



Tourismembassy™

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n°2—Jan 2014



THE OFFICIAL WORLDWIDE TOURISM NETWORK MAGAZINE

Tourismembassy aims to give in-depth information about any place in the world. It is ideal for people who love to travel and for those who are working in the tourism and hospitality industry. A salient feature of this magazine is that it serves anyone involved in the travel industry and not just the travelers.

The articles presented in Tourismembassy mag talk about the tourism industry and the latest trends that are shaping it. It also covers the technological changes

that are likely to impact the tourism industry in the short and long run.

This information is useful for those who own and run hotels, tourism companies and tour packages as it helps them to update their businesses to meet the upcoming trends and changes.

Tourismembassy mag aims to help those in the hospitality sector to attract more customers and travelers, and the information provided in this site is the first step towards this goal.



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Art of Carving Fruits and Vegetables

The mesmerizing art of carving fruits and vegetables originated in the Far East and has caught on in other parts of the world as well. It was believed to have been practiced in Japan and Thailand 700 years ago. Also called as Mukimono in Japan, chefs carved vegetables to garnish food. In Thailand too, it was used to decorate rafts during important festivals. In both the countries, it was started by chefs who wanted to impress the members of the royal family with their skills. Over a period of time, this art was passed on from one generation to another and it also became more refined over the years. With colonialism and globalization, it spread to other parts of the world and today, it is practiced seen as a form of art in both Eastern and Western countries.

For travelers, this is a fascinating art as it helps them to get a glimpse into the local culture that has helped to shape it. One can see these carved fruits and vegetables in many Asian restaurants as they strive to keep up with their tradition. These carvings are usually a mix of the native Asian culture with liberal doses of the local culture. For example, in Holland, some Asian restaurants carve tulips out of tomatoes to help visitors get a glimpse of the art and is also local to the region as Holland is famous for its tulips. In authentic Japanese and Thai restaurants in the Europe and the US, beautiful fruit and vegetable carvings are presented on the dining tables

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Other than restaurants, one can see carvings done by artisans in all major food festivals today. In some cultures, fruit and vegetable carvings are displayed in christenings and in private parties. In India, for example, one can see fruit and vegetable carvings displayed in many wedding halls just before guests enter the dining area. The idea behind such display is not only to show the skills of the artisans, but also to entice guests to enter the dining hall. Some chefs believe that a visual display of food triggers taste buds and helps guests to better relish their food. For these reasons, it is common to find different carvings on the entrance of dining halls in Indian weddings. In other cultures, fruit and vegetable carvings are given away as gifts on specific holidays like Christmas and New Year to wish an entire year of healthy living and happy eating.



Irrespective of the occasion and place, fruit and vegetable carvings find a prominence in all parts of the world. They are not easy to make and are a testimony to the skills and talents of the artisans carving it.

In most cases, these specialized artisans have taken formal training from culinary institutes and this

gives them a hold on the basic techniques. The rest is up to their imagination and practice.



Artisans carve fruits and vegetables about three hours before the event starts and they leave it in cold water for the carvings to set. The tools they need to carve include cutting board, small and medium sized knives with sharp edges, a sharp peeler with preferably an oval edge, bells pins, tooth picks and dry sticks used to represent the stem of flowers. With these tools, the artisan is all set to run his or her imagination wild and come up with a variety of flowers, baskets, insects, birds, animals, toys and just about anything that is appropriate for the occasion.

In short, when you see a carved fruit or vegetables the next time, spend a few minutes to admire its beauty and intricacy. It will not only give you a glimpse into ancient culture, but will also make the artisan happy!



Massages Around the World

Massages were used as a natural remedy for pains and soreness since the hunting and gathering days of human civilization. It is based on the basic instinct of rubbing the part that hurts, similar to the instinct of drinking for thirst. In ancient times, massages were a powerful healer and there were even people who were believed to have the 'spiritual power' to heal pains. Since then, this knowledge was passed down from generation to generation. Depending on the geographical region in which massage was used, the techniques handed down vary differently.

Today, massage continues to be a powerful healing technique and is practiced extensively around the world. In fact, there are many different massaging techniques available today and the choice of a particular technique depends to a large extent on what a person is looking to get out of a massage session.

Swedish Massage

Swedish massage is a popular massaging technique for relaxing the entire body and to increase the flow of oxygen in the blood. It also helps to remove toxins from the muscles and enhances flexibility. It was developed by Henri Peter Ling, a Swedish professor in 1812 at the University of Stockholm.

