

## CULINARY PROFESSIONAL PERCEPTIONS IN DEVELOPING CULINARY COMPETENCIES TO PROMOTE GASTRONOMIC TOURISM IN UTTARAKHAND

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### **Introduction**

Uttarakhand 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.

The hospitality industry in Uttarakhand is facing increasing competition due to rapid changing economy and fast developing technology. The globalization in tourism industry has increased guest demands. Hospitality products and services users want the innovative foods and hospitality again and again without any repetition. Culinary professionals working in the industry must be able to remain innovative and attract new customers by satisfying their increasingly sophisticated demands. Culinary aspirants must be trained on food culture, aesthetic concepts, and use of technology to speed up the preparation, product knowledge, matching food and beverage along with creativity to satisfy guest needs. The Hotel Management Institutes need to be gear up with updated practical oriented syllabus and hands on experience to exceed the guest expectations. Proper structured Internship Training Programme need to be developed

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to bridge the gaps between culinary industries – academic interface by developing culinary competencies among culinary aspirants in Uttarakhand.

### **Objectives of the Study**

- To explore the need of culinary development competencies.
- Analysis of various culinary competencies and their role in food development.
- Issues and challenges in developing competencies
- To ascertain the need of hotel operating schools in developing culinary competencies.

**KEY WORDS:** Culinary Professionals, Culinary Competencies, Aesthetic Concepts, Technology Competencies,

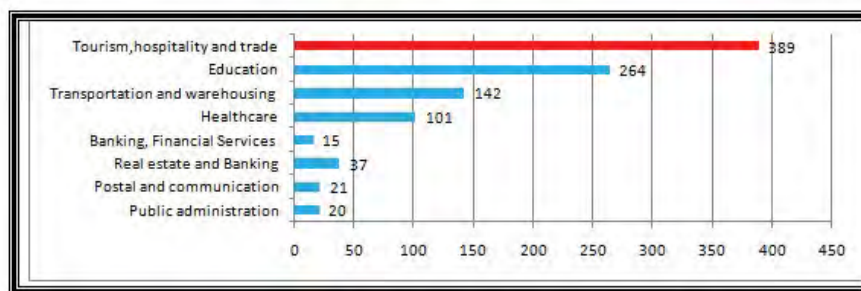
### **Introduction**

Gastronomic tourism refers to trips made to destinations where the local food and beverages are the main motivating factors for travel.

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 Rudrapur 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.

The hospitality industry in Uttarakhand is facing increasing competition due to rapid changing economy and fast developing technology. The globalization in tourism industry has increased guest demands. Hospitality products and services users want the innovative foods and hospitality again and again without any repetition. Culinary professionals working in the industry must be able to remain innovative and attract new customers by satisfying their increasingly sophisticated demands. Culinary aspirants must be trained on food culture, aesthetic concepts, use of technology to speed up the preparation, product knowledge, matching food and beverage along with creativity to satisfy guest needs. The Hotel Management Institutes need to be gear up with updated practical oriented syllabus and hands on experience to exceed the guest expectations. Proper structured Internship Training Programme need to be developed to bridge the gaps between Culinary industry – academic interface by developing culinary competencies among culinary aspirants in Uttarakhand.

**Estimated Incremental Manpower Demand  
(2012-22) in Thousands**



**Incremental Human Resource Requirements in next 10 years**



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**District wise Human Resource Requirement**

District	2012-2017			2017-2022		
	Minimally skilled	Semi-skilled	Skilled	Minimally skilled	Semi-skilled	Skilled
Uttarkashi	4,645	1,637	6,115	11,461	4,464	14,967
Chamoli	11,071	3,769	8,621	25,445	9,216	20,845
Rudraprayag	6,821	2,106	5,005	15,762	5,283	12,164
TehriGarhwal	19,013	7,254	13,245	44,044	18,436	32,459
Garhwal	38,091	11,925	20,662	86,916	28,243	49,978
Pithoragarh	13,359	3,603	12,412	32,965	9,343	30,762
Bageshwar	6,839	2,407	4,036	15,424	5,786	9,672
Almora	18,892	5,449	13,463	44,191	13,307	32,637

Champawat	5,697	1,658	3,203	14,594	4,546	7,697
Dehradun	60,069	29,878	74,229	149,865	87,313	176,176
Nainital	58,914	18,248	33,057	141,731	45,443	80,618
Haridwar	92,481	45,452	61,174	221,891	117,959	150,295
Udham Singh Nagar	45,552	30,153	35,082	117,989	82,672	88,585
<b>TOTAL</b>	<b>381,444</b>	<b>163,540</b>	<b>290,304</b>	<b>922,277</b>	<b>432,012</b>	<b>706,855</b>



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## Literature Review

22 Institutes of Hotel Management being operated as Centres of Excellence for providing hospitality manpower. The government plans to set up four Indian Institutes of Hotel Management in Uttaranchal, Jharkhand, Chattisgarh and Haryana. To provide training in the area of tourism, the tourism ministry will also start 400 training programmes. Estimates indicate a need for about 15,000 more trained persons in the star category hotels, which includes about 2,700 managers, 2,500 supervisors and about 1,000 staff.

