

# Versatility in Hospitality Industry around the Globe A Case Study on Cuisine and Culture of Vietnam

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**Abstract:** *The culture of Vietnam is a combination of the cultures of China, neighboring Cambodia and France. Although situated in the south-eastern part of Asia, Vietnam had been under Chinese Rule, and hence its culture is very similar to that of China. It is mostly regarded to be a melting Pot of the migrants from China, Japan, Taiwan and Korea due to this. The rulers in Vietnam then Went on to acquire other parts of the Khmer regime, thus assimilating elements of Cambodian Culture as well. Vietnamese cuisine is extremely diverse, often divided into three main categories, each Pertaining to Vietnam's three main regions (north, central and south). It uses very little oil and Many vegetables, and is mainly based on rice, fish sauce, and soy sauce. Its characteristic flavors Are sweet (sugar), spicy (Bird;s eye chili), sour (lime), nước mắm (fish sauce), and flavored by a variety of mint and basil. Vietnam also has a large variety of noodles and noodle soups. Different regions invented Typically different types of noodles, varying in shapes, tastes, colors, etc. One of the nations Most famous type of noodles is phở (pronounced; fuh;), a type of noodle soup originating in North Vietnam, which consists of rice noodles and beef soup (sometimes chicken soup) with Several other ingredients such as bean sprouts and scallions (spring onions). It is often eaten for Breakfast, but also makes a satisfying lunch or light dinner. The boiling stock, fragrant with Spices and sauces, is poured over the noodles and vegetables, poaching the paper-thin slices of Raw beef just before serving. Phở is meant to be savored, incorporating several different flavors: The sweet flavor of beef, sour lemons, salty fish sauce, and fresh vegetables. [1]*



**Keywords:** Cuisine, Vietnam

## I. INTRODUCTION

The colonial influence of the French is also seen in Vietnam through the use of the Latin alphabet, rise of Catholicism and the prevalence of bread and pastries in food. The people of Vietnam mostly follow three major religions: Taoism, Buddhism and Confucianism. The people also follow ancestor worship. Homes and offices usually have ancestral altars. As a testimony to this practice, Vietnam has various Buddhist and Confucianist temples such as the Thein Mu Pagoda, Perfume Pagoda and the Bai Dinh Pagoda. The Cao Dai Temple is, however, one of a kind. It considers all religions as equal, and people of all faiths take an active part in its ceremonies.

There is also a rise in the number of people who are following Catholicism due to the influence of French colonialism. The Notre-Dame Basilica in Ho Chi Minh City, which has been built with bricks imported from France shows the colonizers' effort in propagating Christianity in Vietnam.

There are also a few Hindu temples in Vietnam like the Mariamman Temple which is believed to have been established by Hindu traders and is popular among the minority Hindu chams grow Regarded as one of the healthiest cuisines in the world, Vietnamese food just like its art forms is deeply meaningful. The food is cooked in such a way that it appeals to the five senses of the body and encompasses five major nutrients and the five fundamental tastes. One can find a generous use of fresh vegetables, herbs and meats in the cuisine. The French influence is also very evident in their food. Most dishes are noodle or broth-based and are colorful, hence appealing to the eye. The food also uses very little oil and dairy and is mostly gluten-free, since rice is more widely consumed instead of wheat. Must-try dishes are Pho, Goi Cuon, Com tam and the very famous Banh Mi! [1]

## II. TRADITIONAL DRESS

The traditional clothing style of Vietnam has undergone various changes throughout history under the rule of many dynasties. The Ao Dai, however, has stood the test of time. Once worn by for both men and women, the ao dai now remains mostly a woman's apparel. Western outfits have taken over the clothing style of Vietnam these days, and the Ao Dai is either worn on special occasions or as uniform in schools and workplaces. Another traditional Vietnamese apparel is the Non-La - the conical hat which has become the hallmark of Vietnam's culture. [1]



The traditional Ao Dai and Non-La



## DECORS

1. Flowers, plants and trees
2. Lanterns
3. Parallel Sentences
4. Red Pockets
5. Tray of Five Fruits
6. Statues and Feng Shui items
7. Decorative Strings
8. Stickers
9. Square and Cylindric Sticky Rice Cake, Watermelon
10. Lights [2]



How is life in the urban and rural life of Vietnam during the normal time?

