

The Vegan Movement: Reshaping India's Hospitality Industry

Seenu Karthick.V¹ John Giftson A², Manivel K,³ Arun A^{*}

^{1,2} Student, School of Hotel and Catering Management, Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai 117

^{*,3} Assistant Professor, School of Hotel and Catering Management, Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai 117.1

Abstract: Donald Watson invented the term "vegan" in 1944 when he co-founded the Vegan Society in England, initially meaning "non-dairy vegetarian" and subsequently the "doctrine that man should live without exploiting animals." Every November The practice of not using animal products, especially in one's diet, is known as veganism. It is also a philosophy that opposes the idea that animals are commodities. A vegan is a person who adheres to veganism. Donald Watson came up with the word. The practice of not using animal products, especially in food, is known as veganism. It is also a philosophy that opposes the idea that animals are commodities. A vegan is a person who practices veganism. Various types of vegetarianism are occasionally distinguished from one another. Strict vegetarians, sometimes known as dietary vegans, abstain from eating meat as well as eggs, dairy products, and other foods derived from animals. People who not only adhere to a vegan diet but also incorporate the philosophy into other aspects of their lives and reject the use of animal products for any purpose are frequently referred to as ethical vegans.

Index Terms: Hospitality, Vegan, Vegetarian, Vegan Diet.

I INTRODUCTION

Veganism is the practice of avoiding animal products and foods derived from animals, as well as a related philosophy that denies that animals are commodities A vegan is a person who follows the vegan diet.[1]

Arguments based on morality, ethics, the environment, health, and humanitarianism form the basis of veganism. Veganism forbids the use of animals in entertainment (such as zoos, exotic pets, and circuses), in agriculture for labour or food (such as meat, fish and other animal seafood, eggs, dairy products like milk or cheese, and honey), in clothing and industry (such as leather, wool, fur, and some

cosmetics), or in services (such as guide dogs, police dogs, hunting dogs, working animals, and animal testing, including pharmaceutical and medical experimentation).[2] Veganism may be practiced for personal health reasons, to reduce animal fatalities, to alleviate animal suffering, or to reduce one's environmental footprint. Rollin BE. Farm animal welfare 2003[3]

Fruits, vegetables, legumes, nuts, grains, and mushrooms are the foundations of vegan cuisine. Individuals have been rejecting the consumption of animal products since ancient times, but the term "veganism" is modern: it was coined in 1944 by Donald Watson to distinguish it from vegetarianism, which rejects meat but accepts the consumption of other animal products such as milk, dairy products, and eggs. Veganism became increasingly popular in the 2010s.[4]

II ORIGIN OF VEGANISM

1st, World Vegan Day commemorates the founding of the club. In November 1944, Donald Watson, secretary of the Leicester Vegetarian Society, established a new quarterly journal called "Vegan News". He chose the term vegan himself. The first edition received over 100 letters from people committing to giving up eggs and dairy. Vegan News changed its name to The Vegan in November 1945, and it now had 500 subscribers. The website provided recipes, health news, and a "vegan trade list" of animal-free products, including Colgate toothpaste, Kiwi shoe polish, and Dawson & Owen stationery.[5]

In 1948, Catherine Nimmo and Rubin Abramowitz of California started the first vegan group in the US, distributing Watson's newsletter. H. Jay Din shah formed the American Vegan Society (AVS) in 1960,

aligning veganism with Gandhian principles of truth and promoting "non-harming" in Sanskrit.[6] The following values are important: abstinence from animal products, respect for life, integrity, self-mastery, and service to humanity, nature, and creation. Advancement of Understanding and Truth. The Oxford Illustrated Dictionary introduced the term "vegan" in 1962, defining it as "a vegetarian who eats no butter, eggs, cheese, or milk.[6]

