

HTM 2118 Hospitality and Culture



Culture

and its impacts on hospitality industry



Donna

Eva

Jackie

Patty



Background

Flag & Emblem



सत्यमेव जयते



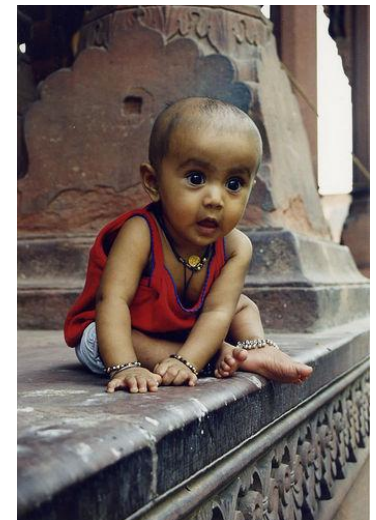
Geography

- Area: 3,287,590 sq km
 - World 7th largest
- Land use:
 - *arable land: 54.4%*
 - *permanent crops: 2.74%*
 - *other: 42.86% (2001)*
- Natural hazards:
 - *Droughts*
 - *flash floods*
 - *widespread and destructive flooding from monsoonal rains*
 - *severe thunderstorms*
 - *earthquakes*



People

- Population: 1,065,070,607 (July 2004 est.)
 - World second largest
- Population growth rate: 1.44% (2004 est.)
- Total fertility rate: 2.85 children born/woman (2004 est.)



People

- Ethnic groups:
 - Indo-Aryan 72%,
 - Dravidian 25%,
 - Mongoloid and other 3% (2000)
- Religions:
 - Hindu 81.3%
 - Muslim 12%
 - Christian 2.3%
 - Sikh 1.9%
 - Buddhist, Jain, Parsi 2.5% (2000)



People

- Languages:
 - English
 - Hindi (the national language)
 - 14 other official languages: Bengali, Telugu, Marathi, Tamil, Urdu, Gujarati, Malayalam, Kannada, Oriya, Punjabi, Assamese, Kashmiri, Sindhi, and Sanskrit
 - Hindustani
- Literacy:
 - total population: 59.5%
 - male: 70.2%
 - female: 48.3% (2003 est.)



type: federal republic
 Capital: Delhi
 Independence: 15 August 1947
 National day: Republic Day

-

Economy

- GDP - per capita: \$2,900 (2004 est.)
- GDP - composition by sector:
 - agriculture: 23.6%
 - industry: 28.4%
 - services: 48% (2002 est.)
- Population below poverty line:
 - 25% (2002 est.)
- Agricultural products
- Industries



History

- over 4000 years
- never seriously took to documenting their history
- Indian history come from three sources:
 - Literature
 - Archeology
 - Foreigner's Accounts



The Indus Valley Civilization (2500 BCE-1600 BCE)

- Mohen-jodaro
- Harappa



- sati (suttee)

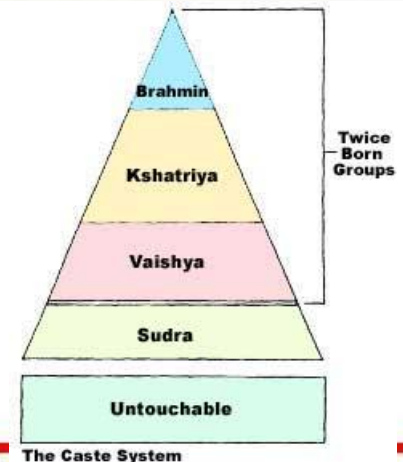


The Vedic Age: The Aryans and Alexander the Great (1500 BCE-332 BCE)

- religion
- classical language of Sanskrit
- architecture
- civilization



- Warriors
- Priests
- Commoners
 - The caste system
 - Buddhism
 - Jainism



- Hinduism

The Vedic Age: The Aryans and Alexander the Great (1500 BCE-332 BCE)

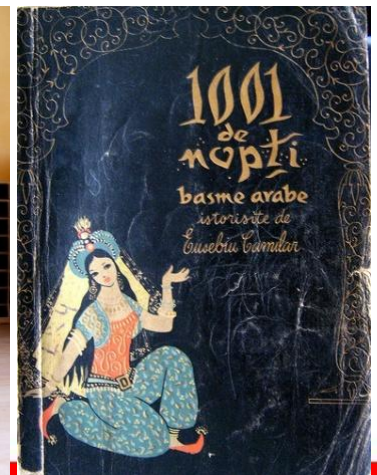
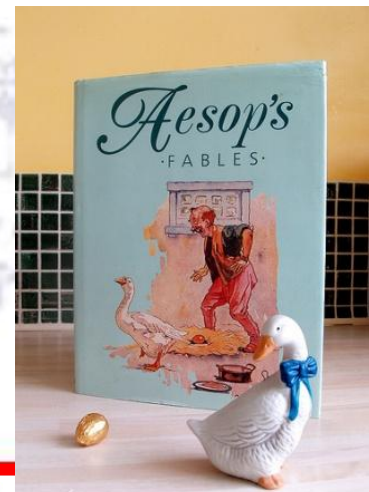
- Alexander the Great defeated Porus in 326 B.C.E



- boosted trade contacts outside India

The Gupta Dynasty: The Golden Age of Indian Classicism (320-647 CE)

- Chandragupta II
 - Literature
 - Arts
 - Sciences
 - Poetry
 - Romantic comedies
 - Drama
- Fables
- Fairy tales
- e.g. *Panchatantra*
 - “A Thousand and One Nights”
 - “Aesop’s Fables”



