CHAPTER II

REVIEW OF LITERATURE

2.1 INTRODUCTION

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REVIEW OF LITERATURE

‘A Book is the most Tangible form of God’
.... Swami Vivekananda

2.1 INTRODUCTION

The primary objective of Literature review of both previous and current literature is to understand the background of the study by undertaking intensive study. Review of literature is done for the basic purpose of cataloguing information and explaining as per the objectives of the study. This review is an attempt to browse the published literature to create foundation of study for understanding and elucidating the works that have preceded the current study. It finds out hidden facts and figures which contribute greatly to prepare a base and theory of the present study. The review of literature depicts the root of the knowledge of the study for being undertaken in the present study. While looking into the related studies, researcher was enlightened to set the objectives of the study and was able to find the issues, challenges, problems, prospects, solution, etc. It is extremely important in the social science research because previous studies are sources for enriching the research work. The existing bodies of knowledge help to throw light on the problem at hand and giving valuable insight on how best the study can be conducted with some of the limitations. The body of published literature serves as the theoretical and practical foundation for learning, understanding and developing a strong and deeper knowledge base. The literature review helps in the research design and the implications of findings.

For a detail analysis and elaborate discussions of the research study, a comprehensive and clear understanding of the cuisine and its issues related to the development of hospitality and tourism industry is extremely important. In this chapter, researcher tried to understand through the literature review whether Local food can be developed as a marketing tool for the growth of hospitality and tourism industry in West Bengal.
2.2. LITERATURE REVIEW

2.2.1. Hospitality concept: In his Book “Introduction to Hospitality” (1999), Walker John provided a comprehensive view on fascinating and challenging fields in the Hospitality & Tourism industry including accommodation service, food service, MICE management, leisure and recreation etc. In this book the Walker also discussed about the marketing, human resources, leadership and management and their application in the Hospitality industry. Different cases were presented in this book by the author. He also discussed some emerging issues through identification and analysis of trends, issues, and challenges of hospitality into the twenty-first century including numerous suggestions for educational and professional development.

In this book, Walker has suggested a number of tools designed to assist in the learning process like learning objectives, benchmarking, personal profiles focusing on the achievements and contributions to the industry by individuals, summaries, keyword and concepts, related critical thinking exercises etc.

2.2.2. Hospitality Operations: In his book, ‘Introduction to Hospitality Operations’ (1996), Jones Peter examined the whole of the hospitality industry at the ‘operating management system’ level. Here author divided his book into two halves. First half examined and explored the accommodation industry of all types and sizes, guest houses, hospital services, residential care, hostels and halls of residence. Second half focused on the foodservice industry, specially, restaurants, hotel foodservice, licensed trade, fast food, employee feeding, welfare catering, travel catering and social catering. Here author preferred to use the term ‘foodservice’ rather than ‘catering’ for the reason he mentioned that the word ‘foodservice’ has been a better image than ‘catering’. He also mentioned that the developments of some new styles of foodservice, such as fast food or cook-chill, have more similarity with food retailing or food manufacturing than traditional catering.

2.2.3. Hospitality concept: Kye-Sung Chon and Raymond T. Sparrow in their book, “Welcome to Hospitality: an Introduction” (1995) explored the fascinating worlds of lodging, foodservice, meeting planning, travel and tourism and the related businesses that make up the hospitality industry. Authors tried to target those who were considering a career in hospitality, or those who
were holding positions in hospitality but wanted to broaden their understanding of the industry. Here, authors targeted vast audience by giving wide ranges of levels at which people used to enter in the hospitality industry.

Here authors divided their book into five parts. First part 'The Spirit of Hospitality' was related with welcoming guest, 'travel and tourism partners with Hospitality', and 'global issues and hospitality'. Second part, 'Lodging', described strategic as well as operational issues in hotel room management and developed themes such as marketing, ownership, and human resource management. Third part described about contemporary foodservice concepts, Culinary Arts and Foodservice Operations, and Beverage Management. Fourth part described about specialized segments of the Hospitality Industry like business tourism and convention management and recreation management, theme parks etc.

2.2.4. Hospitality & Tourism: In their book, 'Hospitality, Tourism and Leisure Management' (1997), Foley, Lennon & Maxwell opined that any attempt to separately define Hospitality, Tourism and Leisure industries would doomed to failure. The issues of strategy and culture were dealt with invariably cross industry boundaries such as management development, globalization and quality cut across concepts of leisure as well as industries such as hospitality and tourism. The book was divided into six sections. Section one of this book described on quality aspects in the tourism and hospitality industries. The authors in section two centered their analyses on the role of human resource management strategies in delivering organizational performance, predominantly in the hospitality industries. The authors in section three considered issues of strategic change, generally from the perspective of moving from an instrumental towards an entrepreneurial approach. The work of the authors in section four into this area was central to an understanding of issues of taste, expediency and motivation in terms of tourism. The authors in section five explored the concept of sustainability from different angles. In section six the writers explored aspects of internationalization and globalization.

2.2.5. Hospitality & Tourism: This annual publication, 'New Directions in Hospitality and Tourism: An Essential Resource', (1997), by Teare R., Bowen J.T. offered a concise overview and commentary on the emerging themes in the field of hospitality and tourism. This review provided a wider international perspective by reporting on developments in the Asia Pacific region with a
commentary provided by the research team based at Southern Cross University, New South Wales, Australia. Here the writer said their long term goal was to facilitate a continuous discussion on international developments in hospitality and tourism and to help to shape a collective vision of the future.

2.2.6. Hospitality & Tourism: In their book, ‘Discovering Hospitality and Tourism, The world’s greatest Industry, (2009), Ninemeier & Perdue provided basic information about Travel and Tourism industry. They tried to address the basic types of commercial food services including the marketing and operation related concern in menu planning. Here they also mentioned about the trades required for professionals in Food & Beverage service and explain various challenges and opportunities that must be addressed by the commercial food service operations. They also tried to explain some tactics of effective menu planning which could be helpful mainly for restaurant menu planning team. They tried to distinguish between commercial food service and non commercial food service and explained how their operations can effectively manage.

2.2.7. Hospitality & Tourism: In his book, ‘Hotel, Tourism and Hospitality Management’ (2000), Ratti Manish discussed about the modern tradition of hotel industry with a cutting-edge understanding of how cross-functional strategies are set. According to the author, the time when an operator could run a hospitality business with a friendly smile and as strong work ethic has virtually gone and managing in today’s environment requires a strong and constant focus on a broad range of issues and factors. The primary emphasis of this book was that, price is not the main determinant of choice. Price alone does not balance supply and demand. Other crucial factors must be taken into consideration. If a hotel organization aimed to seek out a specific portion of the guest market and to maintain high occupancy levels, then it must pay close attention to modifying the products and services it offered, in order to fulfill the needs of that target group.

2.2.8. Hospitality & Tourism: In their book, Global Directions: New strategies for Hospitality and Tourism’ (1997), Teare, Canziani and Brown explored the relationship between the theory and practice of strategic planning and development in Hospitality Organizations, and at tourist destinations. This book was divided into three distinct sections, each looking at a specific aspect of hospitality and tourism. The first part, Strategic planning, provided a comprehensive overview of the literature relating to the subject, including function, scope and realities of strategic planning.
The second part, Organizational Development, explained and illustrated the functional implications of change and development in hospitality firms by reviewing key concepts, models and systems relating to marketing, operations, HRM, finance and IT. The third part, Regional Development, explained the factors affecting tourism planning and development with particular reference to the long term implications arising from key environmental concerns like destination impact studies, eco tourism, conservation, tourism planning and transport infrastructure.

2.2.9. Hospitality & Tourism: In his book, ‘Modern Encyclopedia of Tourism and Hospitality Management’ (2006), Ratti Manish described various facets of Tourism and Hospitality Management in general, with special focus on history and geography of Tourism. This book was divided into two parts. First part dealt with history, evolution and growth of tourism. Second part of this book dealt with geography of tourism, mainly in Europe, North & South America, Asia, Africa and Himalayas region. Geo-informatics tools and techniques were also discussed in this book. According to the author, from the geographical point of view, tourism has three main components which includes, the tourist generating areas, the destination areas and the route traveled between these two locations.

