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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.

J1]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 Celtics, 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.

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