

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

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Abstract: *Bolivia is the fifth largest country in South America. It was named after Simon Bolívar, the 19th century leader of the wars waged against the Spanish conquerors. Bolivia achieved independence in 1825. Bolivia has a rugged geography that encompasses the high cold plateaus of the Andes Mountains, numerous valleys and vast lowland tropical rain forests. About 50 percent of Bolivia is forest. Most Bolivians live in the highlands. The country is land locked in central west area of South America and borders Peru, Chile, Paraguay, Argentina and Brazil. The population is approximately 11 million. About 30 percent of Bolivians are of mixed European and indigenous heritage and many consider themselves direct descendants of the Incas. Spanish is the national language, but many Bolivians speak native languages including Quechuan, the ancient language of the Incas, Aymara, and Guarani. Most Bolivians are Catholic. Other Christian faiths make up less than 10 percent of the population. The culture is influenced by the historical Spanish presence blended with native identity. Bolivia is one of the poorest countries in South America and has high levels of poverty, limited education, high rates of malnutrition, high mortality and poor life expectancy. Fertility rates are high due to lack of family planning resources. This leads to high infant and maternal death rates. A lack of access to clean water sources creates a high risk of waterborne and infectious diseases. A lack of industrialized development and misuse of land resources has led to a rate of food production that does not keep pace with the population growth. Bolivians celebrate many religious holidays with festivals that blend Christianity and ancient religious customs. These festivals are an important part of life and the festival parades feature dancers in traditional, elaborate and very colorful costumes and masks.*

Keywords: Bolivia is the fifth largest country in South America, Bolivia achieved independence in 1825, The country is land locked in central west area of South America and borders Peru, Chile, Paraguay, Argentina and Brazil..

I. INTRODUCTION

[1] Bolivia is a country in South America, bordered by Brazil to the north and east, Paraguay and Argentina to the south, Chile to the west, and Peru to the west. The cultural development of what is now Bolivia is divided into three distinct periods: pre-Columbian, colonial, and republican. Important archaeological ruins, gold and silver ornaments, stone monuments, ceramics, and weavings remain from several important pre-Columbian cultures. Major ruins include Tiwanaku, Samaipata, Inkallaqta and Iskanwaya. The country abounds in other sites that are difficult to reach and hardly explored by archaeologists. The Spanish brought their own tradition of religious art which, in the hands of local indigenous and mestizo builders and artisans, developed into a rich and distinctive style of architecture, literature, and sculpture known as "Mestizo Baroque." The colonial period produced not only the paintings of Perez de Holguin, Flores, Bitti, and others, but also the works of skilled but unknown stonecutters, woodcarvers, goldsmiths, and silversmiths. An important body of native baroque religious music of the colonial period was recovered in recent years and has been performed internationally to wide acclaim since 1994. Bolivian artists of stature in the 20th century include, among others, Guzman de Rojas, Arturo Borda, María Luisa Pacheco, Master William Vega, Alfredo Da Silva, and Marina Núñez del Prado.



1.1 Festivals

[2] Pagan rites from the pre-Columbian era are still common during the religious festivals of the Natives. The clothing used during the festivals is reminiscent of the dress of pre-Columbian Indians and 16th century Spaniards. The annual carnival of Oruro are among the great folkloric events of South America, as are the lesser known indigenous Anata Andina and the "carnival" at Tarabuco (Pujllay), or the Tinku - fertility rites held at Macha every 3 May. They also celebrate Dia de los Muertos.

1.2 Dances

Many dances and songs contain elements from both the native and European cultures. Caporales seems to be the most popular Bolivian dance of present times – in a few decades it has developed into an enormously popular dance, not only in the Highlands where it originated, but also in the Lowlands and in Bolivian communities outside the country. In the Highlands, other traditional and still very popular dances are:

- Awki awki
- Cambitas
- Ch'utas
- Diablada
- Kullawada
- Llamerada
- Morenada
- Pukllay
- Afro-Bolivian Saya
- Siklla (Wayra, Doctorcitos)
- Suri Sikuri
- Tango
- Tinku
- Tobas
- Waka Waka
- In the Lowlands, there are:
- Macheteros
- Taquirari
- Chovena

1.3 Clothing

[3] Clothing of Andean people of indigenous descent includes the pollera (pleated-skirt), the 19th century European bowler hat, and a silky shawl known as a manta.[1] The pollera was originally a simple Spanish dress that colonial authorities forced the indigenous populations to wear. The pollera is a symbol of pride for the indigenous people, who live in La Paz, and for people in rural areas.

The inhabitants of Santa Cruz de la Sierra, from babies to seniors, wear the same kind of clothes that are typical in western countries, like jeans, shorts (which are the most common because of the heat), t-shirts, dresses, etc.

