

AWARENESS AND ACCEPTABILITY OF AWADHI CUISINE: A STUDY OF ACADEMIC STAFF COLLEGE, LUCKNOW

*Jatashankar R Tewari**

*Prof. Manoj Dixit***

ABSTRACT

Awadhi Cuisine is from the Awadh region (the erstwhile kingdom of Awadh) that was ruled by Nawabs of Awadh during 1732 AD to 1856AD. The region comprised of Lucknow, Raibareli, Faizabad and sitapur division covering modern day districts of Lucknow, Barabanki, Unao, Raibareli, Sultanpur, Pratabgarh, Faizabad, Gonda, Bahraich, Sitapur, Hardoi and Kheri districts (Ihwin, 1880 pp.24). the cuisine originated and developed during the regime of Nawabs. The cooks of Nawab's royal bawarchikhana have perfected the art of cookery and garnishing them to highest level of perfection. The Awadhi cuisine is influenced by Mughal cooking methods, Kashmiri, and Persian cuisine. The cooks of Nawab of Lucknow have developed and perfected the art of cooking on slow fire, later the technique known as Dum style of cooking. The present paper aims to assess the level of awareness about the great cuisine of Awadh among the faculties that were attending orientation programme, refresher course, and research methodology classes in Academic Staff College, Lucknow. An attempt was also made to find the acceptability of Awadhi dishes among the faculties that were attending the training programmes at Academic Staff College, Lucknow.

KEY WORDS: Awadhi Cuisine, Acceptance of Awadhi cuisine, university and college teachers, awareness of Awadhi cuisine, Academic Staff College Lucknow etc.

* Assistant Professor & Director (I/C), School of Tourism, Hospitality and Hotel Management, Uttarakhand Open University, Haldwani-263139 Uttarakhand
Email: jtewari@uou.ac.in, Mob: +91-9058011339

** Department of Public Administration, University of Lucknow, Lucknow & Director Manyawar Kanshiram Institute of Tourism Management, Vikalp Khand, Gomtinagar, Lucknow
Email: manojdixit23@gmail.com, Mob: +91-9415220919

Introduction

Food is essential for sustaining life. Every person eats food according to their feeding habits. A tourist also consumes food at destination that they visit during their trip. Food is one of the ways humans define themselves as civilized (Civitello, 2011). Food is an extremely important part of the culture of a region. Moreover, tourism results from regions' sources, such as; specific landscapes, environments, culture and heritage (Beer et al., 2002). From an economic point of view, food is a physiological necessity that's why we can easily argue that nearly 100% of tourists spend money for food where do they go for holiday or trip (Shenoy, 2005). According to Hjalager (2003), the new tourists seek food and beverage combinations and eating experiences that foster learning. For these tourists, food in a destination does not only satisfy hunger but, important for them, such consumption means gaining in-depth knowledge about the local cuisine and of the destination's culture. Local food as a tourism product is offered to tourists in many ways during their holiday, such as; in direct purchases from farms and in the restaurants, which allow for local products in their menus. The local food of Lucknow is also known as Awadhi cuisine. It encompasses the vegetarian and non-vegetarian dishes like korma, salan, kabab, pasand, kofta, biryanis, kaliya, nahari-kulchas, roomali rotis, sheermaal etc. The Awadhi Cuisine has large variety of dishes to suit every tongue.

Review of Literature

The tourists visiting destinations consumes food either familiar to them or may try new dishes that a destination offers to their visitors. Eating is a unique form of touristic activity that gratifies all five senses – vision, tactile, auditory, taste, and olfaction (Kivela & Crofts, 2006), offering tourists 'sensory pleasure' that can fulfil the 'experiential' part of the tourist experience (Hjalager & Richards, 2002). Local food is a fundamental component of a destination's attributes, adding to the range of attractions and the overall tourist experience (Symons, 1999). There is no generally agreed or adopted definition of local food. For the objectives of this research local food is stated as, foods that are grown or processed within the local area or local specialty food that has a local identity. The level of awareness about the food stuff available from the local area of destination plays an important role in consumption of local dishes by tourists. Once the traveller is aware about the various dishes available from the area, they may be able to choose dishes according to their preferences and choices. According to a study (ACNielsen ORG-MARG Pvt. Ltd., New Delhi, 2006), the tourists' expenditure pattern found was 32% on accommodation, 16.8% on food and beverage, 14.6% on transportation rentals, and remaining on other heads like recreation, processed food, tobacco products, alcohol, shopping activities etc. during a period of twelve months (from April 2005 to March 2006). In light of these figures, it can be argued that consumption of local foods in tourist destinations may be a key contribution to local economies (Kivela and Crofts, 2006; Telfer and Wall,

