



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

STUDY ON THE IMPACTS OF CULINARY TOURISM IN INDIA

Dr. Girish Sankpal;

Anjuman I Islam CHTMSR

Mr. Ajit Mhatre

Anjuman I Islam CHTMSR

ABSTRACT

With India's rebranding as a tourist destination, the importance of food in luring visitors is gaining traction. This is due to the mutually beneficial link that exists between cuisine and tourism. The cuisine of a tourist site has a significant impact on the overall quality of the tourism experience. For many years, countries like India, which is recognised for its unique cuisine, have used their cuisine as a successful advertising and positioning tool. The purpose of this article is to look into the impact of culinary tourism in India. Tourists are willing to pay a premium price for high-quality cuisine since they are willing to travel vast distances. Local companies, agricultural products, and traditional businesses should all benefit from culinary services. It contributes to a region's economic development. Every tourist destination has its own culture and history. Tourists recall the flavour of a food they haven't tasted in a long time, which adds to their enjoyment of the trip.

Keywords: Culinary Tourism, Tourists, Ecosystems, India

I. INTRODUCTION

India is a conscious voyage in and of itself, a mash-up of cultures, history, and vibrant geographies. All of these features represent the fusion of culture with which India captures the hearts of every tourist, from snow-capped Himalayan peaks to lengths of shoreline, natural greenery to spiritual depths, and a kaleidoscope of cultural hues. The tourism industry in India is one of the country's most important service businesses. The basic goals of this sector are to promote and grow tourism, maintain India's attractiveness as a tourist destination, and improve and

extend existing tourism products. The travel and tourism industry is strategically important in the Indian economy since it provides a variety of socioeconomic benefits. Jobs, revenue, and foreign exchange, as well as the development of other industries such as agriculture, construction, and the arts and crafts. India's tourism business is one of the most important service industries in the country. As India becomes increasingly popular as a tourist destination, the importance of food is becoming more obvious. The culinary tourism potential of India is enormous.

In today's world, everyone is concerned about their health and places a premium on nutritious foods that come in a variety of flavours. Tourism is a standout service industry in the service industry. Food is an important aspect of the tourism sector since it attracts visitors and treats them well. Culinary services, food guides, new dishes, recipes, cookbooks, restaurants, cooking classes, farm weekends, and other services are included. Culinary tourism has emphasised the preparation of novel cuisine, dishes with diverse fresh ingredients to increase the flavour of food, and coming up with fresh food as a commercial approach, as well as highlighting the preparation of local and traditional food with its original flavour. Culinary tourism piques tourists' interest in the culture of the destination while also providing dietary information. The success of tourism is determined by the services provided to visitors by the tourism sector. Food is an inextricable part of culture, and travellers must immerse themselves in it through culinary service. Every visitor has faced the fundamental problem of deciding what to eat, which foods provide satisfaction and make the tourism experience more enjoyable. India is a melting pot of civilizations; each state has its own food culture that is distinct from the others. Because the cuisines of that location are so unique and authentic, most travellers must travel several miles to taste a certain dish. To assure tourist satisfaction, culinary tourism must grow. Every human being requires food to survive. It has to do with meeting physiological requirements. Every tourist should be impressed by the culinary organization's high level of service. Tourists are impacted by the appearance of food, serving plates, scent, and taste, as well as the quality of food and plate decoration.

