

Chapter 11:

Potential in Culinary Tourism: A critical Review

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Additional information is available at the end of the chapter

The World is known more like before, after the Covid. The perspective of doing everything has changed except the zeal to carry on and being unstoppable. Last 2 years took people to move from fear to fight and get freedom back. Tourism was the worst hit industry during Covid. Virtual means helped people to deal with various other form of tourism, diplomatic tourism but Culinary Tourism's purpose to make the taste buds alive cannot be done online. In this regard, this paper is trying to analyses the protection related to Culinary Tourism and find out the project trajectory of the Culinary Tourism. As the World has wings now and people not only wants to make their stomach happy but also curious to know the spices, fruits, cereals etc., what they are using comes from where and this curiosity motivates them to travel from Europe to the spice farms of Kerala (India) and so on. This chapter tries to minutely observe culinary ingredients origin, their various dish making, promotion and marketing, various innovation, and recognition practices to make the Culinary Tourism more advanced and popular than ever before.

1 Introduction to Culinary Tourism

Culinary tourism is closely associated with Agri –Tourism that usually focuses on search, enjoyment of food and drinks. The food tourism can be defined as the desire of experiencing the food practiced in a specific region and covers a vast number of opportunities for the gastronomic tourist. Tourism is an important means of regional development (Hall ,2006). It not only helps in developing local resources but also improves economic status of local community. The regional and central governments are also taking initiatives to promote regional culinary delicacy to meet versatile tourist demands at various tourist destinations. The skilled thoughtful, refined cooking belonging to a particular style and group of people, can be defined as “Cuisine” (Long, 2003).

The literature review on culinary indicates that every cuisine has a propensity to be noticeable by a unique “taste” (Fischler 1988 & Goody 1981). Thus, it can be understood that taste is one of the chief decisive factors of genuineness of food served in a tourism – oriented establishment.

2 Literature Review

Tourist travelling to various tourist destination, what is the motive behind their travel, what kind of previous knowledge and background, taste buds they have, what they are expecting from travelling destination, their observation and reaction etc. becomes a matter of concern when planning research in culinary tourism has to be done. The information and feedback from various stakeholders are very important for tourism industry and quiet valuable for future research and destination planning.

2.1 Views regarding culinary Tourism

The Mongolian Cuisine offers different dishes distinct from other cuisines but historically being part of socialist movement, this new democratic country attracts less tourist due to the lack of proper marketing and promotional strategies, which could otherwise have popularized its exceptional cuisine based on



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tourism Md. Tariqul Islam (2019). Sharma, Batra, & Kumar, (2020) explores about the culinary heritage of Rajasthan and the forgotten recipes of the Royal Kitchen. It also analyses the satisfaction level of various stakeholders like tourist, hoteliers etc. Based on Data collected from various tourist and employees. Non-Probability (Judgmental – Sampling) has been done. Its findings suggest that the level of satisfaction of tourist for the Royal Culinary of Rajasthan gets affected by their age group and purpose of their visit, but it is unaffected for gender and Nationality. The study investigates the scope and potential of Istanbul's (Turkey) promotes as culinary destination. It has rich culinary culture and a lot to offer from international as well as local cuisine because of lack of marketers and promotion efforts and their lies huge growth perspectives in the way to promote its culinary destination. By these efforts Istanbul cannot only be promoted as tourist hotspot but also its image will get better as tourist experience (Okumus & Cetin, 2018). This study reveals a clear connection between the food and tourism. Uttarakhand has a huge scope in this regard to promote its cuisine and attract more tourists, jobs for local and of course Foreign Currency to India. For this writer suggest grabbing ideas from successful models of Goa & Kerala and promote local grown exceptional produces of Kumauni Cuisine and Garhwali Cuisine having exceptional taste, nutritional and mediational values.(Rawal & Takuli, 2017)The popularity of Punjabi cuisine is rises due to Punjabi immigrants all over the world specially in Canada & UK, When the cuisine culture has also been influenced by it .This descriptive & exploratory research is based on quote sampling of data collection .It shows that Patiala Cuisine has huge potential to attract tourist if marketed well. The article suggest that government should declare Patiala as “Food Hotspot” to make it more popular among tourists.(Kumar & Rana, 2016)Culinary mapping refers to a process of finding such places where one can buy and eat food. Natural climatic conditions limit the development and flourishing of Culinary practices such as desserts, limits the no. of vegetables and thus dependence on poultry, game meat and lamb etc.(Rand, Booysen, & Atkinson, 2016)

Duggal (2015) discussed about the role of food tourism in global world. It suggests that food plays a key role in the selection of destination by tourist. This study also introduces improved understanding of food tourism and its associated vocabularies. It has assimilated thoughts from moral behavior, managing destination and various strategies for the development of tourism (Viassonel & Grimmer, 2015). In this paper the author throw lights on the crucial function that food could have in the future in developing the destination as attractive and sustainable.

