

Chapter 14:

The Role of Culinary in Development of Tourism in Rajasthan

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This Chapter explains the importance of cuisine in developing gastronomy tourism. India being a diversified country in terms of culture and tradition; At a distance of every hundred kilometers, the language, the staple diet, the attire etc changes. Indian cuisine has been inspired by a 5000-year history of various groups and cultures interrelated with the subcontinent, contributing to the abundance of flavors and regional cuisines found in modern India. Indian cuisine is expected to please all spice lovers around the world as India mixes most of the spices. Thus, Rajasthan, the hub of foreign tourist arrival has the most abundant potential to create and sustain culinary tourism at par with its heritage tourism. In terms of engaging in the awareness of the heritage, visitors visiting a specific cultural destination seek to increase their cultural experience mainly by culinary means. In this regard, in the analysis of tourist destinations, particularly those related to culture and heritage, culinary and its connection with tourism has become a crucial element. Thus, nowadays every state tourism has started to promote their local cuisine in order to serve tourists a local culture experience. This ongoing development of culinary tourism is the most amazing and if developed properly can be the biggest revenue earning product among the other types of tourism.

1 Introduction

With an immense potential due to its diversity, one of India's biggest grosses in the industry is Tourism. The diversity India prides itself on includes multitudes of both cultural and natural contrasts (Budeanu,2005). From hot deserts to cold mountains, spread grasslands, and wet rainforests, along with the varying ethnicities, languages, religions, food and physical attributes makes India a hotbed of tourism. Every region in this vast land has breathtaking natural beauty with enchanting flora and fauna. The royal Bengal tigers, dolphins of the Ganges, the one-horned rhinos of Kaziranga, the majestic elephants, to the small flying squirrels, and the great Indian hornbill, to the majestic deodar trees and the valley of flowers, India provides a kaleidoscope of natural beauty that is almost unparalleled throughout the world.

Known for its one-of-a-kind taste, Indian food is very famous all over the globe. However, until certain quite a while back, culinary the travel industry was as yet an idea neglected in the Indian subcontinent. With the advancement of the travel industry area in India, culinary the travel industry is one of the specialties which is very nearly turning into an entrée. Indian food eateries are a regular sight in numerous far-off nations now. Some of the world's best cafés serve Indian cooking from one side of the planet to the other which has become broadly well known among foodies. Our cooking is quickly turning out to be notable inside the global-local area. What's more, presently they anticipate giving them a shot on their excursion to India.

Food has generally been a basic piece of Indian culture and vacationers progressively need to encounter an extensive Indian involvement in a mixed drink of history, culture, and cooking.(Rousta, & Jamshidi 2020)

Internationally, unfamiliar explorers are intimately acquainted with north Indian food. The food trails in India likewise shows comparable patterns. Delhi and Rajasthan have arisen as the most well-known



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objections for culinary the travel industry, though urban areas like Mumbai have now begun to entice the taste buds of worldwide explorers. North India has generally been well known for Mughlai cooking and the visits to a portion of the incredibly renowned Halwaais can give the best fancy cafés a run for their cash. Urban areas the nation over have their own nearby top choices and heritage food joints.

Each state in India has its own unmistakable cooking with a portion of the dishes only valid to that express; that explorer should visit that specific objective to satisfy their sense of taste. Food visits are turning out to be progressively well known with worldwide sightseers who are currently becoming trial with the nearby road food. India has an incredible potential to be a center for culinary the travel industry as it guarantees a sample of the different cultures.

1.1 Culinary Tourism

Culinary tourism or food tourism experiences the country, region or area 's unique regional cuisine, and is now considered a vital component of the tourism experience.(Okumus, 2021) Dining out is popular among tourists and food is believed to be equally important to tourists in the list of importance alongside climate, accommodation and scenery. Kitchen tourism introduces new facets of destination marketing which can increase a destination's attractiveness without necessarily requiring extensive new product growth. Essentially, cooking tourism can be regarded as a subset of cultural tourism (cooking is a representation of culture), as agri- tourism is considered a subset of rural tourism. Gastro destinations like France, Italy and California have been influenced by culinary tourism while at new destinations like Croatia, Vietnam and Mexico. Regional gastronomy plays a significant part in the overall experience.

