the precious values of Nepali heritage cuisine in general and in particular several older generational good practices in cooking are either lost or ignored. Mr. Laxman Prasad Bhandari, a Nepali food enthusiast chef and a campaigner points out “there is no sensitivity and effort of transferring skills to new generation with the purpose of sustaining Nepali cuisine for maintaining nutritional values” On the other hand, there is a big gap in understanding values of integration of Nepali cooking skills at the institutional level. Mr. Kumar Chalise, Corporate Chef and Culinary Manager Global College International says “none of the 37 hospitality schools in Nepal have tried to include either Nepali authentic cooking or its nutritional content in the curriculum”. Therefore, there is lack of human resources skillful in Nepali heritage cooking in the restaurants abroad. The author's visits to Nepali eateries in Australian provinces showed that several Nepali chefs are experts in Mexican, French or Chinese cuisine but none in authentic Nepali, with an exception of *momos* and *dal bhat*. The restaurant operators also seem to maintain status quo with the regular serving and not willing to take a risk of including Nepali dishes in the restaurant menu due to fear of failing in business.

Inconsistency in Supply Chain of Seasonal Products

Seasonal eating is one of the sustainable ways to improve health and nutrition. The best option to access seasonal products is around the individual geographic areas. Given diverse climatic conditions and multiple local eating practices, Nepal has potential to promote and sustain locally available ingredients by consistent supply of ingredients according to the season. However, “restaurants tend to revise their menu frequently due to lack of supply of goods in the kitchen”, says Mr. Kumar Chalise, the Culinary Manager of Global College International. The major constraints with respect to farming and supply of the seasonal products are (a) timely availability of agriculture inputs, e.g. quality seeds or seedlings, technical knowledge on

modern farming system and irrigation facility (b) negligence of farmers about the proper usage of chemical fertilizers and pest control mechanism and lack of supply of organic compost (c) degradation of organically functioning technical know-how in improving soil fertility and quality of farming land (d) labour force shortage due to migration of youths and absence of agricultural training for remaining farmers (e) lack of knowledge and information about current and potential market (g) lack of concerted effort in transport and marketing strategy. Recent food market shows some scale of progress toward supply of local products from rural to urban due to improved transportation and increased awareness of farmers about the market. However, such products are sold either in the fresh market or through specific outlets, in contrast, the consumers in the urban centers have built their shopping habits to visit groceries in supermarkets and end up buying the imported food items. Mr. Chalise further points out “Nepali food products should also be displayed in such super markets where there are larger number of visitors, thus making easy access to Nepali products and access to improved nutrition”. The expert discussions also reveal that there needs some strategy to create demand for local cuisine in order to ensure the nutritional. Mr. Binayak Shah the Senior Vice President of HAN points out “there is a great demand for momos in the restaurants as a part of Nepali cuisine, where as we expect to serve seasonal Nepali foods for the customer’s wellbeing”.

Food Safety, Hygiene and Sanitation

The food safety and maintenance of hygiene and sanitation is part and parcel of the nutrition management process. The constitution of Nepal mentions about the need of proper sanitation while the food regulations have a set of multiple requirements in terms of food safety. Nepal Consumer Right Protection Act 2018 ensures the constitutional right to every citizen to obtain quality goods and services, including foods, but its implementation and practice uses still awaits serious monitoring.¹²(Department of Food Technology and Quality Control, 2023) “Poor hygiene and sanitation practices negatively affect the nutritional processes which has been a grave concern in promotion of Nepali cuisine” as noted by the senior by Mr. Shah. Food safety perspective plays a major role in the efficient use of food and prevent from any food poisoning or other impacts on health including absorbance of nutrients. The interrelationship between food quality vs nutrition and safety or sanitation is a major concern at all steps starting from the plantation, harvesting, processing, storage, cooking and service. A few examples of such concerns are the excess use of pesticides and chemical fertilizer, sub-standard storage facility, poor packaging and cooking practices in terms of hygiene and sanitation. Such conditions ultimately result into damage to efforts made in the nutritional management. In general, there is mere lack of initiatives in creating awareness on consumer’s safety and awareness on the food handling norms and practices in the kitchen chores. Though Nepali cuisine including street foods has potential to sustain, the poor maintenance of food safety, hygiene and sanitation become a serious challenge in promoting them with the view of nutritional perspective.

Branding and Marketing Issues

To some extent, the brand names seem working well in the food business in Nepal, at least in local market. For instance, Mude or Mustang Potato, Mustang Apple, Jumla Rice or Beans, Marpha Wine, Gorkha Orange, Dang Honey, Nuwakot Lentil, among others have been setting good names in the food market. In terms of global branding and marketing of the Nepali products, an alcoholic beverage named as *kodoko rakshi* has been launched by the UK based kodoko ltd.¹⁶(‘Raksi’ From Nepal in World’s 50 Most Delicious Drinks - TravelBizNews, 2012) The product makes its name due to uniquely brewed process by indigenous community in the eastern hills, using millet as primary ingredient.¹³(Opinion | Branding Nepali Alcoholic Drinks, 2023) It was recognized as a 50th most delicious drinks by CNN travel. Likewise, the rice- based hundreds of years old traditional home-made liquor has made a good market in Japan in the brand name of Himalayan *Aaila*. Similarly, a herbal-based liquor is branded as *Yarsagumba Golden Sapphire* has also been making the market lately. There seems a great scope for branding and marketing Nepali honey due to bio diversity, whereas a few moves so far in this line has been an invisible initiative. The *momos* seem to become a synonym to Nepali food, as far as this author’s experience in the global food market observation. However, the branding initiatives are lacking, possibly due to its originality question, or lack of concerted effort from the appropriate stakeholders. The Nepali tea and coffee make to international market as Nepali brands, to some extent. They still need some work on safe packaging and branding.

Mr. Yubaraj Gurung the Managing Director of MUNAA Krishi Public Ltd. and a seasoned restaurant entrepreneur abroad adds “the branding and marketing activity should begin from the naming of the dish itself to draw attention of users. The second step is to work on combination in the plate- i.e., the beverage, starter, main dish, side dishes, dessert etc. and use of spices or herbs supporting each other with the view of metabolism, nutritional availability and possible side effects, which should be backed by clinical research. Then the third step is to present the plate with culinary art to make it good looking and palatable”.

Conclusion

An integrated approach is necessary to materialize the vision of promoting and sustaining Nepali cuisine, locally and globally through the lens of nutrition management.⁷(Home - NRNA, 2023) This top down and bottom-up approach should be creating a strategic linkage between the agro-producers and the end users. The flow begins from policy guidance related farming, processing, branding, imports, taxes and food safety. The intermediary activities should include food testing, communicating values of Nepali cuisine, standardization of food taste and spices, supporting supply chain, creating cuisine, organizing awareness campaigns, training and skills development, garnering studies, publications, research, all of which may be partnered between government and private sector. Institutionalization of these activities requires a rigorous effort in food business. A series of research on Nepali nutritious foods,

inclusion of the subject in formal and institutional education system and mass awareness generating activities deem necessary for overcoming challenges in management of nutrition through Nepali cuisine. Moreover, skill development, strong marketing strategy should follow to serve the purpose.

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Role of Food and Beverage Staff in Promoting Awareness of Healthy Food

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Abstract

The purpose of this research paper is to identify the major responsibilities of F&B staff of any hotel or hospitality business to promote healthy food and beverage products to their guests. This paper also looks to gauge whether the hospitality business organization aims to make the consumers aware of consuming proper healthy food and nutrients. Secondary data was obtained through various sources like journals, books, websites, and reports, news articles to derive information on the subject and identify the research gaps. Further information was obtained from customers directly by means of questionnaire. The major objective was to find the role played by the front-line staff in promoting awareness of healthy food to the customer. Secondly, the focus was to identify the impact on guest retention by such concern towards customer's health. This research mainly focuses on how frontline staff can perform towards promoting health and food awareness to the customer.

Keywords: Hotels, Hospitality, Frontline staff, Health, Nutrients.

1. Introduction

The development of the hospitality and tourism industry in the 21st century has introduced limitless growth in the food business all over the world. Consuming food and beverages are one of the major parts of any travel (Scheule, 2000). We cannot think of traveling to a destination without consuming food. The wide varieties of food and beverage products have been introduced by hotels and restaurants around the globe. Whenever tourists visit a destination, they first desire for to consume the local cuisine or to taste a variety of food (Santich, 2004). Since the consumer is not very much sure about the dishes, they always wish to be informed about the food items on their platter so that they can improve their knowledge as well as their palate.

This desire of consuming a variety of food not only gives a chance of experimenting with various food dishes by the chef and in any hotel and restaurant; but also gives a scope of opportunity of earning a huge revenue throughout the year (Rob, Ilke, & Craig, 2022). Indeed, the hospitality business is mainly focused on revenue generation and development of the community, but for the sake of the food business, it is also the

responsibility of the food handlers and the frontline staff of any of the food establishments to introduce healthy food items to the customers (Zwelethu & Dinesh, 2017).

It has become the tendency of many people around the world to get puzzled by the number of dishes and the proper nutrition for them. There are food items that are available at lower prices, which are popular among youngsters, middle age people, and even senior citizens (Durrani, 2015). Whenever people are visiting food outlets or specialty restaurants, they forget about a balanced diet and inevitably consumed a larger quantity of food at one time. As a result of the same, they are consuming more calories in a day which is exceeding their daily dietary requirement. On the other hand, as hospitality institutions are getting benefited due to the heavy food sales in their different outlets; it has only become the profession of revenue generation for the hotel and restaurant sectors. The situations are so much critical in the current state that it has become a much more important role for the chef to mention the food values of individual food items to their customer. Instead of only preparing the product and selling it to the customer the food handlers or the managers should inform a consumer or suggest

to them the food items which could be beneficial for their health as well as help their business in revenue generation (Mahadevan & Feldman, 2011). We must say that SARS- CoV-2, formally known as covid-19; has possibly changed the food habits of many people and also caused a challenge for Hospitality and Hotel establishments in selling food and beverage items. In the past two and half years, we have observed that people have developed a mentality of purchasing foods from different restaurants through the online delivery system or by many home-delivery services (Czarniecka-Skubina, Pielak, Sa³ek, G³uchowski, Kobus-Cisowska, & Owczarek, 2021). The way of purchasing and selecting food may have changed but the selection of the food items or the dishes by the customer has remained as it is even after Covid (Miloš Zrniæ, 2021).

2. Research Objectives and Limitations

2.1 The major objectives of this research paper are:

1. To identify the role of the order takers in any hotel and restaurant sector in suggesting healthy food to their guests.
2. To ascertain the involvement of the chefs in the preparation of food products keeping in mind the health of the guests.
3. To suggest means by which hospitality personnel can work towards providing the best nutrition and taste to their customers.

2.2. Limitations and future scope

This research is limited to the chosen sample within the city of Bhubaneswar. The results may vary across different segments and cities in other locations of India/Abroad. Further the study may be duplicated at other locations to get a more generalized opinion and result.

3. Background Study on the Concepts of Food and Health

Anita Goyal and N.P. Singh have indicated in their research work that there are many young consumers and a majority of society who indulged in fast food consumption in different outlets to enjoy the food or sometimes they also go for online food delivery as a first choice in recent times. A majority of people have such a mindset that certain food is generally prepared at home and not much attractive to that food which year generally prepared in hotels or restaurants. The main reason for this consumer to visit these hotels and restaurants or any hospitality sector are the different attractive ambiance, variety of foods, and also the value for money. Consumers are much more willing to visit many fast food outlets apart from hotels and restaurants to have a specific category of food products that are available and prepared within a short duration of time

Not only youngsters but many of the middle age people also regularly visited different food outlets, ice cream parlors, fine dining restaurants, and specialty restaurants in various luxury hotels. In the last 25 years, this number has increased to millions due to the highly competitive market in the hotel business and also the availability of delicious food items at limited prices. Even if the foods are not so healthy for the consumers; they are having practice of visit in these establishments weekly or monthly more than 2 to 3 times (Bowman, 2005).

According to the researchers, consuming junk food or fast foods is not a very good habit however the proportion will going to be measured based on the eating habits and physical activity someone is doing. It is always recommended that a proportionate amount of balanced diet and nutrients with other food components is necessary for normal body growth and development which is equally important for the infant as well as for the adults. But this excessive consumption of food which already includes a high amount of cholesterol or certain other material can put someone's life at risk (McGinnis, Gootman, & Kraak, 2006).

As researchers observed in their study, a majority of the population is suffering due to obesity and malnutrition even after consuming a large amount of food throughout the day.(Schifferstein, 1996) and to control that many hotels and restaurants have to include nutrition knowledge in the availability of food items. These menu options may include a specific detail mentioning the point of health full consideration and the consumers' eating habits. As the researchers have proposed that proper leveling of the food products on the menu they are can be proper information regarding the number of food nutrients and vitamins for particular food products(Tudoran, OttarOlsen, & Dopico, 2009). Researchers have proposed that a certain category of elite-class people like to visit sophisticated restaurants, where service is very high including the food quality. However, in the 21st century, it is win observed that almost all categories of people would like to visit a restaurant and love to taste quality food where they will get proper value for money and a level of service (Ha & Jang, 2010).

A sustainable consumption pattern of food materials is very much beneficial for an individual's body system but it is also very much important for the customer loyal services from the various Hotel years to suggest to them what they should intake and what they don't. It is also important during the food selection and in this case, the food and beverage team of any hotel can play an important role by suggesting to the customers what they can consume during service or what type of food will be beneficial for their health. There are indeed many guests or customers who are never of the food system or the food habits. The food and beverage department is dealing with its customers. Apart from that the management also takes some consideration in their food sales; they can able to explain to the customer about the ingredients and their nutritional values and beneficial part if they consume the foods. They may also suggest to the customer the negative impact of certain food products if the customer consumes them on daily basis. It is occasionally observed that improper consumption of food during festivals and celebrations happens throughout the year for the community. But the consumption of beneficial food

and its nutritional values has to be taken into the consideration even during food sales in any five-star hotel on the roadside restaurant (Ko³ota & G³abska, 2021).

Jabir Ali & Tribhuvan Nath have proposed in their research that a group of the population tends to have food from outside on daily basis. And this is not just because of celebrating an occasion or any local celebrations but only a tendency or a habit or practice to consume food from local outlets, hotels, or restaurants. And a maximum number of these food hookers are from the age group of 17 to 41 years. Since the local hotels are getting enough customers on daily basis, they have increased their business at the commercial level (Ali & Nath, 2013). Many food lovers occasionally visit any restaurant pub or nearby restaurant to taste food; however, from the research work of Aparna Kuna and Lakshmiprasanna Kata, we understood that the eating practice and behavior and also the practice of food consumption has drastically changed during the last 2 years. This may be due to the impact of Covid and the regulation imposed by the government which is social distancing whatsoever. Once people got notified about the tendency of spreading certain symptoms due to deficiency of certain nutrients in foods; people have been forced to purchase or consume those products which were not been sold in the market at the maximum level (Kuna & Kata, 2020).

Even in the past few years due to the development of Online Delivery Apps (ODAs) and the Online Food Delivery Business (OFDB), people are getting a wide range of options for their desired food varieties. It's improving the marketing standard of those outlets as a majority of people can be able to purchase foods or beverages without any hustle-free movement (Thamaraiselvan, Jayadevan, & Chandrasekar, 2019). There is plenty number of aggregators and internet kitchens that are settling foods all over the country and earning billions (Kanteti, 2018). Even many of the leading hotels and restaurants have developed their food delivery apps and already introduced their

wide range of weekly cyclic menus to their customers. The business mindset has crossed the limit at such a maximum level that the majority of the monthly or weekly discounts or the Combo Meals are being sold at a massive level that the food sellers are least bothered about describing the food's nutritional values or the side effects after consuming such high cholesterol or fast-food items (Wani & Sarode, 2018). The majority of the fast food consumers and junk food consumers belong to the age group of 14 years age to 55 years old people and most of them are under the category of students, working professionals, housewives, and even teenagers. And these restaurants, hotels or fast-food outlets, or even online food delivery food aggregators are targeting such consumers because they desire value for money, cheap but tasty and delicious, and with several varieties (Fatima & Srivastava, 2017).

4. Research Methodology

This research has been done using both secondary and primary data. The research gaps have been identified from the secondary data reviewed. Further based on the research objectives a questionnaire was developed. We have selected the city of Bhubaneswar as the study location. We have selected 30 random hotels and restaurants from the city of Bhubaneswar. We have circulated a questionnaire to 250 customers containing 20 questions within the study location. Further, research scholars have visited different outlets of these hotels and restaurants to note the direct feedback from their frontline staff and chefs regarding the organization's guidelines and objectives toward the health of their customers. From the 250 questionnaires, we have received 223 responses. Of the 223 responses about 187 responses were complete and could be used for further analysis.

5. Data Analysis

Table 5.1 Reliability Analysis

| Case Processing Summary | | |
|--|------------|-------|
| | N | % |
| Cases Valid | 187 | 100.0 |
| Excluded | 0 | 0 |
| Total | 187 | 100.0 |
| a. List wise deletion based on all variables in the procedure. | | |
| Reliability Statistics | | |
| Cronbach's Alpha | N of Items | |
| 0.803 | 20 | |

Over here the score of Cronbach's Alpha is 0.80 which is an exceptionally high score that shows the consistency among the variables.

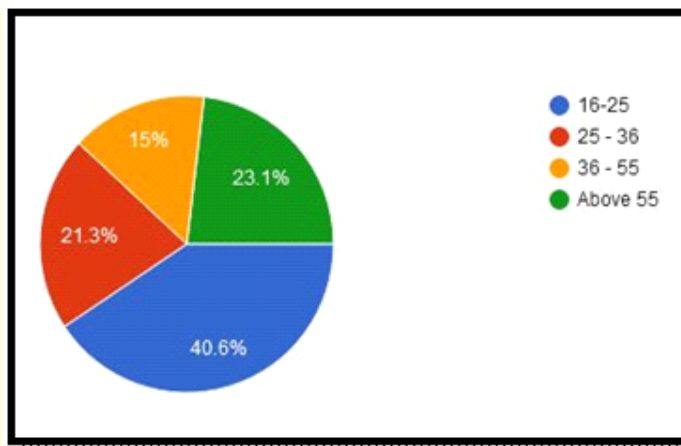


Figure 1: Age group of the respondents

From the above figure (**Figure 1**) we can able to recognize that most of the respondents (41%) belong to the age group of 16 – 25 who frequently visit different hotels and restaurants or other food outlets. The ratio of the respondents from the age group of 25 – 36 & Above 55 is quite similar which clearly shows that the middle age and senior citizens also tend to visit food corners and food outlets.

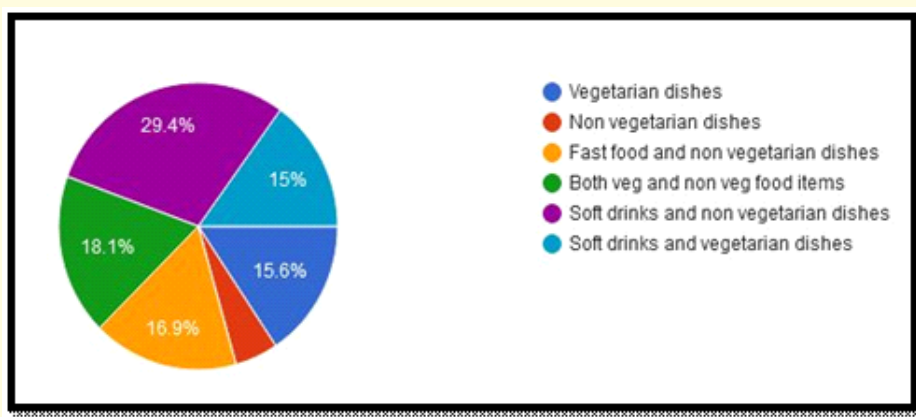


Figure 2: Responses on “What you like to order in the restaurants or any food outlets”

From **Figure 2**, we can able to understand that people tend to consume soft drinks and non-veg and fast-food items regularly. 29.4% is the indicator of the consumption ratio of soft drinks and non-vegetarian dishes. However, the consumption ratio of vegetarian items is very less; with an average of 15%.

According to the responses in **Figure 1** and **Figure 2**, it’s very justified that people have their weaknesses towards the consumption of non – vegetarian and fast food along with soft drinks instead of fresh vegetable or vegetarian food products. According to the respondents, the data we received from

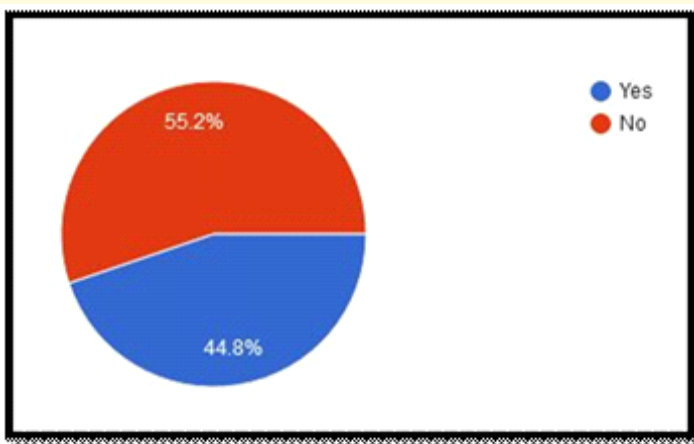


Figure 3: Are you suffering from high cholesterol-related issues

Figure 3 signifies almost half of the total population (55%) is suffering from high cholesterol issues. On the other hand, the rest of the populations (44.8%) have denied the fact that “they do not have any cholesterol-related issues”; which is also not very promising.

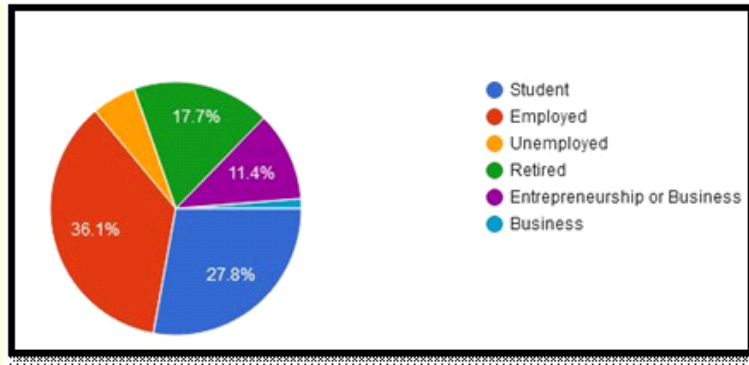


Figure 4: Responses on “Profession”

Figure 4 represents the profession of the respondents who visit different hotels or restaurants and food outlets or in QSRs (Quick Service Restaurants). Out of the total number of respondents mainly self-employed professionals and the students are main visitors here we have found. 36% of private or government-employed professionals and 28% of students’ communities from various institutions are the customers of those food chains.

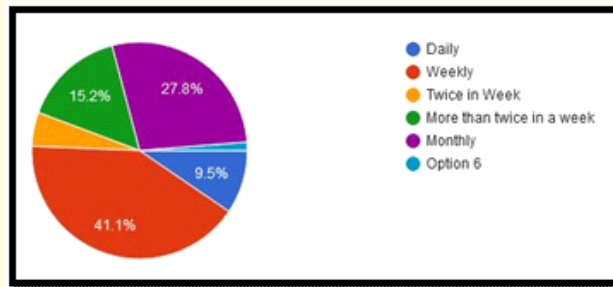
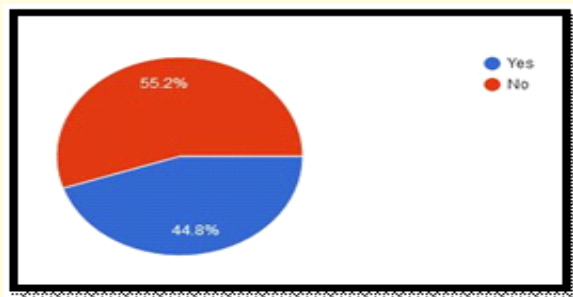


Figure 5: Responses on “How often you visit hotels or restaurants or any fast-food outlet” & on “cholesterol related issues”

Figure 5 represents the relationship between how many times customers or the respondents are visiting hotels and restaurants and other food sectors and as a result due to the heavy consumption of unhealthy or junk food whether they are suffering from any cholesterol diseases or not. Significantly, almost 41% of the total respondents are weekly visiting the restaurants and due to the reckless consumption of unhealthy foods, many of them are suffering due to multiple health issues.

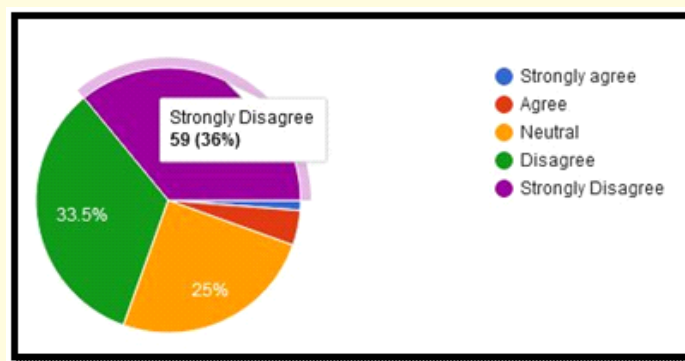


Figure 6: Responses on “Do the food order takers ever suggest certain food items based on your choice which are also beneficial for your health?”

Figure 6 specifically represents whether the food and beverage personnel & food handlers of the hospitality and hotel industry have the passion to suggest healthy foods to their guests or customers. Almost 70% of the total respondents (36% Strongly Disagree & 34% Disagree) have denied that whenever they visited any of the hotel and restaurants none of the food order takers ever suggested them any healthy food based on their present health condition. According to the rest 30% of the respondent’s data (Agree, Neutral, and Strongly Agree) from **Figure 6** we can able to understand that few good restaurants of five-star hotels or QSR chains really pay attention to their customer health and suggest foods accordingly.

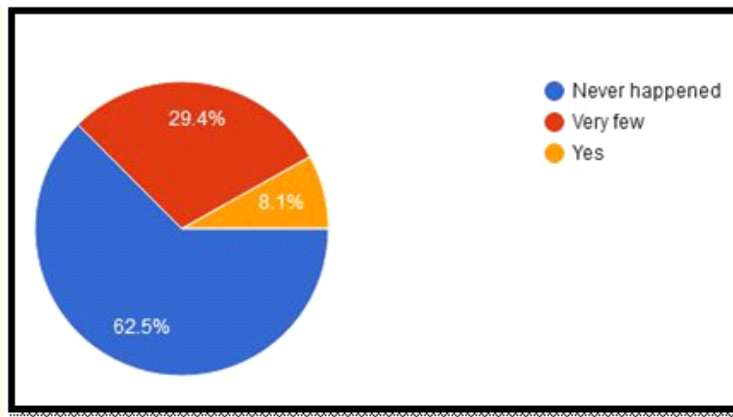


Figure 7: Responses on “Whenever you were ordering the food items did you find the order taker is very conscious about your health and insisting you to attend some specific food items based on your health condition?”

Figure 7 represents the responses from the respondents on whether the food order takers in various food outlets do their jobs in suggesting healthy and nutritious foods to their customers.

From this response, we were able to identify that almost 63% of the total population have denied the fact that neither the hoteliers nor the food order takers ever suggested specific healthy food and they never suggested healthy food menus. 8% of the total respondents have chosen the option “Yes” because according to them there are few food handlers in the specific renowned hotels, restaurants, and hospitality sectors who care for their guests and are very cautious about serving the food. 30% of the responses are very interesting as they believe there are some establishments where there are limited frontline staffs who have the knowledge to suggest healthy dishes to their customers.

