

HTM 2118 Hospitality and Culture



Culture

and its impacts on hospitality industry



Donna

Eva

Jackie

Patty



Background

Flag & Emblem



मन्यमेव जयते



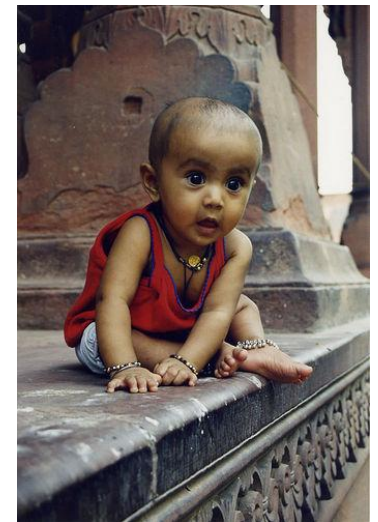
Geography

- 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)



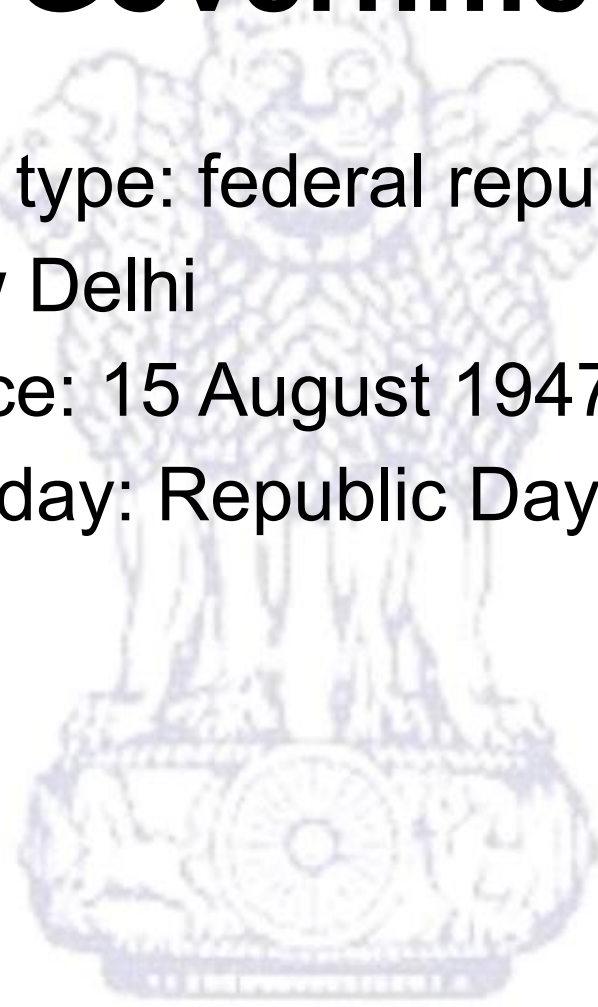
People

- 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.)



Government

- Government type: federal republic
- Capital: New Delhi
- Independence: 15 August 1947 (from UK)
- National holiday: Republic Day, 26 January (1950)



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



The Indus Valley Civilization (2500 BCE-1600 BCE)

- Mohen-jodaro
- Harappa



A HINDU SUTTEE.

- sati (suttee)

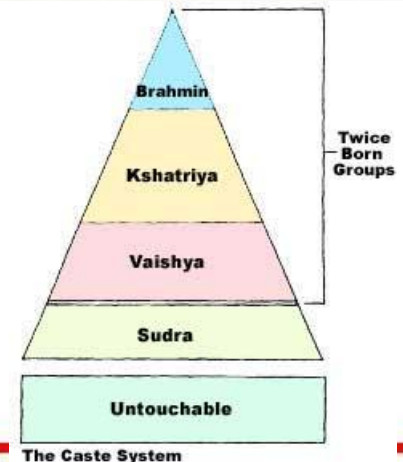


The Vedic Age: The Aryans and Alexander the Great (1500 BCE-332 BCE)

- 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

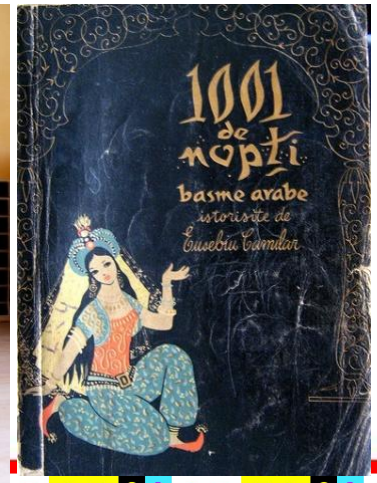
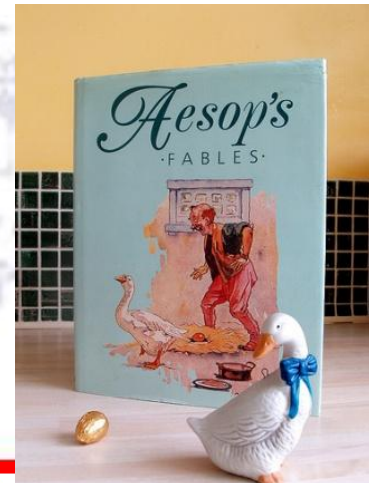


- boosted trade contacts outside India



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)

