

Versatile Hospitality Industry Across The Globe A Case Study on Cuisine and Culture in Hospitality Industry in France

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Abstract: *Modern hospitality is undergoing a revolution as profound as the industrialization of the sector in the mid-20th Century. Today's hospitality demands flawless technique and world-class business management. These elements are assured through the unique pairing of a specialized hospitality school with its knowledge of the culture and techniques of hospitality with one of the world-renowned Grand Ecole centers of management excellence. But what defines this new era of hospitality goes beyond technique and culture or good management, focusing much more on creativity, aesthetics and the innovative design of unique and fulfilling experiences against a backdrop of fast-paced technological evolution. Derived from the latin word "hospes", meaning host (one who provides lodging or entertainment for a guest or visitor), hospitality has its roots in ancient history. The ancient Greeks used the word "xenia" to define the sacred rule of hospitality: the generosity and courtesy shown to those who are far from home or associates of the person bestowing guest-friendship. Away from home, surrounded by strangers and yet feeling welcome. Although the original concept of hospitality has remained largely unchanged since its origins (meeting travelers' basic needs such as providing food and accommodation), the idea of building hotels for the sole purpose of hosting guests emerged alongside technological advances and better means of transportation towards the end of the 18th century. Since then, the sector been in constant expansion due to the very concept of hospitality being applicable to any sector that deals with customer service and satisfaction..*

Keywords: Goal, Policy, Service, Guest

I. INTRODUCTION

The history of France is what gave rise to hospitality. The most prominent people in the town contended for the privilege of being able to host young gentlemen touring the world, diplomatic representatives, and princesses in the most exquisite mansion in the middle ages. Human values were once what gave an excellent reputation. The success of the visitor is the cornerstone of French hospitality. Therefore, hosts must have certain qualities that he must aim to inculcate in its students throughout their education: respect, discretion, an open mind to other cultures, a desire to make people feel good, the ability to listen well, the ability to welcome people warmly, having a sound general culture, etc. . France has it all, including beaches, culture, history, gastronomy, and breathtaking scenery. Visit the South of France, especially the French Riviera, for beach resorts and a warm, Mediterranean climate. Paris is a must-see if you're interested in culture because it is the global centre for art and culture. The western French region of Normandy is rich in history, from William the Conqueror through the Normandy landings of World War Two. However, if you want to see another side of France, head to the Midi Pyrenees in the southwest, where the distinct culture, history, and scenery set it apart from other popular tourist destinations[1].

Culture in hospitality industry in France:

France boasts a vibrant cultural scene. While there are undoubtedly other cities like Marseille, Lyon, or Bordeaux that also have a lot to offer, a significant portion of French culture, including theatres, shows, expositions, and painting, is focused in Paris. For many years, Paris was the centre of bohemia, and every significant artist from Europe relocated

there to immerse themselves in the Vanguard movement and the newest fashions. Despite the fact that much has changed, Paris still retains a lot of its flavour, and its cultural life is still highly fascinating.

Gastronomy has become an art form in France, and food is essential to understanding French culture and society. The foundation of cheese dishes are pâtes, succulent meats, and veggies. As many travellers from all over the world flock to Paris as a city of love with historical sites to be visited, defining the culture of the medieval age, France has a rich culture and a diverse growth in the tourism industry. If you've studied French culture and are fluent in the language, you can benefit from the burgeoning tourism sector. It is sometimes referred to as hospitality language, so the majority of linguistic expression that relates to and represents hospitality domain throughout the guest's stay adheres to some scripted dialogues, such as the use of a relatively fixed vocabulary when welcoming and serving a guest and the etiquette necessary to a formal behaviour rules.

Cuisine in hospitality industry in France

French Cuisine is among the most celebrated on Earth and French culinary customs hold fascination for lifestyle observers too. There is a convivial nature around the entire process, with high importance placed on shopping for the best ingredients, planning the menu, and sitting down at the prescribed hour to enjoy it together en famille. French cooking customs and techniques are included in French cuisine (French: cuisine française). In addition to its own culinary traditions on the extensive western coastlines of the Atlantic, the Channel, and the interior, its cuisine has been affected over the centuries by the many neighboring cultures of Spain, Italy, Switzerland, Germany, and Belgium. Although France is the ideal location for indulging in cheese and wine, there are many differences in French culinary culture, including when to dine, what to eat, how restaurants here serve food, and other customs that may require some getting used to[2].

