

Versatility in Hospitality Industry around the Globe

A Case Study on Cuisine and Culture of Argentina

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Abstract: Rural tourism is gaining new fans all the time, especially in those countries that have not been blessed with the natural resources necessary for a beach holiday industry, or that don't have a sufficiently significant cultural heritage to generate large waves of tourists. However the peacefulness of the countryside, the communing with nature and the chance to indulge in some traditional rural activities are not enough for a lot of people. As a result, people are increasingly turning to gastronomy as an important complement of this type of tourism and as a means of promoting rural development by offering traditional cuisine to tourists. This paper sets out a brief description of this phenomenon based on a study conducted in Argentina, of the risks which a tourist strategy, apparently risk-free and without any negative consequences, can create for a tourist destination.[1] The travel and tourism industry is a resilient creator of wealth, responsible for 10.4% of global gross domestic product and 10% of jobs in 2018.1 Despite global geopolitical stress and economic uncertainty, international arrivals grew from 25 million in the 1950s to 1.4 billion in 2018.2 In Argentina, 6 million international visitors are expected in 2019, one of the highest totals in the region but still relatively low considering the country's great potential.3 Argentina ranks high globally in the size of domestic and foreign markets to which its firms have access,4 which in turn demonstrates the potential to boost the returns on the capital invested to encourage travel and tourism. Greater focus on improving infrastructure, developing a strong digital strategy, increasing nation branding and sustainably leveraging its natural assets are recommended to enhance the sector in the country. Argentina's vast size makes air travel one of its key assets. Government and industry have invested heavily in its air infrastructure by improving airport terminals, generating new flight routes, promoting competition among airlines and addressing the needs of new tourist profiles, such as millennials or late baby boomers. Further efforts are needed to improve ground transportation to increase the country's competitive edge among similar destinations, as tourists appreciate seamless trips between transportation modes. Removing travel barriers, such as visa bureaucracy and unnecessary taxes, will also help improve the traveler's experience. [1].

Keywords: Tradition, food, drinks, sweet

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