

Versatile Hospitality Industry around the Globe

A Case Study on Development and challenges in Hospitality Industry - Sweden

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Abstract: *Cuisine and Culture: Swedish cuisine (Swedish: Svenska köket) is the traditional food of Sweden. Due to Sweden's large north-to-south expanse, there are regional differences between the cuisine of North and South Sweden. Historically, in the far north, meats such as reindeer, and other (semi-)game dishes were eaten, some of which have their roots in the Sami culture, while fresh vegetables have played a larger role in the South. Many traditional dishes employ simple, contrasting flavours, such as the traditional dish of meatballs and brown cream sauce with tart, pungent lingonberry jam (slightly similar in taste to cranberry sauce). Swedes have traditionally been very open to foreign influences, ranging from French cuisine during the 17th and 18th centuries, to the sushi and café latte of today.*



Keywords: Swedes have traditionally been very open to foreign influences, (semi-)game dishes were eaten, some of which have their roots, the traditional dish of meatballs and brown cream sauce with tart, pungent lingonberry jam.

I. INTRODUCTION

Swedish meatballs with cream sauce and mashed potatoes, broccoli and lingonberry jam.

[1] Swedish cuisine could be described as centered around cultured dairy products, crisp and soft (often sugared) breads, berries and stone fruits, beef, chicken, lamb, pork, eggs, and seafood. Potatoes are often served as a side dish, often boiled. Swedish cuisine has a huge variety of breads of different shapes and sizes, made of rye, wheat, oat, white, dark, sourdough, and whole grain, and including flatbreads and crispbreads. There are many sweetened bread types and some use spices. Many meat dishes, especially meatballs, are served with lingonberry jam. Fruit soups with high viscosity, like rose hip soup and blueberry soup (blåbärssoppa) served hot or cold, are typical of Swedish cuisine. Butter and margarine are the primary fat sources, although olive oil is becoming more popular. Sweden's pastry tradition features a variety of yeast buns, cookies, biscuits and cakes; many of them are in a very sugary style and often eaten with coffee (fika).

II. DISHES

[2] Swedish traditional dishes, some of which are many hundreds of years old, others perhaps a century or less, are still a very important part of Swedish everyday meals, in spite of the fact that modern day Swedish cuisine adopts many international dishes.

Internationally, the most renowned Swedish culinary tradition is the smörgåsbord and, at Christmas, the julbord, including well known Swedish dishes such as gravlax and meatballs. In Sweden, traditionally,

Thursday has been soup day because the maids had half the day off and soup was easy to prepare in advance. One of the most traditional Swedish soups, ärtsoppa is still served in many restaurants and households every Thursday, a tradition since the middle ages. Ärtsoppa is a yellow pea soup, commonly served with pancakes as dessert. This is a simple meal, a very thick soup, basically consisting of boiled yellow peas, a little onion, salt and small pieces of pork. It is often served with mustard and followed by a dessert of thin pancakes (see pannkakor). The Swedish Armed Forces also serve their conscripts pea soup and pancakes every Thursday.



Potatoes are eaten year-round as the main source of carbohydrates, and are a staple in many traditional dishes. Not until the last 50 years have pasta or rice become common on the dinner table. There are several different kinds of potatoes: the most appreciated is the new potato, a potato which ripens in early summer, and is enjoyed at the traditional midsummer feast. New potatoes at midsummer are served with pickled herring, chives, sour cream, and the first strawberries of the year are traditionally served as dessert.

The most highly regarded mushroom in Sweden is the chanterelle, which is considered a delicacy. The chanterelle is usually served as a side dish together with steaks, or fried with onions and sauce served on an open sandwich. Second to the chanterelle, and considered almost as delicious, is the porcini mushroom, or karljohansvamp, named after Charles XIV John (Karl XIV Johan) who introduced its use as food.

In August, at the traditional feast known as kräftskiva, crayfish party, Swedes eat large amounts of crayfish, boiled and then marinated in a broth with salt, a little bit of sugar, and a large amount of dill weed.