Le déjeuner (lunch), le déjeuner (breakfast), and le dîner are the three meals the French eat each day, along with the bulk of the rest of the globe (dinner). The French truly savor and appreciate their meals, not gobbling down Big Macs or eating at their offices, like many in the UK, Canada, and the USA do. They have a mandated 12-to-two-hour lunch break that they are required by law to take. French food culture also embodied the rule for lunch breaks in a law that was recently changed due to Covid. On Monday, February 15th, 2020, a law came into force allowing employees in France to eat lunch or dinner at their desks which was previously forbidden under the Code du Travail (labor code). French food represents some of what is bad (or good) in the world: over-complication, snobbery, and massive amounts of butter. French food culture has evolved over time and has been highly influential in culinary practices and terms throughout the world. Explore French food through examples of meals and examine the background, culture, and etiquette of French food. For others, it might mean the incomparable American chef, Julia Child, who brought French food culture to America and whose kitchen is in the Smithsonian Museum in Washington, DC. For most, including the United Nations Educational, Scientific and Cultural Organization (UNESCO), which added the French multi-course meal and its preparation to its Intangible Cultural Heritage list, French food culture is C'est magnifique, meaning it's magnificent!

II. LITERATURE REVIEW

A worldwide practise, hospitality manifests itself in various ways. According to some academics, "traditional hospitality" is only practiced in private homes, hence it excludes receiving payment for the service (Blue and Harun 73). In accordance with when a host, according to a search on hospitality conducted from a corporate standpoint, demonstrates awareness of and sincere concern for the welfare of their act can be to their guest's satisfaction, without trying to coerce that guest is seen as hospitable. These two sources would indicate that providing a meal or setting up a room are only two aspects of hospitality. Instead, hospitality is a way of thinking that enables the host to offer someone generous service. The aspect of Hospitality adds that every act of hospitality must be guided by "an suitable motivation." A person must engage in for them to be regarded as welcoming. In an article on tourism practices, David Hummon states that "... tourism involves a 'structured break from ordinary reality,' a movement away from the world of home, work, and compulsory activity, to an 'extraordinary world' away from home where leisure and voluntary activity are the stuff of experience". When considering this quote in the context of hospitality if one replaces the word

“tourism” with “hospitality,” a new perspective on this concept is revealed. This change of vocabulary asserts that hospitality is something that allows for an escape from the real world for the guest.

Using the information provided above, as well as my own international experiences, It can be assumed that the working definition of hospitality is a concept without a clear definition. A tangible means to define. It is clear that the act of hosting guests involves fostering environment that welcomes them and offers them services that go above and beyond that which is reasonable and fulfils their fundamental requirements. The conversation might be structured to highlight the cultural expectations of hospitality in Germany, France, England, and the United States using the resources that have been acquired.

In her study on immigration, Avril Bell explains that when taking into account various cultural traditions and hospitality customs, it is clear that every Different regulations that govern hospitality are presented by different cultural traditions. those methods. This idea establishes a deep and intricate base upon which every encounter between people and a location is controlled (Bell 239). In addition, Mohsin highlights the fact that “if we consider culture as a set of norms, rules and customs, as a result people from different cultures have differences in their norms and customs”. There are disparities in the norms and practises of people from different cultures. It is clear when taking into account persons with various backgrounds and cultural influences that cultural norms influence how one interprets the notion of hospitality. If a situation is interpreted incorrectly, it is likely to result in a negative connotation of that culture. However, if one is able to properly receive the encounter, an opportunity to reap the positive benefits of fully experiencing that culture’s idea of hospitality is established For many years, France, and particularly Paris, has been at the top of the hospitality world. You hardly ever find all of these things in one location—art, architecture, culture, cuisine, remarkable monuments, and, of course, hospitality. Quite frequently, when you think of an unusual holiday, France is the only place that comes to mind. It definitely belongs in the top 5, even if it isn't the best. Therefore, it is not surprising that France receives millions of travelers each year and is one of the most popular travel destinations worldwide. Tourism and hospitality are related sectors. An increase in hospitality is a given when tourism is strong. In 2017, travel and tourism as a whole contributed 204.3 billion euros to France's GDP. In the following ten years, this amount is projected to increase to around 248.1 billion euros. You can get the conclusion that the hospitality and tourist industries significantly contribute to France's GDP. Therefore, it is not surprising that France is a pioneer in the hotel industry and has a lot to offer in terms of hospitality management.