2.2.10. Hospitality Management: In their book, ‘Strategic Hospitality Management’, (1991) Teare R. & Boer A. examined the theory and practice of strategic management in the Hospitality industry. They have incorporated research findings and analysis related with this. This book was divided into four parts. In the first part authors described the strategic planning process used by Trusthouse Forte. Second part focused on strategic business systems by reviewing approaches to areas such as environmental scanning, information systems management, techniques and methods used in monitoring productivity and quality assurance. Third part concentrated on human aspects by examining human resource issues and consumer expectations of service delivery. Fourth part was concerned with strategies for international markets and offers a future perspective on the global hospitality industry.

2.2.11. Hospitality Industry: In his book, ‘The Hospitality Industry, Tourism and Europe’ (1996), Rhodri Thomas opined that European public policy had an increasing impact on the business environment, but to date there has been only a partial assessment of implications of European integration for firms in the hospitality industry. Author claimed that this book overcomes that
shortfall. Here the author described the development, current structure and policy making process of the European Union, with particular reference to the hospitality industry. It provided an overview of the industry and analyzed its dynamics at a European level and described a series of major policies, examined their rationale and evaluated what they mean for this sector.

2.2.12. Hospitality Business: In their book “International Hospitality Business”, (1996) Kotas R., Teare R., Logie J., Jayawardena C., & Bowen J. described in detailed about the environmental scanning and trend analysis; information technology and strategy; education and development; managing operations; team working and management performance; business strategy; communications and culture; managing human resources; managing service quality; marketing service quality; marketing and development. Here a number of chapters dealt with current developments in international hospitality operations, the globalization of hospitality and the policies of the European Union. This book made significant advancement by taking views from national and international hospitality corporations in areas like: Human resource Management, marketing, pricing, training and development and the use of information technology. All those exciting, innovative work constituted a huge amount of knowledge: new concepts, orientations, philosophies and insights on the one hand-and, importantly, more effective and consumer- oriented operations on the other.

2.2.13. Projects in Hospitality Organizations: In their book, “Managing Projects in Hospitality Organizations”, (1992), Teare R., Adams D., Messenger S. examined how a variety of hospitality organizations manage projects of strategic importance to their development. Here authors also examined nicely, how hospitality organizations operating in different sectors of the industry devise and manage projects of strategic importance to their future prospects and aspirations. This book was divided into three sections: Business Planning, System design, and Training and Development, each section included four chapters linked by common project themes and issues. Each chapter focused on the key strategic issues surrounding the planning, implementation and evaluation of a major project from different sectors of the hospitality industry, including cross-Channel ferries, the school meals service, the national health service, the Armed Forces, hotel groups in the UK and overseas, tourism enterprises, contract catering, sous vide i.e. sealed-in under vacuum (en papillote) food production, fast food, and training initiatives. This book also reviewed the
consequences, implications and future options of the project, and attempted to consider the impact of the project on the organization, the sector and the wider hospitality business environment.

2.2.14. Hotel Operations: In their book “The Management of Hotel Operations”, (1989), Jones P. and Lockwood A. tried to adopt an innovative approach to the study of hotel management based on the concept of key result areas. This book identified and explored the fundamental issues facing the manager-such as profitability, productivity and quality-and examined alternative strategies for achieving successful performance. This book concentrated on the problems faced by the managers for getting more customers, reducing costs, getting the best out of staff and identified the techniques that might be appropriate for their solution. In this book authors examined and reviewed the range of options available to a unit manager in order to maintain satisfactory performance or to take corrective action. Finally, the authors attempted to bring the key result areas together and built a picture of how the hotel manager may be expected to implement successfully an approach based on these guidelines.

2.2.15. Hotel Management: In his book, “Tourism and Hotel Management” (1997), Gill P.S. attempted to offer a comprehensive examination of tourism and hospitality growth and development, its systematic approach to planning and development and a synoptic summary of individualized impacts of tourism-economic, environmental, cultural and ecological. Here author also provided a rare insight into the realities of hospitality, hotel and catering management and highlighted its managerial, economic, financial, behavioral and human resource problems and prospects. This book brought to the light valuable information regarding tourism and its cultural impacts; Accommodation and Tourism; Hotel Accommodation; Models of Hotel pricing; Quality of Hotel Services; Hotel Accounting; Strategies of management etc.

2.2.16. Hotel Management & Operations: In his book, “Fundamentals of Hotel Management and Operations” (1998), Malhotra R.K. viewed that modern hotel and tourism industry is now approaching a crucial stage in development. Here author tried to give systematically and cumulatively output to the formation, operation, management and further development of knowledge of hospitality and tourism. This book was informally divided in two sections. The first section comprises of volumes 1 to 5 focusing on tourism planning and development and volumes 6 to 10 on hotel operations and management. Volumes on tourism study described insights into
themes which emerged from history of tourism, its economic and social aspects, its development and planning, marketing of tourism, and the approach was continued in the concluding volume covering environmental, ecological and legal issues in tourism. The volumes on hotel management addressed the hospitality industry as a whole comprising of Hotels, Restaurant and Institutional Hospitality.

2.2.17. Hotel Management-aspect: In this book, "Hotel Management Educational and Environmental Aspects" (2004), Sharma, explored educational and environmental aspects of management of hotel. The book contains twenty-two chapters which were explained into two parts. Part I contains 16 chapters which were devoted to basic and fundamental concepts such as glossary of hotel terminology, hotel industry and tourism, growth and development of hotel industry in India, the global scenario, regulatory conditions of hotel industry, feasibility determination of hotel projects, moral and statutory obligations of hotels, Human Resource Management in hotels, front office management, sound and healthy hotel environment, safety and security in hotels, the art of cooking, styles of food service and up keeping of hotels. Part II of this book dealt with environmental concepts of hotel industry. It contains six chapters mainly dealt with hospitality industry and environment, hotel industry and environmental management, water management in hotels, energy management in hotels, management of indoor environment in hotels and material & waste management in hotels.

2.2.18. Restaurant Management: According to Cliff Stafford, in his book, "The Best in Restaurant Corporate Identity", (1992), to start a new restaurant, whether caterers, hotel managers, chefs or design managers, needs to address the central problem of its corporate identity at an early stage in the project. Here author raised different questions regarding the central problem like, should the atmosphere of the interior be reflected through its stationery and menu? Should the style of the food or the personality of the chef lead the way to the fascia and exterior signage? Or should the chosen location or building influence all? According to the author those key issues could be addressed properly by showing a wide range of practical solutions like presenting menus and interiors side by side, and sometimes by emphasizing the co-ordination of the elements in the identity, from illuminated signs to business cards to tablemats to provide a one stop source of inspiration and reference for graphic designers, interior designers and architects in this highly specialized field.
2.2.19. **Site selection in Restaurant Business:** In his book, "*Restaurant and Fast Food Site Selection*" (1992), Melaniphy John C. presented the tools required, the implementation necessary, the special considerations for downtown areas, food courts, shopping centers, etc. He had mentioned about the principles of site selection, location types, customer profiles, trade areas, market structure, demographic needs, consumer patterns, competitive evaluation, and visibility. He also provided information on field work procedures, generative areas, market penetration, prioritizing markets, estimating sales, site selection criteria, site economics and deal-making. The author tried to give valuable advice on zoning, parking guidelines, income levels, eating and drinking expenditures, traffic count meaning, computer and other critical considerations.

