

Versatile Hospitality Industry Around the Globe – A Case study on Cuisine and Culture in Hospitality Industry Spain

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Abstract: *When you're in Spain, one phrase you'll often hear in English (pronounced with Spanish accent) is Spain is different. When you live here, you'll discover that this phrase rings true in many ways, but perhaps some of the quintessentially Spanish things many tourists first experience are the Spanish customs surrounding food. From the moment you step off the plane and walk around the airport, you'll find a variety of Spanish-style bars and restaurants. In fact, a study published in 2010 by La Caixa found that, in Spain, there's an average of 1 bar for every 129 Spaniards. This brings us to the simple fact that eating and drinking are a very important part of Spanish culture.*

[1] One thing foreigners should keep in mind is that in Spain most bars are restaurants, and vice versa. These establishments are social meeting places where people can have fun — watching a soccer game, having a coffee, eating, drinking, partying, and really just about anything is a good excuse to go to a bar, which explains why there are so many of them. A typical bar will always have a nice variety of pinchos or tapas that vary from region to region and are usually included in the price of the drink or offered at a discount. And, since many bars are also restaurants, most offer a menú del día (a three-course meal offered at a fixed price, the typical Spanish lunch), platos combinados (one plate with different types of food), and raciones (large plates of food to share with the entire group). Of course, another popular option, especially for Spanish dinner, is to irse detapas/pinchos, which means hopping from one bar to the next, enjoying a pincho or tapa at each place until you're stuffed.

What is the Culture of Spain?

[2] The history and geography of a country greatly influence its culture. Wars, conquests, collective and individual values, and the belief systems of the state all play a huge role in affecting the culture of a country.

Spanish culture is no different. It was greatly influenced by the Carthaginians, the Phoenicians of the eastern Mediterranean, the Celts, and the Germanic tribes known as the Visigoths. Roman and Muslim architecture can be noticed everywhere in present-day Spain from its streets, buildings, historical monuments, fountains, gates, columns, and window designs. Once the Roman influence lessened, the moors took over. Under the Moorish influence, the language thrived immensely. The current day Spanish still uses numerous words that have their origin in Arabic.

The present-day Romanesque cathedrals and art and architecture, and becoming an intrinsic part of Spanish culture, have all been influenced by the pervasion of Christianity in its society.

Keywords: Romanesque cathedrals, Phoenicians, Spanish customs



I. INTRODUCTION

Spanish Breakfast (El Desayuno)



In Spain, breakfast (*el desayuno*) is the smallest meal of the day. Also, it is typically light and more like a continental breakfast than anything else. So, let’s start with the first moment of the Spanish food culture!

What is the typical Spanish breakfast like?

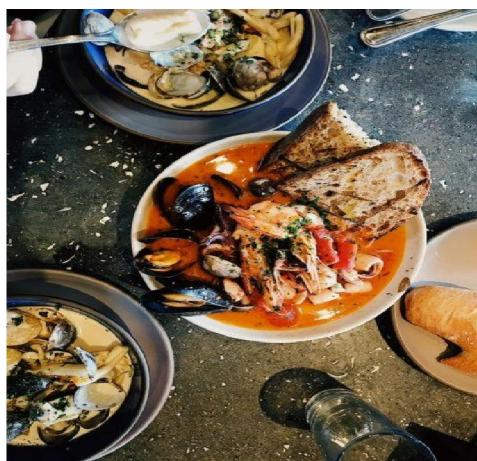
The typical Spanish breakfast generally includes *café con leche* (strong coffee with hot milk) or natural orange juice plus a good toast with olive oil, tomato slices and Iberian ham. Simply delicious!

Those who prefer a “sweet” breakfast normally have *bollos* (sweet rolls) with jam, toast with jam and butter, *magdalenas* (traditional Spanish cup cakes), or simply “Maria” cookies dunked in hot milk.

What time is breakfast in Spain?

Generally, breakfast in Spain is eaten at home, before dashing off to work or school. However, you may see some workers duck into the closest cafeteria around 10 a.m. to enjoy a quick mid-morning coffee break. This is actually a really important thing in Spanish food culture and completely necessary if you are having lunch late.

Lunch (*La Comida*)



[3]The midday meal or *la comida*, as it is called in Spain, is the largest meal of the day. It can include multiple courses and wine: the perfect moment to fully enjoy Spanish food culture!