The South Indian Kingdoms: Dynasties and Temple Culture (100 BCE-1565 CE)

- Cholas
- Pandyas
- Cheras

• Home to temples



Nellaiappar Temple

□ Meenakshi
Amman
Temple



•Nellaiappar
Temple □



The Rajput Era: Clans, Campaigns and Chivalry (647-1296 CE)

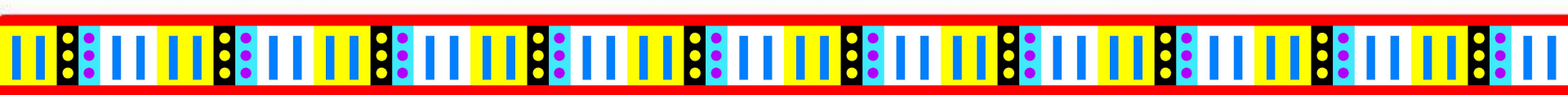
- Warrior Rajput clans

- chivalry
- bravery
- passion
- devotion to war



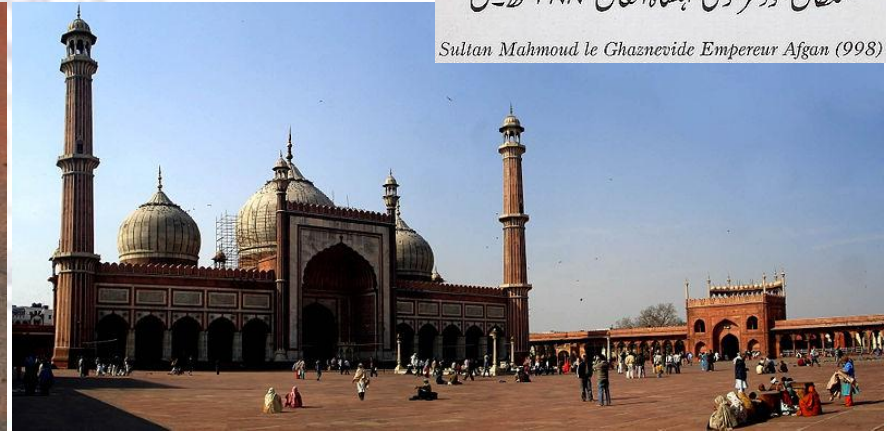
- “Dark Age of India”

- rigid caste system
- child marriage
- polygamy
- persecution of Buddhists
- glorification of sati



Turkish Invasion and Rule: The Rise of Islam (997-1526 CE)

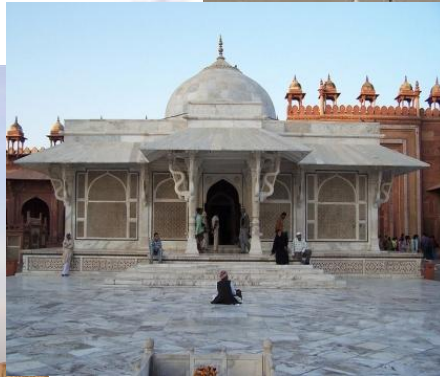
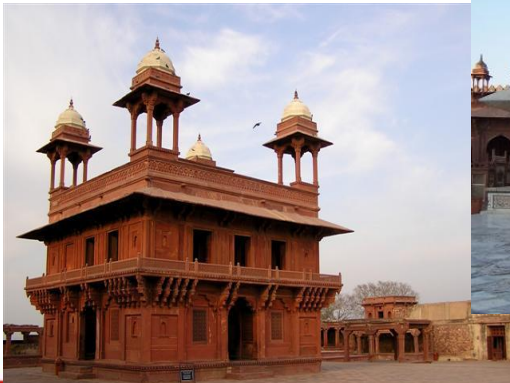
- Mahmud of Ghazni
- **ISLAM**
- Persian
 - new literary genre:
 - Persian literature
- New architecture:
 - Mosques
 - Mausoleums
- geometric
- floral



The Moghul Dynasty: Political Ambitious and the Impact of Islam (1526-1858 CE)