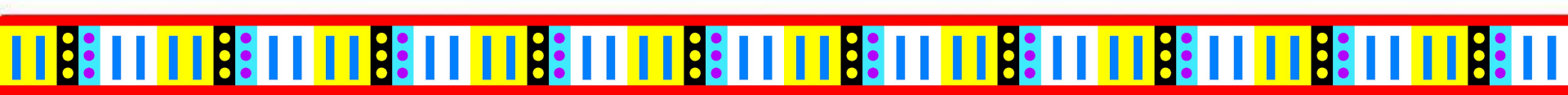
- Warrior Rajput clans

- chivalry
- bravery
- passion
- devotion to war



- “Dark Age of India”

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

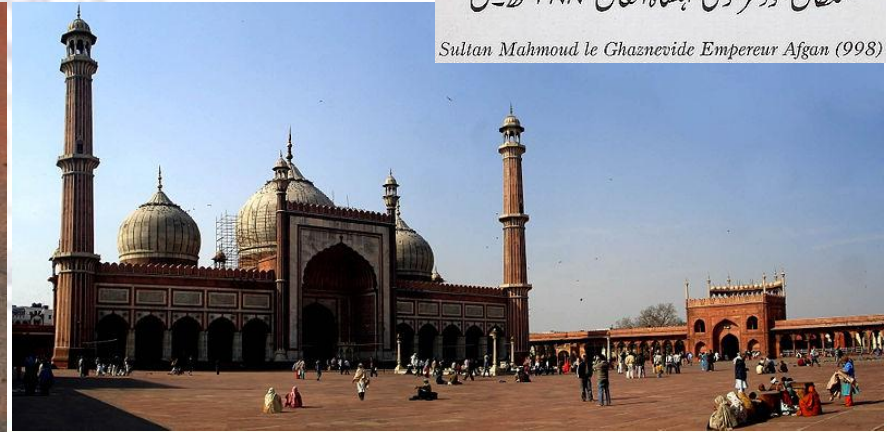


Turkish Invasion and Rule: The Rise of Islam (997-1526 CE)

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



سلطان محمود غزنوی شهنشاه افغان ۳۸۸ هـ ر ق
Sultan Mahmud le Ghaznevide Empereur Afgan (998)

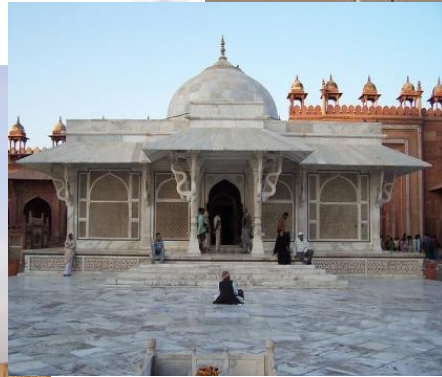
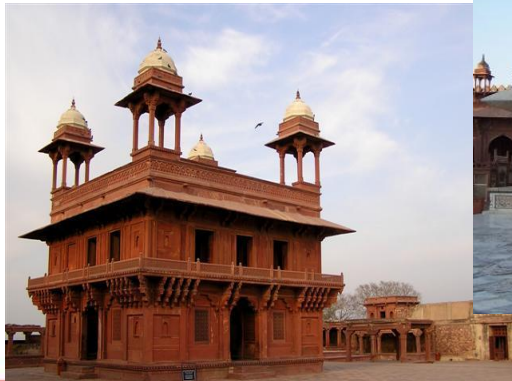


The Moghul Dynasty: Political Ambitious and the Impact of Islam (1526-1858 CE)

- 7 extraordinary rulers



- Taj Mahal

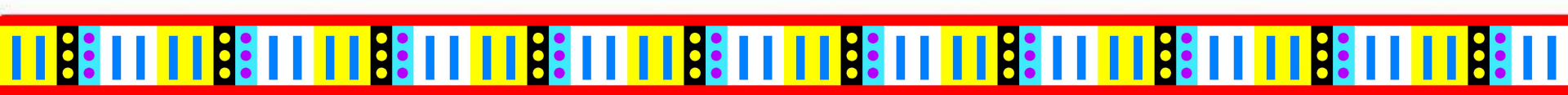
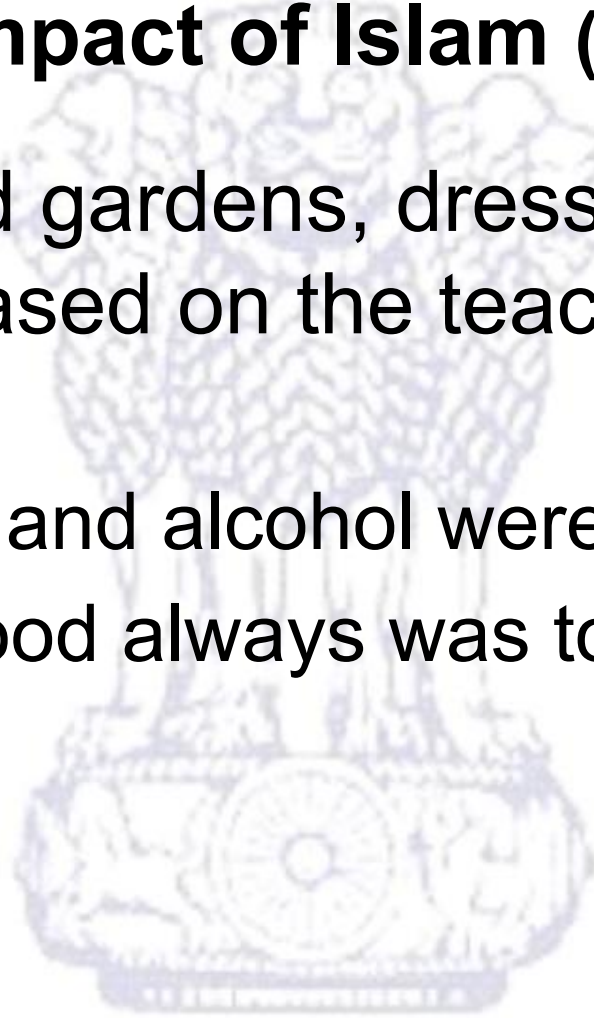


