

Versatile Hospitality around the Globe Case Study on Cuisine and Culture in Hospitality Industry Country Malaysia

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Abstract: Malaysia national cuisines are inherited through various generations and have been created through multiple evolutions and assimilations, in which formed very unique and delicious cuisines using various tropical ingredients. [1] However, Malaysia's national cuisine is still new to some of the global citizens. Therefore, food globalization is very important, because food globalization not only contributes to the trade industries but also contributes to other local industries such as tourism industries. A new term known as 'gastro diplomacy' has been introduced recently to explain how countries used their national cuisines as a method to promote their countries, cultures, foods, attract foreign tourists and also build political relations. Malaysia also has rigorously applied gastro diplomacy practices especially through the 'Malaysia Kitchen for the World' programme (MKP). Not only that, media such as documentary programmes and cooking competitions somehow contribute to the globalization of Malaysia national cuisine. Though the government and the citizens have taken various actions, there are still rooms for improvements to make the cuisines further known worldwide. Malaysia has been recognized as one of the best gastro diplomacy practitioners in the world, and it is hoped that this article could be a platform to share how Malaysia used this method to promote its national cuisines.



Keywords: Globalization, Worldwide, Practitioners.

I. INTRODUCTION

Hospitality is the relationship between a guest and a host, wherein the host receives the guest with some amount of goodwill, including the reception and entertainment of guests, visitors, or strangers. Louis, chevalier de Jaucourt describes hospitality in the Encyclopédie as the virtue of a great soul that cares for the whole universe through the ties of humanity.^[4] Hospitality is also the way people treat others, that is, the service of welcoming receiving guests for example in hotels. Hospitality plays a fundamental role to augment or decrease the volume of sales of an organization.

[2] Hospitality ethics is a discipline that studies this usage of hospitality.

Hospitality Management and Tourism is the study of the hospitality industry. A degree in the subject may be awarded either by a university college dedicated to the studies of hospitality management or a business school with a relevant department. Degrees in hospitality management may also be referred to as hotel management, hotel and tourism management

The global trends in hospitality industry

Smart hotels, sustainable hotels, robot staff, VR and AR, and unique brand experiences are all big trends right now. The sharing economy, OTAs, digital guest experiences, global tourism, young markets, and the power of social media are all trends that have staying power.

According to the Hospitality Global Market Report 2022 the global hospitality market is expected to grow from \$3,952.87 billion in 2021 to \$4,548.42 billion in 2022 at a compound annual growth rate (CAGR) of 15.1%. This large growth rate is in part the bounce back from global restrictions on travel.

II. SUMMARY

Hospitality industry in Malaysia

In Malaysia, the hospitality industry has experienced a definite increase consistent with the growth of the global hospitality industry in recent years. In our country, the hospitality industry has become the major pillars of the national economy.

Economic Empowerment

Within Malaysia, the hospitality and tourism industry contribute 6% of Malaysia's GDP and 23% of national employment (3.5 million jobs) and is the third-largest component of the service industry.[3]

Originally a sea-faring people, the Malays include a lot of seafood in their diet. Fish, squids, prawns, and crabs regularly show up in Malay dishes, as do chicken, beef, and mutton. Meats and seafood are often marinated with special concoctions of herbs and spices before being cooked.



Malaysian cuisine consists of cooking traditions and practices found in Malaysia and reflects the multi-ethnic makeup of its population.^[1] The vast majority of Malaysia's population can roughly be divided among three major ethnic groups: Malays, Chinese and Indians. The remainder consists of the indigenous peoples of Sabah and Sarawak in East Malaysia, the Orang Asli of Peninsular Malaysia, the Peranakan and Eurasian creole communities, as well as a significant number of foreign workers and expatriates.

As a result of historical migrations, colonisation by foreign powers, and its geographical position within its wider home region, Malaysia's culinary style in the present day is primarily a melange of traditions from its Malay, Chinese, Indian, Indonesian, Filipino and indigenous Bornean and Orang Asli, with light to heavy influences

from Arab, Thai, Portuguese, Dutch and British cuisines, to name a few. [4] This resulted in a symphony of flavours, making Malaysian cuisine highly complex and diverse. The condiments, herbs and spices used in cooking vary.