As food and drinks are rapidly becoming one of the key reasons for travel, many countries are trying to incorporate food, drink and culture into a complete tourism experience in a big way. Culinary Tourism is not just a high-caliber experience which would only include gourmet tourism. Perhaps the idea that Culinary Tourism is about "the special and unforgettable, not what is inherently pretentious and exclusive" will better explain this.

Similarly, wine tourism, beer tourism, and spa tourism are all considered subsets of gastronomic tourism.

1.2 Indian Cuisine

Indian food has been enlivened by a 5000-year history of different gatherings and societies interrelated with the subcontinent, adding to the wealth of flavors and territorial cooking styles found in current India.(Sarkar, Kumar 2015).The gigantic assortment of plates of mixed greens, tidbits, snacks, side dishes and sweets has led to many fans on a global scale, as Indian eateries feast at a unimaginable speed, with a staggering cost. Indian food is supposed to if it's not too much trouble, all flavor sweethearts all over the planet as India blends the greater part of the flavors (Roy *et al.*, 2022).

Indian food is exceptionally assorted because of the four significant territorial styles: North Indian cooking (Kashmiri, Mughlai, Punjabi and Rajasthani, Pahari), South Indian cooking (Andhra, Kannada, Kerala and Tamil), East Indian food (Assam and Bengal) and West Indian food (Gujarati, Maharashtrian and Malwani).

The Indian subcontinent is likewise extremely assorted as far as geography, a large part of the northern piece of India is generally country, in spite of the fact that it incorporates enormous urban areas, for example, Delhi and Chandigarh, henceforth its cooking is of a more rural nature, wheat is an essential fundamental of the dishes of this district. Southern districts like to add more spicier fixings to their food and rice is a continuous fixing in their cooking. The vast majority of the North Indians use onions and coriander to get additional flavor from their fundamental dishes while the southerners utilize a more outlandish coconut base for their dishes. Indian cooking history is excessively old as far as possible back to

7000 BCE when sesame, eggplant and cows were becoming well known. The flavors turmeric, cardamom, pepper and mustard were utilized from one spot to another 3000 BCE even today these flavors are prevailing solely in Indian cooking.

When new settlers arrived, Indian cuisine was introduced to tomatoes, chilies, and potatoes. It can also be said that many foreigners came to India around 1000 BC and the Mohenjodaro people were forced to the south of India. The cuisine during that time had to be more vegetarian than non-vegetarian dishes. It was the period when the origins of Hinduism and caste system grew, separating people's food habits by caste, for example the Brahmins are mostly vegetarian. Buddhism and Jainism came into being in 600 BC and they believed in non-violence and cooking without beef, onion, or garlic. The Mauryan Dynasty developed in nearly 400 BC, resulting in the Indian grain cuisine. The time in 1200-1500 AD was when many foreigners invaded India, and the Mughals were the principal. The Mughal empire expanded with all its might from 1500-1800 AD, spreading Mughlai cuisine across the provinces. The Mughlai cuisine includes various seasonings such as saffron, adding nuts and cooking in the "Dum " or sealed pot cooking process, which is still popular and an enormous Northern India tourism product particularly for cities such as Lucknow and Delhi.

When the British invaded India they brought a lot of changes in the Indian administration system, few among which still prevail in modern India. But Britishers also did one great thing during that time that they eventually spread our Indian cuisine as far as they could. The local cuisine was measured by the Europeans thoroughly as a pleasant, delightful and delicate cuisine. Indian cuisine could grow up to this popular level, because of the British Empire and different traders who came to India for trading.

In ancient times, India had trade records with the Greeks, Egyptians, Romans, Portuguese, Mongolians, British and many other nations. Based on these invasions, the variety has originated in Indian cuisine. The Indian cooking style is said to be a blend of a number of cultures and traditions. As mentioned above, many invaders from all over the world invaded India. Such invasions also brought changes to the style of Indian cooking and its cuisine in some way. This brought a revolution to the Indian culinary subcontinent with every invasion happening in the region.

For instance, Greeks introduced Indian subcontinents with a selection of many cooking ingredients such as olive and lemon, other spices such as garlic and other herbs such as oregano, basil, mint, and thyme. They also contributed vegetables such as eggplant and zucchini to Indian cuisine.