III VEGAN DIET

Vegan diets often contain fewer calories, saturated fat, cholesterol, long-chain omega-3 fatty acids, vitamin D, calcium, zinc, and vitamin B12, and more dietary fibre, magnesium, folic acid, vitamin C, vitamin E, iron, and phytochemicals.[7] According to Dieticians of Canada, the Australian National Health and Medical Research Council, and the American Academy of Nutrition and Dietetics, well-planned vegan diets are suitable for all stages of life and can lower the risk of some chronic diseases, including heart disease. Researchers concur that vegans should consume meals fortified with vitamin B12 or take supplements because uncontaminated plant foods do not contain this nutrient, which is created by bacteria and other microbes. the American Dietetic Association and Dietitians of Canada 2003. Dr. William Lambe is considered to be the father of vegan nutrition as he was the first to be specific about it way back in 1809.[8]

IV VEGANISM IN INDIA

India can legitimately assert that it has been a predominantly vegetarian nation for many generations. In this context, vegetarianism has long been linked to religion, particularly among Jains, Buddhists, and Hindus. Many young people today are being lured away from their faith by the consumer-driven western lifestyle, which includes junk eating in the western style. While there has been little progress in trying to get them to return to their ancient ways of living, there has been a noticeable increase in Indians adopting veganism in the western style during the past several years, particularly among young people[9].

Vegetarian organizations in India were governed by Indians as early as 1889. In 1891, while studying law in London, Mahatma Gandhi read a book by

Henry Salt that convinced him that being vegetarian was significant in and of itself, not only because of the religious commitment he made to his mother before he left India, according to his autobiography. This only gave his vegetarianism a distinct personality; it did not diminish his religious convictions. Gandhi made his way back to London in 1931, where he spoke to the London Vegetarian Society. He was quite explicit in that conversation about how much he would have liked to live without using any animal products at all.[10]

Gandhi had gone to an International Vegetarian Congress while he was a student in London, and he expressed his desire that one would be held in India just before he left. Unfortunately, it wasn't until nine years after his passing that it occurred. This shows that this is not a new idea in India.[11]

India hosted the first International Vegetarian Union (IVU) World Vegetarian Congress in 1957, and since then, the country has hosted other such gatherings. The Dalai Lama, who was vegetarian at the time, opened two sizable IVU Congresses in India in 1967 and 1977. The remarkable Jayantilal Mankar organized all of these.[12]

As a leader of the Bombay Humanitarian League, he was responsible for bringing these Congresses to Bombay, Delhi, Calcutta, and Madras. Founded in 1959, the Indian Vegetarian Congress has been a highly traditional lacto-vegetarian group for the most of its existence. One of its current goals is to "spread awareness of the benefits of soy beans and endeavour to distribute soy milk whenever possible." By adding Shankar Narayan, the founder and president of the Indian Vegan Society (IVS), to their board, they have lately taken things a step further. Jashu Shah, IVU Regional Coordinator, organized the most recent IVU, World Vegetarian Congress in India, which took place in Goa in 2006 and featured the founding of the Asian Vegetarian Union in 1999.[13] The inaugural International Vegan Festival took place in India in 2007, and by October 2010, we had the opportunity to connect with a sizable number of vegan activists from around the country. There is a vegan animal rights organization and a local vegan society in Bangalore. According to a recent survey, the number of vegans has increased from 2,000 to 20,000 since 2006. Finally recognizing the situation, The Telegraph of

India published an article regarding the rise in veganism in 2010.[14]

V VEGANISM IN HOSPITALITY

Some stakeholders in the tourist and hospitality industries have launched measures to accommodate vegans. In 2011, Veggie-Hotels, a global hotel association, addressed the challenge of finding accommodations for vegetarians. TJ, Appleby PN, Rosell MS. Health effects of vegetarian and vegan diets 2016. [15]

The number of vegan-friendly homes has decreased. Veggie Hotels was founded by Thomas and Karen Klein, travel journalists, and Peter Haunert, an IT professional. This platform connects vegetarian and vegan visitors with hosts worldwide. This list only includes accommodations with vegan kitchens. Veggie Hotels are leading the way in promoting sustainable and ethical tourist practices.[16]

