

Promotion of Culinary Tourism as a Destination Attraction - Uttarakhand Region

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Abstract

Food plays an important role in attracting tourists to a particular destination because as it reflects a region's culture and lifestyle. The importance of cuisine can affect the tourist to finalize their final destination. Various type of businesses including farms, food outlets or stores, catering colleges, tour operators, homemade alcohol production units, historical monuments, religious attraction and many business can gain their profit from unique cuisines of that particular region. Culinary of a destination can also be categorized as a part of cultural tourism. Which can be the back bone of tourism that can positively present a destination. Local Food consumption of a particular area can be used for the development of that particular destination image. Also the culinary tourism is required for overall development. This paper focus at the importance of the connection between food and tourism which cannot be ignored from tourism point of view. Each tourist destination of uttrakhand offer different variety of natural beauty that can attract tourist from different countries and various places thus the delicious food of uttrakhand which is also rich in medicinal values as it grow on high altitude and harsh climate can be used as the main attraction and promotional tool for the development of tourism in uttrakhand.

Keywords: Culinary, Cuisines, Cultural, Local Food, Tourism

INTRODUCTION

The state is also known as the 'Dev Bhumi' or 'Land of God' because it houses various religious places that are regarded as the most sacred and propitious areas of devotion and pilgrimage. This state was created by joining various districts from the Northwestern part of Uttar Pradesh and a portion of the Himalayan Mountain Range of that area. The state is mostly famous for its scenic features and affluence of the Himalayas, the Tarai

and the Bhabhar. The autonomous territory of Tibet is situated to the north of the state.

The name of the state was changed from Uttaranchal to Uttarakhand in 2007 *(<https://en.wikipedia.org/wiki/Uttarakhand>) and its capital is Dehradun. The High Court of Uttarakhand is in Nainital another important city in the state. The two major industries in the state are handicrafts and handlooms. Tourism is now becoming the most important industry in uttrakhand, It is also famous for being the origin of the Chipko Movement or Chipko Andolan.

On 9 November 2000, it became a full-fledged state of India with the formal induction of a separate state government. The geography of Uttarakhand reveals that it is surrounded by Himachal Pradesh in the north-west and Uttar Pradesh in the south and shares its international borders with Nepal and China. The state is quite rich in natural resources and beauty,

The major Himalayan peaks are Nanda Devi, Kedarnath, Trishul, Bandarpunch and Mt Kamet, the famous glaciers like Gangotri, Pindari, Milam and Khatling are situated in Uttarakhand. Major rivers found in the state of uttrakhand are The Ganga, the Yamuna, Ramganga and Sharda, and some major ecological important places in uttrakhand are-

1. Nanda Devi National Park
2. Valley of Flowers
3. Gangotri
4. Govind National Park
5. Rajaji National Park
6. Kedarnath
7. Mussoorie
8. Binsar
9. Sanadi

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10. Govind sanctuary
11. Ascod sanctuary

Uttarakhand is one of the most attractive areas of north India. It is a land of vast natural beauty and natural diversity consist of both plains and hills, The geography of Uttarakhand makes it an ideal place for various adventure sports and physical activity. You will find several frequented trails, several among them even well documented. Besides, you can also take advantage of the long and solitary walks through fields, hills and mountains. Major rivers like - the Ganga and Yamuna in the glaciers of Uttarakhand and are supplied with water on a perennial basis by numerous lakes, glaciers and many streams in the region. Uttarakhand is divided into two parts Kumaun and garhwal the American travel market research firm Mandala Research has a few interesting findings: data obtained from -The American Culinary Traveller Report, 2013 published by:

- Tourist love to have local authentic food and drink available in local area away from the taste of their home taste.
- Tourist love to combine culinary tourism with other outdoor activity which involve them in physical activity,
- Mouth to mouth publicity is very important for development of any particular tourist area.
- Various festival like nanda devi, phooldei, Harela etc, can also attract by serving various dishes and various regional cuisine,
- Foodies want to be educated with the enjoyment of local food of any particular area.