Online travel industry is growing at a CAGR of 125%. Generating revenues of around \$300-500 million, the size of this industry is around 2% of the entire travel industry, which is estimated to be \$42 billion. Growing at the current rate the online travel industry in India is expected to become a \$2 billion industry by 2008.

Hotels are a multifaceted industry with numerous job opportunities for both skilled as well as unskilled people. The hotel sector has always been given considerable emphasis since it satisfies the requirement of a diverse group of people, whether they are tourists, businessmen, or common person who is off the home and is in need of a good place to stay.

To meet this challenge there has recently been more emphasis on innovation in the culinary service industry, even on the notion of “culinary creativity” (Horng & Hu, 2008), and on the importance of innovation competency (Fisscher, Visscher, Pearson, & Weisenfeld, 2001). Ulrich (1996) felt that understanding human resources (HR) competencies was at the core of the emerging HR profession. Other studies emphasized the importance of chefs’ occupational competences (Birdir & Pearson, 2000). Moreover, in order to provide new and more innovative products and services to customers, there is an emerging consensus that

innovative competence is a key factor in any chef's or restaurant's success. Developing innovative competency statements in training programmes, and/or reward eligibility criteria in the culinary industry and education, is still challenging and needs improving. Chefs' innovative competences are therefore at the core of emerging research on the culinary profession and successful restaurant businesses.

Schmitt (1999) argued that experiential marketing is one innovative approach that might provide a way to respond to society's and customers' needs. To maintain a competitive advantage, creating special and innovative customer value is necessary. Owners and chefs have to maintain and develop new competencies to continue to be competitive. Sundbo (1997) defined innovation as the creation of something new that has value for the consumer. Birdir and Pearson (2000) classified research chefs as research-focused and management focused. Hu (2010) explains the culture related competencies are important for the spirit and vitality of the new culinary work, such as knowledge of cooking culture, skills in various culinary techniques and a positive attitude towards understanding overseas diets. (W10-048) Today's culinary educators emphasise a broad knowledge of foodservice industry history with results are congruent with other studies of the cultural context of the culinary environment (Hegarty & O'Mahony, 2001). In fact, aesthetic is the foremost condition to contact and attract others. Chefs should understand the popular aesthetic concepts of fashion and apply them in dishes. (W2-011).

Food service technologies are already grounded in the principles of chemistry, biology, microbiology, engineering and mathematics, disciplines with well-established theory and a high degree of academic vigour (Jones, 2004). The molecular kitchen uses entirely technological means and has already developed the aspects of atomic structure and PH analysis like chocolate. (Jones, 2004). Brown (2005) and Rodgers (2009). Chefs should therefore have the competencies to create innovative products, such as knowledge of how to present a product with original flavor, knowledge of products with harmonious flavors, the ability to create commercial products, and a positive attitude towards using new ingredients and recipes. These results support the results of Horng and Lin (2009).

(Gustafsson, Öström, Johansson, & Mossberg, 2006), during the service delivery process, chefs must know how to mix with wine to produce a special meal experience, and therefore the flambé effect is sometimes incorporated in dishes. Chefs have to understand and add new services. Experience in service marketing is critical for the hospitality and tourism industry because intangible experience is at the core of products and services offered by business (Schmitt, 1999)

The creativity of the individual chef is a key component during the innovative process. Chefs should have the competency to express creativity, including knowledge of basic culinary science, the ability to use divergent thinking, a positive attitude to developing new ideas and optimism. These results are compatible with those of Horng and Hu (2008), and Horng and

Lee's (2009). The performance in the kitchen combines the pragmatic knowing how to make the dish, the process of making the dish and the actual product, the dish that is made. Indeed, as in the fine arts, this knowledge, process and product may be considered holistic. If we define the creative process as "the sequence of thoughts and actions that leads to truly creative production" (Lubart, 2001, p. 295),

Internship Program has direct relationship with the employees' performance. Basically it is a formal and systematic modification of behavior through learning which occurs as result of education, instruction, development, and planned experience (Michael Armstrong, 2000). Training has acquired a strategic value for hotels (Partlow, 1996; Tihanyi et al., 2000; Boudreau et al., 2001), since service quality depends on employee customer care effectiveness (Tsaur and Lin, 2004). (Flynn et al., 1995; Kaynak, 2003; Heras, 2006). Thus training proves the impacts on performance and hence are related to each other. Researchers have used wide range of tools and techniques for understanding the relationship between the Internship Program and their resultant performance in hotel industry.

