

Swiss Hospitality for Indian Guests



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*There is no way to peace.
Peace is the way.*

(Mahatma Gandhi)

Preface

For you as a hotelier, hospitality for guests from both near and far goes without saying. When guests come from places which have a different culture, then knowledge of that respective culture helps you to avoid misunderstandings and make the guests' stay as smooth as possible. This brochure, "Swiss Hospitality for Indian Guests", addresses these matters.

Between 2005 and 2015 the number of overnight stays by Indian guests in Switzerland increased by 138 per cent. The next two decades are also expected to see a continuous increase in the number of overnight stays by Indian

guests. Starting with the economic liberalisation of the 1990s, India has developed into an emerging economic power and holds great potential for Swiss tourism. The visa process has been optimized, foreign currencies no longer require authorisation and the privileged middle class – which can afford a trip to Switzerland – grows steadily.

Switzerland continues to be one of the most popular destinations for Indian tourists in Europe. Indians know Switzerland from the Bollywood films as being an idyllic, romantic place with amazing natural scenery, and they view

their stay here as being a privilege. Correspondingly, they travel here with high expectations and would like to be treated by their hosts in a preferential way.

In the brochure "Swiss Hospitality for Indian Guests", newly revised by hotelleriesuisse and Switzerland Tourism, you learn how you can best give your Indian guests a warm welcome. Next to interesting information about the culture and mentality of your guests from the Far East, it contains many useful tips and practical everyday suggestions which you will find helpful in your day-to-day business as a host.

We wish you good reading and exciting encounters with guests from both near and far.

Jürg Schmid
Director Switzerland Tourism

Claude Meier
Director hotelleriesuisse





General information about India

Historical summary

India was conquered, populated and colonised several times during the course of its over 5000-year-old history. Its strategically favourable location, its abundant mineral resources and its early urban development attracted people from all over the earth. Indians are proud of the resulting cultural diversity within their country, their history which reaches back thousands of years, as well as their scientific achievements such as the invention of the digit zero or the calculation of pi.

Mention India's 5000 year-old history. It will make your Indian guests happy.

From the 15th century onward, India was colonised by the Royal families of England, France, Holland and Portugal. The country was to serve as a pivotal point for European economic powers. In the middle of the 19th century, the Indian independence movement emerged. Under the leadership of Mahatma Gandhi, India achieved independence in 1947 by non-violent means.

Economy

After its independence in 1947, India isolated itself from the rest of the world economically and to a certain degree, politically too. At the end of the 1980s, the country fell into a deep economic crisis.



Key data

Name and capital city: In the official language of Hindi, India is named "Bharatiya Ganaradschya" and its capital city is New Delhi.

Population and area: India's 1,3 billion residents live on a surface area of 3 287 365 km² (of which some 80 000 km² are contested by India and Pakistan). So the surface area of India is almost 80 times that of Switzerland (41 290 km²).

Cities: India has eight so-called «Metro Cities», each of which has more than four million inhabitants: Ahmedabad (5,6 million), Bengaluru (8,4 million), Chennai (9,7 million), Hyderabad (6,7 million), Kolkata (4,5 million), Mumbai (12,4 million), Delhi (11 million) and Surat (4,5 million). Another 37 cities have a population of over a million.

Languages: There are over 100 different languages spoken in India, which belong to four different language families. In addition to the two official national languages of Hindi and English, the Indian Constitution recognises a further 21 languages.



In the 1990s, India began to reform and open up its economy. Industrialisation has advanced a lot since then, and more and more people enjoy a modern lifestyle. With a population of 1,3 billion,

a rapidly growing young middle class and a GDP (Gross domestic product) of 8 trillion USD, India already counts today as being one of the largest markets in the world.