Additionally, Veggie Hotels adhere to ethical tourism standards that prioritize animal welfare. Veggie Hotels offers a variety of dining options, from a vegetarian breakfast at a Veggie-Bed and Breakfast to a vegan supper in a luxury hotel. Visiting a Veggie Hotel might aid in changing to a vegetarian or vegan diet, or simply to sample vegetarian cuisine. Veggie Hotels typically allow vegan guests and can be found using the 'deep search' option. Some hotels include a vegan menu, which excludes all animal products.[17]

Restaurants often refrain from serving vegan meals due to a lack of demand. Vegans typically check menus or websites for vegan options before moving on to another restaurant. instead. As a result, restaurant owners report a lack of demand. Losing one embarrassing customer won't make a difference. Most vegans have primarily non-vegan friends and relatives. When they are deciding where to eat, the one vegan will choose the location. Jacobsen MF 2006 ,[18] The restaurant not only loses the uneasy customer, but also their friends and relatives. Repeat business is vital for the success of any restaurant, as most customers want to return to the same establishment. Friends and family who choose a restaurant with vegan options are more inclined to return, even if the vegan is not present. It's just too much trouble when there are so few vegans: The majority of plant-based meals at restaurants are not

consumed by dedicated vegans, but rather by those who appreciate the concept but do not follow through consistently.[19] Ovo-lacto-vegetarians are among the most likely to choose vegan options, since they are aware of the health and ethical concerns around eggs and dairy products. While they may limit their consumption, this is not always consistent. They will frequently choose a restaurant that offers some vegan options over one that serves vegetarian fare that is all covered in cheese sauce.[20] Although there are still more ovo-lacto-vegetarians than vegans in most parts of the world, attitudes have changed significantly in recent years due to the influence of the internet and social media. Vegan cookbooks are mostly created for home use, thus there aren't any simple vegan recipes fit for commercial eateries. Cookbooks written especially for non-vegan chefs that outline how to make serving vegan food in a non-vegan restaurant easier are needed. Cookbooks written especially for non-vegan chefs that outline how to make serving vegan food in a non-vegan restaurant easier are needed. For instance, practically every café, pub, and restaurant in the UK now serves vegetarian food, but outside of the larger cities, there are still relatively few options that don't include dairy and eggs. People who want to follow a vegan diet are finding that it presents a number of social, economic, and physical obstacles.[21]

VI CONCLUSION

Due to the inherent qualities of dairy meals, such as proteins and lipids, which are hard to replicate in a non-dairy counterpart, researchers have discovered that dairy products are challenging to replace. The taste preference is firmly established because humans begin eating certain foods in infancy. Customers are aware of the distinction between items made from soy and milk. They have a tendency to disregard plant-based items manufactured with oats, soy, or other vegetable-based foods when they have first been exposed to milk-based products. Even though the adjustments are minimal, vegan products and cooking methods might be intimidating for novices. Cashews can be soaked and blended to create a creamy or cheesy texture in vegan dishes. Despite the fact that Ayurveda has been practiced in India since ancient times, society there still does not comprehend and accept the vegan lifestyle. More than half of male calves are killed because they are deemed useless

for the dairy sector, even though our nation is known as "the land of the sacred cow" and adheres to the principle of "Ahimsa," or non-violence. Furthermore, Mahatma Gandhi used this idea, which is not new in India, but most people are unaware of it. India boasts a vast array of rich cultural traditions, yet despite their strong desire for a healthy lifestyle, Indian society is reluctant to actually embrace these ways of living. Since most Indians are unaware of the concept and just adopt veganism to be part of the movement, there is a need to raise awareness of it in the community. In India, there are very few establishments that cater exclusively to vegans. Therefore, developing a large number of vegan food outlets is essential to meeting the needs of vegans. These diets offer health advantages such as preventing disorders linked to lactose in milk and gluten. The general public must be made aware of the idea so that they won't mock those that adhere to it. This can be done if the subject is made interesting.

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