Febriani (2015) show link between cosmopolitan, culinary tourism and underground secret dining (USD). Culinary groups (informal group -hobby based) can be used by government to promote local cuisines. Initiatives like “Trail of Coffee” (For Mithila -Makhana, Mango, Litchi etc.) tour package can be useful in attracting urban middle-class domestic tourist who are enthusiastic about the food when travelling. Government should promote diversity of regional cuisine rather than promoting a dish as National Indonesian Cuisine. Also Indonesian Restaurants abroad should be provided incentives as they are first contact potential and gateway to International Tourist.

Berry (2010) produces study on the development & issues in Culinary Tourism in general and taking example of Punjab in specific. Based upon the in-depth literature study and survey of structure questionnaire it reveals that several specialized tour planners are dedicated to promoting culinary tourism. Apart from this government also supporting with campaigns like “Dhaba Project’ ’Find what you seek” and “Go Beyond”.

It is an exploratory study on the neglected case of culinary globalization which is a part of global consumer culture and its most important component is outbound tourism (Yoshino & Kosaku, 2010). Despite abundances of dishes Malaysian restaurants are limited in number in the major cities of the world. Basically,

home cooking and not adopting to an innovative consumer based commercial set ups is a main reason behind its negligence. Apart from this sociological and anthropological approach of local as well as the state has been the deciding factor in the reproducing the cuisine for tourist and global market.

Frochot & I (2003) came to a conclusion that culinary Tourism may be utilized to show off the cultural aspects of a nation. As such, locations can use cuisine to be an image of its “cultural identity, culinary historical past, cultural strong point, and importance”.

Cohen & Aveli (2004) focusses on the analysis of dilemmas faced by tourist in the unfamiliar culinary destination where culinary environment bubble to tourist. It integrates the culinary sociology and conception of the sociology of tourist. The article primarily analyses the western tourists encounters with the third world cuisine of eastern hemisphere. Long & L (2004) finds that very few studies had been written with regards to the food and the activities connected with meals, that community, or people. In addition, there exists no research that has examined the role of delicacies in the tourism regarding locations picture and statistics assets.

Prakash (2001) through light that since the inhabitation in the Himalayas regions the ethnic people gather and utilize the available plants, animals, and their products for consumption leading to ethnic food culture. Food culture has been developed as an outcome of customary wisdom and experiential experiences of generations, based on agro- climatic circumstances, cultural preferences, socio – economic status, religious and cultural practices.

Moreover, Tefler, D, Wall, & G (1996) stated those areas that could easily provide and take benefit of their cuisine and wine as well as location as an essential tourism product. Which will advantage tremendously as the cost in their locations raises. Although a meal remains an extraordinary critical function of any tourism enterprises, the enterprise has now not been able to capture the eye of many researchers.

3 Findings

1. Culinary Tourism has a bright future and greater economic viability in future as it shows cultural aspect of a country.
2. Culinary Tourism not only provides employment to millions across the globe but also promotes innovative culinary & business practices like “Dhaba Project in Punjab”.
3. GI Tag to the various agricultural crops increase the temptation of tourist thus integration of the culinary sociology with the tourist sociology.
4. The alteration of local cuisine to make it suitable for international tourists can be a reason of lots of traditional dishes and taste.

4 Conclusion

In the Post Covid era the World wants to be the bird and travel across the globe without restrictions. Culinary Tourism is one of the major attracting forces in this directions as the tourists not only wants to see new places but also to satisfy their taste buds.

For this they can go extra mile, and this has not only revived and culinary tourism Industry but also placed at priority sector area. In this regard every stakeholder of this industry like employers, employees, farmer, Government etc., should plan their regional culinary art and try to distinguish it from the culinary globalized form which will attract more and more tourist. Along with the culinary planning and infrastructure, economic facility and proper marketing should also be done to make the culinary tourism more popular. This all can be done by doing research on tourists’ psychology and preparing a broader road map with the

help of all the stakeholder. This will certainly help to pump up new blood in present Culinary Tourism Industry.

5 Declarations

5.1 Competing Interests

No potential conflict of interest was reported by the authors.

5.2 Publisher's Note

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Author's Detail

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