### Need of the Study

Uttarakhand belongs to some of the holiest Hindu shrines and for more than a thousand years, pilgrims have been visiting this region in the hope of salvation and purification of sin. Being such an old pilgrimage destination the cuisine of this northern state has never received much attention. No region can be considered to possess a robust cooking cultural heritage if the cuisine is not up to mark. The professionals involved in culinary business are not in a position to fulfill the demands of gastronomic tourist. The culture of Uttarakhand has maintained a good standard of culinary system. The Pahari Cuisine has a tremendous capacity to heal and nurture the human life in the most purified form. The food has been cultivated in a more original way of ages which helps the locals to live a very healthy life in such tough conditions.



**Scope of the Study**

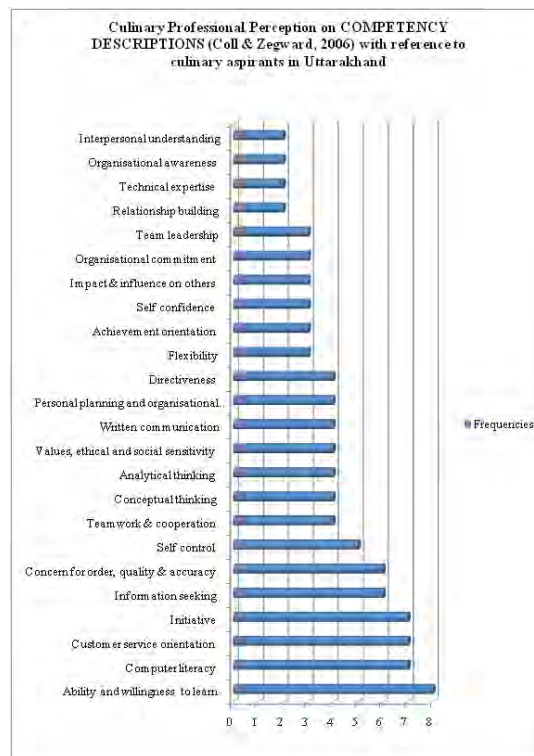
- Culinary aspirants from various catering collage.
- AICTE/UGC approved Hotel Management Institutes in Uttarakhand.
- Star category hotels providing internship program for culinary aspirants.
- Government bodies involve in promotion of Gastronomic Tourism

**Objectives of the Study**

- To explore the need of culinary development competencies.
- Analysis of various culinary competencies and their role in food development.
- Issues and challenges in developing competencies
- To explore culinary competencies model especially for Uttarakhand

**Research Methodology**

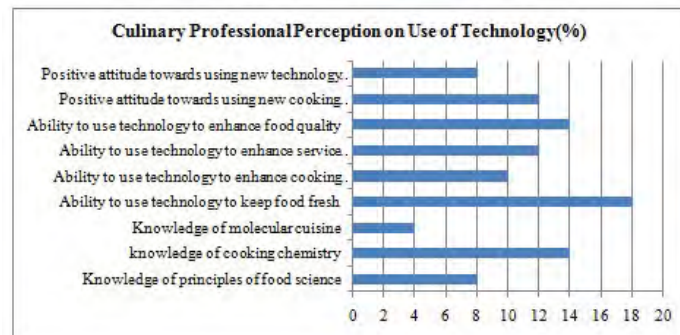
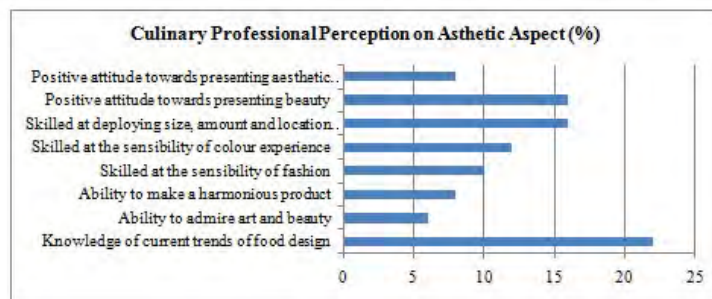
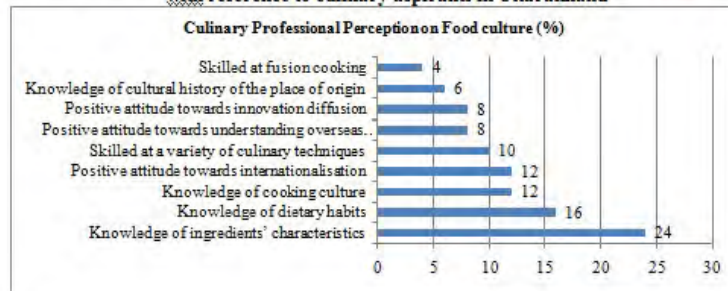
The research project survey used quantitative questionnaire. During the survey qualitative techniques has been involved to interact with some level between the researcher and respondents