1.3 Jaipur Tourism

Jaipur is the capital of the Indian territory of Rajasthan and its biggest city. Starting at 2011, the town had a population of 3.1 million, making it the country 's 10th most populated city. It is also called the Pink City; Jaipur is a direct result of the prevailing variety plan of its structures. Jaipur was laid out in 1727 by Jai Singh II, the Rajput leader of Amer, after whom the town is named. Planned by Vidyadhar Bhattacharya, it was one of the earliest arranged urban communities in present day India. The town filled in as the capital of the territory of Jaipur during the British Colonial period. Jaipur was made capital of the recently made territory of Rajasthan, after freedom in 1947. Jaipur is a well-known vacationer location in India, and alongside Delhi and Agra is important for the western Golden Triangle traveler circuit. It is home to two UNESCO World Heritage Sites-Mantar Jantar, and Fort Amer. Jaipur is a significant vacationer location in India which structures part of the Golden Triangle. Jaipur was positioned seventh most ideal getaway spot in Asia in the 2008 Conde Nast Traveler Readers' Choice Survey.

Jaipur positioned first among Indian objections for the year as per Trip Advisor 's 2015 Traveler's Choice Awards for Destination. The Presidential Suite at the Raj Palace Hotel, charged at US\$ 45,000 every

evening, was positioned second in 2012 among the 15 most costly lodging suites at CNN 's World. Jaipur Exhibition and Convention Center (JECC) is the biggest expo and conference hall in Rajasthan. It is referred to for getting sorted out occasions like Vastara, Jaipur Jewelry Show, Stone Mart 2015 and the 2015 Summit of the Resurgent Rajasthan Partnership. The vacation spots incorporate the Hawa Mahal, Jal Mahal, City Palace, Amer Fort, Jantar Mantar, Nahargarh Fort, Jaigarh Fort, Birla Mandir, Galtaji, Govind Dev Ji Temple, Garh Ganesh Temple, Moti Dungri Ganesh Temple, Royal Gaitor Cenotaphs, Sanghiji Jain Temple and Jaipur Zoo. Observatory Jantar Mantar and Fort Amer are among the World Heritage Sites. Hawa Mahal is a five-story pyramidal-molded sanctuary with 953 windows ascending from its high base of 15meters. The chief parks in Jaipur are Sisodiya Rani Bagh and Kanak Vrindavan. Raj Mandir is a remarkable Jaipur film corridor.

2 Review of Literature

Banerjee(2015) stated, that food is an integral part of the tourism and most of the people traveling to India like to learn and experience the real India which include the simple living and the traditional cooking methods and authentic cooking style of Indian cuisine. She has also mentioned the marketing strategies in which the Indian tourism industry can promote food tourism and maximize the GDP from tourism industry Grochowicz, Skubina and .Nowak(2008) stated that tourists are drawn to any place that is different from their usual lifestyles. Especially in Poland people love to experience the rural setting, castles and royal villas which are in the lap of the mother nature and the tourist get to experience the traditional cooking style of the cuisine and also food is a medium of expression of the old historical traditions associated with the province and people these days take a keen interest in gaining knowledge about it.(Athena & Eves(2011), stated that As the world expands and globalizes, every nation has the ability to draw visitors from foreign countries, as well as the effect of globalization on food supply and tourism consumption. The paper also notes that globalization has the potential to globally popularize local cuisine.Rathore (2013), stated in his research paper that Indian cuisine also has a history and how Indian cuisine has become an internationally famous cuisine. He has focused particularly on the Mewari cuisine which is part of the Rajasthani cuisine.Tiwari and Ananya(2016), stated that every area within India has its own unique regional cuisine that is the product of various aspects such as local culture and tradition, geographical location, climate , soil type, etc. Such cuisines differ significantly from one another and use spices, herbs, vegetables, etc. that are available locally. They have thus listed the popular food dishes made at various special occasions in different regions.Rawal and Takuli (2017), Expressed in their examination paper that food has an unbelievably significant impact in drawing in guests. Local Food utilization of a particular locale can be utilized to lay out the specific image of the objective. They additionally recorded how various sorts of organizations, including ranches, food outlets or shops, catering universities, visit administrators, custom made liquor creation units, notable locales, strict attractions, and numerous organizations, can profit from the remarkable cooking styles