OBJECTIVES OF THE STUDY

The main focus is to uplift the culinary tourism in uttrakhand states of India the highlight in this paper has also been made on food as an attraction in destination marketing apart from other tourist attractions of uttrakhand apart from this the paper is an attempt that has been made to show the scope of culinary tourism in uttrakhand India which indirectly helps the tourist to get along well with culture, rich heritage traditions and inclination of a particular region. The new concept of culinary tourism in uttrakhand is still new which is not developed and explored yet by many tourism professionals about the fact that the cuisine of a place is in fact an reflection of its history. The aim of this paper is to develop culinary

tourism concept like other forms of tourism and pave the way for both sustainability and exploring and bringing to limelight the antique foods which are hidden as the Treasure in land of uttrakhand and putting it as one of the masterpiece of India's rich culinary repository. The main aim of this paper is to find out the initial growth and scope of culinary tourism in uttrakhand India. So, best possible marketing policy can be planned out for successful destination promotions and products improvisation to make it prime focus in the tourism system. And to focus on future trends in tourism of uttrakhand.

METHODOLOGY

- It mainly involved secondary data collected from - text book, research papers and websites.
- Primary data source has been used from the information's gathered from direct enquiry.

SCOPE OF CULINARY TOURISM IN UTTAKHAND

In culinary diversity point of view cuisine of India is as rich and diverse as its civilization. The scope of culinary tourism in uttrakhand is too much but still not focused has not yet carved a specialized segment in global culinary map because of its recognition as like other tourism. The diversity of Indian cuisine can be seen all over India. The Cuisine of India can be segregated in region wise and can be explored simultaneously. All regional cuisines of uttrakhand have different flavours when compared to other cuisines of the world that should become the forefront for tourist. Culinary tourism is also related to small food stalls located all over as well as food courts which caters the tourist the traditional local foods in an eco ambience. By showcasing the Uttrakhand food can attract million of tourist to the regions of Uttrakhand India because of its notional value and taste. Tour packages to be arranged in a systematic manner so to attract all type of guest all over in uttrakhand,

Location	Importance	Grade
1. Dehradun Capital	State	A
2. Haridwar	Place of Religious importance	A
3. Rishikesh	Religious location	A
4. Mussourie	Hill Station	A

5. Badrinath	Famous religious dham	A	buransh ka juice is served in summers, The food here is incomplete without dal, chutney and a sweet dish. A wide ranges of pulses can be seen in local kitchen of kumauni houses which are usually enjoyed with rice. Various commodities found in uttrakhand have uniqueness than other parts of India, locally found fruits are - hisoi, kaafal, kilmudi, malta and narangi, locally grown juices preferred are burash juice, rose juice and malta juice. The common pulses that are relished are gehet, gauth, toor, swanta and gauthar use of cumin and mustard and locally grown herbs is prominently found in local food (a fragrant bark) and jumboo, used for tempering lentils and curries. Bhang chutney is a popular accompaniment served in local cuisine in uttrakhand leafy vegetables grown in uttrakhand are sisunak/bicchu saag (stinging nettle grass) and lingadu saag (wild asparagus) which are popular in local cuisine of uttrakhand and also rich in medicinal values. The sweets made of reduced milk - Bal mithai and singori are local sweets. For those who wish to sample the marvels of this little-known cuisine, here is a list of traditional Kumaoni dishes - simple, easy to cook and at the same time very nutritious. Aloo Ke Gutke pahari-aloo-ke-gutke. This humble recipe is a regional culinary gem boiled and sauted locally grown potato, tempered with dry whole red chillies and finely chopped fresh green coriander, and other spices, this recipe has an earthy comforting flavour that makes it a popular street food in Uttarakhand, especially in the winter months. Bhatt ki Churkani a very high protein pulses, a locally grown black soy bean, and this dish is one of Kumaon's iconic dishes. Dubke is a local dish made of black bhatt grinded and stewed. Chainsoo have a strong aroma of fine chop garlic and coriander, this dish is very rich and has high protein content in it dish is prepared from ground black gram or we can use bhatt lentil. Phanu - different lentils combined and soaked overnight in cold water this process is what gives a unique taste to this complex dish, which requires more effort to prepare than other dishes of the region. This dish has a consistency of clear soup and it is served with binduli rice which is cooked by absorption method of cooking method, Thechwani is a dish prepared by crushing radish and potato these dish is made by roughly crushing not by fine cutting of vegetable, cooked with onions, tomatoes, and roasted powdered sesame seeds and then cooked into a simple hearty curry. bichoo is a leafy vegetable which is only eaten in uttrakhand as it consist of small thorns like in its leaves these leaves are blanched in boiling water pureed and then cooked
6. Kedarnath	Famous religious dham	A	
7. Gangotri	Famous religious dham	A	
8. Yamunotri	Famous religious dham	A	
9. Nainital	Hill Station of prominence	A	
10. Narendra Nagar	Scenic Spot	B	
11. Hem Kund Sahib	Religious spot	B	
12. Joshi Math	Religious spot	A	
13. Kothdwar	Scenic spot	C	
14. Rajaji National Park	Wildlife Spot of prominence	B	
15. Corbett National Park	Wildlife Spot of prominence	A	
16. Pithoragarh	Scenic Spot	B	
17. Almora	Hill Station	B	
18. Ranikhet	Hill Station	B	
19. Bageshwar	Hill Station	B	
20. Kausani	Hill Station	B	
21. Udham Singh	Nagar Scenic location	B	

