Understanding Tradition as a role player in Hospitality sector: A study of 5-star hotel of Delhi NCR

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Abstract
The hospitality that was inbuilt in tradition and culture has a paradigm shift to commercial establishments resulting in the building of a marketing identity. People are more interested in new trends of food concepts without even focusing on the traditional practices involved in the preparation of a dish however growing popularity of alternative forms of tourism has drawn the attention to traditional foods. Nowadays, traditional cuisine has been recognized to be one of destination attractions which is a key role player in development of tourism.

Hospitality has been growing faster than the estimated growth rate. Today culture and economic conditions are key determinants which impact eating behaviour all around the world but in recent time there is a change in trend now Chefs are increasingly using traditional cooking methods with a modern twist on ingredients, preparation styles, and techniques.

Hotel chains are not only using traditional methods of marketing but also using technology-based marketing to reach a customer base. So, it is important to understand the role of tradition in hospitality industry. In context to contribution towards hospitality managers, this study will support and assist them in planning marketing strategies and will also help them in developing Delhi as a Culinary Destination.

Key Words: Tradition, Hospitality, Management, Culture,

1.1 Introduction
India has a very rich tradition of varied food practices in different states of the Country. Delhi being the capital has a vibrant and diverse assimilation of various cuisine reflecting identity of all different types of people settled and staying here. It had witnessed so many rulers, emperors, and peoples from a neighbouring country and other states of India. Each one has contributed their legacy in terms of food and taste. More and more Indians today are global citizen who embrace global trends. So there is much greater awareness and better appreciation of foreign, regional and sub-regional cooking.

Hospitality services are in general influenced to a great extent by cultural values and norms of different societies. The way that food is produced, distributed, selected, obtained, afforded, stored, prepared, ordered, served, consumed, promoted, and learnt about can reveal much about the customs and attitudes of
every social group (Counihan, 1998). This study is focused on Delhi only where food culture is a mixture of its past, different cultures and traditions. Also, Delhi today has come to embrace the best of the international cuisines. The past is disappearing rapidly and without a trace making way for new flavors fusion and ideas. The city is now introduced to western trends of Cuisine. The idea is not necessarily to service an existing palate but to present something new. So, Delhi food culture is mixed of old traditional aspects and globalization.

Derived from the Latin word ‘tradere’, tradition refers to everything that is transmitted from the past to the present (Shils E. Tradition, 1983). Through traditions, people try to establish a connection with their roots. Cuisine is primarily rooted in the tradition, geographical location, climate, seasonal availability of ingredients and historical influence. Traditional cuisines reflect the identity of a particular region, its lifestyle and tourism attraction and helps in development of sustainable tourism in rural destinations by improving its regional economy.

Traditional food is one of the milestones in conveying local culture to tourists. It is a representation of food habit of a group of people staying for at least 25 years in a particular region. It’s also something eaten frequently, commonly, or seasonally, especially at specific occasions, celebrations, or festivals. It is defined in terms of dietary rules and requirements supported by culture, composition of foods, ethnic identity of food with traditional support, lifestyle customers, religious dietary requirements, nature of the food item being served, and nutritional requirements of good health. Recently, traditional cuisine is a key indicator of a tourism’s intangible heritage, as it develops the relationship between destination, local food, culture and tourists giving a real feel of traditional lifestyle to them.

Gastronomic tradition is dependent upon culture, and it is an unavoidable and promising tool for learning about cultural differences (Freeman, n.d.). This is even more the case in a globalized world, where not only food and ingredients are produced, processed and exported to different countries, but also advertised and promoted via mass media to the rest of the world.

Traditional cuisine is now facing a severe competition from contemporary cuisine, commercially processed foods, and globalization of food products that is influencing the consumption behaviour of traditional dishes. Understanding working skills, the ingredients of traditional cuisines, time consumption, location and the cultural connection makes it little difficult to practice by restaurateurs. Moreover, Persistent high quality, safety, healthiness and good taste are yet a challenge.

1.2 Problem Statement

People are more interested in new trends of food concepts without even focusing on the traditional practices involved in the preparation of a dish however growing popularity of alternative forms of tourism has drawn the attention to traditional foods. Nowadays, traditional cuisine has been recognized to be one of destination attractions which is a key role player in development of tourism. So, it is hence important to understand whether the hospitality professionals follow the practices associated with tradition. The important question is to understand whether tradition is impacting hospitality sector of Delhi.
1.3 Need of the Study
The most important characteristics of tradition is understanding the relatively long and real history of consumption and production. Most of us are overlooking the principle of ‘Atithi Devo Bhava’ (guest is God) a basic hospitality concept that has been passed from one generation to other in India. The hospitality sector, being a part of the travel and tourism industry, is greatly affected by the expansion of the industry. The hospitality that was inbuilt in tradition and culture has a paradigm shift to commercial establishments resulting in the building of a marketing identity. There are many foreign hotel chains operating in India that are competing with local hotels in terms of location, pricing, and promotion. Hotel chains are not only using traditional methods of marketing but also using technology-based marketing to reach a customer base. so, it is important to understand the role of tradition in hospitality industry. In context to contribution towards hospitality managers, this study will support and assist them in planning marketing strategies and will also help them in developing Delhi as a Culinary Destination.