Since Spanish lunches are always large, and courses come one at a time, it is important to pace yourself. Spaniards believe in taking their time and enjoying their meals. In fact, when having lunch in a restaurant, with family or friends, you can expect lunch to last an hour and a half or longer.



What are the typical Spanish dishes for lunch?

Below, a sample meal that you might find on a menu at a restaurant, or if you happen to be invited to someone's home for lunch:

- Typical Spanish lunch starters: Vegetable, bean, or seafood soup (often rice, potato, or pasta-based), green salad or vegetables
- Typical Spanish lunch main courses: Fresh fish or seafood, roast chicken or lamb with fried potatoes, or even rabbit stew if you are lucky
- Typical Spanish Desserts: Flan, a light pastry, fresh fruit, or ice cream. Since Spaniards love eggs and dairy foods, you will find that many desserts are made from fresh milk or cream.
- Typical Spanish After lunch drinks: Coffee and orujo (herbs liqueur) or brandy. Do not forget an espresso shot: you will probably need it after the big lunch!

Remember that bread is always found on the Spanish table, plentiful, fresh and used to mop up sauces.

What time is Lunch served in Spain?

Lunchtime in Spain is from 2 p.m to 4 p.m. Before and after that time, you might not find a restaurant or bar with the kitchen open and ready to serve you a delicious Spanish lunch.

How to order for Lunch in a Spanish restaurant?

Finally, here you have some useful phrases to order your Lunch in Spanish: *¿Hay menú del día? ¿Qué me puedes aconsejar? ¿La paella o el gazpacho?*



Dinner (La Cena)



Dinner (la cena) is a significantly lighter meal than lunch, with smaller portions and much simpler recipes. So, let's get to know a very special moment of Spanish food culture!

What are the typical Spanish dishes for Dinner?

Dinner might include some tapas, omelet, fish or meat with green salad or even just some cold cuts like Iberian ham or salchichón. A lighter dessert of fresh fruit or yoghurt is the most common thing.

Often, rather than sitting down to dinner at home or in a restaurant, friends “go for tapas” and visit their favorite tapas bars, having 2-3 tapas in each one, creating their own tapas tour.

What is Dinner time in Spain?

If you are travelling to Spain and want to live the local way, you should get ready to eat late. Dinner in Spain is normally served between 9 p.m and 10 p.m.

How to order for Dinner in Spanish?

Finally, sit in a Spanish restaurant and ask: “*Buenas noches, ¿qué tienes como entrantes? ¿Cómo es el pescado frito aqui?*”

II. SUMMARY

Tourism is huge in Spain!

WorldAtlas.com reveals that Spain holds the number two spot on the list of the world’s most visited countries. Not only does the country play host to 81.8 million visitors annually, but tourism contributes an impressive 11 percent to its national GDP. In fact, Spain’s recent economic growth can largely be attributed to the strength of international tourism. The Corner explains, “In spite of the [economic] slowdown, the fact that tourism-related GDP is growing faster than the economy as a whole means the sector is increasing in relative importance, and has been for the past few years.”

And according to an economic impact study conducted by the World Travel & Tourism Council, tourism exceeds every other industry in Spain except for the construction and retail sectors in terms of employment sector size.[4] In fact, it directly supports nearly three times as many jobs as the financial services sector, and more than five times as many jobs as Spain’s banking sector. Also, Trading Economics figures reveal revenues from tourism in Spain have been very high for many years and are booming in recent years. Revenues averaged €3,195.26 million from 1993 until 2018, reaching a record high of €8,015 million last August! Given its labor-intensive nature, it follows that the tourism industry is also spurring new employment. Specifically, between 2014 and 2018, Spain saw the addition of just under 400,000 tourism-related jobs, accounting for 20 percent of all new employment within the country. Moving forward, the country is expected to continue to create new jobs -- approximately 80,000 annually.

Also, every year Madrid hosts the important international tourism fair, FITUR, a global meeting point for tourism professionals, with, in 2018, 10,190 exhibiting companies from 165 countries/regions, over 140,000 trade participants, and over 110,000 members of the general public. So where better to study hospitality and tourism than a place where the tourism industry is booming?

