



337en208



Notes

HOSPITALITY AND CATERING INDUSTRY

In the Indian civilization and culture, hospitality was an important segment in the society. The travellers were extended hospitality in different ways. Any traveller on his way to a destination and who happened to sojourn in a village was entertained by the head of the village. From food to all other possible facilities like accommodation was provided to the traveller by the head of the village. The traveller has treated as a guest, and was given the status of god. Thus, the famous saying, Atithi –Devo- Bhava is generally cited. Similarly a sufi saint said that, to honour a guest if someone sells his house is appreciable. In the sufi dargahs, accommodation and free meals were provided from langar (free kitchen). The institution of Langar which was an integral part of the dargahs has been adopted by the Sikhs and now it is an important trait of Gurdwara establishments.

There were also Sarais , which were established on the highways. These were established by the government and individuals for the benefit of travellers. These provided the facilities of accommodation as well as catering. There were separate kitchens for vegetarians and non-vegetarians. With the changing nature of economy the Sarais have assumed the status of hotels. These have become an inseparable part of tourism industry

Tourism now a days is a flourishing sector of a country's economy. Hospitality and Catering Industry hs grown substantially. Development of fast means of transport and communication has contributed to rise of tourism. It has provided jobs to a large number of people in Hospitality and Catering Industry. Due to geographical vastness, cultural richness and diversity, India has great potential for tourism. Gradual development of basic infrastructure is facilitating a remarkable growth in Tourism and Hospitality Industry.

**OBJECTIVES**

After studying this lesson, you will be able to:

- define hospitality and catering industry;
- identify different components of hospitality and catering establishments;
- identify the factors which have profound impact on hospitality;
- classify the different types of hotels and their services and the criteria for the star categorization of the hotels;
- illustrate and understand the expectations of the guests when they arrive and stay at hotels;
- identify the different departments and their operations in a hotel; and
- categorise the different types of cuisine, and understand their linkage to the languages and its significance.

**Notes****20.1 HOSPITALITY INDUSTRY**

Hospitality can be defined as “the relationship between the guest and the host, or the act or practice of being hospitable. Specifically, this includes the reception and entertainment of guests, visitors, or strangers.”

The Indian tourism and hospitality industry experienced a steady growth. The industry is the third-largest foreign exchange earner, and contributes to approximately upto 10% of India’s total employment, according to a report by the Planning Commission. It is interconnected with other different sectors such as agriculture, transportation, handicrafts and construction. The tourism industry includes travel agencies, tour operators, transport agencies; units providing facilities for cultural, adventure and wildlife tourism; surface, air and water transport facilities for tourists; and conference organisers. This is one of the few industries, which has created more jobs per million rupees of investment than any other industry and is capable of providing employment to a large number of people ranging from the unskilled to the specialised, even in the remote parts of the country.

20.2 COMPONENTS OF TOURISM INDUSTRY

There are 3 important components of the tourism industry which are:

Tourism Attraction, Accessibility and Accommodation**1. Attraction**

It can be a natural or man-made facility, location or activity which generates specific interest for tourists. It is the basic reason for the movement of people from one place to another place. e.g. - Education, art, music, religion, adventure.

2. Accessibility

People require various types of transport like bus, train, taxi etc to visit their place of interest. It is sometimes not possible to reach the desired destination by only one type of transport. For example foreigners coming to India wishing to see different monuments or different places of interest in different cities may need to travel by road, rail or air.

3. Accommodation

The 3rd 'A' is the hospitality/accommodation industry. It is made up of a variety of inter-connected sectors which include everything ranging from guest houses to luxury resorts to hotels.

1. Commercial (Profit-oriented)

The aim of a commercial sector organisation is to earn profit by providing quality products and services. This basically includes any type of business like hotels, motels, resorts etc. The organisation can cater to various types of guests like businessmen, tourists, families etc.

2. Non- Commercial (Non-profit oriented)

The aim of a Non-commercial sector organisation is to provide accommodation at very low rates or provide services free of cost such as yatri niwas, dharamshalas, homes of friends and relatives.

**ACTIVITY 20.1**

Find out major places of attraction in your city or state. What facilities do you think needs to be provided in each of these places to make them tourist friendly.

**INTEXT QUESTIONS 20.1**

1. List the 3 'A's' of the tourism industry.
2. What are the components of the hospitality industry?
3. Give an example of a commercial hospitality accommodation that you have visited.
4. Define an attraction.



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20.3 FACTORS IMPACTING THE HOSPITALITY INDUSTRY**Notes**

As within any industry, the hospitality industry has a number of uncontrollable factors that affect those involved in management or ownership of hotels, restaurants and other hospitality establishments. Knowing what these factors are, is important for those working in this industry because it provides them with an opportunity to plan accordingly. Even though the variables cannot be controlled, their impact can be minimised somewhat with careful planning and forecasting. Some of the factors which impact the industry are as follows:

Economic Factor

External factors such as the economic situation of nation or the world are among the factors that those working within the industry can have no control over. When growth rate of different countries slows down, the hospitality, industry may suffer because of a drop in discretionary spending. Tourism industry may suffer during times of extreme economic crisis because people start cutting costs.

Legal Changes

Changes in the law can also affect companies within the hospitality industry. The regulatory environment in the hospitality industry can change from time to time and this can impact the way that hotels, airlines and a restaurants do business. For instance, a change in the tax laws may vary the prices of different commodities which in turn will affect tourism and the hospitality industry as well. In addition, hotels may have to raise prices because of imposition of several central and state level taxes such as VAT(value added tax), service tax etc on guests.

Technology

Technology continues to develop at a very fast rate. The hospitality industry, like many others, is affected by technological changes. As new technologies are made available, companies within the industry are forced to adapt to the changes or get left by the wayside. For example, changes in computer hardware and software options may make it necessary for a large national hotel chain to replace its entire computer infrastructure on a periodic basis.

Competition

Competition is another factor that those managing businesses in the hospitality field have to consider. Many times, competition is heavily affected by economic

and other regulatory factors. For example, changes in the airline industry since 9-11 have been partly effected due to changes in the regulatory norms such as greater restrictions on airline travel and airport check-ins that have discouraged flying. Airlines have no control over these changes and many have suffered economically. Hotels too were affected because reduced air travel is directly linked with the reduced number of tourists.