2000). Therefore creating awareness about the local cuisine among the tourist is important to promote the local food among the tourists.

Objectives of Study

The study was conducted with following objectives:

- To assess the level of awareness about Awadhi cuisine among trainees attending training programme at Academic Staff College.
- To assess the acceptability of Awadhi Cuisine among trainees attending training programme at Academic Staff College.

In view of the objectives as mentioned above the following hypotheses were made:

1. H_0 : There is no significant level of awareness about Awadhi Cuisine among trainees attending training programme at Academic Staff College.

H1: There is significant level of awareness about Awadhi Cuisine among trainees attending training programme at Academic Staff College.

2. H_0 : Dishes of Awadhi cuisine are not significantly acceptable among trainees attending training programme at Academic Staff College.

H2: Dishes of Awadhi cuisine are significantly acceptable among trainees attending training programme at Academic Staff College.

Research Methodology Analysis and Result

The present study is empirical study. The survey method was employed for collecting data. Target population of this investigation was individuals who participated in Orientation Programme, Refresher course and research methodology programmes during the month of November and December 2013 at UGC Academic Staff College, Lucknow. There were about One hundred and twenty participants in Academic Staff College, Lucknow during the period of study.

Every person attending training programme were contacted personally and questionnaire were distributed. The tool was constructed in three parts containing a total of having twenty nine items. The first part of the questionnaire contains ten dishes of Awadhi cuisine, respondents were supposed to identify Awadhi dishes from the list by selecting yes or no option mentioned against each. The second part was related to the various attribute of Awadhi dishes and respondents were supposed to choose their option indicated against each attribute. The last part of the questionnaire contained the demographical data as per requirement of the needs of study. The data collected from the sample was analysed using SPSS version 21.

Demographic Information

Out of One hundred twenty respondents seventy questionnaires were received back, making response rate of 58.33%. There were sixty five questionnaires were found correct and usable. The data of respondents used for statistical analysis was 54.17%. Demographic profile of respondents is summarised in table 1.

Table 1: Demographic profiling of respondents

VARIABLES		FREQUENCY	% age	VALID % age	CUMULATIVE % age
Gender	Male	36	55.4	55.4	55.4
	Female	29	44.6	44.6	100.0
	Total	65	100.0	100.0	
Age	Up to 25 Years	4	6.2	6.2	6.2
	26 Years to 40 Years	50	76.9	76.9	83.1
	Above 40 years	11	16.9	16.9	100.0
	Total	65	100.0	100.0	
Education	Graduate	1	1.5	1.5	1.5
	Post Graduate	18	27.7	27.7	29.2
	Professional	3	4.6	4.6	33.8
	PhD and Above	43	66.2	66.2	100.0
	Total	65	100.0	100.0	
Occupation	Student	19	29.2	29.2	29.2
	Employed	5	7.7	7.7	36.9
	University Teacher	33	50.8	50.8	87.7
	College Teacher	8	12.3	12.3	100.0
	Total	65	100.0	100.0	
Marital Status	Un-married	16	24.6	24.6	24.6
	Married	49	75.4	75.4	100.0
	Total	65	100.0	100.0	
Annual income	Up to Rs 3Lakh	16	24.6	24.6	24.6
	Rs 3Lakh to Rs 5Lakh	14	21.5	21.5	46.2
	Rs 5 Lakh to Rs 10 Lakh	22	33.8	33.8	80.0
	Above Rs 10 Lakh	13	20.0	20.0	100.0
	Total	65	100.0	100.0	