#<http://tourism.gov.in/sites/default/files/Other/07%20uttaranchal.pdf>

POTENTIALITY OF CULINARY TOURISM IN UTTARAKHAND

Uttarakhand cuisine is not so popular in India as popular regional cuisine. All state in India have a distinct identity, terrain, communities, languages and dialects which are unique from each other and an amazing and unusual food history and heritage and also one of the most important common link in the simple humanity, those who live with nature, it is said are naturally human beings with the mighty Brahmaputra. A Tourist who visits Uttarakhand India cannot forget the essence of assumes cuisine with extensive use of local produce, some very exotic like jambu, gandrani, bhang, gahad ki daal, maduwa,

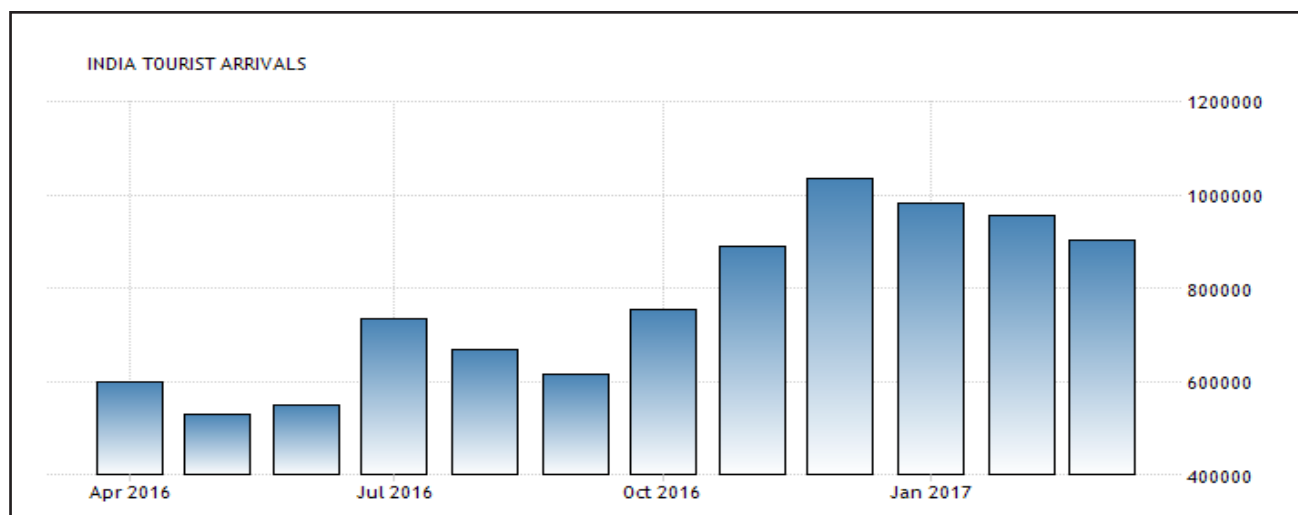
slowly and garnished with locally home made butter, Kafuli or also called kapa is made by slow cooking of palak leaves cooked with rice and water mixture to give thickness to the gravy of kapa is best complemented with hot boiling rice cooked by absorption method, Dubuk various lentils soaked and blended in to a fine mixture and cooked or lentils, either bhatt, gehat or arhar, boiles and pureed The stock is converted into a fine paste by adding rice flour and powdered spices, cooked over a slow fire. Bhang Chutney Made from bhang seeds, cumin, garlic shoots, anardana, imli, salt all these ingredients are combined chutney accompaniments and served with main course dishes, Sana nimbu is found in local cuisine in uttrakhand and served in sunny winters in day time The tangy and pungent dish is made from radish, lemon, curd and bhang seeds, and works wonders at keeping the body warm during those chilly months. Dal soaked and blended into fritters. The soaked split urad dal is ground in a stone mortar and pestle to get the fine paste, seasoned with spices and then whisked manually till it is light and airy, perfect to make bada. Locally grown big cucumber Raita using rai seed that give the Raita a tangy taste and aroma the ingredients of Raita are - curd, turmeric, grated cucumber, green chillies and mustard seeds, this raita can be had with just about everything in the Kumaoni cuisine. Local sweet mainly found in Almora region is called singori and bal mithai. Bal Mithai Brown chocolate-like fudge, made with roasted khoya and then coated with white sugar balls, is a speciality of Uttarakhand. These caramelized fudge balls has crunchy and chewy texture also a local delight. Jhangore ki Kheer Rich in nutrients and taste, the delicious Jhangore ki Kheer is made of milk, sugar, jhangura millet, cooked on slow fire is a sweet delicacy of uttrakhand, a type of millet which is the main ingredient of this dessert. Singal are fried spirals made during festivals and the ingredients are - semolina, banana, curd, milk, sugar, and cardamom. At last the Arsa different from the common malpua is the use of jaggery and curd in it. These melt-in-the-mouth sweet balls can be munched on during tea time or as a dessert after meals.