- Red Fort
- City of Fatehpur Sikri



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)

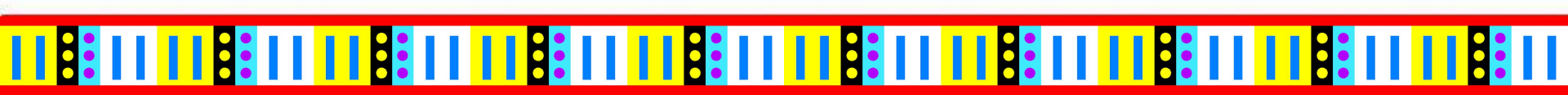
- **EUROPEANS**

- Portuguese, French, Dutch, Danish, British

- Spices

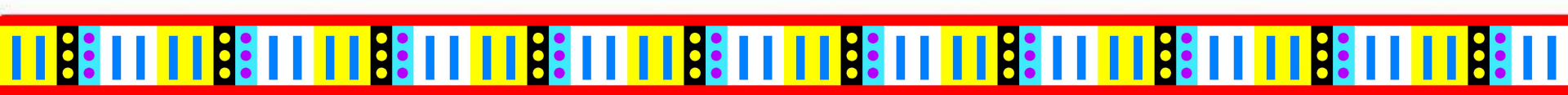
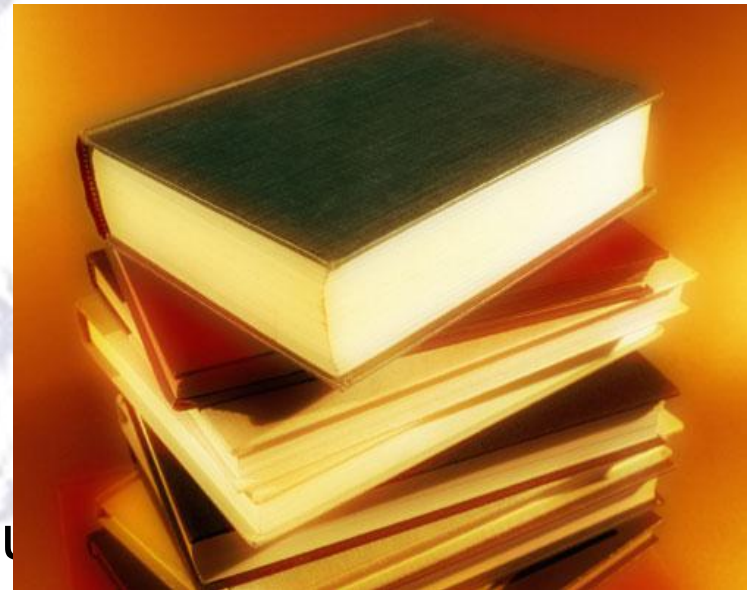


- The Portuguese king commissioned Francis Xavier to India to christianize Indians and went about converting thousands with zealous evangelism
- The East India Company arrived India in 1608



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

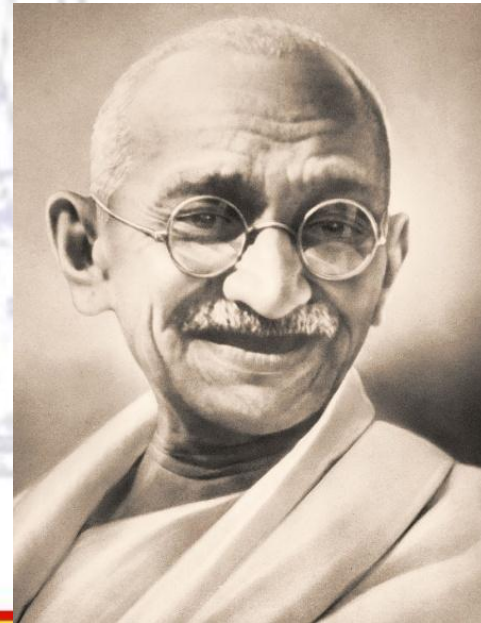


The British Raj: From Trade to Dominion

- 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.