Sports

Association football is the most popular sport in Bolivia. The governing body of football in Bolivia is the Federación Boliviana de Fútbol (FBF), which controls the national teams. The FBF organises the men's, women's, and futsal national teams.

The Bolivia national football team is currently ranked 75th in the world, with their best FIFA ranking being 18th in the world. The national team has competed at the FIFA World Cup three times, the Copa América 23 times, and the Confederations Cup once.



La Paz has the highest tournament-class golf course in the world.

[4] Bolivia's national basketball team finished 8th at the 2016 South American Basketball Championship. There, Bolivia beat Ecuador 75-74 for its first victory ever at the event. Bolivia's women's national basketball team won the silver medal at the 1978 South American Basketball Championship for Women.

Music

Bolivia's regional folk music is distinctive and varied. In the Andean regions, music is played during the festivals and dances. Some tunes contain strong Spanish influences.

The most common musical instruments are:

- Sicu (also sicus)
- Tarka or tharqa
- Pinkillo
- Skin drums
- Copper bells
- Wood
- Guitar
- Flute
- Zampoña
- Matraca
- Mandolina
- Charango
- Quena

II. SUMMARY

2.1 Cuisine

Potatoes in many different varieties are the staple food in the highlands. Quinoa is also a staple and is a chief crop. Other grains and vegetables include barley, rice, maize, legumes, soybeans, sugar corn, beans and many fresh vegetables. Brazil nuts, coconuts and coffee are also grown. Pre-Columbian crops are peanuts, white potatoes and squash. Meats include pork, fish, poultry and, to a lesser amount, beef and lamb. Staples include freeze-dried potatoes called "chuno" and air-dried jerky called "ch'ark." Bolivia is famous for queso do Paria. This soft, un-ripened sheep milk cheese was introduced to the indigenous natives by the Spanish conquistadores.

Meals are family-centered with the lunch as the main meal of the day. Dishes include humitas, which are corn-filled pies, meat-filled turnovers called "saliensa," and boiled potatoes with hard boiled eggs called "almuerzo." Popular dishes are spicy thick stews and roasted pig for special occasions. Most meals are served with hot pepper sauce. Bolivian cuisine stems from the combination of Spanish cuisine with indigenous ingredients and Aymara traditions, among others, with later influences from Germans, Italians, French, and Arabs due to the arrival of immigrants from those countries. The traditional staples of Bolivian cuisine are corn, potatoes, quinoa and beans. These ingredients have been combined with a number of staples brought by the Spanish, such as rice, wheat, and meat, including beef, pork, and chicken.

[5] Bolivian cuisine differs by geographical locations. In Western Bolivia in the Altiplano, due to the high, cold climate cuisine tends to use spices, whereas in the lowlands of Bolivia in the more Amazonian regions dishes consist of products abundant in the region: fruits, vegetables, fish and yuca. Bolivian cuisine has been influenced by the Inca cuisine, Aymara cuisine, Spanish cuisine, and to a lesser extent the cuisines of other neighboring countries, like Argentina and Paraguay. European immigration to Bolivia is not as common when compared with other Latin American countries, and while German, Italian, Basque and other cuisines have influenced the cuisine of Bolivia, Spanish cuisine remains the primary influence.

Sweets in Bolivia use typical sweeteners like honey and sugarcane. Manjar blanco is a common ingredient used as a filling in place of dulce de leche for regional variations of traditional desserts like alfajores. Sweet fruits like bananas, guava, coconut, passion fruit, and raisins are commonly used, especially coconut which features in numerous dessert preparations like cocadas, budín de coco (coconut pudding) and pastelitos. Some local fruits like the achacha come from



the Amazon, while others still are native to the Andes. Known as "custard apple" in English, the cherimoya fruit, believed to be native to the Andes, is commonly used to make ice cream and other sweets. Mark Twain once described the cherimoya as "the most delicious fruit known to men".

Helado de canela is a type of sorbet flavored with cinnamon. Tawa-Tawas are fritter sweetened with miel de caña. Bunuelos are fried sweet fritters commonly eaten for breakfast with a sweetened beverage called api made with morocho corn, cinnamon, milk and sugar. Another breakfast food is the Andean fruit tamarillo, a common ingredient for compotes, marmalades and assorted desserts.

Almuerzo is the most important meal of the Bolivian day, so much so that daily life tends to revolve around it. Long lunches are traditional throughout the country, so businesses and shops often close between the hours of 12 and 2 pm, so that the workers have time to return home for lunch. A typical Bolivian lunch would consist of several courses, including a soup, a main course of meat, rice, and potatoes, then a dessert and coffee. Lunch is taken at a leisurely pace and is traditionally followed by a nap, the oft-cited siesta

Bolivians observe an afternoon tea break similar to those in England. Usually the tea breaks take place around 4 and 5 pm at salones de té (tearooms). These tearooms often double as bakeries so that tea and pastries are enjoyed together. Cups of black tea are usually taken with biscuits such as galletas Maria or more traditional humintas. Often, Bolivians drink coca or herbs tea when not having black tea.

