

Versatile Hospitality Industry around the Globe A Case Study on Development and challenges in Hospitality Industry – Chile

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Abstract: *Culture of Chile: The culture of Chile reflects the population and the geographic isolation of the country in relation to the rest of South America. Since colonial times, the Chilean culture has been a mix of Spanish colonial elements with elements of indigenous (mostly Mapuche) culture, as well as that of other immigrant cultures. The Huasos of Central Chile and their native or folk music and dance are central to Chilean folk culture. Even though the folk traditions of Central Chile are central to Chilean cultural and national identity, Chile is both geographically and culturally diverse with both the North and the South having their own folk music and dance due to different indigenous peoples and different immigrant groups settling there. Additionally, while some regions of Chile have very strong indigenous heritage, such as Araucanía Region, Easter Island, and Arica y Parinacota Region, some regions lack considerable indigenous communities and a few other regions have noteworthy non-Spanish European immigrant heritage.*

National identity: Hernán Godoy describes the psychological characteristics of the Chilean, and hence part of the Chilean national identity, with following words: roto, madness, sober, serious, prudent, sense of humor, great fear to the ridicule, servile, cruel, and lack of foresight, among other qualities. Jorge Larraín criticized these older descriptions as "overgeneralized abstractions" impossible to apply to a whole nation.

Music: The national dance of Chile is the cueca (short for Zamacueca) and first appeared in 1824. Another form of traditional Chilean song, though not a dance, is the tonada. Arising imported by the Spanish colonists, it is distinguished from the cueca by an intermediate melodic section and a more prominent melody. The cueca was promoted by the Pinochet regime in the 1970s and 1980s for political reasons to promote Chilean nationalism, cultural pride and conservative patriotic fervor.

Keywords: The culture of Chile reflects the population and the geographic isolation of the country, Additionally, while some regions of Chile have very strong indigenous heritage, Chile's filming industry continues to grow

I. INTRODUCTION

Chilean cuisine

Chilean cuisine stems mainly from the combination of traditional Spanish cuisine, Chilean Mapuche culture and local ingredients, with later important influences from other European cuisines, particularly from Germany, the United Kingdom and France. The food tradition and recipes in Chile are notable for the variety of flavours and ingredients, with the country's diverse geography and climate hosting a wide range of agricultural produce, fruits and vegetables. The long coastline and the peoples' relationship with the Pacific Ocean add an immense array of seafood products to Chilean cuisine, with the country's waters home to unique species of fish, molluscs, crustaceans and algae, thanks to the oxygen-rich water carried in by the Humboldt Current. Chile is also one of the world's largest producers of wine and many Chilean recipes are enhanced and accompanied by local wines. The confection dulce de leche was invented in Chile and is one of the country's most notable contributions to world cuisine.

Chilean cuisine shares some similarities with Mediterranean cuisine, as the matorral region, stretching from 32° to 37° south, is one of the world's five Mediterranean climate zones.

History of Chile

[1] With the arrival of the Spanish conquerors led by Pedro de Valdivia in 1540 came some of the products that would become staples of Chilean cuisine—wheat, pigs, sheep, cattle, chickens and wine—while the native peoples contributed potatoes, maize, beans, and seafood. Various combinations of these basic ingredients form the basis of most characteristic Chilean dishes. After the establishment of the colony, products and dishes like chuchoca (coarsely ground dry corn), humitas, locro, and seaweeds like cochayuyo and luche served with boiled eggs became popular. Meals in colonial times tended to be heavy and rich. Lunch was always bigger than dinner, starting with a dish called de residencia of fish, meat, or poultry, followed by a guiso stew with choclo (fresh sweet corn) and potatoes. There were three kinds of bread accompanying the meals: tortilla de rescoldo, Spanish bread (made of fatty dough), and Chilean bread (flat and crunchy). Lunch and dinner ended with herbal infusions, generally paico to help digestion, and finally fruit for dessert, mainly strawberries and lucumas.

In the seventeenth century, pastry was popularized by the nuns who baked it in convents. A popular Chilean saying, “tiene mano de monja” (“s/he has the hands of a nun”), comes from this period and refers to someone who is skilled at baking or cooking in general. The nuns’ pastry recipes quickly become popular among the rest of the Chilean population. During the same period, geese and turkeys arrived in Chile from Mexico and melons and watermelons came from Jamaica. During the eighteenth century, Chilean cuisine started to become more sophisticated, particularly among the aristocracy. Tea and coffee began to replace mate, Chilean wine became popular and people started to drink chicha, a sweet, undistilled wine made from fermented grapes or apples.

