

Versatility in Hospitality Industry around the Globe A Case Study on Sustainable Tourism of Venezuela

Avantika Pai¹, Mohsina Ansari², Nandini Roy³, Ashish Nevgi⁴

Student, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India¹

Assistant Professor, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India^{2,3}

Coordinator, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India⁴

Abstract: *The cultures of Venezuela are diverse and complex, influenced by Many different people who have made Venezuela their home. Venezuela has distinctive and original art, literature and music. Venezuelan cooking has native African, European origin and Some unusual cuisines created by immigrants in early centuries. The national dish in the country is Pabellon Criollo which is made Inbound tourism is "dead," he said. Corporate travel, which was once the largest piece of his operation, is just a tiny piece of it today. No one is coming to Venezuela to do business, nor is there much domestic or outbound corporate travel. His hotel does better than most, but nationwide average daily rates are "ridiculous" and occupancy averages 35%. The one upside of the exodus of Venezuelans is that many of his clients who have joined the diaspora continue to book travel through his company. "The focus is to keep [the business] alive and also well-positioned to embrace change once it occurs," he said. "My key priority is talent retention. Next, maintain financial sustainability -- not necessarily profitability, but I don't want to lose money." Anticipating an influx of interest from foreign travel companies once stability returns, he said, "It's critical that we be competitive with potential global players when the reconstruction process begins." "We had a gathering for our anniversary," he recalled. "What would I tell employees? I thought I should come up with 10 reasons why this crisis could lead to better things." "We are heading toward one of the most amazing reconstruction processes in history," he said, "and I'm confident tourism will be a huge driver in it. Infrastructure -- airports, marinas, ports -- will be one of the first things redeveloped. The airport infrastructure in this country is great. There are 22 airports, but only five are currently functional. Once things change, there will be lots of opportunities for concessions and business activity around refurbishing and modernizing the airports." [1].*



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I. INTRODUCTION

1.1 History

The history of Venezuela reflects events in areas of the Americas colonized by Spain starting 1522; amid resistance from indigenous peoples, led by Native caciques, such as Guaicaipuro and Tamanaco However, in the Andean region of



western Venezuela, complex Andean civilization of the Timoto-Cuica people flourished before European contact. In 1811, it became one of the first Spanish-American colonies to declare independence, which was not securely established until 1821, when Venezuela was a department of the federal republic of Gran Colombia. It gained full independence as a separate country in 1830. During the 19th century, Venezuela suffered political turmoil and autocracy, remaining dominated by regional Caudillos (military strongmen) until the mid-20th century. Since 1958, the country has had a series of democratic governments. This new constitution officially changed the name of the country to Republican Bolivariana de Venezuela (Bolivarian Republic of Venezuela).[3]

Venezuela (officially the Bolivarian Republic of Venezuela) is a country on the northern coast of South America, bordering Colombia, Brazil and Guyana. Its society has been deeply shaped by Spanish colonization, which introduced Roman Catholicism and the Spanish language. Today, the dominant culture of Venezuela reflects a blend of indigenous and Spanish customs, as well as regional Caribbean and Andean influences. Venezuelans are often described as warm, welcoming and open people. They are generally unified by a shared desire for fairness and equality. This is embodied by the national hero, Simon Bolívar, of whom they are very proud. However, customs and attitudes can vary significantly depending on a person's class, ethnicity or locality (e.g. rural or urban). Indeed, perceptions of the culture often especially differ between those from different social and economic classes[.2]

II. CULTURE AND CUISINE

Despite the country's current challenges, Venezuelans continue to have a spontaneous and fun cultural spirit. They are also very flexible and adaptable people, able to find positives and commonalities even if the situation is bad. Such characteristics are often noticeable in the expatriate populations living in other countries. Venezuelans are commonly optimistic and value a healthy work/life balance, thinking of leisure time as important. This attitude towards life is also reflected in the festivals and holidays that are commonly celebrated in Venezuela. Regional and national festivals are often celebrated with parades, musical performances, dancing, costumes and parties, such as religious celebrations like the Fiesta de San Juan and the celebration of Corpus Christi. These also reflect the high value Venezuelans place on the traditions of the past.

The rich cuisine of Venezuela offers travelers the perfect blend of flavor and simplicity. With influence from Africa and Europe, the indigenous cuisine has broadened while keeping its unique personality.

Corn has been harvested in Venezuela for centuries and still plays a major role in its food scene. Many dishes comprise corn flour, providing a simple base to add an array of ingredients and spices. The end result is a varied and celebrated cuisine.

This leads to travelers returning home not only inspired by the local flavor but how easy it is to recreate some of the best Venezuelan food in their own kitchen.