6. Results & Discussion

Based on the analysis of the responses we have received from the chosen sample we could note the following:

- Out of the total 187 respondents, 63% of the respondents who daily visit hotels and restaurants are mainly from the age group of 16-25 years or above 55 years. People from the age group of 36 – 55 years are the occasional visitors to the outlets.
- Regarding the intake of foods in these hotels and restaurants, 29% of the total respondents tend to order soft drinks and non-vegetarian dishes, and 18% of the total respondents like to consume both veg and non-veg food items. Almost 30% of the respondents like vegetarian food and soft drinks.
- According to 187 respondents, almost 45% of the total customer already suffer from high cholesterol and other related diseases and it is at a very alarming stage. However, 55% of the total respondents are not suffering yet due to any cholesterol-related issues. It may be they belong to a young age group but soon it may cause a serious health issue for them if they do not control their food habits.
- Out of the total respondents, 63% of the total respondents either belong to the category of student or employed. 36% of the total respondents are employed and visit daily to these hotels and restaurants whereas 28% of the total respondents who belong to student groups are also regular customers of those outlets.
- The analysis also revealed that the maximum number

of customers who are regular visitors of these food outlets or hotels and restaurants are also prone to many cholesterols and other related health issues where as those who are not visiting regularly or frequently to hotels and restaurants or different food outlets having no such issues.

- The majority of the respondents (63%) have revealed that none of them ever found that a frontline staff of any hotel and restaurant or any food outlet is suggesting them healthy foods depending on the health condition of their customer. Only 29% of the respondents disclosed that there are few restaurants only who care about their customer health and sometimes their F & B staffs recommend healthy food s to their customers. Only a nominal number of respondents which is approx 8% have appreciated the fact that there are hotels & restaurants whose frontline staff have suggested healthy and nutritional aspects of the food items while they have ordered their food.

7. Conclusion and Recommendation

This research has produced an interesting outcome However, the results need to be tested with a different set of audiences across other cities and states before the results can be generalized. It is easily evident that the front-line staffs have a major role to play in informing the customer and increasing awareness of health and nutrition amongst the customers. The organization was found to be lacking in serious and recognizable efforts toward providing nutritious and healthy meals to its customers. Most Organizations were focused on their business targets and did not have much concern with regard to the health

of the customer. Hence, it goes without saying that neither the chefs nor the front-line staff took a lot of effort to prepare or sell healthy foods. What was alarming in the results was the fact that many of the customers almost 50% of the had cholesterol and other health-related issues. These facts carry more significance because a huge percentage of the surveyed population was below 30 years of age. It is likely that in the coming days if conscious efforts were not taken to change their eating habits, these youngsters would also face food-related health problems. So based on the above conclusion the researchers would like to suggest the following:

- Hotel employees and frontline staff must understand their role and do their best to promote healthy food.
- Youngsters need to educate themselves on the ill effects of consuming unhealthy foods.
- Those already diagnosed with health problems must work towards their eating habits.
- The various authorities and governing bodies must develop checklists and systems to promote a healthy lifestyle for the citizen of the country.

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Thakurbari Cuisine: The Sustainability of The Royal Cuisine from Tagore's Kitchen in Modern Gastronomy

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Abstract

India also known officially as "Republic Of India" is situated as per coordinates 20.59370N and 78.96290 E is a democratic country where peoples from different culture, traditions and religions lives together peacefully. Because of the vast cultural heritage in India, it also contributes a vast array of different cuisines which either developed and took birth itself in Indian lands or gets migrated and reformed in Indian subcontinent. Still in India there are many such cuisines and food habits are present which are still not undiscovered. On the same manner due to globalization, modern lifestyle and necessities to cope up with the modern world there are few cuisines and recipes are also available in India which are either forgotten or in a verge of extinction. Thakurbari cuisine is a part of Bengali cuisine but itself a tribute to the culture, traditions and heritage importance of Indian's who resides in India & other part of the world. The study is based on the existence of the Thakurbari cuisine in modern age where peoples are more into Gastronomic variations like innovative foods, fusion foods and even fast foods. The main objective of the research is to see the rate of future existence or sustainability of Thakurbari cuisine. The first section deals with the history and culture of Jorasanko as well as Thakurbari cuisine. In the second section all data and findings have been discussed. Finally, the findings of the study discussed to develop a strong relation between the people's acceptance and existence of the Thakurbari cuisine in Modern gastronomic world.

Keywords: Gastronomy, Jorasanko, Regional, Sustainability, Thakurbari.

Introduction

West Bengal is known for its vibrant traditions and cultures. Food is considered very serious in West Bengal, and every regional cuisine that formed there had its own way of celebrating it. Thakurbari cuisine is also a part of Bengali traditions and cultures, which developed in the royal kitchen of Tagore's family, which resides in Jorasanko. Jorasanko is a neighbourhood situated in the North Kolkata neighbourhood of the Kolkata district of West Bengal. The word "Jorasanko" came from the two (jora) wooden or bamboo bridges that (sanko) spanned a small stream at that point. Here in Jorasanko, the royal house of the Tagore family resides, which is known as Jorasanko Thakur Bari. In Jorasanko, Thakur Bari is now the campus of a famous university in West Bengal known as Rabindra Bharati University. (Jorasanko - Wikipedia, 2007)[13]

The Thakurbari may be now converted into a university, but what still remains are the flavours and aromas of the kitchen's delicacies, which were once the pride of the royal kitchen of Tagore's. It is still alive, but only for a few restaurants and cooking shows that will be available to a select few. The Thakurbari cuisine is not only a delicacy to eat but an important part of the gastronomy of West Bengal, where uncommon ingredients are mélange together to produce some of the most memorable food delicacies. Even so, there are many recipes that are either not archived in renowned libraries across West Bengal or India, or are now considered to be forgettable Indian

recipes, or are only available in the form of Cookery books that are rarely sold.

If we look back in history, the great poet and visionary Rabindranath Tagore was not only a poet, artist, visionary, or the founder of a university; he was also a great food enthusiast. He always prefers to have an elaborate food spread, not only for normal lunch or dinner days but even for the guests when they come to visit him. Even the royal family's women were well-educated when it came to cooking and inventing new and surprising recipes. Mrinalini Devi's wife was a great food enthusiast, and she created some unusual combinations that were strange to hear but delicacies to eat and celebrate. In many cases, some European or Western cuisine influence is also seen in the Thakurbari food preparations. (Lahiri, I.2020. Tales from Tagore's kitchen)[14]

Even when Rabindranath Tagore was ill in his older days and came back to Jorasanko from Kalimpong, he was given a special mutton curry known as "Pathar Mangsho" to regain his strength. The cuisine followed in the kitchen of the Tagore family was very specific about their food, and as per the collected data, it has been observed that the luchi prepared in the royal kitchen of Thakurbari had to be only 3 inches in radius. (Dishes and Discourses: Culinary Culture at Jorasanko | Sahapedia, n.d)[09]

The recipe prepared in Tagore's kitchen plays a major role in forming Bengali cuisine, but by itself it gets forgotten or survives its sustainability in modern gastronomy. Nowadays,

everyone is interested in fast foods or modern or contemporary forms of Bengali cuisine, but they are overlooking one of the pillars of the famous cuisine known as Bengali cuisine. (Ganguli, S. 2022. Taste of Tagore)[18]

Even during the data collection, it has been seen that due to complicated recipes, they have not been prepared, but instead prepared for special occasions if possible, and the authentic flavours and aromas are also missing. Steps need to be taken to regain the pride and place of this royal regional cuisine in modern gastronomy.

Behind the Thought

Thakurbari cuisine was actually developed in Jorasanko. Thakurbari, which is situated in Jorasanko, Kolkata, and is the ancestral home of the Tagore family. This is also the birthplace of poet Rabindranath Tagore, the first non-European Nobel laureate. The experiments with the food were a trait of the Thakurbari cuisine, and as a result, they created some of the most unusual dishes, like "Murgir Maccher Jhol" (chicken fish curry) and even "Maccher mangsor jhol," also known as "fish mutton curry," and many more.

Tagore's enjoy eating, and the food prepared in Tagore's kitchen is mostly prepared with perfection and royalty. Even, the wife of Rabindranath Tagore, Mrs. Mrinalini Devi, was a great cook, and some of her signature dishes are like the chutney of ripe pointed gourd, a mouth-watering sour dish made up of aubergine, ber, amla, and sesame.

Purpose of the Study

The research deals with an introduction to Thakurbari cuisine and the possible list of recipes that come under Thakurbari cuisine. It also studies the rate of sustainability of this cuisine in the near future.

Design/Methodology/Approaches Used

Through a detailed set of questionnaires sent to various groups on the social networking app WhatsApp, mail ids, verbal communications with the elders who love Bengali cuisine, and through market surveys in various districts and cities around West Bengal, namely Kolkata, Siliguri, Bardhaman, and Durgapur.

Findings of the Study

The study shows that various steps are required to promote this particular cuisine. Many people are aware of a small portion of this cuisine, but as a result of modern gastronomic trends, this cuisine is being forgotten. Finally, the study's findings were discussed in order to generate new ideas for the future sustainability of Thakurbari cuisine in the gastronomic world.

Implications of the study

Thakurbari cuisine is a proud part of Bengali cuisine, and it needs steps to get back in between the people who love Bengali cuisine. Thakurbari cuisine taught many of the recipes that are now part of Bengali cuisine, but people still need to know the original version of the cuisine as well.

Originality/Value of the Study

The following research shows the possible detailed collection of recipes that are part of the Thakurbari cuisine and also has a collection of data that proves its rate of sustainability in the near future.

Literature Review

Dwarkanath Tagore, Rabindranath Tagore's grandfather, was a pioneer of culinary culture in Jorasanko Thakurbari. Many guests and British people used to visit Tagore's house during his early days as a business tycoon among 19th-century Indians, and many Indian and European dishes were prepared in Tagore's kitchen to treat them to the delicacies and Rabindranath Tagore's habit of switching diets from non-vegetarian to vegetarian and back again to non-vegetarian and experimenting with foods leads to an extension of culinary culture in the kitchen. (Dishes and Discourses: Culinary Culture at Jorasanko | Sahapedia, n.d.)[09]

Even Rabindranath changes his diet on the advice of his friends, which leads to many kitchen experiments with unusual food combinations.

During his lunch, a full course has to be served, and at dinner, European dishes replace the Bengali foods. His experiments with foods also gave birth to many dishes where the ingredients were local but the preparation methods were adopted from European cuisines. (Dishes and Discourses: Culinary Culture at Jorasanko | Sahapedia, n.d.) [09]

The Tagore women were also well-educated and adventurous, particularly when it came to cooking experiments. The woman named Mrinalini Devi (wife of Rabindranath Tagore) was a great cook and came up with some weird but mouth-watering food delicacies. Purnima Tagore (daughter of Indira Devi) published her mother's recipes, which were once documented by her mother. (Lahiri, 2020)[14]

India is a pot of cuisine where new experiments with foods are a continuous process. The Chinese prepared in India are entirely different from the original Chinese, just as the pasta is different from the original Italian preparations. Fusion cuisine is now everywhere in India. New generations love this cuisine a lot in comparison to the authentic one. Example: "Mutter paneer puff," "Kosha mangsho pizza," and many more. Due to the popularity of fusion cuisine, authentic food preparations are now either a second choice or may be excluded from diets. (Banerjee, 2019)[01]

Aim of the Study

People are now more into innovative, fancy, convenience, and fusion foods. And the modern lifestyle leads to easy access to foods that need less time to prepare and consume as well. The main aim of the study is to rate the sustainability factor of Thakurbari cuisine in the modern gastronomic world.

Methodology

- **Research Design:** The purpose of this study is to learn about the sustainability of Thakurbari cuisine and the future approaches of the respondents to the knowledge of the mentioned topic.
- **Respondents:** The respondents were basically acade-

micians, professional chefs, hospitality professionals, elders, and youngsters.

- **Sampling Method:** Through a detailed set of questionnaires sent to various groups through social networking apps (Whats App, mail IDs) through verbal interview with elders of the Bengali community, chefs, and hospitality professionals. The questionnaire was distributed online for maximum reach and to specific respondents who are busy with their daily routines.
- **Data collection method:** The primary data was collected from the respondents who gave feedback to the questionnaire and interviews, and the secondary data was collected from online and offline platforms.
- **Data Analysis method:** The analysis of the data was done through Microsoft Excel.

Data Collection

Table 1: Tagore's and their contribution on creation of Thakurbari cuisine

| Sl.No. | Name | Status in Thakurbari | Cuisine Contribution |
|--------|-------------------------|-------------------------------------|---|
| 1. | Dwarkanath Tagore | Grandfather of Rabindranath Tagore | First person who introduced European cuisine in his bawar Chikhana (kitchen). |
| 2. | Debendranath Tagore | Son of Dwarkanath Tagore | Like his father has a good relation with Britishers and often organizes parties in Thakurbari. |
| 3. | Gyanadanandini | Wife of Satyendranath Tagore | Long-time spend in England and introduced Birthday celebrations in Thakurbari where cakes and other European delicacies had been served. |
| 4. | Rabindranath Tagore | Son of Debendranath Tagore | A food lover & also loves to do experiments in his kitchen which leads to discover many food recipes. |
| 5. | Mrinalini Devi | Wife of Rabindranath Tagore | She also contributed a lot of recipes in Thakurbari cuisine and loves to do experiments with ingredients. |
| 6. | Pragyasundari Devi | Niece of Rabindranath Tagore | She made the bawarchikhana of Thakurbari into a centre of innovation and also explore and documented the traditional knowledge of recipes & cooking techniques of Thakurbari. |
| 7. | Ira Ghosh | Granddaughter of Pragyasundari Devi | She also documented and edited books which has a collection of Thakurbari recipes called as "Amish O NiramishAahaar". |
| 8. | Indira Devi | Daughter of Satyendranath Tagore | A good documenter who documented many recipes and cooking techniques of Thakurbari cuisine which was lately published in cookbooks by her daughter. |
| 9. | Purnima Tagore | Daughter of Indira Devi | She collected the documents of Thakurbari cuisine wrote by her mother and published a cookbook named "Thakurbari Ranna" |
| 10. | Renuka Devi Chowdhurani | Daughter of Rabindranath Tagore | She also published cookbooks which were collection of Thakurbari cuisine named as "Rakamari Amish ranna" & "RakamariNiramish Ranna". |
| 11. | Abanindranath Tagore | Nephew of Rabindranath Tagore | Started culinary classes in Thakurbari and done some culinary experiments also. And invented dishes like "chicken fish stew" and "fish mutton curry" |

Table 2: Apart from Tagore's who contributed and supported the creation of Thakurbari cuisine

| Sl. No. | Name | Known as | Cuisine contribution |
|---------|--------------|----------------------------------|--|
| 1. | Radhu | Cook of Abanindranath Tagore | Supported Abanindranath Tagore for his culinary experiments. |
| 2. | Jasimuddin | Poet | Once he came to the culinary class which was conducted by Abanindranath and created a delicacy named as Joshi Kebab. |
| 3. | Rani Chanda | Wife of Anil Chanda | In her book "Gurudev", she wrote many interesting facts about Tagore's love for food and their passion for culinary experiments. |
| 4. | Bamon Thakur | Also known as Brahmin cooks | They were responsible for preparing foods related to Bengali cuisine |
| 5. | Khansama's | The un named cooks of Thakurbari | They were responsible for preparing foods related to middle - eastern cuisine |
| 6. | Bawarchi's | The un named cooks of Thakurbari | They were responsible for preparing foods related to western cuisine |

These Bamon thakur's, khansama's and the Bawarchis were the real time soldiers of Thakurbari who supported the experiments and inventions of Tagore's in the field of gastronomy.

Table 3: List of some recipes originated from Thakurbari kitchen and plays a major role in showcase the Bengali gastronomy with a twist

| <i>Sl. No.</i> | <i>Name of the Recipes</i> | <i>Category</i> | <i>Prime Ingredients Used</i> |
|----------------|--|-----------------|-------------------------------|
| 1 | Bhaater Kofta | Rice | Rice, saffron |
| 2 | Chire Bhektir Pulao | Fish | Pressed rice, bhekti fish |
| 3 | Chal bandhakopir Ghonto | Vegetables | Rice, cabbage |
| 4 | Chicken Rasolla | Chicken | Chicken |
| 5 | Chang Patha | | Not known |
| 6 | Chitol maachhar chalta diye mugger dal | Lentils | Fish, chalta, moong dal |
| 7 | Channar Pulao | Rice | Chenna |
| 8 | Chicken Pish Pash | Chicken | Chicken |
| 9 | Chingrir Alap | Fish | Tiger prawns |
| 10 | Duudh Shuktani | Vegetables | Milk, bitter gourd |
| 11 | Doi Chingri | Fish | Curd, Prawns |
| 12 | Doodh Mung Potol | Lentils | Milk, moong dal |
| 13 | Doodh jhinge ghonto | Vegetables | Milk, ridge gourd |
| 14 | Egg chao chao | Eggs | Eggs |
| 15 | Enchor kofta pulao | Rice | Raw jack fruit, rice |
| 16 | Keemair Doi bora | Appetizers | Mutton keema, curd |
| 17 | Kancha aam diye mangsho | Meat | Raw mangoes, mutton |
| 18 | Komola phulkopi | Vegetables | Orange, cauliflower |
| 19 | Koraishutir dhokar Dalna | Vegetables | Green peas |
| 20 | Kumro Chingri | Fish | Pumpkin, prawns |
| 21 | Lau Patay Ilishbhapa | Fish | Bottle gourd leaves, Hilsa |
| 22 | Mourala macher ambal | Fish | Fish, tamarind |
| 23 | Murgir macher jhol | Meat & Fish | Chicken, fish |
| 24 | Macher mangser curry | Fish & Meat | Fish, mutton |
| 25 | Morich jhol | Fish | Fish, black pepper |
| 26 | Mochar Paturi | Vegetables | Banana blossoms |
| 27 | Niramish dimer dalna | Vegetables | Potatoes, dal |
| 28 | Narkel doodh diye Ilish | Fish | Coconut, Hilsa |
| 29 | Niramish potoler malaikari | Vegetables | Cream, parval |
| 30 | Pepe Dolma | Vegetables | Raw pawpaw |
| 31 | Panchphoran Rui | Fish | Rehu fish, panchphoran |
| 32 | Pantharbangla | Meat | Tender mutton |
| 33 | Potoler dum | Vegetables | Parval |
| 34 | Paribondho | Sweets | Not known |
| 35 | Shorshe chicken | Chicken | Mustard, chicken |
| 36 | Thakurbari doodh katla | Fish | Milk, Katla fish |

Data Analysis

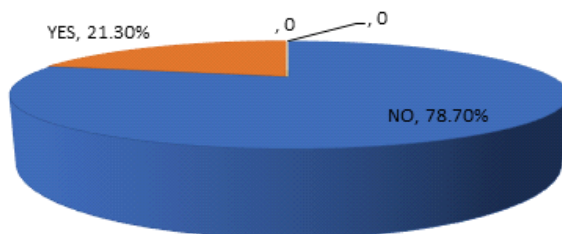
The questionnaire received 375 responses, of which 48 were academicians, 98 were teenagers, 44 were chefs, 52 were hospitality professionals, and 133 respondents were associated with other occupations.

The reason for including the data of teenagers is because they are the future generations, and if they do not know much about Thakurbari cuisine, then it may go extinct or be forgotten.

Table 4: During the collection of data's it have also been observed that many respondents are not or less aware much about the Thakurbari cuisine.

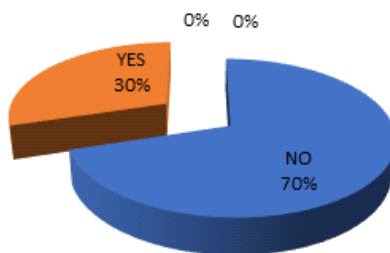
| Sl. No. | Questions Asked | Yes (%) | No (%) | Maybe (%) |
|---------|--|---------|--------|-----------|
| 1. | Are they comfortable with fusion version of Bengali cuisine | 63 | 20 | 17 |
| 2. | Are they aware about Bengali regional cuisine contribution to main Bengali cuisine | 26 | 74 | |
| 3. | Did they read books or article based on Bengali cuisine | 38 | 62 | |
| 4. | Did they aware of Western cuisine's influence on Authentic Bengali cuisine | 28 | 72 | |
| 5. | Are they aware about the dishes associated with Thakurbari cuisine | 21 | 79 | |
| 6. | Is Thakurbari cuisine is important in future amid of other modern food options | 67 | 33 | |
| 7. | Are they aware of any sustainable movements done before to conserve the knowledge of Thakurbari cuisine | 38 | 62 | |
| 8. | Is sustainable movements help to survives the values and importance of Thakurbari cuisine in near future | 47 | 53 | |

Image 1: Are they aware about the Thakurbari cuisine curated in the kitchens of Rabindranath Tagore



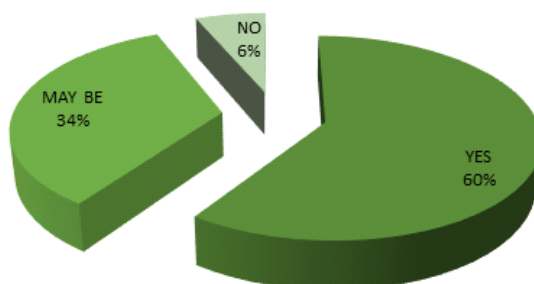
It has also been observed that many respondents who are aware of the Thakurbari cuisine are not aware of it, even if there are books and articles on it.

Image 2: Ever read any article/book/journals about the thakurbari cuisine



When the respondents were asked if the knowledge about the Thakurbari cuisine would be shared with them, would they accept it? In return, many of the majority showed positive interest, which shows the Thakurbari cuisine will sustain itself in the future if we choose the correct path to share knowledge about this precise cuisine with the people.

Image 3: If they provided knowledge about the thakurbari cuisine



It was also mentioned during the interview with chefs and hospitality professionals that the complexity and time-consuming process of creating many delicacies from Thakurbari cuisine makes it difficult for many restaurateurs and chefs to keep them on their menus on a regular basis. Instead, these recipes are launched only when there are special occasions, and because of that, the target customers are also fewer.

Table 5: few sustainable movements recorded by the media which shows interests about Thakurbari cuisine

| YEAR | ORGANIZATION | TYPE | TYPE OF SUSTAINABLE MOVEMENT | RECORDED BY |
|------|--------------|--------------------------------|--|--|
| 2008 | Oh! Calcutta | Restaurant situated in Kolkata | Menu launched on the festive occasion of "Durga Puja" where few recipes popular in Thakurbari were introduced for customers | Times of India, 05 th October 2008 |
| 2015 | Floatel | Hotel situated in Kolkata | Menu launched on the festive occasion of "Durga Puja" where few recipes popular in Thakurbari were introduced for customers | News India, 15 th October 2015 |
| 2017 | Park Plaza | Hotel situated in Kolkata | Few dishes of Thakurbari cuisine introduced on the eve of "Bengali New Year" | Press trust of India, 14 th August 2017 |
| 2022 | ITC Sonar | Hotel situated in Kolkata | A event was organized in the monsoon times named as "poetry in cuisine" which focuses on the various hilsa (fish) preparations which were part of Thakurbari cuisine | The times of India 14 th August 2022 |

Apart from the above collected information's there is a restaurant in Kolkata which serves authentic Thakurbari cuisine

- Name - Kopai restaurant (Swade Thakur bari)
- Address - 213, opp. Post office, Sarat Bose road, Kolkata, WB - 700029, India.

Discussion:

From the collection of data and information gathered regarding Thakurbari cuisine, it has been observed that it needs to reach more to the common people through various modes of online and offline media so that it can sustain itself in the near future. Even in a blog written by Mr. Indrajit Lahiri, titled "Tales from Tagore's Kitchen," the importance of Thakurbari cuisine is mentioned along with its history. Thakurbari cuisine was not just a food habit or experiment done by Tagore's family's khansama's to produce new flavours or aromas, but it is a pillar for the renowned Bengali cuisine we all know. There are many recipes in Bengali cuisine that are inspired by the foods produced in Thakurbari cuisine.

people are forgetting it because of the distance to travel. New innovative steps need to be introduced so that this fine cuisine, which was once curated in the kitchens of Tagore's house, can be sustained in the near future. It is not just a cuisine but also contains history, stories, and pride, as well as knowledge of innovation and skills where unmatched ingredients were combined to produce gastronomic delicacies that were beyond our imaginations. Thakurbari cuisine shows how to mélange the cuisines of other countries with the local ingredients to produce new food products. Thakurbari cuisine also shows the standardization of recipes that were once cooked in Tagore's kitchen, along with perfection.

Conclusion

In India, there are many cuisines that are regional and on the verge of extinction. Thakurbari cuisine is still not extinct, but

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The Understanding of Sustainable Waste Management in Hospitality in Kathmandu, Nepal

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Abstract

With the constant growth of mankind, increase in living standards, globalization, and urbanization, there is a looming threat that everyone should be concerned about and it is climate change. As the tourism and hospitality industry becomes one of the fastest growing industries with great growth potential ahead, it is important to also make sure that there are no negative impacts and consequences of such growth and development. The tourism industry is currently one of the highest emitters of greenhouse gases from high energy consumption, and waste generation to the excess usage of fossil fuels. The waste generation in the tourism and hospitality industry is significantly worrisome. It will be very difficult to manage solid waste, save marine life and biodiversity, prevent air pollution and other problems when there are no efforts being made in implementing plans, policies, or laws to control the waste generation. In this article, the awareness and practices followed by the hospitality industry in Kathmandu are explored with their understanding of sustainability, the impacts of waste management, and their future plans regarding the concept through interviews conducted by the researcher with two hospitality businesses, a four star international hotel chain and a recently established restaurant. After conducting interviews, it has been clear that there is a clear lack of knowledge, proper understanding, awareness, and motivation for following through with more plans and ideas to be sustainable regarding waste management..

Background

The tourism and hospitality industry is one of the leading industries in the world as it has been constantly proven that nations with high economic growth are backed up by a strong tourism industry (Výrostova, Hrabovska, and Dioba, 2021). This is mainly because the tourism industry is interlinked with various aspects of an economy as it helps generating income in different sectors like agriculture, transportation, construction, communication, retail, etc. (Canale and Siano, 2021) which can also be known as the multiplier effect. Furthermore, the fifth largest sector in the global economy is travel and tourism contributing 10.3% to the global GDP, supporting 330 million jobs globally in 2019 (Mian, 2021).

However, the pandemic of 2020 hit the tourism and hospitality industry worldwide negatively as travel restrictions were implemented. As a result, there was a drop in demand for tourism by 76.6% and 86.59% in Portugal and Spain in 2020 (Gomez, Solanes, and Beyaert, 2021). The travel restrictions exposed the negative impacts of tourism and hospitality industry where the positive impact on the environment were comparatively less than the significant negative impact on the economic and social aspects worldwide (Halimi and Poldrugovac, 2022). Furthermore, the economic benefits from the success and growth of the tourism and hospitality industry have weighty consequences for the environment as carbon emissions rise significantly (Ehigiamusoe, Shahbaz, and Vo, 2022).

Global warming is considered one of the most worrisome threats and problems in the world and global warming is a consequence of significant carbon emissions which is the emission of

greenhouse gases (GHG) (Lachowska et al., 2022). Carbon dioxide is a gas which is already present on the Earth's atmosphere as well as in the oceans but when due to various human activities more CO₂ is emitted then it further concentrates the gas present on the atmosphere causing global warming (Schleeter, 2022). The tourism industry is now one of the largest emitters of carbon dioxide (CO₂), a greenhouse gas, through various direct and indirect activities (Cao, Zhang, and Zhang, 2021). According to a study, tourism was responsible for 8% of the total carbon emissions globally in 2013 and furthermore, the growth of the tourism and hospitality industry will have a severe impact on the emissions of greenhouse gases and climate change (Lenzen et al., 2018). The different sectors which emit greenhouse gases by the tourism industry are shown in the graph down below.