During the early years of Chilean independence, the so-called Patria Vieja, Chileans celebrated with empanadas, chicha and red wine, which is still traditional today at the annual celebrations of independence.

Immigration to Chile

During the nineteenth century, Chile began to form its own identity and food became a part of this. Immigration, which had been limited and incidental at the beginning of the young republic, was now actively encouraged by the Chilean government between late nineteenth century and early 20th century. The variety of produce increased with the arrival of German immigrants in the south of the country, who had a strong influence on Chilean cuisine, even until today. They brought with them pork dishes, sausages and pastries. Today, Berliners and kuchen are common in bakeries throughout Chile. Italian immigrants contributed pasta and meat products, and in towns like Capitán Pastene in the south of Chile, they still prepare Prosciutto in the same way as the first Italian immigrants.

In the twentieth century, French culture had a strong influence on Chile, including its cuisine (food : French gastronomy and techniques influenced the preparation of the food, and even replaced some dishes, for example the Spanish tortilla, which was replaced by the omelette. Along with the Italians, Germans, and French came Croatians, Greeks, Palestinians, Belgians and Basques. In the 21st century, Chile is a modern and prosperous country with strong economic growth bringing greater disposable income and the consequent development of a rich gastronomic industry.[4]

To some extent food consumption is related to blanqueamiento or whitening. For example, in Osorno, a Chilean city with a strong German heritage, consumption of desserts, marmalades and kuchen whitens the inhabitants of the city. While indigenous and raw dishes such a ñachi are associated with masculinity, European cuisine and specially desserts are considered feminine.

Agriculture in Chile

Agriculture in Chile encompasses a wide range of different activities and products, due to the unique geography, climate and geology. Historically, agriculture was one of the bases of Chile's economy; now, however, agriculture and related sectors like forestry, logging and fishing accounts for only about the 4.9% of the GDP. Major agricultural products of Chile include grapes, apples, pears, onions, wheat, maize, oats, peaches, garlic, asparagus, beans, beef, poultry, wool, fish and timber.[6] These and many other agricultural products have found their way into many Chilean recipes.

American crops

Chirimoya or Chirimoya: this fruit native to the subtropical regions of the Peruvian Andes mountains is widely consumed and produced.

Maize: Known in Chile and Peru as choclo, and in some English-speaking countries as corn, maize was the staple diet that prospered in the empires of the Maya, Aztecs, and Incas. It was also cultivated using varying techniques by the Atacameño people of northern Chile. Through trade and travel, maize was brought to and eventually embraced by the Mapuche, who began using it in their own preparations. [2] Chilean choclo is a different variety of maize than that known elsewhere. It originated in Peru and is distinguishable by its very large kernels, which are tougher than North American corn, and its savoury, somewhat nutty flavour.

Lúcuma: A subtropical fruit of Peruvian Andes origin, native to Peru, lúcuma is grown in southern Ecuador and the northern coast of Chile. The fruit is very nutritious, having high levels of carotene and vitamin B3. Lúcuma is exported all over the world and is a popular flavour for desserts and ice cream. Murta or Murtilla: an endemic shrub native to southern Chile. The Mapuche name is uñi, and Spanish names include Murta and Murtilla ("little myrtle"); it is also sometimes known as "Chilean guava". It was used by the Mapuche before the arrival of the Spaniards. It is used in the preparation of jams and liquor.

Potato: Featured heavily in dishes such as cazuela, the potato has two centres of origin, namely the South of Peruvian Andes (*Solanum indigenum*) and the Chiloé Archipelago (*Solanum tuberosum*).[7][verification needed] It is a fundamental product in a wide array of dishes.

Quinoa: grown as a crop primarily for its edible seeds, quinoa originated in the Peruvian Andean region of South America, where it has been an important food for 6,000 years. Varieties of quinoa are grown in Concepción and Temuco.

Nalca or Pangue: The Chilean rhubarb is a plant species native to southern Chile. Its leaves are used in the preparation of curanto and the stems in salad, as fruit or in preserves.

Avocado: Palta, as it is called in Chile, has been consumed since pre-Hispanic times. Avocado originated in Mexico and Peru. The Chilean variety is called Negra de la Cruz ("La Cruz Black") after the town of La Cruz in the Valparaíso Region, the main producer; it is also called Prada or Vicencio.

Aji Verde (Green Chili): One of the most common varieties in Chile; called green chile because it is consumed before its maturation.

Old world crops

Artichoke

Garlic

Lemon

Lettuce

Olives: Although originating in Europe, olives from Azapa in Arica, are considered a variety of their own, typical of the dry northern region, and are widely recognized in Chile.