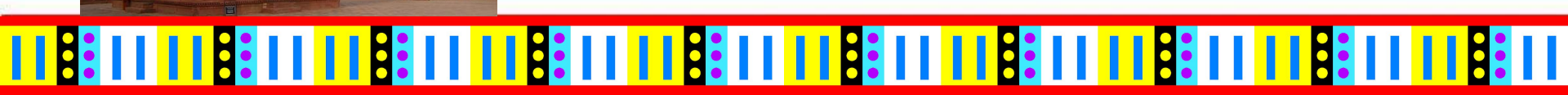
- 7 extraordinary rulers

- Taj Mahal



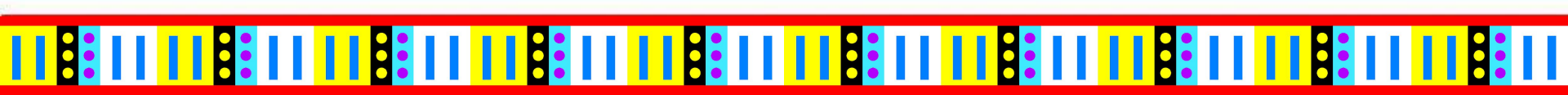
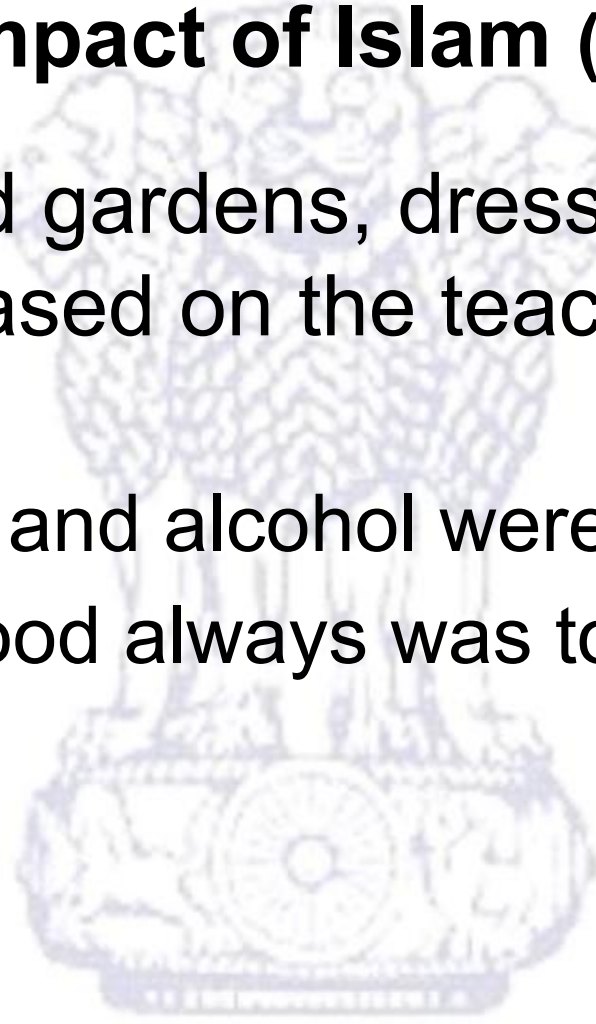
- Red Fort

- City of Fatehpur Sikri



The Moghul Dynasty: Political Ambitious and the Impact of Islam (1526-1858 CE)

- landscaped gardens, dress, food, and customs based on the teachings of the Koran
 - E.g. pork and alcohol were forbidden
 - surplus food always was to be shared with the poor.



Early European Voyages: Leading to British Rule (1500-1885 CE)

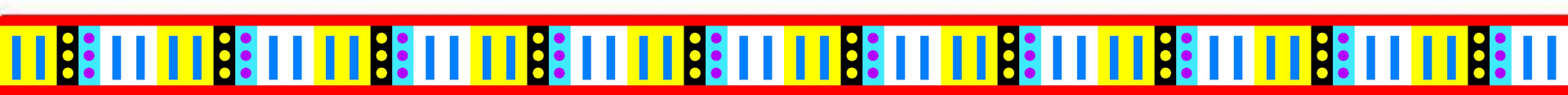
- **EUROPEANS**

- Portuguese, French, Dutch, Danish, British

- Spices

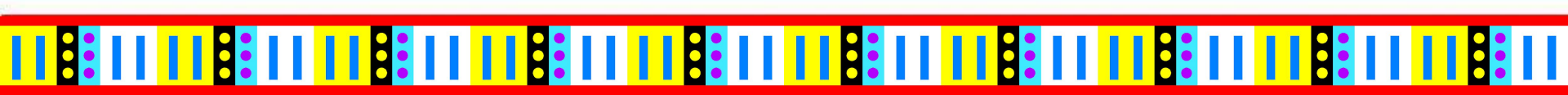
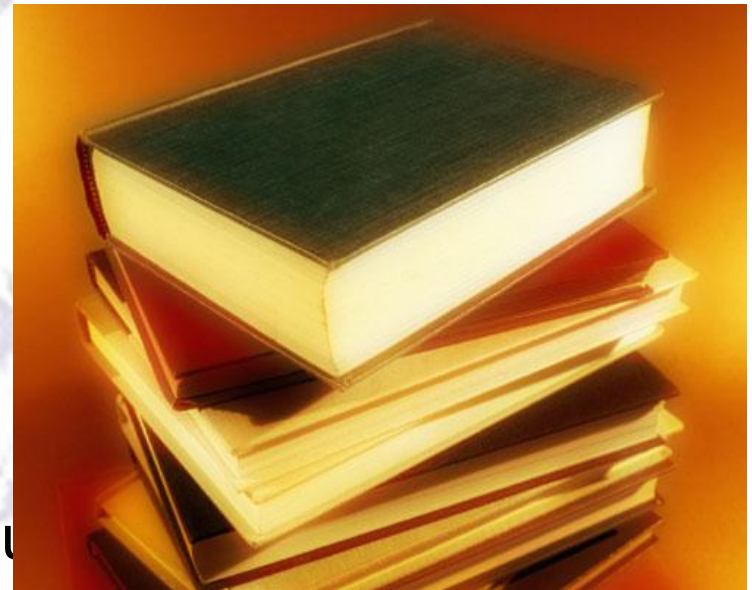


- The Portuguese king commissioned Francis Xavier to India to christianize Indians and went about converting thousands with zealous evangelism
- The East India Company arrived India in 1608



The British Raj: From Trade to Dominion

- Mission schools and hospitals
- Missionaries study Indian languages
- Bible printed in Bengali, Hindi, Tamil, Telugu, and Marathi
- Grammar books and dictionaries in local language flourished
- official language - English
 - vanishing of local languages
- Westernization
 - spread of education
 - Schools, universities, museums