III. MEALS

[3] Meals consists of breakfast in the early morning (frukost), a light lunch before noon (lunch), and a heavy dinner (middag) around six or seven in the evening. It is also common to have a snack, often a sandwich or fruit, in between meals (mellanmål). Most Swedes also have a coffee break in the afternoon, often together with a pastry (fika). In all primary schools, and most, but not all secondary schools, a hot meal is served at lunch as part of Sweden's welfare state. According to the Swedish school law, this meal has to be nutrient dense.

IV. BREAKFAST

Breakfast usually consists of open sandwiches (smörgås), possibly on crisp bread (knäckebröd). The sandwich is most often buttered, with toppings such as hard cheese, cold cuts, caviar, messmör (a Norwegian sweet spread made from butter and whey), ham (skinka), and tomatoes or cucumber. Filmjöl (fermented milk/buttermilk), or sometimes yogurt, is also traditional

breakfast food, usually served in a bowl with cereals such as corn flakes, muesli, or porridge (gröt) is sometimes eaten at breakfast, made of oat meal, cream of wheat eaten with milk and jam or cinnamon with sugar. Common drinks for breakfast are milk, juice, tea, or coffee. Swedes are among the most avid milk and coffee drinkers in the world.

Swedes sometimes have sweet toppings on their breads, such as jam (like the French and Americans), or chocolate (like the Danes), although many older Swedes chose not to use these sweet toppings. However, orange marmalade on white bread is common, usually with morning coffee or tea.

Many traditional kinds of Swedish bread, such as sirapslimpa (less fashionable today, but still very popular) are somewhat sweetened in themselves, baked with small amounts of syrup. Like in many other European countries, there are also many non-sweetened breads, often made with sourdough (surdeg). Swedish breads may be made from wholegrain, fine grain, or anything in between, and there are white, brown, and really dark (like in Finland) varieties which are all common. Barkis or bergis is a localised version of challah usually made without eggs and at first only available in Stockholm and Göteborg where Jews first settled but now available elsewhere.

V. CULTURE

[4] The preservation of Sami culture is a source of increasing debate – though not just with regard to 'mainstream' Swedish society but also within the Sami community. Outwardly, laudable efforts seem to have been made in recent years, with initiatives such as the Minority Languages Act which sought to promote Sami language teaching and wider use in Lapland. However, pragmatic folk have pointed out that the language has already been greatly weakened by the inability of many young Sami to speak it well, while a lack of enough officials proficient in Sami undermined its widespread administrative use in practice (as opposed to principle). A newly- created mobile phone app - Memrise - which will translate phrases into Sami is just one attempt to stimulate the interest of younger Sami in their language.

A thornier issue is how the Sami community is perceived as opposed to how it actually is. For example, reindeer herding is widely perceived as a key marker of Sami existence – yet only 10 percent of Sami belong to active reindeer herding collectives (known as sameby), and only 5 percent are believed to actually herd reindeer! Further widening the gulf between practical reality and perception is the fact that the Swedish government officially designates many Sami rights based on the idea that their primary activity is reindeer herding, limiting rights for the many Sami who don't do this as a key part of their lifestyle.



And while in theory the Swedish Supreme Court acknowledges Sami land rights, in practice these are frequently disregarded, with encroachment by mining companies, disputes with farmers over grazing pasture for reindeer – and tourism operations. Anti-Sami prejudice is also, sadly, prevalent amid some Swedes, who see the Sami as 'outsiders' and 'inferior', despite the lauding of Sami culture as a tourist draw.

VI. SUSTAINABLE TOURISM

[5] Swedes try hard to balance the cherished right to roam freely in their countryside with an awareness that the land needs active protection from those who might harm it. Some do so intentionally (illegal loggers, greedy mining firms), other unintentionally - idiotic off-road drivers, over-zealous foragers or careless walkers trudging across fragile lichen. Be aware of those who live with the land, such as the Sami reindeer herders – inadvertently startling a herd into scattering can cause days of extra work for them. And before you sneer at snowmobiles as noisy polluters of a peaceful northern wilderness, bear in mind that for many locals they are an essential all-terrain winter transport for longer distances in isolated areas – or for Sami herding reindeer. There are more ways than you might think to travel right in Sweden.

