

DESTINATION ATTRACTIVENESS OF CULINARY TOURISM IN DELHI

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Abstract

Food is important not only for survival and local development, but also for the birth of significant creative and cultural enterprises, therefore the interaction between food and tourism may make a substantial contribution to this activity. There is a lot of cultural, economic, and social diversity in the way people eat around the world. Tourists travel the world to sample a variety of cuisines and build lasting memories as a result of their experiences. Additionally, Indian food has been impacted by internal environmental, social, religious, and political forces. The majority of Indian cuisine is united by a heavy reliance on spices and a greater range of vegetables than most other culinary traditions. Within these recognisable similarities, a vast array of regional styles exists. Meal Experience, which comprises a variety of dining options, authentic restaurant design, ambiance, and cultural education. Restaurant management can exert considerable control over these variables. Hence, this research explores the destination attractiveness of culinary tourism in Delhi.

Keywords: Culinary, tourism, food, cuisine

INTRODUCTION

Culinary tourism has been defined in a variety of ways. Long (1998) coined the phrase culinary tourism to refer to the art of experiencing other cultures through food, which involves a broad range of activities, including food presentation, preparation, and consumption. Long (2004) expanded on the approach in a subsequent article, discussing physical, social, cultural, economic, spiritual, and aesthetic locales. Culinary tourism can also be defined as “travel in order to search for and enjoy prepared food and drink and unique and memorable gastronomic experiences (Wolf, 2002)”. Culinary tourism was defined by “any tourism experience in which one learns about, appreciates, or consumes branded local culinary resources (Smith and Xiao, 2008)”.

Culinary tourism is concerned with the use of food as a lure for exploration and as a tourist attraction in and of itself. Despite the fact that food has always been a component of hospitality services for travellers, the tourist industry did not receive much attention in the 1990s. Currently accessible are culinary trails, cooking classes, and restaurants; farm weekends; cookbooks and food guides; and original or adapted recipes, dishes, and even materials. Culinary tourism is both commercial and educational. It allows people who love food to learn about the culture of a specific cuisine, the people who make and cook it, the food system that allows people to get their hands on those foods, and how tourists can help make the food system more sustainable (“Long, L. M., 2013”).

Culinary tourism was defined by “trips during which the purchase or consumption of regional foods (including beverages), or the observation and study of food production (from agriculture to cooking

schools), represent a significant motivation or activity (Ignatov and Smith, 2006)". The culinary tourism's comprehensive definition included the "visitations to primary and secondary food producers, food festivals, restaurants, and special locations for which food tasting and / or experiencing the attributes of specialist food production is the primary motivation for travel (Hall and Mitchell, 2005)". Culinary tourism is also known as (a) food tourism, (b) gastronomic tourism, (c) gourmet tourism, and (d) cuisine tourism ("Hall & Mitchell, 2001").

LITERATURE REVIEW

Food Culture of Delhi

A lot of tour operators say that culinary tourism is important not only for preserving culinary traditions and customs that are being replaced by the glitz and glamour of modern life, but also for supporting farmers, vendors, and other businesses that haven't previously been linked to tourism ("Palak Chawla, 2021"). Cuisine culture, as defined by Stojcic (2013), is an examination of culture through food. Consumption, the means by which it is obtained, the person who prepares it, the person who is present at the table, and the person who eats first are all types of meaningful communication. Apart from providing nourishment for the body, what we eat and with whom we eat may inspire and connect individuals, communities, and even countries. Food is critical in developing family roles, norms, and traditions, and there is no more intimate connection than that with one's family. It allows us to recognise eating-related attitudes, behaviours, and rituals while also shedding light on our most fundamental ideas about ourselves and others.

Cuisines in Delhi

The Turko-Afghan invaders of Delhi ate lamb and chicken, but peppercorns were used to add spice to their diet because it was not especially spicy. Several species of meat were served with ghee, curds, and spices in the Mughal style. They were fruit enthusiasts from Central Asia, bringing grapes and musk melon with them. What is presently referred to as "Mughlai food" in Delhi has little similarity to what the emperors ate. It's a fusion of Punjabi and Mughlai food that has been homogenised to the point where it tastes the same throughout the city. The vegetarian Bania dinner is definitely "genuine Delhi food," as it has retained its local flavours despite Mughal influence. Many people from West Punjab moved to Delhi after India's partition in 1947, bringing the city to Punjab's vegetarian diet, which is spicier than the food eaten locally ("Hussain, S. n.d.").