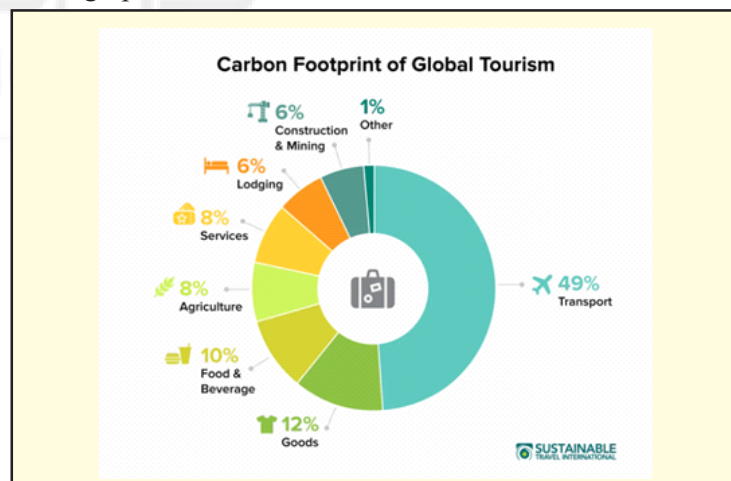


Fig 1 (Sustainable Travel International, 2022).

As shown in the diagram above, the largest contributor to carbon emissions by the tourism industry is transportation. The advancement of transportation has significantly helped the tourism industry to bring tourists from all over the world but has negatively impacted the environment, especially air transportation as an estimate of 90% of total greenhouse gases emitted are from transportation (Singh and Yadav, 2021). Furthermore, in the year 2017, about 3.7 billion travelers used air transportation for their commute worldwide and since airplanes use oil as their source of energy it is safe to say that the environmental harm it caused will be extremely difficult to balance out (Becken and Carmignani, 2020).

Similarly, the food and beverage sector of tourism is another significant contributor to the emissions of greenhouse gases by the tourism and hospitality industry as shown in figure 1. The food and beverage industry emits greenhouse gases through waste generation in the forms of smoke and solid waste as well as indirect emissions of gases through transportation, livestock, agricultural connections, etc. The loss of food from F&B in the hospitality sector not only endangers the health of people around where the waste is disposed of but also the environment by contaminating natural resources, biodiversity, the food chain, etc. (Qin and Horvath, 2021).

Many research has been conducted regarding carbon emissions and the overall impact of tourism development on the environment but there is limited data and research available concerning waste management in the tourism and hospitality industry specifically. Since there is a research gap in studying waste management trends and problems in the industry there is also a significant lack in practical solutions to overcome the existing issues in the industry that improper waste management system brings. Similarly, if there is lack of research and data in enormous multinational properties in developed countries then it is pretty obvious that there is further less research regarding sustainable tourism let alone waste management practices, issues, and solutions in a developing country like Nepal. Hence, the questions asked during the interview and the entire research itself is conducted to further encourage research in waste management in Nepal by providing a real picture of the understanding of the hospitality industry stakeholders about waste management and sustainability as well as to encourage individuals, companies, and government to brainstorm realistic and achievable waste management systems, policies, and goals.

Main Body

Waste management is of growing concern all over the world as the impacts of improper waste management and the generation of large quantities of solid waste are worrisome. From the peels and leftovers of fruits, vegetables and food being disposed of with other non-biodegradable waste filling the landfills to opting for a more harmful method of managing waste i.e. burning the waste causes not only air pollution but letting out methane gas as well. This not only impacts the extent of the growth of climate change but also spreads diseases and bacteria, rodents, and insects into societies harming the health of many people (Al-Taai, 2022). All of the departments in a hotel are responsible in

generating significant quantities of waste water, solid waste, improper disposal of waste and the list goes on and on and those quantities are extremely high in comparison with that generated by households (Oyelami et al., 2022). Similarly, the waste produced by food service industries throughout their process of making a single dish is significant starting from receiving the ingredients in heavy plastic packaging, pre-preparation wastage of food such as peels, inedible and/or less preferred parts of vegetables, meat, and fruits, food waste from customer's plate, and the spoilage of food items for bulk buying and cooking in bulk (Tansel, Yeshenkulova, and Nurmanova, 2021; Salama and Abdelsalam, 2021). Likewise, food waste is not the only waste generated by the hospitality industry but a couple of plastic bottles and containers, glasses, cans, etc. per each hotel room after every checkout ends up in landfills (Park et al., 2021).

Furthermore, several countries have been working on doing their part to achieve the SDGs by 2030 and one of the targets are to be achieved through proper and sustainable waste management practices (Cheng et al., 2021). For instance, the government of Thailand has been introducing new sets of laws, policies, and concepts for private households as well as businesses to follow to reduce waste, and ensure proper waste management. Some of the concepts introduced are National Economic and Social Development Plan, The National Solid Waste Management Plan, Industrial Waste Management Plan, Clean Technology Concept, Waste Exchange, etc. (Wichai-Utcha and Chavalparit, 2019). Similarly in Korea, alongside the increment in amount of waste generated throughout the 30 years there has been significant improvements in waste handling and management as recycling rates have been increased to more than 80% and landfill rates have reduced to below 10%. This has been successful through proper enforcement of laws and policies as well as well aware citizens regarding waste management (Yang et al., 2015). However, in Nepal waste management has been a constant issue as there has been a consequential rise on the amount of waste generated but no proper plans or policies to manage the waste as the demand for landfill spaces are on the rise, shortened life cycle of existing landfill sites due to heavy plastic waste, poor drainage systems, lack of awareness and proper planning (Bhardwaj, Rai, and Nepal, 2020). Despite having a few laws and policies regarding solid waste management in Nepal since the late 1900s, there has been a significant lack in follow up procedures ensuring its implementation causing waste management a serious issue in Nepal for decades (Khanal, Giri, and Mainali, 2023).

There are different ways to reduce the amount of waste that is generated in the hospitality industry and many hotels worldwide have been doing so too. Going green and sustainable practices are one of their top-most priorities. However, such enthusiasm and motivation might not have yet arrived in Nepal. To further understand the situation of waste generation and management in Kathmandu, Nepal two properties, one hotel and one restaurant were interviewed about what they are doing currently and their plans for the betterment of their businesses and the environment through waste management. The questions asked are down below and the overall assessment from the interview is elaborated individually.

Furthermore, the hotel that was interviewed is an international brand established here a couple of years back and is operating quite successfully. When asked about sustainability as per the responses the priority was towards reducing energy consumption through the usage of environment-friendly types of equipment, machinery, technologies, and electricity-based equipment rather than fossil fuel-based. Similarly, concerning waste management the used method was through segregation of waste by plastic, metal, wood, and food and then disposing of them to different authorized personnel who will be reusing, composting, and recycling the items accordingly. Furthermore, the hotel is also implementing a reduction in the usage of one-time-use items such as plastic bottles and use glass bottles in the food and beverage departments. Similarly, when asked about awareness among the employees, the hotel was confident enough to say that the employees were well aware of their actions as to why segregation of waste is essential and how to do it. Likewise, for chemical handling and wastage, each and every employee is provided with MSDS (Material Safety Data Sheet) where everything concerning the chemical is written from their usage to their disposal safely and following such instructions are reminded constantly to the employees. However, in order to aware the employees, only informal training sessions have been held so far. Due to the property's infrastructural limitations, the hotel supported local businesses and entrepreneurs who conduct recycling and composting of waste items.

Furthermore, when a 4-year-old restaurant was interviewed regarding their contributions to sustainability and climate change control, they were extremely positive in sharing their practices. The restaurant began with how they control energy consumption as much as possible by only turning on the lights in the evening and LED lights which consume less energy, planting as many flowers, plants, and trees as possible, reusing bottles, reducing water consumption, and only using paper for billing. Their main priority regarding waste management was to reduce the waste generation in the first place hence the no paper policy, and reusing bottles and water jars, and cardboard cartons, usage of vegetables to almost 100% as much as possible. The segregation of waste is also practiced in the restaurant by bio-degradable and non-biodegradable in every department. Some of the bio-degradable waste produced is then used as compost in their own garden which acts as a natural fertilizer instead of totally being disposed of in landfills. Similarly, the employees were well aware of the usage and disposal of chemicals/hazardous items used in the restaurant and use extra precautions for themselves, others, and the environment. However, all of the employees do not seem to have enough knowledge and awareness regarding carbon emissions and climate change as only informal training sessions are held with constant reminders during briefing sessions.

From the conducted interviews above, it has been clear that while some countries have implemented strict laws and policies to encourage sustainability among individuals and businesses, Nepal still seems to be lacking behind in such implementations and policies. If the government is to make an effort towards going green, and being strict towards the laws, policies, and their implementation then businesses will be obliged to follow

them. This might not seem to have an immediate result but over time the results will be positive and significant as sustainability is not only about the current generation's fulfilment but also of the future generations.

Furthermore, there is a pressing issue in hotels and restaurants regarding sustainability and that is awareness among employees through training and educational programs. The businesses do not seem to understand the importance of training sessions towards an impactful change and efficiency in their workforce. Similarly, the lack of awareness among the managers and owners regarding recycling in organizations in Kathmandu might also be one of the reasons for poor waste management. Likewise, businesses only seem to focus on reducing usage and consumption but recycling and reuse from the 3Rs principles are still not applied in day-to-day activities.

Along with this, companies are solely focused on maintaining and improving their brand image to the public amongst the heated issue of global warming and saving the planet that just seems to be marketing opportunity instead of actually making an impact i.e. green washing. In order to keep up with the current trends, going green or at least showcasing that a company is going green helps attract customers and ensures their loyalty and faith towards the company giving the company a competitive and financial advantage. But when indulged into further understanding and elaboration of the company's actual efforts and efficiency in not only waste management but sustainable practices, the result is quite disappointing.

Conclusion

Climate change is a serious concern every industry, business, and individual should be worried about and work towards reducing the roles they play in the rising temperature of the planet. The tourism and hospitality industry as a whole especially needs to pay extra attention towards their impacts on the environment and society.

As per the current scenario of Nepal in terms of sustainable practices and waste management, there are a few local sustainable brands and companies manufacturing and selling sustainable products and there are quite few people purchasing and using them as well. However, bigger companies and the locals who are comparatively less educated and aware seem to look at the price of the products they purchase rather than their impact on the environment. Hence, the government needs to play a very important role in supporting and promoting such brands, products, positive impacts, and importance to everyone. This can be done through properly planned and strictly implemented laws and policies.

Furthermore, the customer base can also use their utmost power of being the deciding variable for companies to be more sustainable practically and be aware about whether companies are only saying that they are being sustainable for the sake of saying it or actually mean it. The market and consumers have a very important role in creating demand and markets for products and services as well as facilities from companies who are strictly environment friendly.

Thus, the hospitality industry of Kathmandu still has a lot of opportunities to grow and become sustainable but for people to recognize such opportunities it is essential for them to know about climate change, its aspects, impacting factors, and possible solutions. But before all this, the government should be stable, aware, and able to head towards a path that also focuses on the environment, its people, and businesses, strictly as political stability is very crucial. This way everyone will be more aware and proactive towards saving the planet, helping humanity, and progressing financially as well.

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Research Paper: Ethos of Tourism

- a. A Bibliometric Analysis on Culinary Tourism Research using Scopus indexed studies from 2001 to 2022—*Mr. Mahesh Kumar Bairawa; Dr. Swapna Patawari*
- b. A Replicated Study of International Travel Barriers—*Thanaphum Phrombun; Feng Lin; Fujiwa Daichi; Paphawan Amarekajorn; Emmanuel Okafor; Yhing Sawheny*
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A Bibliometric Analysis on Culinary Tourism Research using Scopus Indexed Studies from 2001 to 2022

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Abstract

The purpose of this study was to illustrate the current status of scientific research regarding the culinary tourism, as culinary tourism is one of the influencing domains in tourism, where tourist attracts towards the rich food heritage, indulging and local culinary experiences, and exploration of traditions of a particular destination. This study was conducted scientifically using Scopus database with quantitative method of analysis using scientific method of data extraction with inferences. In order to do this, a bibliometric analysis of publications included in the Scopus index was carried out, looking at the relationships between document rises, converges, dispersions, and concentrations. The author who has published the most works during the search is Okumus AB, who has been writing since 1990. Malaysia has the most authors and is the nation with the greatest popularity. This study proposes information for researchers to concentrate on research in the area of culinary tourism by giving an overview of trends in the most popular journals, keywords and authors in publications resembles on the topic of Culinary Tourism, Food Tourism, and Gastronomy Tourism. The strength of authors, organization, Bibliometric coupling etc. provides the directions of the work published in the local source and also shows the trends of the existing publications, theme and journals. Ultimately, there is room for more exploration of this issue.

Keywords: Food, Culinary, Gastronomy, Tourism, Bibliometrics, R, Biblioshiny, Quantitative Data Analysis, Meta Analysis

Introduction

Tourism has continuously expanded and become more diverse over the past 50 years, making it one of the financial sectors with the greatest influence and growth globally. As a result, we discover a market where visitors with various objectives have included, who take shorter and more frequent vacations, which involve discovering new locations and experiences in addition to visiting the typical sun and beach spots. New goods have been added to the tourist offering in response to this shift in tastes. One of these trends is the desire to learn everything there is to know about the local cuisine and food culture. In this approach, according to Guzman et al., (2012), "culinary and gastronomy occasionally stop being just a complimentary activity of the vacation and instead become the major draw to a given region". Culinary tourism refers to "visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the

primary motivating factor for travel" (Hall & Sharples, 2003, p. 10). It is vital to study and assemble the recent literature on the industry due to its growing relevance. In the present scenario of the studies, various authors from different affiliating institution are collaborating the work together to understand the different dimensions of eating patterns, cultural aspects and most importantly to strengthen the knowledge base of the academia and also to know the global need of the research and development in the field of culinary or food tourism.

This paper's main goal is to give an X-ray of culinary or food tourism through its bibliometric analysis, which involves the use of statistical and mathematical techniques to examine the development of the literature in our field (Spinak, 1996, p34), as per Börner et al., (2003), "Bibliometric mapping is an important research topic in the bibliometric field". Also, by the studies from Ahlgren et al., 2003; White, 2003, als Klavans & Boyack, 2006a; Van Eck & Waltman, 2007b; "Two different bibliometric aspects are the construction of the bibliometric map and the graphical representation of the map". The creation

of the bibliometric map is the main area of focus in the bibliometric literature review analyses. This research process helps in examining the implications of variations in similarity measurements and also testing them using various mapping methodologies. (Boyack et al., 2005 and Van Eck & Waltman, 2007). However, as per (Chen, 2003, 2006 & Skupin, 2004), "the graphic representation of the bibliometric map has received less attention." The greater part of publications published in the bibliometric literature depend on straightforward graphical representations offered by computer programmes like SPSS and Pajek, despite the fact that some academics seriously investigate difficulties linked to graphical representations. A straightforward graphical representation typically produces acceptable results for lesser number of data for example less than 100. Although, trend for mapping towards bigger maps seems to be emerging. (Boyack et al., 2005; Van Eck et al., 2006, Klavans & Boyack, 2006b;), basic graphical representations are insufficient for such maps. Examples of additional enhancements to the graphical representation of a sizable bibliometric map include a zoom option, distinctive labeling methods, and density metaphors. The computer programmes frequently utilized by Bibliometric researchers do not have this functionality. We offer a novel bibliometric mapping computer software in this study. The graphic rendering of bibliometric maps is given particular consideration in this application..

In summary, the present paper helps in understanding and fulfilling the main objectives as:

1. To present a state of the art study on culinary tourism, food Tourism and Gastronomy tourism at the world level; along with the evolution of culinary or food tourism
2. To analyze some aspects of research on authors, prominent journals, contribution by countries and studies conducted at the world level from 2001 to 2022
3. To analyze the performance viz. publication related matrix, also to measure the science mapping where citation analysis, co-citation analysis, bibliographic coupling, co-word analysis, and co-authorship analysis etc. using biblioshiny (bibliometrix) software.
4. To add to the amount of knowledge and academic research in the area.

Literature Review

The term "gastronomy" initially appeared in the modern era almost about 200 years ago in France as the title of a poem "Gastronomy" written by Jacques Berchoux (1804). However, the phrase "Culinary Tourism," which Lucy Long first used in 2004 to represent the idea of experiencing different cultures through food and, incidentally, wine, brought gastronomy into the mainstream in 1998 (Long, 2004). Further (Long, 2004), states that "culinary tourism is about exploring and discovering history and culture in the lenses of food and food related activities which ultimately creates memorable experiences". Also, as per Wolf (2006), traveling, exploring, and enjoying

food and drinks (drinks) while having memorable and distinctive gastronomic experiences are all components of culinary tourism. Critically, as per Kivela & Crotts, 2009, "culinary tourism is not only associated with exploration and adventure" (p161) but it is also entails encountering with cultural encounters (p181), because culinary tourist come across the local cuisine & taste and ultimately distinctive food experiences.

Further, Smith & Costello (2009), claims that the promotion of visitor attractions through memorable and distinctive food and drink experiences is aided by culinary tourism. Gastronomy and culinary arts are therefore essential to advertising a tourism location. The itineraries of tourists now contain culinary and gastronomic delicacies thanks to marketers and policymakers. For the instance, Hall and Sharple (2003), proposed a definition of gastronomic tourism as "an experiential trip to a gastronomic or culinary region, for the purpose of recreation or entertainment, which includes visits to primary and secondary producers of food, gastronomic or local cuisine festivals, food fairs, farmer's markets, events, cooking shows and demonstrations, tastings of quality food products, or any tourism activity related to food".

Bibliometric Methodology

Bibliometric analysis encompasses the applications of quantitative techniques eg. Citation analysis using bibliometric data published in various reliable and scientific sources such as scopus, web of science, dimensions, pubmed etc. (Broadus, 1987 & Pitchard, 1969). However, its early discussions started by Wallin (2005) in 1950s. Bibliometric analysis is also referred as 'meta analysis' as it is usable to handle a large amount of data of literature published in various indexes of journals and sources. Due to the literature's perceived tendency to be less diverse and heterogeneous than prior studies, this study offers a nuanced review of the subject area (L. Aguinis, Gottfredson & Wright, 2011, Junni et al, 2013).

As per the study by N. Dantu et. al, 2016 (P287), In addition to measuring publication-related metrics, such as citation analysis, co-citation analysis, bibliographic coupling, co-word analysis, and co-authorship analysis, among others, bibliometric analysis also aids in performance analysis. Furthermore, Bibliometric analysis helps in measuring the enrichment techniques by measuring and analyzing the network matrix, clustering and visualization.

Research Methodology

This descriptive study has been conducted on the literature or Meta data based on bibliometric analyses. This study has used the Scopus database sourced from <http://www.scopus.com> with the criterion that all articles are indexed in Scopus database and have a specific digital object identifier (DOI) number. The search terms were keyword i.e. "Culinary Tourism" OR "Food Tourism" OR "Gastronomy Tourism". As "Gastronomic tourism" OR "Culinary tourism" OR "Food tourism" in the full data. As per Long (2004) & Trauer (2006), these terms have

been used interchangeably to refer the food-related special interest tourism activities by scholars. As per the results, there were 828 publications has met the criterion in the bullion search on September 07, 2022. The date of publications was (20 years) from 2001 to 2022 as per other studies has already been conducted for the previous time frame by Okamus, et. al in

2018 & 2020. Using the free R Biblioshiny programme from <https://bibliometrix.org>, data on keywords, authors, and journals in the publishing of the theme of culinary tourism were examined. Numbers, percentages, and rankings are the formats used to show descriptive data. The timing and distribution of the articles were shown using descriptive statistical techniques.

Results and Discussions

Basic Information about the data

The below mentioned table shows the basic information about the data extracted from scopus.com on September 07, 2022. The below mentioned information is produced by the analysis of data with biblioshiny. (<https://www.bibliometrix.org/home/index.php/layout/biblioshiny>, 2022).

| Time Span | 2001-2022 |
|------------------------------|-----------|
| Sources | 92 |
| Documents | 136 |
| Annual Growth Rate | 11.59% |
| Authors | 316 |
| Authors of single articles | 26 |
| International Co-authorship | 25.74% |
| Co-author per Document | 2.6 |
| Author's Keywords | 428 |
| References | 6696 |
| Documents Average age | 5.15 yrs. |
| Annual Citation per Document | 19.52 |

Thematic Evolution

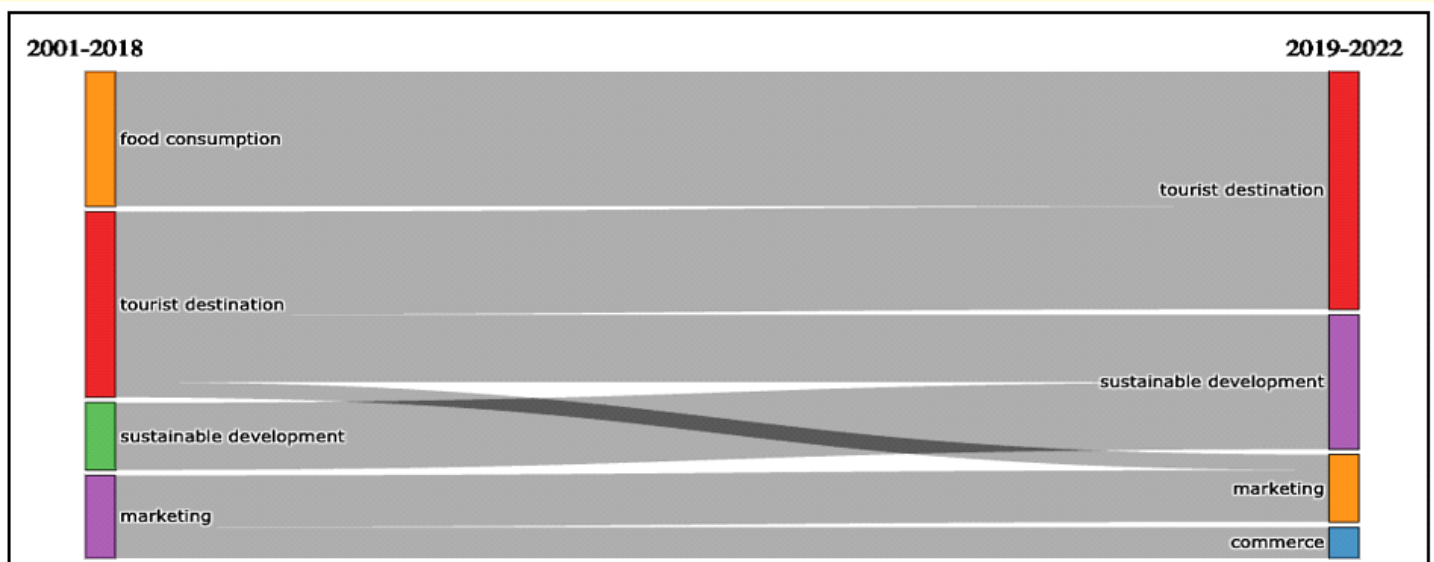


Figure 1: Thematic evolution of articles on Culinary Tourism

The themes used in papers that are the subject of research continue to change when compared to papers that have been published for a considerable amount of time, particularly in papers that have just been published. The graphic up above depicts how the theme has changed over time. While "Culinary Tourism" is the focus of this study, the accompanying table shows that two other themes are also present, along with a number of subthemes that are frequently employed in literature. The left side shows some of the themes that are widely used from 2001 to 2018, and there are 4 themes, listed with food consumption, tourist destination, sustainable development and marketing with different sizes depending on the quantity of use of theme. The theme that exactly matches with culinary is the food consumption and tourist destination as their size is biggest in the thematic plot. Whereas as in the in the second theme, on the right hand side from 2019 to 2022, most recently used has again four themes are seen in the plot. Tourist destination theme (with biggest size) is amalgamating the food consumption theme with tourist destination where it may

be interpreted that literature has included food consumption or gastronomy as the part of tourist destination. Further, second theme- sustainable development has included some part of tourist destination. While third theme, on marketing is emerged in the literature with an additional theme of commerce which shows the culinary importance in the economy of tourist destinations and planning.

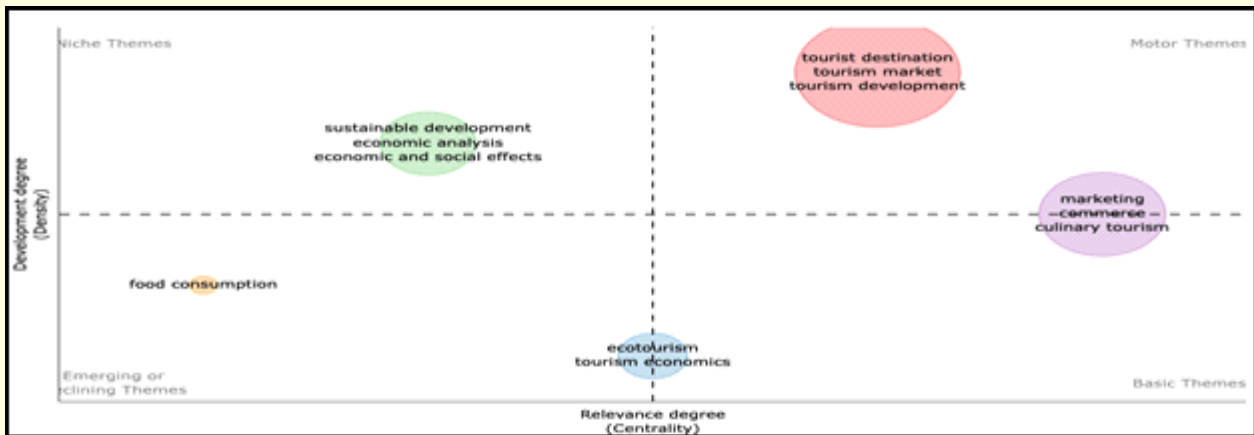


Figure 2, Theme plot (a)

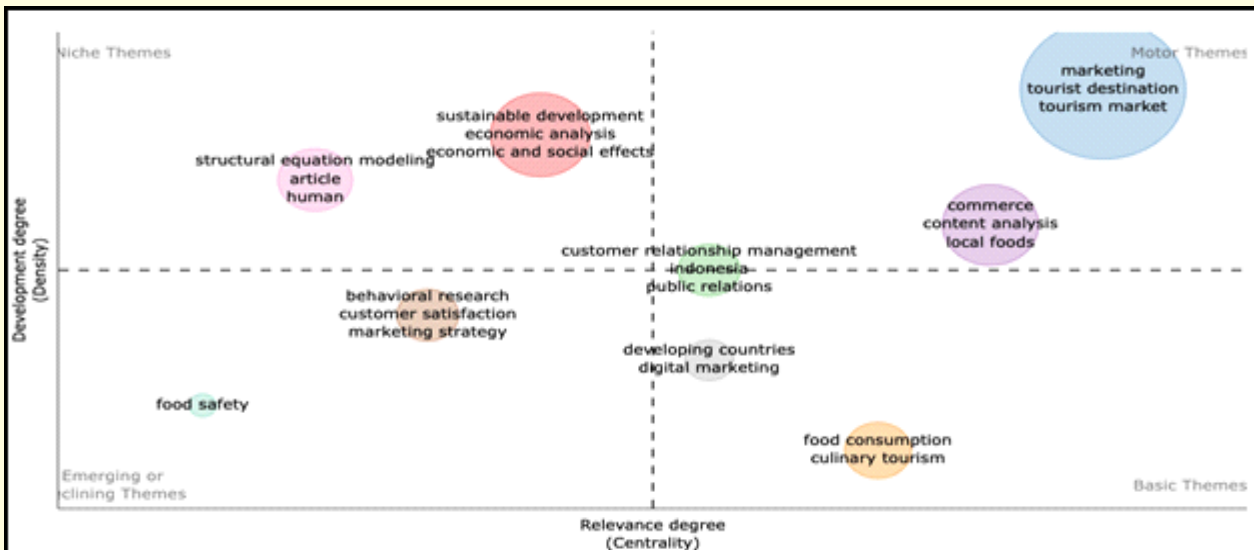


Figure 3, Theme Plot (b)

Annual Scientific Production

In the above plot over number of articles to year, from 2001 to 2011, culinary tourism word has resembled in less than five articles per year as per scopus database, however there has been a momentum seen after 2011 and it reached to more than 10 articles till 2017, further in the latest articles culinary word or researches on culinary has been seen in more than 20 articles, although indexing of the latest articles may not be included so this shows that there more studies are being conducted presently over culinary or food tourism in the various themes as mentioned in below figure 3 also.