1.4 Research Objective

The aim of this research is to provide the first detailed assessment of food culture and factors of the hospitality sector. This is supported by the following objectives:

1. To understand whether the hospitality managers consider tradition as a key point in their organizational strategy.
2. To explore the perception towards tradition and hospitality sector with respect to demographic variables of respondents.
3. To understand and review the academic literature on tradition of Delhi food culture.

1.5 Hypotheses

H1: There is a significant and positive influence of the tradition of food culture with the hospitality sector.

2. Literature Review

According to Raday (2009), “Hospitality means providing necessary meals, a place to live and sleep, and a welcoming attitude within defined levels of service for which the customer has to pay. It provides physiological and psychological comfort and security to the guest”. With the advancement of technology, the whole world is now one big family. The development of road, rail, sea and air transport modes helped millions of travellers to travel across the world to explore and enjoy several places on this planet. Hospitality has been growing faster than the estimated growth rate.

Today culture and economic conditions are key determinants which impact eating behaviour all around the world (Cwiertka & Walraven, 2002). Food represents social status and prestige. It is being used as a means of friendship and togetherness. It is one of the important components of celebrations and occasions either at society level of corporate level. It used as reward and punishment to control behaviour. It relieves tension
and stress; and also, to overcome with boredom. In protest and hunger strike, it is used as a political tool. Artists and photographers find it as a creative subject for their expression. Advertisers use it as means of communicating massage. Cooks and restaurants use it as a means of business and brand by making specific food and in developing food choices (Loewenberg et al., 1974; Kittler and Sucher, 1995).

Cosmopolitan Delhi’s residents are spoilt for choice, thanks to a surfeit of fast-food joints, snacks bars, cafes and restaurants serving delicious traditional and contemporary foods for satisfying all kinds of gastronomic requirements. But in recent time there is a change in trend now Chefs are increasingly using traditional cooking methods with a modern twist on ingredients, preparation styles, and techniques. Once Restaurants became complex, demanding more equipment and skill, but now they are returning back to the simplicity of food what it used to be once.

3. RESEARCH METHODOLOGY

Exploratory research is done with a general idea of food culture and hospitality sectors then to gain deeper insights into the dimensions and cautious exploration of the dimensions and variables are done. In this study, Delhi and NCR region were chosen as sampling area. Researcher convenient Sampling method is used for this study. Sample size of 394 is taken for study. The data gathered was entered and coded into the computer for analysis. It was analysed through Statistical Package for Social Science (SPSS 21) and Analysis of a Moment Structures (AMOS 21).

3.1 Reliability of Research Instrument

It is concluded that reliability not only measures the consistency but also measures the extent to which it is accurate, error free and stable. The value of Cronbach alpha is a common measure of reliability of instrument (Cronbach, 1951). The instrument is considered reliable if the value of Cronbach is more than .7 (Cronbach, 1951; Hair et. al, 1998; Nunnally, 1978).

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Variable</th>
<th>Dimension</th>
<th>No. of items</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Food Culture</td>
<td>Traditions</td>
<td>7</td>
<td>0.796</td>
</tr>
</tbody>
</table>

Table 1.1: Dimensions/ Variable with Respective Cronbach Alpha

The value of Cronbach alpha is more than .7 that reveals that instruments used for dimensions and variables are reliable.
3.2 Validity of Research Instrument

Table 1.2: Validity Results of Tradition

<table>
<thead>
<tr>
<th>Variables</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>KMO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.726</td>
</tr>
<tr>
<td>Item1</td>
<td>.713</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item2</td>
<td>.720</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item3</td>
<td>.626</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item4</td>
<td>.429</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item5</td>
<td>.661</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item6</td>
<td>.654</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Item7</td>
<td>.628</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Each of the measurement statements used in questionnaire were drawn from previous studies, therefore, confirmatory factor analysis is employed to verify scale construction and operationalization. The results of CFA are presented in table 1.2 for dimensions of food culture with factor load of respective items and KMO value of dimensions. Hair et. al (1998) suggested that factor load to be more that .5 and KMO to be more than .7 for valid instrument. The results presented in tables 1.2 are above the recommended value that confirms that instrument used for this study are valid.