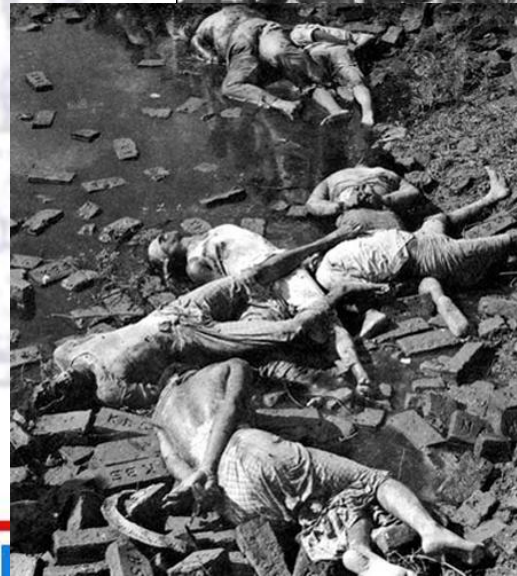
The Indian Nationalist Movement: The Road to Freedom and Democracy (1885 CE-PRESENT)

- 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

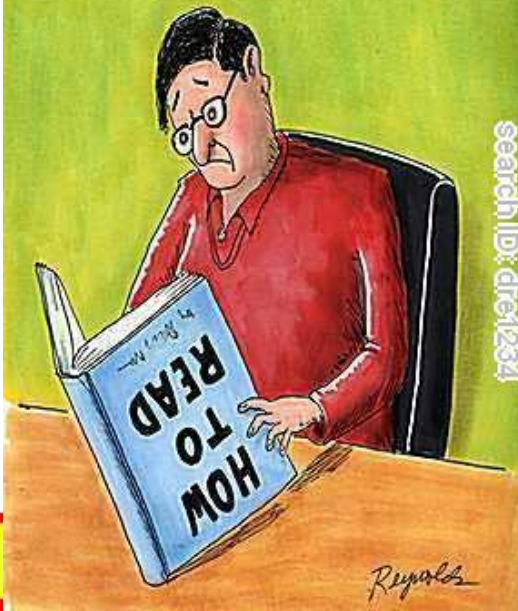


India Today: Continuity and Technology

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



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- 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

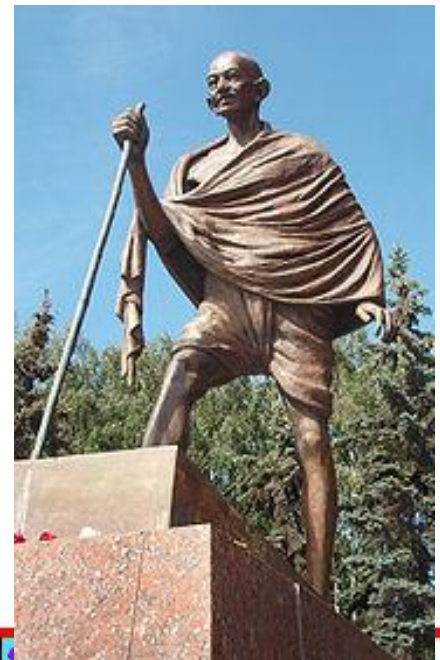


Clothing

- related to local culture, religion and climate

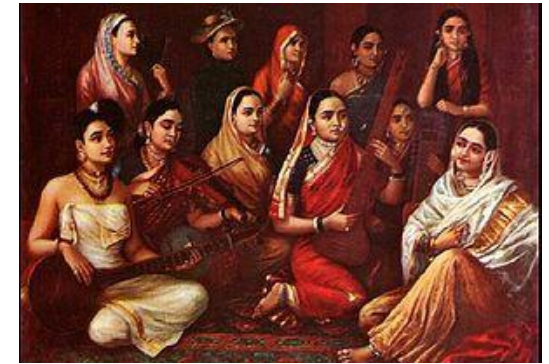
Men

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

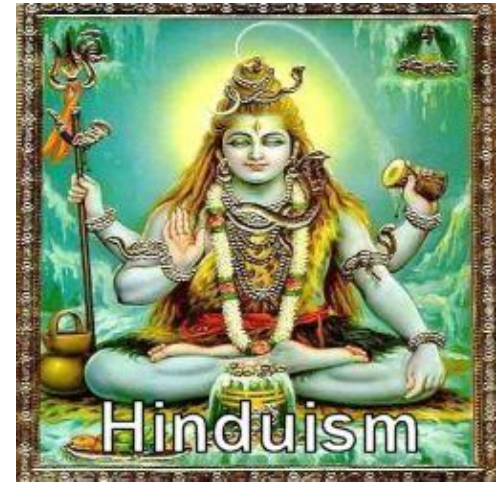


Women

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

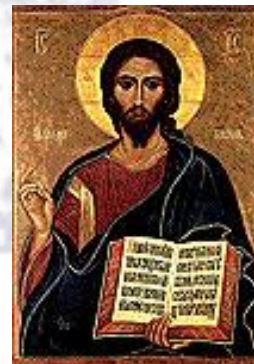
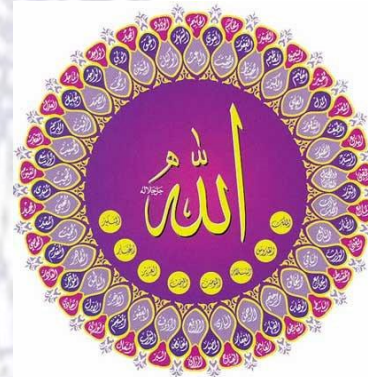


