

# Versatile Hospitality Industry around the Globe A Case Study on Development and challenges in Hospitality Industry – Sudan

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**Abstract:** *This research focused on tourism because currently, it is one of the main pillars of the economy. The developing countries are currently competing in improving their tourism sector by taking advantage of newly developed technologies and advancements. Today, these countries are using new marketing tools to promote their destinations. Suitable distribution and intensive promotion increases the duration of residence of the tourist and increase national income. Therefore, it is necessary to inquire into promotional strategies in social media based on Sudanese tourist experiences. This study used a qualitative approach with phenomenological study to investigate how the developing countries, especially Indonesia, benefit from the tourist experience and social media as a new marketing tool in promoting destinations. The result showed that most of the Sudanese tourists used social media to find information about tourism destinations in Indonesia. The researcher conducted a short interview with six Sudanese tourists to understand the Sudanese tourists' behaviour, communication experiences in social media, and the factors that made them chose Indonesia. Other results showed that the Sudanese used social media to share their travel experiences by posting pictures, videos, comments, and opinions. These postings may serve as valuable information for other potential tourists and influence their choices.*

**Keywords:** This study used a qualitative approach with phenomenological study to investigate, he Sudanese tourists' behaviour, communication experiences in social media, These postings may serve as valuable information for other potential tourists and influence their choices.

## I. INTRODUCTION

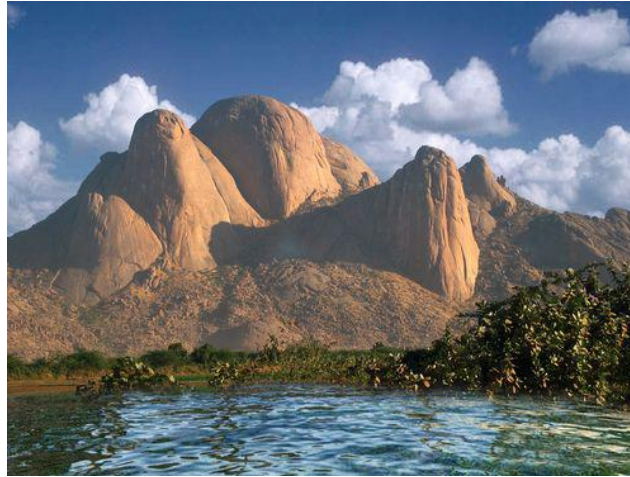
### 1.1 Sustainable Tourism

In July 2016, Sudan's Marine Protected Areas (MPAs) – Sanganeb Atoll Marine National Park and Dungonab Bay and Mukkawar Island National Park – were inscribed as a UNESCO Natural World Heritage site. This is the first natural World Heritage site in Sudan and the first marine World Heritage site in the Red Sea and wider Arabian region. The Darwin Initiative (DI) project team supported the national nomination process by providing data and organising a workshop at UNESCO headquarters. [1] The new international status will likely attract more interest in Sudan as a potential tourist destination and more visitors. To prepare for this, our DI project has been helping Sudan to plan ahead and promote sustainable and fair tourism for the MPAs.

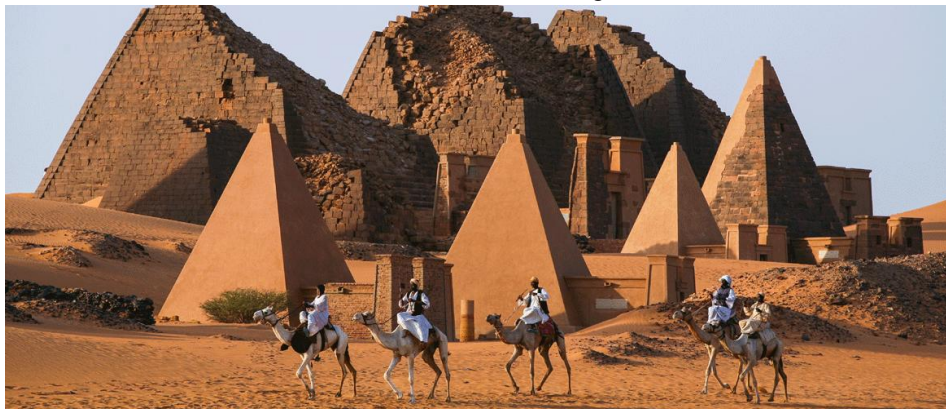




Sudan is not a high-profile tourist destination but the country has a special reputation among the international SCUBA dive community. Between 2,500 and 4,000 divers come to Sudan every year from Europe and occasionally the USA. The special reputation of Sudan as an elite destination among the dive community started in the early 1960s when the legendary Captain Jacques Cousteau filmed the documentary [2] “The World Without Sun” and launched the Conshelf II experiment in Sudan to test whether humans could endure living underwater for extended periods of time. Sudan has managed to sustain this reputation due to the quality of the diving experiences, the abundance of marine wildlife, but also partly due to the small number of live-aboard dive boats operating in this challenging location.