2.2.20. **Restaurant in general:** In their book, "*The Restaurant: From concept to operation*" (2005), Walker John R. and Lundberg Donald E. provided an idea of aspiring restaurateurs how to conceive, open and run any type of restaurant, from fast-food franchise to upscale dining room. This book helps in giving suitable concept and finds a market gap to fill, develop business and marketing plans, and secure financial backing. This book also guided how to select the perfect location, obtain the necessary permits, create a tantalizing menu, design the interior, and hire and train employees. This book provided an effective decision making process about quick service, cafeteria, coffee shop, family, ethnic, casual or luxury. This book helps the restaurateur for being a successful restaurant operator. Also this book provided the solution for emerging problems raised during the operation of restaurant.

2.2.21. **Cuisine Dictionary:** In his book 'Larousse Gastronomique' (1988), Prosper Montagne brought together in a single work of reference of culinary panorama of the 20th century and a history of gastronomy through the ages. A greater diversity of cuisine was explained and wines from all the major wine producing countries were given coverage. In this book, author presented an anthology of haute cuisine and recipes for home cooking, but also made us aware of the great classic dishes of other countries. Larousse Gastronomique was made up of alphabetical entries with recipes following. It was a kaleidoscopic combination of an encyclopedia and a cookbook, which inspired the reader to understand and enjoy the culinary arts on a much higher level. The author also mentioned that how ten-course menus have disappeared among men and women today as they don’t spend whole days at the dining table. But more than ever before, food, through
the choice of dishes and their preparation, forms an integral part of life and remains the natural expression of conviviality.

2.2.22. Concept of International Cuisine: In their book, "Practical Cookery" (2004), Foskett, Ceserani and Kinton provided a foundation knowledge for all levels of cookery, covering basic skills and methodology and providing the underlying knowledge on which the reader can develop an understanding of commodities, recipe balance, healthy eating and basic nutrition, plus hygienic procedures for the storage, preparation, cooking and serving of food.

In this book, authors opined that the world is getting ‘smaller’ due to factors such as fast transport and tourism; modern cuisine uses a wide variety of ingredients from all over the world. This has lead to an inter mix of cuisine cultures. The author described it as ‘eclectic’ cuisine, which was the deriving of ideas, tastes and styles from various sources and which originated in Australia. This book enabled the chefs to be creative. This book explained on different aspects related to working environment, healthier cooking methods, methods of cookery, Stocks, Soups & Sauces, Hors d’oeuvre, Eggs, Pasta & Rice, Fish & Shellfish, and Meat & Poultry, including International dishes, vegetarian dishes, vegetables & pulses, potatoes with Snacks, Savories & Convenience foods.

2.2.23. International Cuisine-Italy: In her book, “The Food of Italy”, (1989), Roden Claudia tried to popularized the Italian Cuisine by describing more than 300 authentic local dishes recipes from all over Italy. Here, Claudia mentioned that the food and cooking of the Italian regions were simple and unaffected, but full of charm and flavour. Every recipe brought a rush of memories- a dinner in a Piazza in the warm night air; a discussion about a dish on a train with the whole carriage joining in; the back streets of Naples full of bustle and drama glittering with carnival light sand shrines to the Virgin Mary; a wedding party in Sicily; fishing boats bringing their catch into a tiny Ligurian port; nuns were making almond pastries in a monastery. The taste of basil, parmesan and olive oil, the smell of garlic frying with sage and rosemary, bring back the brilliant light and pure primary colours, with images of Italy and feelings of joy and enchantment.

Here Claudia tried to inculcate the modern cooking style rather than the traditional dishes of Italy as food is always changing which is natural, but now that changes come through the media and
that all the world is getting to be the same, what appeals and fascinates and touches the heart is that which distinguishes Italy, which recalls her past and which is part of her precious heritage and traditions.

2.2.24. International Cuisine-France: In his book, “France-A Culinary journey”, (1992), Owen Weldon provided a glorious portrait of the France’s regional cuisine in all its immense variety. From the oyster beds of Brittany to the herb scented hills of Provence, the vineyards of Bordeaux, and the lush postures of the Alps, this book has given information about the great traditions of French farms, markets and Kitchens. This book presented a detailed picture of France’s history, geography and culinary customs. Two hundred recipes along with wine lists and maps of wine-producing regions, brought the legendary delights of French cooking from different regions like, north the Sturdy Carbonade (beef braised in beer) and Alsace’s matelote (fish stew); from Brittany, crispy crepes; from south-west, confit of goose; from Provence and the Languedoc, colourful vegetable dishes aromatic with garlic and olive oil. In this book, recipes emphasized the use of local produced and traditional methods and some offered delightful variations on older dishes. Here, authors also provided a captivating picture of the customs and traditions that have contributed so greatly to the pleasures of the table.

This book provided a vivid tour of the delights of France whose cookery formed a cornerstone of western cuisine. This book also described local culinary specialties in all their glorious varieties; Paris, Champagne and the north; the Rhine region; France-comte and the Alps; Provence & Corsica; Languedoc; the central southwest; Burgundy & the Lyonnaise; the Loire; Brittany; the Center; the Atlantic coast; the Basque country & the Pyrenees.

2.2.25. International Cuisine-Asia: In her book, “Perfect Asian Cooking” (1997), Willan Anne, had illustrated the popular recipes of almost all the regions of Asia. Here great attention was paid to presentation. In this book, author had described the features of Asian Cuisines especially in China, where, the northern part is cold and wheat is a staple, leading to robust simple dishes, such as dumplings, noodles and pancakes. Further east around shanghai, the climate is mild and the land fertile, where dishes are delicate and often slightly sweet, with fish and shellfish from the Yangtze River. The Cuisine of Western Szechwan is typified by hot chillies and sour, sweet and salty combinations, while food from the semi-tropical area near Guangdong is milder, sensuous and
savoury. Here author also described the elements of a Japanese, Korean, Thailand, Indonesia and Malaysian food and their uniqueness, equipment used, cooking techniques and ingredients used.

2.2.26. International Cuisine-China: In her book, “Chinese Home Cooking” (1998), Chen Helen described how to cook simple, home-style Chinese food. She had given the detail recipe of Peking Ravioli, Cold Noodles, Moo Shi Pork, Sweet and Sour Shrimp, along with new classics- Shanghai style pork chops; crystal shrimp; Steamed Salmon with Black beans. Here author claimed that those dishes were far lower in fat than Chinese food served in restaurants, because the Chinese don’t use a lot of oil when they cook at home. These recipes rely on stir-frying more than deep-frying, steaming more than roasting, and on readily available supermarket ingredients. Hear author discussed about Chinese cooking that people love and elusive most. In addition to the fact that it just tastes good, all of today’s nutritional information points to Chinese food as ‘just what the doctor ordered’. For the most part it was low in saturated fat and cholesterol, used small amounts of meat, and incorporates an abundance of fresh vegetables cooked in a short amount of time to retain texture and nutrition. Here author claimed that cooking is a variable science and art, depends upon the kind of fire one have, the type and quality of the cookware one is using, the temperature, the size and type of ingredients, and so on.

2.2.27. International Cuisine-Thailand: In this book, “Thai, Recipes for the Adventurous Cook” (1998), Harris Sarah, represented an unique combination of Asian cooking styles and ingredients, and has mentioned rightly that Thai cuisine has become one of the most popular cuisines in the world. Here, Harris Sarah claimed that a delicate, but often potent blend of spices and herbs gives Thai Cookery its delicious and distinctive flavour. The recipes in this book have been chosen to allow the adventurous cook to experiment with a wide variety of ingredients, cooking methods and flavours to draw upon delicious recipes to suit every palate from mild to fiery.

2.2.28. International Soup: In his book, “The Soup Bible” (2001), Mayhew Debra described over two hundred recipes from all around the world, from the classic British Creamy Tomato to a Sausage and Seafood Gumbo Soup to a spicy Jalapeno-style soup from Mexico, Caribbean vegetable soup with green bananas, Yam and lentils, and Moroccan Harira. The introduction part of this book highlighted step-by-step recipes for a range of stocks, from vegetarian to beef and Japanese to seafood, to make nutritious and delicious bases for soups. Garnishes also suggested for
the perfect finishing touches. Splited into six chapters, 'The Soup Bible’ featured inspiring soups for every occasion from refreshing summer soups or spicy winter warmers.