Because Peninsular Malaysia shares a common history with Singapore, it is common to find versions of the same dish across both sides of the border regardless of the place of origin, such as laksa and chicken rice. The same thing can be said with Malaysian Borneo and Brunei, such as Ambuyat. Also because of their proximity, historic migration and close ethnic and cultural kinship, Malaysia shares culinary ties with Indonesia, Thailand and the Philippines, as these nations often share certain dishes, such as satay and rendang.

Because the vast majority of Chinese Malaysians are descendants of immigrants from southern China, Malaysian Chinese cuisine is predominantly based on an eclectic repertoire of dishes with roots from Fujian, Teochew, Cantonese, Hakka and Chinese cuisines. However, despite the vast majority of Indian Malaysians are descendants of immigrants from southern India, Malaysian Indian cuisine has a mixture of north-south Indian and Sri Lankan diversity that can be differentiated by drier or wetter curry dish preparation.

3 Traditional foods from Malaysia

The bed of rice is topped with meat and vegetables, coated in a thick, spicy sauce. You'll commonly find fried chicken, beef spleen, lamb, and fried prawn Nasi Kanders. If you are a vegetarian, okra and bitter melon are two wildly popular vegetable-based Nasi Kandar dishes enjoyed throughout Malaysia.

The Culture of Malaysia.

Malaysia is a multi-cultural society. The main ethnic groups are the native Malays as well as large populations of Chinese, and Indians. When visiting the country, it is clear that the ethnicities retain their religions, customs and way of life. The most important festivals of each group are public holidays.

The culture of Malaysia draws on the varied cultures of the different people of Malaysia. The first people to live in the area were indigenous tribes that still remain; they were followed by the Malays, who moved there from mainland Asia in ancient times. Chinese and Indian cultural influences made their mark when trade began with those countries, and increased with immigration to Malaysia. Other cultures that heavily influenced that of Malaysia

include Persian, Arabic, British. The many different ethnicities that currently exist in Malaysia have their own unique and distinctive cultural identities, with some crossover.

Arts and music have a long tradition in Malaysia, with Malay art dating back to the Malay sultanates. Traditional art was centred on fields such as carving, silversmithing, and weaving. Islamic taboos restricted artwork depicting humans until the mid-20th century. Performing arts and shadow puppet shows are popular, and often show Indian influences. Various influences can be seen in architecture, from individual cultures in Malaysia and from other countries. Large modern structures have been built, including the tallest twin buildings in the world, the Petronas Twin Towers. Malaysian music has a variety of origins, and is largely based around percussion instruments. Much early Malaysian literature was based on Indian epics, which remained unchanged even as Malays converted to Islam; this has expanded in recent decades. English literature remained restricted to the higher class until the arrival of the printing press. Locally created Chinese and Indian literature appeared in the 19th century.

III. CONCLUSION



Malaysia is a multicultural country with many religions, ethnicities, and languages. The Malays usually refer to the people who speak Malay, which is originally the native language of the people from Riau, Sumatra, Indonesia, and are generally Muslims. This language is currently spoken in Indonesia, Malaysia, Southern Thailand, southern Philippines, and Brunei. [6] Because of the historical background, however, it is difficult to claim that the cuisine is truly Malay because the cooking methods and the ingredients have been influenced by many cultures.

The Malays have improvised the recipes to suit the local tastes. The Malay cuisines, especially of Indonesia, Malaysia, Singapore, and Brunei, vary, but still, they share some similarities with one another. Every cooking technique and ingredient used in the Malay cuisine has a unique aroma, taste, and flavor based on the settlement area and the assimilation process that originated from the influence of colonialism. The availability of local ingredients also made Malay food distinct from food of other races. Sustaining the Malay cuisine is very crucial to impart this knowledge to future generations.



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