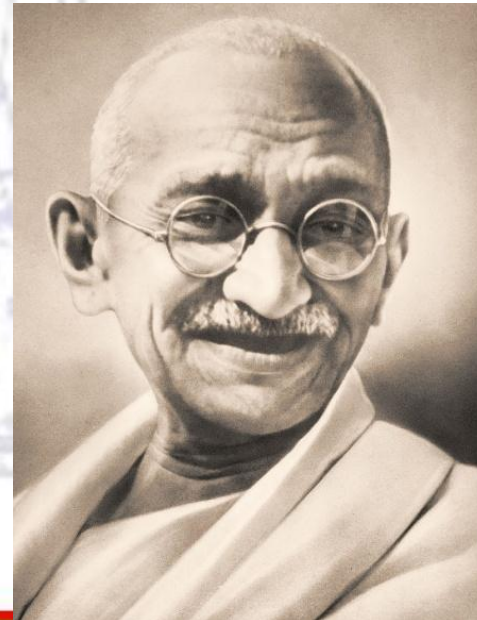
The British Raj: From Trade to Dominion

- Delhi, new capital in 1911, still houses the government today.
- Laws regulating inheritance, divorce, marriage and law of contracts were uniformly applied to all citizens of India.
- Sati was prohibited in 1829
- Act of 1856 permitted widows to remarry, which was otherwise forbidden by Hindu law
 - These somehow raised the social status of Indian women.



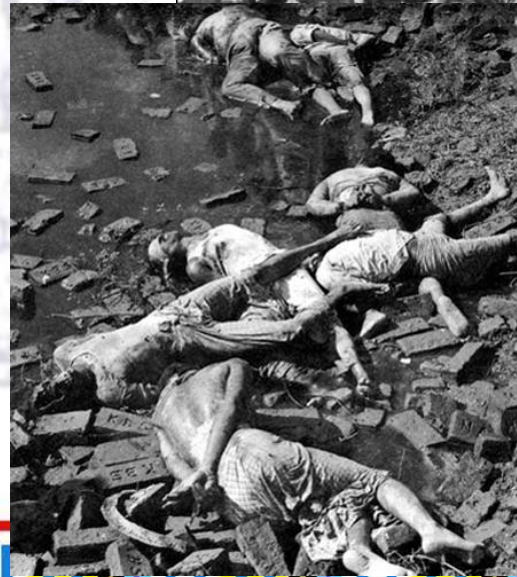
The Indian Nationalist Movement: The Road to Freedom and Democracy (1885 CE-PRESENT)

- The Indian National Congress
 - formed in 1885
 - establish national unity
 - seek economic freedom from the British
- INDEPENDANCE from Britain in 1947
- Mahatma Gandhi



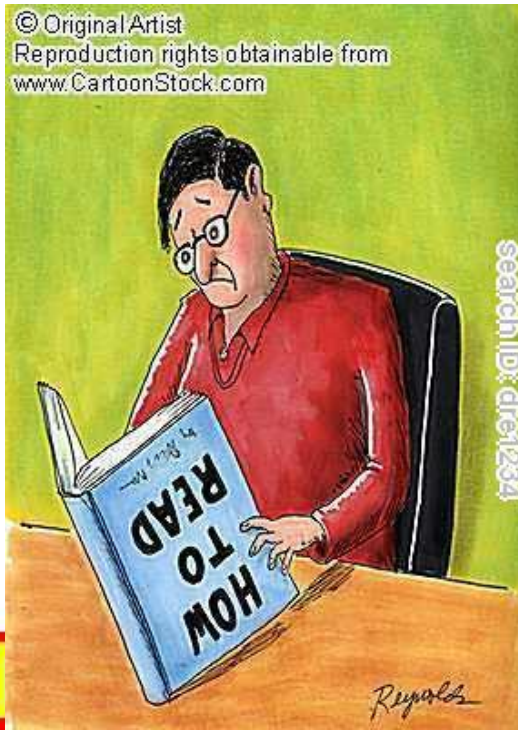
The Indian Nationalist Movement: The Road to Freedom and Democracy (1885 CE-PRESENT)

- Hindu-Muslim partition
 - India
 - Pakistan
 - Migration
- Indo-Pakistani War
- terrorist attacks



India Today: Continuity and Technology

- Launched space satellites
- Economic liberalization
- Democracy has survived
- A country of unrealized potential



- Challenges:
 - poverty
 - oppression of women
 - illiteracy



Impact on Culture

- **Non-violent Religion**
 - never invaded any country in her history
- **The British influence inspired western education and thoughts:**
 - Created a new educated class.
 - Created a common language – English
 - Inspired freedom and exchange of ideas
- **Religious tolerance and freedom of worship**



Impact on Culture

- **Religious tolerance and freedom of worship**
 - Hindus and Muslims live side by side but inter-religious marriages are rare
- **Gandhi's non-violence movement for freedom appealed to the civilized world**
- **Caste System**
 - almost all Indians are associated--are ranked



Introduction of India Culture

- Clothing
- Religion
- Food
- Customs
- Family
- Visual Arts
- Performing arts
- Recreation and Sports

