

A Case study of Pahari Cuisine

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Abstract

Uttarakhand State was carved out of the state of Uttar Pradesh on November 9, 2000. It is divided into two broad regions--Garhwal and Kumaon. The state is comprised of 13 districts, namely, Chamoli, Pauri, Tehri, Uttarkashi, Dehradun, Haridwar and Rudraprayag in the Garhwal region while Nainital, Almora, Pithoragarh, Udham Singh Nagar, Champawat and Bageshwar falls in the Kumaon region. Of these 13 districts, four districts (Nainital, Haridwar, Dehradun and Udham Singh Nagar) have large areas in the plains, whereas the other nine districts comprise the hill region of the state. The positive features of these hill districts are that they have enormous potential for tourism, a suitable climate for high-value agriculture, and a pleasant environment due to 60 percent forest cover. These have to be harnessed for a development strategy. Heritage is something which is inherited from our ancestors. It reflects the way of life they lived and the same thing getting transferred from generation in the same form or with modification. The input was given continuously with aim to follow and communicate to our next generation. The high attitude mountain gifted five major rivers as Ganga, Yamuna, Western Ganga and Kali apart from smaller ones. This is a place where tourist like everything, the only demand left is the sea. The empirical objectives of the study is to find out the tourist perceptions on status of Pahari Cuisine in Uttarakhand, who are visiting in various tourist sites. The studies also analyze the government and local community participation in promotion of local food. The findings also suggest and recommend various measure can be practiced to improve the awareness about the Pahari Cuisine.

Keywords: Heritage Tourism, Pahari Cuisine, potential for tourism, Inherited.

INTRODUCTION

Uttarakhand is rich in natural resources especially water and forests with many glaciers, rivers, dense forests and snow-clad mountain peaks. Char-dhams, the four most sacred and revered Hindu temples of Badrinath, Kedarnath, Gangotri and Yamunotri are nestled in the mighty mountains. It's truly God's Land (Dev Bhoomi). Dehradun is the Capital of Uttarakhand. It is one of the most beautiful resort in the submountain tracts of India, known for its scenic surroundings. The town lies in the Dun Valley, on the watershed of the Ganga and Yamuna rivers. (Source: Dept. of Tourism, GOU)

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Contribution of Tourism in Indian Economy

Year	% Share in GDP	% Share in Employment
2009 – 10	6.77	10.17
2010 – 11	6.76	10.78
2011 – 12	6.76	11.49
2012 – 13	6.88	12.36

http://tourism.gov.in/E-Book_MOT/HTMLPage.htm#features/35

Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits – 2014

Rank	State/UT	Number	% of Share
1	Tamil Nadu	327555233	25.6
2	Uttar Pradesh	182820108	14.3
3	Karnataka	118283220	9.2
4	Maharashtra	94127124	7.3
5	Andhra Pradesh	93306974	7.3
6	Telangana	72399113	5.6
7	Madhya Pradesh	63614525	5.0
8	West Bengal	49029590	3.8
9	Jharkhand	33427144	2.6
10	Rajasthan	33076491	2.6

Source: State/ UT Tourism Departments

STATE/UT-WISE DOMESTIC AND FOREIGN TOURIST VISITS, 2013-2014

State	2013		2014		Growth Rate %		Rank 2014	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Uttarakhand	19941128	97683	21991315	101966	10.28	4.38	16	17

Source: State/ Union Territory Tourism Departments.