Key economic data

	2013	2014	2015	2016 (E)	2017 (F)
GDP (in billion, USD)	1863	2043	2091	2289	2488
GDP per inhabitant (in USD)	1479	1601	1617	1747	1875
Growth rate (in % of GDP)	1,9	9,6	2,4	9,5	8,7
Inflation rate (in %)	8,2	5,3	5,4	5,1	5,4

Source: International Monetary Fund, World Economic Outlook Database, April 2016

(E) = Estimate, (F) = Forecast



Characteristics of Indian culture

Education

Despite the compulsory general education for all 6- to 14-year-olds, the average literacy rate is around 74 per cent. The number is higher closer to the large cities. There, an affluent upper middle class has developed which is happy to spend and travel.

Politics

India is the largest democracy in the world and is composed of 29 member states and seven union territories, which are administered from the capital city. The political landscape is varied and election turnout is high. Parliament, which selects the head of state, consists of an upper and a lower house. Day-to-day political affairs are taken care of by the prime minister who is elected by the people.

Religion

Religions are one of the most important links within this multi-ethnic country. Not only did Hinduism begin here, but Buddhism, Jainism and Sikhism did too. Influences from Muslims, Parsis and Christians who moved into the country likewise had an effect upon the culture of the country. Hindus are the largest population group and dominate Indian culture.

Philosophy – four steps to enlightenment

Since ancient times, it has been believed in India that earthly life is divided into four stages, each with its own objectives and tasks.

In the first stage of life, a person sees himself as someone who is learning, who is emotionally, spiritually and physically inexperienced. He needs to learn from people who have more life experience, practice and discipline (for example from parents, teachers, priests). This young person learns from his older tutors that he cannot take his own decisions. So he learns to turn to persons who belong to the second, third or fourth stage of life.

The second stage of life is being married. Matrimony stands at the very centre and with it, all material and physical things: one has children, nourishes them and prepares them for life. In this stage of life, one learns to take responsibility and to be a leader.

In the third stage of life, the person has fulfilled his duties in the material world. His children have grown up. Therefore he turns to the metaphysical – or spiritual – aspects of life. Although he enjoys less material things, he savours them all the more.

In the fourth stage of life it becomes clear that his earthly existence is transitory, but that his

soul is immortal. He gradually retires from the hectic pace of everyday life, lives more slowly, more calmly and practices spiritual things more and more. In the company of younger people, he behaves as a wise person who is more experienced in life.

Hierarchical social order

Vedic texts which stem from antiquity leave their mark to this day upon the Indian system of values and social order. These texts form the basis of the Hindu doctrine of faith and describe, among other things, that the Gods give every person a place in society, based upon the spiritual development of his soul. So it was that a hierarchical social order came into being in India, which is known in the west as the caste system.

Some conservative circles hold fast to this day to this traditional social order which has been handed down. But by and by, this is being turned away from – above all because of education and financial independence. Many Indians find that their country needs a new model for society, because the caste system hinders both social and economic progress.

Criticism of the caste system by foreigners, however, is perceived as being unacceptable by the Indians. From an Indian point of view, the conquerors and settlers were not able to fundamentally influence either the social order of things or Indian cultural values.



Caste	Members	Role
Brahmins	scribes, priests	which set religious and social standards
Kshatriyas	officials, warriors	those who implement the standards
Vaishyas	farmers, merchants, dealers	living according to standards
Shudras	servants, service-providers	those taking orders

Avoid making critical comments about the Indian caste system.

Since the independence of 1947, Indians emphasize their "Indianness". With the economic liberalisation of 1990, India is going further and further away from its image of being a country of beggars and gurus, as well as of holy cows and palaces, and is replacing that idea with an "Indian way of life" which is extrovert, self-confident and strongly oriented toward the western system of values.

Bollywood as an expression of the "Indian way of life"

The new-found self-confidence is today shown in many things, such as their membership in international bodies, the nuclear programme, or in the Bollywood film industry. Bollywood movies are among the most important components of modern everyday life in India. They serve to entertain, to provide escape from everyday life and for the good of the soul. Both male

and female characters in the movies cry a lot. If the members of the audience – men as well as women – identify with the feelings being expressed, it may well be that they cry too. For Switzerland, the significance of Bollywood movies is not to be underestimated. Swiss mountains, lakes, castles and historic city centres are particularly popular with Indian film crews. Since the end of the 1980s, over 170 Indian films have been shot in Switzerland. World-famous Bollywood stars such as Aishwarya Rai or Shah Rukh Khan have been guests in Switzerland.