Life in Vietnam has gradually become rusher and busier when the whole country wants to change from agricultural style to industrial rhythm. The countryside's life is still big different from the urban, including thinking, lifestyle, and standard of life. In Vietnam, the majority of the population still lives in rural areas, with an estimated 65% of the population living in rural areas spread across the country. Because the countryside is large, the population density is also sparse, so life here is quiet and gentle. You never see traffic jams on village roads. Due to the influence of industrial life, urban people's lives are faster and more hectic. Despite that, there are also differences between big cities like Saigon or Hanoi and small cities like Hue or Hoi An.

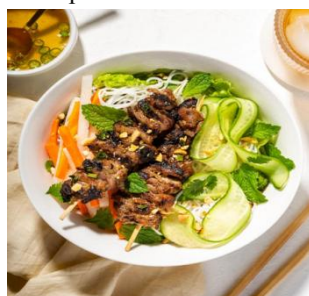
#### **What is the most popular food in Vietnam?**

Pho is arguably the most popular food in Vietnam. It is served both at restaurants and in families, eaten for breakfast, lunch or dinner. This famous dish is basically rice noodle soup but the broth is seasoned in a very unique way that appeals to almost everyone. You can try pho in one of the street corners where every local gather or at more upscale restaurants such as Pho Vuong or Pho 24. Pho 24 also has a vegetarian option for pho, replacing beef and chicken with a variety of mushrooms. [2]



#### **Vietnamese Noodle Soup (Pho)**

Pronounced 'Fu' as in Furby, this scrumptious noodle dish is synonymous with Vietnamese food. It is also everywhere; from the moment you step foot in Vietnam to the second you leave. From breakfast tables to the curbside. Pho is easily Vietnam's most common street food, found day through to night, locals hunker down on tiny plastic chairs to slurp Pho at tiny plastic tables. Slightly bizarre but truly unique. Pho generally comes as Beef (Pho Bo) or chicken (Pho Ga) served in coinciding broth over flat rice noodles and flavorings of herbs. Optional garnish of sliced red chillies, squeeze of lime, bean sprouts, holy basil and cilantro. Shloop. Pho makes the base of endless numbers of soups in Vietnam. [4]



### Grilled Pork (Thit Nuong)

Marinated pork, grilled roadside, over smoking charcoal. For fellow barbecue lovers Thit Nuong is the one street food hard to resist. While perfectly eaten, skewered as a quick, meaty snack; Thit Nuong is also found in many of my favorite Vietnamese foods. Stuffed in a baguette (Thit Xien Banh Mi), wrapped in spring rolls (Banh Uot Thit Nuong) and the Vietnamese favorite topping noodles (Bun Thit Nuong).



### Crepe Wrap (Banh Xeo)

Again with obvious French influences Banh Xeo is a crisp, savory crepe which often comes served stuffed with cooked meats, bean sprouts and fresh herbs. As a start. This stuffed crepes is then wrapped again in sheets of lettuce with optional added garnishing of basil, mint and mustard leaves. Stuff into the face. Banh Xeo tends to come with a sweet, sour, salty and hot side dip (Nuoc Cham). [5]



### Beef on Rice Noodles (Bun Bo Nam Bo)

Thailand is severely lacking in Beef dishes meaning arrivals to Vietnam has my hankering for Bun Bo Nam Bo. Tender slivers of grilled, sliced beef on a bed of fresh vermicelli noodles topped with peanuts and fresh Vietnamese herbs. Seriously delicious. Again, Bun Bo Nam Bo comes served with a side dish of Nuoc Cham, a popular Vietnamese sweet, sour, salty and hot dipping (or pouring) sauce with carrot, unripe papaya and chillies. Refreshingly soupless. [3]



