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THE ADVENT OF CULINARY TOURISM, ITS SCOPE & CHALLENGES

Sangeeta Basumatary

Student of MBA Tourism and Hospitality, Lovely Professional University, Phagwara, Punjab, 144411

ABSTRACT

This paper is about the history and current status of culinary tourism and its future scope and challenges. Through this paper the advent of culinary tourism and its growth in recent times has been explained. Culinary tourism is the art of indulging in different food items while exploring different locations. Tourism is a major sector in the world, both in terms of revenue generated and livelihood catered. And in turn food forms a significant source of that and it has a major impact in the tourism development of a destination. Due to this reason culinary tourism has slowly found its place in the enhancement of tourism of a particular region. Even in India, culinary tourism is vastly unexplored. There is a huge potential in the remote regions of the country when it comes to attract tourists solely on the basis of ethnic culinary experience. Every state has its own taste, dish, spices, garnish to boast about. If properly channeled, the potential benefit is immense. Culinary culture is an important factor to promote a destination. In line with these factors, this paper highlights culinary tourism and its future prospects.

Keywords: Culinary, Tourism, Food, Delicacies, Cuisines, Culture.

INTRODUCTION

Culinary Tourism or Gastronomic Tourism or Food tourism all are the same. The purpose of culinary tourism is to travel from one place to another to taste delicious cuisines and drinks. Foods and accommodation are an important aspect in human lives. During travelling, exploring new places for foods by tourists added as a beautiful experience in the whole travel package at minimum costs. Food and beverages directly and indirectly related to culinary activities like tea tasting, cooking shows, cooking classes etc. Culinary Tourism is so popular in itself that in websites people run their own cooking Youtube channels. Rapidly this culinary tourism is growing fast and people are enjoying it, having fun and earning handsome money through it. Culinary Tourism is highly expected in India. Cuisines of different regions never depend on particular regions but also beyond that too. Foods in India are mostly spicy, oily. In India Hotels, Restaurants, Bars, Cafes they all take care of hygiene, maintain good quality and running or presenting excellent reputations in the culinary tourism industry. India is highly presenting new praise when it comes to culinary.

LITERATURE REVIEW

Culinary Tourism & its Definition:

In Culinary Tourism various definitions have been put forward till now. In Culinary Tourism, Economic, Collective, Spiritual, Tangible, Aesthetic places all these are interrelated with Culinary Tourism (Long, 2004). In other words, (Wolf, 2002) Culinary Tourism means “ Experiencing unique and memorable gastronomic tourism to enjoy in search of different cuisines and drinks” (P. 1, Smith and Xiao, 2008). Recently some more pleasant content regarding Culinary Tourism has been introduced. Offering “Satisfaction” to the tourist is the main purpose in Culinary Tourism activities (P. 1-2, Hjalager & Richards, 2002). Hence it is proved that Culinary Tourism is all about experiences. Several ideas have been newly introduced regarding the leisure and tourism sector (Breejan 2007; Csikszentmihalyi, 1975; Holbrook & Hirschman 1982; Li 2000; Ritchie & Hudson, 2009; Turner & Bruner, 1986, Csikszentmihalyi (1975) they are the first who contributed their ideas regarding leisure and tourism experiences. One of them describes that “ Culinary Tourism experiences is all about multi- functional activities which includes enjoyment and studying “ (Li; 2000).

The Advent of Culinary Tourism:

In the 21st Century travel motivations took various changes where people started taking shorter holidays but more habitually. Time to time more and more new destinations are developing smoothly to satisfy tourists (Lopez-Guzman et al. 2009). Delicious Cuisines and drinks have always played an important role in tourists' lives. Although delicious cuisines and drinks are regularly supplied by hotels, resorts, restaurants, bars and cafes.

Recently cuisines and beverages have changed according to (Hall 2004). Cuisines and drinks have become one of the important elements in tourists' lives according to research and study even though it is developing day by day. Cuisines and drinks are now parts of festivals and cultures. It is a wonderful experience which tourists experience and enjoy in various ways: cooking classes, gourmet dining, and many others (Hall and Sharples 2003). Culinary tourism is an important element of regional agricultural and economic growth and market. Even social media is highly interested to cover the topic regarding foods and drinks in their own individual channels. Various Television Channels and magazines, radios, internet, cooking shows highly interested to focus on food and beverages. One can say food and beverages is a global topic to discuss. Moreover millions of researchers are highly interested to take a focus on this interesting topic. Young generations have lots of knowledge regarding foods and beverages and also food and beverages play a role in their daily life or holidays. Different states, regions have their own various cuisines and drinks. They have their own tastes and speciality. Culinary Tourism is interconnected with destination marketing and management. In Fact there are various tourists who love to travel to various destinations to taste various cuisines.