The beauty of Switzerland has been permanently anchored in public awareness through the many Bollywood films and their love songs.

Family

At the very heart of Indian society is the family. Indians make all of their important decisions based upon what is good for both their present



family and their family of origin. They tend to ask themselves things such as "What do we want?", rather than "What do I want?". The Indian family provides for strong, emotional ties. Parents and children feel loyalty to one another and expect that in every situation they are to be there for one another and that each individual is to place the collective good above one's own well-being.

Although Western European individualism is considered by the majority of Indians to be a form of selfishness, the western model of the small family where both parents work is increasingly finding more ground in the larger cities.

Simple words of greeting make Indian guests feel really welcome.

Welcome	<i>Aapka swagat hai</i>
Good morning	
Good day	<i>Namaste</i>
Good evening	
Until later	<i>Phir milenge</i>
Thanks	<i>Dhanyawaad</i>
Have a good trip!	<i>Schub yatra</i>



Famous quotations and proverbs

"The world has enough for everyone's needs but not for everyone's wants".

Mahatma Gandhi

"There is more to life than increasing its speed."

Mahatma Gandhi

"We live in a wonderful world that is full of beauty, charm and adventure. There is no end to the adventures that we can have if only we seek them with our eyes open."

*Jawaharlal Nehru,
first prime minister of India*



Relationships and interactions

Create trust

Relationships are very important to Indians. They are interested in their vis-à-vis and are happy when these show interest in them. Sometimes they appear to be somewhat closed and shy because they do not want to impose themselves upon anyone.

As host, take the first step to speak with your guest. Many topics are suitable for this such as Indian or Swiss culture. Your Indian guests will value this as a sign of your genuine interest.

Invest time in your Indian guests – it is well worth it.

Tips

- **Humour:** Indians like to laugh and are humorous, but not at the expense of other people. This is regarded as being unethical.
- **Eye contact:** Direct eye contact with Indian guests is not a problem. If some Indian guests avoid eye contact, this is a sign of respect and carries no negative meaning.
- **Handshake:** Some Indian women are shy when it comes to greeting a strange man with a handshake. It is recommended to wait. If they offer their hand to a man – then a handshake is desired. If not, then a polite verbal greeting is more than enough. Handshaking amongst women is not a problem.
- **No:** Indians do not like to hear this word, because it may be construed as being a personal rejection – even though they themselves use it gladly.
- **VIP:** Indian tourists appreciate it when you give them the feeling that they are particularly welcome guests. A personal greeting by the hotel manager/the hotel director is therefore recommended.
- **Age:** In the hierarchically organized Indian society, the principle of seniority applies. The older person enjoys more respect and their word is not subject to open contradiction. Swiss hosts should not be subservient, but they ought to treat older Indian guests with courtesy. The same is true vice versa: In a conflict situation with an Indian guest, it makes sense that the Swiss "host" or "hostess" takes the decision. This is to be formulated politely – and best with a smile – but without discussing it further.
- **Women and men:** Outwardly, the husband is the head in the Indian family. He is the one who will deal with the hotel staff. However, he hardly takes a decision without his wife agreeing to it. Indian married couples discuss in private what they want and do not want, in order to reflect unity and harmony to the outside world.



Business ethics

New self-confidence

Where the Indian businessman was rather unsure of himself in earlier times, today you meet determined businessmen who know what they want. They are proud of their economic achievements and gladly emphasize that India is a democracy with one of the fastest-developing free-market economies.

The increasing openness of the Indian market leads to the fact that Indians are increasingly used to dealing with foreign partners. Dealing with Indian businessmen is therefore very pleasant.

It is worthwhile spending time in developing personal relationships.

Tips

It is recommended that you observe the following guidelines for business relationships.