According to Fathimath(2009),stated that Food is most integral part of tourist experience. Local food is used as a key to enrich the tourist experiences in tourism. Local food serves as a distinctive characteristic for destinations and can play an important role in growing the influx of visitors, stimulating development in other economic sectors and supporting sustainable occupations. The strong relationship between local food and culture opens doors to supporting cultural heritage through promoting local food.According to (Farzad , Bahman (2011), stated, that there are numerous techniques by which the people involved in the culinary tourism can test the degree of popularity among tourists with regard to their local cuisine. In their research paper they have concentrated on Iranian cuisine and have proposed a few suggestions by which the Iranian hosts can boost their food tourism.

3 Research methodology

The collection of data was done through secondary data only. The data was systematically analyzed and scrutinized. The secondary data is collected from various records, such as:-Journal Newspapers (TOI, Hindustan Times etc.), press releases. Information collected about the culinary tourism in the tourism field, emerging of Indian cuisine and how gastronomy can be a source of attracting tourists to a destination.

4 Findings

A certain difference or specificity of a given place is a potential object of the interests of tourists, particularly those whose main aim is to try fresh experiences, fascinating places to visit, to hear about customs and other cultures. Several places in Rajasthan which have great historical significance when offering authentic Rajasthani cuisine along with the traditional cooking style and the traditional way of serving and eating will attract a huge number of tourists. For example Choki Dhani, a restaurant in rural Rajasthan set up offering authentic Rajasthani thali and has the traditional system of serving and eating, has many tourists visiting everyday. This indicates that people love to know and experience other cultures. Similarly, Apno Rajasthan, a resort, offers an authentic and royal stay and culinary experience to the tourist. Also there is Amer Vatika which offers the cultural touch and the royal cuisine of Rajasthan to its tourists, people can enjoy a pleasant dinner time with family and friends surrounded by a glimpse of the rich heritage of the state. In terms of engaging in the awareness of the heritage, visitors visiting a specific cultural destination seek to increase their cultural experience mainly by culinary means. In this regard, in the analysis of tourist destinations, particularly those related to culture and heritage, culinary and its connection with tourism has become a crucial element. Serving food in typical dining rooms can be central to the satisfaction of visitors with the food. In addition, it can be argued that another point underlying food offering is the opportunity to interact with visitors, which can be achieved by providing some insight about foods, the regional culture lying beneath their cooking process, etc.

- **Culinary Classes in Tourists Itinerary-** Indian cuisine is popular all over the world and because India attracts tourists from different countries, tourists want to experience desi khana cooking, they want to learn how to cook genuine Indian food.
- **Flavors of India-**Indian cuisine was always treated as an art. And now this art is bringing foreign visitors into the Indian kitchen. One of the key reasons behind the increasing popularity is our curries, spices and different flavors. And food is definitely an important element of Indian lifestyle, enabling one to know more about Indian culture and tradition. Many chefs teach the Indian cooking art to foreign tourists visiting different parts of India. Tourists come for classes; ask them to be taught how to cook authentic food without compromising on its ingredients. They want to know Indian-style dishes prepared precisely. They also sometimes ask for lunches and dinners to see how Indian families are sitting and eating.
- **Culinary Heritage, A Mirror to Real India-**The international tourist is keen to experience real India and learn the traditional cooking process. The tourists are not just looking to visit the experts and luxury hotels. They want authentic food to be eaten which takes them to simple households. They want to know about Gatte ki sabji, Papad ki sabji, Mangodi ki sabji, dal, Baingan ka bharta, sweet kheer and halwa dishes. Even the visitors want to stay with families and savor the delicacies. Indian restaurants do serve the most delicious dishes that satisfy their palates, but to experience real India, tourists like to visit these homes.
- **Food Festivals to Promote Tourism-**India's Food Festivals are a lively reflection of the country's vast preferences, complete with the Indian states' unique delicacies and food-items. These festive

activities deliver lip-smacking, tasty sweets, snacks, menu items from the main courses, desserts and sweets arrangements of different kinds. Many of India's celebrated food festivals include the Delhi International Mango Festival, the West Bengal Sea Food Festival, the Gujarati Food Festival and so on. The country's food festivals represent the nation's diverse cultures and traditions which are expressed through the nation's wide variety of regional cuisines. Indian local cuisine 's distinctive flavors penetrate these spectacular and highly enticing food festivals, encouraging tourists to indulge in some of India's most delicious food dishes.