There's so much to get excited about when it comes to Venezuelan cooking. So let's dive in and explore 5 traditional Venezuelan dishes, beloved across the country.[2]

1 – Pabellón criollo – Rice, plantain, beans, and beef



[3]



2 – Hallacas – Meat tamales



[3]

3 – Pan de jamón – Ham Bread



[3]

4 – Bollo pelón – Corn dough filled with beef stew



[3]

5 – Pisca Andina – egg and milk soup



[3]

III. ATTIRE

The national dress of Venezuela is the men's dress, which is called Liqui Liqui. The outfit comprises a waist-length jacket with long sleeves and a Nehru collar. It has five to six buttons at the front and two to four pockets. The jacket is worn with a pair of trousers made of the same fabric and color as the jacket. Women's traditional outfits consist of long dresses with full, flowing skirts. The material is usually a floral print, reflective of Venezuela's Spanish and Caribbean influence. The dresses, or blouses if a skirt-and-blouse combination is selected, are often worn off the shoulder or have one sleeve off the shoulder. [3]

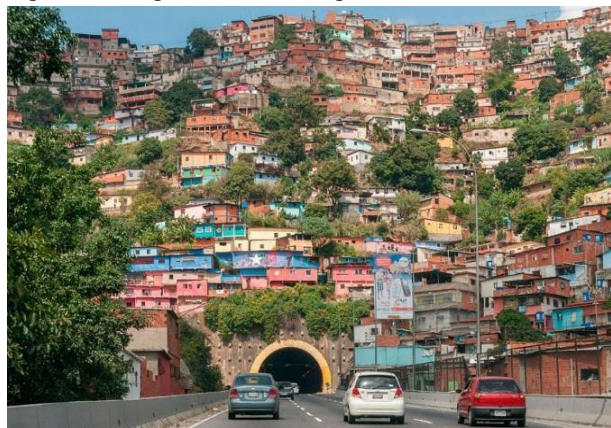


IV. ARCHITECTURE

As Venezuela's economy and politics fall apart, its architectural heritage is crumbling right along with them. Homes are often made of brick and cement. It is common for them to be protected with large fences and alarm systems. The lower class, or poor rural inhabitants, lack basic services like safe water to drink and electricity. Their homes are not protected from natural disasters like landslides. The upper class live in spacious homes, which at least have 4 bedrooms and 4 bathrooms, or luxurious apartments. They usually include swimming pools and other amenities. A watchman, or Guachimán, is often hired to protect these homes from thieves.

The middle class live in houses or tall apartment buildings within well-organized communities. These communities are called urbanizaciones. They are usually 2 stories. The upstairs is considered the private domain of the family and consists of usually 3 bedrooms. The living room, kitchen, and other rooms used for socializing are found on the main floor. Hospitality is very important to Venezuelans, and because of this most homes have a room reserved just for visitors on the first floor as well. Interior walls of homes are usually white and decorated with art. Homes are often made of brick and cement. It is common for them to be protected with large fences and alarm systems. The lower class, or poor rural inhabitants, lack basic services like safe water to drink and electricity. Their homes are not protected from natural disasters like landslides. The contrast between the rich and poor is especially visible in Caracas, where ranchos are located in the hills that surround the modern city filled with apartments.

Venezuela has a road network of around 100,000 km (placing it around 47th in the world); around a third of roads are paved. As of 2019, about 80% of public transportation is not operational within the country[.3]



V. URBAN AND RURAL LIFE IN VENEZUELA

Venezuelans are over the age of 65 while 33 percent are under the age of 14. It has been estimated that 60 to 70 percent of the population is under the age of 30. Some 88.8 percent of the population lives in urban areas, while 11.2 percent live in rural areas. Almost all of the population growth since 1940 has occurred in urban areas, a consequence of the modernization that has resulted from Venezuela's development of its oil industry.

It has been estimated that 75 to 85 percent of the population lives on just 20 percent of the country's land mass, while 4 or 5 percent of the population lives on 50 percent of the land. The most densely populated region is the upper northwest, where Venezuela's 3 largest cities are located. The most sparsely populated portion is the southern and

eastern portions of the country, even though the government has tried to relocate industry there. The 2 regions are separated by the Orinoco river[.3]

VI. SUMMARY

Today, the dominant culture of Venezuela reflects a blend of indigenous and Spanish customs, as well as regional Caribbean and Andean influences. Venezuelans are often described as warm, welcoming and open people. They are generally unified by a shared desire for fairness and equality.

Venezuelan cuisine varies greatly from one region to another. Food staples include corn, rice, plantains, yams, beans and several meats. Potatoes, tomatoes, onions, eggplants, squashes, spinach and zucchini are also common side dishes in the Venezuelan diet. Ají dulce and papelón are found in most recipes.

Venezuelan Food is vibrant and diverse, full of fresh, hearty produce, and some fascinating fusions. The foods of this beautiful country have the passion of Latin America, with plenty of European and West African influence. There's so much to get excited about when it comes to Venezuelan cooking.

Venezuela's cultural heritage includes the original Venezuelan natives, the Spanish and Africans who arrived after the Spanish conquest, and the 19th century waves of immigration that brought many Italians, Portuguese, Arabs, Germans, Moroccan Jews, and others from the bordering countries of South America. [4,5]

VII. CONCLUSION

Venezuela has absorbed the secret of various cuisine recipes and has formed its unique distinctive cooking that is simple and tasteful, healthy and flavored and attracts tourists from all over the world to taste and enjoy.

It is also said that Venezuela has such varied cultures that it has generated a great number of unique dishes especially in the fast food category. [4]

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