

## Local Cuisine: An Attraction for Tourists

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### Abstract

In the recent years, there have been widespread changes in demand of modern day tourist. The increase in disposable income and low cost travel has changed the tourist demand pattern, which led to tough competition between tourist destinations. The modern day tourist desires to visit newer and more exotic destination. Destination's local food is one among the unique feature that attracts tourist's attention while they are selecting their place of visit. Gastronomy is becoming an important factor in increasing the chances of a destination to be selected by the tourists. Food related experiences of the tourist are becoming more and more significant in destination planning. Despite this increasing attention, however, systematic research on the subject is almost negligible. The purpose of this paper is to to acquire elaborate knowledge about the Awadhi cuisine and examine the role of cuisine in attracting the tourist to visit various destinations of Awadh region, which includes area like Faizabad and Lucknow. A survey of available literature on Awadhi cuisine was carried out to obtain adequate knowledge about cuisine. The role of cuisine in attracting tourists was addressed using survey method for collecting desired data from tourist visiting the area. The data was analysed to obtain results.

**Key words:** Awadhi cuisine, food as tourist attraction, Lucknow a tourist destination culinary tourism, food tourism

### Introduction

The modern day tourists are more demanding and are very choosy due to availability of wide bouquet of holiday products and increased disposable income for purchasing a fantastic holiday package. According to Wolf (2002) culinary tourists are explorers. Now-a-days most of the tourists want to explore the destination. They wish to understand the culture, people, traditions and practices at destination apart from visiting monuments, tourist spots, shopping malls etc. It was Lucy M. Long (1998), who expresses the idea of experiencing other cultures through food. She suggests food as a subject and medium, destination and vehicle, for tourism. It is about individuals exploring foods (and wines) new to them as well as using food to explore new cultures and ways of being. Awadhi cuisine is a combination of vegetarian and non-vegetarian food and evolved and developed during regime of Nawabs of Awadh. Food is rich in use of variety of ingredients and has potential to attract the interest of people visiting Lucknow.

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## Awadh Region and Awadhi Cuisine

The city of Ayodhya was founded by Vaivaswata Manu, after the great flood came down the Himalayan Mountain in the northern plains in about 6000 BC (Mittal, 2006). As per Hindu mythology Manu is considered as father of human race and first king of the Suryavans, of whom Rama was the fifty-seventh in descent (Ihwin, 1880). Ayodhya was the capital of Koshala kingdom. The erstwhile kingdom of Awadh (presently a part of Uttar Pradesh) was located between 25° 34' and 28° 42' North and 79° 41' and 83° 8' East (Hunter, 1908-1931). The province of Awadh was comprised of Lucknow, Rai-bareilly, Faizabad and Sitapur division covering modern day districts of Lucknow, Barabanki, Unao, Rai-bareilly, Sultanpur, Pratabgarh, Faizabad, Gonda, Bahraich, Sitapur, Hardoi and Kheri districts (Ihwin, 1880 pp.24). Awadh was bounded on the north by Nepal and on all other sides by the Province of Agra. The Gorakhpur and Benares Divisions lied on the east, the Bareilly and Agra Divisions on the west, and the Allahabad Division on the south. The river Ganges forms the greater part of the south-western boundary. Awadh includes portions of two of the great natural divisions of Upper India. The three northern Districts of Kheri, Bahraich, and Gonda stretch up into the tract lying below the Himalayas, while the remainder of the Province lies in the central portion of the Gangetic plain (Hunter, 1908-1931, pp. 277). In 1732, Nawab Burhan-ul-mulk-Amin-ud-Din-Khan was appointed as subedar (governor) of Awadh by Imperial court of Delhi resulted in laying the foundation of princely state of Awadh (Sharar, 1989). The title of nawab was conferred to Burhan-ul-mulk-Amin-ud-Din-Khan, literally means "deputy". The nawabs of Awadh ruled the region for more than a century, until Lord Dalhousie annexed the state of Awadh on 7th February 1856 and dethroned Nawab Wajid Ali Shah on pretext of misrule (Mookherji, 1883).