2.2.29. Nutritional aspects in International Cuisine: In her book, "Healthy Kitchen" (2002), Arora Ritu tried to deal with the nutritional aspect of food ranges from the mode of cooking, the nutritive value of foods, the food exchanges and the type of diets available. The author tried to present oil free cooking i.e. cooking without volatile medium which makes the food more nutritious but retains the nutritive values of food. The author mentioned that this oil free cooking helped in attaining normal health, in combating sickness and a preventive role in tackling chronic, degenerative and metabolic diseases.

In this book, author opined that the time has come when no man is free from any sickness on this earth. There has been a total lack of immune responses. As a result of which various diseases have cropped up. Giving her view on human health she stressed on the mode of eating, living and behaving are the most deciding and dependent factors which decide about the human health. This book highlighted many health concept which ranges from a balanced, nutritious diet in a normal person to a regulated balanced diet in a sick person. Special emphasis had been given on ‘zero oil’ or ‘no oil’ cooking in her book.

2.2.30. Cuisine of the world: In their book, “Cooking Around the world All-in-one For Dummies” (2003), Bishop, Casella, Eddy et al explained eight of the world’s best-loved cuisines which includes Mexican, Italian, French, Greek and Middle Eastern, Indian, Chinese, Japanese, and Thai. For each cuisine there were information about the way of eating, common ingredients and techniques and special tools and how to use them. There are also many mouthwatering recipes, from soups to entrees to desserts. This book contains the philosophy behind the cuisine including the ingredients as well as the distinctiveness of those cuisines. Apart from these various recipes of Indian as well as Chinese and Japanese Cuisine were also discussed.

2.2.31. Cuisine-Art and style: In his book, “Professional Chef, the Art of Fine Cooking” (2003) Saraswat Arvind, explained the Art of Fine Cooking from Sundry Kitchens the world over. The book has described a wonderful assortment of simple to exotic recipes from French, Italian,
Chinese, Bakery & Confectionery and of course, Indian Cuisine. This was further enriched by an interesting historical account of the classical dishes of various regions.

The author tried to explain some dishes in an elaborate manner that was simple and quite easy to prepare from readily available ingredients in the country. He tried to provide recipes for various occasions based on new techniques which conform to the latest equipment and products available in India. In this book, the author has included the concept on Kitchen Management, Kitchen Designing, Food Hygiene, Material Management, Food Production Control and Menu Planning.

2.2.32. **Recipe of International food:** In her book, *Modern Cookery, For Teaching and the Trade* (Volume II) (2003), Philip Thangam given a wide variety of recipes of continental Cuisine, according to the courses of French classical menu, like: Hors d'oeuvres, Potages, Poisson, Entrees, Releves, Volailles, Gibier, Legumes, Entremets de Sucre, Savories, and also the recipes from far and near and 201 recipes of Bakery and Confectionery. In the Volume II, the author had given detail methods of over 1200 recipes for advanced western Cuisine, international foods, baking and confectionery, snacks and preserves. A unique section features recipes from places as far as South East Asia and East Europe and as near as Chettinad and Sri Lanka.

The author opined that due to the accelerated pace of globalization, the increase in tourism in our country and worldwide has brought cultures and nations closer, promoting interest in the cuisines of the different countries of the world. This book provided a comprehensive selection of not only the foods from the different regions of India but also standardized recipes of gourmets favorites found on the menus of great restaurants all around the world.

2.2.33. **Theoretical concept of International Cuisine:** In their book, *Theory of Catering* (2004), Foskett, Ceserani and Kinton did not only attempt to write a completely comprehensive book, but rather have set out an outline as a basis for further study. This book was designed to understand the relationship between theoretical knowledge and practical experience and highlighted the essentials of the catering operation, from basic nutrition and commodities to kitchen design and staff management and provided information on customer service, food and material science and implementing quality systems. In this book, authors opined that, caterers must at all times be concerned and seek to identify and meet customer requirements, because it is a service industry. Different races and creeds may have social and religious requirements that are
reflected in the request for certain foods or dishes and one thing is common to all, the need for food to be cooked and served well.

2.2.34. Recipe of International & Indian Cuisine: This book, "Modern Cookery, For Teaching and the Trade" (Volume I) (2003), Thangam E. Philip contained an authentic recipes from all parts of India and an easy to follow format have introduced. A wide range of recipes – Indian, Western, Basic, Intermediate, Advanced and International have been covered in this book. The recipes were laid out in easy to follow steps and used easily obtainable ingredients. A special feature of presentation was that the ingredients as well as the methods of Cooking have been itemized instead of being given in the usual narrative form. Fortification of popular recipes by addition of Soya bean flour, multi-purpose foods, peanut flour, peanut butter etc. was the theme of the chapter on ancillary foods. Such inputs not only improved the nutritive value of the food, but also increased palatability and sometimes keeping quality. It contained over 1200 recipes make this one of the most authoritative compendiums on Indian Cuisine, and basic and intermediate Western Cookery.

2.2.35. Parsi Cuisine: In his book, "Parsi Food and Customs", (1996), Manekshaw Bhicco had taken the reader on a journey far beyond the traditional stereotypical dhansakh recipe. For those who loved fish, there was a choice of Patra ni Machchi (fish in banana leaves), masala ni machchi or the famed tarapori patio made with sookha boomla (Bombay duck), amongst many others. The Parsi weakness for eggs, on the other hand has been created a range of mouthwatering dishes from per eeda (eggs cooked on bananas) to the humbled scrambled egg. In this book, author claimed that celebrations, rituals and food inevitably go together with the Parsis. From Navroz, the dawn of the Parsi New Year, to Navjote, the initiation ceremony of a young child, Lagan or marriage, Jashans and ghambhars, there was a variety of food to suit every occasion.

Here author told that Parsis used to prefer meat and no meal is complete without a meat, fish or chicken dish and their food had no predominant flavour arising from the use of any specific oil or spice. Chillies and spices were used in moderation and the cuisine takes care to preserve the subtle flavours of the different dishes. Author opined that Dhan sakh, the best known of Parsi dishes had probably evolved from the Iranian Khoreste esfannaj, a dish cooked with meat, lentils and spinach.
2.2.36. **International Cuisine-Dessert:** In his book, "Desserts, mouthwatering recipes for delectable dishes" (1997), Wilkinson Rosemary, opined that dessert recipes can range from the lightest sorbet to the most substantial steamed chocolate pudding, so there are several decisions to be made when planning a menu. In this book, author had given two hundred recipes including all the best-loved desserts from Peach Melba to Black Forest Gateau; traditional favourites, like Blackberry Cobbler and sticky toffee pudding, and innovative ideas such as chocolate and cherry Polenta cake and fruited rice ring. Every kind of dessert, like, cold desserts; hot puddings; quick and easy, low calorie fruit desserts; cakes; pies and tarts; and international classics etc, have been described in this book in an easy to follow recipe style.

2.2.37. **Indian Cuisine-Concept:** In her book, "The Taste of India", (1985), Jaffrey Madhur weaved together a series of beautifully crafted descriptions on regional food of each region of India, from lush tropical Kerala in the South, with its gentle coconut scented stews, to lake-laced Kashmir in the north, with its precious golden saffron. In this book, writer discussed childhood picnics in the mustard fields outside Delhi; of the sweet-sour snack, bhel-puri, eaten by taxi drivers and movie stars on Bombay's Chowpatty beach, and the flamboyant festivity of a Parsi wedding banquet. Recipes included a simple hot yoghurt soup from the Splendid Tajmahal Hotel; a fiery, dark-sauced lamb dish attributed to the brave Mahratta warriors, and a lavish Hyderabadi pilaf of rice and split peas. The book was an arresting and passionate culinary portrait of one of the world’s most compelling countries, as well as an essential sourcebook of wonderful recipes.