In this technique, masseurs use five different strokes and they are

effluerage or stroking the muscle in long directions, petrissage where the muscles are grabbed lightly and lifted, friction where the thumbs and fingers are moved in a circular direction to reach different parts of the muscles, tapotement that involves chopping, beating and tapping strokes and vibration in which the fingers are pressed against a specific muscle and the entire area is shaken for a few seconds. The masseur uses the entire hand including the palm area to move through the body doing the different strokes.

Deep Tissue Shiatsu

Deep tissue shiatsu, as the name implies, is the massage to target the deep muscles in the body. For example, the back region alone has five layers of muscles and the Swedish Massage can get to only the first two layers at the most. As a result, the strokes involved are also different. Deep Tissue masseurs use slow strokes with heavy pressure and they use their thumbs, fingers and even elbows to generate this pressure. This particular massage technique requires a lot of effort from the masseur as he or she has to reach the deepest layers with their bare hands.

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Craniosacral Massage

Craniosacral massage focuses on the brain and spinal column of the body. Unlike other types of massage, this is gentle with minimal pressure on the muscles. In this kind of massage, the bones, membranes, muscles and fluids present in the head and spinal regions are relaxed to relieve tension and pain. It also helps to restore the original position of bones that were disturbed in a chronic injury. It is the right kind of massage for those suffering from migraines and sleep-related disorders as well. The person who is doing this massage should be knowledgeable about the cranial and spinal muscles because one wrong move can even incapacitate the customer.

Hot Stone Massage

In hot stone massage, the masseur places heated, smooth and flat

basalt stones on certain key points on the body. These stones are heated to a certain temperature in electrical heating devices before they are placed on the body. The idea behind this technique is that the heat from the stones reach the deepest layers of a muscle to relax it. This technique is similar to deep pressure massage, minus the heavy pressure applied by the masseurs. This massage helps to relieve pain associated with fibromyalgia, carpal tunnel and other muscle-related chronic conditions. It is also well-suited for people who want to reduce muscle spasms, relieve stress, improve blood and oxygen circulation, calm the nervous system and increase flexibility in joints.

HOT HOT HOT !





Thai Massage

Thai massage is believed to be one of the oldest massage techniques used today. Developed by Jivaka Kumar Baccha, Buddha's physician, the Thai massage originated in India and spread to other Eastern countries. Even today, it is an integral part of Ayurveda and traditional Thai and Chinese medicine.

A unique aspect of this massage is that it is rigorous as opposed to the relaxing feel of the other techniques. At the end of it, a person feels energetic and ready to take on the world! Therefore, the techniques used in Thai massage are also different. The masseur uses hands, elbows, feet and even knees to help a person move through different yoga-like positions and this is why, many people confuse this kind of massage with yoga. Along with the yoga-like poses, comes acupressure and joint mobilization techniques that are used to relieve pain in specific muscles.

Due to the vigorous nature of this massage, it is not ideal for anyone who is pregnant, has an injury, open sore, is prone to blood clots

and has undergone surgery or chemotherapy.

Reflexology Massage

Reflexology massage was developed in China along with acupuncture, so the basic principles of the Eastern religions is evident in this massage. Taoism, an ancient religion of China, believes that cosmic vibrations filter into everything and energizes the world. Akin to this principle, there are reflex areas in the feet that correspond to specific organs and glands in the body. Therefore, the pressure applied on these reflex areas, in turn, will have a positive impact on the specific organ as well. Besides applying pressure, the masseur will perform a variety of stretches that are helpful for the calf, heel and foot areas. Reflexology massage is applied to the feet and is particularly helpful for those suffering from plantar fasciitis and ankle injuries.

The masseurs who offer these different massaging techniques are experts in their field. It takes a lot of strength, stamina and endurance to apply the right amounts of pressure for an hour. Moreover, masseurs need to know the proper alignment of muscles to ensure that clients do not get injured during a massage session. Therefore, the masseur is the king or queen in a massage session and this is why, it is important to choose the right person. Travelers can check with locals or can scour the Internet for the right massage centers as this will make a difference in the quality of

massage. Moreover, masseurs in some countries are well-known for a particular technique, so it helps



to know what technique is best in each country.



Impact of Circus in the Tourism industry.

