

# Versatile Hospitality around the Globe Case Study on Cuisine and Culture in Hospitality Industry Country Malaysia

Gaurav Patel<sup>1</sup>, Nandini Roy<sup>2</sup>, Ashish Nevgi<sup>3</sup>

Student, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India<sup>1</sup>  
Assistant Professor, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India<sup>2</sup>  
Coordinator, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India<sup>3</sup>

**Abstract:** *Malaysia national cuisines are inherited through various generations and have been created through multiple evolutions and assimilations, in which formed very unique and delicious cuisines using various tropical ingredients. [1]However, Malaysia's national cuisine is still new to some of the global citizens. Therefore, food globalization is very important, because food globalization not only contributes to the trade industries but also contributes to other local industries such as tourism industries. A new term known as 'gastro diplomacy' has been introduced recently to explain how countries used their national cuisines as a method to promote their countries, cultures, foods, attract foreign tourists and also build political relations. Malaysia also has rigorously applied gastro diplomacy practices especially through the 'Malaysia Kitchen for the World' programme (MKP). Not only that, media such as documentary programmes and cooking competitions somehow contribute to the globalization of Malaysia national cuisine. Though the government and the citizens have taken various actions, there are still rooms for improvements to make the cuisines further known worldwide. Malaysia has been recognized as one of the best gastro diplomacy practitioners in the world, and it is hoped that this article could be a platform to share how Malaysia used this method to promote its national cuisines.*



**Keywords:** Globalization, Worldwide, Practitioners.

## REFERENCES

- [1]. Wade, William Cecil (1898). The Symbolism of Heraldry. London: G. Redway. pp. 31, 67.
- [2]. Lower, Mark Anthony (1845). The Curiosities of Heraldry. London: J. R. Smith. pp. 73.
- [3]. Guillim, John. "A Display of Heraldry", 1724.
- [4]. Jaucourt, Louis, chevalier de. "Hospitality". The Encyclopedia of Diderot & d'Alembert [5]Collaborative Translation Project. Translated by Sophie Bourgault. Ann Arbor: Michigan [6]Publishing, University of Michigan Library, 2013. Trans. of "Hospitalité", Encyclopédie ou Dictionnaire raisonné des sciences, des arts et des métiers, vol. 8. Paris, 1765.
- [5]. <https://www.revfine.com/hotel-industry/>



- [6]. <https://en.wikipedia.org/wiki/Hospitality>
- [7]. [https://en.wikipedia.org/wiki/Hospitality\\_management\\_studies](https://en.wikipedia.org/wiki/Hospitality_management_studies)
- [8]. [https://en.wikipedia.org/wiki/Malaysian\\_cuisine#Cultural\\_and\\_regional\\_influences](https://en.wikipedia.org/wiki/Malaysian_cuisine#Cultural_and_regional_influences)
- [9]. <https://www.marketresearch.com/seek/Food-Service-Hospitality-Malaysia/169/1233/1.html>
- [10]. [https://www.google.com/search?q=History+of+Malaysian+culture&biw=1366&bih=657&ei=\\_KfuYuq4DImx4EPhIaasAs&ved=0ahUKEwjqpDw4bL5AhWJ2DgGHQSDBrYQ4dUDCA4&uact=5&oq=History+of+Malaysian+culture&gs\\_lcp=Cgdn3Mtd2l6EAMyBggAEB4QFjIFCAAQhgMyBQgAEIYDMgUIABCGAzoHCAAQRxCwAzoECAAQQzoFCAAQgAQ6BQguEIAEOgQIABAKOggIABAeEA8QFkoECEEYAEoECEYYAFDaFVj5RmDjX2gEcAF4AIAB3wGIAZENkgEGMC4xMC4xmAEAoAEByAEIwAEB&scient=gws-wiz](https://www.google.com/search?q=History+of+Malaysian+culture&biw=1366&bih=657&ei=_KfuYuq4DImx4EPhIaasAs&ved=0ahUKEwjqpDw4bL5AhWJ2DgGHQSDBrYQ4dUDCA4&uact=5&oq=History+of+Malaysian+culture&gs_lcp=Cgdn3Mtd2l6EAMyBggAEB4QFjIFCAAQhgMyBQgAEIYDMgUIABCGAzoHCAAQRxCwAzoECAAQQzoFCAAQgAQ6BQguEIAEOgQIABAKOggIABAeEA8QFkoECEEYAEoECEYYAFDaFVj5RmDjX2gEcAF4AIAB3wGIAZENkgEGMC4xMC4xmAEAoAEByAEIwAEB&scient=gws-wiz)
- [11]. [https://www.researchgate.net/publication/326129550\\_The\\_Globalization\\_of\\_Malaysia\\_National\\_Cuisine\\_A\\_Concept\\_of\\_'Gastrodiplomacy'](https://www.researchgate.net/publication/326129550_The_Globalization_of_Malaysia_National_Cuisine_A_Concept_of_'Gastrodiplomacy')
- [12]. [https://www.google.com/search?q=History+of+Malaysian+culture&biw=1366&bih=657&ei=\\_KfuYuq4DImx4EPhIaasAs&ved=0ahUKEwjqpDw4bL5AhWJ2DgGHQSDBrYQ4dUDCA4&uact=5&oq=History+of+Malaysian+culture&gs\\_lcp=Cgdn3Mtd2l6EAMyBggAEB4QFjIFCAAQhgMyBQgAEIYDMgUIABCGAzoHCAAQRxCwAzoECAAQQzoFCAAQgAQ6BQguEIAEOgQIABAKOggIABAeEA8QFkoECEEYAEoECEYYAFDaFVj5RmDjX2gEcAF4AIAB3wGIAZENkgEGMC4xMC4xmAEAoAEByAEIwAEB&scient=gws-wiz](https://www.google.com/search?q=History+of+Malaysian+culture&biw=1366&bih=657&ei=_KfuYuq4DImx4EPhIaasAs&ved=0ahUKEwjqpDw4bL5AhWJ2DgGHQSDBrYQ4dUDCA4&uact=5&oq=History+of+Malaysian+culture&gs_lcp=Cgdn3Mtd2l6EAMyBggAEB4QFjIFCAAQhgMyBQgAEIYDMgUIABCGAzoHCAAQRxCwAzoECAAQQzoFCAAQgAQ6BQguEIAEOgQIABAKOggIABAeEA8QFkoECEEYAEoECEYYAFDaFVj5RmDjX2gEcAF4AIAB3wGIAZENkgEGMC4xMC4xmAEAoAEByAEIwAEB&scient=gws-wiz)