



Versatility in Hospitality Industry around the Globe Case Study on Cuisines and Culture of Bangladesh

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Abstract: *Food and food traditions are often perceived as important markers of identity, culture and local heritage. Gastronomy and local culinary traditions provide direct and more authentic connection to spaces and places while at the same time contributing towards a more memorable and meaningful interaction between 'hosts' and 'guests'. Food is an indispensable part of every community and its intangible heritage, a valuable tourism resource and important tool for destination image and branding. Food and beverage attributes play a special role in the Bangladeshi's culture and heritage. Rich culinary traditions, variety of food and a unique blend of spices have made the Bangladeshi cuisine popular in various parts of the world. Gastronomy provides a window to the country's past and present by giving insights to farming practices, ancient gastronomic traditions, customs and manners. Largely influenced by ethnic and social diversity, and its indigenous communities, Bangladesh is a place with a rather underdeveloped food tourism industry. This chapter seeks to analyze this potential and provide recommendations for how food tourism can be established and further developed as an important pillar of the Bangladeshi tourism industry. [1] "Most guests limit their understanding of the Bangladeshi culinary scene to Mughal-inspired cuisines and Panta Ilish (fermented rice and Hilsa), both of which are popular within the capital of Dhaka and, therefore, accessible. At our hotel we are introducing a food festival especially for the foreign guests through which we are bringing delicacies from across Bangladesh, delving deeper into the inner food culture of each division of the country, preparing the food with only locally sourced ingredients to ensure that our guests enjoy the most authentic gastronomic experience," says Shahid Hamid, executive director of Dhaka Regency Hotel & Resort, a five star hotel in the capital. [1].*



Keywords: Cuisine, Eating Habits, Values, Sweetmeat

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