

A Study on Food Festival At Global Venues in Indian Tourism

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ABSTRACT

Strategic planning is as a process of analyzing its strength and weaknesses in its current and prospective markets. Strategic planning also evaluates the present situation and decides where it wants to reach. The strategic planning defines the activities and action plans to achieve its aims. Marketing campaigns of tourism are the action plans based on the strategic planning for tourism development. 'Campaign' describes about the co-ordinated programme of marketing activity in general field of promotion and distribution, designed to influence and mould customers behavior. The Ministry of Tourism, Government of India, designs the national policies for the development and promotion of tourism in India. Food is the sense of identity and has got a kind of cultural power in it. Food is one of the essential elements of the tourist experience. Food brings in bondage amongst the people. Viewing, all the preceding facts, researchers, decided to take up a study on the topic entitled, "Food Festival at Global Venues, A Strategic Tool to Promote Indian Tourism". The main objectives of the study is to find out the ways in which the Indian Food festivals could be organized abroad to promote the Indian Tourism. The paper has been divided into the following sections: Introduction, Objectives, Methodology, Review of Literature, Discussion, Conclusion and References.

Keywords: Tourism, Marketing, Event Management, Cuisine, Festival.

1. INTRODUCTION

Tourism has today, emerged as the fastest growing industry in the world. Tourism is a major engine of economic growth and an important source of foreign exchange earnings in many countries, including India. It has great capacity to create large scale employment of diverse kind, from the most specialized to the unskilled and hence can play a major role in creation of additional employment opportunities. It can also play an important role in achieving growth with equity. The Ministry of tourism has the main objective of increasing and facilitating tourism in India. Several reasons can be put forward for the growth in attention to food as an area of interest for tourism study. As food practices have changed over time, dining out in travel destination has become more than just necessity and is an extra 'tourist experience' that can affect the overall evaluation of the travel experience. However, food is a very much overlooked and unsung component of the tourism literature.

Keeping the present activities of the Ministry of Tourism, Government of India, it is desired to take up a study on how an Indian Food Festival can be used as a tool to promote Indian tourism abroad. Indian Cuisine comprises a wide variety of regional and traditional cuisines native to the Indian

subcontinent. Given the range of diversity in soil type, climate, culture, ethnic groups, and occupations, these cuisines vary substantially from each other and use locally available spices, herbs, vegetables and fruits. Indian food is also heavily influenced by religious, regional, cultural choices and traditions.

Historical incidents such as foreign invasions, trade relations and colonialism have played a role in introducing certain foods to the country. For instance, potato preparation, a staple diet in some regions of India, was brought to India by the Portuguese, who also introduced chillies etc. Indian cuisine has shaped the history of international relations; the spice trade between India and Europe was the primary catalyst for Europe's Age of Discovery. Spices were bought from India and traded around Europe and Asia. Indian cuisine has influenced other cuisines across the world, especially those from Europe, the Middle East, North Africa, sub-Saharan Africa, Southeast Asia, the British Isles, Fiji, and the Caribbean.

2. OBJECTIVES

- [1] To ensure the increased consumer exposure to product and increased opportunities to sample product
- [2] To ensure marketing intelligence on products (feedback from potential customer)

3. REVIEW OF LITERATURE

Food is an integral part of the experience, it is only in recent years that it has become a subject of study in its own right (Michael Hall C., et al, 2006). The traditional food-service traditions can be observed and local food events and customs that have their roots in that region can be showcased (Bode, W.K.H. 1994). One of the key components of the relationship between food and tourism and regional development is that of the promotion of local food (Hall, 2002). If India wants to make it to the top 10 in the international tourism market then it will have to revamp its strategies and re-woo its tourists. (Hugh, Colleen Gantzer, October 13, 2016)

DISCUSSION

During 2016, the number of foreign tourist visits (FTVs) to the States/ UTs was 24.71 million as compared to 23.33 million in 2015 registering a growth of 5.92% over 2015. The share of India, in International Tourist arrivals is 0.68%. India's rank in International Tourist arrivals is 40th. The share of India in International Tourism receipts is 1.71%. India's rank in International Tourism receipts is 14th. To increase the percentage of inbound tourist in India, the research paper has been put forward as a tool. The paper reflects the strategic approach to design and use Indian food festival as a tool to campaign and promote Indian Tourism Abroad.

STEP: 1 PREPARE THE LIST OF FAVORABLE COUNTRIES

Not every country or regions might be the appropriate destination for all purposes. As every country has its own challenges, which can make it more difficult to solve our purposes. Therefore, in first step we need to focus only on those countries from where FTAs is higher.