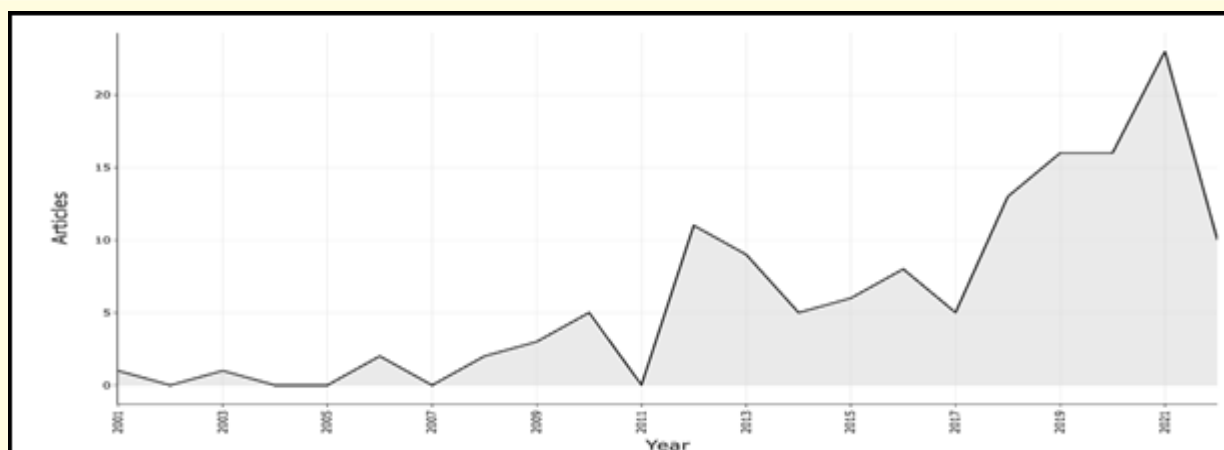


Figure 4, Annual Scientific Production over the years

The authors' associations with the countries mentioned in each article and their calculations of the overall form of collaboration between SCP (single country collaboration) and MCP (multiple country collaboration) are displayed in Figure 5 and Table 2 below. This information pertains to the top 10 countries, and it shows that between 3 and 15 scholarly papers have been published on the subject of culinary tourism, food tourism, or gastronomic tourism. The United States of America was found to have the highest number of author-to-author exchanges, with over 15 publications. In addition, China ranks second with 13 articles, followed by Germany (4) and Korea (3) with 3 papers each. Evidence like these demonstrates the necessity for further study in this area in South and Southeast Asian countries. There has been a large number of research efforts in the Indian context.

While, analyzing the citation by the countries as given in the figure 6, maximum citations are held with USA (564) then, China (422) and Spain has also made position in the top 10.

| Country | Articles | SCP | MCP | Freq | MCP Ratio |
|----------------|----------|-----|-----|-------|-----------|
| | 41 | 34 | 7 | 0.301 | 0.171 |
| USA | 15 | 13 | 2 | 0.11 | 0.133 |
| CHINA | 13 | 8 | 5 | 0.096 | 0.385 |
| SPAIN | 9 | 8 | 1 | 0.066 | 0.111 |
| INDONESIA | 6 | 6 | 0 | 0.044 | 0 |
| UNITED KINGDOM | 5 | 2 | 3 | 0.037 | 0.6 |
| CANADA | 4 | 4 | 0 | 0.029 | 0 |
| SOUTH AFRICA | 4 | 4 | 0 | 0.029 | 0 |
| GERMANY | 3 | 1 | 2 | 0.022 | 0.667 |
| KOREA | 3 | 1 | 2 | 0.022 | 0.667 |

Figure: 8 Most Relevant Countries By Corresponding Authors

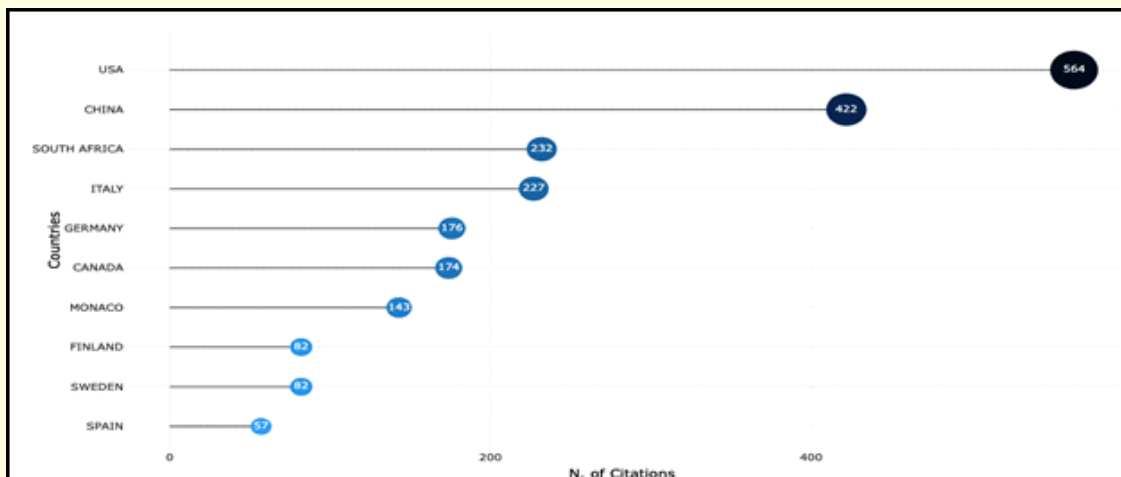


Figure 9 : Citation by Countries

Most Relevant Affiliations and Journals

While analyzing the data for knowing the relevant affiliations and prolific journals in the academia, the data shows that most of the studies were published after 2001; however some relevant studies with other theme were published in similar or other domain.

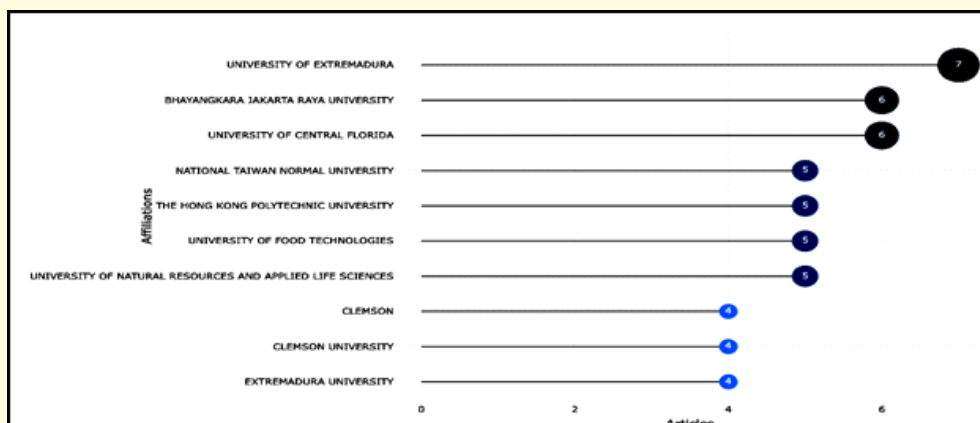


Figure 10: Most Relevant Affiliations

The above table:7, shows that maximum affiliation are recorded with University of Extremadura (Spain) with 7 articles with the maximum collaboration similarly Bhayangkara Jakarta Raya University and University of Central Florida With 6, National Taiwan Normal University, The Hong Kong Polytechnic University, University Of Food Technologies, University Of Natural Resources & Applied Life Sciences with 5 each. Whereas, Clemson University and University of Clemson has 4 articles in their affiliations with in the capacity of top ten affiliations by universities.

Trending Topics Plot

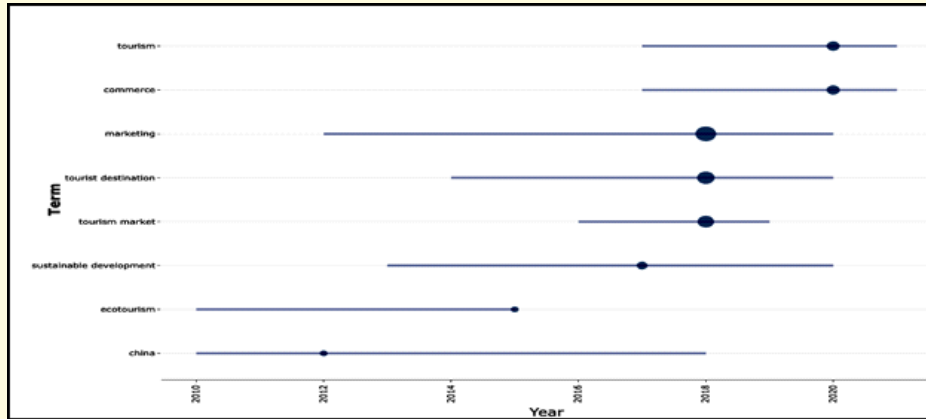


Figure: 11 Trending Topics Plot

The above figure depicts that mention of china and eco-tourism shows the relevance of presence since 2010 till 2018, whereas the marketing and sustainable development shows the theme as topic since 2012 to 2020. Where is imperative to know the occurrence of tourism and commerce as a trending topic in the contemporary researches. Therefore more studies may advise to conduct in the similar theme.

Author's Production of articles

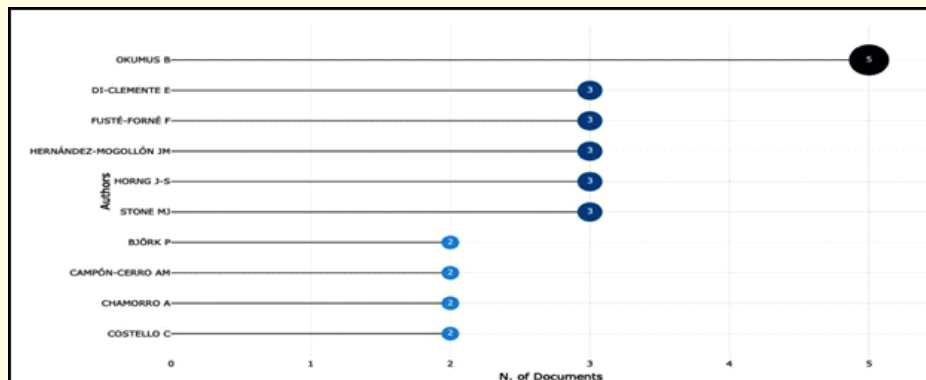


Figure 12: Top author's production of articles on Culinary, Food and Gastronomy Tourism

Three Field Plot

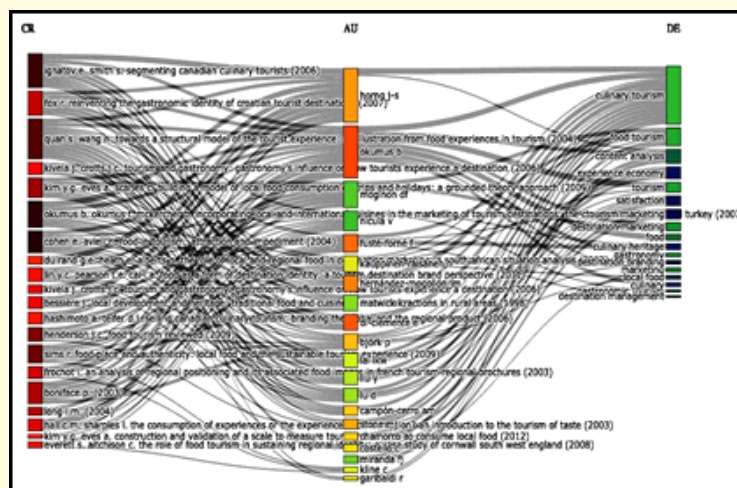


Figure 13, Three Field Plot

Article, references, authors, journal, and even country all have a role in the variety of examples provided by the Three Fields Plot methods. However, the grey plot, which shows the connection between articles/reference authors and journals, has been used to understand the link in the aforementioned three field plots. Beginning with the author's name cited to the journal, each journal presents the author, and each author is displayed on the subject they utilized in their paper, which has a culinary, food, and gastronomy tourism focus. Each rectangle's size/length in the list plot represents the total amount of paper associated with that item.

After the author and article name from the citation come the journal title and the theme, in this case food, shown in green. The plot is an index of 17 periodicals. The term "culinary rectangle" has been associated with numerous writers. Kim Y.G., B. Okumus, V. Alve Cohen, and others.

The author's name is the second part of the central structure. The preceding idea is connected to the works of several renowned authors. Okumus B. Fox R., for instance, has some connection to the section of the journal devoted to food and wine travel. Meanwhile, some aren't related to any of the aforementioned periodicals because they aren't indexed. Each of these authors will also have a connection to the right-hand side's most-searched topics.

The third component, which is the study topic, is the keyword that appears most frequently in the document. Each topic has a specific author who frequently utilizes it. There are 17 keyword categories mentioned, with "culinary" appearing most frequently. It is colored green and has the largest rectangle size. The size of the Food Tourism, Content analysis and experience economy are having the almost equal rectangle size. Experience economy is indicated by blue colour. Furthermore, some other keywords such as tourism, culinary heritage, gastronomic tourist, destination branding, marketing, destination management also occurs in the search of culinary, food tourism or gastronomy tourism.

Findings

The current study's findings demonstrate the bibliometric analysis of journal articles using R Biblioshiny and a digital object identifier in the field of culinary, cuisine, and gastronomy tourism. The findings of the aforementioned study demonstrate how the Scopus database has indexed the culinary tourism theme. Since the term "culinary" was first used, the research pertaining to the aforementioned issue has been a fascinating journey. However indexing of the majority of research began after 2004, from where it is continuously increasing. As per the analysis in the local source 1585 authors are identified from the data of 2001-2022. Kim,S. has highest citation with highest link strength although Okumus, B & Eleverette has 8 document per author but having highest citations.

For analyzing the theme, the theme of culinary tourism, marketing, sustainable development, tourist destination were used till 2018 (in this local source of the data), the theme transforms in to commerce, marketing, sustainable development

and tourist destination after 2019. For analyzing the word cloud and word dynamics, the word 'marketing' has the highest frequency after the tourist destination, tourism marketing and development, commerce. So the theme may have right theme to choose. It is also analyzed that SCP and MCP, USA has higher relevance in both.

The search for co-authorship by organization, 1445 organization has contributed the research with theme of culinary and food tourism, Rosen College of Hospitality, school of hotel and Tourism research has 36 and 70 citation consequently.

For analyzing the bibliographic coupling by authors; top authors are Fuste-forne f. with 24 documents, Kim, S with 13 documents, Okumus, b. with 10 documents and so on. For knowing the strength by contribution by the country: United States has 117 documents, with highest citation i.e. 3250, interestingly Asian countries like china, Malaysia, Taiwan, Hongkong has made the position in top ten. If we talk about India, India has its 14th position in bibliographic coupling with 28 documents with 115 citations.

For analysis of keywords: food tourism has highest occurrence i.e. 229, culinary tourism with 168, gastronomic tourism 41, and gastronomy 73 and so on. For analysis of Co-citation by authors: in this local source, out of 31519 citations, 461 authors meets the threshold for minimum 20 citations for an author. Hall, C.M. has 745 citations, Eve, A. 482, kivela, J. 414, Okumus, B. 314 and Kim, S. 313 and so on. In this data the link strength of Kivela, J. & Crotts, J.C. is recorded to be most strong.

Conclusion

The findings demonstrate that the journal equipped with DOI has published a sizable amount of papers with a culinary topic, and that number is likely to rise as global culinary tourism grows. The study's findings indicate that a number of subjects and keywords are frequently utilized in this context and have the potential for additional exploration, particularly in particular areas of culinary, food, and gastronomy. Gastronomy, on the other hand, tends to focus more on the science of food than on the travel-related eating experiences. Researchers who plan to conduct research on this topic can also use some of the most productive publications and authors as references.

This study has a few restrictions. Only the keywords, authors, and publications that publish on the subject of culinary, food, or gastronomy tourism are the focus of this study. The word growth, which shows how keywords have changed over time by year, the top author's production over time, which shows how productive the author is, and the corresponding author's country, which shows where the author is from, are all used to illustrate how themes have changed over three different time periods.

Naturally, there are still a lot of areas that can be researched throughout time. Additionally, it should be emphasized that the study only included article collections from Scopus and was only valid through September 2022, so there is still a chance that changes and advancements will occur in the future.

Additionally, when using data from different indexing services like Web of Science or Dimension AI, the findings may differ. Since the indexing's frequency and accuracy may occasionally fluctuate. It is advised to do a thorough bibliometric analysis with more components under examination or with more varied software to produce results that are more thorough.

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A Replicated Study of International Travel Barriers

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Abstract

The objectives of the study are 1) to describe travel barrier towards overseas travelers visiting Thailand; 2) to identify any travel barrier's differences between first time and revisiting travelers; 3) to examine the international tourists' travel barriers across demographic profile.

A questionnaire survey was given to 300 participants by using convenience sample. The target population were international travelers at the major tourist attractions. The mentioned venues are all major tourist attractions in Bangkok. According to international travelers, there are the travel barriers' differences across demographic profiles and tourist characteristics.

Keywords: Travel barriers, Thailand, first time and repeat tourists

Introduction

"Thailand is located in the heart of Southeast Asia. The country is well known for its culture, nature, cuisine, hospitality, and world class accommodation at reasonable prices to different market segments, such as eco-tourism for youth, beach resorts for honeymoon couples, spa and health tourism for mature tourists, and a good value for money convention package to MICE segments." (Rittichainuwat, Qu, and Mongkhonvanit 2007).

According to Ministry of Tourism and Sports of Thailand (2023), the number of foreign travelers hits 2.2 million people at the end of year 2022 which is ten-time higher than the end of year 2021. Although Thailand earns its reputation as being one of the favorite travel destinations, there are still some problems and negative publicity that should not be overlooked. These includes political unrest, such as the 2014 incidence, political demonstration resulting in the closure of major streets in downtown Bangkok, Coup d'etat, murders of British and French tourists at Koh Tao Island. Recently in 2015, tourists complained about Suvarnabhumi Airport's taxi driver with their unreasonable service charges. On February 1st a bomb exploded at BTS station Siam Paragon, on February 7, there was a fire at the head office of the Siam Commercial bank. These incidents have caused negative images for Thailand in the mind of international tourists. Moreover, previous study found that the major travel inhibitors of international tourists in visiting Thailand were deterioration of tourist attractions, crowding in major tourist places, traffic, pollution, crime, and language barriers (Rittichainuwat et al. 2007). These travel barriers could deter international tourists from visiting Thailand after Thailand opened itself as one of ASEAN economic countries. Thus, the

study aims 1) to describe travel barrier towards overseas travelers visiting Thailand; 2) to identify any travel barrier's differences between first time and revisiting travelers; and 3) to examine the international tourists' travel barriers across demographic profile.

Literature Review

The common travel barriers for pleasure travel are satisfaction, financial, and psychological risks (Roehl and Fesenmaier 1992, Sonmez and Graefe, 1998). Tomashpol (1994), Ligos (1998). Rittichainuwat et al. (2007) commented that the ordinary issues of business tourists on international trips, are about concerns of being away from home and professional places, poor nutrition, jetlag, and crime and violence at the international destination.

Sonmez and Graefe (1998) stated political instability and terrorism were the strongest risks impacting on tourists' decision-making to avoid traveling to certain regions. Although a destination may still hold strong positive images, however, negative images must be look into with serious investigation. This is crucial to travel marketers.

Pollution

Jinsart, Tamura, Loetkamonvit, Thepanondh, Karita, and Yano (2002) found that the majority of pollution in Thailand is air pollution that directly affects to traffic police officers, bus drivers and motorcycle riders which are the high exposed group. Pollutions are common in big cities worldwide but certain countries are able to manage their pollution problem better than others. Pollution problems in Bangkok, however, do not only

occur in the air but also those around it such as the waterways, noise, waste disposal, drainage, and micro dust particles which all are health hazards.

Bangkok, once known as 'Venice of the East', is surrounded by waterways such as its numerous canals and the Chao Phraya River. Once clean, the waterways of Bangkok attracted foreigners to its authentic, cultural, mystical, and even romantic way of life around the water bank. This makes the canal tour to be one of the major attractions for Bangkok. If the water is dirty, then its reputation of being 'Venice of the East' may be somewhat lost.

Noise can also posed as a nuisance to those who live around the city area, including the tourists. Although Bangkok motorists do not use car horn as many other cities do but Bangkok still holds noises from motor engines such as the common Tuk Tuk (3 wheel motor taxi), tourist boats, construction sites, and motorcycle engines. Tourist boats not only created noise and air pollution but they also generates big waves that destroy the river banks, houses, and historical building.

Big cities also poses a great problem of waste disposal and drainage, especially in the congested CBD. This problem is very apparent during the raining season when the rain water could not be drained due to blockages in the drain from debris. As the weather in Bangkok is generally hot all year round, waste decomposes quickly creating an uninviting smell from the waste area, the drainage, and the markets.

However, a major problem in Bangkok, undoubtedly, is the traffic congestions that created a combination of pollutions such as noise, air (from micro dust particles), and stress for all road users. If the pollution mentioned are looked into with serious study, the image would be very much improved.

Traffic

Tanaboriboon (1993) noted that Thai's awareness towards the traffic issues is undoubted. Traffic Jam in main cities has brought to significant delayed travelling, energy waste, severe car accidents, rising environmental pollution problems, decline of road-based public transit services, and the deterioration of life quality in the main cities.

The providing of Bike trails connecting touristic spots is an affordable method of rising the impression and promoting the development of those regions giving prominence to beautiful natural scenery, strong cultural traditions, and historical monuments within a narrow area (Fernández, Malucelli, & Nonato, 2014).

Yet, Nasrudin, Rostam, & Noor (2014) found that according to cycling and walking, the reasons that provided barriers are the weather conditions, overall safety aspects, unsatisfied cycling trails, and low quality of pedestrian paths. It limited tourists' choices of trip mode. Bangkok Municipal Administration has been trying to develop many of its bicycle lanes but soon they are taken over by motorbikes, tuk tuks, and street vendors driving their mobile stalls. If using the bicycle lane is a serious offence by the said motorists, and bicycle lanes are protected only for bicycle users, the whole project would have worked much better.

Prostitution and HIV

In Asia, the sex industry is rapidly changing. Additionally, Thailand has been focused on by the best research and analysis related to the sex industry areas in Asia - much of this accompanied with sex tourism, gender and identity, trafficking and relocation for sex trading, HIV/AIDS related problems (WORLD HEALTH ORGANIZATION, 2001). Bauer (2009) mentioned the arising of health concerns in terms of sexual relationships between foreign tourists and local people.

The issue of disease will definitely generate a negative destination image for tourists, or at least associating the country with its red-light area and the sex industry. This may also deter female tourists and tourists traveling with family from considering the country for a good holiday destination. Although many of the sex workers are not local, as a whole, tourists may see this impacting on the sex trade in the country.

The mentioned negativities that the country produced will contribute to the destination image as a whole. Already Thailand is well known for its sex industry and its major cities are pollution and congested with traffic jams. This, therefore, influence tourist destination choice as it generates travel barriers which in term creates negative destination image to the country.

Travel barriers create negative destination image

Lawson and Bovy (1977) mentioned that a destination image that a person or a group might have of a general destination includes expression of overall objective knowledge, impressions, bias, imagination, and emotional opinions. Destination images impact the decision on traveling, cognition, and behavior at a destined location, satisfaction levels as well as the experience recollection (Jenkins, 1999). The travel barriers will bring negative impression to travelers and deterring tourists from choosing the country as a holiday destination.

Purposes

This study aims to provide 3 purposes; to indicate the influence of travel barriers on the trend of Thailand repeat travelers; to determine strong differences in terms of the travel barriers between first time and revisiting tourists towards with various profiles in demographics; to compare travel barriers from the tourists' demographic profiles; and lastly to compare travel barriers from the tourists' demographic profile.

Hypothesis

No significant difference is found in the travel barriers in revisiting Thailand among tourists with different demographic profiles.

Benefit of Research

Significant of this study is to identify the problems that causes international tourists not intending to visit Thailand in the future. The results would, therefore, provide useful information and

reference to tourism service providers in order to improve services and inducing the tourists to revisit.

information and demographic profile (age, gender, marital status, and educational level)

Research Procedure

This study uses a self-complete questionnaire to measure the travel barrier of Thailand as an international destination from January 20-31, 2015. The researchers including one Thai, one Chinese, and one Japanese went to major tourist attractions located in Bangkok to invite international tourists (respondents) such as Chinese and Japanese tourists to participate in the survey. The researchers distributed the questionnaires to the tourists to complete and asked further questions regarding their input on the travel barriers. For senior respondents, the researchers read the questionnaire and filled out the questionnaire based on their input. The questionnaire responding time is approximately 10-15 minutes. Including the interview regarding reasons that would deter tourists from choosing Thailand as a holiday destination. The questionnaires were distributed to a convenience sample of 460 international tourists. Most of the tourists participated in the survey. However, Chinese and Japanese tourists were with a group tour and has limiting time, many of them did not complete the survey. The survey was targeted to achieve at least 300 completed questionnaires. The researchers continued to invite tourists to participate in the survey until 300 sample was reached.

Population and Sample

The target population of this study was foreign tourists visiting major tourist attractions in Bangkok. A convenience sampling was used in this study. Out of approximately 420 tourists approached, 300 tourists participated in this survey contributing to the sampling results.

Methodology

The travel barriers of international tourists in visiting Thailand were determined by using a self-completed questionnaire. The questionnaire is derived from Ritthichainuwat et al. (2007). The questionnaire has 22 items. The researchers translated the questionnaire from English to Chinese as most of the tourists from China poses language barrier.

Data Analysis

Descriptive statistics consisting of frequency distribution, independent sampling mean t-test, and ANOVA were utilized in the data analysis process. First frequency distribution was applied to indicate travel barriers and tourist profiles in demographics. Second, independent sampling mean t-test was used to identify any differences in the destination image between tourists who show intention to revisit Thailand and those who don't wish to return to the country. In addition, the independent sampling mean t-test was used to assess any mean difference between tourists who want to recommend Thailand. Third, ANOVA was used to identify any mean difference on the destination image of Thailand across travel behaviour (number of visit, purpose of visit, length of stay, source of travel

Results

Travelers' Demographic Profiles

Table 1 shows the demographic profile of the respondents. The sample population consisted of 54 % male and 46.5 % female. Moreover, the majority of respondents were below 29 years old (62.9%), followed by those between 30 and 39 years old (21.5%), 40 and 49 years old (7.4%), 50 and 59 years old (5.4%) and more than 60 years old were recorded at 2.7 %. The majority of the respondents were single at 71% and 29% were married. The respondents' came from Asia (45.1%), Europe (39%), Australia (2.6%), North America (10.2%), and South America (1.6%). Since the questionnaire was written in English and Chinese, and the researcher who is a Chinese native speaker was available to assist the Chinese tourists in doing the questionnaire. The dominant nationality of the tourists that participated in this survey is Chinese (n= 49). Meanwhile, the tourists who belong in other categories include French (n=19), Canadian (n=14), and German (n=13). Moreover, tourists who participated in this survey and spoke Chinese are also from Taiwan, Singapore, and Malaysia.