- Let your Indian business partners know your nationality. Indians react positively when the Swiss show that they feel anchored in Switzerland with its culture and its values. It is worthwhile informing Indian guests about Swiss culture and mentality. Swissness is pleasing to them!
- Indians hardly separate private life and business life. Some 60 per cent of all Indian companies are possessed by families. Long-standing friendships, trust and loyalty are the factors which determine success.
- Next to good relationships, you should not forget your own business interests. Personal dealings should be characterised by friendliness – but you have to be determined and clear-cut in your behaviour.
- Always keep a plentiful supply of your business cards at the ready. Your job title, your hierarchical status and any possible academic titles which you possess should be evident on your business card in English. Carefully read through any business card which you receive. It is common practice to then get into a conversation by asking about the business activity of your guest or about his business objectives in Switzerland.
- In Indian culture, "Give me" is the equivalent of the English "Could you please give me" – the language is much more direct in India. This has nothing to do with classification, but rather with language usage.





On tour with the Indians

Increase in trips abroad

India is one of the world's fastest-growing travel nations. A major economy and the subsequent growth of the middle classes who can afford a trip abroad has helped bring about 8 per cent year-on-year growth in foreign travel.

Around 25 million Indians can afford a foreign holiday, and spend the equivalent of around US\$ 10 000 per person on travel a year. In 2015, there were around 9,5 million trips abroad, of which around 60 per cent were holidays. 67 per cent travel within Asia, with travel to Europe accounting for 16 per cent. Switzerland continues to be Europe's most popular travel destination, followed by France and Germany.

Switzerland plays host to an above-average number of young tourists (60 per cent are younger than 35).

Indian tourists are aware of their privilege to travel to Switzerland and would like to be correspondingly treated by their hosts in a preferential way.

Profile of Indian guests in Switzerland

Indian guests pay attention to obtaining a good price-performance ratio, appreciate good service and have high expectations in respect of the cuisine. Switzerland is known in India as being a clean and orderly country. The postcard image of Switzerland is very popular, so Indian guests are happy to take excursions into nature or into

the mountains. The majority of Indian guests speak English and travel in our off-season. The main travel season is from May to June; there is another small peak in October (Diwali).

Group travellers

Around 50 per cent of Indian guests tend to travel in groups, especially if it is their first trip. This gives the travellers the security that they won't miss the sights and that their meals will accord with their customs, but also that they will receive the greatest number of experiences for their money. These group travellers stem from all social classes, but primarily come from rural regions.

Overnight stays in Switzerland by Indian travellers (2005–2015)			
Year	Arrivals	Overnight stays (OS)	% change OS
2005	93 472	249 070	–
2006	115 055	284 390	14
2007	132 396	336 966	18
2008	132 107	327 300	–3
2009	136 322	324 280	–1
2010	165 999	392 852	21
2011	200 624	460 440	17
2012	217 863	474 882	3
2013	212 960	467 967	–1
2014	217 082	485 216	4
2015	266 427	591 924	22

Sources: Accommodation statistics HESTA, Swiss Federal Statistics Office, 2016

Young, urbane people from the conurbations of major cities tend to travel individually. Guests travelling long-distance for the first time are confronted with challenges in dealing with western cultures. Here it is important that the travel guide highlights the appropriate rules of conduct. But one mustn't forget that the guest has paid what for them is a large sum of money for their trip, and expects a corresponding level of service.

Indian guests book their trip with a travel organiser who sells them a round trip through several European countries and also helps them with their visa application. Switzerland is often the highlight of the Europe trip, yet the group rarely stays longer than two or three nights in our country. Switzerland has been, and continues to be, portrayed in Bollywood films and TV productions as a natural paradise with greenery, crystal-clear lakes and impressive mountains with snow and ice, and this is what the travellers

want to experience in person. The famous sights are the most popular (Jungfrauoch, Titlis, Lucerne, Rhine Falls, etc.).

Indians are generally very inquisitive and grateful for special recommendations. Yet such carefully organised group travel rarely affords the time for individual exploration.

"Touch real Swiss snow" is a must for those travelling in groups.

Individual tourists

Individual guests often travel in family groups (across three generations). Honeymoons and travel with friends (under the age of 30) are equally popular. They all speak English, come from the major urban centres, are generally well-travelled and members of the growing middle and upper classes.