French Etiquette culture is most commonly associated with Paris, which is a center of fashion, cuisine, art and architecture, but life outside of the City of Lights is very different and varies by region. France doesn't just have culture; the word "culture" is actually French. "'Culture' derives from the same French term, which in turn derives from the Latin 'colere,' meaning to tend to the earth and grow, cultivate and nurture," Cristina De Rossi, an anthropologist at Barnet and Southgate College in London, told Live Science. Historically, French culture was influenced by Celtic and Gallo-Roman cultures as well as the Franks, a Germanic tribe. France was initially defined as the western area of Germany known as Rhineland but it later came to refer to a territory that was known as Gaul during the Iron Age and Ancient Roman era.

To really get under the skin of French culture and its hospitality , visit one of these local festivals and experience some truly special events in France. Planning a trip to coincide with a French festival can be tricky, as there are so many different events on offer throughout the country[3].

One's viewpoint on a situation greatly affects how it plays out in every area of life. The same is true of regional traditions of hospitality. It is highly interesting to watch interactions between people from different cultures and as they strive to carry out rites from one culture or another, watch them. It is typical for people to participate in such activities without understanding the need for planning, seeking aberrations that are not of their own culture in other civilizations. when sufficiently prepared for and/or if handled appropriately, a cultural hospitality encounter can be beneficial to both parties. According to studies, when hospitality activities are carried out properly, a chance to deepen social ties and contribute to happiness is created . It is clear that cultural interactions occur in hospitality shouldn't be treated casually. Our original definition of hospitality was that it is the process of making a space that is welcome and giving someone service that both satisfies their fundamental needs and goes above and beyond what is expected. Following this evaluation, it should awake the fact that how one views this criteria will decide whether they believe they have fully benefited from a pleasant hospitality experience Etiquettes in French culture

Basic Etiquette

- It is common to find people being subtly dismissed by salespeople, waiters or others in the service industry for having poor etiquette or manners.
- At a service counter, you are expected to greet the service provider with a brief 'bonjour' ('hello'), even if you are in a rush.
- It is rude to sit with one's legs spread apart unless in a relaxed context. Rather, sit straight with your legs crossed at the knee or knees together.
- Feet should not be placed on tables or chairs.
- If someone is invited to a restaurant or a business function, it is acceptable to arrive at the specific time. However, when invited for a meal at someone's house, one is expected not to arrive à l'heure (on time). It is best to arrive about 15 to 20 minutes after the set time.

Visiting

- French people tend not to visit unannounced or uninvited. To do so is considered rude.
- When invited to a dinner, it is common for guests to ask their hosts if they are required to bring something on the day. Guests may also bring a bottle of wine or dessert.
- Some French are quite reserved about inviting new people into their homes. An invitation is considered an honour.
- Guests are usually expected to dress well.
- It is seen as rude if you do not greet everyone when arriving and leaving, regardless of how many people are present.

Eating

- Table manners are highly regarded in France. Thus, there are a number of practices one should observe when with a French counterpart.
- You are expected to pass dishes around and to hold a dish so your neighbour can retrieve some of the meal.
- When one begins a meal, they typically say "bon appétit" (enjoy your meal).
- Dinner guests should not open their mouth or talk when eating, and should gently wipe their mouth after taking a drink.
- When someone finishes their meal, the fork and knife are placed side by side on the plate on the right or in the centre of the plate.
- At a restaurant, guests are generally not expected to share the bill.
- There are three main meals throughout the day: le petit déjeuner (breakfast), le déjeuner (lunch) and le dîner (dinner). The largest meal of the day is dinner, and is often eaten with the family.
- Meals comprise different courses, typically an entrée, main, some cheese, and dessert. The French take their time eating each course of their meal.
- Another common type of meal enjoyed is known as the 'apéro' (also known as 'l'apéritif'), which is a pre-dinner drink with finger foods and filled with conversations. The length of time varies from a short 30 minute meal to a 3 hour affair. If you are invited to an apéro, it is best to bring something gourmet (rather than a bag of chips/crisps). For example, tapenade, olives, fresh bread, or cheese would be appropriate. Additionally, the last piece of food at an apéro is usually left for some time until someone politely asks others if they may eat it.
- Wine plays an important role in French cuisine. It is often served with meals, and people tend to comment on the flavours and quality of the wine they are drinking. Typically, one begins by smelling the wine, then taking a sip and tasting the flavours for a few seconds before swallowing. Practices relating to wine become more important the higher the quality of the wine. Finally, if you do not want any more wine, leave your current glass mostly full to indicate this to your host. Failing to respect wine-related etiquette is viewed as lacking manners.
- It is generally frowned upon to leave food on a plate, particularly when in someone's home. Each course of a

