

Growth Of Tourism And Food Industry

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1. Introduction

Eating is a physiological need which requires fulfillment whether at home or during travel. The consumption of food in travel is unique because it occurs in a foreign environment (Mak, Lumbers & Eves, 2012). Recent research has shown that tourists spend almost 40% of their budget on food when traveling (Boyne, Williams, & Hall, 2002). The 2004 Restaurant & Foodservice Market Research Handbook states that 50% of restaurants' revenue was generated by travelers (Graziani, 2003). It shows that there is a symbiotic relationship between food and the tourism industry. Reynolds (2004) asserts that food, like other elements of travel transportation, accommodation, activities, and attractions plays an essential role in the travel experience. As an attribute or creation of a destination, cuisine bears symbolic meaning and is a determinant of overall travel satisfaction (Henkel, Henkel, Grusa, Agrusa & Tanner, 2006; Rimmington & Yüksel 1998), when other forms of tourism has been saturated by the tourist. More importantly, food has been recognized as an effective promotional and positioning tool of a destination (Hjalager & Richards, 2002). Similarly, with increasing interest in local cuisine, more destinations are focusing on food as their core tourism product. For example, France, Italy, and Thailand have been known for their cuisine. Javier Blance Herranz has classified the motivations of tourists into two broad categories – the **internal stimuli** or the push and the **external stimuli** or the pull.

Public interest in food has been steadily increasing, ultimately transforming food tourism into the new global trend, even more so fueled by countless unique food experiences posted on social media sites. Unlike common tourism, food tourism focuses on culinary experience—food and drink that are locally sourced, rather than mere sightseeing. According to the Ontario Culinary Tourism Alliance (OCTA), culinary tourism refers to “any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition or culinary techniques”. The concept suggests people pursue a memorable food or drink experience by developing a better understanding and/or consuming local food or drink with the essence of culture in them. It is considered first-hand cultural experience and it is on top of the tourist attraction list.

2. Food Tourism: Meaning and Significance

The “Impact of Catering and Cuisine upon Tourism” was discussed at the 36th Aiest congress in 1986. It was a stepping stone for food tourism as a travel phenomenon and as a distinct tourism market segment. Since then, the World Food Travel Association (formerly the International Culinary Travel Association) has been the pioneer in the global education and promotion of these burgeoning new trends, and in facilitating industry specific knowledge enhancement in coordination with the research community. The association also plays a leading role in coordinating the World Food Summits. Understanding the sense behind such an assertion in the whole of India in general and the prospect of culinary tourism in India the National Tourism Policy of India, 2002 states that attempts should be made to: Capitalize by packaging India's unmatched variety of traditional cuisines that are today

becoming increasingly popular in the world. The linkages and ripple effects created by a rapidly expanding restaurant sector can have dramatic implications for the Indian economy, implement private-public partnership of the Culinary Institute of India that will research and document ancient culinary traditions, create a highly skilled workforce of culinary professionals that can populate not only hotel and catering establishments in India, but also internationally through a non-traditional medium, and encourage Indian entrepreneurs to establish restaurants of Indian ethnic cuisine internationally, by conceiving an innovative incentive scheme. (National Tourism Policy 2002, 14-15).

Food can be a travel attraction that augments the visitor's experience (Henderson, 2009). Travelers' destination choice may be significantly affected by the destination's culinary richness and offerings and can ultimately impact overall satisfaction levels. Destination will use food as the main attraction and will develop marketing strategies that will focus on the food. It is important for marketers of a culinary destination to know the image currently held by its targeted customers and how to affect their intention to visit through effective marketing strategies. Frochot (2003) recommended food images can be utilized to exhibit the cultural aspects of a country. As such, destinations can use food to represent its "cultural experience, status, cultural identity, and communicating" (p.82). Further, Hobsbawm & Ranger (1983) argued that cuisines that are highly known for their taste and quality can be developed into tourist products.