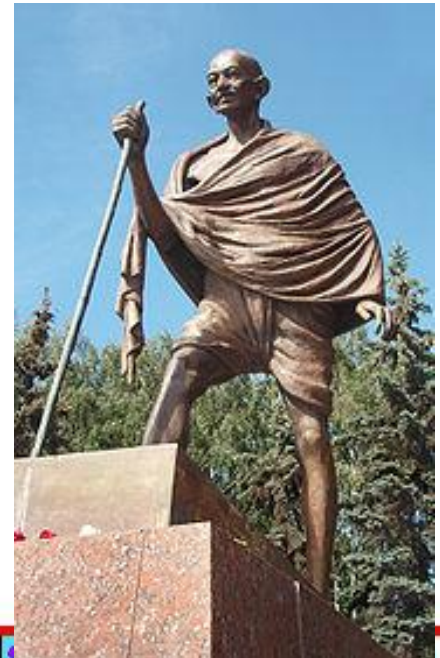


Clothing

- related to local culture, religion and climate

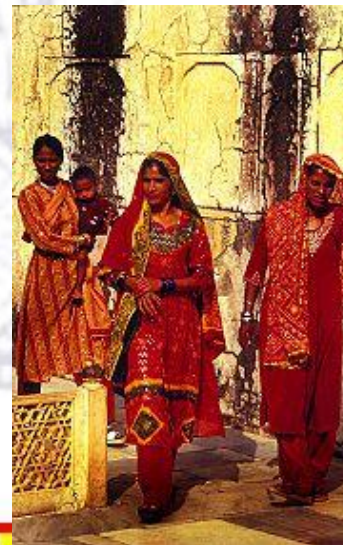
Men

- dhoti
- kurta
- sherwani
- Salwar kameez
- lungi
- kurta-paijama
- jeans

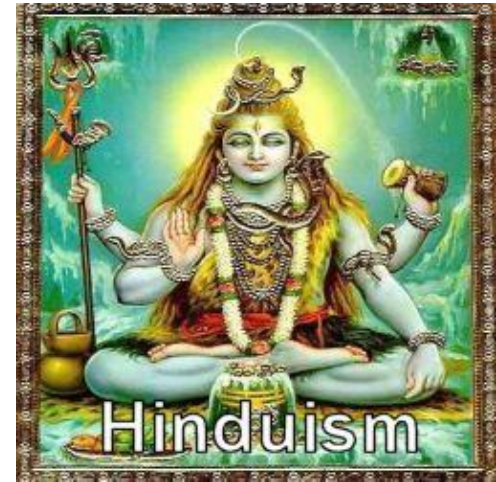


Women

- women's clothing
 - Sari/ Saree/ Shari
 - Salwar kameez
 - Muslim dress
 - wearing pants and tee-shirts (influence of westernization)

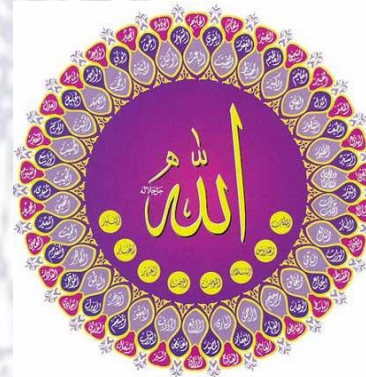


Religion



-Multi-religion

- Hinduism (80.5%)
- Islam (13.4%)
- Christianity (2.3%)
- Sikhism (1.9%)
- Buddhism
- Jainism



Meal, drink & snack

- Varies from region to region
- Hindus do not eat beef
- Muslims do not eat pork or drink alcohol
- Vegetarian cuisine
- Meat for the non-vegetarians (mainly lamb, chicken, and fish)



Meal, drink& snack

- Ingredients: mainly use herbs and spices
- Curry – “Pan -Asian” dish
- in favor of tea (most famous: Chai)
- Snack & appetizers



Custom

- Respect elderly and touch their feet for blessing
- Eat with fingers
- Always use right hand to eat
- Wash hands immediately after and before eating a meal
- Removes footwear while entering a private residence or temple
- Can't Say No
- Shaking hands



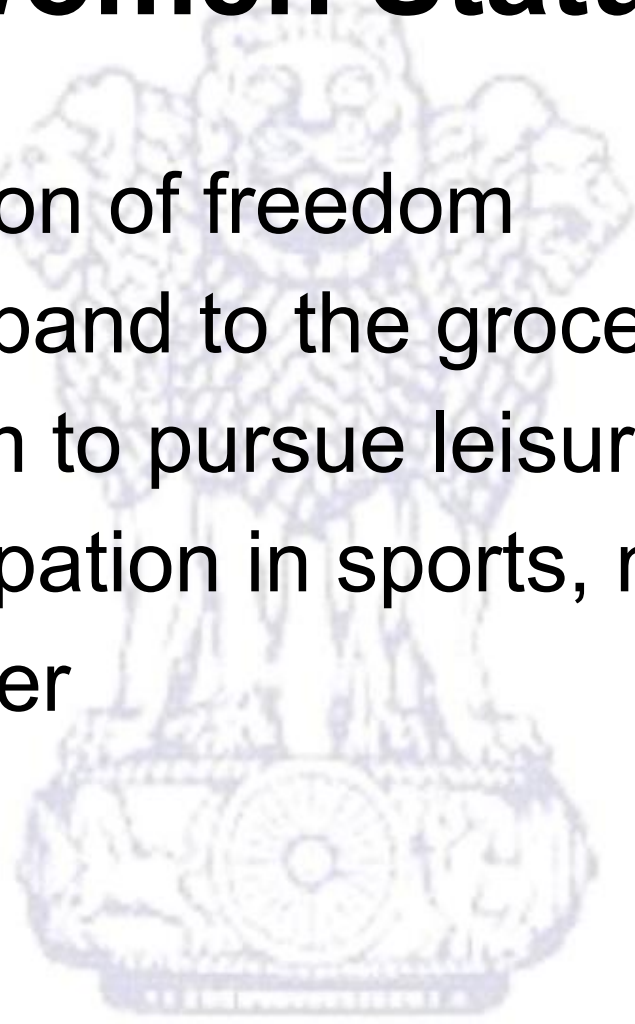
Family

- About joy and sharing, love and patience
- Strong bonds with family members as well as relatives (Respect for elders)
- Sons are always more preferred over daughters
- Arranged marriages by parents
- Extremely low divorce rate with only 1.1%
- Most women do not own any property in their names