Notes

20.4 CLASSIFICATION OF HOTELS

Star	Size	Location	Types of Guests	Ownership	Affiliation	Management	Alternative/ Supplementary Accomodation
1	Small	Commercial	Commercial		Chain	Franchise	Dak Bungalow
2	Medium	Suburban	Suite		Independent	Management Contract	Circuit House
3	Medium	Airport	Casino	Timeshare			Forest Lodge
4	Large	Resort		Condominium			Youth Hostel
5	Very Large	Motel					Yatri Niwas

20.4.1 Star Classification

It is the most widely accepted system of rating hotels. The Indian hotel industry follows a star rating system which indicates the number and standard of facilities offered by the hotel. The classification of hotels is done by a central government committee called Hotel Restaurant Approval Classification Committee (HRACC) which inspects hotels for the facilities and services they provide. Different types of hotels according to star classification are:

1 Star – These hotels are generally small in size and independently owned. They have a limited range of facilities and the number of restaurants is limited. Basic standard of cleanliness, maintenance and comfort are maintained.

2 Star – These hotels are small to medium in size and offer more facilities than 1 star hotels. Standards of cleanliness and comfort are maintained. The reception and other staff have a more professional attitude.

3 Star – These hotels are of medium size. Reception and public areas are more spacious and the restaurants normally cater to non-hotel guests. All rooms have a good standard of comfort and facilities such as room service are provided.

4 Star – These hotels are large in size and offer a degree of luxury and equipment in every area of the hotel. The bedrooms offer more space in comparison to

**Notes**

lower star hotels. Other features include business centres, meeting rooms, 24 hours room service and laundry etc.

5 Star – These hotels are very large in size and offer spacious and luxurious rooms which match the best international standards. The interior designing is very impressive in terms of quality, attention to detail, comfort and elegance. The staff is very knowledgeable in terms of customer care and efficiency.

20.4.2 On Basis of Size

- **Small** – Those hotels which have less than 25 rooms.
- **Medium** – Those hotels which have between 25–99 rooms.
- **Large** – Those hotels which have between 100–299 rooms.
- **Very Large** – Those hotels which have more than 300 rooms.

20.4.3 On Basis of Location

- **Downtown/Commercial** : These hotels are also known as commercial hotels. They are mostly located in big cities and cater to businessmen, tourists and other large groups. They provide different facilities such as business centres, conference and meeting rooms, restaurants, internet etc.
- **Suburban**: These hotels are located on the outskirts of cities and towns. They cater to official and business groups who want to hold meetings and conferences in a peaceful environment away from cities. They provide various facilities such as conference and meeting rooms and equipment.
- **Airport**: These hotels are located close to international and domestic airports of major cities and towns. They are meant for those guests who have transit flights and need a place to stay during transit. Also crews of various domestic and international airlines prefer to stay at transit hotels due to their close proximity to the airport. They cater to airline passengers with cancelled and delayed flights and also airline crew members.
- **Resort**: These hotels are located far away from the city in forests, beach areas or hill stations. They cater to families and tourists on holiday. They provide various facilities such as swimming pool, tennis courts, golf courses for guests to relax and enjoy themselves.
- **Motel**: These hotels are used as a short form of ‘Motor Hotels’. This concept originated in America and is basically meant for guests who are travelling long distances by car. These hotels are located on national highways and

other important roads and provide various facilities such as rooms, restaurants, parking, petrol pump and garage facilities etc.

20.4.4 On Basis of Types of Guests

- **Commercial:** These are mostly located in big cities and cater to businessmen and company executives.
- **Suite:** These hotels are those type of hotels in which either all the rooms or majority of the rooms are suites. They cater to guests who are very rich such as businessmen, film stars, politicians etc. Suite rooms have at least 1-2 bedrooms attached with a sitting room and dining area as well. They have the biggest advantage of providing privacy to such high-profile guests.
- **Motel:** Explained above.
- **Resort:** Explained above.
- **Airport Hotels:** Explained above.

20.4.5 On Basis of Ownership

- **Time-share:** These hotels are jointly owned by many people who use them at different times of the year and for different periods of time(1-2 weeks normally).
- **Condominium:** These hotels are owned by a single owner who uses it for a small time in the year and then rents it for the rest of the year.

20.4.6 On Basis Of Affiliation

- **Chain Hotels:** These hotels are connected to one another through ownership by a common hotel company. All such hotels enjoy the benefit of common brands, information systems, reservation systems etc.
- **Independent Hotels:** These hotels are not connected to each other through common ownership like chain properties. Also they do not have to follow the rules and regulations of chain properties.

20.4.7 On Basis of Management

- **Franchise:** Franchise is basically a business agreement between two hotels. One hotel known as franchisor enters into a franchising agreement with another hotel that is called a Franchisee. According to the agreement franchisee pays a franchising fee to the franchisor for use of its business name, access to management expertise and various other benefits.



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- **Management Contract:** These hotels have a management contract which is signed between an individual property owner and a hotel management company to manage the hotel. In return the hotel management company gets a management fee (also called commission) which is generally 1%-8% of the total income. In such cases the hotel management company has total control over the standards and quality of the hotel. This benefits both the company as well as the owner.

20.4.8 Supplementary/Alternative Accommodation

- **Circuit House:** Circuit houses are tourist bungalows which offer rooms to high ranking government officials. They have the facility of cooks and attendants who are trained to provide efficient services.
- **Youth Hostel:** Youth hostels offer clean and affordable rooms to young people who are travelling either independently or in groups for holiday or educational purposes (school trips).
- **Yatri Niwas:** They basically provide cheap accommodation to tourists. They are normally located at tourist destinations such as beaches, lakes, forests etc. They cater to middle class and budget tourists.
- **Forest Lodge:** Forest lodges offer accommodation to tourists who are visiting wildlife sanctuaries. They are usually located next to sanctuaries so that guests can have a clear view of the forest from their rooms. The ground floor generally has the dining hall, kitchen, parking and reception area. The upper floor has the rooms.
- **Dak Bungalow:** Dak Bungalows are constructed to provide accommodation to officials travelling on government duty. They are basically small rest houses with a limited number of rooms and are situated in areas which are important from the point of view of government duty. They are available at low rates and provide staff such as cooks and attendants.