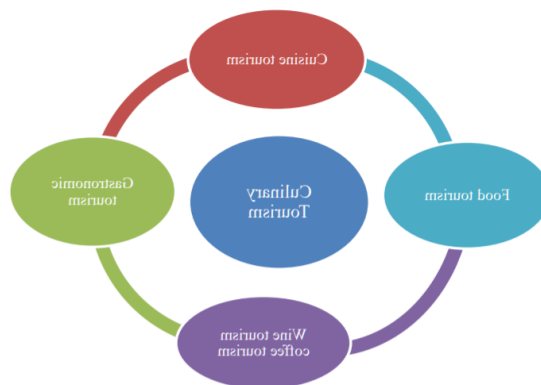
II. CULINARY TOURISM

India is separated into different states, regions, and states, each having its own culture and cuisine strategies. Tourists visiting Kerala must eat idiyappam with curry, erissery, pattu and kadala curry, fish, appam with stew, dosa ghee roast with Kerala style sambar, and idli sambar, among other dishes. It enhances the experience of a one-of-a-kind taste of Kerala's culture and history. Butter chicken, tandoori chicken, aloo paratha, Makki di roti, and lassi are all popular dishes in Punjab. Maharashtra is known for street cuisine such as Mumbai's vada pav, pudachi wadi, zunka bhakari, pav bhaji, Puran Poli missal, and bhel puri, among others. It's a one-of-a-kind and unforgettable dish that can't be found anywhere else. In the worldwide struggle for more money, culinary services will have the most significant chances to establish a local product. During their travels, tourists often spend nearly half of their budget on food and drink. Travel, food, and lodging are all included in the packages offered by tourism companies. It can assist in the development of small and local food enterprises by giving financial assistance. Culinary tourism can assist in the expansion of local enterprise, and everyone has been drawn to different places,

foods, cultures, and so on. Many individuals travel in search of delectable traditional and regional cuisine with distinct flavours.

III. TYPES OF CULINARY TOURISM

There are various types and forms available for culinary tourism which is explained as follows:



1. Cuisine Tourism- Cuisine is a type of cooking that employs unconventional methods, ingredients, and recipes. It is associated with a distinct culture and geographical location. Local cuisine is made with traditional, custom-mixed ingredients in recipes that affect the local culinary technique. Local ingredients are used in the cuisine, which are readily available and popular in the area. The key elements that influenced food tourism were climate and trade. There are several diverse cuisines in India, each with its own unique qualities and characteristics. In Kerala, for example, idli sambar is a specialty; in Maharashtra, zunka-bhakari, Puran Poli, and vada pav are popular; while in Kashmir, meat, rice, and vegetables are readily accessible. Indian cuisine varies according to culture and area. Customers can find a range of local, cultural foods in hotels, cafes, restaurants, street stalls, and food markets.

2. Gastronomy tourism — gastronomic tourism introduces visitors to new tastes and flavours in a particular place. The tourist sector provides great meals designed for a specific event. It is a specific culinary product that provides rules for landscape maintenance, regional economic growth, and describes native culture. Culinary service acts as a standardised method for the advancement of local and regional cuisine. It has prompted visitors to seek out new ways to learn about native culture through food and drink. By presenting tourists with the experience of native culture, environment, convention, belief, and desire, culture, the specific region, provides amazing food and drinks. It has the potential to encourage visitors to return.

3. Wine tourism and coffee tourism- it encompasses all concerns pertaining to wineries and wine areas. An inspection of a vineyard, grapevines, wine terraces, wine festivals, and shows that experience grape wine tasting can be classified as this. It concentrates on the wine region in order to attract tourists. It gives essential information on the wine region's history, culture, production process, and tradition. It covers wine supply and demand, wine knowledge, and the connections between cultural heritage, wine image, and branding. It draws wine lovers to

tastings and informs them about wineries they should visit again. It refers to the pursuit, enjoyment, and benefits of a one-of-a-kind and delectable local and regional drink experience. It entails preparing, serving, and displaying local culture and tradition beverages to customers. It develops tasting rooms to draw tourists to the region and preserve its legacy. It includes the location, as well as the locations where coffee is grown and served, as well as various sorts of coffee consumption. It should concentrate on coffee production and consumption. The native and local traditions and social behaviour that attract tourists govern coffee culture. Traveling for a coffee experience is also an option for coffee aficionados. Tourist awareness and education on coffee, drinking experience, tourists' desires, and the region's culture would all influence coffee tourism.

4. Food festivals and events- The fundamental subject of any festival or event is food, and the food product is referred to as a food festival or occasion. The major goal of the food festival is to provide food and dishes for guests to try, experience, taste, and share various foods and beverages in order to make them happy and satisfied. It offers a wide range of dishes to buy and sample, many of which are representative of the region's cuisine. Many events provide chef notes for cuisine demos. It also participates in culinary competitions. It serves a wide range of foods. It concentrates on religious cuisine preparation methods in the area. It is performed and encourages people to try the local cuisine. It entails travelling in search of a fantastic dining experience. Tourists seek out new foods, new flavours, and traditional, regional cuisine with an original and distinct flavour. Every human being is impacted by the authentic experience of fantastic local food and desires to learn about food culture and sample new cuisines in order to gain a better understanding of native culture.