Most of the respondents (56.6%) attended college and university. There are 30% who has a higher education level with a graduate or postgraduate degree. Among all respondents, 36.5% were students, 28.3% held professional and managerial positions, followed by office workers (25.5%). Moreover, 61.2% of tourists had stayed fewer than two weeks and 39.8% of participants had stayed more than two weeks. The attributes that tourists consider while searching for travel information from travel advertisement comprises almost one-fourth of respondents (23.7%) looked for climate, followed by price (23.3%), safety (21.3%), tourist attraction (20.3%) and friendliness of people (9.3%).

Travelers' Characteristics

Table 2 showed the travel characteristics of tourists. Most of respondents were first time travelers consisted of 71% and 29.1% were repeat travelers. Amongst the tourists who participated in this survey, 74% reported that their purpose was vacation, whereas 12% were on study tour and staying for more than two weeks, 5.4% were travelling for business and MICE. There are 7% of the respondents who combined business and vacation and 1.7% were visiting friends and relatives. Most of the participants (90.2%) indicated that they would revisit Thailand.

Travel Barriers

ANOVA was used to analyze the mean differences in travel barriers among travelers across demographics. As shown in Table 3, a significant difference was found in the "lack of new attractions in Thailand", "threat of AIDS", and "long distance" among travelers' on the length of stay with F values of 3.12, 3.54, and 3.79 at the significant levels of $p < 0.05$, $p < 0.02$, and

$p < 0.02$ respectively. Travelers who had stayed for four to seven nights felt stronger towards to "lack of new attractions" than those who had stayed fewer than three nights. "threat of AIDS" disturbed travelers who had stayed for three to four nights more than those who had stayed for one to two weeks. "Long distance for the entire trip" affected the decision holiday choice of travelers that are staying for one to two weeks than those who had stayed fewer than 3 nights. The result also shows there are significant differences in the statement "I want to visit other places rather than Thailand" among the primary type of information the respondents look for most in a travel advertisement with the F value 3.22 at the significant level of $p < 0.01$. Travelers who focused more on price, as well as safety were related to the statement "I want to visit other places rather than Thailand" than those who focused on climate. As for the statement, "lack of tourist attractions of Thailand," there was significant difference among tourists with different education levels with the F value of 4.22 at the significant level of $p < 0.12$. Travelers who had secondary or high school graduate were more likely to be neutral than those who graduated from primary school or below.

ANOVA also found significant difference in the "unfamiliar types of food" among tourists with different the education levels with the F value of 4.22 at the significant level of $p < 0.06$. Travelers who had graduated or postgraduate degrees were less tolerant than tourists who graduated from secondary or high school, as well as college and university.

Conclusion

This study has researched the travel barriers of Thailand. As the number of foreign tourists in Thailand has been significantly increasing in 2022 comparing with late 2021 (Ministry of Tourism and Sports, 2023), the purpose is to determine the inhibitors' relations amongst travelers. It was found that most of the tourists sample were 29 years old or younger followed by the 30-39 age group and majority are single. This could be interpreted that Thailand is most popular amongst the young and single tourist segment who are more energetic, adventurous, and searching for new experiences and attractions. Asian tourists are amongst the highest tourist arrival and Chinese tourists had the highest arrival number. This could be from the short and regular flights that operated between Thailand and China. Thailand is also made popular to the Chinese market from the Chinese movie "Lost in Thailand" that was filmed mainly in Chiangmai and also the Thai TV dramas that are made popular in the Southern China region. North and South America has the lowest sample number as these countries requires 20 or more hours of air travel time and Thailand is categorised as a long haul destination. Australia also has a lower sample as it falls in a long haul destination. Decision of travel by long haul destination are also determine by travel seasonality and are more peak during their festive season or school holidays.

This study demonstrates that in travel barriers, there were differences on "lack of new attraction in Thailand", "threat of AIDS", and "long distance" among tourists with different length

of stay. The tourists who are staying for a period of over two weeks are labelled as long stay tourists. Those who staying longer in Thailand mentioned the lack of attractions while short stay tourists are more concern on the threat of AIDS. Naturally if the tourists stay for a longer period they will search for more places to visit and activities to do. There are actually many interesting attractions in Thailand but most are not known to the tourists.

Tourists are more concern in the climate, price sensitivity, and safety issues respectively while friendliness of people is scored lower at 9.3%. As Thailand is in the tropical region of the world and offering islands, beautiful beaches, mountains, and river beauty, tourists are looking for a tropical paradise that Thailand offers. With globalization and improved transportation technology, destinations are more reachable and therefore pose strong competitions amongst them resulting in price competition. Tourists who are sensitive to destination pricing tend to look for other cheaper destination or destination that has more value for money. Thailand continues to attract first time tourists, despite being a well-established tourist destination. Amongst the tourist samples, a high percentage (90.2%) is happy with their holiday and have an intention to revisit in the future.

Tourists who place an importance on price and safety want to visit other destinations while those who put an importance on climate are more likely to revisit. This clearly shows that, amongst competing destinations, there are other destinations that may be cheaper and could be consider such as Bali. Price sensitivity also mean destinations which has a better price-quality relations such as Singapore and the Maldives where tourists are willing to pay higher price for a higher quality service standard may be more in favour. Thailand still continues to enjoy the tropical and somewhat stable climate which is one of the main attribute that continues to attract tourists. Despite holding its popularity as a tourism destination, Thailand's public relation has been greatly affected by previous year's political unrest and some bomb explosions around tourist areas as well as crime on tourists.

With the mentioned travel barriers being recognized and managed, the destination image of Thailand will be greatly improve and hoping to achieve a good number of quality tourists arrival in the future.

Recommendation

This research suggests that Thailand would motivate more international tourists by increasing more tourist attractions with good quality standard to solve the problem in terms of the lack of tourist attractions and can spread positive images and public relation on Thailand's tourism. Moreover, if public and private sectors open new good quality tourist attractions, they should inform the updated information to the Tourism Authority of Thailand or the Ministry of Tourism and Sports so new tourist attractions can be made available on the official tourism websites. Likewise, they also should send the information to the Association of Thai Travel Agents and Thai Hotel Association to promote their attractions to the member of these

associations. Thailand has many interesting attractions for tourists and locals alike but they are not publicised to the public and the tourists. For example, Bangkok still has many interesting attractions around Chinatown like museums, temples, and markets that tourists do not know.

Moreover, since most of the international tourists, especially Chinese tourists, are non-English speakers, they contributed to a major tourist market in this study and they tend to search for information on several tourism websites. It is, therefore, important for tourism suppliers to publish the news and press releases in other languages apart from English so that non-English speakers will understand the updated information.

New attractions should also be managed through good quality service standard that are well maintained. The tourism industry should also bring in local authorities such as the city administration to manage problems such as pollution in the waterways, noise, waste disposal, drainage, and air pollution to make major cities in Thailand an attractive place to visit with improved quality of life. Vehicle noises such as Tuk Tuks, motorcycles, boats should be controlled. River boats also created crashing waves and pollution to the surrounding area. Waste disposal and drainage problem should be looked into as during a heavy rain, drains are usually blocked from debris causing an inconvenient and septic flooding. Bicycle lanes should be further developed and improved for real usage. There should be a strong law to control the red light districts and sex tourism should be totally eliminated and strong charges imposed on those travel agents in practice.

As safety issue is one of the main concerns, stronger law should be excised on crime safety. Public transportation that the tourist uses should be reorganized and problems such as taxis and tuk tuks overcharging the tourists and taking tourists to gemstone stores or tailor shop without their will create a 'cheating' feeling felt by the tourists. Language training courses should be made available to those who are involved with the tourists such as the police, taxi and tuk tuk drivers, staff at museums and other attractions. Better lightings and police should be placed around darker areas. Lastly and most importantly, political unrest around the country impacted the tourism industry greatly and future political movement and the local should consider this strong effect on the tourism industry which directly hurt the country's export earnings.

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Challenges and Trends of Community-based Tourism as a Tool for Community Development

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Abstract

Tourism that is majorly based on the community is considered a style of tourism with environmental, socio-cultural, and economic elements. Tourism is administered mainly by the locals to gain a proper insight into the indigenous culture, resources and people. Community-based tourism (CBT) continues to be a popular concept for enhancing communities' socioeconomic conditions through tourism. It's also a technique for encouraging environmental stewardship. Community-based tourism (CBT) can benefit destinations, local businesses, and residents in both commercial and social aspects, according to this study. Simultaneously, it emphasizes that CBT provides mesmerizing cultural experiences that might improve the visits of tourists to local communities. The connection between community-based tourism and community development is investigated in this study using evidence from developing countries. The impact of changing demography and the recent events on community-based tourism development is also examined in the study.

Keywords: Community-based tourism, Community Development, Challenges, Trends

Introduction

Many countries and cities around the world rely heavily on tourism to support their economies. However, there are mainly 3 factors that can sometimes have a detrimental impact on destinations such as social, economic, environmental, and cultural factors. It also results in significant losses for the tourist industry and its benefactors. As a result, tourism businesses should keep a close eye on changes in their surroundings. The optimistic impacts and consequences of tourism do not occur by themselves. The umbrella of the businesses of the tourism industry is heavily dependent on the stability of the local economy as well as international socioeconomic conditions. Receipts of tourism may not affect economies and their development in most cases, particularly in developing nations, if in the case of tourism, the generation of revenue is mainly used to enhance the infrastructure and resources of destinations.

There has been a growing interest among academicians and practitioners regarding community-based tourism (CBT) since it developed as an unconventional substitute for traditional tourism products. This interest has been particularly significant in developing countries where natural and cultural resources

for CBT is abound. As per the theory of (WWF 2001) Tourism which is mainly based on a community is presented as a form of tourism. Its involvement in the growth and management and benefits remain in the same proportion within the community. However, for local communities to derive the desired outcomes from tourism activities, their involvement in tourism development is imperative (Blackstock K 2005). CBT involves a very grassroots participatory approach to the improvements to tourism. It's a method of tourism where decision-making and activities of tourism development are vested in local communities. CBT also serves as a tool for conserving the environment, as the revenue derived from tourism provides an incentive for local communities to conserve natural and cultural resources. Thus, there is a recognition that CBT can create better linkages between conservation, economic development, and sustainable development (Stronza-Gordillo 2008). To use tourism to stimulate growth, communities should ensure that it supports local economic development, promotes equitable participation by community members, is ecologically sustainable, reduces negative environmental impacts, conserves the culture of the community, and educates visitors about culture and nature (Asker et al., 2010). However, the advantages of

CBT do not only benefit the local community but also tourists who seek separative, distinctive, participatory, and traditional aspects of the local community (Lopez-Guzman, 2011).

Despite the importance of CBT for community development, it has been observed that policies and practices that are adopted by governments are primarily focused on the control of power and resources in the state. This system generally destroys the resource and tenure management system completely and also forms tensions between these two systems (Kuusaana, E 2015). Though CBT appears to be an attractive model for local community development, it appears the actual implementation is fraught with some challenges. This is further compounded by changing demographics, technological advancements, and crises such as the COVID-19 pandemic that are driving change within the tourism industry.

Community-based Tourism

CBT works towards promoting locals in their society (Lopez-Guzman, 2011)

The wholehearted participation of local stakeholders in tourism is critical to CBT's success. The locals are expected to pool their resources and collaborate to achieve common objectives (Glover P, 2009). Members of the local community are included in the process of decision-making when it comes to tourism development using CBT techniques. Local entrepreneurs that are also community members own, manage, operate, and supervise tourism enterprises (Glover P, 2009). While sustainable tourism is similar, CBT is distinct in that it prioritizes residents' empowerment in determining their future (Tasci A D, 2013). Participatory tourism is also a feature of community-based tourism. It goes beyond creating confidence and expertise since it empowers communities to define their tourism development path (Tasci A D, 2013).

In academics, numerous definitions explain the qualities of CBT. This term is frequently associated with a local community that generally includes local expertise, power, resources, and the economy. The main goal of CBT is to enhance the quality of life for domestic citizens. As per the statement of CBT, local communities can easily manage local resources and power to their advantage. One of the essential aims of CBT is protecting the local population and its natural resources and influence, as it contributes to their socioeconomic growth. When tourism firms are handled by local entrepreneurs, CBT, has the potential to improve the experiences of tourists. (Lopez-Guzman, 2011) As a result, CBT is concerned with boosting the overall financial system for the locals. The CBT concept emphasizes the need for environmental protection (Lee, Jan 2019). According to many academicians, CBT increases awareness of enterprises' duty to connect with local tourism practices to protect the cultural, ecological, and social ecosystems.

The tourism sector is mainly dependent on the same power and resources that it consumes. As per (Saufi-O'Brien 2014), tourism marketers need to pay attention to their preservation. For example, cultural resources, man-made resources, and natural resources that depend on tourism are prone to

overconsumption." (Marzuki-Hay, 2012), stated that tourism must conserve the resources on which it is based. Local communities must protect their urban and natural environments, as well as their culture and customs, among other things. It is in their best interests for them to participate in choices about the tourist development of their destination. The residents of a community have a responsibility to conserve the resources in their area (Fed, 2009). They are accountable for maintaining and caring for their resources, both for themselves and for future generations. As a result, most of the communities are proud of themselves and their legacy for what they leave for future generations,

Based on carrying capacity, limiting visitors is one of the accelerators for long-term CBT growth. (Asker, 2010) believes that the method of involvement of the community can lessen negative consequences on communities by allowing them to set reasonable limits on their capacity.

The growth of tourism relies mainly on outside entities such as international hotel chains, while on the other hand, they may prioritize their bottom lines over the interests of local populations (Tasci A D, 2013). These frequently employ mass tourism (and over-tourism) techniques to boost their earnings. As a result, the essence and the real flavor of the location and its people and their culture get lost in pleasing and fulfilling the needs of a typical tourist. The approach of CBT is generally more sustainable in terms of controlling visitor arrivals. It's also meant to counteract the hegemony of foreign trip operators. Furthermore, it ensures that local communities and businesses participate actively in the growth of their tourism product or destination.

CBT can help people in various communities to get out of poverty. It could assist the community's most at-risk members, such as small-scale businesses and individual businessmen. The sequence and evolution of CBT are mainly based on the management, and ownership of the local community and services and facilities of local resources like tourism agencies, and restaurants, endorsing connections between various sectors of the economy.

CBT's overall effect is experienced far outside the tourism industry. CBT techniques have the potential to assist the demographic development of small sections of the society while also facilitating interactions between residents and visitors. Furthermore, CBT sensitizes everyone involved with environmental concerns and encourages resourcefulness that is appropriate. Subsequently, CBT helps to address the issues of economic leakages while also tackling potential concerns with carrying capacity (Chili N. S. et al., 2017).

The Prospects of Community-based Tourism as a Tool for Community Development

In the general term, CBT is considered a crucial tool for the growth of a community by connecting the generation of income, social inclusion, equity of gender, and surrounding sustainability

(Burgos et al., 2017). However, the success of the CBT model acutely depends on the wholehearted contribution of the local community in the tourism development process. It is only through the active participation of communities will the profits derived from tourism will trickle down directly to community members and accelerate the socio-economic development process. The prospects of CBT lie in its opportunities to create work for people as well as generate revenue for infrastructural development and socio-economic development as a whole. CBT provides direct employment opportunities like tour guiding, wildlife rangering, resource management, cultural performances, catering, and housekeeping as well as indirect employment opportunities in areas such as agriculture, transportation, and trade. These are jobs that do not usually require specialized training and therefore suit community members, especially the rural population in developing economies.

To improve the financial growth via connection with the local economy, the income and revenue derived from CBT could be used completely, to support for local families and expenditure on local products and services (Lapeyre, R. 2010). In effect, CBT helps to inject more money into local economies and to ignite the multiplier effect of such revenues and incomes.

Moreover, CBT provides much-needed income for the development of infrastructure. According to (Brunt P et al., 1999), the growth of CBT enhances the services, roads, parks, and cultural attractions and it also helps to enhance the standard of living for the residents and conserve their culture.

In Sirigu, a village in the Upper East Region of Ghana, for instance, the community has received some benefits since the establishment of a community-based ecotourism project. Community members have benefited from a total of 10 toilet facilities and five boreholes from tourism proceeds while a community library and a school block were also donated by tourists. As per (Stone 2015), In 2009, the locals focused on funding 3 main mechanized corn grinding mills, 5 large tents with chairs and a project of cement brick molding to be used during wedding and funeral ceremonies. In the same vein, (Mensah, I 2017) found that one area, that the Mesomagor community in Ghana had experienced noticeable development since the start of CBT development in the community was groundwork, including academician's housing block, roads, a guest house, and a healthcare center. These modest infrastructural projects not only enhance the well-being of communities but eventually also help to alleviate poverty.

Several studies have shown that comprehensive and inclusive participation by the locals in community-based organizations has a significant positive effect on the efforts for eradicating poverty (Yang 2015). CBT which is based on the principle of community participation is therefore seen as a strategy for poverty alleviation in developing countries. CBT is usually people-centered and helps in improving community livelihoods by providing alternative sources of income. Given this, One of the most popular nations in the world i.e. China mainly assumed the initiatives of CBT based on the model of tourist villages in the countryside that also helps create a safe and secure environment and enhance the livelihoods of people (Yang 2014).

Challenges of Community-based Tourism as a Tool for Community Development

Community participation in sustainable tourism development in underdeveloped countries is fraught with difficulties, according to numerous academicians. As a result, the expectation that CBT will assist local communities has not always been met. The absence of local participation in conservation programs is an ongoing issue in many eco-sensitive areas in developing economies (Bruyere, B. L et al., 2009). Several studies show us that, even though the host residents' are interested in participating in the tourism development process, they have simply not been presented with enough opportunities or lack the knowledge and understanding to meaningfully do so (Saufi-O'Brien 2014).

As per (Bello et al., 2017) some major elements that affect the participation of the community in ecotourism in Malawi such as unfair distribution, trained human resources, public administrative system, lack of coordination, low levels of education, less information, and low financial stability. Some essential challenges tackling them in the current study are government resources, less information and knowledge, corruption and lack of energetic leadership explained in a related study by (Chili N. S. et al., 2017) at the Didima Resort in Bergville, South Africa. (Cole S. 2006) discovered that the local people lacked not only information about how to engage, but also an understanding of issues related to the progress that is essential for meaningful participation in a study on sustainable tourism in a town in Eastern Indonesia. (Aref, F 2011) observed that centralization of governance was a big concern in the Shiraz district of Iran, as community people were barely involved in tourism decision-making. There was also a shortage of resources, information, skills, and education, as well as a sense of ownership.

As per the theory of (Stone 2015), Under the principles of natural resources management based on the community may not give the desired results because of cultural, structural, and operational limitations to the participation of the community. The inability of CBT to deliver on the claimed gains is mainly a result of the absence of community involvement. (Tasci A D, 2013), argued that many CBT initiatives had not seen the light of success due to an indifferent approach at the community level, a lack of a sense of collective responsibility for the initiative, and a lack of local financial resources. Also, communities do not benefit from CBT because their needs are not factored into such projects as lamented by (Mbaiwa, J. E 2005) in a study on the Okavango Delta in Botswana. According to him, the Okavango Delta tourism business ignored the host economy's socio-cultural, economic, and environmental concerns. Local companies and investors were marginalized, tourism revenue was leaked and repatriated from Botswana to other developed economies, tourism was not used to encourage local development and improve the overall lives of the poor, and local environmental regulations were not considered in the conservation of the Okavango Delta as a natural environment.

It appears the socio-political structure of local communities in developing countries engenders elite control and foreign ownership of the tourism industry. The reality is that many CBT projects require significant investment in infrastructure development which has resulted in high dependency (Stronza-Gordillo 2008) as communities do not have the financial resources to undertake such projects. Community members have little influence on the actual planning of tourism as this is directed by market demands and external agents, tourism businesses, and government agencies (Moscardo, G. 2011). In a study by (Chili N. S. et al., 2017) in Didima Resort and Umhlwazini Community in the KwaZulu-Natal province of South Africa, almost all stakeholders were of the opinion that the locals were not involved in the tourism governing process. This is against the background that many CBT projects in developing countries claim to include the locals in the overall tourism development activities. However there is no genuine participation by community members, or participation is characterized by inducements or some degree of tokenism. This is what (Tosun 2006) describes as induced participation which according to him, is typical of the situation in most developing countries. Here, host communities simply endorse decisions made by external agencies and government institutions regarding tourism development rather than being allowed to make their own decisions. In reality, ownership and control of CBT projects are often vested in local elites and external agencies. According to (Marzuki-Hay, 2012), in almost all developing economies, the power of decision-making and planning lies with a few important personalities from within the community, which dissolves the entire purpose of a sense of collective ownership. (Marzuki A. 2008) also asserts that the highly monopolized municipal and government processes are operational barriers that reduce the engagement of the indigenous people to merely informing them on future projects and the exchange of information demanded by the community.

The International Centre for Responsible Tourism at Leeds Metropolitan University, UK, conducted a study of CBT programs around the world, (Goodwin H.2006). According to the report, CBT initiatives did not succeed due to the following reasons:

- Absence of awareness of the significance of local people participating in commercial activities
- Absence of engagement and coordination with businesses such as travel service providers and the hospitality sector
- Poor location of CBT projects which do not allow the lowest income group of locals to benefit from the tourists.
- Inadequate and inappropriate tourist facilities for generating income; and
- Overreliance on tourist revenue for conservation at the expense of local communities' benefit.

Locally, a survey was conducted by the authors in the coastal town of Alibaug, a popular tourist and weekend destination for the residents of metro cities such as Mumbai and Pune in

Maharashtra, India. There are multiple CBT initiatives undertaken by the locals in the form of providing homestays with catering facilities serving local delicacies, beach activities, selling local and indigenous produce, nature treks, and visits to places of historical importance.

The survey aimed to understand the awareness of CBT amongst tourists and its impact (positive/negative) on the locals and tourists. There was a total of 163 respondents out of which 118 were tourists ranging from an age group of 15 years to 67 years. 45 respondents were locals ranging from an age group of 22 years to 57 years. The survey was conducted in the form of an interview and their responses were recorded. The following are the findings of the survey

- Only 67% of the tourist were aware of the CBT activities and initiatives in the area
- Over 73% of the tourist mentioned being a part of the CBT activities
- 57% of the tourist were content with the overall experience of CBT
- 89% of the tourist believed that the CBT benefitted the locals however, only 22% of the locals agreed that they benefitted in some way from CBT
- Staged authenticity (such as dressing up traditionally on a very regular basis and festive performances) as well as moving away of the youth from agrarian duties towards tourism-based jobs were the major concerns due to the rise in tourism recorded by the locals
- An overwhelming 91% of the tourist agreed that CBT is sustainable in the long term. On the other hand, over 78% of locals believed that CBT could prove to be sustainable in the long term with efficient cooperative initiatives and coordination by locals as well as authorities across activities.
- 87% of the locals were of the opinion that renewed efforts were needed by the local authorities to advertise and create awareness about the CBT initiatives carried out in such tourist locations. Billboard hoardings, local tourism websites, social media, and newspaper adverts could be used to spread awareness.

Conclusion

There is ample evidence to show that CBT has a lot of prospects, especially for rural communities in developing countries. The injection of tourism revenue and income into the communities helps to generate employment for local people, improve infrastructure and enhance the livelihoods of the people. However, studies have also shown that most indigenous societies haven't been able to enjoy the gains from the initiatives of CBT due to cultural and operational barriers in spite of their initial enthusiasm to participate in tourism activities. Surmounting these barriers requires stakeholders to collaborate at the local level. For communities to reap the full benefits of CBT, their active participation in decision-making, planning,

and implementation is crucial. It is also important for CBT projects to take into consideration certain forces driving change within the industry. Factors such as changing demographics, pandemics, and technological changes have implications for CBT development.

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Research Article: Culinary Arts

- a. Healthy Food; The Impact of Vegetarian Diet in the Teenager—*Ms. Rafiya Banu*
- b. The Food Custom and Hospitality Culture of Native Americans—*Dr. Roxanna Michaelides; Prof. (Chef) Subhadip Majumder*

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Healthy Food: The Impact of Vegetarian Diet in the Teenager

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Abstract

This article takes a look at what happens to a person's lifestyle when they make the decision to become a vegetarian from the perspective of a young person's way of living. The vegetarian diet is continually undergoing innovative development and enhancement, which has a positive impact not only on human and animal health but also on environmental and animal welfare. This study examines the prejudices and generalizations that vegetarians have to contend with, as well as the repercussions of treating their way of life as if it were an inanimate object. The most recent statistics available indicate that 22 percent of the world's population considers themselves to be vegetarians. The rapid rate of change and innovation in today's culinary trends, which is in part fuelled by the widespread dissemination of information found on social media platforms, has led to an increase in demand for foods that appear to be able to withstand the test of time without regard to their composition. This has resulted in an increase in the number of people looking for foods that can be stored for an extended period of time without losing their flavour or nutritional value. This article examines not just the positive effects that a vegetarian diet may have on a person's health and well-being, but also the myriad of other aspects that are associated with vegetarianism.

Keywords: Vegetarian, health, stereotypes, appetite, social media.

Every living thing on Earth has the same basic requirement to eat, and this requirement serves as a form of communication that bridges the gap between all different kinds of organisms. Eating correctly is the easiest way to ensure that your body receives the proper nourishment it requires to continue operating normally and be full of energy. A living thing cannot function without food, just as they must have oxygen and water to stay alive³(Driver, 2020). The ability to take something that is difficult to obtain and transform it into something that is visually pleasing is one of the skills required of a skilled cook. A vegetarian diet has the potential to add ten years to one's life expectancy provided that it is followed correctly.

'Vegetarian': complex or uniform?

It's not that most kids have poor taste or don't even know how to properly prepare vegetables; rather, it's that they don't know how to make vegetables look delicious, which is why they don't eat them. It is commonly assumed that a person's decision to abstain from eating meat is driven by a concern for the well-being of animals. Some people are unable to consume anything but veggies because of their severe food sensitivities. Some businesses make the decision not to provide their clients with meat because they feel that doing so is inconsistent with their moral or religious beliefs⁴(Gregson et al., 1993). There are five types of vegetarians and vegans: those who consume dairy products (lacto-vegetarians), those who consume eggs (ovo-vegetarians), those who consume both eggs and dairy products (lacto-ovo-vegetarians), those who consume fish (pescatarians), and those who consume neither animals nor plants (vegans) (no meats, dairy or eggs)²(Benson, 2016).

The unknown of Vegetarians'

Patients who are adolescents and who begin the habit of eating vegetables without first acquiring an acceptable and sufficient level of nutritional awareness are at the greatest risk of suffering from malnutrition and having their growth stunted. This is because adolescents are more likely to develop unhealthy eating habits than younger patients. When the year 2020 rolls around, the following items will be regarded as "Healthy Food": A large investment in terms of both time and energy is required on a daily basis by the person following a vegetarian diet in order to successfully maintain the diet⁵("Healthy Food," 2020). As a consequence of this, the levels of creatinine and total protein fall, which is a sign that supplementation may be necessary.

The Impact

You may imagine that becoming a vegetarian would be dull and repetitive, but you'd be astonished at how many different kinds of veggies there are in the world⁸(White, 1997). Numerous studies have shown that vegetarians and non-vegans have comparable amounts of iron, vitamin D, cholesterol, and body mass index (BMI). Additionally, vegetarians and non-vegetarians have comparable heights. However, the healthy diet does not mandate that you consume nothing but veggies at each and every one of your meals. Even though teenagers have higher caloric needs than adults do, research and interviews have shown that they only consume 21% of the amount of food that is required to meet their needs¹(Art, 2020). However, young people are adamant that poor eating habits are less expensive than purchasing junk food. A vegetarian diet, on the other hand, has been shown to create increased quantities of carbohydrates,

antioxidants, vitamins, potassium, magnesium, and phytochemicals while simultaneously reducing saturated fat and cholesterol levels. This is due to the absence of animal products in vegetarian diets.

