

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

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**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].*



**Keywords:** Sustainable Tourism, Venezuela

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