meal tends to take time to make. Thus, one shows appreciation for the efforts of the person cooking through the enjoyment and completion of the meal.

Gift Giving

- When invited to someone's home, try to bring a small, good-quality gift for the host. Usually one will bring a bottle of wine. Everyone will put the bottles of wine on the table and will freely drink what they choose.
- If you give wine, ensure it is of the highest quality you can offer. French people appreciate their wines.
- Gifts are usually opened when received.

The Triumph of French Cuisine

The most basic requirement for life is food. Every person works to support his or her stomach's needs. While some people eat to live, others live to eat. Food dominates a person's life in both scenarios. However, in essence, how a guy feeds himself defines him. Every country has a unique variety of food that includes various ingredients, cooking techniques, presentation ideas, and eating customs. The setting in which food is served and made available for consumption by individuals from all over the world enhances the flavour of the dish. The use of different spices, preparation techniques, cooking times, and ingredients determine the appearance, flavour, and style of cuisine. Of course, eating habits vary from one nation to the next. Additionally, it is not just the elements in the dish that make it delicious; it is also the high quality of the ingredients used, the preparation and presentation techniques, the setting of that specific restaurant, and its calm atmosphere. The criteria for food have been established by France. Almost every restaurant in the world offers the well-known French dishes that are loved by all. Nearly every visitor to Bangkok enjoys the best French cuisine. The appeal of French cuisine has grown over all of Europe. The culinary mastery of the French is well known. French cuisine has carved out a special place in many people's thoughts and hearts over time by evolving its own distinct flavour and maintaining its optimum culinary power. It represents the clear distinctiveness of the cuisine's identity, the nation of its origin, and the excellence that the palate aspires to comprehend. It has evolved into a complex science and art that many people now seek to master[4].

French cuisine is not only about good taste but it has that adventure and education element in it as well. Having a French meal is not just about fulfilling the physical needs which the stomach demands for; it is also about that very honor of being typically French. Nonetheless, in French cuisine, each dish is accredited with a formal name, accompanied with a set of garnishes and the right sauce along with it. Unless the dish is coupled with the right garnish and sauce, along with an authentic French name the dish is not complete and would lack the touch of the authenticity of being French. This defines the true art of French cuisine. The actual art of French cuisine did not begin to emerge and take shape until the middle of the 15th century. Due to Catherine de Medici of Italy moving to France to wed future King Henri, this occurred. She brought the authentic sense of cooking methods with her. Finally, in the 20th century, French cuisine underwent a significant transformation as a result of a number of implementations in the cooking techniques, enhancing the complexity and delicacy to what they are today, with a variety of ingredients and diversified tastes of these ingredients expertly crafted to various culinary dishes that are loved by people all over the world. Paris offers all the flavours of sophisticated French cuisine.

Restaurants with a French-style ambiance include the Petit Paris. Fresh ingredients are used in the dishes. Abraham, a celebrity chef who serves only the best French cuisine, devised this.

Another comparable restaurant is LA PACE in Glen Cove, which specialises in French and Italian fusion food.

Every part of French has its own specialty and taste. The general cooking strategies implemented are as follows:

- Classical French cuisine
- Haute cuisine
- Nouvelle cuisine.

The specialties, delicacies, pricey sauces, and other components that make French cuisine distinctive and well-known. The upper French elite produced this haute cuisine, which is more commonly referred to as "classic cooking," and it is typically enjoyed by the bourgeoisie. Due to the efforts of French chef Auguste Escoffier, who worked to promote this cuisine, it reached its zenith in the nineteenth century. According to legend, haute cuisine is a labor-intensive skill that adheres rigidly to the principles of exquisite cookery[5].