Examples of Supplementary Accommodations provided by U.P. Tourism in Agra

1. Youth Hostel, Sanjay Place, M.G. Road, Agra.
2. District Board Guest House, Baluganj, Agra.
3. PWD Inspection Bungalow, M.G. Road, Agra Cantt.
4. Railway Retiring Rooms, Agra Cantt. Railway Station.
5. Agra Club Mall road, Agra.
6. Circuit House Taj road, Agra.

**INTEXT QUESTIONS 20.2**

1. How many rooms does a large hotel have?
2. If someone has to stay overnight in a city due to a delay in catching a connecting flight, which type of hotel should one choose?
3. What is the different basis of classification of hotels?

**ACTIVITY 20.2**

Prepare a list of Supplementary/Alternative accommodation available in key tourist destinations of any District/City/State. What is their importance in promoting tourism?

20.5 GUEST EXPECTATIONS DURING ARRIVAL AND DEPARTURE

Very few hotels are able to consider themselves to be truly luxury hotels. This is because these hotels have the ability to meet their guests expectations continuously, no matter what the cost is. Today, luxury hotels are aiming for ultra-luxury status. To do this, quality of service and meeting guests expectations are two factors which make a huge difference. This includes being exclusive, sophisticated, and meeting every demand of guests. The best hotels in the world are the ones which provide their guests with the best of everything and maintain high service standards all the time. Maintaining high level of service is done by understanding a guests' expectations, setting service standards to meet these expectations, training the staff to comply with service standards, so as reduce the gap between expectation and service.

Guest Expectations During Arrival

- Warm and friendly greeting and welcome.
- Well groomed staff with good communication skills.
- Efficient and quick check-in procedure.
- Clean and well maintained rooms.
- Efficient luggage handling by the bell desk (from car to room).
- Recognition of guest and addressing by name especially if they are regular guests.



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Guest Expectations During Departure

- Efficient and quick check-out (especially bill settlement).
- Warm and friendly seeing off by staff at reception.
- Efficient luggage handling by the bell desk (from room to car).
- Well groomed staff with good communication skills.
- Efficient and effective handling of complaint (in case of any problem during stay).
- Invitation to revisit again. To make the guest feel special.



INTEXT QUESTIONS 20.3

1. What are the two most important factors which can make a guest happy?
2. List two most important guest expectations during departure.



ACTIVITY 20.3

Prepare a list of Hotels in your city/state. Find out information regarding the number of rooms, facilities and services offered by them. Also classify them on following basis-

1. Star
2. Size
3. Type of guests
4. Ownership
5. Supplementary

20.6 VARIOUS DEPARTMENTS OF A HOTEL

A hotel can provide good service, when all its departments work together in an efficient and effective manner, by showing good team work, coordination and communication.

The most important function of a hotel is to provide Food and Accommodation to a guest. To do this, there are a number of departments, who function together in coordination.

These departments are broadly categorised into two parts:

1. Operational Departments (Core Departments)

- Front Office.
- Food & Beverage Service.
- House Keeping.
- Food Production (kitchen).

2. Administrative Departments (Non-core Departments)

- Maintenance department.
- Account department.
- Human resource department.
- Security department.
- Purchase department & Stores.
- Sales & Marketing department.

Front Office

The main functions of this department are:

- To assign a room to the guest. This process is called as check-in.
- To maintain the room records for reservation purpose.
- To collect room and other charges for various services used by guests during their stay at the hotel.
- To take advance booking for rooms.
- To handle the phone calls of hotel.

Food and Beverage Service

The main functions of this department are:

- To provide food & beverage facilities to the guest.
- To provide food & beverage for groups, conferences, meetings, theme parties etc.

The different sections are:

- Restaurants.
- Room Service department.
- Banquet department.
- Bar.

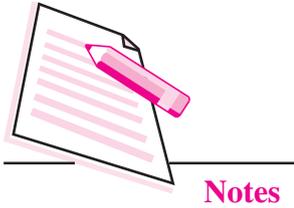
Food Production (kitchen)

The main functions of this department are:

- To provide various type of dishes to the guest as per the menu.
- To provide food for various banquet parties.
- To provide food to the staff of hotel.
- To prepare different type of dishes for special occasions.



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**Notes****Different sections of kitchen:**

- Hot Kitchen:
- North Indian.
- South Indian.
- Tandoor section.
- Chinese or Oriental kitchen.
- Halwai or Indian sweet section.
- Pantry or Salad Section: tea/coffee, juices, salads, breakfast items etc.
- Butchery or Cold Kitchen: for making different types of chicken, mutton, beef cuts etc.
- Bakery and Confectionary: for making cookies, cakes, pastries etc.

Housekeeping

The main functions of this department are:

- To take care of the cleanliness of rooms and the hotel building.
- To maintain the linen room for supply of linen items(table cloth, bedsheet etc.) to guest rooms and other departments.
- To maintain gardening work.
- To maintain guest laundry facility for room guests.
- To maintain staff laundry facility for staff of the hotel.

The different sections of this department are:

- Linen room.
- Housekeeping desk.
- Housekeeping store.
- In-House laundry.
- Gardening department.

Finance

The main functions of this department are:

- Preparation of budget and distribution of revenue and expenditure for various departments.
- Maintain all account related books in accordance with the government rules and regulations.

- Preparation of balance-sheet of the hotel.
- Coordinating with Government offices for tax and revenue related matters.
- Disbursing salaries to employees.
- Keeping the account of revenue generated and expenditure under various heads for each department.

Security

The main functions of this department are:

- To be responsible for safety and security of guests of hotel.
- To be responsible for safety of employees.
- To keep a check on theft cases of the hotel.
- To keep a record of received materials and dispatched materials of or for the property.
- To keep a record of movement of fixed assets of property.
- To keep a check on unauthorised entry of people.