These guests have already travelled to other countries and would now like to get to know

Expenditure by Indian tourists in Switzerland per day		
	CHF	%
Lodgings	110.–	48
Mountain railways	35.–	15
Food, household articles	39.–	17
Souvenirs, jewellery, watches, clothes, sporting goods	30.–	13
Other things (refuelling, admissions, rental of sports equipment, taxis, course-/conference expenses, health, etc.)	16.–	7

Source: Tourism Monitor Switzerland (TMS) 2013



Timepieces are not the same as time

Indians are not well known for being exacting in respect of punctuality. Many an Indian tourist has missed the departure of a steamship because he arrived too late. In fact, Indians seem to have a completely different feeling for time than that felt in Switzerland. The following often quoted anecdote serves to illustrate the point:

An Indian and a Swiss businessman were on business trip. Sitting in the aircraft next to one another, they struck up a conversation together. "Where do you come from?" the Indian asked. When the Swiss businessman had replied, the Indian said, "Aah, from Switzerland? That is a beautiful country!" – "Yes, and we make the most exact watches in the world," replied the Swiss gentleman proudly and then asked his neighbour, "And where do you come from? From India? I was there once. On a business trip. And I had to wait and wait everywhere I went! Tell me, why does it always take so long with you?" The Indian gentleman thought for a moment and then said, "You know what it is – you may have the timepieces – but we have the time!"

Switzerland better; its culture, mentality as well as the local cuisine. They are open, full of zest for life and take the time to see and experience new things. These travellers love our public transport, are very inquisitive and explore Switzerland independently. They are interested in sightseeing in the cities, in excursions into nature and in shopping in brand-name stores. Some individual tourists become returning guests and would like to experience something different in Switzerland each time they come here.

Indian guests are very open to recommendations and tips in respect of interesting activities and sightseeing attractions.

Average day expenditure (CHF) by overnight tourists in Switzerland (not including arrival and departure)

Country	2013
Gulf States	340
China	310
India	230
Korea	240
Russia	220
USA	210
Japan	190
Switzerland	150
Germany	135

Source: Tourism Monitor Switzerland 2013/Switzerland Tourism

Indian tourists: guests with money to spend

Indian tourists who visit Switzerland generally spend CHF 230 per night and person. This does not include their travel costs.

UNTWO describes India as one of the world's fastest-growing travel nations, and it is predicted to overtake even China as a source market. In 2015, around 25 million Indians were able to afford a foreign holiday.

Tips

- Holidays in Switzerland are considered in India as being highly desirable. For Indians, Switzerland is Europe and stands as a symbol of "touch real snow". Next to Titlis, the most popular destination for snow is the Jungfrauoch. Further regions / destinations indicate growing demand.
- Ask the organizer about how many single beds are required. Members of the travel group often do not know one another prior to the trip. Rooms are often shared also on business trips.
- In India, having staff is standard in wide circles. Many clients assume that while on holiday, they will be served in the same way.
- Most of the Indian guests speak English. However, their accents are sometimes difficult to understand.
- Personal contact with Indian guests plays a key role.
- Ask your Indian guests how they are doing. This is appreciated in Indian culture and will lead to your being recommended as a good host.
- In India, the television plays continually. Make sure that information about pay TV is clear and communicated in English. Making a Hindi TV channel available would be greatly appreciated by your clients (approximately 80 per cent speak Hindi).
- Due to the large size of India (both east to west and north to south it is about 3000 km long), Indians are used to long travel times.



Swiss hospitality for Indian guests

Respect and advice

Hospitality in Indian culture has an extremely high priority. For an Indian, being allowed to welcome a guest into the home is the same as having God come to stay. Accordingly, the Indian guest would also like to be shown appreciation and respect by his host. Personal contact plays a vital role for Indian guests. This also means that while brochures are important, they cannot possibly replace attentive personal advice.

Brochures should only be in addition to personal advice.