In recent years, the number of live-aboard boats has started to increase; from the 8 locally based boats that were operating in 2000 there are now 15 boats, including 7 boats that visit seasonally from outside Sudan. While this number is still low compared to other destinations, the increase is proving to be a source of tension and poses a real threat to biodiversity conservation and the sustainability of this sector. The small number of locally based dive boats has been operating under a long-agreed informal set of guiding principles. However, newer boats bringing clients to Sudan are not obligated to follow these rules. To address this issue, the DI project has been working to support the dive operators to establish a formal code of conduct. As part of this process, the DI project has designed a series of Best-Practice Guidelines for encounters with marine wildlife for both the dive boat operators and their clients.



The DI project also identified a need to increase the link between the dive operators and the local communities. As international tourism is mainly boat-based, and the local communities are not easily accessible, there are limited opportunities for them to benefit from this potentially lucrative stream of foreign income. Establishing appropriate mechanisms through which the dive boats can interact with the local communities is challenging but paramount to ensuring that the communities benefit from tourists visiting their areas. To deepen understanding of the concept of sustainable tourism among national stakeholders, the DI project provided a 3-day “Sustainable Tourism Training Workshop” at the Red Sea University in Port Sudan. The workshop enabled participants to learn more about principles of sustainable tourism, including ecotourism. It highlighted the importance of ethical and responsible tourism and how



these concepts can bridge development and conservation. Currently we are preparing for an expert to visit the communities to engage local fishermen in low impact ecotourism activities, such as manta watching.



[3] While international tourism in the Red Sea State revolves around the live-aboard dive boats, Port Sudan and Dugonab Bay and Mukkawar Island National Park are also becoming increasingly important destinations for national tourists, particularly for people coming from the capital Khartoum. However, there is a lack of awareness of the marine environment and conservation issues among the general population as demonstrated by the stalls along the seafront in Port Sudan. These stalls target national visitors and sell marine mementoes including shells, corals, turtle carapaces, and dried baby shark and other fishes. To sensitise the general public about the wealth of marine biodiversity and flagship species in Sudan, the DI project prepared a poster exhibit jointly with our local partner SUDIA. The exhibit has been displayed at various events and has been very well received.



## II. SUMMARY

### 2.1 Cuisine & Culture

Just like its culture, Sudan's cuisine has been shaped by a number of outside influences across the centuries, with echoes of West African, Arabic and European cookery strongly evident. Dishes tend to be relatively simple to prepare and many recipes call for just one pan, but the complexity of flavours comes from deft use of a variety of spices and herbs. Dining in Sudan is a communal affair, and commonly a pretty large group of extended family will gather at every meal time to enjoy eating together from the Sudanese seniyya - a large round metal platter that holds all the communal dishes - and exchanging the news of the day. Sitting down to dine together is also symbolic of unity and peace in Sudan, where the expression 'we ate a meal together' means 'all is well between us.'



[4] In Sudan breakfast is often quite hearty with a few different dishes to choose from. Recipes tend to show some similarities with traditional Middle Eastern breakfast foods such as simple omelettes perhaps cooked with some chopped vegetables, or ful medames, the classic thick broad bean stew which in Sudan is often served with tomato, onion, crumbled feta or hard boiled eggs.

The best loved celebratory dish in Sudan is a rich meat stew known as Mullah which is flavoured with plenty of onion and garlic, peanut butter and tomato. Some recipes also call for okra or yoghurt as well. Once cooked the Mullah stew is often blended to give a smooth consistency, and it is scooped up with pieces of kisra, a typical Sudanese flatbread made with a batter of flour and ghee which is spread thinly on a flat griddle rather like a crepe. These two dishes are often served together as the centrepiece of the Sudanese seniyya.



These fava or chickpea fritters are the same as falafel but in Sudan they are known as Tamayya. Once the chickpeas or fava beans have been re-hydrated and ground to a crumbly paste, the cook adds cumin, coriander, garlic, salt and lemon juice, rolls the paste into small balls or patties and fries them until golden. These are often served in a sandwich or with dips in Sudan.

[5] As well as dried fruits such as dates and apricots, the Sudanese enjoy delicate fried pastries shaped into diamonds and triangles using a plain dough, deep fried and sprinkled with sugar - much like a doughnut. Basboosa is another popular treat, a sweet cake made with semolina. Mukhbaza is a sweet dessert of breadcrumbs blended with mashed banana and local honey.



### III. CONCLUSION

Typical drinks in Sudan include a diluted tamarind flavoured drink and red hibiscus tea, as well as coffee or tea made Sudanese with the addition of cinnamon and sugar for a warming spiced cup. Tap water is not usually safe to drink and alcohol is forbidden. Locally brewed spirits and beers do exist, but the punishment for being caught drinking them is harsh, so best to avoid alcohol altogether during your time in Sudan.

Other popular dishes you might like to try include Goraasa be Dama, a flavoursome beef stew made with fresh tomato and green pepper and given a depth of flavour by the addition of cardamom and cinnamon; Kawari, which is a soup made by boiling the hooves of cattle or sheep and flavouring with a selection of vegetables; or Fassikh, a combination of fish, spices and tomatoes cooked together to give the fish a lovely spiced flavour.

Among the best loved and most commonly eaten ingredients in Sudan are peanuts, rice, fava beans, maize or sorghum porridge, okra, meat and sesame. A range of spices are used but the most popular is probably cumin. Dill is a common garnish, as is coriander.



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