IV. FACTORS AFFECTED ON CULINARY TOURISM

Culinary tourism is an important factor in the growth of the tourism sector. Traveling in order to improve food enjoyment. The study found the most important elements that influence food and beverage consumption. Culture, local festivals, quality of food, pricing of product and food, food and drink sustainability, staff, chef, and owner of hotels, restaurants, and tourism organisations, and cooperation between the local authorities, business, and tourists are all variables to consider. All of the required criteria have a favourable or negative impact on customer satisfaction and the development of culinary services. Assume that culinary tourism firms deliver high-quality services at a reasonable cost while also offering guests a distinctive taste. Visitors are happy and satisfied in this situation, whereas a lack of quality services causes unhappiness. It has a negative impact on gastronomic tourism. Planning and methods that are effective have a good impact on them. The culinary tourism industry performs research and market surveys for this reason. Tourists are drawn to local cuisine because it offers unique flavours and recipes that provide a high level of enjoyment and a lasting impression. Culinary tourism delivers traditional and unique foods of special importance, beliefs, practises, and attitudes to individuals and communities. Culinary tourism allows a country's cultural character to be displayed. Culinary tourism is influenced by motivation, eating habits, food consumption, tourist behavioural intention, and tourist perception.

V. CULINARY TOURISM AND DESTINATION MARKETING

Culinary tourism is defined as "intentional, exploratory engagement in the foodways of a 'other,' which includes the consumption, preparation, and presentation of a food item, cuisine, meal system, or eating style believed to belong to a culinary system other than one's own". Dining, culinary destinations, culinary tours / sampling tours, culinary arts programmes, restaurants at tourist attractions, food and wine festivals, vineyard tours, rum tours, whiskey and bourbon trails are all included in culinary tourism themes. These examples show how food and beverage elements are positioned as hedonic features of a tourism experience, alongside community-based food trucks, independent 'culinary walks,' and other food-based events. Furthermore, culinary tourism has the unique ability to combine a destination's social, cultural, and environmental historical elements into a single experience. Food tourism may include facilities such as restaurants, events such as food festivals, and activities such as food trails and excursions. Culinary tourism services thus play a significant role in introducing travelers to the destination's native flavors and cultural customs.

The promotion of food as an experience of a location's local culture and image is tightly connected with destination branding. According to, a destination's image is the overall impression that one has of a place, and it is increasingly used to food and cuisine as a measure of the destination's branding effectiveness. found strong, positive support for the relationship between perceived quality and travel intention, as well as the relationship between brand image and travel intention, when they tested the effects of culinary brand equity dimensions on foreign tourists' perceptions and travel intentions to Taiwan. [8] developed a scale for five motivating factors of local food consumption and validated it. While both studies show that cuisine is crucial for destination branding, they only look at consumer perspectives and overlook tourist producer perspectives.

VI. TOURISM ECOSYSTEMS

We can now think of the tourism destination as an ever-evolving space with concrete (physical) and abstract (virtual) dimensions of interactions among host actors and guest actors involved in the production and consumption of tourism services, thanks to ecological and systems theories. The tourism ecosystem space is built on the ideas of host and guest interaction. These interactions take place in both face-to-face and technology-mediated settings, and they align with symbolic interactionist principles, which claim that people form their worldviews based on interactions with significant others, whether in person or through social media platforms. Furthermore, cultural ecosystems emphasise the significance of cultural and heritage as value-added to 'winescapes,' gastronomic events, and festivals in wine-producing regions of New Zealand and Australia. These authors emphasise the interconnectedness and interdependence of actors within the destination ecosystem, as well as their vulnerability to externalities (disruptions, shocks) beyond the destination's physical and virtual boundaries, and argue for strategic collaboration and co-creation among actors.

To understand how tourists attach meaning to place and counter dis(information) connected to the COVID-19 epidemic, advocate for tourism scholars to use symbolic interactionist frameworks to investigate interactions between guests and hosts. Finally, how such meaning is constructed influences travel decisions and behaviors within a destination.

In the post-2020 global travel era, destinations that have made culinary attractions a core component of the experience will most likely need to communicate effectively in order to reassure potential passengers before, during, and after their trips. The safety of the food supply and food systems, as well as people who offer and consume food services, is becoming increasingly crucial. Safety measures and public awareness of these safeguards are crucial in countries like the Caribbean, where 'farm to fork' has become popular.

VII. LITERATURE REVIEW

The study by looked at why local food networks succeed or fail in collaborating with local tourism. The focus of the piece was on local food entrepreneurs and their partnership with local tourism. The study focused on the actions and attitudes of local food networks and tourism, as well as whether their different logics might be used to explain why or why not the growth of local food concepts leads to increased local tourism.