According to Massimo Montanari, "Cooking is the human activity par excellence: it is the act that transforms a product "from nature" into something profoundly different" (Montanari, 2004). The term 'Cuisine' is defined by Historian Michael Freeman as, "a self-conscious tradition of cooking and eating" which necessarily implied, "the confluence of certain material factors, the availability and abundance of ingredients, with a set of attitude about food and its place in the life of man" (Freeman, 1977). Therefore, cuisine requires not just a style of cooking, but awareness about how the food is prepared and consumed. According to Ravindra S. Khare (1976), there are four major elements that provide the key to the taxonomy to the Indian Cooking namely fire, ghee, cultivated grains and non-cultivated food materials for which plough is not employed.

The food of Lucknow is broadly termed as Awadhi food (Bali, 2011). The people who settled in Awadh region were Hindus. The arrival of Muslims was one of the major external influences that reshaped the cooking and eating pattern in India (Banerji, 2007). According to Colleen Taylor Sen, 'cuisine', like language, is never static and Indian cuisine continues to evolve (Sen, 2004). Awadhi cuisine reached to its peak in the royal kitchens of the nawabs—the one-time ruler of princely state of Awadh (Oudh) who patronized art and culture, and enjoyed a lavish lifestyle. Nawabs were very fond of food and employed best bawarchis and rakkabdars in their royal kitchen and fostered their culinary perfection to zenith. The cuisine developed during their regime is known as Awadhi cuisine now-a-days. The richness of cuisine depends upon the variety of ingredients available for cooking. During the reign of nawabs, non-vegetarian ingredients like lamb, fish, chicken, biter, teetar, game birds, and game animals were available along with vegetarian ingredients like pulses, rice, cereals, millets, vegetables, fruits and nuts. Cooking medium was deshi ghee, butter and mustard oil. Generous use of dry fruits was in practice. The breakfast in Awadh (Lucknow) may include nahari and kulcha (Jaffrey, 1985). The lunch would consist of elaborate dishes like kebabs, kormas, biryani, kaliya, zarda, sheermal, roomali rotis and warqi parathas. Dinner is more elaborative and includes an assortment of vegetarian and non-vegetarian dishes along with sweet dish. Both major meal comes to an end with 'Paan', it is made using betel leave, betel nut (cut into thin strips and flavoured), kattha, slaked lime, gold/silver coated cardamom seeds, fennel, sugar candy, zarda etc. Some of the well known awadhi dishes are Badam Pasand, Kaju Curry, Chicken Reshmi Kabab, Makhmali Kofta, Murg Badam Pasanda, Soorkh Murg, Dum Biryani, Nahari, Nargisi Kofta, Kakori Kabab, Navrattan Korma, Paneer Lababdar, Malpua, Phirmi, etc (Khosla, 2007).

## Research Methodology Analysis and Result

The present study is empirical and survey method was employed for collecting data. The target population of this investigation was individuals who visited Lucknow during the period of study. A survey instrument (questionnaire) was developed in order to address the objectives of the study. During the development phase, the instrument was analyzed by a fellow faculty member well versed in research methodology of Uttarakhand Open University and few experts from the business of Tourism and Hotel Management, in order to determine whether or not the content of questions were valid. The final instrument contains several items divided into three sections. Section A deals with identifying factors influencing selecting a tourist destination, section B deals with tourists interest in Awadhi cuisine and Section C of the instrument contained items to collect socio-demographic data of respondents

like their age, sex, marital status, education, occupation and annual household income. The respondents were opted to choose their current age group (Up to 25 Years, 26 to 40 Years, 41 to 60 Years, and Above 60 Years), Sex (male or female), marital status (Un-married; married; widowed; divorced or separated), Occupation (Student; Unemployed; Employed; Self-employed; Home maker and Retired), education (No formal Education; Up to High School; Graduate; Post Graduate; Professional; and Ph.D. and above) and annual household income (Up to 3,00,000/- ; 3,00,001/- to 5,00,000/- ; 5,00,001/- to 10,00,000/- ; Above 10,00,000/-). The reliability of a set of construct is measured by calculating Cronbach's alpha (Cronbach, 1951) developed by Cronbach, L. J. in 1951. The scales are tested for their reliabilities by examining their Cronbach's alpha. Cronbach's alpha is the most commonly used measure of reliability for a set of two or more construct indicators (Sijtsma, 2009). The value of Cronbach's alpha ( $\alpha$ ) for present study was found to be 0.871 which indicates the better reliability of the construct of the tool. Due to unavailability of sampling frame as there is no list of total tourist arriving at destination was available prior to their visit the incidental and purposive sampling technique was used in present study. The sample was selected on the basis of the need of the study at the judgments of the researcher based on rationales of study and data was collected by researcher by personally interviewing individuals, recording their answers in a structured questionnaire specially designed for the purpose.