Onion

Quince

Wheat

Fish and seafood

A characteristic of Chilean cuisine is the variety and quality of fish and seafood, due to the geographic location and extensive coastline. The Humboldt current brings a supply of seafood that gathers along the Pacific coast perpendicular to Chilean waters. These include:

Fish

Soleidae (*Solecan* *use)

Albacore

Codfish (*Bacalao*)

Hake (*Merluza*)

Sciaenidae (*Corvina*)

Salmon

Tuna
Jurel
Reineta (Southern Ray's bream, *Brama australis*)
Congrio
Patagonian toothfish (*Lubina*)
Swordfish (*albacora*)
Seafood
Abalone
Macha similar to *Ensis macha* is a kind of razor clams.
Prawn
Choros or mussels, (*mejillones* in other Spanish speakers countries)
Clam
Centolla Chilena or Southern King Crab
crab (*Jaiba*)
Shrimp
Oyster
Lobster
Langosta de Juan Fernández (Juan Fernández Island Lobsters)
Locos
Picorocos
Pyura chilensis (*Piure*)
Squid (*Jibia*)
Sea urchin (*Erizo*)
Pyura chilensis (*Piure*)
Chorito (Chilean *Mejillon*)
Picorocos

Cuisine of the North

Northern cuisine is strongly influenced by the Andean Aymara, Diaguita and Atacameño cultures, and also by the coastal Chango people. The northern diet is traditionally high in protein. The use of tubers like the *apilla* or *oca* and the *ulluco* is common, though these are practically unknown in central and southern Chilean cuisine. Traditional northern Chilean cuisine also includes the use of camelid meats like llama and alpaca. Dishes like *chairo* have been prepared for centuries by the Andean cultures, although they are not as common nowadays among the northern Chilean population and are almost unknown in the rest of Chile.

Recipes from the northern regions of Chile

Asado:[3] Meat roasted on the barbecue. In the north it is possible to find asados prepared with alpaca meat. **Chicharrón de papa:** Pieces of meat and fat from llama and lamb, boiled and then fried. Served with potatoes, salad, or consumed as a snack by farmers and peasants. **Guatitas:** A stew of cow stomach (*guatita* means “tummy”). **Chairo:** An altiplanic llama stew, one of the least known in the rest of Chile. **Charqui:** Dried and salted meat, originally llama. **Carapulcra:** Spicy soup, with potatoes, corn and different kinds of meat. **Tortilla de mariscos:** A kind of omelette of beaten eggs fried with seafood and chorizo, similar to prawn tortilla from Spain. **Machas a la parmesana:** A type of shellfish similar to the razor clam that is cooked in the oven with bits of Parmesan cheese and other condiments. Is often eaten as an appetizer. **Conchas de camarones:** Prawns, leeks, and cheese, milk and other ingredients form a mix that is served in oyster shells. **Erizos con salsa verde:** Sea urchin is very abundant in the Chilean seas, but its extraction is limited by the government to only certain times of the year. It is often eaten raw with a little lemon, coriander or parsley, and onion, as an appetizer. **Caldillo de congrio:** A fish stew with conger eel and vegetables, commonly found throughout the country. **Picante de conejo,** cow stomach or chicken: Spicy dish of vegetables fried and stewed with meat of rabbit, chicken, or cow stomach. Hand crushed potatoes are added at the end.

Plateada con quinoa: Literally “silver-plated”. A cut of beef known in English as “rib cap” is cooked with quinoa, onions, garlic and white wine. **Cazuela marina:** A stew of different types of seafood, such as razor clams, oysters and

shrimp, similar to paila marina but with more vegetables. Estofado de cordero: Lamb Stew. Ensalada chilena nortina: Onions and tomatoes prepared a la julienne. It is similar to the basic ensalada chilena with the addition of goat cheese and olives. Ensalada de Quinoa: Quinoa salad comprising quinoa and other vegetables. Timbal de quinoa: A mix of quinoa, avocado and other ingredients; served shaped like a timbal drum. Risotto de quinoa y pimientos amarillos: Quinoa risotto with yellow peppers. Sango: A kind of bread made from wheat flour cooked with oil and salt; served with chicharrones

Cuisine of the Central Valley and Coast

The cuisine of the central valley and coast has been influenced by the traditions of the native people and European immigrants, particularly those who arrived during the second half of the nineteenth century, with farm life and agriculture the most important influence. In the past, agriculture was a very important aspect of the economy and the Fundo (ranch, farm) was the centre of everyday life. Country traditions still survive and food is a good example of this.