The need for better awareness and information regarding the growing number of food tourists was addressed in study. The main goal was to describe how long-term food participation affects customer behaviour in terms of food consumption and travel. The study made five recommendations on how involvement affects customers' identities, attitudes, motives, and travel behaviour, all of which backed up the survey's findings. The findings have practical consequences for destination management organisations, restaurants, and tourism attractions that serve food, as they cannot ignore the fact that a big segment of the urban population is very interested in food. There were other reasons to provide food that met the standard criterion for sustaining meals, such as being healthful and produced locally.

According to the World Food Travel Association's (WFTA) "2016 Food Travel Monitor Report," numerous American leisure visitors regard culinary activities to be a motive for visiting a region, according to an article. Munch, a limited-edition culinary-focused product produced by Contiki, Toni Ambler, global brand strategy director for Contiki, on how food serves as the original social networking experience, and people involved in food or beverage experiences are among the topics discussed.

In order to uncover latent elements, conducted surveys at several tourist destinations in India to learn about international tourists' food preferences. The study found that tourists' tastes are influenced by five factors: food flavour and quality, food preparation, food localisation and eating etiquette, food tradition and nutrition, and food scent and cleanliness. On the basis of their comments, foreign tourists' convergence was also investigated. Taste

seekers, localization seekers, and experience seekers were defined as three segments based on the investigation. The implications of the findings for marketers and researchers were also highlighted in the paper.

In a study conducted by, the viability of integrating environmental preservation with an agricultural revival strategy that includes food tourism in a handful of national parks was studied. The study had found governance options that might accommodate the well-being of both tourists and food producers, which had necessitated a proactive involvement from national park authorities, particularly in terms of event promotion and development.

The study by depicts the food image of countries such as France, Italy, and others that are known for their popular cuisine. The findings demonstrated that Italy had the most attractive food image and the greatest potential for future visits, as well as substantial positive connections between food image and visit objectives. The study also found that different types of information sources had a substantial impact on visitor buying decisions; this information would be particularly relevant for places interested in promoting culinary tourism.

The goal of study was to examine the role of food in tourism, with a focus on the importance of food tourism and the elements that influence its success. Food is the focus of numerous types of tourism products, according to the study, and is a common theme in marketing by enterprises and destination authorities. Food tourism is already popular and has promising potential, but there are hurdles for the food and tourist businesses to solve, which differ per destination. If the promise of food tourism is to be fully realised, the study highlights the opportunities as well as the obstacles that must be overcome by suppliers and marketers.

The significance of food tourism in building and sustaining regional identities was investigated by in the context of rural regeneration, agricultural diversification, and the formation of stronger links between production and consumption in the countryside. The main focus was on concerns of rural development related to increased tourism impacts and identity. The study also improved environmental awareness and sustainability, as well as social and cultural benefits such as honouring local food production and preserving traditional traditions, skills, and ways of life. The study also drew attention to three important issues: the function of food tourism in increasing visitor expenditure, the potential role of food tourism in prolonging the tourist season, and the re-examination of food tourist typologies in the context of sustainability.

Investigated whether food is a niche or mainstream tourist attraction. The study claimed that determining the value of food tourism in the context of other items in the location requires a more comprehensive methodology. Food consumption may be a pervasive activity for most tourists to sophisticated urban sites, according to the study, and may not be reflective of a specialist sector.

Created a framework and standards for developing and executing food tourism, allowing destination marketers and entrepreneurs to maximise the tourism potential of local and regional food. The researcher had designed a handful of keys to assist the food tourism destination marketing framework, which would give stakeholders with procedures to develop and implement food tourism. The study includes an overview of the essential components

as well as an assessment of the framework and tools that have been created. Guidelines and recommendations for the production, packaging, and marketing of local and regional foods, on the other hand, have been proposed.

VIII. CONCLUSION

When providing culinary services, the tourism sector should consider a variety of variables such as flavour, food type, nutrition, and smell. It can bring traditional and local products into the spotlight in order to attract more tourists and provide customer satisfaction by offering basic information about food tradition in order to learn about the regional history and tradition of certain locations. Tourists are willing to pay a premium price for high-quality cuisine since they are willing to travel vast distances. Local companies, agricultural products, and traditional businesses should all benefit from culinary services. It aids in the economic development of a region. Every tourist destination has its own culture and history. Tourists recall the flavour of a food they haven't tasted in a long time, which adds to their enjoyment of the trip.