Table 1.3: Demographic Profile of the Respondents

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Demographics</th>
<th>Dimensions</th>
<th>Frequencies</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender</td>
<td>Male</td>
<td>334</td>
<td>84.8</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>60</td>
<td>15.2</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Age (in years)</td>
<td>18-35</td>
<td>257</td>
<td>65.2</td>
</tr>
<tr>
<td></td>
<td>35-55</td>
<td>123</td>
<td>31.2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Above 55</td>
<td>14</td>
<td>3.6</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Educational Qualification</td>
<td>Under Graduate</td>
<td>153</td>
<td>34.3</td>
</tr>
<tr>
<td></td>
<td>Graduate</td>
<td>154</td>
<td>39.1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Post-Graduate</td>
<td>105</td>
<td>26.6</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Total experience</td>
<td>Less than 5 years</td>
<td>162</td>
<td>41.1</td>
</tr>
<tr>
<td></td>
<td>5-10 years</td>
<td>81</td>
<td>20.6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10-20 years</td>
<td>99</td>
<td>25.1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>More than 20 years</td>
<td>52</td>
<td>13.2</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Experience in Current Organisation</td>
<td>Less than 5 years</td>
<td>254</td>
<td>62.1</td>
</tr>
<tr>
<td></td>
<td>5-10 years</td>
<td>78</td>
<td>19.8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10-20 years</td>
<td>25</td>
<td>6.3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>More than 20 years</td>
<td>7</td>
<td>1.8</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Income</td>
<td>Below 3 Lakhs</td>
<td>127</td>
<td>32.2</td>
</tr>
<tr>
<td></td>
<td>3-7 Lakhs</td>
<td>111</td>
<td>28.2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8-13 Lakhs</td>
<td>93</td>
<td>23.6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Above 15 Lakhs</td>
<td>63</td>
<td>16.0</td>
<td></td>
</tr>
</tbody>
</table>

The above table 1.3 of Demographic profile of the respondent revealed that there are total 394 respondents out of which 334 are males and 60 are females. This means 85% of respondents are male while only 15% are female. Majority of respondents are in the age group of 18-35 followed age group of 35-55 then least respondents are above the age of 55. There are 105 post graduates, 154 are graduate and 135 are undergraduate. This means most of the respondents are graduate, followed by undergraduate then least number were for post graduate. The highest numbers of respondents are having total work experience of less than 5 years followed by 10-20 years then 5-10 years and least number of respondents has experience of more than 20 years. The highest numbers of respondents are having experience of less than 5 years in the current organization followed by 5-10 years then 10-20 years and least number of respondents are having experience of more than 20 years.
respondents are having experience of more than 20 years in the current working organization. It may be due to staff turnover or the new opportunities available in hospitality sector. There are 127 respondents in the income group of below 3 lakhs per annum followed by 111 respondents in the range of 3-7 Lakhs per annum while 93 respondents are in the range of 8-15 Lakhs per annum and the least respondents are in the income group above 15 Lakhs.

Table 1.4: Descriptive Statistics of Dimensions and Variables

<table>
<thead>
<tr>
<th>Dimensions and Variables</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditions</td>
<td>394</td>
<td>1.29</td>
<td>5.00</td>
<td>3.8140</td>
<td>.64450</td>
</tr>
</tbody>
</table>

The mean of tradition is reported more than average by respondents.

3.3. Regression Analysis
Regression analysis had been conducted to examine some of the proposed hypotheses.

3.3.1 Impact of tradition on the hospitality sector

In this regression analysis, tradition is taken as independent variables and hospitality sector is taken as a dependent variable.

Table 1.5: Model Summary of dimensions of food culture on hospitality sector

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.753a</td>
<td>.567</td>
<td>.561</td>
<td>.38973</td>
</tr>
</tbody>
</table>

In the table 1.5, the value of R= 0.753 indicates a strong relationship between tradition a component of food culture and hospitality sector. The value of $R^2 = 0.567$ explains that 56.7 % of the variation in hospitality sector is explained by dimensions of food culture, while 43.3 % remain unexplained. Thus, the predictive ability of the model is strong.