- **Indian Cuisine in International Cookery Shows**-Indian cuisine is so common that it is a part of their mainstream television shows. Top food shows have references to Indian dishes; showing snacking food items to main course meals. Indian food is gaining momentum, with many international chefs trying to reinvent popular dishes and give them a makeover to suit a wider audience of gourmands. India has special and fantastic natural offerings which it can not afford due to a lack of diverse services. The tourist 's best interests are not met because of a lack of sufficient necessities like utilities, food and water and proper facilities such as housing, transportation, accessibility, etc, which in some cases were found to be missing. India has such a rich gastronomic repository that has traveled where this secret culinary gem is discovered and implemented in a secure and effective way in the regions. Then, in a very short span of time, India puts itself in the global map as the culinary hub. It is essential for the marketers and culinary destinations providers to recognize the cultural values and desires of visitors, creating and providing appropriate or 'localized' gastronomy items. For example, a survey is conducted among the European travelers to India to assess the travel habits of visitors. Although the survey will mostly cover travel experiences and opportunities, the food and wine activities can be included as an important aspect. This type of study would be useful in informing the development of successful strategies for promoting and improving gastronomic products, and as a basis for segmentation of the tourist market

5 Conclusion

“*ATITHI DEVO BHAVA*” which signifies the true essence of “INCREDIBLE INDIA”. India is one of those countries where its gastronomic aspect is best projected due to its natural elegance, its scenic alpine terrain, the woods, lush green valleys, the awesome climate and, above all, the travelers. Thus culinary can be best experienced in India , because the food dimension shifts every hundred meters and a tourist can relish the various foods with diverse experiences that are found nowhere else in the world. The state of Rajasthan has historically been a major cultural destination because of the importance of its historical heritage. Throughout recent years, the standard regional culinary has become non-breakable to complete the tourist experience, offering tourists the royal cuisine's traditional dishes. On top of that, however, these specialties are presented through a definition that typically describes rajwada cuisine.

The current study has thrown light on Rajasthani cuisine. Different aspects of food tourism were incorporated into the present study in order to provide a detailed overview of what food tourism is all about. The study also focused on the marketing strategies for promoting Indian food tourism.

In Poland old palaces, castles and villas are indivisibly connected with neighborliness and devouring proposed to various occupants, inhabitants, and visitors, alongside balls in extraordinary moving lobbies, horseback riding and hunting customs are being protected in reestablished landmarks, with present day lodging the executives. This demonstrates that implanting customary Polish food in places related with the historical backdrop of a given region might be a decent method for advancing vacationer offers. In this manner worth utilizing such old structures have fallen into decline and renewing them. Comparably in

Rajasthan the legacy and lavish lodgings have made an honest effort to furnish the travelers with a valid Indian kitchen experience.

6 Recommendations

Gastronomic tourism can be a big source of livelihood for the people, and this requires the region's culinary resources to be demonstrated effectively. Nonetheless, Culinary tourism will continue to expand in all areas and thus generate enormous employment opportunities in all related sectors, including small to medium sized companies. Culinary tourism will be the main tourism market in the future.

- Investing in tourism items of pan-regional significance, including recreational facilities, leisure, conferences and complex tourist services and hotel facilities.
- India's government should strike out the concept of tourism as a business activity; it should rather nurture it as a facilitator for the development and enhancement of the cultural and economic social aspects of both people committed to it and to society.
- India's government in order to make culinary art a frontline of the entire tourism system, needs to organize different food festivals featuring regional cuisine, mega food parks and food courts near famous tourist destinations, wine and beer festivals in various parts of the world will be held here.
- The Indian Government must focus more on rural tourism, through which they can explore the ancient cuisine and can experience the organic and authentic food.
- Use professional marketing tactics to attract the foreign tourists who want to see the real India.
- The service providers may encourage the tasting of local foods by the foreigners in India.

7 Declarations

7.1 Competing Interests

No potential conflict of interest was reported by the authors.

7.2 Publisher's Note

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