2.2.38. **Indian Cuisine-Concept & Recipe:** Kalra J. I. S. in his book "prashad – cooking with Indian Masters", (1986), had taken into account the fact that more and more Indians used to dining out where the quality of food being prepared by the Chefs. Proper use of ingredients, right cooking techniques with standardized recipes made clear the doubts about Indian Cuisines. Wrong perceptions about the Indian food like excessive use of desighee (clarified butter) or vegetable fat and masalas (spices) etc had been cleared by the author. Here author said that, Indian food is 'rich', but not 'fatty'. He opined that Indian food sometimes cooked in excess fat, but the amazing thing about this cuisine is according to him that the cooking is deemed complete the fat leaves the sides of the utensil in which the food was being cooked or comes to the surface. The ingredient 'expels' all fat when fully cooked. The excess fat merely eases the cooking process and was supposed to be drained off before service. In fact, the drained fat or rogan could be re-used and inevitably makes a better fat medium because of the flavour and aroma of spices it had acquired.
during the cooking of the first delicacy. In this book, author also claimed that this food is ‘spicy’, not ‘chilly hot’. Indian chef use exotic spices for the special flavour and aroma. The use of red chilies is at one’s own discretion. People are having liberty to increase or decrease the chilies according to his/her taste.

2.2.39. **Indian Cuisine-History**: In his book, “Indian Food: a Historical Companion”, (1994), Achaya K. T. described the history of the Indian diet, from prehistoric times to the modern era. Here author opined that Indian food drawn on archaeology, anthropology, literature, philology, and botany to cook up a smorgasbord of fascinating facts about this exotic fare.

Achaya began with the earliest food preparations of Palaeolithic and Neolithic times, the cooking of the Harappan people (like, archaeological evidence suggested they may have eaten baked chapati--griddle-roasted wheat cakes--food still popular today). He covered the diet of the Aryans by using information found in their rich Vedic literature; examined regional cuisines, such as those of Karnataka, Hyderabad, Bengal, Gujarat, Kashmir, and Uttar Pradesh; described the customs, rituals, and beliefs observed by different communities and religious groups; and traced the gradual shift towards vegetarianism with the advent of Buddhism and Jainism. Achaya also discussed non-Indian foods, such as tapioca, which was an important commodity for trade in South America as far back as 3000 BC, and the potato, first domesticated near Lake Titicaca, sometime between 5000 and 2000 BC. Indeed, the book provided a wealth of historical information on food in general, revealing that coffee may have been first used in Ethiopia, that the coconut evolved 20 million years ago in New Guinea, that carrots were first domesticated in Afghanistan where they were greenish colored and rich in anthocyanin, and author claimed that the word banana is of African origin and connected with the Arabic word banan (fingers or toes).

2.2.40. **Indian Cuisine-Uniqueness**: In her book, “Indian Cookery, the taste of India” (2004) the author, Khattar Anju provided information on various recipes and their uniqueness of many diverse regions of India. The full repertoire comprised authentic dishes from the Cuisines of Kashmir, Haryana, Punjab, Goa, Kerala, Chettinad, Chennai, Mangalore, Gujarat, Maharashtra, Rajasthan, Lucknow and Bengal, as well as Anglo-Indian dishes like Parsi. In her book, author opined that India can boast for its innumerable varieties of tasty and nutritious vegetarian and non-vegetarian dishes, as in recent times, they have become popular not only in India but many parts of
the world. This book contained the specialties of different regions. She tried to incorporate the new style of cooking and recipes which are ideal for planning a meal both for home and for the family or the party.

2.2.41. Indian Cuisine-Nutritional aspects: In her book, “Healthy Indian Cooking” (1997), Hussain Shehzad, described how home cooks can quickly and easily produce delectable dishes that fit this new, exciting and eminently sensible approach. Her recipes are a fusion of the old and the new that weaves the richness of a two thousand year old tradition into the Kitchen and eating habits of today. In this book, author created dishes with enticing flavours, textures and aromas, including tempting starters such as Prawn and vegetable Kebabs, light main courses such as Baked Trout with spicy Almond and coconut sauce, chicken breasts with Mango sauce and lamb pulao, vegetarian offerings such as Courgettes and Aubergines in a minty youghurt sauce and okra with baby potatoes. Those delicious recipes presented with detailed nutritional information, techniques and ingredients.

2.2.42. Indian Vegetarian food: In his book, “The Vegetarian Menu Book”, (1993), Moorthy Vasantha, given three hundreds vegetarian recipes from different regions of India. Here, recipes were arranged in the form of menus and consisted of six parts. The first five parts included the menus and the individual recipes that go to make them, while the last section was devoted entirely to pickles and chutneys. The author had taken into account the different factors like: nutrition, variety, colour and cost while compiling the menus. The menus were well balanced with a judicious mix of cereals, dairy products and vegetables, while all the recipes were vegetarian with egg less alternatives had been offered.

2.2.43. Indian Cuisine-Spices and condiments: In his book, “Indian spices & Condiments as natural healers” (2001), Bakhru K.H. described the medicinal virtues of a variety of spices and Condiments. Here author provided information about the distinctive qualities of specific spices, and their ability to treat common ailments like headaches, colds, migraines and Cough. In addition, author described how to use spices and condiments as essential ingredients of a well-balanced natural diet.

Here, author opined that spices and condiments were important forms of natural foods, besides having culinary uses; they were also utilized for natural healing purposes, essential oils, edible
restoratives and other components of spices provided significant benefits to human beings. According to him the term spices and condiments referred to the natural plant or vegetable products or their mixtures were used in various forms such as fresh, ripe, dried, whole, broken and powdered to impart aroma, taste, flavour, colour and pungent to food. In the introduction part, author said that the International Organization for Standardization (ISO) has not been able to make a clear-cut division between spices and Condiments they have therefore been clubbed together.

2.2.44. Indian Cuisine-Dictionary: In his book, “A historical dictionary of Indian food” (2001), Achaya K. T. opined that with its enormous variety of cuisines, food materials, and dishes, Indian food had become popular all over the world. According to the author, the dominant flavor of this gastronomic companion was historical, and drawing on a variety of sources - literature, archaeology, epigraphic records, anthropology, philology, and botanical and genetic studies which offered a gamut of interesting facts pertaining to the origins and evolution of Indian food. In separate chapter, author described about prehistoric cooking methods, regional cuisines, the theories and classification of foods, as codified by ancient Indian doctors, customs and rituals. And it shift towards vegetarianism with the advent of Buddhism and Jainism.

In this dictionary, author provided, in A-Z format, a huge amount of information on the food, the food culture, recipes, and cuisine of India. It covered areas such as history, literature, botany, genetics, and archaeology and places Indian food in time and context. The country's oldest accounts in Sanskrit, Pali, Tamil, and Kannada, have been drawn upon extensively, as have the writings of visitors to India. Author also covered migration of food plants from the New World to India through European influences and their rapid integration into Indian cuisine.

2.2.45. Indian Regional Cuisine-Hyderabad & Andhra Pradesh: In her book, “The Essential Andhra Cook book with Hyderabad and Telengana specialties” (1999), Latif. Bilkees brought together the different tastes of Andhra Cooking from the humble idli-sambar to spicy seafood delicious. Along with the recipes she mentioned the traditions and rituals associated with food, such as the right order in which to serve the dishes, a typical menu for an occasion such as Ugadi, and the sweets indigent on certain auspicious days, from the dishes traditionally prescribed for pregnant women, to the festivities surrounding birth and marriage.
In her book, the author shared her experience by mentioning that any conversation in Hyderabad usually ends with a reference to food or a discussion on it. She opined that in Hyderabad, one lives to eat. In this book author gave the detailed recipes of dishes of Andhra Cuisine and divided those recipes into the chapters like beverages, breakfast, bread & rice, meat and poultry, fish & prawns, vegetables, desserts & sweets, snacks, pickles and chutneys, masalas-powdered mixed spices etc.