Dishes from the central regions of Chile

Sopa de mariscos: A soup of mixed seafood.

Locos con mayonesa ("Locos with mayonnaise"), accompanied usually with lettuce and potato salad.

Palta reina: Avocado stuffed with chicken salad, tuna, prawns, or other fillings.

Tomates rellenos: Stuffed tomatoes, generally filled with sweetcorn, mayonnaise, and other ingredients.

Pastel de choclo: a layered pie, usually made in a deep dish or a clay paila with chopped beef at the bottom prepared "al pino" (a thick stew of minced or chopped beef, chopped onions and seasoning), chicken, olives and a hard-boiled egg, topped with a mixture of ground fresh corn and basil, and baked in the oven.

Humitas: similar to Mexican tamales, the humita is a mixture of fresh and ground corn baked inside corn husks.

Porotos granados: a stew of fresh white beans, ground choclo and other vegetables.

Albóndigas al jugo (meatballs in sauce)

Cazuela de ave: like normal cazuela but with chicken instead of beef

Empanadas fritas de queso: empanadas stuffed with cheese and then deep fried.

Pantrucas: a type of dumpling or pasta made without eggs, cut in irregular pieces and later mixed with vegetable soup or beef stock.

Charquican: a stew of charqui (dried beef) or regular beef, with potatoes, corn and other vegetables

Jaibas rellenas: stuffed crabs

Pastel de jaiba: crab pie

Tomaticán: a thick vegetable stew, similar to Charquican but with tomatoes.

Pastel de papa: a pie made in layers, with minced beef in the bottom and mashed potatoes on top, similar to the English cottage pie.

Brochetas: a variety of anticucho or kebab

Pan de Pascua: similar to a sweet sponge cake flavoured with ginger, cinnamon, liquor and honey. It usually contains candied fruits, raisins, walnuts and almonds.

Pan amasado: a traditional type of bread, which has animal fat in it. It is kneaded for a long time to achieve a very dense type of bread.

Leche asada: A baked milk dessert with caramel, similar to the original panna cotta made with eggs instead of gelatine, as it is made in most places today.

Cuisine from southern Chile

Southern Chilean cuisine has been greatly influenced by Mapuche cuisine and Chilote cuisine. [4] There are two products that have attracted particular attention: the Merkén condiment and the "Kollongka", Araucana or Mapuche chicken, known by their unusual blue-green eggs. Another great influence on southern Chilean cuisine was immigration from Europe, particularly the German migration of the nineteenth century. Traditional German cakes and desserts have been adopted in much of Chile. As in the rest of Chile, seafood has a very important place in the diet, but due to the thousands of islands that make up the southern region, the ocean has a particular relevance here.

Curanto a la olla or Pulmay

Milcao for the curanto

Bottle of Licor de oro

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II. SUMMARY

Merkén: a traditional Mapuche condiment, made with dried and smoked red chillis and coriander, ground to a fine powder. It is used to season all kinds of dishes.

Araucana, Kollongka or Mapuche Chicken: Endemic to southern Chile, known by their light blue/green eggs.

Caldillo de almejas: Clam soup[8] (“caldillo” is a clear thin soup).

Chupe de locos: A rich stew made with the loco or Chilean abalone, served with bread and baked in clay pots or “Paila de greda”

Sopa de ostras: Oyster soup

Pastel de pescado: Fish pie

Arrollado de chanco and Arrollado de huaso: Pork roll and chilli roll.

Asado de cordero: Lamb barbecue.

Asado al palo: A form of roasting or barbecuing meat in which the whole animal (usually a lamb) is put on a stick next to a big wood fire and cooked for several hours until tender.

Cancato: A baked stew of fish, cheese, onions and pepper, seasoned with lemon and wine.

Cazuela chilota: The Chiloé version of cazuela differs from traditional cazuela because the stock is made of dried choros (Chilean mussels) and lamb instead of beef or chicken, giving it a very distinct flavour.

Sopa chilota de pescado seco: Dried fish soup.

Curanto: A traditional preparation where seafood and meat is cooked in a big hole in the ground using heated stones.

Pulmay: A kind of curanto, cooked in a big casserole dish instead of a hole.

Chapalele: A Chilean dumpling made from boiled potatoes and wheat flour.

Crudos: Crudos (Spanish for “raw”) is a typical German-Chilean dish similar to a steak tartare.

Empanadas: a stuffed baked pastry, filled with meat, onions and other condiments. They can also be fried or have different fillings.

Milcao: The dish is a type of potato pancake prepared with raw grated potatoes and cooked mashed potatoes mixed with other ingredients.