Human Resource

The main functions of this department are:

- Recruitment and selection of employees for the hotel as per requirements.
- Training and development of employees.
- Maintenance of attendance records, leave records etc.
- Maintenance of personal file for each employee with all details, for the purpose of periodic evaluation.

Sales & Marketing

The main functions of this department are:

- To sell the rooms and various conference facilities to various guests.
- To create a brand image of the hotel in the market.
- To act as an agent for hotel and provide various information to companies.

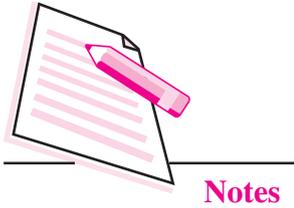
Maintenance

The main functions of this department are:

- To maintain all the equipment of the hotel.
- To maintain all the furniture and equipment of rooms and other areas of hotel.



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Purchase Department & Stores

The main functions of this department are:

- To purchase materials from the market as per requirement of various departments of hotel.
- To coordinate with different companies for supply of perishable or non-perishable goods.
- To store all the purchased items properly as per basic rule (First-In.First-Out.-FIFO).
- To issue the material to the user department of hotel after making proper record.
- To maintain the smooth flow of perishable and non-perishable goods for the department.



INTEXT QUESTIONS 20.4

1. List the operational departments of a hotel.
2. What are the main functions of the Food & Beverage department?
3. Which department is responsible for selecting employees for jobs in a hotel?
4. Name five different sections of the Food Production department.

20.7 DIFFERENT TYPES OF CUISINES

As we know India is known for its diverse culture. The diversity is found in every sphere of life, whether it is costume, culture, cuisine, religious philosophy. Geographical conditions of different regions play an important role in the creation of different kind of food habits. For instance Kashmiri Pandits relish meat dishes. Hence it is an important part of their cuisine.

Sometimes tourists belonging to different religions require special meal. In the hotel industry particularly the food and beverage services, one should know the different requirements of the tourists belonging to different religious sects of different religions. For non-vegetarian segment Muslims will take only Halal meat. Similarly, the Jews take only Kosher meat. Contrary to this, the Sikhs will only take Jhatka meat.

In the vegetarian segment Jain food is different to other vegetarians foods. Jains take meals which do not contain garlic and onion.

20.7.1 Domestic Cuisines

Kashmiri cuisine : (North)

Kashmir is a geographical region in the far north of the Indian subcontinent. It is one of the most sought out tourist destinations of India. Tourism forms an integral part of the Kashmiri economy. Often dubbed “paradise on Earth,” Kashmir’s mountainous landscape has attracted tourists for centuries. The cuisine of Kashmir is famous for its delectable vegetarian as well as non-vegetarian dishes. Traditional Kashmiri food includes dum aloo (boiled potatoes cooked in spicy gravy), tzaman (a solid cottage cheese), rogan josh (lamb cooked in rich spices), zaam dod (curd), yakhayn (lamb cooked in mild spices), hakh (a spinach-like leaf), rista-gushtava (minced meat balls in tomato and curd curry) and of course rice, the staple food of Asian culture.

The cuisine was later influenced by the people who came with Timur from the area of modern Uzbekistan, as well as by Persian, and Afghan cultures.

The traditional 36-course wazwan is considered the richest of Kashmiri cuisines. Probably it is the highest number of in the world. The preparation is considered an art and is traditionally cooked by a vasta waza, or head chef, with the assistance of a court of wazas, or chefs. The wazwan is prepared for a big event, especially marriages. Guests are grouped into fours for the serving of the wazwan. Before the meal, washing of hands is done ceremoniously as a jug and basin called the Tash-t-Nari are passed among the guests. A large serving dish piled high with heaps of rice, decorated and quartered by four seekh kababs (kebabs), four pieces of methi korma (a mild curry) is served at the beginning. The culinary art is passed down from one generation to another but rarely passed to other than blood relations.

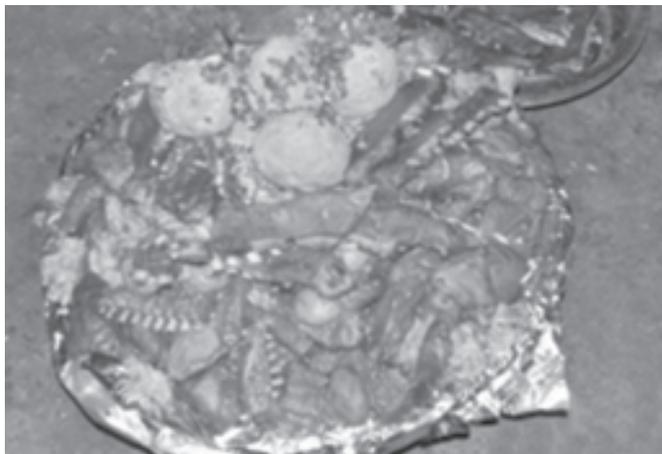


Fig. 20.1: Wazwan



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**Notes****Beverages:**

Kashmiris are heavy tea drinkers. The word “noon” in Kashmiri language means salt. The most popular drink is a pinkish colour salted tea called “noon chai.” It is made with black tea, milk, salt and bicarbonate of soda. The Kashmiri Pandits refer to this chai as “Sheer Chai.” The Kashmiri Muslims refer to it as “NoonChai” or “Namkeen Chai” both meaning salty tea. Noon Chai or Sheer Chai is a common breakfast tea in Kashmiri households and is taken with breads like baqerkhani brought fresh from bakers. Often, this tea is served in large *samovars* (tea container).

Kahwah:

At marriage feasts, festivals, and religious places, it is customary to serve kahwah, a green tea. It is the cultural identity of Kashmiris.

Punjab Cuisine (North)

Punjab the land of the agricultural revolution, has a cuisine which caters to the characteristic needs of the people. The food is not fine in its flavour but it has heavy and rich masalas cooked liberal amount of clarified butter (desi ghee) and always served with butter or cream. Milk and its products are an essential part of everyday cookery. Curds and butter milk are an essential accompaniment with every Punjabi meal. They also differ in flavours and styles from one district to another. There are certain dishes which have standard popularity e.g. maa-ki-dal, sarson-ka-saag and makki-ki-roti. Basically Punjabi food is suitable for those who work in fields as it has a lot of calories.