2.2.46. Indian Regional Cuisine-Delhi: In her book, “The Essential Delhi Cookbook” (2000), Narain Priti presented a rich and diverse selection of recipes drawn from the different communities who have made Delhi their home, including the Baniya, the Khatri and the Kayasth. Here author opined that Delhi cuisine is most often associated with the Punjabi or Mughlai cuisine like spicy kababs and fragrant biryani, hot paranthas, tangy chaat and sumptuous kulfi-the array of food which is as delectable as it is eclectic in its origins and history.

The book mentioned a way of making sugared almonds which ‘the Englishman would never be able to copy, no matter how hard they tried. Here author covered the entire range from starters and beverages to snacks and desserts, specially some popular recipes like, Moti pulao, Raan, Paye ki Nehari, Dal ki Pokori, Muthanjan Pulao, Papri chaat, Sharbat-e-Ghulab etc.

2.2.47. Indian Regional Cuisine-North East: In his book, “The Essential North-East Cookbook” (2003), Hanzel Hoihnu tried to discovered the unexplored cuisines of north eastern states of Arunachal Pradesh, Assam, Manipur, Mizoram, Nagaland and Tripura which were a great source of an extraordinary range of dishes that blend tradition and innovation in unexpected ways. The author tried to proved information on tribal diet. According to the author, the unusual combinations of Thais, who once ruled over some parts of the territory; the Chinese, because of their proximity; and the Bengali migrants, made the food of this region unique in India. Here, author described that the common characteristics of these seven states are lightly spiced, with hardly any oil, and flavoured with herbs, the stews, chutneys and curries. And given some popular Recipes like, Galho (Rice with green vegetables), Guntok (Vegetable potage), Komal Saul (soft rice), Ar Sawchior (Chicken pulao with herbs), Bhoja haah (Stir fried duck), Mansha jhol (Mutton curry), Berema butui (Sun-dried fish & chilly potage), Masor jhol (Fish curry), Jadoh (Pork biryani), Akhuni Chutney (Fermented Soya bean chutney), Ironba (Vegetable Chutney), Rongpu takeng (Egg chutney) etc.
2.2.48. Indian Regional Cuisine-Kerala: Kannampilly Vijayan in his book, "The Essential Kerala Cookbook" (2003), explained the ancient association of food with religion, the influence of foreign trade, and the intermingling of different communities of the Kerala Cuisine. Here, author opined that, keralian foods are delicately spiced dishes, harmoniously balanced and simple to prepare, neither too rich nor too bland. The recipes in this book covered vegetables, meat, seafood, pickles, sweets and snacks, served both as daily fare and as part of the festive occasions. Here author have given some popular recipes of different regions on Mango curry with curd and coconut, Tapioca potage, Stir fried banana flower with coconut, Deep-fried meat, Spicy chicken curry, Duck curry, Prawns with potato and coconut, stir fried crab with coconut etc.

2.2.49. Indian Regional Cuisine-Sindhi: In this book, "The Essential Sindh Cook Book" (2004), Reejhsinghani Aroona not only described about recipes but also about the traditions and ceremonies that influenced food habit. The author tried to emphasize the importance of various occasions of the Sindhi New Year and their other ceremonies. The author analyzed the preparation and service techniques of Sindhi food.

Here the author tried to correlate with the relationship between the Sidhri community and its routes to the Harappan civilization and claims a continuity of tradition and lifestyle that is unique in the Indian subcontinent. In the introduction part of this book, the author said that Cuisine is an important aspect of this community. While Sindhi food has absorbed elements from various other cuisines, especially Mughlai and Punjabi, it has always retained its own special blend of flavours and fragrances. The famous Sindhi curry, as appealing to the eye as to the palate with its mix of vegetables and curd, the delicately flavoured fish baked in sand, the lotus stems cooked to succulent perfection in earthen pots-the array of dishes is unusual in its variety and range.

2.2.50. Bengali Cuisine: In her book, "Bangla Ranna, The Bengal Cookbook" (1998), Dasgupta Minakshiey, had given step-by-step instructions of over two hundreds recipes ranging from starters- shukto to vegetable dishes including chochories and dalnas, to fish, shell fish, poultry and meats-and ending with desserts and sweets. There are special sections on jalkhabar (snacks) and on Anglo-Indian specialties. Compiled in the order of "eating the Bengali way", there are over fifty vegetarian recipes with family specialties like khoshar chochorie (stir fry vegetable peels).
Here author tried to present the recipes in a more scientific way than the traditional method. She had incorporated the use of modern cooking aids such as pressure cookers, household foil and liquidizers; and by suggesting substitutes for ingredients. She had given more stress on the correct way of cutting as the author said that this is as much a part of the Art of Bengali Cooking as the actual cooking itself.

2.2.51. Food Service: In their book, "Management of Foodservice Operations", (1994), Jones P. & Merricks P. (1994), explained the key result areas of food service operations and their interrelationship. Here authors separated the creation and design of operations from ongoing operational activity in each area. The book was divided into two sections: Part one explained how to select the right things to do for any type of foodservice operation. It focused on the planning and design of systems, combining research and concept development with the basics of design and layout, looking at kitchens, restaurants and menus. It also addressed the issue of quality systems, planning and designing the physical environment, establishing staffing levels, developing operational standards, creating a control system and planning for quality. In second part, authors explained how to carry out those things in the right way. Here authors brought a management perspective to the issues of service, quality, protecting assets and improving profitability.

2.2.52. Food Service: Andrews. S. in his book "Food and Beverage Service Training Manual", (1980), explained the need for training manual for imparting training to the personnel of the hotel and restaurants after understanding their problem. The author stressed that the training manual should be developed for two sections, the waiter and the Restaurant supervisor. Each section must be divided into three parts: Knowledge, skill and Attitude. The section on knowledge pertains to all cognitive inputs directly or indirectly connected with the job. The skill portion concentrates on the methodology of carrying out a particular activity. The attitude section dealt with the desired staff psychology.

2.2.53. Food Service: In his book "Food Service Operations," (1983), Jones Peter provided a comprehensive survey of the management aspects of food service operations in all areas of the hotel and catering industry, from fast food to banqueting. The first part of his book was concerned with the different sectors of the industry, illustrating the alternative systems of food and drinks provision to a wide-ranging clientele, an outline of personnel and staffing requirements within
each sector, and evaluated the role of each sector within the catering industry. The second part of his book examined aspects of catering operations common to all food outlets, like, sales and marketing, design, equipment, staffing and training, financial control and legal requirements. That also dealt with questions such as why people choose to eat out. How to attract customers? How to arrange restaurant and function seating? What equipment is required for different types of operation? How to select and train staff? how to control stock and handle cash or credit cards and what legal and statutory obligations impinge upon the food service operator? A key feature of the book was its wealth of case studies, which provided a realistic perspective to many of the concepts discussed.

2.2.54. Food Service: In this book, “Food and Beverage Service” (2001), Sagar A. tried to compile the basic functions of the Food and Beverage service departments of the hotel. In this book the author guided how one can developed himself into a skilled worker. Here the author tried to convince that the food service professionals must be keen, ambitious, interested and have initiative, a pleasant personality and the ability to accept change and should have ability to keep up with modern ideas as they affect his day to day work. Along with these basic qualities, a through and comprehensive grasp of the various aspects of food and beverage service professionals was discussed in this book. Basic principles of cooking food in continental cuisine like, cooking procedure for stocks, soups, sauces meats etc have discussed well. Different types of alcoholic and non-alcoholic beverages, their classifications, preparation and service techniques have also discussed here. Preparation and service of cocktails, functions of banquet departments and banquet procedures are also described here.

2.2.55. Service Quality: In his book “Hotel, Lodging, Restaurant and Resort Management: A Service Quality Perspective”, (1980) Singh P.K. explained various facets of Hotel Management, in general, with special focus on service quality in this industry of contemporary world. This book also dealt with issues related to lodging management; hotel management; organizational structure and networking required for hotel and restaurant management, hospitality management with perspectives on supervision, staff and team, sales productivity, commercial solution, applied management with significance of administrative service managers and information service managers. Other aspects of Hospitality marketing, promotions, public relations etc were discussed
in-depth. Hospitality service quality was also dealt in terms of upcoming challenges as far as improving service quality was concerned.