Spain has everything you want

“Between the historical cities and towns of the country like Barcelona and Madrid, the world-class resorts at the Mediterranean and Atlantic coasts of the country, the popular festivals like the Carnival and the Running of the Bulls, 15 national parks, well-developed winter tourism facilities, and a bustling nightlife, Spain is a hotspot of tourist attractions. 13 Spanish cities are also regarded as UNESCO World Heritage Sites, attracting foreign visitors with their unique charm and significance,” explains WorldAtlas.com. In other words, if you are interested in working in a specific area of tourism, or if you are looking to acquire experience in a breadth and depth of different tourism sectors, Spain has it all -- and then some. And there are other reasons why it is the perfect destination for students. The people are famously friendly and welcoming; the food (tapas, paella, and more) is delicious; and it’s the perfect place for sun-seekers, with some areas seeing over 300 days of sun a year, in addition to mild winters. From thousands of miles of marvellous Mediterranean coastlines to the stunning Pyrenees mountains, you will have the opportunity to experience it all -- and to acquire critical hospitality and tourism management skills and knowledge in the process.

**You'll experience amazing hotels and restaurants.**

Spain is seventh in the world when it comes to countries with the most five-star hotels, according to a survey conducted by comparison website trivago.gr. It is home to 335 five-star hotels representing a one percent share of the country's total hotel market.

A Mekko chart reveals Spain also comes out on top when it comes to gourmet dining. Laying claim to a total of 183 Michelin star restaurants, including 8 three-star establishments, 21 two-star establishments, and 154 one-star establishments, it is fifth in the world in this regard, besting both the USA and the UK. Factor in the country's relatively low population density, and these stats become even more impressive. Spain isn't just home to some of the world's best hotels and restaurants, it also boasts a booming ecotourism sector. A recent USA Today article highlights the many facets of ecotourism in Spain, including an abundance of eco-destinations, eco-friendly accommodations, environmentally-friendly transportation, eco-tours, and eco-volunteerism.

ESCP Europe can help you jumpstart your management career.

ESCP Europe's Master in Hospitality and Tourism Management is designed to help aspiring hospitality and tourism business leaders level up in their careers by providing them with an international overview of the industry, along with plenty of chances to work alongside top players in the field.

This full-time, 15-month program comprises opportunities to study at the ESCP Europe campuses in Madrid and Turin, as well as to participate in two-week seminary at the Cornell University School of Hotel Administration (New York), long heralded as one of the best -- if not THE best -- hospitality and hotel management schools in the world. During their time at Cornell, students choose between four different specializations, walking away with a coveted Professional Development Program Diploma from the globally renowned university.

III. CONCLUSION

[5] Culinary tourism shows great potential as both a tourism product and a tool for marketing tourist destinations. This is particularly true in the case of cultural destinations due to the strong relationship which exists between cultural and culinary motivations. Moreover, this type of tourism creates new opportunities for the development of other economic activities, in particular those related to the primary sector, thereby strengthening the links between different activities. Culinary tourism shows great potential as both a tourism product and a tool for marketing tourist destinations. This is particularly true in the case of cultural destinations due to the strong relationship which exists between cultural and culinary motivations. Moreover, this type of tourism creates new opportunities for the development of other economic activities, in particular those related to the primary sector, thereby strengthening the links between different activities. Culinary tourism shows great potential as both a tourism product and a tool for marketing tourist destinations. This is particularly true in the case of cultural destinations due to the strong relationship which exists between cultural and culinary motivations. Moreover, this type of tourism creates new opportunities for the development of other economic activities, in particular those related to the primary sector, thereby strengthening the links between different activities.

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In recent years, food and wine have come to be considered as one of the main motivations for visiting certain geographical areas. In fact, tourists are demanding new experiences which stimulate other senses in addition to sight: culinary tourism is able to stimulate other senses such as taste and smell.

This type of tourism is being dealt with within scientific literature through various studies focussed on both wine and food (Hall et al., 2000). Most studies have addressed the need for joint analysis due to the importance of the relationship between these two products.

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Finally, a significant level of satisfaction has been proven with both the overall visit to the Cáceres and its cuisine. In terms of the main limitations of this research, it is important to highlight the limited time period in which it was carried out, meaning it would be desirable to obtain responses from tourists during other periods of the year.

As a future research, it would be useful to analyse the behaviour of tourists in their own place of residence with respect to the purchase of food and wine typical of the places they have visited.

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