Chefs like Paul Bocuse and the Traisgros Brothers, who focused on creating lighter dishes with the use of fewer, subtle sauces along with the urge to experiment with the untraditional style of cooking, helped create Nouvelle cuisine in the 1960s as a response to haute cuisine. This movement had a long-lasting influence on French cuisine. Of all the cuisines, this one is by far the most popular and simple to create and prepare.

Like every other culture, French culture is distinct, and this is reflected in the cuisine. The local cuisine is prepared in each town, along with dishes that are distinctive to that place. This not only supports the traditions being upheld but also demonstrates the genuine respect for locally produced goods. Additionally, French cooking is a creative art form. There are a variety of recipes for each season, from the eagerly anticipated summer melons to the crunchy autumn walnuts. Additionally, the French cuisine has a hint of regional specialties, which are influenced by bordering nations like Italy, historical customs, and current economic realities. Eating and drinking, remains an essential part of the French culture. One of the grand pleasures includes opening the morning with a petit déjeuner of a French croissant and a café au lait. Along with the foundational elements, wine and cheese, sauces are regarded as being of utmost importance in French cuisine, which characterises the great art of French cooking. Because they are created using specialist ingredients that characterise the flavour and texture of French culinary arts, the sauces taste different from other sauces that are readily available around the world. The French cuisine deals with a much broader class of meats as compared to the ones used in other cuisines. This includes meat from goose, turkey, lamb or duck which makes the meat less available and more expensive, yet delicious.

Compared to Spanish, Thai, or Italian cuisine, fish and seafood are not as important in French cuisine. However, as previously mentioned, French cuisine always introduces new recipes. One such seafood dish is bouillabaisse, a French soup. For those who are craving lobster, here is another recipe using seafood. It's referred to as a la Thermidor. A typical supper starts with an appetizer like hors d'oeuvre, which is French for "finger food." The next course is a soup, usually a consommé, which is essentially a beef broth boiled with other ingredients that are then removed before serving. The French Onion Soup, another well-known French soup, is frequently offered in between meals. As an alternative to soup, a fish dish called soufflé can be served as well. The sweet dessert that is typically served before the main course—sorbet—is another intriguing aspect of French cuisine. Furthermore, salads are a specialty of French cooking since they are served with the traditional French dressing, along with egg and other seasonings to define the salad's flavour. In contrast to other cuisines, French cuisine includes a side dish of vegetables slathered in butter along with the meat-based main course. French cuisine includes cheese, which is typically served between the entrée and the dessert. Cheese is one of the primary elements in each French food that is prepared and can be used in a variety of ways. Speaking of sweets, people all around the world adore French pastries. Everyone enjoys sweets, and many different flavours of mousse and crepes have been developed to suit different palates. The classy French taste, on the other hand, surpasses all regional variations thanks to its texture and flavour, which are derived from cream, chocolate, and wine. The French meal ends with coffee or wine instead of dessert, which is also a substantial conclusion because coffee is never served plain but rather with cream or chocolate and wine is always an aged, textured classic.

Throughout the world, wherever there is a French restaurant, or any eating outlet with the serving of a French meal, there are loads of appraisals and satisfactory comments from the customers. Whether it is France, or England, every place has French food, with original French ingredients cooked to perfection, highly cooked and succulent food topped with tempting sauces developed by experienced chefs made to fulfill the deeper desires than just filling the stomach. Ranging from juicy meat to cheesy meals to wine, French cuisine has everything for varying tastes. Often French meal is regarded as a heavy course despite the fact of the fresh ingredients used in the preparation of almost all of the light dishes[5].