Today, an increasing number of Indians are global citizens who follow global trends. The capital is undergoing a huge culinary revolution, which provides enough of food for contemplation. Japanese cuisine has taken the lead, with Sushi Counters at every market. The younger generation prefers continental, Thai, Spanish, and Italian cuisine. According to cuisine historian Pushpesh Pant, "while there is much higher awareness and better appreciation of foreign, regional, and sub-regional food, the priceless gastronomic history of Delhi is being lost somewhere in the process." Food is just one part of all cultures, but it is likely one of the most important. Food makes us happy, happy, and safe. Food can also be a sign of friendship, social status, or religious significance. In Delhi, there has been a lot of change in the way people live and work, as well as the culture of different generations. People are becoming more cosmopolitan as a result. The city's importance originates from its rich and diversified cultures, as well as its historical greatness as the seat of empires and beautiful structures.

Delhi is tightly packed with street food vendors offering their wares in every nook and cranny due to its high population density. All of the traditional Indian dishes such as paranthas, kachoris,

samosas, pastas, and pizzas are available, as well as Puri-bhaji (puri-bhaji), Chole-Bhature (chole-bhature), and Kulche (kulche). Lighter snacks like as tea, cookies, mathri (mathri), and fan are also available. Vendors and hawkers are frequently found selling these foods on the streets or in other public places.

Nowadays, the vast majority of people prefer Kebabs, one of Mughlai cuisine's most popular dishes. Kebabs originated in Iran and have subsequently been incorporated into the cuisines of the Middle East, South Asia, and Turkey. Surprisingly, according to Arabic folklore, mediaeval Persian troops were the first to roast meat over open field fires with their swords, giving rise to the dish we know today. The legendary traveller Marco Polo said that kebabs were served and loved by both nobles and commoners throughout the Delhi Sultanate, and that this was true. All of the popular kebabs, such as the Boti Kebab, Shami Kebab, and Kathi Kebab, are made using lamb. The "Nihari," which was served for breakfast in the Mughals' royal kitchens and has now become a popular meal among people of all social classes, was another Mughlai delicacy. Originally a Mughal monarch's favourite dish, the meat-based delicacy Biryani has subsequently become popular throughout India. Kulfi, another traditional dish that originated in Mughal kitchens, is another iconic treat. Ghantewala was established in Chandni Chowk in 1790 and has since served the Mughal Emperors that have followed him. It is now in its fifth generation of family ownership, and it is well-known for its sohan and Karachi halwa, among other things. It recently ceased operations when the business's owner said that it was no longer financially viable to continue operating.

Destination Attractive features of Culinary Tourism

Authenticity, innovation, and locality are important fundamental characteristics of visitor food experiences. These facets of culinary experiences may look threatened in a globalising world, particularly as massive fast food franchises grow to dominate the market. "Ironically, the growth of mass tourism has generated new opportunities for indigenous products to be recognised and sold as a part of a unique cultural heritage," *de Groot (2010)* argues in his research on indigenous foods. Indeed, food produced locally has grown to represent a place in the global economy. Food-related activities offered by destination management organizations can also be used to enhance cultural experiences. Each location has a unique storey to tell about the local culture, people, and gourmet traditions, which travelers can learn about. These stories are a wonderful resource for destination marketers interested in promoting unique travel experiences and developing a distinctive destination brand. Another strategy that venue managers may consider is providing opportunities for food tourists to interact with and connect with other food enthusiasts and travelers.

OBJECTIVE OF THE STUDY

To suggest measures for improvement of destination image and attractiveness in Delhi.

HYPOTHESIS

H_0^1 There is no significant impact of culinary tourism on destination attractiveness.

METHODOLOGY

In order to measure responses and level of agreement of tourists (both domestic and international) and stakeholders towards impact of culinary tourism on destination attractiveness and to test the proposed null hypothesis. To study the impact of culinary tourism on destination Image,

Researcher has conducted one sample t-test and Gap analysis and results are computed in table 4.1.

Table 4.1 Results of One sample t - test for responses and agreement of respondents towards impact of culinary tourism on destination attractiveness

Group	N	Hypothesize Mean	Mean	S.D	Mean Difference	t-ratio	p-value
Respondents	750	25	22.20	03.13	02.79	24.44	0.000**