**Demographic Information:** Data was collected by personally interviewing individuals and recording their answers in a structured questionnaire specially designed for the purpose. A total of Eighty Five responses were recorded in especially designed questionnaire. Demographic profile of respondents is summarized in table 1. The study revealed that 57.6% respondents were male and 42.4% respondents were female. According to age group the respondents were 5.9% up to 25 years, 80.0% were between 26 years to 40 years and 14.1% respondents were above 40 years of age. 65.9% of the respondents were up to graduation level, 3.5% of the respondents were professional degree holders, 28.2% of the respondents were Post graduate and 2.4% of the respondents were Ph.D. and above in academic qualification. There were 34.1% students, 10.6% un-employed, 45.9% employed and 9.4% were retired people. There were 27.1% un-married and 72.9% married respondents. 25.9% respondents were having income upto 3 Lakhs, 24.7% between 3to 5 Lakhs, 32.9% were having income range of 5 Lakhs to 10 Lakhs and 16.5% respondents were having income above 10 Lakhs per annum.

VARIABLES		FREQUENCY	% age	VALID % age	CUMULATIVE %age
<b>Sex</b>	Female	36	42.4	42.4	42.4
	Male	49	57.6	57.6	100.0
	<b>Total</b>	<b>85</b>	<b>100.0</b>	<b>100.0</b>	
<b>Age</b>	Up to 25 Years	5	5.9	5.9	5.9
	26 Years to 40 Years	68	80.0	80.0	85.9
	Above 40 Years	12	14.1	14.1	100.0
	<b>Total</b>	<b>85</b>	<b>100.0</b>	<b>100.0</b>	
<b>Education</b>	PhD and Above	2	2.4	2.4	2.4
	Post Graduate	24	28.2	28.2	30.6
	Professional	3	3.5	3.5	34.1
	Up to Graduation	56	65.9	65.9	100.0
	<b>Total</b>	<b>85</b>	<b>100.0</b>	<b>100.0</b>	
<b>Occupation</b>	Student	29	34.1	34.1	34.1
	Un-employed	9	10.6	10.6	44.7

	Employed	39	45.9	45.9	90.6
	Retired	8	9.4	9.4	100.0
	<b>Total</b>	<b>85</b>	<b>100.0</b>	<b>100.0</b>	
<b>Marital Status</b>	Un-married	23	27.1	27.1	27.1
	Married	62	72.9	72.9	100.0
	<b>Total</b>	<b>85</b>	<b>100.0</b>	<b>100.0</b>	
<b>Annual income</b>	Up to Rs 3Lakhs	22	25.9	25.9	25.9
	Rs 3Lakhs to Rs 5Lakhs	21	24.7	24.7	50.6
	Rs 5 Lakhs to Rs 10 Lakhs	28	32.9	32.9	83.5
	Above Rs 10 Lakhs	14	16.5	16.5	100.0
	<b>Total</b>	<b>85</b>	<b>100.0</b>	<b>100.0</b>	

Factors affecting destination selection: The analysis of data gathered from the respondents from section A of questionnaire regarding factors affecting the selection of a tourist destination is summarized in table 2.

<b>SN.</b>	<b>Questions</b>	<b>Response</b>	<b>Frequency</b>	<b>%age</b>	<b>Valid %age</b>	<b>Cumulative %</b>
1	While selecting a destination for visit I consider about ease of accessibility to destination	No	14	16.5	16.5	16.5
		Yes	71	<b>83.5</b>	83.5	100.0
2	While selecting a destination for visit I consider about availability accommodation facilities at destination	Yes	66	<b>77.6</b>	77.6	77.6
		No	19	22.4	22.4	100.0
3	While selecting a destination for visit I consider about food that I will get at destination	No	22	25.9	25.9	25.9
		Yes	63	<b>74.1</b>	74.1	100.0
4	I consider food and drinks available at destination as important factor for selecting destination	Yes	60	<b>70.6</b>	70.6	70.6
		No	25	29.4	29.4	100.0
5	I prefer to eat available local food at destination	No	41	48.2	48.2	48.2
		Yes	44	<b>51.8</b>	51.8	100.0

Entries in Table No. 2 (factors affecting the selection of a tourist destination), reveal that, 83.5% respondents were selecting their

destination on the basis of ease of accessibility, 77.6% respondents were selecting their destination on the basis of availability of preferred type of accommodation and 74.1% respondents were selecting their destination on the basis of availability of preferred type of food available at destination, 70.6% respondents considered food as important factor for selecting a destination and 51.8% respondents were preferring to eat available local food at destination. Majority of respondents were agree that they prefer the destination where they find food liked by them and most of them prefer to eat local food available at destination.