The need to continue to develop long-term, sustainable tourism and a competitive, sustainable and innovative tourism industry Sweden-wide has become very clear in the wake of the COVID- 19 pandemic. The pandemic has shown how all the sectors of the tourism industry are interlinked and interdependent. Developing shared knowledge about the circumstances in which tourism operates and the need to adapt to a changing world can help to foster social, economic and environmental sustainability. Tourism must help to reduce climate impact and must be a burden on the natural world or the environment. Fossil-free transport and circular business models need to be developed along every link in the tourism chain.

The negative impact of the pandemic on the tourism industry has weakened the finances of companies and their ability to employ staff. Working together to develop every aspect of the tourism industry can help to boost economic and social sustainability. The strategy indicates the long-term direction and is a platform for designing tourism policy to 2030.

The need for a strategy

In this strategy, the Government identifies a number of strategic areas. These are: better regulation, jobs and skills, knowledge and innovation, accessibility and marketing. Each area is viewed from four horizontal perspectives: sustainability, digitisation, place-based development and collaboration.

In section 3 onwards, the Government assesses the horizontal perspectives and the strategic areas that in turn lead to a number of long-term focal areas, shown as bulleted lists under the heading Signs of progress. These lists indicate the desired situation for the Swedish tourism industry in ten years' time.

The strategy as a whole ties in with the 2030 Agenda and the UN's Sustainable Development Goals (SDGs), the Government's gender equality objective, the climate policy objectives and other objectives set by the Riksdag. The Government intends to draw up action plans in line with the strategy.

The public, private and non-profit sectors have different responsibilities and duties, but the combined outcome in the form of a sustainable and competitive tourism industry will depend on a common understanding of the key issues and coordinating efforts between different policy areas. This strategy sees the Government setting out the desired situation for the Swedish tourism industry in ten years' time. This can help to establish a coordinated approach, facilitating sustainable development throughout the tourism industry's system of actors.

This strategy can provide support that other actors at different levels – private, non-profit and public – can draw on in local and regional strategies and action plans. The strategy can therefore contribute to effective use of public funding and resources and to improving synergies between sectors.

VII. SUMMARY

Why you should visit Sweden?

NATURE – FREE FOR EVERYONE

The term Allemansrätten can be translated as 'all man's right,' essentially meaning that nature is free for everyone and is a right afforded to every person in Sweden. Allowing you to roam and camp wherever you want – provided you do so responsibly and respectfully – this right gives visitors to Sweden a unique opportunity to explore every possible nook and cranny of this country.

FRIENDLY WILDLIFE

With plenty of deep forests and untouched nature, Sweden is home to a large variety of wild animals. If you want to bird watch or see animals in their natural habitat, Sweden will not disappoint you.

While in the countryside, you're likely to spot a moose, wolf, or even a lynx. These creatures are rather common in most parts of the country, especially in the southern and central regions. However, you might have to slow down your pace and be patient for the chance to see them.

Typically, at sunset or sunrise, you have the highest chances to see and observe wildlife creatures from a distance. Animals like arctic foxes reside in elevated areas, so you might have to hike as those locations are not always reachable by a car.

SWEDEN'S NATIONAL HOLIDAY – MIDSUMMER

For Swedes, Midsummer means the start of their month-long holiday and the beginning of the summer season. The celebration starts with Midsummer's Eve, which is always on a Friday, between June 19 and 25.

As the festivity is only less popular than Christmas, all cities empty in a matter of hours. People move to the countryside with their family and friends to spend time together and celebrate the summer solstice.

From beer and snaps to pickled herring and potato salad, there are traditional dishes and beverages without which Midsummer seems unimaginable. The celebration also has many long-established traditions and fun activities, such as raising maypoles, dancing in circles, or gathering seven flower petals and leaving them under pillows. As the story goes, you might dream of the person you will marry when you do the ritual.