Characteristics of Punjabi Food

- Punjabis are mainly bread (wheat) eating people, hence rice is cooked only on special occasions.
- The main masala in a Punjabi dish consists of onion, garlic, ginger and a lot of tomatoes fried in pure ghee.
- The food can be either vegetarian or non-vegetarian.
- Large amount of desi ghee is used.

Some of the popular Punjabi dishes are: Pakora, Samosa and Chicken tikka. The main dishes are:

- (a) Dal makhani
- (b) Sarson ka saag and makki-ki-roti
- (c) Butter chicken

The dessert includes:

- (a) Phirnee
- (b) Jalebi
- (c) Malpua



Fig. 20.2: Makke ki roti sarson ka saag

Hyderabadi Cuisine (South)

Hyderabadi food developed as a result of the Nizams (Kings) of Hyderabad. This is because Hyderabad is a city created by the Nawabs of Golconda. It has developed its own type of food over several centuries. The word ‘Nawabi’ is commonly used for Hyderabadi food. It is heavily influenced by north Indian cuisines like awadh, mughlai and tandoori. Hyderabadi food is never complete without the mention of the ‘shahi dastarkhan.’ The dastarkhan is the dining place where the food is served and eaten. The dastarkhan holds a place of reverence in every household. Hyderabadi food has been influenced by various regional and international cuisines. It has also been able to contribute towards making Indian food popular worldwide. eg. Biryani.

Some of the main and popular dishes of Hyderabad are:

- (a) Shikampuri kebab
- (b) Seekh kebab
- (c) Nahari
- (d) Bagara baingan
- (e) Mirchi ka salan
- (f) Nizami murgh handi



Fig. 20.3: Seekh kebab



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The famous dessert includes:

- (a) Faluda
- (b) Double ka meetha
- (c) Gil-e-firdaus

Kerala Cuisine:

Kerala cuisine consists mainly of coconut based foodstuff. Coconut is one of the major products of Kerala. Therefore, coconut is used liberally over here. Kerala's backwaters are one of the tourist destinations and attractions. Kerala is also known for sea food. In fact, it is considered a paradise for sea food lovers. All over the world Kerala is known as the "Land of Spices". Even the Kerala cuisine is known for its spicy and hot food. Traditionally, Kerala food is served on a banana leaf. There are several seafood specialties. Popular Vegetarian Food is Aviyal which is served as an accompaniment with rice in Kerala. Vegetables commonly used in avial are elephant yam, pumpkin, carrots, beans, cucumber, drum stick, etc. Avial has a unique place in Kerala as well as Tamil cuisine. Olan is another vegetarian dish of Kerala .



Fig. 20.4: Avial

Some of the non-vegetarian dishes include Piralen (chicken stir-fries), Meat Thoran (dry curry with shredded coconut), Duck curries, and Meen Molee (spicy stewed fish), and Fish poriyal (fish fry). Seafood is the main diet of Coastal Kerala. Whereas vegetables are the main diet in plains of Kerala, meat is the main course among tribal and northern Kerala.

Bengali (East)

Bengali food is a style of food preparation originating in Bengal, a region in south eastern Asia which is now divided between the independent country of Bangladesh and the Indian state of West Bengal. Bengali food is well known for the vast range of rice dishes and various preparations of freshwater fish. The traditional society of Bengal has always been dependant on agriculture, so

hunting was uncommon. This place is a paradise for seafood lovers. There is an abundance of seafood specialties. The most popular non-vegetarian food is shrimp coconut curry and fish poriyal. Since rearing of animals was not a popular activity one can see little place for meat in the cuisine. Being a coastal state fish is the dominant non vegetarian food state. More than 40 different types of freshwater fish are found. Also snacks are commonly eaten along with tea, a practice which can be linked to British rule. Sweets occupy an important place in the diet of Bengalis and also at special occasions. The sweets are generally made of sweetened paneer (chhena), khoa or different cereals.



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Characteristics of Bengali Food

- The main ingredients of traditional Bengali food include rice, masoor dal, moong dal, mustard oil, mustard paste, poppy seeds (posto), and coconut.
- Since Bengal is the land of mangoes, different varieties are used in various forms such as ripe, unripe and pickle.
- Hilsa fish is considered very special.
- Five spice mixture (panch phoran) is commonly used in making vegetables. Some of the popular dishes are:
 - (a) Muri (puffed rice)
 - (b) Jhal-muri (spicy puffed rice made with masalas)
 - (c) Moa (ladoo made with puffed rice and gurh)
 - (d) Khichu (Pulao type rice preparation)
 - (e) Paturi (Fish wrapped in banana leaves and steamed)
 - (f) Jhol (Any type of veg/non-veg gravy dish)

Desserts for which Bengal is famous for :

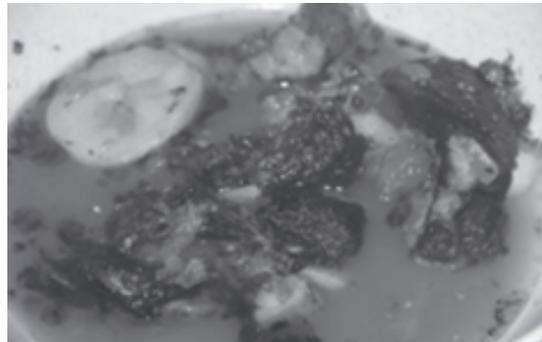
- (a) Sondesh (made from sweetened paste of paneer)
- (b) Rasgulla
- (c) Chamcham(made with khoa/mava)



Fig. 20.5: Sondesh

**Notes****Nagaland Cuisine:**

Features of Nagaland cuisine include varieties of meats and fish which are often smoked, dried or fermented. Different Naga tribes have their own cooking styles, though many of them are common. A typical Naga table consists of a meat dish, a boiled vegetable dish or two, rice and chutney (Tathu). Nagas tend to prefer boiled edible organic leaves. Some common dishes are “fermented bamboo shoot” (made from the tender shoot of the Bamboo tree) with fish and pork. Axone (soyabean boiled, fermented and either smoked or sun dried) with smoked pork and beef. Smoked meat is produced keeping the meat above the fire or hanging on the wall of the house.