III. SUMMARY

The hospitality industry is defined as a broad group of businesses that provide services to customers. Its focus is to provide customers with unique and satisfactory experiences for a cost. The hospitality industry is uniquely distinct since it depends on discretionary spending of customers, meaning that there needs to be a demand and interest in the service being provided for customers to spend money and the industry to be successful. Further, the hospitality relies on consumers having free time to spend on these experiences. When families take a vacation, they utilize almost every

aspect of the hospitality industry. Some examples of hospitality services include being transported by an aircraft and its crew, staying at a hotel, going out for a elegant dinner, and participating in tourist attraction activities. None of these activities are necessary, but the consumer has chosen to spend both their money and free time at these experiences. Likewise, these services could not be provided by the consumer on their own. So it is the hospitality sector of the respective country to provide the best hospitality experience to its tourists. What is the hospitality sector's primary goal? The consumer is the only thing that matters in every aspect of the hospitality sector. Customers are more likely to return and have the same experience again when exceptional customer service and a memorable experience are provided. Future leisure market stimulation results from this. Making a good impression is crucial for firms in the hospitality industry to continue to thrive because these experiences are not necessities and cost money for the customer. A plumber, for example, does not necessarily need to provide exceptional service because consumers require water, but hotels do because hotels are not a need of life. In the case of France, with the vast amount of cultures it holds not only in its hospitality industry but also the traditions, festivals, tourism it offers the best hospitality to its guests it can be understood that culture governs our view in life. It comprises of the shared values, understandings, assumptions, and goals we have learnt from earlier generations, and passed onto succeeding generations. Your culture is formed with a wide range of environmental factors, such as climate, legal systems, religion and Élanguages. This forms general values, norms and beliefs, which again influences attitudes and individual behavior.

Cuisine is an integral part of the hospitality sector in France , Cuisines evolve continually, and new cuisines are created by innovation and cultural interaction. In the 14th century, Guillaume Tirel, a court chef known as "Taillevent", wrote Le Viandier, one of the earliest recipe collections of medieval France. In the 17th century, chefs François Pierre La Varenne and Marie-Antoine Carême spearheaded movements that shifted French cooking away from its foreign influences and developed France's own indigenous style.

Cheese and wine are a major part of the cuisine. Knowledge of French cooking has contributed significantly to Western cuisines. Its criteria are used widely in Western cookery school boards and culinary education. In November 2010, French gastronomy was added by the UNESCO to its lists of the world's "intangible cultural heritage". Due to the dissolution of guilds, the French Revolution marked a turning point in the history of the food sector. Since guilds were no longer useful, any French cook could produce and serve whatever type of food item they desired. The French food sector experienced a certain level of enlightenment as a result. More chefs began to investigate alternative methods for growing food and selecting ingredients[6].

Haute cuisine began to modernise in the late 19th and early 20th centuries. Georges Escoffier Auguste is largely responsible for the improvement of this new cuisine. In addition to being a chef and restaurant owner, Auguste was also a food writer. Many of Escoffier's techniques for upgrading haute cuisine were inspired by the formulas created by Marine-Antonie Carême, a pioneer of grande cuisine. By streamlining Carême's formulas and also including his own particular touches, Escoffier was able to discover a modern day French cuisine. In his endeavors to modernize French food Escoffier additionally established a framework to organize and manage a modern kitchen, known as mise en place which set the bar for the French cultures and cuisine in the hospitality industry[7].

IV. CONCLUSION

This research matters because it allows for a basic understanding of cultures and cuisine in hospitality industry in France. we have learnt about the meaning of hospitality and the stages of hospitality industry development from traditional to advanced stage and learnt that hospitality management means how to cater for people in a friendly and cheerful manner to enable the guest appreciate in services. Besides that, we have learnt about the meaning and the importance of different cultures and the cuisine of france which are very importance of hotel industry in the french society.. Lastly we have learnt and understood the meaning of the layout in hospitality industry and the necessary and important factors through which guest can be satisfied with the hospitality service which they paid for.

We also learnt the different aspects of French cuisine. French cuisine is quite different from all other cuisines of the world in every aspect. It has its own unique cooking style, presentation ways, the art of culinary and above all the unmatched taste. No doubt, it is the aim of every chef to achieve the art of French cuisine .

French cuisine is unique and acclaimed all over the world. French cuisine also has a very deep, rich history filled with great achievements. Their cooking techniques have been used all around the world and have inspired other cuisines as well. The key parts of the cuisine are the pastries, wine, baguettes, and all of the ingredients that are produced locally. Overall, French cuisine has already been branded for its French arts, a part of the meal in a restaurant where they compare the experience feels like enjoying a theater. The French cuisine has undergone several stages to achieve the level of mastering the art of cooking[8].

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