Religion



-Multi-religion

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



Meal, drink & snack

- 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



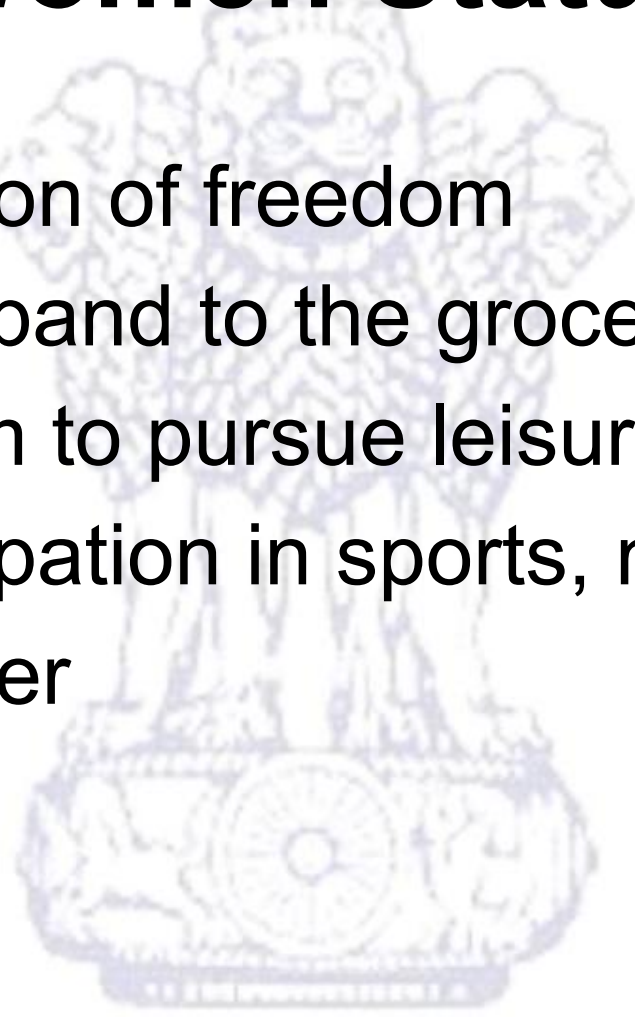
Family

- 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

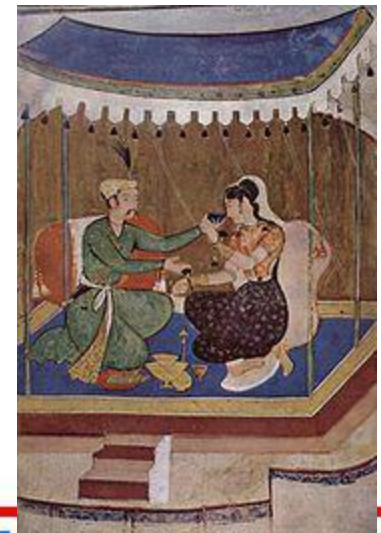
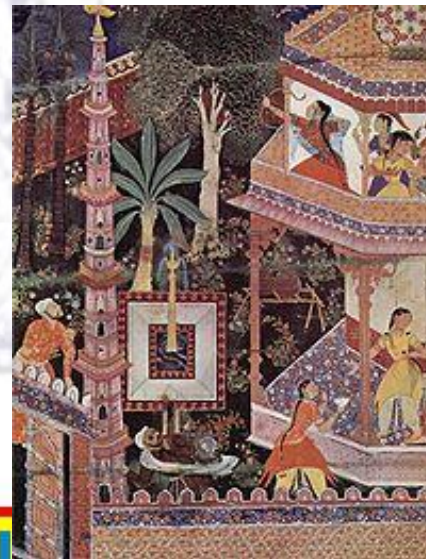
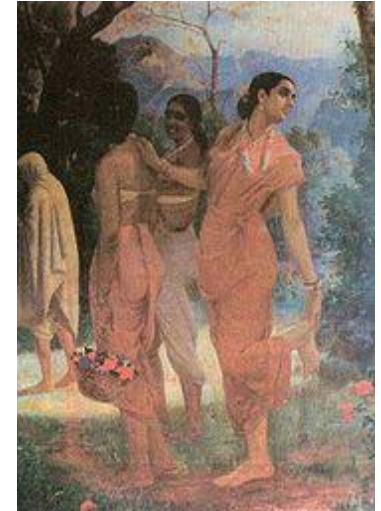
- Have fraction of freedom
- Sends husband to the grocery store
- No freedom to pursue leisure activities
- Low participation in sports, music and arts
- Home maker