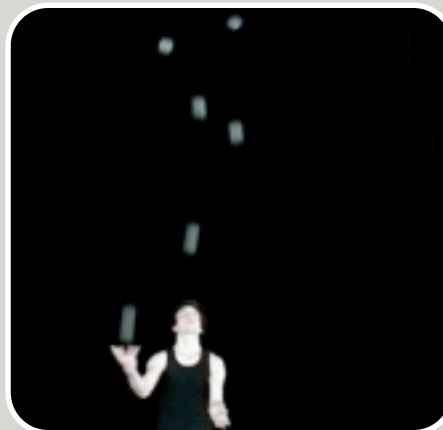


Circus has always fascinated people because it is a unique form of 'live' entertainment. It is believed to have had its origins in the Roman Empire where the first ever circus company called Circus Maximus was formed. After the fall of the Roman Empire, there was no defined circus company and there were only small wandering groups that traveled from one place to another to showcase their skills. The circus industry was revived during the 18th century by a Briton named Philip Astley, who is often regarded as the 'Father of Modern Circus.' Since then, circus companies have flourished in different parts of Europe and it spread to other parts of the world such as Asia, Russia and the Americas.

The circus industry as a whole enjoyed rapid growth until the 1980s. During the next couple decades after the 80s, the industry became saturated as newer forms of entertainment came up and the industry structure was unstable. Moreover, animal rights became a hot issue and this negatively affected the reputation of the circus industry. All this led to an

increase in costs and a decrease in audience and in turn, this contributed to a slump in the industry.

Circus was revived yet again by a handful of companies such as Cirque de Soleil that brought about a fresh feel to the industry. The idea of Cirque de Soleil was simple – bring in the non-customers with innovative performances. They introduced the “human element” to circus and began to offer a unique and unprecedented entertainment for its audience. Such an out-of-the-box entertainment was an instant hit with the audience and the circus interest revived again. In many ways, Cirque de Soleil infused life back into the circus industry and made it an attractive form of entertainment for people of all ages.



This revival of circus has given an impetus to the tourism industry. More and more hotels around the world are looking to host circus shows on their property to attract crowds. This surge in popularity has given a big boost for the smaller players as well. Today, there are innumerable small circus companies and street performing groups that attract tourists in a big

way. Also, they have brought about a new dimension to the idea of entertainment. Some examples of such small circus companies include Circo Raluy of Barcelona, the Squidling Brothers Circus Show of Philadelphia and the La Famiglia Dimitri of Switzerland. Each of these companies attract crowds because of their unique feats. The La Famiglia Dmitri, for example, has a performer in a fat suit



instead of elephants while the Circo Raluy acrobats perform

classic feats using abandoned equipment to remind viewers of classic circus performances. The Squidling Brothers Show, on the other hand, showcases weird freak show stunts such as hammering a knife into the performer's nose. These shows have captured the attention of the audience which in turn, has helped the tourism industry in a big way.

Circus Artists Pictures

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IMPACT OF CIRCUS IN THE TOURISM INDUSTRY

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Besides established circus companies, there are hundreds of street performer groups scattered around the world who have benefited from this renewed interest in circus. These performers are in many ways, the vital link needed to attract non-customers towards the circus industry. They perform in popular public places such as Covent Garden in London and in most summer festivals as the Fringe Festival in Edinburgh, Scotland. These myriad of street performers are the true cultural ambassadors of a country because they showcase the local talent, music, language and acrobatics that have been passed on from generation to another. For a tourist who is looking to truly experience the culture of a country, these street performances are the ultimate destinations.

Sometimes, these street performers travel around the globe to exhibit their astounding acts. When they do so, these performers offer a glimpse into their local culture and tradition, thereby enticing the audience to travel to their native country. In this sense too, these

performers act as the cultural ambassadors. They play an important role in boosting tourism in their respective countries.

These small circus groups and street performers helps the ancillary industries in tourism. During these shows, hotels are booked and restaurants are filled with visitors who travel to watch these circus shows. People who visit for circus shows end up exploring the local activities as well and all this generates revenue for the local economy.

In short, the circus industry has contributed to the growth of local tourism in a big way. As consumer spending increases during the next



few years, the disposable income

available for travel and tourism will increase and this will directly have a positive impact on both the circus and the larger tourism industry. It will also open up new opportunities for the smaller players and in turn, this will

Activate
the natural
inner Artist we
all have

motivate
more
talented
people
to join
the
circus
industry.

This benefits the audience as well because they get to enjoy diverse entertainment. Overall, it is a win-win situation for everyone involved – performers, audience and the tourism industry at large.

Circus Artists Pictures

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