SWAT analysis of Tourism in Uttarakhand

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> Natural Beauty Potential for pilgrimage and health tourism Location on the Himalayas 	<ul style="list-style-type: none"> Poor infrastructure Indeciduate publicity Lack of awareness about tourism 	<ul style="list-style-type: none"> Rising demand of tourism Attestation towards mountain tourism Greater projection of Himalayas overseas 	<ul style="list-style-type: none"> Haphazard growth of infra structure Environmental pollution Architectural Pollution Socio- Cultural Tensions Economic disparity

Sources: Bharti Publication, ISBN:978-93-81212-14-1 Page No. 78

Popular Tourist Destination in Uttarakhand

Pangot , Abbott Mount , Almora , Auli, Bhimtal . Bhowali, Binsar ,Chakrata, Chamba, Champawat, Chaukori, Chopta, Dhanaulti, Dharchula, Didihat, Dwarahat, Gwaldam, Harsil, Jeolikot, Kanatal, Kausani, Khirsu, Lansdowne, Lohaghat, Mukteshwar, Munsiyari,

Naukuchia Tal, Patal Bhuvaneshwar , Pauri, Pithoragarh,, Ramgarh, Ranikhet, Sattal, New Tehri, Chamoli, Joshimath, Jageshwar, Gangolihat, Uttarkashi, Gopeshwar, Kartik Swami Temple, Badrinath, Gangotri, Yamunotri, Valley of Flowers,, Hemkund Sahib

Kumauni Cuisine at a Glance

Kumaon has its own distinct and impressive traditions, festivals and fairs. Its people are brave, hard-working and honest and its cuisine is high on taste and nutrition. The food habits of Kumauni's change according to the seasons. So if in winters, Manira, Til Laddus or Madua Rotis are preferred, in summers, Dubukas with Cholia Rotis are savored. To actually enjoy a calm, cool and enchanting trip to Kumaon, tourists should not miss the exquisite cuisine and enchanting culture of the region. The cuisine is also influenced by the settlers from the other states especially Punjab and Uttar Pradesh. The use of spices in the cuisine favors the Punjab region while the use of whole wheat flour prenotes the neighboring state.

Baante:-

A special Kumaoni curry prepared with yoghurt and radish as the main ingredients. A distinct taste, neither too spicy nor too sweet, is the outcome of this recipe that has a seasoning of Red chili powder and pure Ghee. The curry has a consistency that makes it neither too thick nor too watery. Tastes best with plain white rice, although some prefer another popular Kumaoni dish called "palak kappa" as an accompaniment.

Karaal:-

This one's gonna sound really interesting to all the health-conscious people out there! Easy-to-cook, like most of the Kumaoni Cuisine, the dish has that distinct flavor intact. Prepared with Urad daal as the main ingredient, the dish is a typical example of healthy-yet-tasty food.

Moong Daal Dubka:-

A typically simple-to-cook Kumaoni recipe, but the taste remains great as ever. The dish can be prepared out of any lentil (daal) like Urad, Moong etc. Normally had with rice, the dish has a very ethnic flavor. The soup-like dish tastes even better in winter for the very fact that it is soup-like and is served hot. The dish has topping of desi Ghee like many other dishes from Kumaon.

Aloo Ke Gutke:-

Potatoes cooked (mostly fried) with cumin seeds and lots of spices. Although the definition sounds quite cliché, you just have to taste the dish to realize why it is so popular among the people of the region. It is best prepared with "Pahari aloo", but the dish tastes really good otherwise also.

Bhange ka raita:-

No meal is complete in the region without a raita to accompany the meal, especially lunch. One of the tastiest forms of Raita, Bhange ka raita goes best with khichri. The flavor is worth savoring for a long time even after the meal.

Rote:-

A common offering at religious places and occasions, the dish is prepared from a mixture of wheat flour and Gur (Jaggery) or sugar. If that doesn't sound tempting enough then add the aroma and flavor of cardamom and sauf. I bet the taste buds are active now! The dish is worth it!

Palyoo:-

A dish made out of sour yoghurt with pakoras to go with it. Sounds like the Panjabi kadhi, doesn't it? Believe me, there's a helluva lot of difference between the two! The only way to know the difference is, obviously, to go ahead and taste it. So, go and dig into the curry and, we bet, you'll eat your fingers off.

Churkani:-

Some call it the Kumaoni version of the black bean soup with just the right amount of garam masala added to give that desi flavor. The taste is such that it refreshes the mood and the dish is really good for health too. A lethal combination indeed!