The Personal View

Because I have experimented with being a lacto-ovo vegetarian and discovered that doing so had no adverse impact on either my weight or my social life, I am confident in stating that it is not detrimental. Feeling uncomfortable and out of place at social events? 9(&NA;, 2007). Even though the chicken is supposed to be the highlight of the meal, customers frequently end up praising the French fries instead. These days I have a lot more pep in my step, even though it is acceptable for me to indulge in a little bit of a splurge every now and again.

Conclusion

In this essay, I have written down and narrated my ideas on the differences in quality of life between a dinner that is balanced and one that is vegetarian. I will begin by comparing the two types of meals with a focus on quality of life. As a consequence of the maturation that takes place throughout this period of a person's life, a teenager currently possesses a wide range of advantages that will serve them well in the future. This has been shown by many pieces of study6(Lelyana, 2018). The diet that a person maintains in their younger years has a direct bearing on the quality of their health in their senior years. According to the findings of a few pieces of study, becoming a vegetarian can add up to ten years to one's expected lifespan. No of your age, it is essential to consume a diet that is both well-balanced and rich in essential nutrients. Vegetarianism removes some food choices from the table, but it also frees up a lot of opportunity for creative expression and provides access to a larger variety of foods and items that can be utilized in place of animal products when cooking or baking7(M, 2018). In this essay, the potential benefits and advantages that a vegetarian diet could have on a teen's lifestyle have been highlighted. Now, the majority of the information presented in this piece comes from more recent research that focuses on dietary practices. These trends have swiftly gained popularity, and together with them came a range of nutritional diets that,

in accordance with the routines and schedules that are typical of our generation, we are required to follow.

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The Food Custom and Hospitality Culture of Native Americans

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Abstract

A famous sentence from the famous movie "Smoke Signals" once said, "When Indians leave, they don't come back," representing a widely held misconception in American society that indigenous peoples are extinct. Despite all impediments, Native Americans are three-dimensional people who existed, exist here and now, and will remain present in human history, and who retain an impressive cultural legacy left by Native American ancestors.

It has been said many times, and time has unfortunately fully confirmed it, that the history of mankind was written, for the most part, as a result of wars and violent clashes between civilizations. Thus, a valuable treasure trove of knowledge, traditions, and life lessons were lost to succeeding generations, and if we had them today, mankind would have been different.

Purpose: Described, since the 16th century, as a free, brave, innocent people, true "children of nature" Native Americans possessed all the qualities of the human being, considered "noble savages" they came to embody, unfairly and without historical objectivity, the posture of bloodthirsty barbarians with a propensity for scalping and robberies. Such imaginary visions, unfortunately, have remained in the minds of many Europeans and the New World population for centuries.

In fact, all Native American tribes had as their prototype the person who gave high respect for "the word given," for hospitality and attentiveness to guests, but also speeches "full of spirit, power, and high feeling," calmness, wisdom, courage, and above all, an unwillingness at all costs to abandon their old beliefs and customs.

This work aims to show that exactly these very traditions and customs transmitted by the elders to the younger generations that have been the reason for surviving all the assimilation, removal, and forced relocation.

In this paper, we have tried to identify some of the traditional Native American food traditions that may reflect the extraordinary fact that the modern world is still considered inappropriate.

Methodology: Our methodology of the research includes various books, references from other scholars' papers, libraries, online library access, and friends' personal experiences shared.

Keywords: Indigenous, Customary Lifecycle Food and Hospitality, Governed Culture, American Indian People.

Introduction

Native American nomads discovered America thousands of years before Christopher Columbus landed on Guanahani Island. 50-17,000 years ago, lowering sea levels allowed humans to traverse the Bering land bridge that connected Siberia to north-western North America (Alaska). From there, they descended in numerous waves to warmer, sunnier countries to the south. Another path is migration along the Pacific Northwest coast southward, including to South America.¹ (Atran & Medin, 2010) When Europeans came, there were 50 million indigenous people on the American continent and 10 million in the United States.

The 16th-century Spanish conquerors who followed Columbus found "Indians" (they thought they were in India) and tomatoes, potatoes, spicy peppers, corn, and beans. These and other veggies and fruits have dominated world tables.

Native American cuisine encompasses all native cuisines. Contemporary Native peoples maintain a wide culture of traditional cuisines, combined with post-contact foods that

are common and iconic of Native American social occasions (e.g., toast). Native American diet uses domestic and wild ingredients.



Ancient American Indians had a code that kept food safe and even. These carefully constructed regulations protect the family and regulate who, when, and with who cooks special treatment for the elderly, barriers between the elderly and the young, hospitality, reconciliation, etc. The code language they invented

is a generational custom, passed down from old to new. Law-breaking was serious.

Most Native American tribes use irrigation, terracing, crop rotation, hybridization, and selection to ensure ample harvests and winter food. When the White Man arrived, the Amerindians faced a more technologically advanced but spiritually inferior enemy. Armed with firearms and introducing new diseases to which Native Americans had no immunity, European settlers flooded North America, resulting in utter annihilation. Whites took over all Indian country and virtually destroyed their culture 400 years after first contact.



Without written language, rituals and traditions, daily habits, including cooking, recipes, and preparation methods, and a helpful guide to natural flora and their advantages, were conveyed orally and destroyed when tribes were wiped out by the dominant culture.

Plants: Fruits and Vegetables

Long before the White Man arrived, Native American tribes (Redskins) ruled America and they lived close to nature, sensibly.

Women collected plants and food. Plants were also employed for medical and religious purposes. Other plants were used religiously or medicinally.

All Indian myths, legends, prophecies, and stories are anchored in their close contact with nature-plants, animals, rocks, wind, and rain. In those days, finding food wasn't easy; the Indians relied on hunting, which involved more than waking up, going for a walk, and killing a few buffalo. Plains tribes faced hunger if hunters couldn't find buffalo herds. When they did, the people thanked the gods.

Three Sisters

Native American from the East consumed in their daily diet corn, beans, and squash, three ancestral Native American foodstuffs and agricultural crops.

From the Native American culture of the South-eastern tribes, most vegetables and fruits used in the diet were: corn, either ground or unground (in which corn is soaked and cooked in an alkaline solution, releasing vitamin B3, which prevents peeling). They boiled the corn with white clay, or with snail or clam shells. Fruits found in this region: muscadines (black grapes), blackberries, raspberries and many other berries.

Native Americans cultivated many crops, including corn, the world's most important crop. Cassava, chia, fruit juice (pumpkins, squash, marrow, acorn squash, butternut squash), pinto beans, Phaseolus beans including most common beans, tepary beans and lima beans, tomatoes, potatoes, avocados, peanuts, cocoa beans, vanilla, strawberries, pineapple are among important crops. Peppers (bell peppers, jalapenos, paprika, and chilli peppers); sunflower seeds; rubber; brazil-wood; chewing gum; tobacco; coca; cassava, blueberries, cranberries, almonds, strawberries, wild plums, roots, and several cotton species.

"Manoomin" in Ojibwe is a type of wild rice that contains protein, magnesium, zinc, manganese, and phosphorus. Wild rice grows in Minnesota, Wisconsin, Michigan, and Canada.

Tea and other dishes were made from mint, clover, and sage.

The mesquite tree, also called the Tree of life, was used to make lotions and medicines for toothaches, sores, burns, and chapped skin; the gum was used to treat upset stomach, aid in digestion, and as a glue; the sap helped wounds; the bark was used as cloth; the roots and woods were used as fuel; and it was even used for sports.

Studies of indigenous environmental management, such as agroforestry among the Itza Maya in Guatemala and hunting and fishing among the Menominee in Wisconsin, imply that "holy values" may represent millennia-old sustainable traditions.

In the Mississippi River basin, Europeans noticed Native Americans managing enormous walnut and fruit tree woods near communities, towns, gardens, and agriculture fields.

Agarita (or algerita) berries, juniper berries, angle pod seeds, banana yucca (or datil, broadleaf yucca), chilli peppers, currants, grass seed drops, Gambel oak acorns, Gambel oak bark (used for tea), grass seeds (of various varieties), greens (of various varieties), Hawthorne fruit, lip ferns (used for tea), live oak acorns, locust flowers (*Solanum jamesii*).

Traditional Distribution of Food

Certified and recognized special foods are created by expert cooks, hunters, warriors, or elders. The monarch was able to collect the best grain when he redistributed the food. North West Coast Kwakiutl winners can dine in public. All local tribes, including sea lions, kept seniors' flesh. Few Tena can eat mink and goth. Respecting elders was impossible. Kwakiutl elders were honoured with pectoral and anal fins, tails, and salmon.

A hunter or fisherman was equal to each northern tribe's leader. Sellers liked it.

When hunters slaughtered buffalo, Montana's Black-foot Indians ate the meat together. If he was alone, the hunter brought some meat home and shared the remainder to all tribe members.

Drowning is an old law that promotes sharing. Iroquois youngsters were told that eating too much corn soaked in maple syrup would cause long-nose. Mandan hunters may leave a deer at home and send their wives to find it. The flesh was all him.

Informal food was sharing always in a large family. The leader was always responsible.

The Timely Consumption of Food

Most indigenous tribes had no set meal-time; they actually ate when they were hungry. Europeans, travellers, missionaries, and later Americans called this "the eternal cooking dinner." After the arrival of the Europeans on the North American continent, Native Americans' containers were replaced with iron, tin, brass, and copper trade products.

Later, the Iroquois ate once a day and the chief set the hour; the Mandans twice-daily. Diet is supplemented with dry food, like charred corn, making it a strong snack.² (Battey, 1993)

Frank Hamilton Cushing, an early 20th-century ethnographer, noted the Zuni's tolerance. "I regularly see old folks kneeling with their 2-year-old grandson and conversing like a restaurant," he said. Young and rich will attend Christmas. Cushing noted "excellent self-control."³ (Battey, 2014)

Serving food allowed tribal members to undertake food rituals and educate youth. People usually eat simply, don't converse during meals, and don't take provided food, participate in random tasks, wash dishes, touch their lips, and express gratitude aloud.

All foods offered the vitamins, proteins, and calories Native Americans needed to stay healthy.

Native Americans criticized Europeans who reciprocated. Junior priest Cushing stated Americans eat with their fingers and iron knives and speak while eating. He said, "It's terrible to talk to youngsters while consuming "food vendors" and cussing."⁴ (Bell, 1990) The Mandana tribesmen were the first to eat the food, sitting or lie cross-legged. After they finished they were allowed to eat the women and children, and at the end they were fed the domestic animals.

Native American Cuisine

Native American food is the oldest on the North American continent. It's rich and diverse: fresh, gathered, and easy-to-prepare wild herbs, fish, meat, and veggies. Some are dried or smoked for winter eating. Sustainable local food crops include salmon in the Northwest, green maize cultivated with hops in the Southwest, wild rice in Minnesota, and black tea from the Yaufon bush in the Southeast.

Native American diet comprises wild plants and animal ingredients, but also developed plant items. The "Magic Eight"-corn, beans, squash, chillies, tomatoes, potatoes, vanilla, and cacao-are used by numerous American tribes.⁵ (Boas, 2013) Native Americans employed corn, beans, squash, chillies, tomatoes, potatoes, vanilla, and cacao extensively in their cookery and introduced them to the globe. Today, we find them in every cuisine.

American Indians use corn most often. Blue bread, tortillas, wheat, and other carbohydrates contain it.

Salmon was revered to Northwest cultures (many define themselves as salmon people). Northwest Pacific has Chinook, Sockeye, and Coho salmon. Northwest Native American tribes cook fresh wild fish over cedar logs with spices over hot flames.

Buffalo stew, mutton stew, soups, bean bread were Native

American meals. Lamb, beaver, prairie dog, rabbit, pig, goat, buffalo, eggs, and honey were also hunted. Vegetables and berries accompanied the meat.

Cactus, wild onion, sage, and cabbage are common American Indian foods.

Fried bread comes from the dismal history of America's native tribes. In situations of forced displacement, indigenous people have only flour lard or solidified vegetable fat to eat. So, they devised fried bread, a cuisine that kept many Amerindians alive during North America's darkest period.

Condiments

They also used horse mint (used as a spice), juniper berries, lamb's lettuce leaves, locust flowers, locust pods, mesquite pods, mint (used as a spice), mulberry, deer basil (used as a spice), purcina seeds (used for smooth bread), pine inner bark (used as a sweetener), pine nuts, bearberry leaves, raspberries, sage (used as a condiment), beans, shepherd's purse leaves, strawberries, sunflower seeds, grass seeds (used for flat bread), pea pods, walnuts, western yellow pine nuts, wild celery (used as a condiment), wild onion (used as a condiment), wild pea pods, wild potatoes and wild marigold leaves. Indigenous herbs and seasonings used are: sage, juniper, bergamot, stag horn sumac, mustard, and mint.

The sweets of the Indigenous

The sweets consumed were first of all very healthy, but at the same time they were beneficial to human health, namely in the prevention of certain diseases. These foods included acorns from the Emory Oak, grains such as amaranth, tepary beans, kidney beans, pinto beans, lima beans, lentil beans, cacti pads, tuna, chills, chia, plantains, and mesquite beans. The beans from the mesquite tree were eaten with great pleasure and mixed with water to make a particularly refreshing drink.

East and North-eastern Indian cuisine traditions

Prominent tribes include the Algonquin, Iroquois, Huron, Wampanoag, Mohican, Mohegan, Ojibwa, Ho-chunk (Winnebago), Sauk, Fox. Native peoples of the eastern woodlands ate corn (maize), beans, and fruit juice, known as "The Three Sisters" because they were planted interdependently: the beans grew the corn stalks, while the gourds protected and supported the root systems.⁶ (Boas, 1925)

Eastern woodland peoples eat maple syrup. Early spring is when sugar maple sap is harvested. Maple syrup, cakes, and maple sugar are made in birch bark vessels.

The Iroquois people were making made dumplings with sharp sticks (ancient forks). The Hidatsa tribe of Missouri utilized horn spoons or mussel shells. Fingers, hands, leaves, and bones were eaten. Frank Cushing said, "Everyone dipped their fingers and sampled it with unfettered dexterity" after Chile was introduced to Spain. "Wow!" As my elbow impacted the boy next to me, I yelled. "Eat-a-table-with-a-spoon" was Cushing's nickname.⁷ (Carr, 2010)

Amerindian sweets have both dessert-like flavour and health benefits. Emory Oak acorns, amaranth, tepary beans, kidney beans, pinto beans, lima beans, lentil beans, cacti pads, tuna, chills, chia, plantains, and mesquite beans were popular sweets.

South-east Indian American cuisine

The American Southeast was the home and birthplace of the "Five Great Civilized Tribes" - Cherokees, Choctaws, Chickasaws, Creeks and Seminoles. Southeast Native Americans typically ate game meat. White-tailed deer have historically made the area's game a staple. Common animals include rabbits, squirrels, opossums, and raccoons. European pigs and cattle are also kept. Traditional animal parts include liver, brain, and intestines. This practice lives on in dishes like gnocchi, made from pig intestines, liver-mush, prepared from pigs' liver, and pig's brain with eggs. Traditional cooking and frying uses animal fat especially pig fat. Early settlers learned Southeast Native American cooking techniques.⁸ (Carracedo, 2016)

Southeast Native American cuisine adopted potatoes. Amerindians in this region grew a vast variety of vegetables and juice, including pumpkin, beans, tomatoes, peppers, and sassafras. Menu: Puppy Hush, Indian Biscuits, Livermush, Sofkee

North-western Indian American Cuisine

Some of the well-known tribes in the northwest include the famous Tlingit, Haida, Tsimshian, Kwakiutl, Bella Coola, Nuuchah-nulth (Nootka), Coast Salish and Chinook groups. When eating with a spoon in the Northwest, bend your right elbow toward your right knee and sip slowly. Some communities eat different meals. Galik, Alaska males eat fried food, women cook.

Tena women couldn't eat bear head or neck. Country and tradition determine worship timings. Shoshone, Nevada, allows one food. It's a veggie, seed, and berry mushroom.⁹ (Carracedo, 2016)

The Kwakiutl tribe consumes only eat milk salmon roe in the afternoon, because it causes drowsiness.

The audience ate from enormous bowls.

Native Americans made their own tools from wooden spoons, shells, porcelain bowls, fences, and cut reeds. Kwakiutl tools implemented function and family ownership on the northwest coast. Gorgeous "home products" were prized to nobility and their families.¹⁰ (Catlin, 2011) The king ate from precious large bowls, goat horns, while commoners used little bowls.

The Customs for the Life

Most Indian tribes knew very well the beneficent power of plants, which they used not only in herbal medicine, such as the preparation of certain diets, the preparation of various medicines, and soothing syrups, but also in community festivities or for ritual purposes in daily life.¹¹ (Catlin, 2013)

The New Life

New borns are rubbed with maize by the Pueblo Indians of

New Mexico. Among the Arizona Hopi, the corn culture preceded the invention of the new baby.

Instauration

From adolescence to adulthood, Hopi girls had to harvest corn for four days for the festival. Likewise, the boys had to run all night, put the grain away, and return to the place before sunrise. In Arizona, Navajos sprinkle corn on Quinalda cakes made by teenage girls of an unknown persuasion.¹² (Cushing, 1990)

Wooring

During courtship at the Creek in Florida, the girls started making sofki, a gruel made of corn and water, as a significant symbolic meal. The period of courtship, which had the potential to result in marriage, had already begun when the girl agreed to give the boy a sofki. The sofki marked the woman as the household's leader after the marriage.¹³ ("Cushing at Zuni," 1990)

Espousal and Togetherness

Baking "piki" bread is a Hopi tradition, especially when a girl proposes to a boy.¹⁴ (Drake, 2009) If the family agrees, it is the girl's turn to go to the boy with a bowl of white flour and a basket of green corn. The housewives cut the beans before the wedding. A chair lay under the open corn bed in front of the boy's house as the parents prepared for their daughter's wedding.¹⁵ (Fradmark & Heyerdahl, 2015) If a girl allows a boy to eat a spoon, she will accept the marriage. The couple spent their first night in a bed of corn. Among the Zuni and Hopi, young women test whether the corn is properly ground. The results were tested by her friend's family, who then asked her to cook her favourite foods on a grain diet. The Hopi bride dried corn at her wedding.

Gestation

The Zuni people used to drink two kinds of magic tea drinks to determine the sex of a child inside the womb. According to their belief, one kind of tea determines the male gender of the child, and another kind of tea would determine the female gender of the unborn child. Choosing which type of tea to consume, and thus deciding the gender of the child, was left up to the future mother.

The "Green" pharmacy of American Indian

Oral contraceptives

The Shoshone and Navajo tribes used the plant *Lithospermum ruderalis* as an oral contraceptive long before the pharmaceutical industry developed birth control pills.

Mouthwash

Various tribes in north-eastern North America used the wildflower *Coptis trifolia* as a mouthwash and treatment for toothaches.

Anaesthetics

The American Indians were pioneers in pain relief. In the area

now known as Virginia, natives used chickweed (scientific name *Datura stramonium*) as a topical analgesic, grinding the root to make a paste that they applied to external wounds such as cuts and bruises.¹⁶ (Garfield & McKendry, 2004)

Medicine Men and healers also had patients ingest certain herbs as anaesthetics while fixing cracked or broken bones. Another remedy for various pains and inflammations was tea made from the bark of the American black willow (*Salix nigra*), which contains the well-known chemical salicin.

Junketing

Native Americans celebrated blueberry season, slaughtered buffalo, gathered acorns, and honoured heroes and hunters. A village feast witness said it ate 20 deer and 4 bears. One ate 170 fish, including salmon.¹⁷ (Heckewelder, 1975) Complex, time-consuming dinners were made. Every villager helps prepare.

Native Americans celebrated key events, made new acquaintances, and thanked the gods for bountiful harvests, successful hunts, and victories over enemies at festivals.

Alaska's Tena held their annual summer festival. Everyone was excited about the date. Men hunt ducks out of holiday anticipation. Not catching enough ducks cancelled the party. Banquets served numerous objectives, including entertainment, news, and unity. Official gatherings required leaders to offer statements of thanks.

Kwakiutl's northwest coast hosts the annual Winter Elderberry Festival, when elderberry cakes are produced and preserved. The cake's town hosted winter festivities and welcomed everyone. The guest washed plates, put two cakes on each plate, and poured water. Boil infused chirin until thick, then add oil.¹⁸ (Heckewelder, 2009) Festival tunes were popular then. When the cake was ready, guests were fed mushrooms, berries, and seeds. Lettuce, raisins, blueberries, salmon, viburnum, and crab apples trade similarly.

The Mind Block which We Call Taboo

Other dietary laws were set forth as prohibitions, banning certain foods permanently or under certain circumstances. These restrictive laws, which were deeply rooted in tradition, were often based on magic and religion. Violation of taboos was considered extremely serious and punished. Persistent barriers often included unhealthy or toxic foods, which had a survival value but were not nutritious. Some advertisements prohibit the use of exotic foods elsewhere. These unknown foods may, over time, not be included in the national system of diagnosis, leading to illness or death.¹⁹ (Hoebel, 2018) All the food laws served an important social purpose: strengthening unity and reinforcing cultural identity.

Permanent Taboos

Toxic Foods

American Indian cultural law prohibits eating foods that have been proven toxic through centuries of experience. The legacy

of this law is passed down from generation to generation. The Hopi divide all foods into two categories: nuh: sioka ("edible") and ka-nuh: sioka ("not edible").²⁰ (Hoebel, 2017)

Food Taboos

Some cultures and cuisines have taboos. Only Hopi girls could eat green corn on the stalk. If a child stopped doing this, his hands might quiver when hunting. Navajos did not consume burnt food; heated bread created "baked blood" that killed the eater. Some Navajo consider eating bear meat "heart-breaking."²¹ (Hogg & Watson, 2002)

Pregnant animal meat caused diarrhoea during the New York Cayuga era. Eating animals near cemeteries was unlucky since the dead lived there. Some Plains Indians refused to eat buffalo because they believed it was the last fabled cannibal's neck. Texas' Kiowa and Comanche ate no birds, fish, or bears. Early observers noted that wild turkeys use their feathers as wings and arrows.²² (Joseph & Joseph, 1991) Iroquois believed discarded food should be left for the dead. They believed hunger and neglect made people sick. Hunting and fishing were difficult. In Kwakiutl, a male couldn't tell his wife where to hunt because the animals would flee.

Temporary or national barriers usually pertain to life cycle events, transitional cultures, or specialized populations. The salt barrier is an old and good example, especially to avoid consumption of salt during pregnancy, childbirth, puberty, menstruation, children, or as a cause for visual difficulties. In Oneida, New York, consuming salt during a battle could weaken the lads' voices.²³ (Kaemingk, 2018)

In Northwest Coast societies, adolescent girls couldn't consume meat. For the Tena people of Alaska, women of childbearing age were not allowed to eat mink or elk. Otters were recognized as strongest and helpful animals. Breaking this law can stop the otter and make its owner miserable. Unmarried girls shouldn't consume rice.²⁴ (Kimball & Watson, 1972)

The Traditional Indigenous Hospitality and Food Customs

Native American culture, with its own treasure mine of information, has been passed down through language for generations (much of which is still not fully decipherable). The truth is that each tribe had its unique dialect and language, which sounded only in speech; they had no writing.²⁸ (Morgan, 1993)

Sequayah, a Cherokee tribe leader, created the first alphabet in 1826. Before this, Indians employed pictographic signs and gestures, bodily motions, and facial expressions to communicate. After much investigation, we learned about native Indian traditions surrounding hospitality and treating guests. This helps us understand the structure and foundation of their cultures and reminds us that Native Americans are part of mankind's history and can only convert us into better people tomorrow.

The welcome form for guests was not "Hello" or "How are you doing" or even "Good to see you" it was always "Have you eaten?"²⁹ (Morgan, 2003)

Even an enemy was sacrosanct

In certain tribes, when the provisions ran out, the host would lead the guest to another host who would show him the same hospitality. Hospitality obligations are the same for friend or stranger.

The Jesuit Charlevoix said, "The friendly spirit of the Redskins stems partially from the fact that the phrases yours and mine are not yet known to them, and the wonderful hospitality they display in such an admirable manner."³⁰ (Northrup, 2016)

One European hostage wrote: "Even people from the same hamlet would visit the same house numerous times a day, and I would be invited to eat with him, and it would be disrespectful to decline to eat with him." "Take what's given."³¹ ("Quakers, First Nations and American Indians From the 1650s to the 21st Century," 2016)

Native Americans "went far to re-establish friendships," said Europeans. Such trips were received with banquets and gifts."³² (Richter, 2011)

"Even if the chief is harsh, no stranger who wants to rest or replenish his bed will be chased out, saved or unsaved. The enemy is a brother in his bedroom, warming himself by the fire and sharing his meal.

When a Zuni or Navajo joined another tribe, they said "enter and eat." "He ate four meals a day despite killing his Zuni brother," says Zuni anthropologist Frank Cushing. Zuni killed his father. Guests showed their appreciation by clicking on a dish, sitting on a bone, sipping a long soup, and eating the same food numerous times.³³ (Shepley, 2015)

Europeans who arrived in the New World, whether they were civilians, soldiers, missionaries, businessmen, or poor people who came to get rich, all described the hospitality of the American Native people, being impressed by their ethical code of hospitality, which all tribes, from the Pacific coast to the Atlantic, and from Alaska to California practiced and respected when hosting guests.

This Native American code of hospitality included "mutual regard," "common decency," and "excellent manners" for hosts and guests.³⁴ (Smith, 2016)

Native Americans treated guests who entered their homes with great consideration, kindness and respect. Guests were served the best food, and offered the most comfortable bed.

All Native Americans honoured the wishes and words of the people they came into contact with; never interrupting someone who was speaking, but giving them great attention.

"When visiting Native American people ... listening and patience are cardinal virtues. The old stereotype of the stoic Indian comes in part from the fact that all too often non-Indians monopolize the conversation.

It is common practice in western culture to interrupt others when engaged in conversation. Such conversations effectively terminate conversation with Indian people" (Joseph Bruchac/Abenaki).

They believed in and respected the idea, conveying to younger generations that everyone has the right to personal expression.

They never laughed or mocked the behaviour of their guests. They were very respectful of guests' personal space. As a characteristic of all Native American tribes, they never touched the property of others, especially religious objects of worship. This was strictly forbidden in their culture.

Here are some good manners that have been passed down from generation to generation and are more relevant than ever.

Rules for Hosts:

- No one visitor was refused food and drinks on demand among the American Indians.
- Visitors were always served before announcing the reason for their visit.
- The law of hospitality required the elimination of all hostility towards guests.
- Offer special attention to guests who are tired, hungry or thirsty, sick and older
- Always help elderly guests entering or leaving the house
- Communicate openly and friendly with your guests
- Don't sit as long as the guest is standing.
- Give the place of honour to your guest and serve him the best food!
- Do not offend the guest in any way!
- Offer a gift to your guest
- Give thanks to Creator for the pleasure of eating/dining and celebrating with your guests!

Rules of good behaviour/manners as a guest in a Native Indian community or home:

- Accept any place offered to you
- Appreciate any food you are served
- Show great respect for the host's wife as the person who keeps the house fire burning
- Don't offend the hosts
- Bring gifts for the hosts
- Pay compliments to your hosts
- Thank the Creator for the hospitality

Good manners rules for everyone:

- Don't interrupt when someone is speaking; listen carefully first so you can respond wisely.
- When the hosts address you, stay in one place don't move
- Be respectful and humble to your hosts and their family
- Always be friendly, helpful, and show humanity

- Don't stare at someone; keep your eyes down while one is talking to you.
- Conduct a conversation with a warm tone of voice and clear speech
- Talk to everyone present, but don't force a conversation.
- If needed help keep the fires burning

Priority and respect for older people

Native Americans highly respected the wisdom that comes with age. During a meal, children and young adults served the elders, who always ate first. A young person never walked before a person who was older; this was considered very rude behaviour. (This would still be valid in our days too.)

All Native Americans were known for their hospitality.³⁵ (Swanton, 2003).

