

# Versatility in Hospitality Industry around the Globe Case study on Cuisines and Culture of Syria

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**Abstract:** Food is central to the cultural and religious practices of most communities. For this reason, understanding and appreciating the food and food practices of another culture is part of building your own cultural competence. The family is the heart of Syrian social life. Frequent visits and exchanges of invitations for meals among family members are integral to daily living. Syria, as a country that was under a situation of a Civil War for almost a decade, has never forgotten its traditional culture, cuisine and way of life. What people eat is also important to their long-term health. [2] Syrian cuisine mainly uses eggplant, zucchini, garlic, meat (mostly from lamb and sheep), sesame seeds, rice, chickpeas, lentils, cabbage, cauliflower, leaves, pickled turnips, cucumbers, tomatoes, olive oil, lemon juice, mint, pistachios, honey and fruits. [2] At the beginning of the 21st century, selections of appetizers known as mezze are customarily served along with Arabic bread before the Syrian meal's main course, which is followed by coffee, with sweet confections or fruits at will. Many recipes date from at least the 13th century. With the oldest continuously inhabited cities in the world, Syria and its culinary skills, which were influenced by the caravans and expeditions that once travelled the Silk Road, have thrived and developed as part of the cultural and social expressions of Syria's ethnically and culturally diverse communities. A heterogeneous mixture of Muslims, Christians, Armenians, Kurds, Circassians, and others lends extreme importance to preserving these traditional skills and knowledge and a tool for socioeconomic development. The diversity of Syria's ethnic, religious, and cultural fabric is complemented by its fertile natural environment. Traditionally, Syrians do not consume canned or processed goods—their food relies on fresh local ingredients and spices free from artificial additives, as there is an abundant supply of vegetables, fruits, and grains produced from family-owned gardens and orchards, milk from their own livestock, and fresh yogurt and cheese prepared at home. With these essential and easily accessible food products, most families in rural areas are nutritionally self-sufficient, and certain dishes are especially associated with particular cities and villages, favors, and colors as symbolic markers of their cultural identity.

**Keywords:** Product, Industry, Service, Guest

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