Kappa:-

A dish made out of palak, kappa is one of the most popular and tastiest dishes of Kumaon. The palak leaves are made to taste so good that it becomes quite difficult to believe that what one is eating is the good old spinach in its Indian Avatar. The dish goes well with almost anything, from rice to simple rotis to another popular dish called Palyoo.

Rus:-

Rus is among the greatest delicacies of Kumaon region. Consisting of a mixture of various pulses (great source of protein); the dish is really nutritious and good for health. The dish has a good amount of iron too as, ideally; it is cooked in an iron dish. The taste is enhanced to magical proportions once a little amount of ghee is poured right before savoring the delight. Rus tastes best when had with plain white rice. Although it can be had at any time of the year, the chill of the winter adds that little bit of extra taste.

Alooke Gutke:

This dish cooked from pahari potatoes is usually relished with raita made from hill cucumber laced with mustard seeds – the seeds often creating a tingling sensation in one's nose.

Bal Mithai : Brown chocolate like fudge made from khoya and coated with sugar balls.

Singodi is flavored khoya wrapped in oak leaves

Garhwli Cuisine at a Glance

Garhwali food is simple to prepare but it is undeniably tasty. Full of diverse flavours, colours and ingredients, Garhwali cuisine is not spicy keeping in mind the hard working nature of the locals and the harsh winters. It is believed that people of Garhwal – known as Dev Bhoomi – are descendants of Indo-Aryans and Indo-Iranians. This is the reason they have a mixed food culture and equal varieties of vegetarian and non-vegetarian dishes.

Rice is their staple food. One of the spices, which they commonly use in their cooking, is Bhaang (hash seeds). It makes simple recipes interesting. Garhwali's are not very fond of using tomatoes while cooking and even make chutneys using hash seeds as the main ingredient. The most famous chutney is bhaang-jeera chutney.

The pulses, beverages and fruits that Garhwali's eat are somewhat different from what we find in other parts of the world. The common pulses they relish are gehet, gauth, toor swanta and gauthare. Instead of colas, they prefer to drink various juices like burash (rhododendron) juice, rose juice and malta juice. Some typical Garhwali fruits are hisoi, kaafal (bayberry), kilmudi, mekauti (malta) and narangi (orange).

Health Benefits

- Garhwali food is full of proteins as it mainly comprises of cereals, lentils and pulses.
- Usage of mustard oil makes it healthy for heart.
- It is healthy and full of nutrients.
- Mild use of spices and oil makes the food less fatty.
- It is rich in iron as more leafy vegetables are consumed.
- High fiber content and excessive use of coarse grains makes the food easily digestible.

Literature Review

- “Tell me what you eat and I'll tell you who you are.” French gourmand Jean-Anthelme Brillat-Savarin in his gastronomic masterpiece *The Physiology of Taste* (1825).
- “Food sums up and transmits a situation, it is information and meaning. A true sign, that is the functional unit of a communication structure” (Barthes, cited in Poulain 1985)
- Local development is “a method of mobilizing various actors resulting in a strategy to adapt to outside forces as a collective, cultural and regional identity.” Pecqueur (1989)
- “A nation's heritage is all about its cultural identity, where food cannot be neglected, it need to be restore to transfer the

knowledge and delicacy current and future generations.” (Singh and Singh,1996)

- Regional destination branding has become important because regional brands can be developed as a competitive advantage for a state, and state brands reflect a part of a country brand (Crockett and Wood, 1999).
- Local food is a fundamental component of a destination’s attributes, adding to the range of attractions and the overall tourist experience (Symons, 1999).
- Leisure researchers have studied special interest tourism like ecotourism (Acott, Trobe, & Howard, 1998) and wine tourism (Charters & Ali-Knight, 2002) to show how tourists may be segmented based on their activities along the ‘tourism interest continuum’ (Brotherton & Himmetoglu, 1997).
- The importance of local cuisines to tourists today is demonstrated by the results of a survey of visitors to Yucatan Peninsula where 46% of the meals consumed by the tourists were local cuisines (Torres, 2002).
- Previous studies identified that regional food festivals can play an important role not only in economic development (du Rand et al., 2003; du Rand and Heath, 2006; Cela et al., 2007)
- On the process of promoting a destination and developing marketing strategy cuisines and culinary practices contribute on the promotional attractiveness for marketing companies at the local and international level (Bessière, 2013)