The study revealed that 55.4% respondents were male and 44.6% respondents were female. According to age group the respondents were 6.2% up to 25 years, 76.9% were between 26 years to 40 years and 16.9% respondents were above 40 years of age. 1.5% of the respondents were graduate, 4.6% of the respondents were professional degree holders, 27.7% of the respondents were Post graduate and 66.2% of the respondents were Ph.D. and above in academic qualification. There were 29.2% students, 7.7% self employed, 50.8% were University Teachers and 12.3% were College teacher. There were 24.6% un-married and 75.4% married respondents. 24.6 % respondents were among the income upto 3 Lakh, 21.5% between 3to 5 Lakh, 33.8% were having income range of 5 Lakh to 10 Lakh and 20% respondents were having income above 10 lakh annually.

Awareness of Awadhi Cuisine

The analysis of data gathered from the respondents from section A of questionnaire regarding the awareness of dishes of Awadhi cuisine results that 16.9% respondents were able to identify 3 dishes of Awadhi cuisine, 43% respondents were able identify 4 dishes, 30.8% were able to identify 3.1% each were able to identify six and seven dishes respectively and 1.5% each were able to identify eight and nine dishes of Awadhi cuisine respectively. Table 2 represents the total number of dishes identified as Awadhi cuisine by respondents. On analysis it was revealed the there is a large chunk of respondents 60% who were un able to identify more then four dishes and 90.8% respondents were un able to identify more than five dishes.

Table 2: Total Number of Dishes Identified as Awadhi Cuisine

No. of dished		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	16.9	16.9	16.9
	4	28	43.1	43.1	60.0
	5	20	30.8	30.8	90.8
	6	2	3.1	3.1	93.8
	7	2	3.1	3.1	96.9
	8	1	1.5	1.5	98.5
	9	1	1.5	1.5	100.0
	Total	65	100.0	100.0	

On further analysis it was found that Shami Kabab, Lucknowi Biryani, and Kakori Kabab, were highly recognised as Awadhi cuisine by respondents, Murg Wajid was identified by around 50% of respondents, and Zarda Pulao, Kundan Kaliya, Sultani dal were least recognised dishes of Awadhi Cuisine.

Table 3: Dish-wise awareness of respondents (in percentage)

N=65	Shami Kabab	Gobhi Mussallam	Lucknowi Biryani	Sultani Dal	Murg Wajid Ali	Paneer Pasanda	Zamidoz Macchi	Zarda Pulao	Kakori Kabab	Kundan Kaliyan
Yes	83.1	24.6	75.4	26.2	49.2	40.0	40.0	15.4	76.9	12.3
No	16.9	75.4	24.6	73.8	50.8	60.0	60.0	84.6	23.1	87.7
Total	100	100	100	100	100	100	100	100	100	100

Results are shown in table 3 above. The study reveal that trainees attending training programme at academic staff college Lucknow were un-aware about dishes of Awadhi Cuisine thus null hypothesis is accepted.

Acceptance of Awadhi Cuisine

The level of acceptance of Awadhi cuisine is listed in table 4. The analysis revealed that attributes like spiciness, value for money, like cuisine, hygiene, richness in flavour, freshness and taste were above the mean level where as eye appeal, nutrition, aroma and uniqueness were below mean level.

A total of seven attributes out of total eleven attributes were above mean level (63.64%) suggest that even with less awareness about dishes of Awadhi cuisine respondents were having high level of acceptance of dishes of Awadhi cuisine. Thus null hypothesis is rejected. This means that there is significant level of acceptance for Awadhi cuisine among the trainees attending the training programmes at Academic Staff College, Lucknow.

Conclusions and Discussions

In 1732 Awadh, a province of Mughal empire became a seat of Nawab after the appointment of Sâadat Khan as governor of Awadh province. He laid the foundation of Nishapuri dynasty (Nawabs of Awadh). He brought his culture and cuisine to Awadh region. The cuisine of Awadh is a fusion of Persian, Mughal and local cuisine of Awadh. It is a mix of Vegetarian and Non-vegetarian dishes. The bawarchis (cooks) and rakabdars (Senior Cooks) of Awadh evolved the cuisine of Awadh to highest level of perfection in cooking style and garnishing the cooked food.