**Fig. 20.6: Smoked pork dish**

Naga food tends to be spicy(chillies). There are different varieties of chillies in Nagaland. The ginger used in the Naga cuisine is spicy, aromatic and is different from the common ginger. Garlic and ginger leaves are also used in cooking meat. Sichuan pepper is a popular spice used by the Nagas.

Manipur Cuisine:

Manipuri cuisines are simple, tasty, organic and healthy. Dishes are typically spicy and use chilli pepper rather than garam masalas. Hence they are healthy, simple and organic foods. Most of the cuisines are cooked without oil.

**Fig. 20.7: Chahao kheer**

Basic Diet

The staple diet of Manipur consists of rice, fish, and large varieties of leafy vegetables (both aquatic and terrestrial). Manipuri's typically raise vegetables in a kitchen garden and rear fishes in small ponds around their houses. Since the vegetables are either grown at home or obtained from local market, the cuisines are very seasonal, each season having its own special vegetables and preparations. The taste is very different from mainland Indian cuisines because of the use of various aromatic herbs and roots that are peculiar to the region like Nungshi hidak (Mint), Maroi napaakpi (Hooker chives), Awaa phadigom (Mexican coriander) etc. Chahao kheer is a popular dessert of Manipur. Various kind of mushrooms also form an important part of the cuisine.

Gujarati Cuisine (West)

It is one of the few cultures where majority of the people are vegetarian. A wide variety of food is cooked in Gujarati homes as there are different recipes from different regions of Gujarat. For example, a standard everyday meal is dal-bhaat (dal-rice), rotli-shaak (roti-subji). Salt, sugar, lemon, lime and tomato are commonly used to prevent dehydration as temperatures often reach 50 degree in the summer. The food varies in taste and heat depending on a family's individual taste and caste. Gujarati food is mainly vegetarian, energy efficient, environment friendly and highly nutritious with many different types of taste and flavours.

Characteristics of Gujarati Food

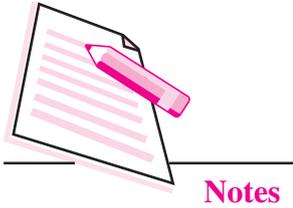
- Basic food includes salad, homemade pickle (achar), khichdi and buttermilk (chaas).
- Regular fasting with a diet limited to milk, dry fruits and nuts is common.
- A typical Gujarati thali consists of rotli (roti), dal or kadhi, bhaat (rice) and shaak (vegetables).
- It is common to add little sugar or gurrh (jaggery) to some of the vegetables and dals

The other popular dishes are:

- (a) Dhokla
- (b) Khandvi
- (c) Khichu
- (d) Undhiyu (Vegetable consisting of eggplant, potato, carrots and root vegetables)



Notes

**Notes**

- (e) Batata Sukhi Bhaji (dry potato vegetable)
- (f) Bhinda nu shaak (okra curry)

**Fig. 20.8: khandvi**

The Dessert:

- (a) Mohanthal(dal halwa)
- (b) Shrikhand(hung curd flavoured with mango,elaichi or served plain)
- (c) Shakkarpara(common Indian sweet)

Rajasthani Cuisine

Rajasthan has different climatic zones. Therefore, there are different local agricultural and vegetable productions. Like its rich culture, Rajasthani cuisine is known for a splendid array of colourful, spicy and unique dishes. Rajasthani food is usually spicy and makes use of lot of ghee, without which no dish is complete. Most popular meals are the Dal-Baati-Churma and other specialties like Panchmel ki Subzi, Bajre-Moth-ki Bikaneri Khichdi and Mangodi ki Dal.

**Fig. 20.9: Dal-Baati-Churma**

Rajasthani food is characterized by the use of Jowar, Bajra, legumes and lentils. Its distinct aroma and flavour is achieved by the blending of spices including curry leaves, tamarind, coriander, ginger, garlic, chilli, pepper, cinnamon, cloves, cardamom, cumin and rosewater. Gram flour is a major ingredient in the preparation of some of the delicacies such as “pakodi” and “gatte ki sabzi”.

Powdered lentils are liberally used in the preparation of papad, mangodi etc.

Majority people of Rajasthan are vegetarians but the Rajputs are non-vegetarian. The most famous non-vegetarian delight is Laal Maas prepared as spicy mutton preparation which gets its color from Rajasthan red chillies. The laal maas tastes best when accompanied by the authentic Bajre ke Roti.

Along with agricultural production animal husbandry is also an important occupation. Thus dairy produce is an important item of Rajasthani cuisine. Milk, Curd and Ghee (Butter oil) are commonly used. Native Rajasthanis have a unique style of coupling the sweet dishes with the main (roti/puri) course instead of or in addition to vegetables or meat.

Halwa - Puri and Chakkis are a must on most festive occasion. In the traditional Rajasthani food particularly on occasions like a wedding feast, sweets are served first. Papad is the last item to be served. A variety of dal ka halwas are made from lentils such as Moong Dal Halwa, made of green lentil (split) or semolina (Sooji ka Halwa).. The state is also known for the many varieties of laddus (sweet balls) prepared commonly in the households.. Malpuas of Pushkar and Nagore, Dil Jani of Udaipur, Mishri Mawa of Ajmer have acclaimed the hearts of domestic and international tourists. Firni, Kalakand, Kaju Katli and Mawa Kachori sweet dishes are all time favourites.

20.7.2 International Cuisines

Chinese Cuisine

Chinese food is one of the most popular cuisine in the entire world. It is known for its unique and exciting taste and that is why one can find Chinese restaurants and food stalls in almost every big city throughout the world. Easy preparation using fresh and healthy ingredients, colourfulness and mixed tastes is the speciality of Chinese food. Chinese food is best eaten by using traditional tools such as chopsticks and served with Chinese sauces. Soup is also taken along with the main meal which is rice/noodles.

