

Versatile Hospitality Industry around the Globe -A Case Study on Cuisine and Culture In Hospitality Industry - Madagascar

Suhaib Kazi¹, Nandini Roy², Ashish Nevgi³

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

Assistant Professor, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India²

Coordinator, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India³

Abstract: Madagascar is an Island with people from different cultures like Indonesia, Africa, China, Arab, and India descent settled here. Mostly rice is consumed here. Madagascan dishes do not use a lot of seasoning. Pepper, saffron and herbs are most often used for flavouring, as well as ginger, clove and nutmeg. Salt is not used in Madagascan cooking. Culture is diverse in Madagascar because of tribal heritage and customs. Music and dance originating from Indonesia and Africa are vital parts of ceremonies and celebrations. Family is a very important part of Madagascar. Many laws have improved the status of women's rights in Malagasy society as well as in the workplace, although rural women still engage in petty commerce to supplement the husband's earnings. Most of Malagasy people live in rural area where they follow their tradition strictly and most of the decisions are made by the head of council of male elders. In Madagascar, a traditional meal is typically eaten on the floor. Food items are generally served on a single plate and eaten with a spoon. Meals are served when they are steaming hot. No drinks accompany the meal, nor do any type of starters or appetizers. The typical form of dress in Madagascar varies depending on location and socioeconomic status. Rural and poorer urban residents tend to wear traditional attire: for men, this consists of a large shirt and shorts or long pants, while women may wear dresses with gathered skirts. In the country's coastal regions, women can often be seen in a wrapped skirt with a top; a rectangular shawl, known as a lamb, is also worn, particularly during ceremonial occasions. People of the middle class frequently wear Western clothes, with blue jeans being the favourite among the youth. A traditional meal in Madagascar usually contains one main dish of meat, poultry or fish with a side dish of vegetables, accompanied by a bowl of ro (a mix of herbs, leaves and rice). Malagasy cuisine is known for being quite flavourful despite being prepared in a simple manner without much spice.

Keywords: Socioeconomic, Urban resident, Supplements

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