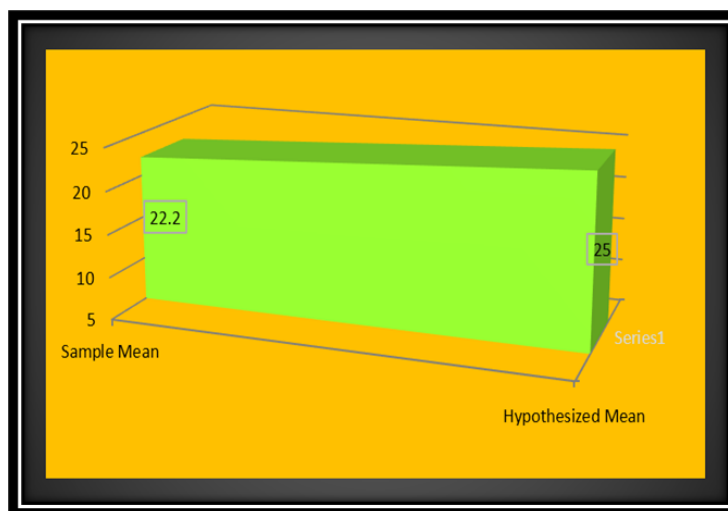
Source- Primary Data

Table 4.1 shows that sample mean of total respondents' (N=750) responses and agreement is 22.20 and value of hypothesize or population mean is 25 (test value) and mean difference of 02.79 between them and value of S.D., t-ratio, and p value are 03.13, 24.44 and 0.000 respectively. Hence, p value is 0.000 ($p=0.000 < 0.01$) which is less than 0.01 and 0.05 therefore there is a significant mean difference between sample and hypothesize or population mean of total respondents (N=750) responses and agreement towards impact of culinary tourism on destination attractiveness. Therefore, the proposed null hypothesis H_0^1 "There is no significant impact of culinary tourism on destination attractiveness" got **rejected** and its corresponding objective "To study the impact of culinary tourism on destination Image" was also **achieved**.

Further, with the help of area graph this is also clear that sample mean of respondents is lying under which level of agreement category towards impact of culinary tourism on destination image based on the table 4.2

Table 4.2 Level of agreement category of respondents towards impact of culinary tourism on destination attractiveness

Mean Scores	Level of Agreement
5-10	Low
11-15	Average
16-20	High
21-25	Very High



4.3 Area Graph of agreement of respondents towards impact of culinary tourism on destination image

From table 4.2 and Graph 4.3, it is clear that respondents have very high level of agreement towards impact of culinary tourism on destination attractiveness, as sample mean (22.20) fall under very high level of agreement category (21-25).

In order to measure responses and level of agreement of tourists (both domestic and international) towards impact of culinary tourism on destination attractiveness and to test the proposed null hypothesis H_0^1 "There is no significant impact of culinary tourism on destination attractiveness in view of tourists" and for achieving its corresponding objective "To study the impact of Culinary tourism on destination Image", Researcher has conducted One sample t-test and Gap analysis and results are computed in table 4.4.

Table 4.4 Results of One sample t – test for responses and agreement of tourists towards impact of culinary tourism on destination attractiveness

Group	N	Hypothesize Mean	Mean	S.D	Mean Difference	t-ratio	p-value
Tourists	500	25	20.54	02.22	04.46	44.91	0.000**

Source- Primary Data

Table 4.4 shows that sample mean of total tourists' (N=500) responses and agreement is 20.54 and value of hypothesize or population mean is 25 (test value) and mean difference of 04.46 between them and value of S.D., t-ratio, and p value are 02.22, 44.91 and 0.000 respectively. Hence, p value is 0.000 ($p=0.000 < 0.01$) which is less than 0.01 and 0.05 therefore there is a significant mean difference between sample and hypothesize or population mean of total tourists (N=500) responses and agreement towards impact of culinary tourism on destination attractiveness. Therefore, the proposed null hypothesis H_0^1 "There is no significant impact of culinary tourism on destination image from tourists point of view" got **rejected** and its corresponding objective "To study the impact of culinary tourism on destination Image" was also achieved.

CONCLUSION

Tourism is a fast growing industry on a global scale, propelled by ongoing industrial and national globalization. Through food, we may expose many facets of global culture. For many restaurants and breweries, quality was continuously examined and integrated into each owner's daily routine. Brewers frequently got backstage access as part of the tours they give to their visitors in order to engage them and provide an engaging experience for them. Furthermore, the brewers were always looking for new ways to entertain their customers, such as engaging in and hosting local events and hiring local performers. As a result, successful food and tourism businesses are becoming increasingly reliant on supplier and customer networks to make and sell their products. The increasing importance of social networks in fostering innovation and creativity is altering public attitudes about entrepreneurs and firms.

It was observed that population or hypothesize mean of the domestic and international tourists was greater than their sample mean towards measures for improvement destination image and

there is significant difference between them. Therefore it is concluded that both tourists have very high level of agreement towards measures for improvement destination image.

The globalization of food has had a huge impact on the change of Delhi's food culture. Delicacies that were previously beyond of reach for customers, such as Greek olives and Italian dressing (as well as mix herbs), Mexican salsa (as well as French cheese and Swiss chocolate), and other such things are now available to them. Dining Experience is comprised of a variety of dining experiences, authentic restaurant design and ambiance, as well as cultural learning opportunities in a number of settings. Restaurant management has a tremendous amount of control over these aspects. It has become a big draw for gourmet tourists in Delhi.

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