Chochoca: Also known as chochoyeco, trotroyeco or trutru, this is a traditional Chilote dish prepared with raw squeezed potatoes and boiled mashed potatoes or flour, stuck to a pole and roasted in a fireplace.

Valdiviano: One of the oldest dishes in Chilean cuisine and named after the conquistador Pedro de Valdivia, this soup made of jerky, onions and potatoes was one of the dishes eaten by the conquering Spanish troops.

Baked goods, desserts and breads

Brazo de Reina: a classic Swiss Roll, usually filled with strawberry jam, raspberry jam or manjar (Chilean dulce de leche), and topped with chocolate swirls or icing sugar.

Empanadas de manzana: a baked pastry filled with baked apples and cinnamon.

Kuchen: the traditional German cake filled with seasonal fruits such as strawberries, blackberries, apricots, plums, peaches, rhubarb, etc.

Murta con membrillo

Tortilla de rescoldo

Mazamorra de manzana

Sopaipillas: A deep fried dough. There are two versions: one plain, which is made with white flour, animal fat and water, and another in which pureed pumpkin is mixed to the dough. In each version, the dough is formed as disks and then deep fried. It can be eaten sweet, with icing sugar or a sweet caramel sauce, or as a salty snack, topped with a chili sauce or mustard.

Alcoholic and non-alcoholic beverages

Chicha de manzana: A fermented apple beverage, very similar to apple cider.

Chicha de calafate: chicha made with calafate, a berry that only grows in Chilean and Argentinian Patagonia

Licor de oro

Muday: an alcoholic beverage made of corn, wheat or piñón, the seed of the Araucaria araucana tree.

Murtado: Made by preserving Ugni molinae (Murta) inside a bottle with aguardiente for some weeks and then mixing it with syrup.

New Chilean cuisine

Food produce is one of the Chilean economy's main exports, and in recent years the Chilean government, along with the food, restaurant and agriculture industries, have made effort to promote Chilean cuisine and produce around the world. Chilean gastronomy has also evolved, increasing in quantity and quality, with a new wave of prosperous middle classes willing to pay more, eating out more often and demanding higher quality. The new gastronomic trend takes traditional recipes and produce and uses modern techniques to produce dishes that aim to be more accessible to foreign visitors.

According to the World Tourism Organization (WTO), Chile was the eighth most popular destination for foreign tourists within the Americas in 2010, after the United States, Mexico, Canada, Argentina, Brazil, the Dominican Republic, and Puerto Rico. That year, 2,766,000 tourists entered the country, generating a revenue of US\$1,636 million. The majority of these visitors came from American countries, mainly Argentina; however, the biggest growth in recent years has been in visitors from Europe, especially Germany. In 2017, a record total of 6,449,993 international tourists visited Chile, a 13.3% increase from 2016. Argentina remained the most common country of origin, followed by Brazil. European tourists were third in terms of total numbers. The average tourist stayed for 10 nights. The Chilean government attributes the rise in tourism to "promotional campaigns, the development of new products and tourist destinations and a renewed diversification of experiences."

III. CONCLUSION

Sustainable Tourism

Tourism for the year 2018 was projected to continue the increase in visitors, with more than 7 million international tourists estimated to travel to Chile. Online guidebook Lonely Planet has listed Chile as its number 1 destination to visit in 2018. Lonely Planet emphasizes visiting the city of Valparaíso, the northern Atacama Desert, and Patagonia to the south. However, in 2018 and 2019, the Chilean tourism industry was plunged into a deep crisis by the adverse effects of internal unrest and the Argentine monetary crisis. As a consequence, Chile saw international tourism arrivals fall by more than 20% in 2019, to about 4.5 million. The following year, the Covid-19 pandemic caused further disruption to the Chilean tourism sector, with a fall of 85.7% on 2019 and total visitors estimated at 1,122,858. In 2021, just 161,000 foreigners visited Chile.

Hotel Industry

The availability of hotel beds reaches over 22,500 in Santiago. According to Sernatur, and according to services they offer and the requirements with which they comply, there are ten five star hotels in Chile. Ordered from north to south, those hotels are:

Hotel Gavina in Iquique.

Hotel Desierto in Antofagasta.

Hotel del Mar in Viña del Mar.

Hotel Kennedy in Santiago.

Hotel Plaza San Francisco in Santiago.

Hotel Regal Pacific in Santiago.

Hotel Santa Cruz Plaza in Santa Cruz.
Hotel Termas de Puyehue Wellness & Spa in Puyehue.
Hotel Cumbres Patagónicas in Puerto Varas.
Hotel Patagónico in Puerto Varas

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