Market Size of Culinary Tourism:

Market size of India is mostly measured by national and international tourists which largely cover all the measurements for the tourists because foods and drinks, accomodations is one of the important elements about which all the tourists focus in their everyday life even if the person is not a culinary tourist. In India during 2012, 6.58 million foreign tourists increased from 6.31 million in 2011. The Growth Rate 4.3% was during 2012 over 2011 for foreign tourists arrivals and 9.2% during 2009 over 2010. The growth rate of 2012 was far better comparing the growth rate of International Tourists Arrivals in 2012. The above mentioned survey gives clear information regarding foreign tourists which pass information regarding market strategies directly and indirectly and in India 37% leisure tourism is related with culinary activities, even the International Culinary Tourism Association predicted that it will grow more stronger in future (source: MOT. Gov. of India). Culinary Tourism in India is nearly worth \$2Billion on an annual basis. In India Culinary Tourism is solely guided by drinks and cuisines in fairs and festivals where different states or regions have different types of foods to taste.

That's the reason why in India market size is growing rapidly so fast every year and in that prospective India has a great future in the Culinary Tourism Sector.

Culinary Tourism is a Culinary Tourist:

In everyday life foods and drinks are a necessity in human beings life but for many people foods and drinks are passions in life. Foods and drinks are also considered as joy and fun, ceremonial experiences while travelling from one place to another. While travelling to any new destinations breakfast, lunch and dinner are considered as memorable experiences in life (Mitchell & Hall 2003). Culinary tourism has various visions in various names.

Many researchers say that lack of information is there when they try to research regarding the behaviour or motivation of food tourists (Hall & Sharples 2003, Bessiere 1998). Researcher had found that during travelling in happiness tourists spend more money in culinary tourism during holidays (Murray 2011). Newly researchers had invented that difference between culinary tourism and wine tourism to use this newly gained knowledge for focused and precise marketing (Hjalager2003, Ignatov 2003 cited Mason & O'Mahony 2007). Mitchell, Hall and McIntosh (2000, p. 188 cited Mitchell & Hall 2003, p.61) shown that "shopper conduct research is significant for partners in wine the travel

industry since it can help give significant experiences into who the wine vacationer is, the thing that spurs them to visit a winery, take a guided visit, go to a wine celebration or buy wine and why, consequently permitting advertisers and directors to adequately target what's more, create markets. There is various more information gathered when it comes about wine tourism compared to culinary tourism. Places like Europe, Australia, New Zealand are busy in collecting information regarding wine tourism to boost the marketing products (Carmichael 2005, Charters & Ali-Knight 2002, Tassiopoulos 2004 cited Mason & O'Mahony 2007).

Different Types Of Indian Cuisines:

India is a land of diversity with different fragrant cultures, religions, locations, colours and different cuisines of different places also one and only land of country where different cuisines are available of all religions all over the places.

- **Kashmiri Food-** Kashmir is one of the beautiful states in India and kashmiri cuisines came out from the land of Kashmir. In Kashmir staple food and rice are extremely popular. Meat is an important or major component of Kashmiri cuisine and food diet. During festivals, traditional functions they don't use garlic and onion on their foods or cuisines although curd and hing is their major ingredients they use in their traditional food items and fresh fish is also their favourite dish.
- **Maharashtrian Food-** In Maharashtrian food lots of coconut and fish are used at their cuisines even peanuts and cashew are used regularly with vegetables items. Maharashtra is also known or famous all over the world for Mangoes. In Maharashtrian cuisines lots of species are used at their cuisines and even they use large metal plates to eat their meals. In Maharashtrian foods they love to eat non veg items like meat, fish, egg and ukdiche modak, Aluchi patal bhaji, and Thalipeeth are few of their Maharashtrian famous dishes.
- **Bihari Food-** States like Bihar, Jharkhand, Eastern U.P, Bangladesh, Nepal, Mauritius, South Africa places and few urban areas where Nihari people are living at those places. Bihar states are mostly guided by Buddhist and Hindu people for their peaceful nature of the society. Bihari people love to eat vegetarian foods but in traditional functions they also love to eat fish, meat. Milk, yogurt are mostly used in their cuisines. Bihari Chicken Masala, Bihari Boti, Sattu Paratha, Litti

Chokha are famous dishes of Bihar.

