

# Local Cuisine: A Tool for Destination Attraction in Uttarakhand

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## Abstract

Tourist travelling throughout the world spends thirty to forty percent of their budget on food and beverage. Food cannot be neglected when travelling to distances away from home as it plays a major role in enhancing experiences. Travellers looking forward for new taste, new food and customs related with food directly or indirectly. Local food is a valuable resource for destination promotion and improves competitiveness among catering establishment. It plays an important role in developing brand image at regional, national and international level.

The region of Uttarakhand can be divided in two broad regions when we discuss the cuisine. The Garhwal region consist of district Chamoli, Tehri, Pauri, Uttarkashi, Dehradun, Haridwar and Rudraprayag have their own regional specialities. The Kumaun region has district as Nainital, Almora, Pithoragarh, Udham Singh Nagar, Bageshwar and Champwat. The Kumauni and Garhwali cuisine popularly known as Pahari Cuisine.

Being the holiest shrines of Hindu, for more than thousand year's pilgrims visiting as Char-Dham Yatra in hope of salvation and purification of sin. The cuisine has regional influences because of its geographical locations, invasions and foreign settlers. The food and style of cooking are seasonal due to change in weather. The organic food and slow cooking suits tremendously of high-energy necessities of mountain and cold climate.

The objectives of study are as

- To find special features of Local Cuisines of Uttarakhand.
- To analyze the association of demographic factors and popularity of Local Cuisine among tourist arrival.
- To study the level of acceptance of Local Cuisines among tourists arrival as destination attraction.

**Keywords:** Local Cuisine, Destination Attraction, Brand Image, Slow Cooking

## Introduction

Philosophers has significantly justified food is a major component and has been given equal importance while travelling distances. Since ancient times tourist with different motive has avoided the places which has scarcity of food and beverage. Lots of tourist travelled to France and Italy to experience old age culinary heritage. Food has not only satisfied the hunger but also healed the healthy life with medicinal values, instant energy, refreshing from long tiring journey. Food has become an important factor for researchers and industry professionals as tourist spend almost forty percent of their entire travel budget on experiencing food and beverage delights (Boyne, Williams, & Hall, 2002). Fifty percent of restaurant's revenue is generated from food and beverage Graziani, (2003). The countries like France, Italy and Thailand are promoting their local food for better destination marketing. Hjalager & Richards, (2002) has recommended that food can be effective tool for promotion and positioning for every destination.

## Contextual Gap

According to Josiam and Monterio (2004) despite the food, which has done a multiplier positive effect on host by developing its economy, cultural exchange, knowledge sharing, fusion food and a life time memory in terms of culinary experiences; a little research has been done in field of tourists perception of food and service in food outlets. Mitchell and Hall (2003), tourist behavior in field of food tourism are rare and the majority of literature review are borrowed either from general tourism studies or from the sources which are not directly related to tourism. According to Hannam and Diekmann (2011),

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culinary tourism in India is highly under-researched although it has endless variety of national and regional and local specialties. Hall (2003), du Rand and Heath (2006) recommended that food tourism is the need of time for destination’s agricultural and economic developments. Telfer and Wall (1996), suggested that it is necessary to increase the local food ingredients in tourism for expansion of backward economic linkage.

### Connectivity between Local Food, Tourism and Destination Attraction

Tourism can be defined as relationship and phenomenal outcome of journey and temporary stay of people whose primary purposes are recreation, leisure, special interest

etc. in this way tourism can be elaborated as geographically complex and multifaceted activities with different goods and services.

Local food at destinations is a fundamental component which adds a range of attractions to overall tourist satisfaction. “The globalization in food industry, Television food channels and advertisement through various medial has motivated people to dine outside for satisfying the hunger or experience the local specialties or fusion foods. The local community involved in food tourism has changed their plans according to need and demands of the travelers. The factors motivated the rural people to emphasize the conservation and maintenance of natural and cultural heritage, including the rights of indigenous people (Liz Sharples, Hall, Mitchell, 2003)”.

<i>Resource Persons and Year of Publication</i>	<i>Views Regarding role of local food as Destination Attraction</i>
Du Rand, Heath, Alberts (2003, 2006)	Examines the use of food as key attraction in south Africa. Area of focus is food tourism & destination branding
Hashimoto & Telfer (2006)	Identity linked to food for destination branding strategy in Canada. Area of focus is national identity linked to food and destination branding
Okumus et al (2007)	Examine the use of food in destination promotion materials. Area of focus is food image and destination promotion strategy in Hong Kong & Turkey)
Amira (2009)	Identify opportunities for creating linkages between local food and tourism through examining current Maldives tourism print and e-marketing materials. Area of focus is destination marketing and local food tourism in Maldives.
Zhang (2009)	Analyze the role of special events in improving local food as a tourism attraction. Area of focus is Culinary events and destination marketing in Macau.
Steinmetz (2010)	Examine role of food in tourism destination differentiation and development. Area of Focus is Destination competitive advantage and local food tourism in New Zealand.
Lin Et Al. (2011)	Explore dimensions and components of food images exposed in destination promotion materials. Area of focus is food image and destination marketing in Taiwan.
Henderson Et Al. (2012)	Measure the reputation and contribution of the hawkers’ food tourism in Singapore. Area of Focus is Destination attraction and hawkers’ food tourism in Singapore.
De Lera (2012)	Strengthen the image of gastronomy destination through enhancing the experience for international visitors. Area of focus is Destination image and gastronomy tourism in Spain.
Hornig & Tsai (2012)	Evaluate governmental policy and strategy for promoting culinary tourism. Area of Focus is Destination marketing and culinary tourism in Asia Pacific.
Lee (2012)	Evaluate strategies of promoting Korean cuisine images to the international market. Area of Focus is Culinary tourism and destination branding in South Korea