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

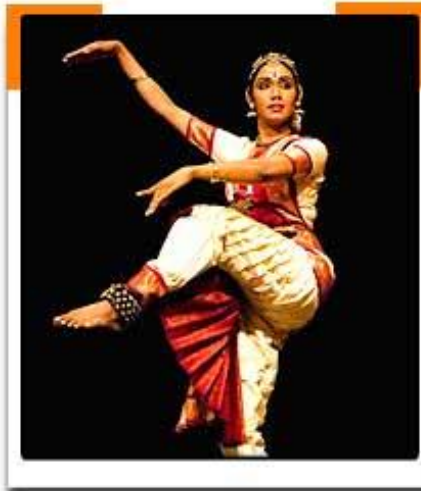
Music

- 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



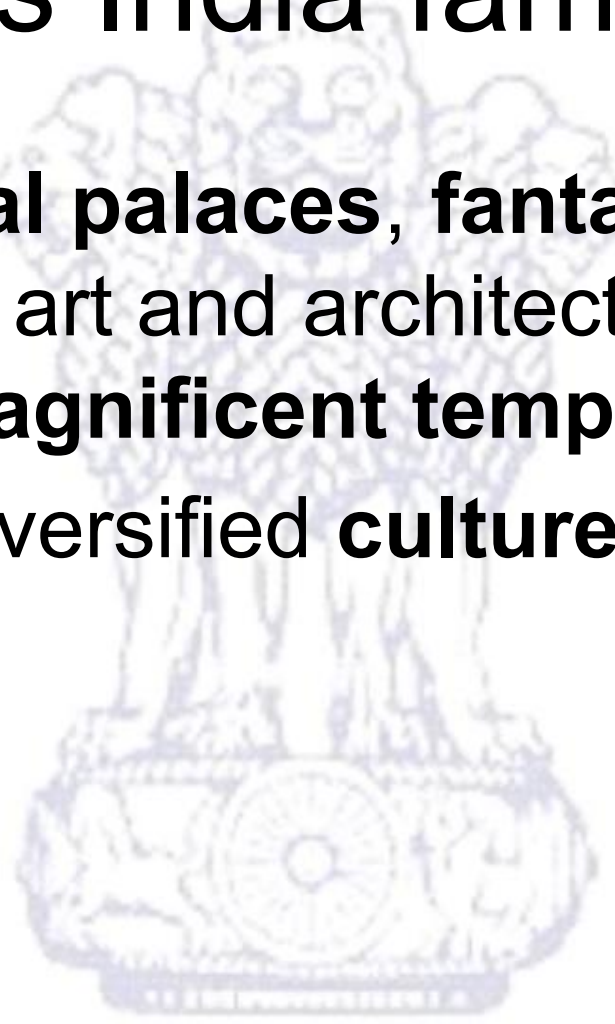
Dance

- 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

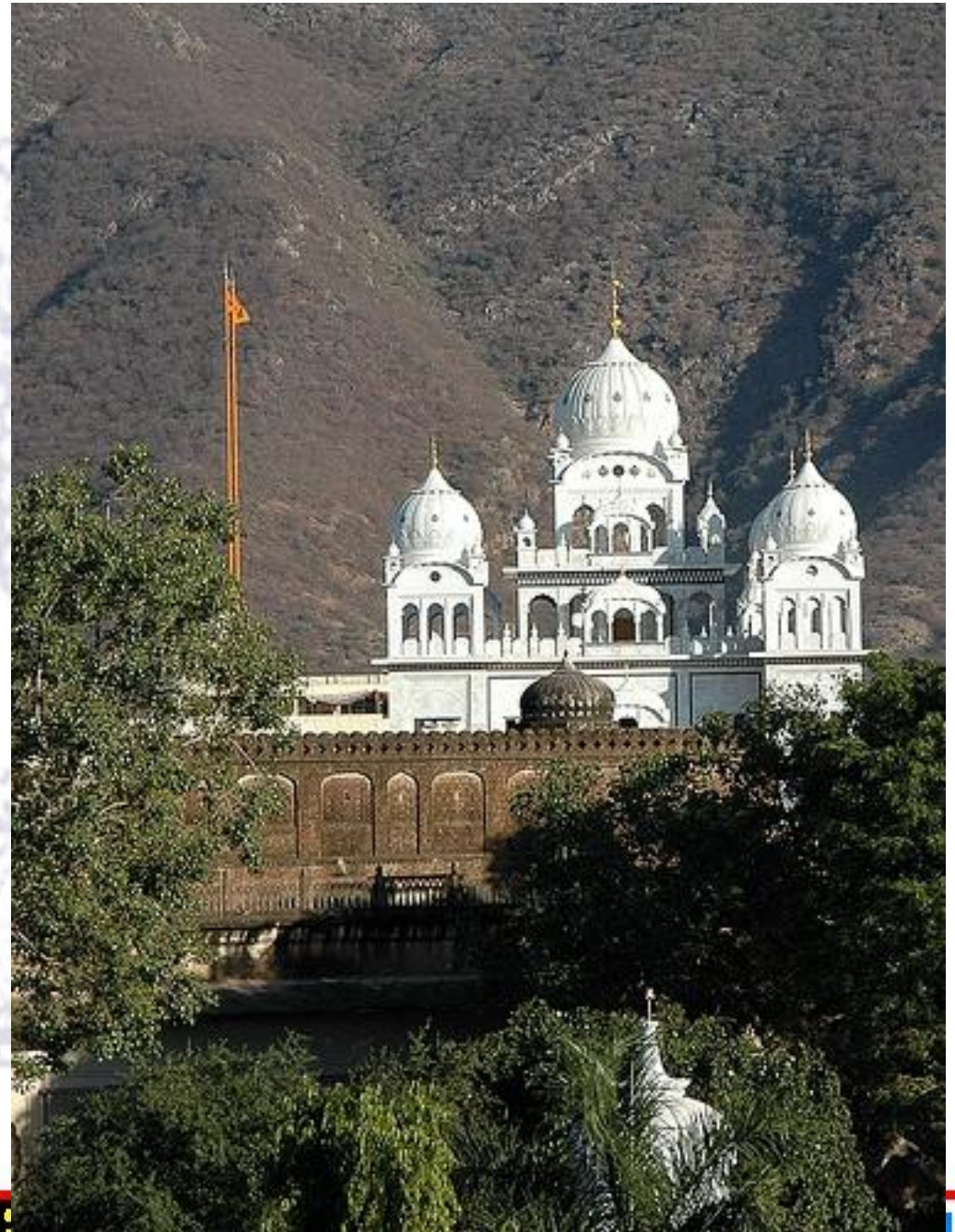


The image features a large, black, serif font word "Tourism" centered on a white background. Behind the text is a faint, light blue watermark of the State Emblem of India, which depicts the Lion Capital