- **Goan Cuisine-** Goan or Goa is known for specifically non- non-vegetarian. The cuisine of Goan is a mixture of three food cultures that is Hindu, Portuguese, Christians cuisines. Coconut is one of the prime fragments in Goa or Goan cuisines. Pork and chicken is very popular in Goan cuisines. Small red chillies are used most to make dishes hot spicy.
- **Hyderabadi and Andhra Cuisine -** In the state of Hyderabad and Andhra most of the people are Hindu and Muslim. Tamarind as a souring agent is essentially used in Hyderabadi Cuisine. For the fragment of chillies Andhra cuisines are extremely spicy. Main course- Rice, dal, vegetables like ladyfinger, yum, brinjal included.

Challenges in Culinary Tourism:

Culinary Tourism is highly affected by various tourism sectors such as economic, technology etc. At one point of time training, education will grow and will help to promote new delicious dishes and demand is getting higher day by day on the basis of employees. When it comes to Culinary Tourism even the government is also helping financially (Hall, 2005; County, 2005). By the year 2015 holiday packages, health tourism, medical tourism will highly regulate the destination development by the people aged above or more than 50 (Hall, 2005). Future Foundation (2008) that in the 1950s to the 75% ratio of working married women has increased at present. The North American Lifestyles prove that older generation people prefer to travel more because they have a heavy or handsome amount of money. People who are more interested in culinary tourism spend \$1,200 which is an average where more than one-third amount of money is spent into culinary tourism activities and culinary tourism is somewhere one of the main elements in travel budgets (International Culinary Tourism Association, 2012). The Government also takes care of funds of this industry. In terms of food culture even globalisation is also experiencing the tastes of cuisines. Hence it proves culinary tourism is an important and positive prospect across the nations.

Scope in Culinary Tourism:

In India Kerala is known as God of its own country and more Kerala has great capacity to explore culinary tourism. Tourists from other countries come to Kerala to explore Culinary Tourism and to learn Culinary Tourism. More than 50% of the 1.17 crore who come to visit Kerala consists of ladies around 2013. Kochi, Kumbalangi, Kumarakom, Vaikom, and Kovalam have already implemented village tourism and culinary tourism projects. In Kerala when responsible tourism started people of the local communities started serving food from there home at Kumarakom and this turned into many advantages for local women of the place. Not only domestic but people travel from all abroad started like and it became a big advantage to promote widely. The state Kerala is also known for its own homemade spices.

SCOPE OF STUDY

This study is focused on “The Advent of Culinary Tourism, Its Scope & Challenges”. India is a land where Culinary Tourism Plays an important role even boasts various cuisines and drinks of different regions. Even in Global perspectives also Culinary Tourism is developing widely and also tried to analyse the market strategy of Culinary Tourism. The study analyses the rich of Culinary Tourism and even highlighted various cuisines in different regions. Through this study, tourist point of views for culinary Tourism has been analysed.

OBJECTIVE OF STUDY

- Spotted various Culinary Tourism definitions have been put forward till now.
- Observed that Delicious Cuisines and drinks have always played an important role in tourists' lives. Although delicious cuisines and drinks are regularly supplied by hotels, resorts, restaurants, bars and cafes.
- Observed Various Television Channels and magazines, radios, internet, cooking shows highly interested to focus on food and beverages. One can say food and beverages is a global topic to discuss.
- Highlighted and discussed about various Indian Cuisines like Kashmiri Food, Maharashtrian Food, Bihari Food, Goan Cuisine, Hyderabad and Andhra Pradesh Cuisine.
- Discussed about how Culinary Tourism is Challenging in various perspectives.
- Observed and Discussed about how Culinary Tourism has scope in the state of Kerala.