Women Status

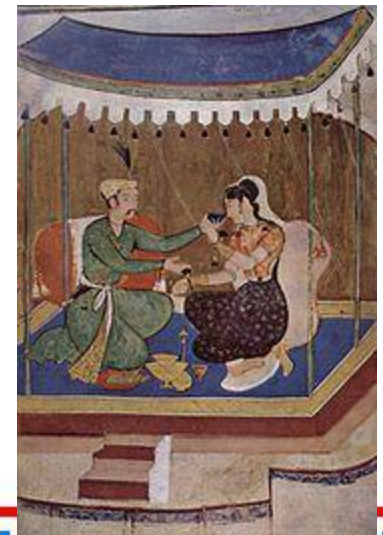
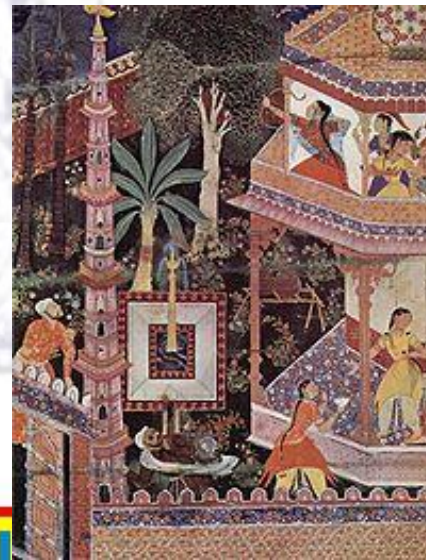
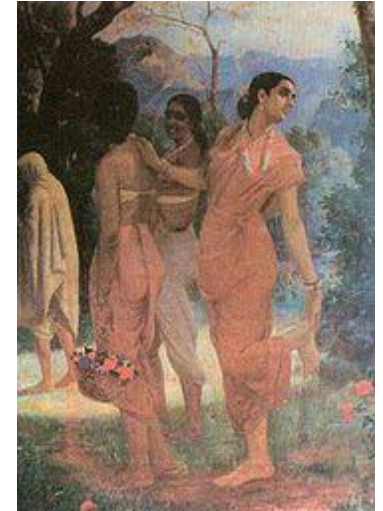
- Have fraction of freedom
- Sends husband to the grocery store
- No freedom to pursue leisure activities
- Low participation in sports, music and arts
- Home maker



Visual arts

Painting

- Rock paintings
- Cave paintings
- New era of Indian art with Indian classical styles



Sculpture

- Indus Valley civilization
- Unique bronzes and temple carvings
- Gupta period : a very high standard in execution and delicacy in modeling



Performing arts

Music

- Multiples varieties of religious, folk, popular, pop, and classical music
- Carnatic (South India) and Hindustani music (North India)
- heavily influenced by Hindu texts
- Diverse traditions of folk music from different parts of the country



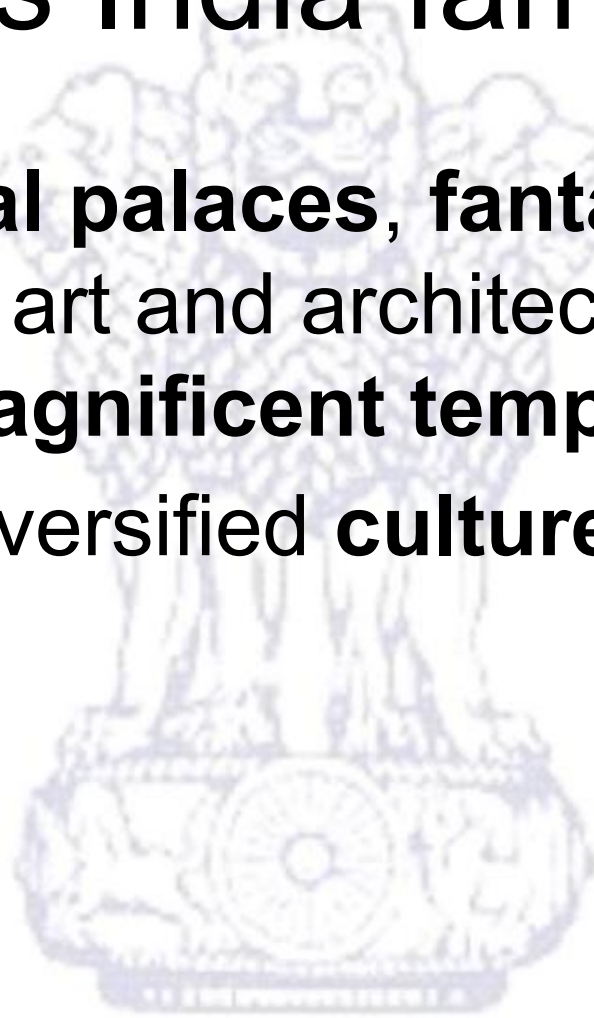
Dance

- Dance and ceremonies □ chief mode of entertainment
 - Folk and classical forms
 - Folk dance e.g. the bhangra Folk dance e.g. the bhangra of the Punjab Folk dance e.g. the bhangra of the Punjab, the bihu Folk dance e.g. the bhangra of the Punjab, the bihu of Assam Folk dance e.g. the bhangra of the Puniab, the bihu of Assam, the chhau Folk dance e.g. the
-
-
-



What is India famous for?