of Ashoka. The watermark is semi-transparent and serves as a background element. At the bottom of the page, there is a decorative horizontal border with a repeating pattern of vertical lines in yellow, blue, and black, interspersed with small purple dots.

Tourism

- People travel to explore the India culture and heritage

e.g. visit the temples



- Mountaineering

e.g. The Mighty Himalayan
Mountains of India



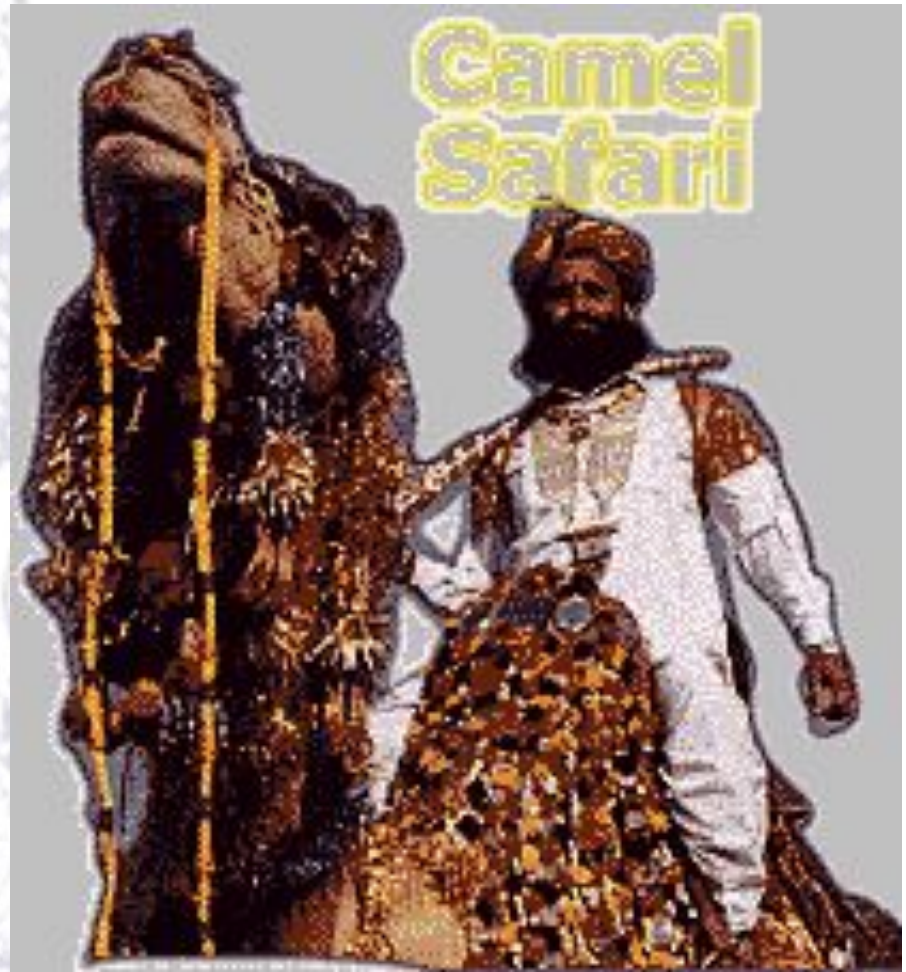
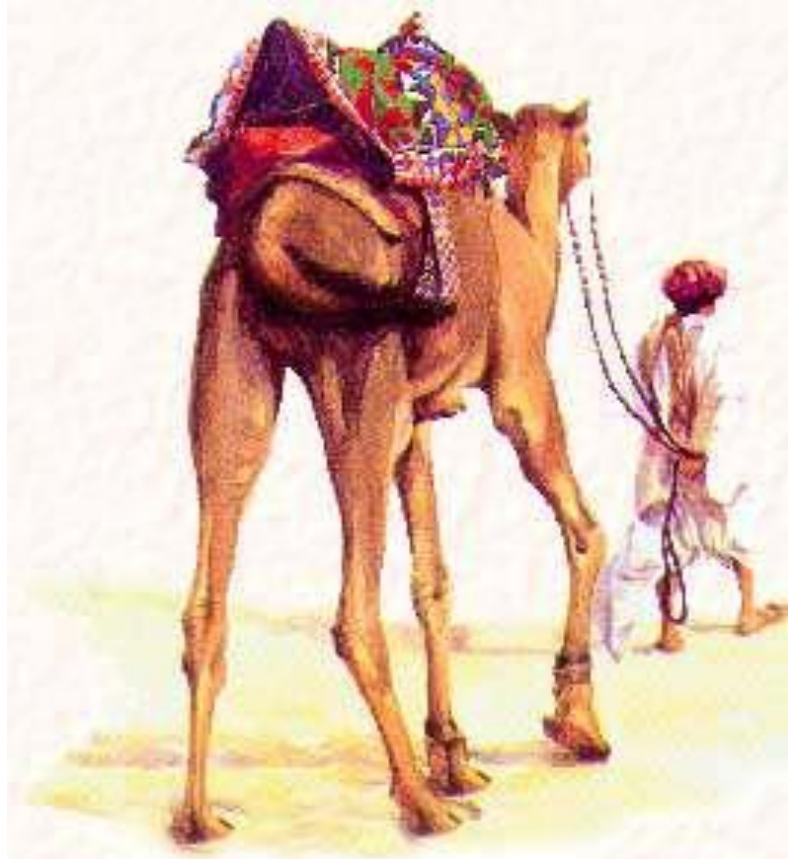
Wildlife