Special wishes

Above all, the individual Indian tourists expect a big return for the money they spend. Therefore it can be really helpful to point out to them, right upon arriving, exactly what advantages and valuable benefits your business offers – even if these are included in the price anyway.

At the same time, they may also have special wishes which are only available against the payment of a surcharge. In such cases it is recommended to first of all enquire as to what it is that is really important to your guest. A short summary of the things mentioned by your guest can help to ascertain that you are both talking about the same thing. Now you can begin to explain offers (“Yes, we can do that for you.”), benefits (“that is particularly pleasant here because you receive...”) and conditions.

Avoid saying the word “no” openly and show your guests what the alternatives are.





Leisure activities

Shopping

Taking something genuinely Swiss (“Made in Switzerland”) with them back home is very important for Indian guests. They love to go on shopping trips and generally know exactly what they want. But they also enjoy discovering new things! Watches, chocolate and other sweeties, cow bells, pocket knives with the Swiss cross (without this it is merely a weapon), music boxes and arts and crafts objects are all particularly loved by Indian guests. They are also open to less typical souvenirs too – but you need to show them what they are and extol the attractiveness of such objects to them. It is very helpful to point out to them just how much their relatives and acquaintances will appreciate the gift souvenirs.

Since shopping in India is a social event, the majority of Indians step into a store together with others. They discuss goods and prices, they like to take the products into their hands and have further information. A very promising sales tactic is to present the Indian clients with as many different products as possible and watch their reaction very carefully to find out what appeals to them most.

Although haggling is customary in India, Indian tourists know that prices in Switzerland are set. However, where Indian clients purchase several items, then it is recommended to respond to their offer to negotiate by either giving a discount or a product supplement. This serves to



give the client a feeling of accomplishment, gives you the opportunity of additional sales, gets your own business some recommendations and helps build the reputation of Switzerland as being a hospitable country.

Openness and humour help, as does the question of what those at home in India would particularly like to receive.

Sport

Indians like to take it easy. It is above all an ambitious, young minority of Indians that actively partakes in sport. Whereas sport has to do with performance in Western Europe, for Indians it is rather the experience which is important. Indian guests prefer to get involved with sports activities which test their skills and where it is possible to have fun together. The sporting activity must not be dangerous. Women should not be

compelled to show naked skin in the presence of men (as it is the case for example in the spa area).

For Indians, sport is not something which is primarily about performance.

Conversing

Sometimes Indian guests sit in the hotel lobby as though they are bored and chat about seemingly unimportant things. Nevertheless, such “small talk” has an important social function. By spending time together and sharing wide-ranging information and opinions, it is possible to assess whether everyone in the group is feeling comfortable on the one hand, and confirms the social order and cohesion on the other.

Indians like social contact and are happy to stroll through lively streets.



Indian eating and drinking habits

Thank heaven for food

Research has shown that Indians are unhappy when they have to go longer than two days without eating Indian food. Indians are convinced that culinary delights are good for the spiritual, mental and physical health of a person. When food is prepared according to the Indian health-philosophy of Ayurveda, it is said to contain all the necessary nutrients and active ingredients which both keep a person healthy and help to cure diseases.

Many Indians eat a rich, warm breakfast because according to Ayurvedic teachings, cool food tends to slow the digestion. Lunch ought to be served quickly and does not tend to last long. The evening meal, however, is enjoyed at a more leisurely pace. It begins with an aperitif (alcoholic or non-alcoholic drinks, as well as spicy snacks), which can last for an hour or more and where they chat a lot. When the food is served, they dispense with ritual pleasantries such as

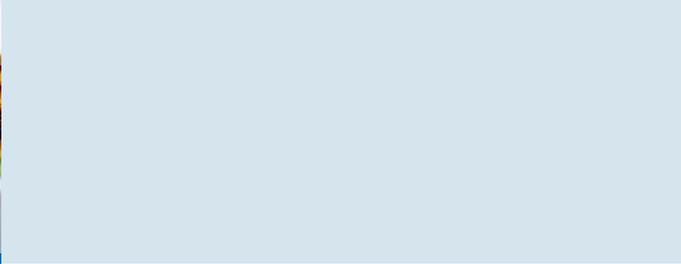
“enjoy your meal” and immediately begin to eat. When they have finished eating, that is basically the end of the evening. Only exceptionally do they linger after the evening meal with a glass of wine, a digestive or a cigar.

