

Meditations on friendship and hospitality

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Customs and religion often come to the fore and it comes with the territory as some foods are not acceptable in certain cultures and regions of the world (Wilkins, 2009).

Case study (city of Portsmouth)

Some of the key factors that influence the development of the hospitality industry in Portsmouth, a key naval port and the 2nd largest city in Hampshire include the vibrancy of tourism promotion by the government to attract tourists and potential customers to the area. The peace and stability of the region are important as incidences of violence, war, murder, and terrorism play to scare away potential customers. Friendliness of the people of Portsmouth serves to improve its image and make it a home away from home for visitors. Strict laws such as industry regulations, for example, liquor and gaming controls affect palatability and urge to visit the city of Portsmouth. The amount of budget revenue allocated to the growth of the industry is also vital.