2.2.57. Service Quality: In their book, “Service quality in Hospitality Organizations” (1996), Olsen, Teare and Gummesson explained that the impacts of recession and better organized competition, among other developments in the international hospitality industry, have been stimulated a sustained interest in service excellence. This book aimed to integrate the theory and practice associated with researching, designing, developing, implementing and sustaining service quality programmes in hospitality organizations. Here authors explored the meaning of service quality as perceived in the academic world and the practicalities of how it should be addressed in hospitality organizations.

This book contains four parts which constituted the framework of the book. First part, ‘Service Quality Concepts’ provided an overview of the elements of service quality and how they fit together. Second part, ‘Integrating service quality’, aimed to explore the issues relating to establishing and maintaining a service ethos and culture in organizations. Third part, ‘Organizational Perspectives on Service Quality’ provided a broader perspective on the interrelationships that sustain or impede the success of service quality initiatives and programmes. Part Four, ‘New Directions for Service Quality’, provided a look forward at some of the ways in which service quality improvements might be achieved.
2.2.58. Food Service outlets-Design: In their book, "Design and Layout of Foodservice Facility", (2003), Birchfield John and Sparrowe Raymond described the requirements to set up a foodservice establishments starting from planning, financing, design and construction and final inspection prior to the opening of the establishment. This book also provided information on feasibility, space analysis and programming, layout, equipment selections and architecture and engineering. This book also emphasised on major types of commercial foodservice equipment, emphasizing relevant selection criteria and covering recent innovations.

2.2.59. Food Service Operations: In their book, "Management of Foodservice Operations", (1994), Jones P. & Merricks P. explained the key result areas of food service operations and their interrelationship. Here authors separated the creation and design of operations from ongoing operational activity in each area. The book was divided into two sections: Part one explained how to select the right things to do for any type of foodservice operation. It focused on the planning and design of systems, combining research and concept development with the basics of design and layout, looking at kitchens, restaurants and menus. It also addressed the issue of quality systems, planning and designing the physical environment, establishing staffing levels, developing operational standards, creating a control system and planning for quality. In second part, authors explained how to carry out those things in the right way. Here authors brought a management perspective to the issues of service, quality, protecting assets and improving profitability.

2.2.60. Hotel Front Office: Bardi James A. in his book, "Hotel Front Office Management", (1996), emphasized management as a central role and given idea to the hotel professionals how to meet the challenges of operations, technology, training, empowerment, and international applications. Chapters like overview of Lodging Hospitality, tour of the Front Office, review of the guest cycle and analysis of Guest services discussed how to gain insight view into a front office manager's role in the hotel. This book was mainly highlighted on the functions of Front Office department and described yield management, training for hospitality, security, and promoting in-house Sales etc.

2.2.61. Tourism Marketing: In this book, "Tourism Marketing and Management Handbook", (1989), Witt Stephen and Moutinho Luiz provided a comprehensive business and academic reference source to the most crucial issues in tourism marketing and management. The authors
described tourism marketing and management concepts, techniques and applications, ranging from marketing research approaches and the design of an effective marketing mix to strategic and operational management and computer modeling. This book comprised a comprehensive collection of the main concepts and phenomena in tourism marketing and management. This book also provided a broad coverage of topics and effectively stimulated reader's interest with extensive use of interesting real-life examples. Tourism is a challenging and exciting field to study, and the format adopted for the book allowed the reader to develop an appreciation of the types of problem that exist and to develop the skills of analysis and decision making necessary for success in the industry. Some of the topics of this book emphasized and reinforced key tourism marketing and management concepts, whereas others challenge readers to analyze specific situations and develop creative solutions based on sound fundamental tourism knowledge.

2.2.62. Tourism & Hospitality Marketing: In their book, "Marketing in Hospitality and Tourism", (1994), Teare R. and et.al tried to integrate the theory and practice of hospitality and tourism marketing from the perspective of understanding, interpreting and meeting the needs of consumers. This book also addressed some of the important methodological implications of consumer research, and its comprehensive research-based examples and case study from a range of international hospitality and tourism settings. The approach was to review and apply empirical evidence and addressed the methodological implications of undertaking consumer research. Here authors divided this book into four parts, each of which provided a comprehensive analysis and review of the four key areas of marketing like consumer decision making, market segmentation, product development and marketing communication. Authors provided a framework by which the organizations seeking to sustain a consumer focus must build. Further, in this book authors addressed the interrelationships between marketing and the wider organizational environment.

2.2.63. Tourism Marketing: In their book, "Marketing for Tourism", (1995), Holloway J.C & Robinson C described the general theory of marketing and its application in the various sectors of the travel and tourism industry. Here authors discussed the basic knowledge essential for the day-to-day functioning of a marketing department or environment. They also gave a comprehensive overview of planning, research, communications, advertising, distribution and public relations. This book elaborated the groundwork for understanding marketing principles, and revealed how those principles could apply in marketing generally and in the tourism and hospitality industry in
particular. Here authors illustrated how marketing theory could be implemented in the industry. According to the authors the main purpose of that was to bridge the gap between general principles and their application to travel and tourism products.

2.2.64. Tourism & Information Technology: In his book, “Information Technology in the Hospitality Industry” (1995), Peacock Martin explored the issues, changes and developments in hospitality industry particularly on the human element. Here author opined that the interaction between customers, operatives and management can decides what application and how it is to be used. Rather than describing about the technology, here author discussed how to use technology and why to use that particular technology? According to the author those answers of the above questions shape the task and the way that a person wants to perform it and these may vary from one group to another. Here author raised the relevant questions like: ‘Do the food servers want a faster service? Does the customer want a faster service? If a faster service leads to significant customer resistance, does the manager want a faster service?’ Here the author adopted a different approach to that of others which concentrate on applications, and examines instead those using the technology.

2.2.65. Tourism Marketing-Cases: In their book, “Marketing Tourism Products, Concepts, Issues, Cases” (1996), Seaton and Bennett explained the role of marketing within tourism management and the related areas. Here the authors have given a general overview of product marketing in tourism and various aspects of diverse tourism products and their markets. They attempted to do something new as a managerial tourism text. Through its three-part structure this book provided a condensed account of the principles of tourism marketing; cases drawn from key product fields of the tourism sector-airlines, hotels, travel agencies, tour operators and destination marketers. First part of this book described about marketing, where it came from and what it involves, including an analysis of the management of the marketing mix. The second part of the book moved from general principles to a number of specific issues of current importance in tourism marketing. The third part included case studies on airline marketing (Northwest Airlines); hotel marketing (Canadian pacific hotels and Best Western); travel agency marketing (Thomas Cook); tour operator marketing (Direct Holidays) and destination marketing (Florida).
2.2.66. Tourism Marketing: In his book, "Successful Tourism Marketing" (1997) Briggs Susan described domestic and overseas markets for tourism products, covering the travel trade and independent travelers. Author also described the process of developing a comprehensive marketing plan, with detailed advice on promotional activities. Here the author provided information backed with a series of instructive case studies which show how successful tourism marketing works in practice. This book also equipped with a through and practical grounding in tourism and the essentials and peculiarities of marketing in this field. Here author aimed to offer practical information related to the tourism industry rather than solely on marketing principles. The first section described about the tourism industry. The second section described at the aspect of a marketing plan and the third section offered practical information about the use of promotional ‘tools’. The final section described real examples of good practice and successful marketing activities.