STEP: 2 IDENTIFY THE LOCATIONS AND THE VENUE

The Ministry of Tourism, Government of India, through its 14 offices overseas along with the officials from the Ministry of External Affairs may identify location for a 3 days event for approximately catering 1000 covers per day. The requirements for the food festival with cultural show, video outputs and sculptures could be as follows.

- If Indoor, approximately 15,000-20,000 Sq. ft. area for Cultural, Theatre Style Seating / Club Seating and Buffet Counters with Live Counters.
- If outdoor then a size of a Football Ground would be fine.
- Note: The event can be tailor made as per the requirement and availability of space.

STEP: 3 PREPARATION OF MENU AND LIST OF INGREDIENTS/ITEMS REQUIRED FOR THE EVENT

- Plan and prepare Indian regional menu in consultation with the Indian experienced and professional Chefs and the experts in the field. The Menus may be comprised of the Soup, Starters, Salads, Indian bread, Rice/Pulaos/Biryani, Dhal, Gravies, Indian desserts. The food should be comprised of both Vegetarian and Non Vegetarian dishes. List of the Ingredients should be made on the basis of Menu.
- Note: Ensure to follow all the standards laid down under the Food Safety and Standards Authority of India (FSSAI)
- Prepare the list of items required for the preparation and service of the food. Requirement of the tools and equipments and other items would depend on the Menu. The tentative common required items are listed below: Buffet Counters, Crockery, Cutlery, Service ware, Glasses, Napkins, Chairs, High Pressure Burner, Low Pressure Burners, Hot plates, Mixers, Food Processor, Wet Grinder, Meat mincer, Big Utensils (Pans / Bhagonas / Degchis) with lids, Flat Spoons long handle, Big Round Spoons, Graters, Tandoors, Kadai, Sauce Pans, Water Jugs, Basins, Thalies (Full Plates), Rolling Pins, Paraths, Perforated Colanders, Big Bamboo Baskets, Vegetable Container, Red Chopping Boards, Yellow Chopping Boards, Green Chopping Boards, Knives Set, Kitchen work area with Deep Sinks and Running Hot & Cold Water with Sanitizers, Chef Uniform, Dusters, Aprons, Other Protective Clothing's, Gloves for service and Traditional Service Attire, Dust Bins with Trash Bags, Trays, Katoris for display of Ingredients, Marhabans, Clay Pots, Clay Basins, Sakoras for display of ingredients, Refrigerators and Deep Freezers as required.
- Prepare the list of Items for decoration and live shows such as, display models of Monuments with huge backdrops as per the theme, Live Video Screens at Food Stations, Central Four Directional Video Mounts presenting varied Tourism Products of India, Ease in Visa Facilities, Safe and Honorable Tourism and AthithiDevoBhava Concept of Incredible India, Stage for Cultural Show, Lighting, Sound System to support the cultural, Background Instrumental Music and Famous Melodies of Bollywood, Costumes for Cultural, Gajra and Floral Decorations, Festive Décor Material, Live Drums and Shehnai at Welcome Area, etc.

STEP: 4 PLANNING MANPOWER FOR PROFESSIONAL MANAGEMENT OF EVENT

Initially Ministry of Tourism, Government of India, may utilize the human resources from their autonomous bodies that is Central Institute of Hotel Management. The government may select the

Faculties and students from Institute of Hotel Management. Some of the Chefs from India Tourism Development Corporation could also be of great help. The manpower for cultural events and the musical troops may also be organized accordingly.

BENEFITS OF INDIAN FOOD FESTIVAL ABROAD

- Bring out awareness of Indian Cuisine amongst the people in different parts of Globe.
- Importance of ingredients of medicinal value necessary for curing of various ailments will be known.
- Showcasing India will encourage “Must Visit India” feeling.
- People of the World will understand the progress of India and value the Unity in Diversity Concept.
- Understand the various Tourism Products which is available in abundance in India.
- Explore Incredible India through the concept of AtithiDevoBhava
- Sell the Tourism products and Destinations for a Global Bonding
- Experience the warmth of the people of India and the Festive Galore will enhance their confidence to visit India.
- Inbound Tourism will experience a sharp increase helping the economy of India in a big way.
- Infrastructural advancement and increase in inbound Tourism will generate Employment.

4. CONCLUSION

During the study we observed some issues which will advocate in favour of the study. India is the seventh largest country in the world in terms of area but its global share in international tourist arrival is less than 1%. India is the fastest growing economy in the world and increasing the number of foreign tourist arrivals is crucial to sustain this growth. Incredible India and other promotional campaign have done their job of promoting India as a tourist destination for holiday and excursion very well and now we need to promote tourism more than just for holiday and excursion. Therefore, The food festival at global venues, could be a strategic tool to promote Indian tourism abroad.

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