RESEARCH METHODOLOGY

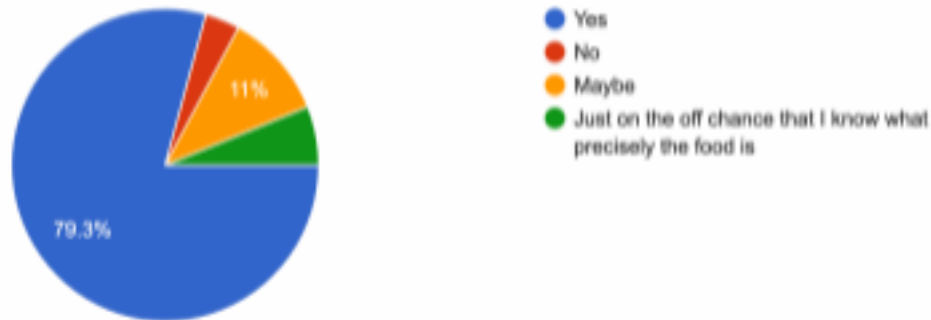
For the purpose of this research paper, a secondary research method was adopted for the most part of the details. The initial part of the study, relevant journals, publications and books were reviewed to understand the advent of culinary and its scope and challenges in industry. On the second part primary data has been used to collect information and to collect those data surveys by raising questions. The survey was conducted and circulated on 13 March and the responses which were received were from different ages, residences and different employment status which helped to understand their understanding regarding “ The Advent of Culinary Tourism, Its Scope & Challenges”.

Observation:

The questions which were conducted during the survey for this research paper. They are:-

1. While you are on vacation would you say you are eager to try new food?

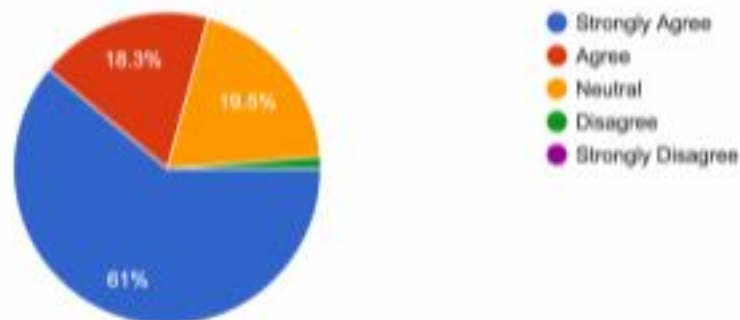
82 responses



- Through the above question we tried to understand the enthusiasm of culinary tourists when it comes to trying out new food on vacation. Based on the survey, we observed that almost 80% of people are open to a new culinary experience when on vacation.

2. Cleanliness is a significant factor while picking your food objective for movement?

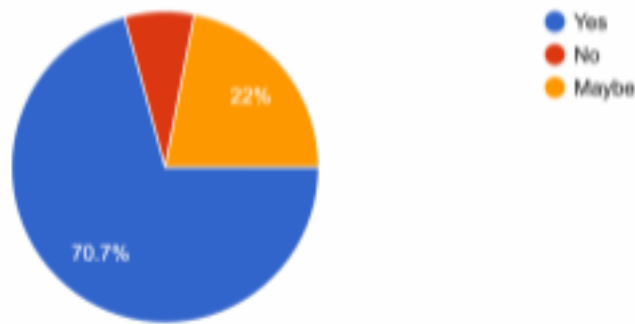
82 responses



- Through the above question we tried to understand whether cleanliness is an important factor while picking food objectives. More than 60% of people responded in favour of cleanliness.

3. Will a positive food experience with new flavors urge you to venture out back to that specific place?

82 responses



- Through the above question we tried to understand that more than 70% of people love to visit the same place of the venture if their experiences come out into positive perspectives.

CONCLUSION

Culinary Tourism is an important aspect of Indian tourism industry. These cuisines and delicacies also provide an insight into the culture. Traditional food has its importance from a social, cultural and economical point of view. It preserves the tradition of a region as well as attracts tourists to the destination. Globalisation is a good thing as it expands the horizon. Indian ethnic delicacies and cultural artefacts have found their place all around the globe. The demand gradually keeps increasing and it creates a positive impact on the host region. At the same time if not vigilant, due excessive exposure to foreign elements the culture and tradition stands to be diluted. There is a vast ocean of knowledge in the culinary domain, which is very sparsely tapped into and through this paper a part of it was highlighted.

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