Table 4: Acceptability of Awadhi Cuisine among respondents

Variable	Options (Yes to like, No to--dislike)	Frequency	Percent	Valid Percent	Cumulative Percent
Eye Appeal	Yes	40	61.5	61.5	61.5
	No	25	38.5	38.5	100.0
Taste	Yes	37	56.9	56.9	56.9
	No	28	43.1	43.1	100.0
Aroma	Yes	29	44.6	44.6	44.6
	No	36	55.4	55.4	100.0
Freshness	Yes	37	56.9	56.9	56.9
	No	28	43.1	43.1	100.0
Hygiene	Yes	46	70.8	70.8	70.8
	No	19	29.2	29.2	100.0
Nutrition	Yes	34	52.3	52.3	52.3
	No	31	47.7	47.7	100.0
Spiciness	Yes	54	83.1	83.1	83.1
	No	11	16.9	16.9	100.0
Uniqueness	Yes	28	43.1	43.1	43.1
	No	37	56.9	56.9	100.0
Value for Money	Yes	47	72.3	72.3	72.3
	No	18	27.7	27.7	100.0
Like most of dishes of Awadhi Cuisine	Yes	45	69.2	69.2	69.2
	No	20	30.8	30.8	100.0

On the analysis of demographic data it was revealed most of respondents were not residents of Lucknow, there was a mixed group from all parts of country. They were away from their places of residence for more than two weeks, results them to be a tourist at Lucknow. The study revealed that most of the respondents were un-aware about the various dishes of Awadhi Cuisine and at the same time it was also found that the dishes they have tasted in city were acceptable to them. It is suggested that the tourism department should take an initiative for familiarize the dishes of Awadhi cuisine among tourist through various modes of promotions. The vendors of Awadhi cuisine should take care about the aspect hygiene in preparation of the food so that the tourist feels free to consume the tasty dishes of Awadhi cuisine without hesitation on grounds of their health concerns.

REFERENCES

- AC Nielsen ORG-MARG Pvt. Ltd., New Delhi (2006). *Collection of Domestic Tourism Statistics for State of Uttar Pradesh*. New Delhi: Ministry of Tourism Market Research Division, Government of India. Accessed from <http://tourism.gov.in/writereaddata/CMSPagePicture/file/Primary%20Content/MR/statistical%20survey/up.pdf> last accessed on 15th June 2014. Executive summary pp.10.
- Beer, S., Edwards, J., Fernandes, C. & Sampaio, F. (2002). Regional food cultures: integral to the rural tourism product? In G. Richards and A. Hjalager (Eds.) *Tourism and Gastronomy*, London: Routledge.
- Civitello, L. (2011). *Cuisine & Culture: A History of Food and People* (Third Edition ed.). New Jersey: John Wiley & Sons, Inc.
- Hjalager, A. (2003). What do tourists eat and why? Towards a sociology of gastronomy and tourism. In J. Collen and G. Richards (Eds.) *Gastronomy and Tourism*, Academie Voor de Streekgebonden Gastronomie, Gravenwezel/Schilde: Belgium.
- Hjalager, A. M., & Richards, G. (Eds.) (2002). *Tourism and Gastronomy*. London: Routledge.
- Kivela, J. & Crotts, J. (2006). Tourism and gastronomy: gastronomy's influence on how tourists experience a destination. *Journal of Hospitality and Tourism Research*, Vol. 30, No.3, pp. 354-377.
- Kivela, J., & Crotts, J. C. (2006). Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination. *Journal of Hospitality and Tourism Research*, 30(3), 354-377.
- Shenoy, S. S. (2005). *Food Tourism and the Culinary Tourist*. Unpublished PhD thesis. USA: Clemson University.
- Symons, M. (1999). Gastronomic authenticity and sense of place. In Proceedings of the 9th Australian Tourism and Hospitality Research Conference, Council for Australian University Tourism and Hospitality Education – Part Two (J. Molloy and J. Davies Eds.), pp. 333-340, Bureau of Tourism Research.
- Telfer, D.J. & Wall, G. (2000). Strengthening backward economic linkages: local food purchasing by three Indonesian hotels. *Tourism Geographies*, Vol. 2, No.4, pp. 421-447.