They offered great respect to orphans, stepchildren, even hostages. For this reason, in many tribes, hostages were quickly integrated into the community and families. Many documents say that those who did not respect these rules were harshly punished.

Limitations

The main issues that are predominant in the research about customs and hospitality of Native Americans: the oldest and characteristic traditions were transmitted only orally, and the lack of research sources. Usually in each tribe, group or family there were certain well-defined people responsible for passing on the customs and traditions to the younger generations. Usually these lessons started at a very young age, namely from the moment when children could already walk. Unfortunately, during the almost 500 years of forced displacement, famine, European colonization and discrimination, the number of those who passed on these lessons from the history of mankind was smaller and smaller. We would like to mention that some of the archives that still keep important information refused to cooperate, for various reasons, one of which would be to further hide the valuable contribution of these tribes and ethnic groups as part of the history of America and of all humanity.

Conclusion

The European contact with Native American culture was characterized by wars, family disintegration, forced migration to regions completely different from their ancestors, conversion, and the introduction of new economic methods and new religions.

Long before the so-called great Western civilization invented and adhered to egalitarian principles and invented the concept of human rights, the Native Americans lived in perfect harmony with their natural surroundings.

This attribute is identified in the last thoughts of a great Native American, who before he died said: "You will have to teach

your children, as we teach ours, that the earth is our mother. The earth does not belong to man. Man belongs to the earth."³⁶ (The Food of Certain American Indians and Their Methods of Preparing It, 2016)

In contrast to the white man, they lived in equality and respect for the human being, without making hierarchies. It was important for them to live a life based on noble principles, in harmony with nature, and in touch with the spiritual world.

Through this research on only two facets of Native American culture, food and hospitality, we wanted to highlight what it means to respect, cherish, and love both nature and the people around us.

Their all traditions and customs were designed, in part, to encourage respect and sensitivity to the natural world: people, animals and plants, rivers and mountains.

If today we can learn and take many things from Native Americans, it is that these tribes knew how to survive with dignity and honour.

It is said that when Columbus first set foot on the American continent, there would have been about 65 million Native Americans (some historical studies speak of about 90 million). Today, unfortunately, their numbers are very small, but they continue to exist. They are present through history, culture, and chronicles that tell us about the "noble savages" and guide us with their teachings.³⁷ (True, 2019). We must understand that if we ignore the rich meanings of past cultures, we are basically destroying, slowly but surely, the very foundation of our identity as human beings on this earth.

"It is now time that we "relearn" the ancient customs and laws as a code for living, and as a means to promote a better spiritual world for us all to live in".

By looking to the past, knowing and understanding their diversity, but also the variety of survival and adaptation strategies of these cultural groups of Native Americans, we can analyse and try to solve the major problems and changes of the 21st century.

We work in a digital and social media era where everything moves so fast that we lose parts of our own culture and create new ones. Hopefully, this change will not create a new world of lost cultures.

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Research Article: Hospitality

Comparative study of sustainable food choices and fast-food choices among the young generation in India—
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RESEARCH BOOK OF HOTEL STUDIES

Comparative Study of Sustainable Food Choices and Fast-food Choices Among the Young Generation in India

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Abstract

As a changing lifestyle, our food choices are also changed. Food consumption styles and preferences change rapidly.

Nowadays, we all are in hurry, so we want everything quick, and instant, so as our food. This is the main reason why our food choices have been converted from sustainable to fast food.

What is fast food? Why it is gaining so much popularity? Fast food is a convenient food, which is easily available in the market, quickly served, very tasty to the palate, and does not require much time to cook. And because of this, our young generation has developed a palate for Fast Food. But junk food is portrayed very wrongly by the young generation. They only know one side of this type of food choice but are unaware of the bad effects on health.

This is the time when we have to reintroduce our traditional Indian food to our young generation. They should know about the availability of slow food in the market. Slow food is made utilizing high-quality, locally produced products and a traditional cooking technique. We can recreate our traditional Indian food or market them in such a way that our young generation can change their mindset and go for sustainable food choices over fast-food choices.

This study is an attempt to compare sustainable food choices and fast-food choices and to put across how sustainable food choices can be promoted as junk food options.

Keywords: Sustainable, Choice, Fast-Food, Generation, Consumption, Traditional

Introduction

Food is any substance consumed to provide nutritional support for an organism. Food is usually of plant, animal, or fungal origin, and contains essential nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals. The substance is consumed by an organism and adapted by the organism's cells to provide energy, maintain life, or stimulate growth. Different species of animal have different feeding behaviors that satisfy the needs of their unique metabolism, often evolving to fill a specific ecological niche within a specific geographical context.

The people selecting their food to eat are known as a food choice. Food choice is depending on psychological and sociological aspects such as religious laws, economic issues like food prices, and sensory aspects like organoleptic. There are major determinant factors of food choice. Which vary from one individual or group of people. Different types of factors are discussed below-

- Biological Factors- hunger, appetite, and taste,
- Economic factors- price, and availability,
- Physical aspects- knowledge, and skills,
- Social aspects- culture, family, and pattern of the meal,
- Psychological aspects- mood, stress, and attitude, knowledge about food and beliefs. (Eufic.org)

Some people may check other aspects like food allergen information if someone is allergic to a particular ingredient. Some other factors like organic labels, health-related information, etc.

Food is a physiological need of a man. It is a combination of different nutrients like carbohydrates, protein, fats, vitamins, and minerals. These nutrients are vital for the growth, development, and maintenance of good health throughout life. After air and water food is the third most important thing for living beings to provide energy and development, maintain life,

or stimulate growth. It is the most complex set of chemicals. Food plays an important role in the promotion of health disease prevention. (Hmhuh. in,)

Sustainable food consisting a selection of food that is not only healthy for the body but also for the environment. It means foods that promote a balanced diet for the body and helps to retain conservation the environment. The growth and process of such type of food do not harm the environment or compromise its ability to meet the needs of future generations. (National Cleantech Conference, March 2022)

Nowadays, ready-to-eat is considered as a quick meal often found in snack bars and restaurants. The main reason to introduce fast food was to cater to large numbers of busy travellers and wage workers who often did not have time to sit down at the restaurant and wait for the food.

Literature Review

"What you eat and drink each day effects your health and wellbeing, both physically and mentally." (Southgate Medical Centre, October 2021)

"Many Indian dishes are cooked in vegetable oil, but peanut oil is popular in northern and western India, mustard oil in eastern India, and coconut oil along the western coast, especially in Kerala. Gingelly (sesame) oil is common in the south since it imparts a fragrant, nutty aroma. In recent decades, sunflower, safflower, cottonseed, and soybean oils have become popular across India." (May Malar Win, May 2018)

"We need to choose food that is helpful to our environment and our bodies and that's what sustainable eating is all about. According to the 2019 EAT-Lancet commission on healthy diets from sustainable food systems, if we need to feed the world's growing population a nutritious and sustainable diet, a global shift towards more plant-based food would help." (Sarah Klemm, February 2019)

"According to research that took place at Virginia Wesleyan University, Virginia, "Sustainable Foods", in a nutshell, refers to growing enough food for human life without causing unnecessary harm to the environment." (VWU, July 2019)

"The United Nations Food and Agriculture Organization (FAO) states that a sustainable food system (SFS) should deliver nutrition and food security for everyone in a way that is economically viable and socially beneficial." (Jeanna D. Smiley, June 2021)

"Sustainable diets are protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically

fair and affordable, nutritionally adequate, safe, and healthy while optimizing natural and human resources." (Burlingame & Dernini S., November 2010)

"A radical transformation of the global food system is urgently needed." (Willett W, Rockstrom J, Loken B, et al, December 2019)

"Jeanna D. Smiley stated, Transformation to healthy diets by 2050 will require substantial dietary shifts. Global consumption of fruits, vegetables, nuts, and legumes will have to double, and consumption of food such as red meat and sugar will have to be reduced by more than 50%." (Jeanna D. Smiley, June 2021)

"According to the Cornell University Food and Brand Lab, on average, dinners leave 17% of their meals uneaten and 55% of edible leftovers are left at the restaurant." (Sintellyapp, February 2020)

"Back in 2005, the fast-food industry accounted for roughly half of all restaurant revenues in developed countries." (Warsi and Nisa, 2005)

"According to a report that shows the forecast of the fast-food industry from 20220 to 2027, the global fast-food market is expected to reach \$931.7 billion by 2027 with the increase in fast food chains globally." (Business Wire, 2020)

"Furthermore, the production of animal products also produces a lot of water wastage and water pollution. Water pollution is caused by runoff water from these farms into water bodies that contain manure, antibiotics, hormones, fertilizers, and pesticides." (McGrath, 2019)

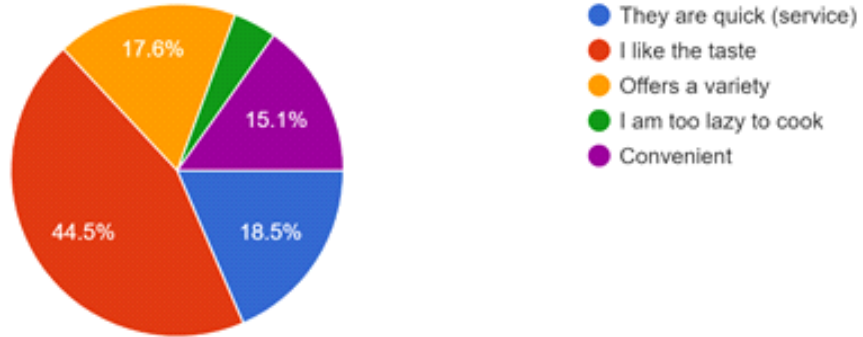
"The production of local vegetables and the security of the nation's food supply can both benefit from the keratin found in hair, according to a team of Singaporean scientists. Hair and other biowaste have the potential to be used as hydroponic cultivation inputs in a sustainable way."

"Expanding organic farming is a future investment that could someday generate large rewards. We are no longer able to afford the enormous hidden costs of the conventional system of today, which are supported by our tax dollars. According to Dr. Kathleen Merrigan, Executive Director of the Swette Center at Arizona State University and a former U.S. Deputy Secretary and Chief Operating Officer of the U.S. Department of Agriculture, "When we account for the true costs of our current farming systems-including health, environmental, social, and economic impacts-the value of organic farming is undeniable" (USDA).

Data Analysis

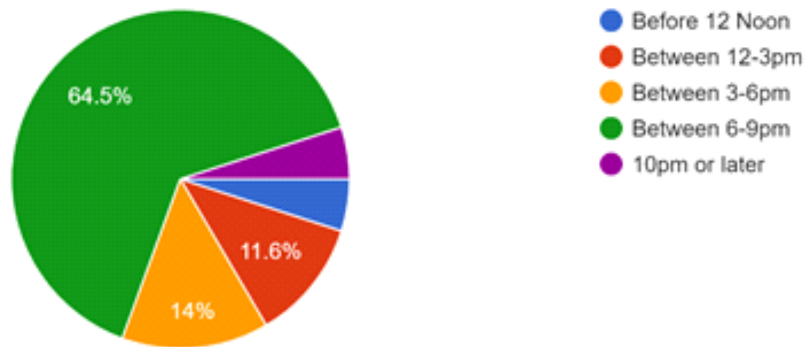
1. Why do you eat fast food?

119 responses



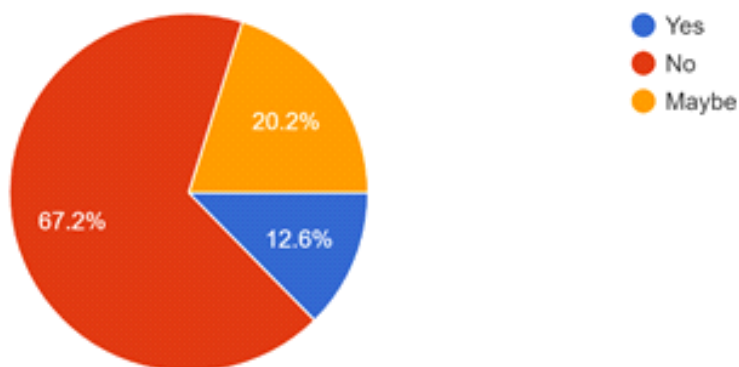
2. What time do you prefer to consume fast food?

121 responses



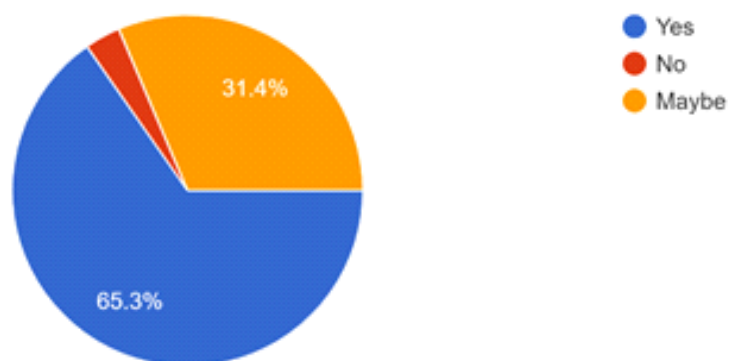
3. Has fast food become a basic need for you?

119 responses



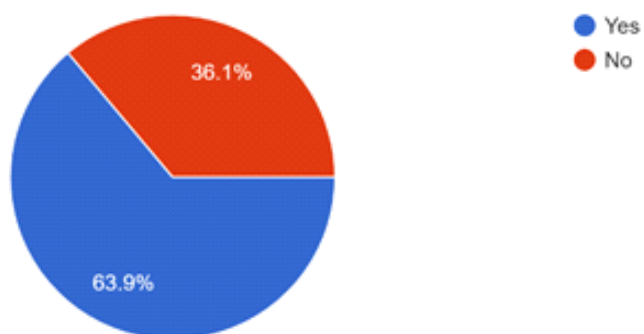
4. Do you think fast food is unhealthy?

121 responses



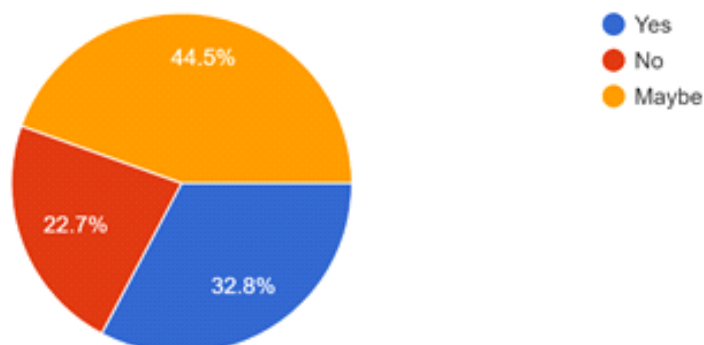
5. Do you think Fast- Food is more damaging than beneficial to the society?

119 responses



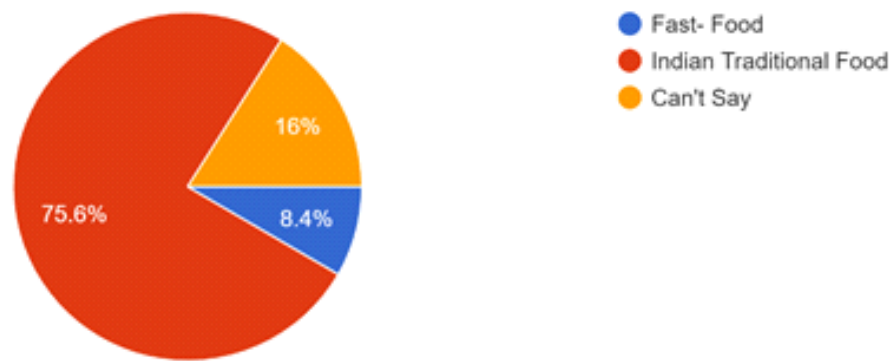
6. Do you think this fast food trend will be sustainable?

119 responses



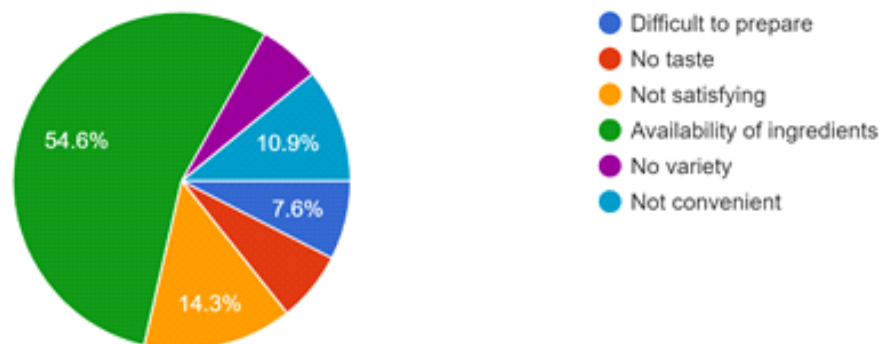
7. If given a choice, what would you prefer, a fast food or Indian traditional food

119 responses



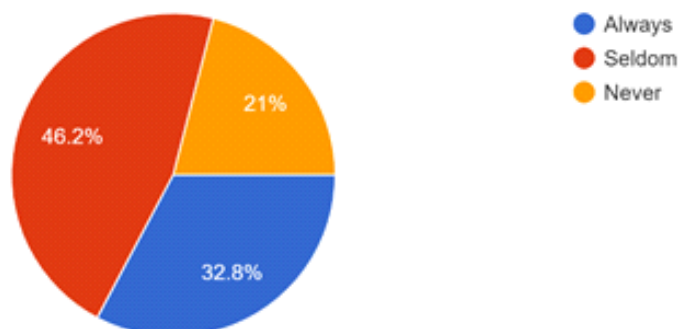
9. According to you sustainable food choices are?

119 responses



10. Do you look at the nutrition facts when you make food choices?

119 responses



The above data which I collected are from the age group of 18-40yrs in the period of August- October 2022. All of them are from Navi Mumbai area. Responders are well educated with the good economical background. The young generation has food choices for fast food than traditional Indian food. According to the survey, people are choosing fast food over sustainable food. Everyone from the survey has a different view altogether.

Foods that are nutrient-dense are high in vitamins, minerals, and other nutrients that are crucial for health without having excessive amounts of saturated fat, added sugars, or sodium. Fruits, vegetables, whole grains, non-fat and low-fat dairy, fish, seafood, unprocessed lean meat, skinless chicken, nuts, and legumes are all included in this list.

There are many nutrient-dense food available in the market. Some of them are listed below.

- Salmon and other fatty fish are a great source of protein, vitamins, and minerals as well as healthy fatty acids. Eating fatty fish at least once a week is an excellent idea.
- One of the veggies with the highest concentrations of vitamins, minerals, and perhaps cancer-preventing chemicals is kale.
- Although sea veggies are very nutritious, they are rarely consumed in the West. They contain a lot of iodine, which is crucial for healthy thyroid function.
- Compared to most other fruits, blueberries are particularly healthy and packed with potent antioxidants, some of which can protect your brain and raise the level of antioxidants in your blood.

Fast Food and its Impact

Many people eat fast food because they like the taste. Though fast food hasn't become a basic need for them. They knew that fast food is more damaging the society than beneficial. Still, they are in dual minds about whether the fast-food trend will be sustainable or not. If the choice is there to choose from fast food or traditional Indian food, a large group of people will go for traditional Indian food over fast food.

India has the largest number of young and enthusiastic population. It's because of the huge size and spending power of the youth market which is important to Indian marketers and retailers. Most of the Indian youth are depends on their parents while pursuing their education and not like the western countries. Or on the other hand, our youth are single and working in either the private or government sector. In both cases young generation is getting money to spend either in the form of pocket money or salary. These individuals are not having any kind of serious financial burden or family commitments like their older counterparts. This lifestyle influences the consumption pattern of these young consumers who are always on the lookout for the enjoyment aspect of life.

The increasing consumption of fast food is one of the main culprits behind the widespread obesity, diabetes, heart disease,

and other serious illnesses in the modern world. Not only does fast food destroys our health it is also slowly killing us by accelerating climate change. (Sintellyapp, 2020)

Both humans made and naturally occurring Volatile Organic Compounds (VOCs) are organic chemicals with a high vapor pressure at normal room temperature. According to recent studies, the grilling of just four burgers in a fast-food restaurant releases the same amount of VOC as a car driven for 1000 miles. Another study conducted in New Jersey revealed that 16000 restaurants let as much as 2226 tons of particulars out into the air. (Sintellyapp, 2020)

Our young generation is very busy and multitasking. So, they are attracted towards fast-food. Fast-food is easily available as well as convenient, so one can eat it anywhere at any time. But most of the time youngsters prefer eating salty, sugary and fatty snacks, which leads them to health issues like Obesity, Depression, Type 2 diabetes, cardiovascular disease etc. There are another group of youngsters exist, who wants to gain weight without taking much efforts so they choose eat such type of unhealthy food. But they have no idea that our regular meal will also help to gain weight if we eat it in proper way. (Dr. Parikh, July 2020)

Fast food has a bad impact not only on the human body but also on animals. The following are the harmful effects of fast food on animals-

- Factory Farming
- Hormones
- Assembly Lines

Our nature is also getting affected because of the rise in the consumption of fast food. Here are the effects-

- Packaging
- Greenhouse Gases
- Transportation
- Water Contamination

The livestock industry is projected to contribute around 70% of the total allowable greenhouse gas emissions by 2050. (McGrath, 2019)

Sustainable Food Choice

According to the 2019 Eat- Lancet Commission on healthy diets, a global shift towards plant-based foods such as legumes, fruits, grains, and vegetables has been noted in the last few decades. The lesser consumption of processed food is aimed at helping to reduce the negative effect of food production on the environment, reducing food-related diseases, and extending people's lifespans. (National Cleantech Conference, March 2022)

It is important to note that sustainable eating creates major effects on crop production and processing caused by a change in the established market forces and consumer demands. (National Cleantech Conference, March 2022)

In the 21st century, we define Sustainability as the capacity for the earth along with all its resources and the successful co-existence of the human race. In simple words sustainability means, meeting our own needs and future generations' own needs without destroying the earth's natural resources.

Food sustainability is not just about the food but it's a combination of factors like how the food is produced, distributed, packaged, and consumed. (Addie Lewis, June 2021) In recent years, the term food sustainability is gaining more and more importance. It is an important concept to consider for the planet and a popular trend amongst home cooks, chefs, and customers.

Other traditional dishes, such as pooped rice, popped paddy, and sattu, are also sold at the market. Chefs are employing the elements mentioned above to make delicious yet healthful dishes. There is growing market demand for alternative "Ready to Eat" (RTE) and "Ready to Cook" (RTC) foods, even if commercial ultra-processed fast food is unquestionably the health issue. For instance, RTC Masala Oats, which satisfies your appetite while also supplying you with energy and maintaining your health. While the recipe retains its flavour, we can use brown bread, multigrain bread, or garlic bread for the standard white bread. This would also be a healthier option.

Many restaurants are started practicing sustainable food choices, following are some of them-

- Plot to Plate eating- Try to grow and harvest as much as on the home ground.
- If homegrown is not possible then at least produce locally.
- When you incorporate plant-based food, it will require less energy from fossil fuel, less land, and less water than meat.
- Sourcing is ethical and sustainable when it comes to the uses of meat. It means it is very important for the high quality of animal welfare and sustainability practices by farmers.
- Additionally, try to adopt a nose-to-tail attitude while using meat, so that almost whole animals will be in use and waste will be less.
- Some fine dining restaurants also practice less wastage and use all of their produce. Previously, large quantities of vegetable peeling went into the bin, while perfectly shaping the potato. (Addie Lewis, June 2021)

Covid-19 had a big impact on the inspiration of sustainable food practices. For the first time in the decade, we did not have comfort in wholesale food security from around the world.

Farmers failed to transport their products to the local market. And it was the reason for the vast amount of food waste. Nowadays, many restaurants have taken it upon themselves to source or grow their food locally to practice sustainability, because of social demand and environmental concerns. Generally, home cooks are adopting such trends very quickly. (Addie Lewis, June 2021)

Sustainable Eating Habits and Food Production

When it comes to smaller-scale production, we can consider home food businesses or home cooks. They can start using ingredients that have grown locally. They can add seasonally available ingredients like fruits. If they try to buy and cook more plant-based food and avoid meat and dairy products, it will help to reduce greenhouse gas emissions in some amount. This of course tries to cut down on road transportation of goods. (Addie Lewis, June 2021)

This refers to large-scale production like restaurants and production lines.

- Conservation of water- try to use drip irrigation and wastewater reuse, instead of using conventional watering.
- Try to distribute food locally, so that the use of fossil fuels will be less, and if local distribution is not possible then try to use greener fuels or vehicles.
- Start using old material for a new packaging or use recyclable material.
- We can start practising environment friendly cleaning products. (Addie Lewis, June 2021)

As we discussed sustainable food choices and fast-food choices and their impact on the human body, animals, and on the overall environment. Our young generation can think about shifting from fast food to sustainable food choices.

Conclusion

Can we reconstruct our Indian Traditional food? Yes, we can. New trends in food are continuously introduced to the Indian palate because it always welcomes by the young generation of India. So, instead of serving our Indian food traditionally we can recreate it in a different way to get chosen by young Indians.

As per my findings, we can reintroduce our regular traditional food e.g. Idli and Thepla, by simply adding schezwan sauce or we can transform Thepla in to Thepla Tacos by combining flavours of India and Mexico. Traditionally Upma is prepared by using Semolina but we can recreate it by simply replacing semolina with Cous Cous or Quinoa. The Bombay Salad Co. (Mumbai) is well known for its healthy salads, sandwiches, wraps and smoothies both veg and non veg. They are using multigrain loaves of bread and gluten- free bread. They have just reconstructed the food by using different but healthy ingredients but with no compromise on taste.

There are some sustainable food companies are aware of ethnic creation of food by using natural items with a focus on protecting the environment. Mapro, a pioneer in the processed food sector, is based in Western India, close to the charming hill towns of Mahabaleshwar and Panchgani. We produce ketchup, jam, fruit jellies, crushes, squashes, dessert toppings, premium chocolates, and nibbles. Mapro's products are renowned for their natural goodness and nutritional content, as

well as their wholesome flavour and quality. (Mapro, 1959)

The first company in India to produce goods from the superfood jackfruit is Wakao Foods, based in Goa. With a shelf life of one year and no preservatives, all Wakao products can be used without refrigeration.

The new concept of global food is introduced as a "deconstruction food" where a food item is broken down into its flavors of elements and then reconstructed using completely new ingredients is also on for Indian Food. Restaurants like Masala Library (Mumbai), Farzi Café (Delhi, Mumbai, Bengaluru), and Pink Poppadum (Bengaluru) are pushing the boundaries of what traditional Indian Food means.

It is just a matter of creativity, by which we can actually recreate, and reconstruct traditional Indian food and serve them very attractively. And after knowing all the pros and cons of fast-food our young generation will think and adopt sustainable food choices over fast-food choices.

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Research Article: Open Topic

An Insight into the Relationship between Food that We Eat and Health—*Dr. Samir Lamichhane, Mr. Sudeep Jung Karki*

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An Insight into the Relationship between Food that We Eat and Health

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Abstract

Consuming nutritious food is critical to maintaining a healthy lifestyle and ought to be at the top of everyone's to-do list. When it comes to maintaining a healthy diet, it is not always necessary to place limitations on oneself or to deny oneself the things that one enjoys eating. The data offer us with an understanding of the benefits and drawbacks linked with the dietary decisions that we make. Carbohydrates, proteins, and good fats all have a place in a diet that is considered healthy.

In addition to this, it should consist of a variety of micronutrients such vitamins and minerals. Maintaining a level of biological function that is at its highest possible is essential to having a healthy body. In addition, the amount of each food group that should be consumed should be based on a number of parameters. It is a good idea to discourage the consumption of highly processed foods and beverages that are high in salt, sugar, and fat. This is something that should be done at all times. Consuming food that has been cooked in a manner that is, to the greatest extent feasible, analogous to the way in which it was initially fashioned by mother nature can make a substantial difference.