Table 1.6: ANOVA of dimensions of food culture on hospitality sector

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>77.167</td>
<td>5</td>
<td>15.433</td>
<td>101.607</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>58.934</td>
<td>388</td>
<td>.152</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>136.100</td>
<td>393</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A. Dependent Variable: hospitality sector
B. Predictors: (Constant), Tradition

The F value (101.607) and the significance value level (0.000) indicate that the predictor variables are not contributing equally to the overall hospitality sector by its dimensions. Moreover, the significance level (0.000) is less than 0.05. Thus, tradition have an effect on the hospitality sector.
Table 1.7: Standardized Coefficients of tradition on hospitality sector

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>1.009</td>
<td>.139</td>
<td></td>
<td>7.237</td>
</tr>
<tr>
<td>Tradition</td>
<td>.216</td>
<td>.043</td>
<td>.237</td>
<td>5.054</td>
</tr>
</tbody>
</table>

A. Dependent Variable: hospitality sector

The result in the above Table 1.7 shows that tradition is found significantly related to hospitality sector. The value of standardized coefficient beta indicates the change in each dimension of food culture has a unit change in the hospitality sector. This shows that rituals have an impact on the hospitality sector. Therefore, alternate hypothesis H1 is accepted.

4. Measurement Model

The purpose of the measurement model is to measure the validity of the construct using confirmatory factor analysis. It measures the link between items and concerned variables within the framework of the Structural equation model (SEM), (Byrne, 2010).

**Tradition:** There are seven items in this dimension. The results of confirmatory factors analysis revealed that data is not fitting well to hypothesize model. As suggested by Hair et al. (2006), the revised and improved model can be obtained by deleting few items with low factor load and or using covariance between items of high modification indices and residuals. The revised model is obtained by using covariance between items of high modification indices and residuals. The fit indices of revised model were as follows: GFI = .979, TLI = .965, CFI = .985, χ²/df = 2.141, p < .05 and RMSEA = .054. The value of the standardized beta estimate is considered as the factor load of the respective item on the construct. The standardized beta estimates of the seven items were .72 (p < .01), .75 (p < .01), .61 (p <.01), .59 (p < .01), .51 (p < .01), .56 (p < .01) and .40 (p < .01) respectively.

![Figure 1.1: Measurement model of tradition](image-url)
Conclusion
The purpose of this study is to understand the tradition role on the hospitality sector of Delhi. Descriptive research is done with tradition and Hospitality Sector.

Objective 1:
“To understand whether the hospitality managers consider dimensions of food culture in their organizational strategy” is proposed, and descriptive study is conducted. The results of the descriptive study revealed that tradition is an important factor having a level of more than average that means tradition is practised by practicing managers and is an important component of hospitality sector.

Objective 2:
To explore the perception towards tradition and hospitality sector with respect to demographic variables of respondents.
To get the answer of the above question the proposed hypothesis $H_1$ is tested. Regression analysis is conducted to test these proposed hypotheses.

$H_1$: There is a significant and positive influence of the tradition in the hospitality sector.
The results of regression analysis revealed the acceptance of hypothesis $H_1$ that means there is a significant and positive influence of the tradition of food culture with the hospitality sector. It can be concluded that dietary rules and requirements supported by culture, the composition of foods, ethnic identity of food with traditional support, the lifestyle of customers, religious dietary requirements, nature of the food item being served, and nutritional requirements of good health; have a significant positive influence on the hospitality sector.

5.1 Recommendations
On the Basis of the Major Findings Concerning tradition role in Hospitality sector the following Recommendations are made to Manage the Impact. They would be in the form of implications for the Hospitality Industry and for the Managerial prospects.

Managerial Implications

1. Managers should understand that food culture is built on wellness and sustainability. Hence, they should understand the traditional roots before serving traditional menus.
2. The hotel industry is a customer bound service and for hotel industries to market themselves as brands it is essential for a hotel to be customer-centric to survive in this race amongst hotels. A Satisfied customer will spread positive reviews about the outlet. This should be considered as one of the most effective ways to attract new entries of fresh clientele.
3. Traditional foods are often based on a holistic approach to nutrition, as required by local people. Managers should encourage their chefs to use locally grown ingredients and create wonderful dishes. Local plants and edible flowers that are overlooked should be considered as traditional food is found to have its own therapeutic and nutritional benefits.
Hospitality Implications

- Hospitality sectors is witnessing a revolution in food service industry as the country’s millennial population is fond of traveling and technology, career oriented, has the ability to spend and ready for experimentation. Hospitality sectors can introduce strategies and practices in order to serve customers in a structured and effective way.

- The hospitality that was inbuilt in tradition and culture has a paradigm shift to commercial establishments resulting in the building of a marketing identity. Thus, it is very much important to have the best strategic management and operational practices for quality services. Should work in the area of coordinated growth and development of hospitality sector as it is a global customer-related industry.

Keeping in mind the broad objectives, the results obtained and the limitations of the current study. The study can also be done in different demographic locations or culture to have a wider analysis and to make a comparison among the different locations and cultures.

References

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