**Awadhi Cuisine as Tourist’s Attraction:** The analysis of data gathered from the respondents from section B of questionnaire regarding sensory evaluation of dishes of Awadhi Cuisine by tourist is summarized in table 3.

<b>Table 3 Awadhi Cuisine as Tourists Attraction</b>						
<b>SN.</b>	<b>Questions</b>	<b>Response</b>	<b>Frequency</b>	<b>%age</b>	<b>Valid %age</b>	<b>Cumulative % age</b>
1	Awa dhi cuisine is very rich in flavor	Yes	49	<b>57.6</b>	57.6	57.6
		No	36	42.4	42.4	100.0
2	I like the Eye appeal of dishes of Awadhi Cuisine	Yes	52	<b>61.2</b>	61.2	61.2
		No	33	38.8	38.8	100.0
3	I like the Taste of dishes of Awadhi Cuisine	Yes	49	<b>57.6</b>	57.6	57.6
		No	36	42.4	42.4	100.0
4	I like the Aroma of dishes of Awadhi Cuisine	Yes	39	<b>45.9</b>	45.9	45.9
		No	46	54.1	54.1	100.0
5	I like the Freshness of dishes of Awadhi Cuisine	Yes	47	<b>55.3</b>	55.3	55.3
		No	38	44.7	44.7	100.0
6	I like the Hygiene of dishes of Awadh i Cuisine	Yes	60	<b>70.6</b>	70.6	70.6
		No	25	29.4	29.4	100.0
7	I like the Nutrition of dishes of Awadhi Cuisine	Yes	46	<b>54.1</b>	54.1	54.1
		No	39	45.9	45.9	100.0
8	I like the Spiciness of dishes of Awadhi Cuisine	Yes	69	<b>81.2</b>	81.2	81.2
		No	16	18.8	18.8	100.0
9	I like the most of the dishes of Awadhi Cuisine	No	20	23.5	23.5	23.5
		Yes	65	<b>76.5</b>	76.5	100.0
10	Awadhi cuisine attracts me	Yes	63	<b>74.1</b>	74.1	74.1
		No	22	25.9	25.9	100.0

Entries in Table No. 3 (sensory evaluation of dishes of Awadhi Cuisine), reveal that, 57.6% respondents liked richness of dishes of Awadhi Cuisine, 61.2% respondents liked eye appeal of dishes of Awadhi Cuisine, 57.6% respondents liked taste of dishes of Awadhi Cuisine, 45.9% respondents liked aroma of dishes of Awadhi Cuisine, 55.3% respondents liked freshness of dishes of Awadhi Cuisine, 70.6% respondents liked hygiene of dishes of Awadhi Cuisine, 54.1% respondents liked nutrition of dishes of Awadhi Cuisine, 81.2% respondents liked spiciness of dishes of Awadhi Cuisine, 76.5% respondents liked most of dishes of Awadhi Cuisine, and 74.1% respondents says that dishes of Awadhi Cuisine attracts them.

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## Conclusions and Discussions

The purpose of the study was to gain an understanding of tourists liking and preferences regarding food while selecting a tourist destination for visit and their liking about the dishes of Awadhi Cuisine during their visit at Lucknow. The study reveals that, most of the tourists consider available food at destination as important factor along with other factors like accessibility of destination and availability accommodation facilities at destination, visitors also liked richness, eye appeal, taste, hygienic preparation, nutritive value, and spiciness of dishes of Awadhi Cuisine. A majority of visitors liked most of dishes of Awadhi Cuisine and finds that dishes of Awadhi Cuisine attract them. The results of this study offer practical suggestions to Local restaurants, high class restaurants, farmer's markets, shops selling culinary paraphernalia such as utensils, cookbooks, and even the street food vendor all form an integral part of the local food experience of tourists, that, they may develop their enterprise to cater the needs of future food loving tourists. This clearly indicates that food is becoming an important factor in selection of destination therefore needs serious studies in this area. The further study may be undertaken to assess the role of authenticity of cuisine in attracting tourist.

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