REFERENCES

- 1) Agyeman, J., Matthews, C., & Sobel, H. (Eds.). (2017). Food trucks, cultural identity, and social justice: From loncheras to lobsta love. MIT Press.
- 2) Andersson, Tommy & Mossberg, Lena. (2017). Travel for the sake of food. *Scandinavian Journal of Hospitality and Tourism*. 17. 1-15. 10.1080/15022250.2016.1261473.
- 3) B. McKercher, F. Okumus, & B. Okumus (2008). Food tourism as a viable market segment: It's all how you cook the numbers! *Journal of travel & tourism marketing*, 25(2), 137-148.
- 4) G. E. Du Rand, & E. Heath (2006). Towards a framework for food tourism as an element of destination marketing. *Current issues in tourism*, 9(3), 206-234
- 5) Hjalager, A.-M., & Johansen, P.H. (2013). Food tourism in protected areas – sustainability for producers, the environment and tourism? *Journal of Sustainable Tourism*, 21(3), 417–433.
- 6) Horng, J. S., Liu, C. H., Chou, H. Y., & Tsai, C. Y. (2012). Understanding the impact of culinary brand equity and destination familiarity on travel intentions. *Tourism management*, 33(4), 815-824.
- 7) J. C. Henderson (2009) Food tourism reviewed. *British Food Journal*, 111(4), 317-326.
- 8) Kim, Y. G., & Eves, A. (2012). Construction and validation of a scale to measure tourist motivation to consume local food. *Tourism management*, 33(6), 1458-1467.
- 9) Lai, M.Y., Khoo-Lattimore, C. & Wang, Y. (2019). Food and Cuisine Image in destination branding: toward a conceptual model, *Tourism and Hospitality Research*, 19, 238-51.
- 10) Long, L. M. (Ed.). (2004). *Culinary tourism*. University Press of Kentucky.
- 11) M. Boesen, D. Sundbo & J. Sundbo (2017): *Scandinavian Journal of Hospitality & Tourism*. Apr2017, Vol. 17 Issue 1, p76-91. 16p.
- 12) Matiza, T. (2020). Post-COVID-19 crisis travel behaviour: towards mitigating the effects of perceived risk. *Journal of Tourism Futures*.

- 13) Matwick, K., & Matwick, K. (2018). Culinary tourism in central America: a cross-analysis of government tourism websites. *Journal of Culinary Science & Technology*, 16(3), 286-309.
- 14) Palgrave Macmillan, Cham. Milwood, P. A., & Maxwell, A. (2020). A boundary objects view of Entrepreneurial Ecosystems in tourism. *Journal of Hospitality and Tourism Management*, 44, 243-252.
- 15) Rizou, M., Galanakis, I. M., Aldawoud, T. M., & Galanakis, C. M. (2020). Safety of foods, food supply chain and environment within the COVID-19 pandemic. *Trends in food science & technology*, 102, 293-299.
- 16) Robinson R.N.S., Sigala M. (2019) Epilogue: An Ecosystems Framework for Studying Wine Tourism: Actors, Co-creation Processes, Experiences and Outcomes. In: Sigala M., Robinson R. (eds) *Wine Tourism Destination Management and Marketing*.
- 17) S. Ab Karim & C. G. Q. Chi, (2010). Culinary tourism as a destination attraction: An empirical examination of destinations' food image. *Journal of Hospitality Marketing & Management*, 19(6), 531-555.
- 18) S. Everett, & C. Aitchison, (2008) The role of food tourism in sustaining regional identity: A case study of Cornwall, South West England. *Journal of sustainable tourism*, 16(2), 150-167.
- 19) Seo, S., Kim, O. Y., Oh, S., & Yun, N. (2013). Influence of informational and experiential familiarity on image of local foods. *International Journal of Hospitality Management*, 34, 295-308.
- 20) Sthapit, E., Piramanayagam, S., & Björk, P. (2020). Tourists' Motivations, Emotions, and Memorable Local Food Experiences. *Journal of Gastronomy and Tourism*, J 5(1), 17- 32.
- 21) Travel Age West (2017), p1-17. 17p. 13 Colour Photographs.
- 22) Upadhyay, Yogesh & Sharma, Dhiraj. (2014). Culinary preferences of foreign tourists in India. *Journal of Vacation Marketing*. 20. 29-39. 10.1177/1356766713486143.
- 23) Williamson, J., & Hassanli, N. (2020). Sharing, caring, learning: Role of local food in domestic trips. *Tourism Analysis*, 25(2- 3), 2-3.