Objectives of the Study

- To explore the culinary delicacy of Uttarakhand
- Analysis the tourist perception on status of Pahari Cuisine in Uttarakhand
- Issues and challenges in promoting Pahari Cuisine

Research Methodology

The purpose of the study is to explore the tourist perception and experiences on status of pahari cuisine in uttarakhand during their visit in various locations. The domestic and foreign tourist visiting to various locations were considered as universal sample and sample unit for the research. The sample received is restricted to 50 in sum from different locations in Uttarakhand.

The research project survey used quantitative questionnaire. During the survey qualitative techniques has been involved to interact with some level between the researcher and respondents by using in-depth interviews with domestic and foreign tourist visiting to various destination in Uttarakhand. After repeated reading, conceptualizing, coding and compressing information, a grounded theory is used to be analyzing about the status of Pahari Cuisine in Uttarakhand as a part of Heritage tourism.

Findings:

- 64% of respondent responded that there are limited dishes available in various locations in Uttarakhand. Local authority should take initiative to promote and serve local food in various tourist sites.
- 50 % responses indicated that Uttarakhandi food is reasonably priced. The use of local ingredients is given more preference and tools and equipment are easily available therefore the cost is on affordable side.
- 70% tourist perceps that Uttarakhandi food is not spicy and hot. It is good for tourist who are coming from those nationality where uses of chilies and spices are minimal. They can try and enjoy the traditional cuisine.
- 58% tourist favors that people who are engaged food preparation and servings, lacks the knowledge of Public health practices. Employees need to be given awareness on various public health practices.
- 78% responses indicated that the food is tasty and healthy. It gives motivation to various catering establishment to promote the cuisine in their catering establishment.
- Only 60% catering establishment promoting organic ingredients.
- 62% tourist responses that government initiative is not visible in promotion of food on various premises. Special focus

should be given in the curriculum of various hospitality management institutes, where students can be the key role player in promoting the Pahari Cuisine.

- As per study 62% catering establishment in Uttarakhand are promoting other cuisine and minimum focus towards local food.
- 78% tourists were not provided awareness on pahari cuisine. PPP model should be developed in promoting the regional cuisine and use of local ingredients

Conclusion:

Uttarakhand is a state which has spectacular natural resources and great potential for growth and development of pahari cuisine. The tourist travelling throughout the year in the hope of salvation and purification of sin. They are also travelling to experience leisure activities in various destination in Uttarakhand. The organic food and traditional herbs, spices, slow cooking process and the weather compliments each other passionately. Being declared as first organic state of India, less efforts has been made to promote organic food. The cuisine is an eternal part of heritage tourism. The food cannot be neglected as who so ever travelling will be consuming the same. It provides an opportunity to promote our hidden culinary treasure. The tourist who are travelling to various destination wish to experience traditional food. The lack of awareness among tourist on food forces them not to try new food as it may lead to unpleasant experience.

Recommendation

- Culture and food always runs parallel to each other. By promoting Pahari Cuisine the government can create better cultural awareness among tourist.
- Universities and Hospitality management Institutes edit curriculum on regular basis and must focus towards promotions of regional cuisines. The students could be the brand ambassador in cultural awareness among tourist travelling to different destination in Uttarakhand.
- Fund and grants should be sanctioned from government authorities for at sight development by involving local community to promote home stay concept, where tourist can enjoy the traditional culinary preparation.
- As CSR, hospitality management institutes should organize Food festival in different locations in celebration with government officials to create awareness among local people too who can be our future ambassador in promoting Pahari cuisine.
- Efforts need to be made to incorporate locally grown fruits , vegetables, herbs and spices, which are of great importance due to medicinal benefits, in day to day recipes.

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