- The **palatial palaces**, **fantastic forts**, impressive art and architecture, frescoes Havelis, **magnificent temples**
- amazing diversified **culture**





- Domes
- Islamic design
- (arch)



- Religious belief
- Indian color
- Let more tourists know about Indian arts
- Attract folk artist



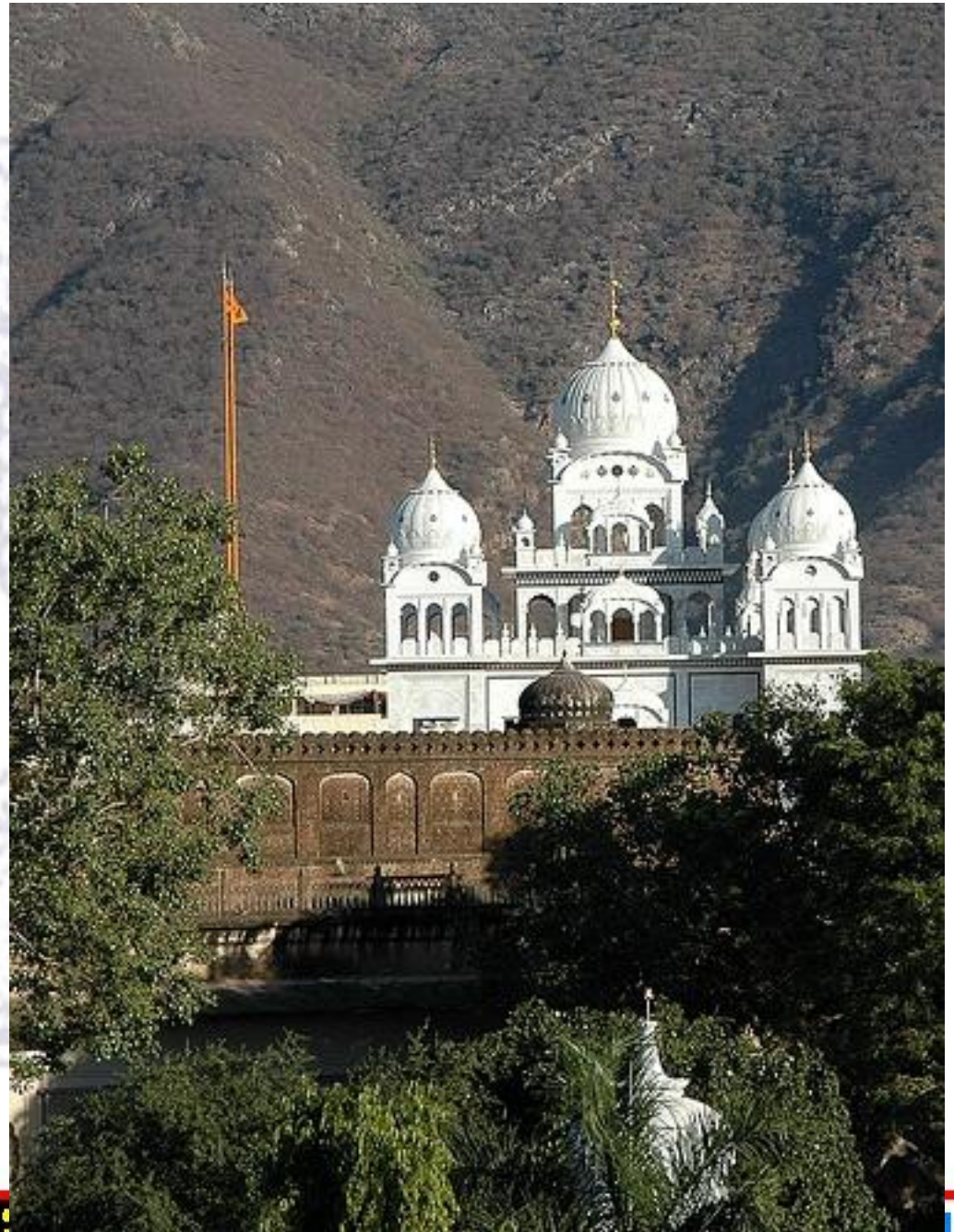


Tourism



- People travel to explore the India culture and heritage

e.g. visit the temples



- Mountaineering

e.g. The Mighty Himalayan
Mountains of India



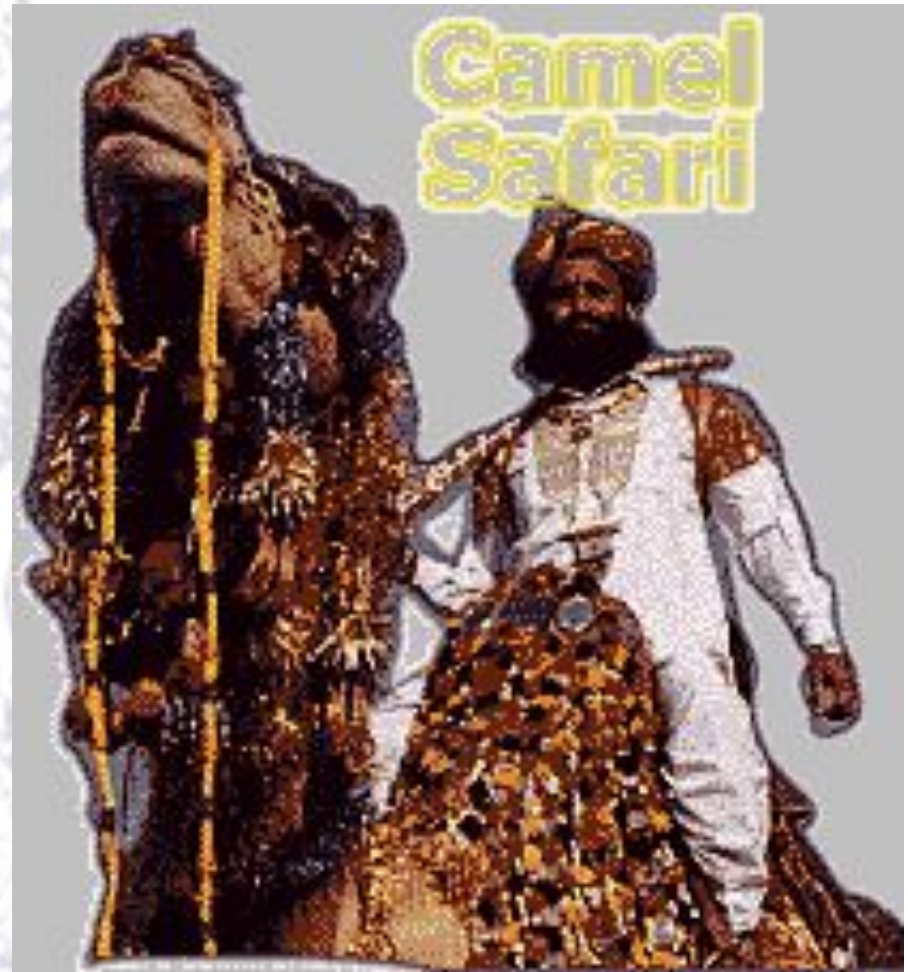
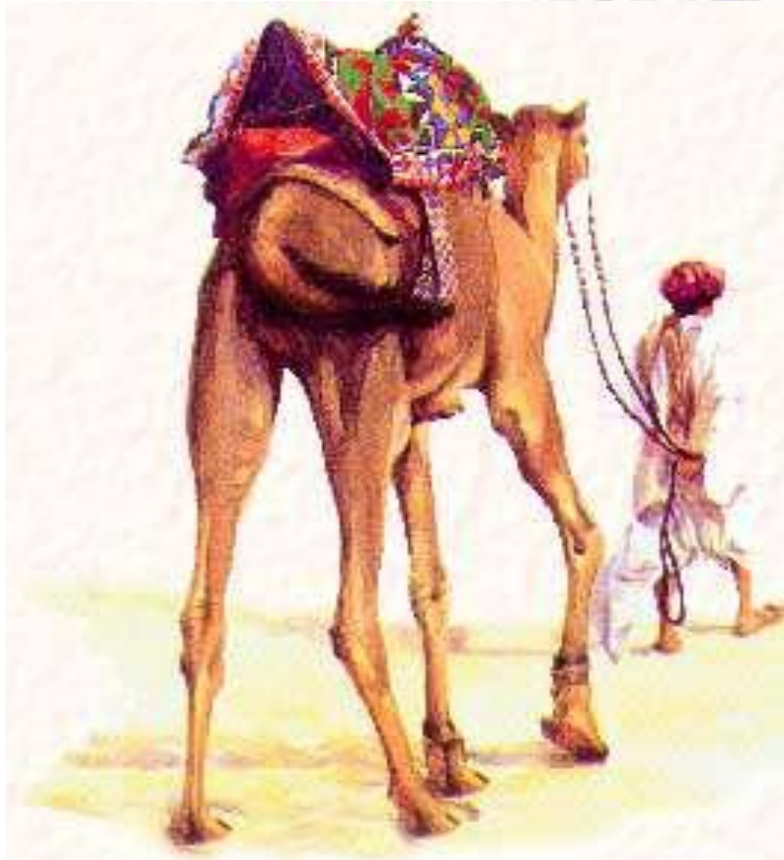
Wildlife



- Wildlife in India



- **Camel Safari**



- Join the festivals
e.g. the Dussehra Festival



The Festival of Faith and Endurance !



The Festival of Faith and Endurance !





- Medical Tourism





- Business traveling



- Night life: cultural shows
- No alcohol



- Casino in GOA
- culture restriction?



- Dress code of the women travelers: as proper as you can
- Respect the senior travelers (India respect the elderly)



Impact of Culture on India Food and beverage business

- *What to eat when traveling to India?*
- **Spicy**
- combat the flu virus
- healing and magical qualities
 - more valuable than gold or precious stones
 - trade of spices : an extraordinarily influential factor in history
 - add flavor and nutrients to dishes without fat or calories
 - offer significant health benefits



- Indian Chai
 - spiced milk tea
 - made up of rich black tea and spices including whole cardamom pods pieces of stick cinnamon ginger cloves and pepper
- Herbal teas
 - the oldest and most reliable form of supplementation soothing liquids provide hydration and a fresh herbal taste



- Filtered coffee
 - a favorite among South Indians
 - very sweet, milky version of coffee
- Herbs
 - used for medicines, perfumes and rituals



Reference

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