3. Marketing Tools to Promote Food Tourism in India

a. The "Incredible Tiffin" Campaign Ab Karim and Chi (2010) contend that cuisines that are distinctive and renowned for their taste are well suited to be developed and promoted as a tourism product. In recognition of culinary tourism's potential impact on the tourism economy, the Ministry of Tourism, India launched the culinary offshoot of the Incredible India campaign, aptly christened Incredible Tiffin in May, 2012. As V. Sunil, who led the advertisement campaign for Incredible India recently quoted, "we can't sell the Taj Mahal and backwaters forever" (Gill, 2012, Para. 6). In addition to tourism promotions, the initiative also aims to research and document regional cuisines (Budhraj, 2012). As an unprecedented aspect of culinary promotion of India, Indian wines will also be featured as part of the campaign.

b. Culinary Classes in Tourists Itinerary Latest addition to tourist itinerary is a peep into what's cooking in an Indian kitchen. Indian cuisine is famous all over and since India attracts tourists from various countries, tourists enjoy a firsthand experience at cooking desi khana by visiting houses here to learn how to cook authentic Indian food.

➤ Flavours of India

Indian meal with our curries, spices and with various flavours has always been treated like an art. And now this art is leading international tourists into the Indian kitchen. "One of the main reasons behind the increasing popularity of the trend is the desire to know more about Indian lifestyle, culture and tradition. And food is undoubtedly an important ingredient of Indian lifestyle," admits Sameer Gupta, a culinary expert with 30 years of experience. Gupta, who has served food to dignitaries like **George Bush, Prince Charles and Lady Diana**, has been teaching the art of Indian cooking to international tourists visiting Jaipur. His house in Jawahar Nagar is frequently visited by groups of tourists for cookery classes. Tourists come for classes; they ask to teach them the way to cook authentic food without compromising on its ingredients. Now they want to learn dishes exactly prepared in Indian style. At times they also ask us to organize lunches and dinners to see how Indian families sit and eat together.

➤ Culinary heritage, a mirror to real India

It is not just the experts and luxury hotels that the tourists want to visit. Their search of authentic food takes them to simple households. That is where they want to learn Gattekisabji, curry, Papadkisabji, Mangodikisabji, dal, Baining ka bharta, sweet dishes like kheer and halwa. The tourists even want to sit with families and relish the delicacies. Indian restaurants do serve the most delicious dishes, which do satisfy their palates, but tourists like to visit to these homes to experience real India. Tour operator Sanjay Kaushik of Rajputana Holiday Makers says, "Five star and seven star hotels display luxury and hospitality. But today our international travellers want to see real India, Indian values, our culinary legacy and the Indian way of life. And that is why we take them to visit families, where they learn art of cooking as well."

➤ Flavour plus medicinal

Indian food is just not rich in taste but high on health too. They want to learn because of the fact of medicinal advantages of Indian spices. They know that the Indian delights laden with ghee and spices have lots of nutritional values as well and can cure many diseases. We take them to the market to buy wonder spices like black pepper, red chili, saffron, turmeric and cinnamon loaded with health benefits. **Places to Take India Cooking Classes on a**

Culinary Holiday

- The Pimenta-Spice Garden-Bungalows-Cooking Holidays - Kochi (Cochin)
- Akriti Eco homestay Nilgiri Mountains, Tamil Nadu
- Silom House and cooking school, North Goa
- Bengali cooking classes, Kolkata, West Bengal
- Private cooking class in a Indian home, Delhi
- Spice Paradise cooking class, Rajasthan

c. Food Festivals to Promote Tourism

Food festivals of India are a vibrant representation of the myriad tastes of the country, complete with the exclusive delicacies and food-items belonging to the Indian states. Such festive events offer lip-smacking, delicious food, snacks, main courses food items, desserts and various kinds of food preparations with fruits, desserts and a host of several other ingredients to its visitors. Some of the celebrated food festivals of India include International Mango Festival in Delhi, Sea Food Festival in West Bengal, Gujarati Food Festival, etc., which are thronged by innumerable food connoisseurs and tourists from across the country. The food festivals of the country reflect the diverse cultures and traditions prevalent in the nation, which find expression through its large variety of regional cuisines of the nation. Unique flavours of local cuisines of India creeps its way into these impressive and extremely tempting food festivals, compelling its visitors to indulge in some of the most delectable food dishes.