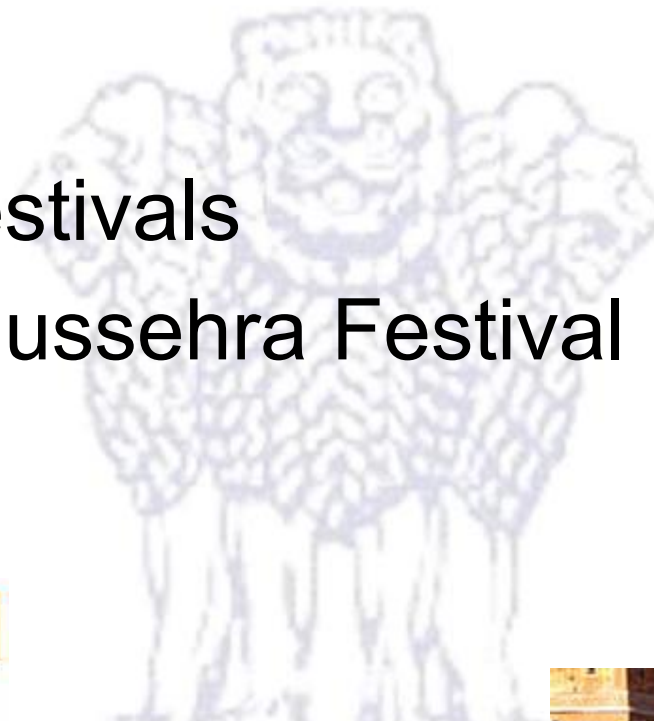
- Wildlife in India



- **Camel Safari**



- Join the festivals
e.g. the Dussehra Festival



The Festival of Faith and Endurance !



The Festival of Faith and Endurance !





- 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

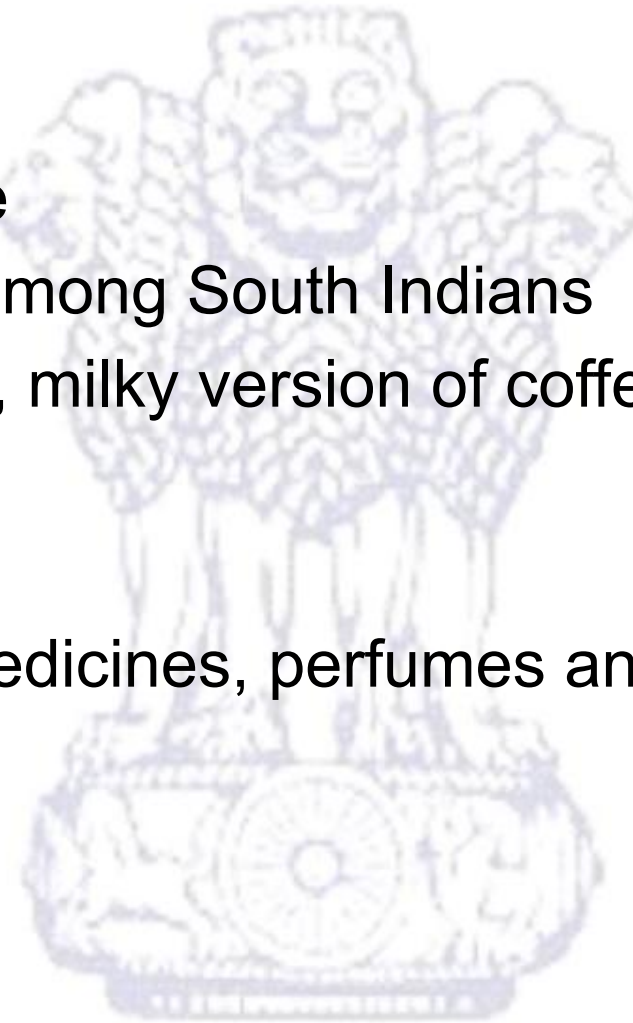
- *What to eat when traveling to India?*
- **Spicy**
- combat the flu virus
- healing and magical qualities
 - more valuable than gold or precious stones
 - trade of spices : an extraordinarily influential factor in history
 - add flavor and nutrients to dishes without fat or calories
 - offer significant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