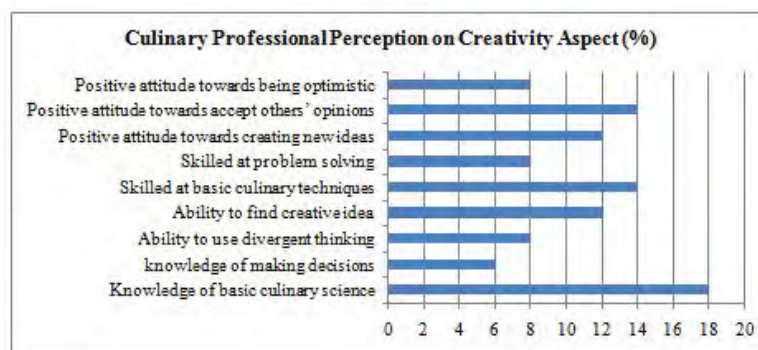
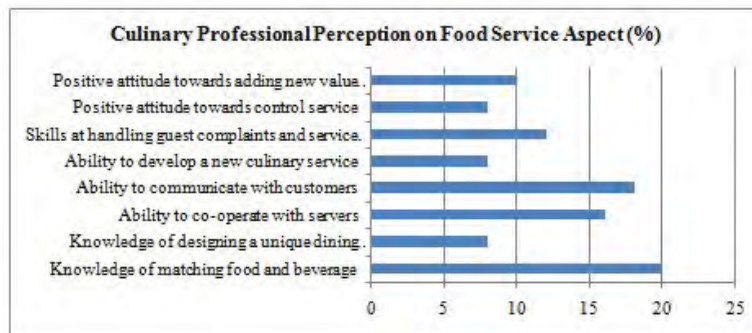
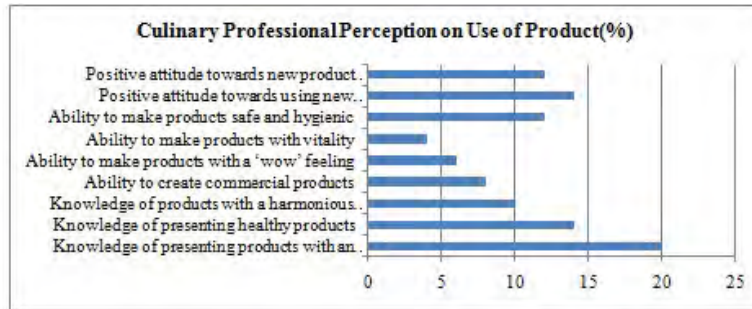


by using in-depth interviews with creative culinary professionals in hotel management institutes, culinary industry professionals, institutes who are sending students for training, food researchers, tourism industry food consultant and the star category hotels who are providing the training program for hotel management students. The Contents analyze the innovative competence and information about culinary education. After repeated reading, conceptualizing, coding and compressing information, a grounded theory is used to be analyze the data and develop a descriptive model of culinary competency for culinary aspirants in Uttarakhand.

Culinary Professional Perception on Culinary Competencies Model (2010) Meng-Lei Hu with reference to culinary aspirants in Uttarakhand.

**Culinary Professional Perception on Culinary Competencies Model (2010) Meng-Lei Hu with reference to culinary aspirants in Uttarakhand**





## Conclusion

- The Government should promote the regional cuisine as it is one of the most easily and effective factor for increasing the awareness of the culture of the region.
- The Universities should have a rain check being done about the editing of the curriculum that is required so as to promote tourism by making a stronger student as a brand Ambassador.
- The Hospitality Management Institutes should be inclined towards promoting the students to conduct more and more research work for the promotion of tourism.
- The Authorities should have a look at the curriculum which has not been reviewed since its inclusion and if it has been then why has none of the learned men thought about the position of our regional cuisine in the curriculum. The curriculum clearly shows the weight-age given to the regional cuisine in the theory and practical aspects.
- Involvement of professional while making curriculum.
- The gap between Industry and Academics should be narrowed and the interface should be in the common interest of the students and for providing a better work force for the industry to complete its mission of providing quality service and increase the knowledge of the fresh graduates so that they are well equipped to enter the arena with lots of weapons in their quiver.
- The hotels should contribute in coordination with the institutes to develop a more structured and planned training schedule for making the training attractive to reduce the attrition rate of the hospitality graduates.
- Need more guest lecturers from industry personals regarding updating of the industry standards at national and international level.
- Standard SOPs for practical should be made as per the need of industry and regular performance review must be done.
- Divide the year in two semesters and send the students for industrial training in second semester every year, so that they can update themselves.

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