Food is not just nourishment for Indians but an important prerequisite for health and happiness.

At home, many Indians eat with their hand, just as they have always done (with the right hand – because the left hand is considered to be unclean) since they feel that this increases the enjoyment. Since Indian cooks tend to prepare vegetable and meat in bite-sized pieces, you often only find a spoon to eat from in an Indian restaurant. Knives and forks are to be found in eating establishments which are higher-priced. However, when Indians are on tour, they generally adapt to the practices of the host country.

Tips

- Place a free jug of plain water both in the hotel room and on the meal table.
- Many Indian guests cannot imagine that water from the tap is both drinkable and healthy. Mention to them that important minerals are contained in Swiss drinking water.
- Menus should contain all necessary information in English too.
- For Indians, Indian cuisine is the best. Where possible, offer them genuine Indian dishes with many spices. Get an Indian cook to show you how.
- Please note when planning your menu that many Indians are vegetarians.
- Make an electric kettle or a thermos flask with hot water available, as well as free tea and coffee. Hot water and tea are usually provided at no extra cost at lunch and at the evening meal.
- Depending upon their religious background, certain foods are not eaten by some. Chicken and lamb prepared the Indian way will be happily eaten by all non-vegetarians. Meat and salad are not central elements to a fine Indian meal.
- Cook with vegetable oils and fats, as well as with vegetable stock, and inform your Indian guests.
- Swiss-Indian culinary experiments (for example, Curry-Capuns) may hit the spot.
- Offer something warm for breakfast (for example, eggs, omelettes, little vegetable dishes, pancakes).
- If you can, take the orders for the evening meal whilst the guests are having their aperitif.
- Serve your Indian guests pickles and chutneys with their lunch and evening meals.
- Many Indians would like to sample cheese fondue. Since dairy products cannot be digested so well by Indians, it is recommended to add plenty of garlic to the fondue (as well as some grated ginger root) and a herbal digestive (schnapps) which is good for the digestion.
- You can offer fondue and raclette in small portions as a starter. Many Indians eat almost no cheese.



Recipe for Masur-Dal (red lentil curry)

If it is not possible to provide Indian dishes on the menu, it is recommended that you keep the ingredients handy for a Masur-Dal that you can offer to them, which is easy to prepare and much loved by Indians.

Ingredients for 4 persons

- 1 large cup of red lentils, washed until the water runs clear, and soaked for 30 minutes
- 1 large onion, sliced thinly into rings
- 1 medium-sized tomato, finely chopped
- 3 cms of ginger root, peeled and finely grated
- 2 cloves of garlic, finely chopped or crushed
- ½ teaspoon of turmeric powder
- 1 teaspoon of cumin seeds
- ½ teaspoon of chilli powder
- 2 tablespoons of margarine

Preparation

- Drain the water from the soaked lentils.
- Bring 3½ large cups of water to the boil in a large pot.
- Add lentils, salt, chilli powder, turmeric powder, tomatoes, ginger and garlic and allow the ingredients to come to the boil together for 5 minutes, stirring occasionally.
- Cover the pot with a lid and allow it to simmer for 20 minutes at a reduced heat, until the lentils are soft.
- Heat the butter in a pan and fry the onions and cumin seeds together until they are golden brown.
- Mix into the lentils and serve immediately with basmati rice.

Contacts

Should you require any further information, advice and/or training as to how best to receive Indian visitors or as to how best to work the Indian market, please do not hesitate to contact *hotelleriesuisse* or Switzerland Tourism at the following addresses:

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(Switzerland Tourism)

www.hindustantimes.com
(Indian daily newspaper, in English)

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(Indian news magazine, in English)

www.global-blue.com
(Information about VAT refunds)

www.indembassybern.ch
(Indian Embassy)

www.sicc.ch
(Swiss-Indian Chamber of Commerce, in English)

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