Keyword: Healthy diet, balanced diet, macronutrients, micronutrients, PUFA

Introduction

It is possible that anything that satisfies the needs of the body for fuel and nutrition could be deemed to be food. All organisms that are alive have an inescapable dependence on nourishment since these substances provide the fuel that is necessary to maintain life. For all of its processes, including development, repair, and immunological function, the body is dependent on nutrients as its major source of fuel. ³(*The Potential Health Benefits of Vegetable Crops,* 2021) In addition to this, the normal functioning of the nervous system as a whole is dependent on their presence. Maintaining a nutritious diet should be everyone's top priority if they want to live a long and healthy life for this reason. If you want to live a long and healthy life, you should strive to eat well.

Review Topic

Because of their close connection, the terms "food" and "health" are frequently used interchangeably. The food that we consume on a daily basis makes a tremendous impact, both on our physical and mental health, and this effect is cumulative over time. ⁷(Spence et al., 2009) Food is necessary to human existence; but, not eating enough food, eating too much food, or eating

the wrong kind of food can all have a detrimental effect on one's health.

The secret to keeping a healthy diet is to choose the appropriate quantity and quality of food that is ideal for an individual rather than setting harsh limitations on oneself or denying oneself of the things that one enjoys eating. When it comes to maintaining a healthy diet, it is not always necessary to place limitations on oneself or to deny oneself the things that one enjoys eating. Every individual has a one-of-a-kind set of nutritional requirements that are established by a wide variety of modifiable and non-modifiable aspects of their health, such as their age, build, and body size; their lifestyle, which includes the amount of physical activity they engage in on a daily basis; certain habits, such as smoking and drinking alcohol; various other biological parameters, such as the levels of certain hormones; or even the condition of being afflicted with a disease. For example, because of this, it is quite necessary for you to have a solid awareness of both the state of your health right now and the specific dietary requirements that you have. On the other hand, a number of facts that are supported by data provide us an idea of the benefits and drawbacks that are related with the food choices that we make. We have always tried to describe the dietary trends and patterns of diseases, particularly those that are related to food, in both adults and children, draw

conclusions, and then make recommendations based on those conclusions, so that we can learn more about how food affects health. This has allowed us to gain a better understanding of how food influences health. Particular attention has been paid to illnesses that are thought to be caused by food.

Everyone should have a well-rounded diet, although there are some extreme diets that may be necessary for some people due to medical conditions and could be an exception to this rule. A healthy diet should include all of its components, which include carbohydrates, proteins, and fats as macronutrients; several micronutrients, which include vitamins and minerals; and several other essential components like water, dietary fibers, and so on. These macronutrients, micronutrients, and other essential components should be consumed in the appropriate proportions. A well-balanced diet consists of these macronutrients, micronutrients, and other important components, as listed above. Carbohydrates, which are considered to be one of the principal sources of energy, are also the only source of energy that is utilized by certain specialized cells, such as red blood cells. ⁶(Dunn et al., 2011) Carbohydrates are absolutely necessary for living things (RBCs). Proteins are essential for the construction of cells, the performance of a variety of physiological and biochemical functions both inside and outside of cells, and they play important roles in the functions of the immune system of the body. In addition to their role as a source of energy, proteins are essential for the body's immune system functions. ¹¹(Barritt, 2022)

The capacity of the organism to defend itself against infectious agents is also influenced by proteins. In addition to being a significant and abundant source of energy, fats also play a crucial role in both the structure and metabolism of the body. ⁹(BERG et al., 2002) These roles include the storage of energy, the mobilization of particular vitamins, the provision of waterproofing and thermal insulation, and the regulation of the internal temperature of the organism. In order for the body to be able to carry out its many different routine tasks, it requires a number of different micronutrients, such as vitamins and minerals. ¹⁰(Beatty et al., 2013) As a result of the fact that our bodies are unable to generate several of these micronutrients and that we must obtain them from the food that we eat, these micronutrients are considered to be essential for life. Because maintaining a healthy body is all about keeping your biological processes at an optimal level, which is dependent on the availability of all of these macro- and micronutrients at an optimal level, having a diet that is well balanced is essential for living a healthy life. This is because maintaining a healthy body is all about maintaining an optimal level of availability. Therefore, rather than avoiding certain food groups from the diet, it is advisable to select the healthiest options available within each food group. This can be accomplished by eating a variety of fruits and vegetables, lean proteins, and whole grains. As was just mentioned, a number of factors ought to also be used in order to establish the amount of each food type that should be consumed. ²(“The Ministry of Food Organisation for Food Standards and Food Hygiene,” 1948)

One of the key pillars of a diet that is nutritious should be giving priority, if possible, to real, natural foods instead of processed meals. This should be considered one of the fundamental

building blocks. Consuming food that has been cooked in a manner that is, to the greatest extent feasible, analogous to the way in which it was initially fashioned by mother nature can make a substantial difference. ⁸(Koehler, 1919) It is always a good idea, as a general rule, to discourage the consumption of ultra-processed meals and beverages that are high in salt, sugar, and fat and that, in addition, do very little to satisfy hunger. This is because it is a general rule that it is always a good idea to discourage the consumption of ultra-processed meals and beverages. Avoiding certain foods and drinks should be done whenever it is practicable to do so. Instead, filling snack foods such as fruit, vegetables, whole grains or cereals, plain yogurt, and other meals like these are always preferred and healthier options, unless these foods cannot be consumed for medical reasons. Instead, encouraging people to drink sugary drinks as their major beverage of choice, it is always to everyone's benefit to advocate water consumption as the primary beverage of choice. Aside from that, it has been demonstrated that exchanging saturated fat for polyunsaturated fatty acids (PUFA) can lower the risk of a number of negative health effects. Furthermore, it has been demonstrated that it is always beneficial to provide essential nutrients in the form of a supplement to a person who is deficient in those nutrients. ⁵(Miller, 2017) Consuming an unhealthy diet or one that is abundant in processed foods can put one at risk for a number of health problems, some of which include but are not limited to obesity, high blood pressure, heart disease, diabetes, and stroke, amongst others. If you do not obtain enough of any of the essential nutrients that your body requires, it is probable that this will have a negative impact on your general health. As a consequence of this, it is of the utmost importance to make certain that one's diet is well-balanced and does not contain an abnormally high proportion of foods that are harmful to one's health. Furthermore, it is essential to make certain that one obtains an adequate amount of all essential vitamins and minerals. ⁴(Kim, 2022)

It would appear that for every medical expert who gives you advice that a particular food is good for you, there is another who will give you advice that is just the contrary of what the first expert told you. When it comes to maintaining a healthy diet, the key is to practice moderation in everything you eat. ¹³(Graham, 2014)

It is the technique of ingesting no more food than your body requires on a daily basis, and in its most basic form, it refers to the ketogenic diet. The fact that this number is affected by such a wide range of other factors, however, just serves to underline the significance of other major components of health, which should constantly be balanced with dietary habits.

Conclusion

In order to be termed balanced, a diet needs to take into account the specific nutritional needs of each individual in order to be deemed healthy. ¹(Roy & Kumar, 2018) In addition to the presence of various other significant components, a diet can be considered balanced if it has the correct proportions of carbs, proteins, and fats. You may be able to make a significant contribution if

you abstain from consuming foods and drinks that have been subjected to a high level of processing and instead consume food that has been prepared in an organic manner to the greatest extent possible. This will allow you to make the most of the contribution you are able to make. ¹²(“Book Review: Fear of Food: A History of Why We Worry About What We Eat,” 2013)

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Research Article: Tourism

Bollywood Tourism: Constituent Products & Challenges in India—*Mr. Suraj Jaywant Yadav*

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Bollywood Tourism: Constituent Products & Challenges in India

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Abstract

The impetus of this research paper is to identify constituent products and challenges of Bollywood tourism in India. The Bollywood and tourism industry in India rapidly growing and increasing highest revenue to contribute an Indian economy. Indian tourism industry render various forms of tourism like cultural, Eco, Agricultural, Heritage, business, Educational tourism where as film tourism is currently trending by the impact and enlarging the level of bollywood movies. The research methodology of current paper is based on published research articles and concluding the data from inbound and outbound tourist. The role of Indian film industry is continuously growing and putting a global influence with highest earning which indirectly supporting a tourism industry by which bollywood destinations attracting tremendous amount of tourist. This research study majorly focuses on various producing factors and constituent products of bollywood tourism with their numerous challenges.

Keyword: Bollywood, Film, Tourism, Destinations

Introduction

Tourism industry is growing industry in India since it have ancient culture, tourist places, famous heritage sites, wide costal region and many others which affect on globe tourism growth. Tourism industry widely supports to local business and produces ample amount of job opportunities. From the last decades bollywood have an impact on economic era on world by producing highest number of movies concurrently it aids to bollywood tourism in India (Mitta & Anjaneyaswamy, 2013). Indian Hindi cinema is formally known as bollywood cinema on the basis of one of the official language that is Hindi. The bollywood term derived as this industry is based and growing at the financial capital of India, Mumbai having another name Bombay. Mumbai is a revenue centre and witness of growing Indian culture. Bombay term is derived from Mumbai which is used British peoples when they ruled India. The origin of Indian cinema started in 1896 when Auguste and Louis Lumiere brothers came to Bombay to introduce cinematography and to showcase

Short films. A professional photographer HS Bhatavdekar procured a movie camera from London and made a short film in 1897 where he showed wrestling match in hanging garden at Bombay. In the same era Hiralal sen made a film dancing scene from opera "The Persia" by founding his film company with his brother Motilal. In 1912, Mr. Dhundiraj Govind phalake popularly known as Mr. Dadasaheb phalake started filming 'Raja Harishchandra' based on Hindu mythology became first Indian feature film which was released officially in 1913 and for the same reason Mr. Dadasaheb phalake known as Father of Indian Cinema. Many times it claims that bollywood industry popularly known as world's largest film producing industry where as not a bollywood but Indian film industry which comprises of many sub industries like tollywood, kollywood and many other regional languages for making overall Indian film industry top together. It states that bollywood is the part of Indian film making industry where a kollywood (Tamil cinema)

is the largest film producing industry. But when global box office shows a highest statistics of sale in market.

Indian cinema was partially classified in the various ages, when Mr. Dadasaheb falke started producing film from late 1940s till the pee-developing period is known as Golden Era of Indian film industry. Most of the audience attracted towards movies after the period of 1980s which is ideally called as classical period of Indian film industry. After the 1980s Indian film industry started using modern technology, animation and standard and for the reason its known as new modern Bollywood period on there performances, releases and actors. India is known for the versatility, culture combination and its orientation with different phenomenon of languages and art. Bollywood films are having classy music, songs and catchy dance having a very different based theme like thriller, comedy, horror and many. Bollywood is highly contributed to Indian GDP but its having less collection compared to top film economic contribution countries because of low ticket prices. Covid pandemic situation badly economically affected on overall Bollywood industry as well with their sister sectors, but somehow OTT platform supported overall film-making industry. In the year of 2020 the restrictions on shooting, allowing audience to watch movies in theaters because of lockdown situation in India affected on Bollywood economy as well as on Bollywood tourism.

Many bollywood tours and packages are available and proposed by many tour companies and some of them are collaborated with ministry of Tourism government of India and mostly as Mumbai is a land of bollywood so its collaborated with Ministry of tourism Maharashtra, India on state level. Bollywood tourism depending upon a various subsidiary factors like movie shootings, various award functions, music concerts, celebrities homes and various famous shooting locations or places. They are directly supports to hospitality industry by producing tourism factors, food, accommodation and catering services on various on level of standards to it. Many strategies or practices helps to boost more to bollywood tourism at the same time

Bollywood tourism having many challenging factors to grow and to achieve high impact in tourism sector. Indian peoples are very fascinating about films and celebrities which is highest growing promoting factor of film tourism in India. The ubiquitous presence of Indian films in tourism suggests various destinations to tourist for visiting the locations which are emphasis on Bollywood sector. Forthcoming research on Indian film industry by representing attractive known and unknown tourist locations will encourage promoting Indian tourism industry and its activities. Overall, bollywood tourism in India making an appearance with developing strategies. This study is majorly focus to the understand the meaning of Bollywood Tourism with their respective aspects. Bollywood industry has significant impact on overall economy of India and attracts more perspective of tourism.

Objectives

1. To understand the concept of Bollywood Tourism
2. To identify the constituent products of Bollywood Tourism.
3. To find out challenges for growth of bollywood tourism in India.

Research Methodology and Data Collection

The data collection helps to analyse the perception and attitude towards bollywood tourism. Focus group used to collect primary data for this research paper. Focus group consists of 250 inbound Indian tourists with a equal proportion of males and females with the age group from 18 to 40 Years. The Google form was shared on various platforms like LinkedIn, facebook and concern whatsapp groups.

Literature Review

Bollywood Tourism defines as “It is the act and process of insight travel to visit, attend and experience a temporal and prevalent constituents or products relevant to bollywood industry.” The influence of Bollywood in tourism sector having more growing opportunities for employability and overall economic growth. The rich Indian culture is highly impacting on bollywood and Indian tourism. The popularity of bollywood around a world is attracting many inbound and outbound tourist on various destinations. Bollywood cinema globally achieved a strong platform through a worldwide audience (Kripalani, 2007). Many globe contributors investing in bollywood as it having better collection on box office. From the last many years bollywood filming at many popular and unknown destinations which is indirectly promoting tourism in India. Various tourist destinations captured by bollywood filmmakers like masroortemple or rock cut temples from the state Karnataka usually known as Badami Cave temples in the movie ‘Rawady rathod’ by Akshay kumar and Sonakshi sinha, the Howrah Bridge from Kolkata in various movies like kahani, yuva and

mumbai marine drive in various popular movies and many more tourist destination showcased in the bollywood films. Bollywood tourism compiles various key elements not only from the Indian popular tourism destinations as well from the celebrities houses, film and TV reality shows shootings places, film cities, music concerts are brightening the bollywood tourism. Indian filmmakers showing various attractive uncommon places from India or from globe in bollywood movies which directly attracts audience to visit which turn them into tourist. Indian festivals, culture, programmes are patronized in Indian film industry like Holi festival in the movie Jindagi Na milegi Dobara, diwali and kumbmela are attracting outbound tourist in India.

Constituents of Bollywood Tourism

Obscure and preeminent tourist destinations

Bollywood has instinct impact on countless fans, followers spread around the world. Bollywood has shown various local, national and international, known and unknown tourist destinations in various cinemas (Nanjangud & Reijnders, 2020). They intentionally or most of the times non-intentionally promoted these tourist destinations by bollywood filmmakers. Various destinations patronized depends on their need and script of cinema like Uri-The surgical strike which is Indian military action film and the place Uri is located at the entrance to the Kashmir Valley of India as the Jammu & Kahmir is the top most tourist destination on international level. Local and unknown tourist destinations like Wai which is in Maharashtra state in India used by bollywood cinema named Chennai Express of popular actor Mr. Shaharukh Khan. At the international level Kaho Na Pyar he (KNPH) a blockbuster movie in 2000 shot in New zealand attract many tourist towards there. The great Indian film maker Mr. Raj Kapoor started a new venture to direct films at international locations. Various highest grossing and famous movies like kabhi kushi kabhi gum, my name is Khan, and Salam Bombay was filmed at attractive International Destinations at United Kingdom, Germany, and France etc.

For more than forty years. After a great success of Movie Kirish in 2006 by Hritik Roshan where the movie was filmed in singapore after that Singapore tourism Board and Hongkong tourism board offered many tour packages to promote it. Bollywood cinemas traverse hill stations, beaches, forests, local areas, rural places and so on.

The ratio of attracting tourist through watching bollywood cinemas are largely depends on there attractiveness, ease of travel and accommodation. On the another side movie Gully Boy which was selected by India for Oscar was shot in Dharavi at Mumbai which is largest slum area after that various tourist attracted towards slum tourism(Entertainment Bureau, 2019). As well to make highly impeccable tourism destinations through movies partially depends on local authorities, government policies, film commissions, local business and the weather conditions of that destination, market opportunities are essential elements and components of area.

Film Cities

The audience emotionally connected to popular film cities, studios and shooting places. They attract and curious to watch film locations from a blockbuster movies. Bollywood industry producing many films year by year as well it giving blockbuster movies like Bahubali and Jodha Akhbar having large sets which morely attracts and increase the visiting of tourists to these sets. Ramoji film city is a popular film city in India which located in Hyderabad with a wide area of 2000 Acres having miniature of Taj Mahal and set of Bahubali. Mumbai film city which is world's largest film city established in the green environment area of Mumbai Suburb is the land of Bollywood industry in India. As well many film cities like Innovative Film City- Bengaluru, Noida Film City, MGR Film City having greater impact on tourism sector. These film cities are having preserved infra and various man made spots are puts significant impact and support a bollywood industry and Indian television to visualize movies and serials. Many attractive tour packages are offered by many tour companies which includes visit to outdoor studio locations, popular locations from film city, overlook to film and TV serial sets. It is highly effects on inbound tourism as they attract local tourist and in some case peoples travels by particularly focusing to visit film cities(Mitta & Anjaneyaswamy, 2013). Many tourist does not visit intentionally to film cites as they visit to cities for another work purpose and for a supportive tourism with sideline they visit film cites.

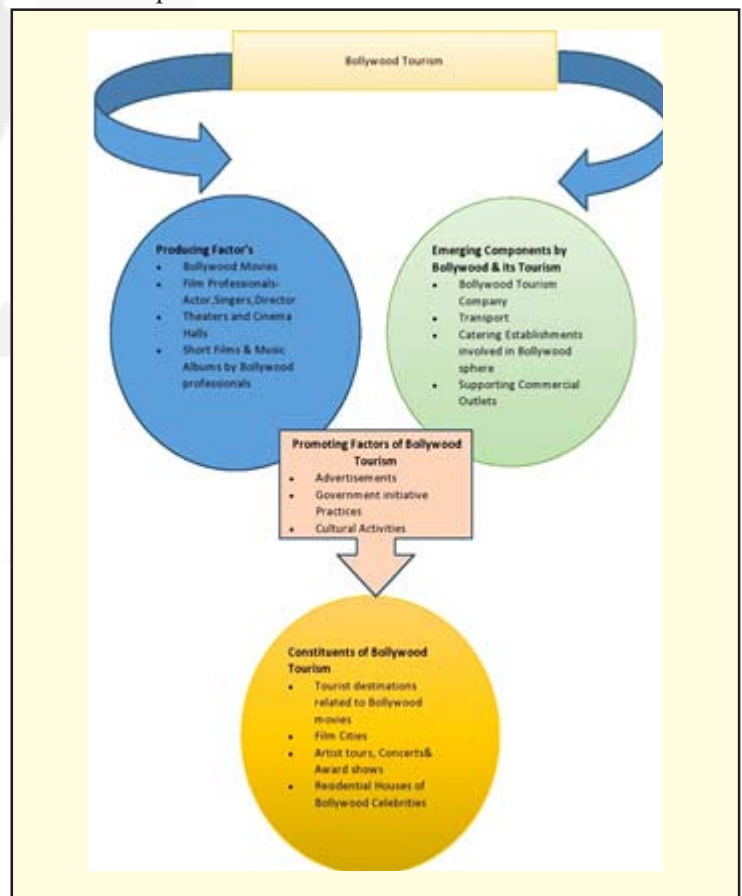
Artists tours, Concerts and Award Shows

Tourist are travel to watch bollywood celebrities at music concerts, popular award shows and various talk shows. The presence of bollywood celebrities through a different medium are emerging bollywood tourism on multiple level. Specially a music tourism is highly massive phenomenon impacting on Indian tourism sector. Peoples are attending reality shows like 'big boss' hosted by popular bollywood actor Salman Khan, famous Indian music show 'Indian Idol' where the show is judge and Host by Bollywood Singers Neha Kakkar, Annu Malik and many others have frequently a part of it. Artists tour where a well known personalities from a bollywood industry travels to various location to connect with audience for the promotion of movies, music launching or as a guest at the established organizations or platforms. These activities promote bollywood tourism and its importance indirectly on Indian tourism sector.

Residential Houses of Bollywood Celebrities

Many bollywood fans are eager to see bollywood celebrities and for that many fans and bollywood tourist surely visits residential houses of bollywood celebrities. It becomes a tourism trend to visit bollywood celebrity's home visits at outside the bungalow and to click photos. This visiting trend help to boost bollywood tourism as well simultaneously it helps to gain a business nearby various hospitality commercial outlets. Several Bollywood celebrities owns a house at outside the India as well which is also becoming a popular. Below is the popular home of bollywood celebrities where tourist visits in a spare amount,

- Mannat: Shahrukh Khan's Residential House. Address: Mannat Bungalow, Bandra Sea face, Carter Road, Bandstand, Bandra (West), Mumbai 400050.
- Jalsa and Prateeksha of Amitabh Bachchan. Address: Jalsa: JVPD scheme, Juhu.
- Prateeksha: 10th Road, JVPD scheme, Juhu, Mumbai. Nearest station Andheri (W).
- Galaxy Apartment: Salman Khan's Home Address: 3, Galaxy Apartment, Carter Road, Bandstand, Bandra (West), Mumbai 400050
- Fortune Heights: Saif Ali Khan's Home. Address: Belscot, bungalow number 5, Lokhandwala Complex at Andheri



Challenges of Bollywood Tourism in India

Bollywood tourism faces a numerous challenges for growing in India. The travelling of the tourist is depending upon the vacation; work purpose etc. Bollywood tourism destinations are subsidiary tourism destinations for tourists to visit. In India tourism destinations and some famous places are managed and ruined by central and state government for the reason it is difficult to take decisions regarding promotion and developing bollywood tourism gets obstacles during this which directly affecting on attracting tourist towards bollywood tourism. As the government role and political stability is directly impact on tourism strategies and practices. Films or bollywood films can give a variety to tourist to choose their place but it's not a core factor to attract tourist at the bollywood tourism destinations.



How Bollywood Tourism Foster the Culture in India?

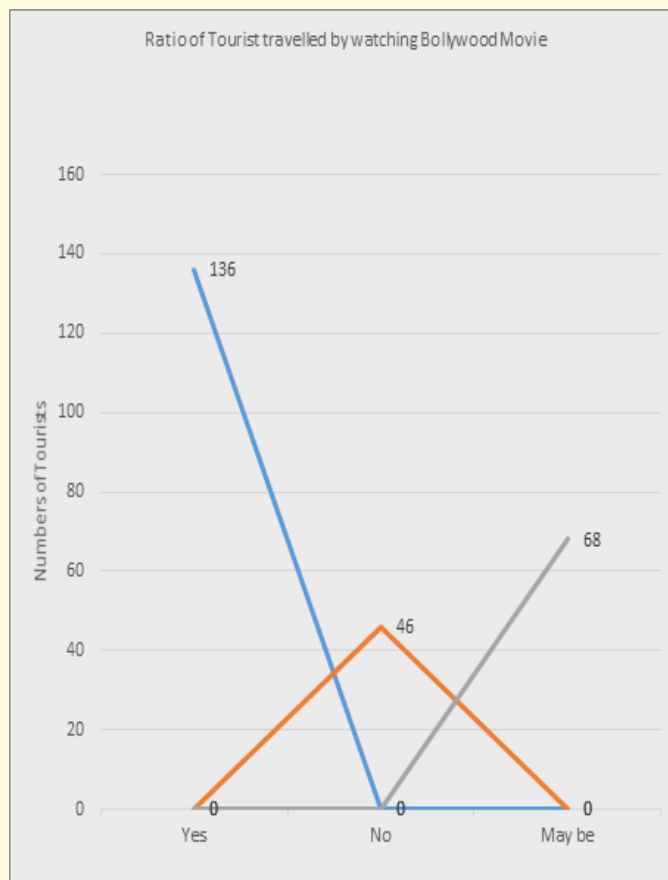
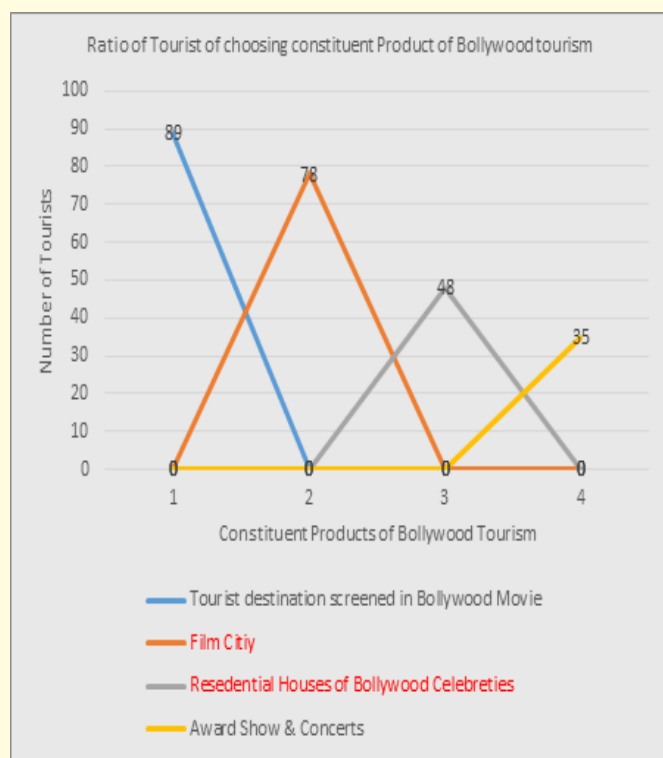
The purpose of every films with the main objective of entertainment. The variety of entertainment shows through the various ways of art and cultural parameters. The bollywood films are famously known for showing the art and culture. Probably the every Indian is having a proud of there culture and cinemas. Bollywood films are having huge entity on its own within the real Indian culture. Following are some Bollywood movies which shows different sides of Indian culture

- Lagaan
- Chak de
- Dilwale Dulhaniya Le jayenge
- Hum aapke He Kon
- Jodha Akbar
- Hum Sath Sath Hein
- Mohanjodaro
- Bajiro Mastani

Data Analysis for Perspective of Indian Tourist towards Bollywood Tourism

Bollywood cinema having a great influence and deeply rooted in Indian peoples where they attracted easily towards a destinations related to Bollywood Industry which having a great impact on domestic and International Tourism for the commercial growth of tourism sector. Indian film industry specially a bollywood and Tollywood films are highly watched and preferred by Indian audience henceforth the domestic, national and international tourist destinations which shown intentionally or unintentionally can make a difference to tourist for choosing their tourism locations. The famous hill stations

like Darjeeling and Kashmir from India became popular after screened in many movies. Following is the ratio of Indian Tourist toward Bollywood Tourism among a different aspect.



The age factor acutely effected on the image, reputation and growing factor of bollywood tourism destination. The bollywood era has divided in accordingly the age generation audience riversly it bifurgate the tourist audience according to their comparable movie related tourist destination. In this regard the research survey conducted between the various age group according to preferences to visit tourist destinations.



Conclusion and Findings

The bollywood tourism is rising rapidly from last decade. Movies are the central point of interest of Indian audience which has the impact on economic development. Film and television insists for encouraging tourism however it attracts tourists and embedded in marketing campaigns of tourist destinations. This research paper concluded that various constituent products of bollywood succour and promote bollywood tourism as well this phenomena of tourism having numerous challenges from government policies to the infrastructure.

The findings of research paper clearly find out the perception of tourism destination varies accordingly the film type, phase of bollywood film industry, age preferences. The quantification of the economic impact of tourism induced by a film at the destination level. Furthermore within this framework it clarifies the constituent products of bollywood tourism are highly depended on promoting factors and emerging components of bollywood tourism. The association of bollywood films strongly impart the economic financial statement of country.

However the investigation find out the various challenges with the solutions required for changing the current situations. Future study in this area is crucial since there are still many gaps in our understanding of bollywood tourism, and it will be helpful for those who lack the resources to visit a film location to have access to additional information online. More especially, the Internet and all the photos published on various social media platforms could contribute to raising awareness among younger generations.

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