Dinner is a lighter, much more informal affair than lunch that typically takes place at usually 8 pm or later.

III. CONCLUSION

3.1 Sustainable Tourism

For most travellers to Bolivia, its appeal over its flashier neighbours is that its past is still very much its present. Inca trails and ruined cities date back well over 1,000 years, and the majority of its people still speak the ancient languages of the Andes and Amazon. This is a land of panpipes and condors, of llamas and Earth Goddesses, of coca-chewing farmers and poncho-wearing politicians.

As a nation shunned by many others for its socialist politics, tourism promises a way of bringing the world in, without compromising Bolivia's culture or environment. Rural areas in particular are in desperate need of employment, and the alternatives, if they do exist, may comprise backbreaking labour or illegal activities.

As responsible tourism begins to grow, many rural and indigenous communities are seeing the benefits, and protected areas can live up to their name. But many of Bolivia's main attractions are located in remote areas – the Salt Flats, the high desert, the Amazon – where the lack of infrastructure combined with growing tourist numbers is resulting in landslides, the overuse of scarce water and the pollution of Lake Titicaca by untreated waste.

Bolivia is gradually overcoming a turbulent past dating back some five centuries, and one which has experienced as many revolutions and coups d'état as years of independence. Social unrest is a daily event in Bolivia, and pressure on the environment and resources will only make things worse, particularly for poorer and more traditional communities. Treading lightly is an essential part of being a tourist here.

A new form of tourism

Bolivia has long been the ultimate shoestring destination, surrounded by increasingly more expensive, developed countries. With little to offer in terms of quality, Bolivia instead competed on price: \$50 for a three-day tour of the salt flats, a couple of pounds for a dorm bed, a few pence for a tasty salteña on the street. It was a race to the bottom – a budget backpacker dream. But in a destination where almost 40 percent of the population lives in extreme poverty, shoestring prices run the risk of preventing people from earning a living and failing to feed their families. It also means struggling tour companies may resort to unsafe practices to make ends meet: disintegrating jeeps, unqualified guides, food past its best.

Happily, that is now changing. Some of Bolivia's hotels, ecolodges, tours and restaurants now match up in quality to its world-class landscapes. Better still, local communities are getting in on the act, by forming cooperatives, running their own accommodations, and guiding tourists through the mountains and the jungle they call home. With support from Conservation International, villagers living deep in the Amazon set up the brilliant Chalalan Ecolodge, a pioneering community-run tourism project.

Similar projects have sprung up around Madidi National Park, on Lake Titicaca's Isla del Sol, and even at the edge of the salt flats; all highly undeveloped regions inhabited mostly by indigenous people.

The Bolivian Network of Community and Solidarity Based Tourism, known as TUSOCO, supports a number of community-run tourism initiatives across the country.

What you can do

When booking your tour, request to stay in community-run accommodation for at least part of your trip, and take tours run by local guides.

Don't be lured by the cheapest tours, guides and accommodation; this means poorly paid staff, and no social or environmental commitment. Likewise, always tip drivers and guides, hotel and restaurant staff, demonstrating that working in tourism doesn't have to be a poorly paid career.

Trophy hunting in the jungle

As with anywhere that abundant wildlife and poverty sit side by side, illegal hunting does take place in the Amazon. Animals are hunted for food – or for selling in local markets to earn money. While we don't support the hunting of often vulnerable species such as caiman and peccaries, it is an understandable consequence of unemployment and the need to eat and sustain a family. Additionally, indigenous communities, such as the Tacana and Chimán, are permitted to maintain traditional subsistence hunting activities – an important part of their culture and often their only source of protein.

What we do find unacceptable are hunting tours. While they are illegal and not openly advertised, tourists can walk into tour operators' offices in the Amazon to request a hunting trip – and several of them will say yes. Trophy hunters are always after the most impressive species – even the rare jaguar is a target.

What you can do

There is no reliable way to report these tour companies, who operate under the thinnest veil of secrecy anyway and are likely linked to the local law enforcement organisations. If you do come across any illegal tours, therefore, one of the best things you can do is name and shame on social media, forums and blogs to deter other responsible travellers from giving them business.

Book your own jungle or pampas tour with a responsible operator – such as the ones on our site – and demonstrate that wildlife is worth far more alive than dead.

If you do happen to be curious about hunting, several operators are owned by or work closely with local indigenous communities. Activities on the tour may include learning traditional hunting skills – as well as how to prepare and cook the catch – without actually hunting any wildlife. As well as providing an income for local communities in remote areas, it also promotes traditional culture.

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