2.2.67. Hospitality Marketing: Powers Tom in his book, "Marketing Hospitality" (1997), pointed out that the marketing, is not really an activity separate from operations but, rather, an integral part of it, especially at the unit level. In this book, in chapter one author introduced the field of marketing and some of its basic concepts. The next five chapters presented the foundations on which marketing is based. To provide a context for understanding marketing activities in hospitality companies, chapter seven addresses the question of the service product and service systems, showing how important the differences between services and manufactured products are to marketing management. Chapter eight continued the discussion of the hospitality product. Chapters nine and ten have addressed issues of place, covering channels of distribution as well as location and site analysis. Chapter eleven focused on price, including price objectives, the determinants of price, and pricing procedure in both food service and lodging. Chapters twelve and thirteen discussed marketing communication, with advertising, sales promotion, public relations and personal selling. Last Chapter has addressed an area of long-established importance in food service.

2.2.68. Economics for Hospitality: In his book, "Economics for Hospitality Management", (1997), Cullen Peter described managing economic change in the hospitality industry. Here author opined that major social, economic and technological changes during the last twenty years have had a major impact on the hospitality industry. Those changes were the outcome of economic
forces operating on the industry. This book showed how to use economics to analyze and manage those developments in the hospitality industry and related activities in tourism, leisure and recreation. Here author have given the basic concepts and techniques to explain economic trends and their implications for the firm or organization, to manage the impact of economic fluctuations on the firm or organization, to improve firm’s position in the hospitality market and to improve the production and delivery of hospitality services.

2.2.69. Tourism & Hospitality Marketing: In his book, “Marketing for Hospitality and Tourism” (1999), Kotler Philip, Bowen John and Makens James described important principles and concepts that were supported by research and evidence from economics, the behavioral sciences and modern management theory. Here authors applied concepts through examples of solutions in which well known and little known companies assess and solve their marketing problems. The book has an international focus. Domestic companies are expanding overseas, while their home markets are being invaded by international companies; business markets have become internationalized. Each chapter in this book was carefully researched and constructed, using sound marketing concepts and illustrated those concepts with examples from the hospitality and travel industry. In result this book provided a rich depth of practical examples and applications, showing the major decisions that hospitality and travel professionals face in their efforts to balance the organization’s objectives and resources against varying customer needs and opportunities in the global marketplace. The author’s understanding of the industry provided a very readable and extremely practical text.

2.2.70. Sales: Forsyth Patrick in his book “Maximizing Hospitality Sales”, (1999) recommended various sales techniques required for different customers come to stay in hotels for a host of reasons like a stay may involve one person staying one night or 200 delegates attending a residential conference for a full week and utilizing bedrooms, meeting rooms, restaurants and every other hotel facility. Guests may come from near or far, from the same country or overseas, singly or in groups, on business or for social reasons. But in every case, a decision has to be made. Here author opined that selling in hospitality business depends on sound knowledge of the property and all its facilities; a similarly through understanding of clients and customers and an understanding of the sales techniques that work best in this specialized field and the ability to deploy them appropriately day by day, customer by customer, and meeting by meeting.
In this book author started with some of the overall issues and the way one should view the activity after that he developed chronologically, starting with the need to find and contact new prospects and then looking in detail at the nature of the typical face-to-face contacts that occur with them and, because repeat business is something everyone wants, the ongoing process of customer development and management.

2.2.71. Marketing and Sales: In his book, "Marketing and Sales Strategies for Hotels and Travel Trade" (2002) Negi Jagmohan emphasized that Tourism has an international market, but marketing strategies need to be building up from the basic marketing inputs used in domestic tourism. According to the author the main objective of the book was to explore the various aspects of marketing and sales. This book was an introductory sales and marketing text, emphasizing key concepts and issues underlying the modern practice of Hotel & Tourism marketing. Creative emphasis has been placed on nature, organization, marketing strategy, market segmentation, buyer behaviour, market research and market information touristic products and sales techniques. Starting with introduction to tourism-marketing, the book contains the complete concept of tourism, hotel and travel operation, concepts and philosophies, strategic planning, marketing management, tourism information and market research, tourism generating market, competitions, market segmentation product positioning, tourism product and pricing and so on.

2.2.72. Marketing-Travel & Hospitality: Morrison Alastair in his book, "Hospitality and Travel Marketing" (2002), expressed the relationship between marketing and the tourism industry, and emphasized a broader marketing perspective through collaborative efforts between hotels, airlines, restaurants, and travel agencies. In part one, author explained marketing and its evolution in hospitality industry. The author in this book tried to differentiate between marketing services and marketing products. This part also introduced the hospitality and travel marketing system. In second part, author, provided a detailed description of the research and analysis techniques. In third part author described the alternative marketing approaches available to hospitality and travel organizations, detailed coverage of market segmentation was also included here. In fourth part of this book, author described how each element of marketing plan was developed and implemented. Chapters were devoted to product development and partnership, services and service quality, packaging, programming, distribution channels, communications, advertising, sales promotion, personal selling, public relations and publicity, and pricing. In last part of this book, author
discussed the final steps in marketing planning and implementation—marketing management, control and evaluation.

2.2.73. Special Theme: Blair Eulalia in her book “Dishes for special occasions”, (1975), tried to examine various recipes needed for different occasions like special group functions—luncheons, dinners, receptions and various other social occasions by taking feedback from the men and women in the foodservice field to create menus. This book includes an extensive variety of hot and cold hors d’oeuvres, tea breads, sandwich fillings, small cakes, cookies, punch bowls and other festive beverages. The recipes for luncheon and dinner items take in a broad selection of appetizers, hot and chilled soups, entrees, vegetables and desserts. In addition, there were a number of recipes for dishes especially suited for buffet service. The author tried to compare various types of menus required for special occasions and normal lunch and dinner menus.

2.2.74. Hospitality Research: In their book, “Researching and Writing Dissertations in Hospitality and Tourism” (1998), Clark, Riley, Wilkie and Wood presented a comprehensive guide for researching and writing dissertations in hospitality and tourism in a systematic manner. In part one of this book, author focused on some essential considerations that must be taken on board prior to actually doing anything substantive. Part two of this book contained chapters on individual research methods and approaches. Many of the major qualitative research techniques were considered here.

According to the author, research method is an academic industry in its own right and in quantitative methods in particular. In Part three of this book, consideration of quantitative techniques was confined to discussion of elementary statistical concepts and techniques. Part four of this book was consisted of guidelines on presentation of research work including oral presentation.

2.2.75. Marketing Research: In his book, “Marketing Research, An Applied Orientation” (2007), Malhotra Naresh tried to explain the importance of marketing research which comprised one of the most important and fascinating facets of marketing. This book was organized into four Parts, based on a six-step framework for conducting Marketing Research. This book contained information on introduction to marketing research, problem definition, nature and scope of research, research design, discussion of fieldwork, and the marketing research process. This book also contains
guidelines for preparing and presenting a formal report. This book also dealt with the treatment of marketing research data analysis. Separate chapters have been devoted to data preparation, frequency distribution, cross-tabulation, hypothesis testing, analysis of variance and covariance, regression analysis, cluster analysis, multidimensional scaling and conjoint analysis.

2.3. CONCLUSION

This chapter emphasised on the features of different types of Cuisine, including International, Indian and Bengali food and their effect on Hospitality and Tourism Industry. The delineations are not completely discrete and some overlapping can be detected. Diversity between and within categories is an indication of the broad methodological approaches used by the Hospitality and Tourism industry. There are two dimensions of Cuisines; one views the total Cuisine as perceived, customised and experienced by customers, and the other how individual producer organisations see this product.

The review of literature also discussed that in the formulation of food as a marketing tool the demand and supply dimensions should be matched. It was identified that marketing research is an inseparable instrument that is used extensively to identify the types of customers that can be attracted (active demand), as well as the prospective visitors (suppressed demand) who do not visit for a variety of reasons. The effectiveness of promotional campaigns can be evaluated so that the most cost-effective media is used to approach and persuade target markets to visit the destination. As demand of Cuisine is extremely dynamic, marketing research needs to follow constant developments to ensure that all elements of the marketing mix evolve continuously.
REFERENCES