VIII. CONCLUSION

The Spectacle of the Northern Lights

Nature's most magical light show – the Northern Lights – is yet another reason to visit Sweden. Also known as Aurora Borealis, you'll see the sky come alive with shades of pink, green and purple. The best time to glimpse these miraculous lights is from September until late March.

Situated in the Abisko National Park, the Aurora Sky Station is the mountaintop observation center where you can watch the Northern Lights. Even if there are other countries to view the lights from, Sweden makes it more affordable, easier to reach, and offers milder weather conditions.

Celebrate Christmas in Sweden

When winters are as long and dark as they are in Sweden, it's no surprise that Swedes take the Christmas celebration seriously. Locals start to enjoy Christmassy activities well in advance, including opening Advent calendars and enjoying Christmas markets, with the most famous one located in Stockholm's Old Town. Roaming markets go hand-in-hand with sipping on glögg (mulled wine) and indulging in gingerbread.

Another special date to watch out for is the day of Saint Lucia. The candlelit procession occurs on December 13 when girls and boys dress in gowns and sing in choirs together. One of St. Lucia's references means merging the darkness and light, cold and warmth, so you are guaranteed a cozy and heart-warming experience.

Stockholm

As the heart of Scandinavia, Sweden not only invites you to explore its grand landscapes and wild nature but also its culture and cities, especially the capital. Stockholm is alluring for its snuggle-up weather and Venice-like atmosphere merged with contemporary and timeless architecture. The city has dozens of impressive buildings, preserved historic churches, castles, and narrow alleys with cobblestone streets.

With 14 islands, plenty of famous museums, and a countless number of irresistibly cute caf  s, the capital is brimming with all sorts of original activities all-year-round. A few notes before your visit: Swedes share an impeccable sense of design, they prefer a direct communication style, and pretty much everyone is fluent in English. But a Swedish Hej topped with a genuine smile always makes a great ice-breaker.



Sauna

Sweating away all of life's worries is part of the culture in Sweden. Saunas are inseparable from daily routines and they are everywhere. You can find one at a gym, outdoors in the middle of a forest, or even at someone's home. A sauna is usually a wooden room where you throw water on a heater to raise the temperature. Locally, these saunas are known as bastu. If you decide to give it a steamy go, make sure you're familiar with the rules. Often you are not allowed to talk, wear clothes, or enter without a towel. For the full experience, jump into the snow or hop into a cold shower afterward.

Fika

Similar to the afternoon tea, Swedes have an ingrained custom called fika to brighten up their gloomy days and catch up with their friends. Every fika session involves coffee and cakes, but it means much more to the locals than just an excuse to satisfy one's sugar cravings. Swedes of all ages and backgrounds "do fika". Whether you're at work or university, this daily coffee break creates an opportunity for either a bonding experience or a simple catch-up. During fika, while you get to enjoy a mouth-watering cinnamon bun and a warm cup of coffee, spending time together is a priority.

Sweden's Famous Food

Swedish food for a moment, and we don't have just meatballs in mind, even though they are delicious! A palatable dish is a solid reason to visit a country, and when in Sweden, you'll have to try sm  rg  st  rta (a sandwich cake). Traditionally, the layered cake consists of sandwiches and has toppings and fillings such as caviar, shrimp, smoked salmon, p  t  , cheese, eggs, and vegetables.

Sweden is the place to be for pastry lovers. Give kanelbulle (cinnamon bun) a taste during your next fika. In case you still have some room in your tummy, semla buns are a must-try. Swedes start indulging from New Year's up until Easter. The topping is usually cardamom-spiced, as the bun is cut off, it is filled with marzipan paste and whipped cream.

Cultural Sweden

With nearly 100 museums, the Swedish capital has more of them than almost any other city in the world. Grand museums like Fotografiska hold over 20 photography exhibitions annually, and the National Museum has 50,000 items on display for art and history lovers. You can view most collections for free or attend paid exhibits during the days when admission is free.

Another culturally-rich location is Skansen. Skansen is the first open-air museum and zoo in the country and is based on the island of Djurgården in Stockholm. The territory contains approximately 150 historic buildings, including churches, schools, stores, and workshops. All of them showcase what life used to be like before the industrial era in Sweden.

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