➤ Delhi Tourism's DillikePakwaan Festival

The Delhi Tourism's week long annual event on culinary delights "DillikePakwaan" at Baba Kharak Singh Marg in Delhi witnessed a new attraction "KhaooGali" with street food vendors associated with the **National Association of Street Vendors of India (NASVI)** putting up their stalls there to showcase their culinary expertise, acumen and brilliance. Thousands of people have thronged the KhaooGali street food stalls and realized how such street foods were adding charm and diversity to the festival which otherwise is mainly dominated by the big caterers and food chains. Tourists from United States, Britain and Germany visited the street food stalls and relished special tikki, jhaalmurhi, soyabeenchaap, rumali roti with kadhahi ka paneer and garlic soaked special kababs. Street food is a treasure

house of local culinary traditions and is increasingly playing an important role as an enhancer and force multiplier of tourism sector. Asian street food is considered as the best in the world. The street food stalls under the stretch of KhaoGali are serving lip smacking luscious items including dahi kabab, potato veggies, dahibhalla, garlic chholekulche, namkeen chirwa, soybean veg malaichaap, special tikki and golgappe, shevpuri, jhaalmurhi, drypuri along with varieties of paan. Besides the stalls of quintessential chaat, kababs, biryani, parathas and chholebhature, an amazing range of desserts, milkshakes, lassi, churan and pan are on platter in the festival.

➤ **International Mango Festival**

Organised in Delhi, the International Mango Festival is a grand event which continues for two days during summer which exhibits over 550 variations of mangoes which involve '**chorasya**', '**malda**', '**shamasi**', '**himsagar**', '**balia**', '**dhoon**', '**nigarinkheria**', '**ruchika**', '**mallika**', '**amrapali**', '**fazia**', '**alphonso**', '**gelchia**', '**dhaman**' and many others. The Tourism and Transportation Development Corporation (**DTTDC**) arranges this festival in coordination with the National Horticultural Board, New Delhi Municipal Corporation and Agricultural and Processed Food Products Export Development Authority. Famous chefs from luxury restaurants and hotels in India contribute towards the preparation of tasty food dishes and recipes all made from mangoes. Cultural performances and competitions like mango slogan writing and mango eating contests for ladies are essential parts of the festival.

➤ **Kashmir Food Festival**

Delicious, spice foodstuffs, accompanied by a mild taste and very little salt, particularly non-vegetarian items were amongst the main food attractions of the Kashmir Food Festival which is celebrated in the month of January. It continues for a period of ten days. The various culinary delights of Kashmir are introduced in this food festival of this northern Indian state. Kashmiri platters are enriched with superbly delicious dishes like '**Aloo Choora**', '**SurkhAngeri Paneer Tikki**', '**Nadru ka Choorma**', '**Akhrotki Chutney**', '**BadamSubzShorba**' (soup), '**Bhodarwa Rajma**', '**ChyokeWangan**', '**Mutter Mushroom**', '**Madhur Pulao** or sweet rice, '**Sada Chawal**', '**Kashmiri Lavasa Bread**', '**Paneer Kaliyan**' and others. Though the regional inhabitants of Kashmir are not quite fond of sweets, Kashmiri Food Festival is also a spectator to the preparation of sweet dishes like 'Halwa' and 'Rasmalai'. 'Kahva' or green tea, which is a popular health drink of Kashmir, is also offered in this festival. Spices like saffron, cardamom, cloves, cinnamon, etc are employed to add to the tastes of the various food items.

➤ **Gujarati Food Festival**

Every year, an elaborate food festival is organised in the western Indian state of Gujarat, known as the Gujarati Food Festival which bears testimony to the wide combination of Gujarati food dishes which comprise '**Jalebi**', '**Rabri**', '**MethiMuthiya**', '**Bhindi Sambhariya**', '**Surti Dal**', '**Gujarati Kachori**', '**Gujarati Kadi**', and a series of other amazingly wonderful delights which are exclusive to this Indian state. Chefs of renowned hotels and restaurants of Gujarat participate with enthusiasm.

➤ **Bangalore Restaurant Week Festival**

Bangalore Restaurant Week Festival is an interesting food festival which is observed in the city of Bangalore, Karnataka. A vast number of chefs belonging to different restaurants as well as food lovers from Bengaluru readily participate in this recurring food festival. In the

year 2010, Bengaluru witnessed the celebration of one of the grandest food festivals of the country, in which about 74 restaurants enjoyed active participation in numerous festival events associated to it. Many shopping malls also played a crucial role in the Bangalore Restaurant Week Festival. Various types of contests, quizzes and competitions were held during this impressive food festival of Bengaluru. Expert chefs had been invited as judges for the numerable contests.