Characteristics of Chinese Food

- Aroma is provided by using using fresh ginger, fresh coriander, root garlic and peppers.
- Art of using different methods of cooking like stir frying, steaming, roasting etc.
- Food consists of many flavours provided by regional vegetables, tomatoes and soya sauce.



Notes

**Notes**

- Thickening of sauce and soup is done by corn flour.
- Most of the food will have a combined taste like chilli, sweet and sour etc.
- Soya is one of the key ingredients and is used in many ways like beans, tofu, soya sauce etc.

Some of the popular dishes are:

- (a) Shark fin soup (Most popular traditional recipe of China).
- (b) Clear vegetable soup (Thin soup consisting of vegetables such as cabbage, mushroom, spinach, carrot etc.)
- (c) Dumplings(Steamed momos with either veg/non-veg stuffing, served with honey chilly sauce).
- (d) Roasted duck with plum sauce (Whole duck which is seasoned with spices and roasted, served with sweet plum sauce).
- (e) Hakka noodles (Steamed noodles with choice of veg/non-veg.)
- (f) Stir fried garlic vegetables (Variety of vegetables such as baby corn, mushroom, broccoli etc. stir fried in garlic, salt and pepper).

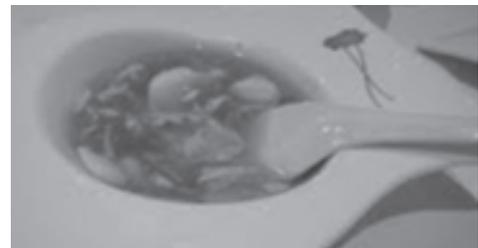


Fig. 20.10: Shark fin soup

Dessert

- (a) Honey fried noodles with ice cream (crispy fried noodles dipped in honey and served with vanilla/litchi ice cream).
- (b) Date pancake (batter of refined flour, egg, milk and sugar cooked into a thin base and stuffed with date paste).
- (c) Sesame Coated Caramelised Walnuts (Walnuts coated with sesame and thick sugar).

Thai Cuisine

Thai food is gaining popularity these days and has many influences from the outside world. The taste and ingredients used are very similar to Indian food

and spices. Chinese style cooking has a great influence on Thai cooking as one can find a large choice of stir-fried dishes in a Thai menu. The art of Thai cooking developed according to the cultural influences from other countries, mainly China and Western Europe. Thai food is light and the herbs and spices used as common ingredients have medicinal properties.

Characteristics of Thai Food

- Extensive use of noodles in different recipes.
- Use of two main types of curries – Green curry and Red curry.
- Ingredients such as coconut milk, rice flour, lemon grass, red chilly paste, fish sauce, peanuts and prawn paste are mainly used.
- Desserts are made of egg, coconut cream, honey and rice. Some of the popular dishes are:
 - (a) Som Tam: (Raw green papaya salad garnished with crushed peanut dressing).
 - (b) Sarong Prawn: (Deep-fried crispy wrap deep sea prawns with rice noodles and pineapple sauce).
 - (c) Tom Yam Koong : (A spicy and sour soup with tiger prawns and mushrooms).
 - (d) Black chicken in green gravy (Green Curry with Black Chicken cooked in coconut milk and flavoured with Thai sweet basil leaves)
 - (e) Kho Khun beef curry (Rich red curry of Kho Khun beef in coconut milk with peanut butter, and flavoured with lime and organic Thai sweet basil leaves)
 - (f) Fresh lime sea bass (Steamed whole sea bass(type of fish) flavored with lemon grass garlic and special chilli dressing and garnished with coriander leaves)



Fig. 20.11: Sarong Prawn



Notes

**Notes**

The dessert includes:

- (a) Khao niau mamuang (Sticky rice steamed with coconut milk served with thai mango)
- (b) Tamarind Sorbet (Tamarind flavoured ice cream)
- (c) Coconut flan (Creamy caramelized coconut pancake topped with almond flakes)

French cuisine

French food is one of the richest and most developed cuisine in the world. It is one of the first professional and organised types of food. It is well known for providing a large amount of knowledge in cooking due to extensive research and experiments. France as a country has different types of climate and this adds variety to its food. France is also famous for producing the best wine in the world. This is another point of advantage for French cuisine as wine is used a lot as an ingredient and also as an accompaniment. French people have a custom of drinking wine with all the courses that match with the food.

Northern France is known for seafood which is usually cooked with butter and cream. Southern France is known for olive oil, garlic and herbs. Eastern France is known for chestnut, mushroom, cabbage, cheese and sausages. Wine is widely used in all types of dishes irrespective of the region they come from. Bread is another important ingredient of French food. It is usually made of barley, wheat and other grains.

A French menu usually begins with the first course (Hors'oeuvres/starters), followed by the second course (soup), main course (different veg. and non-veg dishes) and ends with the last course (dessert).

Some of the popular dishes are:

- (a) French onion soup (onion flavoured soup)
- (b) Smoked salmon with tartar sauce (smoked grilled fish with fish sauce).
- (c) Consomme julienne (thin clear veg. soup).
- (d) Steak Diane (Flattened and marinated beef served with brown sauce).
- (e) Beef Stroganoff (spaghetti dish served with minced beef in brown sauce).
- (f) Poisson Colbert (grilled fish served with Colbert sauce).



Fig. 20.12: French onion soup



Notes

Dessert:

- (a) Pastries (Different types of flavours e.g. chocolate, pineapple etc.)
- (b) Crème Brulee (Caramel flavoured creamy pudding).
- (c) Lemon tart (soft flaky pastry base with lemon fill)

Middle-East Cuisine

Middle–East cuisine includes food from the following countries- Egypt, Syria, Iran,Iraq, Lebanon, Jordan, Saudi Arabia, Israel, Afghanistan and Kuwait. The Middle-Eastern region has formed the cradle of Islamic civilisation since the 8th century and this cuisine reflects the different cultures that have influenced this civilisation.