### Chicken on Sticky Rice (Xoi Ga)

While sticky rice is common throughout Asia – in Vietnam they make a meal of it. Instead of nibbled on the side Vietnamese sticky rice is served as the main course Xoi Ga or Chicken Rice, one of the more common treats. A hearty serving of sticky rice topped with tender strips of chicken, a handful of fresh Vietnamese herbs and more than often crispy shallots. Splash a dash of soy and sesame to flavor.[ 3]



### Egg Coffee (Ca Phe Trung)

In Vietnam I get excited for morning coffee. Not sure why but in Vietnam coffee is better – possibly due to extra lashings of condensed milk. In Vietnam there is a streetside cafe culture (possible French influence) selling all sorts of



tasty bean strains. An interesting bean to look for is the Weasel Coffee, a synthetic replication of the famous civet coffee. A coffee best found in tourist areas e.g. Ben Thanh Market (HCM). If you prefer something more local and authentic Ca Phe Trung or Egg Coffee is worth a try; a whipped egg served over hot coffee.[ 4]

Vietnamese food is unlike any other in Southeast Asia – so what makes it so special?

Fresh. Invigorating. Fragrant. Sweet. Sour. Fermented. These are all adjectives you might use to describe Vietnamese cooking. It's all about the yin and yang, the perfect balance of opposites within a dish that really makes each ingredient sing. If you've tried food from several different Asian countries, you'll know that there's nothing quite like Vietnamese cuisine[ 3]

### **It's Not All About Spiciness**

Unlike some other dishes in Southeast Asia that will melt your face off with spiciness, such as Tom Yum in Thailand, Sambal in Indonesia or Vindaloo Curry in India, Vietnamese cuisine isn't focused on being as hot as possible.

Instead, the goal is to balance all of the five taste elements of sweet, salty, bitter, sour and spicy. This results in a more balanced, aromatic and subtle dish with a complex flavor – perhaps with a bit of a kick to it but never screaming hot.

Vietnamese chefs believe that every ingredient has “heating” or “cooling” properties. So, for example duck meat is considered cool so it should be served in the summer.

### **There's a French Flair**

No other cuisine in Southeast Asia has such a strong French influence. Although it has been more than six decades since the end of French colonial rule in Vietnam, you can still taste the French culture in every fluffy baguette. The perfect banh mi baguette is soft and airy on the inside and crusty on the outside, is smeared with pate and loaded up with fresh cucumber, meat, fried egg and other veggies. You must try one – they are available from street vendors in every major Vietnamese city.

### **Soups are Clear**

Both the French and Southern Chinese influence on Vietnamese cuisine shows in the tendency towards clearer soups and sauces. For example, the Vietnamese signature dish Pho is made with a meaty, rich and clear taste . In these clear soups, the simple tastes of the principal ingredients are showcased. You can taste every element distinctly, from the cilantro to the lemongrass to the long-simmered beef bones and the fish sauce [2]

## **III. SUMMARY**

Vietnamese cuisine gives great importance to balance and the accurate combination of different flavors and ingredients. The dishes feature simple elements that are colorful and tasty, creating a contrast. They often include salty, sweet, sour, spicy, and bitter flavors, all combined and equilibrated together.



Part of the East Asian cultural sphere, Vietnamese culture has certain characteristic features including ancestor veneration and worship, respect for community and family values, and manual labor religious belief. Important cultural symbols include 4 holy animals: Dragons, Turtles, Phoenix, Unicorn. [5]

#### IV. CONCLUSION

If there is anything to conclude about Vietnamese food, it can only be the "unpredictable diversity". Each region- North, Central and South has something to be proud of. The influence of Chinese and French culture during colonial times adds more to the vibrant scenes of gastronomy. It is hard to describe and compare the specific features of cuisines from each region as there is more than a capital of food in Vietnam. While Hanoi offers some authentic and original food experience, Hue boasts about its royal trait and Ho Chi Minh City is proud that it is the most inclusive place when it comes to dining. You will have to discover it yourself and decide which one you like the most [6]

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