➤ **Sea Food Festival of West Bengal**

A great Sea Food Festival is organised in the eastern Indian state of West Bengal, especially in places like Digha, and other popular sea-beaches in this state. Various kinds of non-vegetarian foodstuffs are savoured by the tourists and food lovers who attend this famous Food Festival.

4. Food Tourism Market Size in India

The market dimension for culinary tourism mostly dominated by the inbound and outbound tourist that widely encompasses all the segments of tourism because the tourist when step out thinks about his food and accommodation which are barely necessary if it may not be his purpose other than the culinary. so it is always a speculative purpose of culinary tourism is fulfilled in a two way fashion. So the culinary aspect of tourism is directly intentionally and indirectly speculatively needed and demanded and also fulfilled. The number of Foreign Tourist Arrivals (FTAs) in India during 2012 increased to 6.58 million from 6.31 million in 2011. The growth rate in FTAs during 2012 over 2011 was 4.3% as compared to 9.2% during 2011 over 2010. The growth rate of 4.3% in 2012 for India was better than the growth rate of 4% for the International Tourist Arrivals in 2012. The above statistical survey gives a crystal scenario of foreign tourist and which captures the culinary market directly and indirectly (source: MOT. Gov. of India). The domestic survey of leisure travelers in India found that 37% engaged in culinary related activities. The International Culinary Tourism Association predicts that this will grow rapidly in the coming years. According to India Today survey a profound share of Indians has made culinary activities part of their travels in the last three years due to the cause of strong influence towards food and exploring the novelty on foods.. In India, food tourism is estimated to be worth nearly \$2billion each year. The culinary tourism pursuit is also solely guided by the different food and drink festivals happening all the year round in different places in India which gives unfailingly gastronomic experience. That's the reason the market size is increased by leaps and bounds, and within a very short period of time there will be millions of culinary tourist travel to India each year.

5. Conclusion

“ATITHI DEBO BHAVA” which signifies the true essence of **“INCREDIBLE INDIA”**. A land which always gives the immense and profound respect even to the strangers not only with a glass of water but also make them delighted with sumptuous meal which carves its stepping stone to the culinary activities. India is such a country where its culinary dimension is best projected due to its natural grandeur, its picturesque location, snowcapped mountains and lush green valleys, cool climate and above all the hospitable people. Therefore culinary is bestly and finely experienced in India because every hundred meters, the food dimension changes and a tourist can enjoy the different food with different experience which is nowhere found in the world. This article revealed that although India has unique and fabulous natural offerings it is not able to cash upon them due to lack of various facilities. The best interest of the tourist is not met due to the lack good necessities like amenities, food and water and proper infrastructural facilities like accommodation, transport, accessibility,

etc, which were found lacking in certain cases. India has such a bountiful culinary repository that has spreaded all through the regions, if this culinary hidden treasure is explored and implemented in an efficient and effective way then with in a very short span of time, India will place itself as the culinary hub in the global map.

- Government of India should strike out the concept tourism as a business activity; rather it should imbibe as a facilitator for the development and upliftment of the social cultural and economic aspect of both people engaged in it and the society.
- To make Culinary Art as a front line in whole tourism system, the government of India needs to organize various food festivals showcasing regional cuisine, set up mega food parks and food courts near popular tourist destination, wine and beer festivals should be conducted in various parts of the country.
- Insisting the hotels and restaurants, both private and governmental, to offer Indian dishes and that should be made mandatory, and the live kitchen should be set up to showcase the art of Indian culinary in a visualize manner.
- Indian government has to focus more on the rural tourism, where the ancient cuisine can be explored and the tourist can experience the natural organic food.
- The ministry of tourism, Govt. of India should come forward to set up more & more hotel management & food craft institute in the country to bridge the gap in hospitality sectors.
- Also the ministry of culture & tourism, Gov. of India should give more emphasis on CBSP, HUNAR SE ROZGAR TAK PROGRAMME where the below poverty line students will get an exposure and learn the culinary artistic skills which will help in future to heighten the Indian cuisine to a greater extent.
- Govt. of India through the Railway sectors must be given a boost to the regional cuisine by providing the food from the regions which the trains are travelling.

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