Characteristics of Middle-east Food

- The food mainly consists of fruits, grains, vegetables, meat, nuts, olive oil and spices that provide great variety and healthy life.
- Each region has its own unique characteristics and food helps define the culture.
- Large family dinners can consist of over twenty dishes and take several days to prepare.
- Wheat and rice are the major and preferred sources of cereals.
- Lamb and mutton are the popular meats of the region as pork is prohibited in Islam.

Some of the popular dishes are:

- (a) Hummus and pita bread (fermented chickpea sauce served with a type of bread)
- (b) Labneh (Cream cheese from Lebanon. It can be served on a plate, sprinkled with olive oil, olives, tomatoes, cucumbers and mint or simply spread on pita bread).

**Notes**

- (c) Sfeeha/Mediterranean meat pie (A combination of ground beef and lamb is stuffed inside puff pastry and baked).
- (d) Armenian grilled chicken breast(Boneless chicken piece seasoned with herbs and grilled)
- (e) Adana kebab(Marinated kebab recipe from Turkey).
- (f) Kibby-bel-Saneeya (Ground beef, pine nuts, and cracked wheat are baked together forming a spiced Lebanese dish).

**Fig. 20.13: Hummus and pita bread****Dessert of Middle East:**

- (a) Easy Baklava (Phyllo dough is layered with butter, cinnamon and nuts and baked, then topped with a honey syrup and allowed to cool before eating).
- (b) Kunafa (Crunchy shredded phyllo dough is layered with a creamy sweet cheese filling and soaked with rose water syrup in this dessert).
- (c) Namooora/Basboosa (This sticky Lebanese dessert is made with dry wheat flour, baked to a golden brown, and drizzled with sweet syrup flavoured with orange).

**INTEXT QUESTIONS 20.5**

1. What are the characteristics of Chinese cuisine?
2. The dish sarson ka saag is associated with
3. The dish Dal Baati Churma is associated with
4. List the two main characteristics of Gujarati food.
5. Dastarkhan means
6. Hightlight the main characteristics of Kashmiri cuisine?



ACTIVITY 20.3

Visit some of the local restaurants in your area and get a sample menu of (i) Punjabi (ii) Hydrabadi (iii) West Bengal and (iv) Gujarati Cuisine.

Also write a note on the local food of your area/District/City/State.



WHAT YOU HAVE LEARNT

- Many people's definition of hospitality extends only to restaurants and hotels. In reality, it goes far beyond this and includes any organization that provides food, shelter and other services to people away from home. Therefore, the hospitality industry can be quite large and offers much career opportunities.
- The foot fall of tourists from these countries has been rising in recent years, as per the data released by the Ministry of Tourism, and is expected to rise in the coming years as well.
- In order to meet the requirements of these tourists, more number of hotels and restaurants will have to be constructed. This is because availability of good quality and affordable hotel rooms plays an important role in boosting the growth of tourism in the country. India is known for its diverse culture.
- The diversity is found in every sphere of life, whether it is culture, religion, architecture, costume on cuisine. Different states in India have numerous varieties of dishes to offer to the prospective tourists. Apart from domestic cuisine, number of international cuisines are also available in India.



TERMINAL EXERCISE

1. Give the full form of the following:
 - (i) HRACC
 - (ii) YHAI
2. What is the difference between:
 - (i) Chain hotel and independent hotel.
 - (ii) Franchise and management contract.
3. Write a short note on:
 - (i) Resort
 - (ii) Hospitality



Notes

MODULE – 6B

Hospitality Management

Hospitality and Catering Industry



Notes

4. What are the main functions of the Food & Beverage department of a hotel?
5. Differentiate between Commercial & Non-Commercial organisations.
6. Why is it important for hotels to meet a guest's expectations? List the guest expectations on arrival.
7. Using a diagram explain the classification of hotels in detail. Give examples in each type.
8. Explain in detail the major domestic cuisines of India. Give examples from each state



ANSWER OF INTEXT QUESTIONS

20.1

1. Attraction, Accessability and Accomodation
2. (i) Commercial (Profit Oriented)
(ii) Non-Commercial (Non-Profit Oriented)
3. Hotel
4. It is natural or man made facility which offers item of specific interest to tourist, i.e. Taj Mahal, Akshardham temple, Educational facility, art, music, religion, adventure etc. Refer section 20.2

20.2

1. 100 to 299 rooms
2. Airport Hotels
3. (i) Star classification
(ii) Basis of size
(iii) Basis of location
(iv) Basis of type of guests
(v) Basis of ownership
(vi) Basis of Affiliation
(vii) Basis of Management

20.3

1. (i) Warm and friendly greeting and welcome
(ii) Efficient and quick check in
(iii) Clean and well maintained rooms
(iv) Staff who has good communication skills and well groomed (Any two)

2. (i) Efficient and good check out.
- (ii) Warm and friendly seeing off by staff at reception.
- (iii) Efficient luggage handling
- (iv) Invitation to visit again. (Any two)

20.4

1. Front office
Food and Beverage service, House keeping
Food Production
2. (i) To provide Food and Beverage facilities to the guests
(ii) To provide Food and Beverage for groups, conferences, meetings and parties etc.
3. Human Resource Department.
4. Hot Kitchen-North Indian, South Indian
Tandoori Section, Chinese or Oriental kitchen, Halwai or Indian Sweet section

20.5

1. (i) Aroma is provided by fresh ginger, fresh coriander, root garlic and pepper.
- (ii) Art of using different methods of cooking like stir frying, steaming, roasting etc.
- (iii) Flavours provided by regional vegetables, tomatoes and Soya Sauce.
- (iv) Thickening of sauce and soup is done by Corn flour.
- (v) Most of the food will have combined taste like Chilli, sweet and sour.
- (vi) Soya is one of the key ingredients.
2. Punjabi
3. Rajasthani
4. (i) Roti, Dal, Kadhi, bhat and Shaak.
- (ii) It is common to add little sugar or gurrh to some of the vegetables and dals.
5. Dining table cloth.
6. The traditional 36-course Wazwan is considered the traditional Kashmiri cuisine. There is a lot of variety of non-veg dishes like Goshtaba and Nadr Yakhni etc. The non-veg dishes are mostly made of mutton and lamb. The beverages include famous Noon Chai and Kahwah etc..



Notes