MARKETING STRATEGIES

- Best possible use of latest trends for publicity for the food products is very necessary to start with in uttrakhand.
- Ideas from other state can be taken from other state like Goa & Kerala to promote their local grown products.
- Uttrakhand should quickly come up with its list of culinary products that can attract the tourists.
- The website can be made for the same from where booking and order can be taken.
- The strategies adopted in marketing of spices in Kerala can be used for marketing local products that are exclusively produced in the region of uttrakhand only.
- Focus to be made on herbal tea in uttrakhand and also a focus can be made on organic food, production in uttrakhand.
- Focus to be made on religious tourism and heritage tourism so that to have a better economy.
- The Word-of-Mouth promotion is far more effective in promotion of tourism and to have a repeat guest.
- Focus to be made on development of resort and hotels in uttrakhand and also growth of best possible amenities that can be provided to guest at any possible time.

FUTURE TRENDS

Target of culinary tourism is to have a real good food experiences like the local cuisine. Interested tourist towards local cuisine can be a positional consumers. This would in turn bring in real professional environment in all those involved with the tourism machinery. That culinary tourism can be a major revenue earner for the states of the region can be presumed from the increased tourist footfalls in the region during the last few years. Foreign tourists inflow into Uttrakhand states will increase in coming years.



Source-trandeonoics.com, department of tourism, India.

CONCLUSION

It can be concluded as Culinary Tourism has vast potential for employment generation and earning large sums of foreign exchange besides country's overall economic and social development. Tourism is an activity which is necessary for overall development culinary is experienced in India because in every hundred metres, the food dimension changes and a tourist can enjoy the different food with different experience which is never found in the world. Tourist are gradually pouring into the Uttarakhand but most states of the region are still faring below the national average. Culinary tourism can be a major source of livelihood for the people and for this the culinary richness of the region needs to showcase effectively for the prospective tourist in discovering the richness of it one will discover the culture of the land. However, Culinary Tourism will keep on growing in all areas thus create huge job opportunities in all the related sectors including small and medium scale businesses. In future Culinary Tourism will be the largest sector of Tourism industry in terms of tourism receipts, while developing countries will emerge as top most destinations due to their natural resources and cheap labor force which is available on here.

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