### An Insight to Uttarakhand

Uttarakhand, long called adobe of the gods has a culturally colorful society. The religious, social and cultural urges of the people finds an expression in various fairs & festivals. The region has a very old and rich culture & shows a

distinctive pattern with the elements from each of the ethnic groups and sub – group that reside in this place. It can be said that the cultures of Uttarakhand is a juncture where different cultures of the Kumauni - Garhwali meet.

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

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

### Special features of Local Cuisines of Uttarakhand

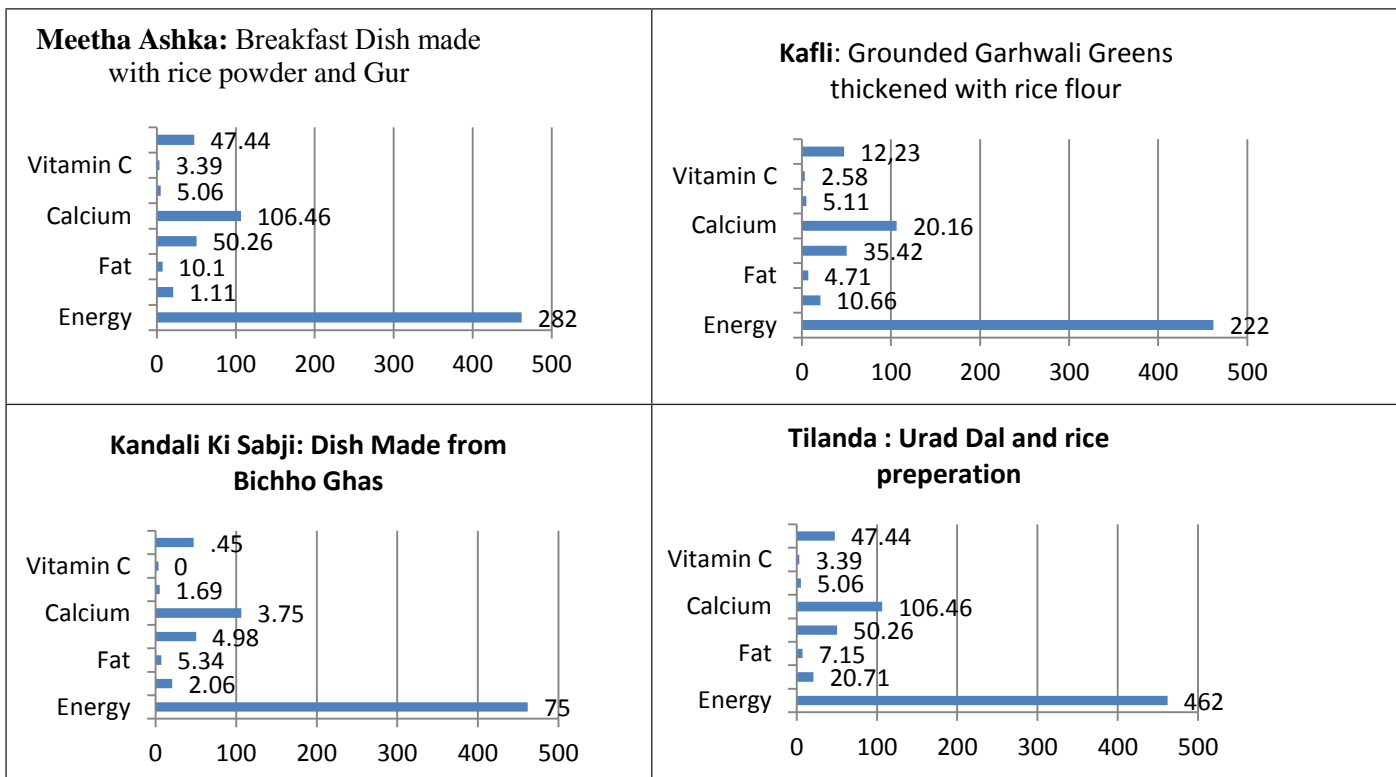
The Himalayan state of Uttarakhand has an uncomplicated yet mouth-watering cuisine. The food is tremendously wholesome to suit the high-energy necessities of the mountainous and wintry region. Food is one of the major concerns when traveling in any distant land. So for not because the cuisine of Uttaranchal has diverse flavors, colors and ingredients. The slow cooking by use of wood and charcoal a fuel, the food is full of protein and minerals. Mild use of spices and oil makes food less fatty Uses of Millets in day to day cooking. Excessive use of leafy vegetable adds iron in diet.

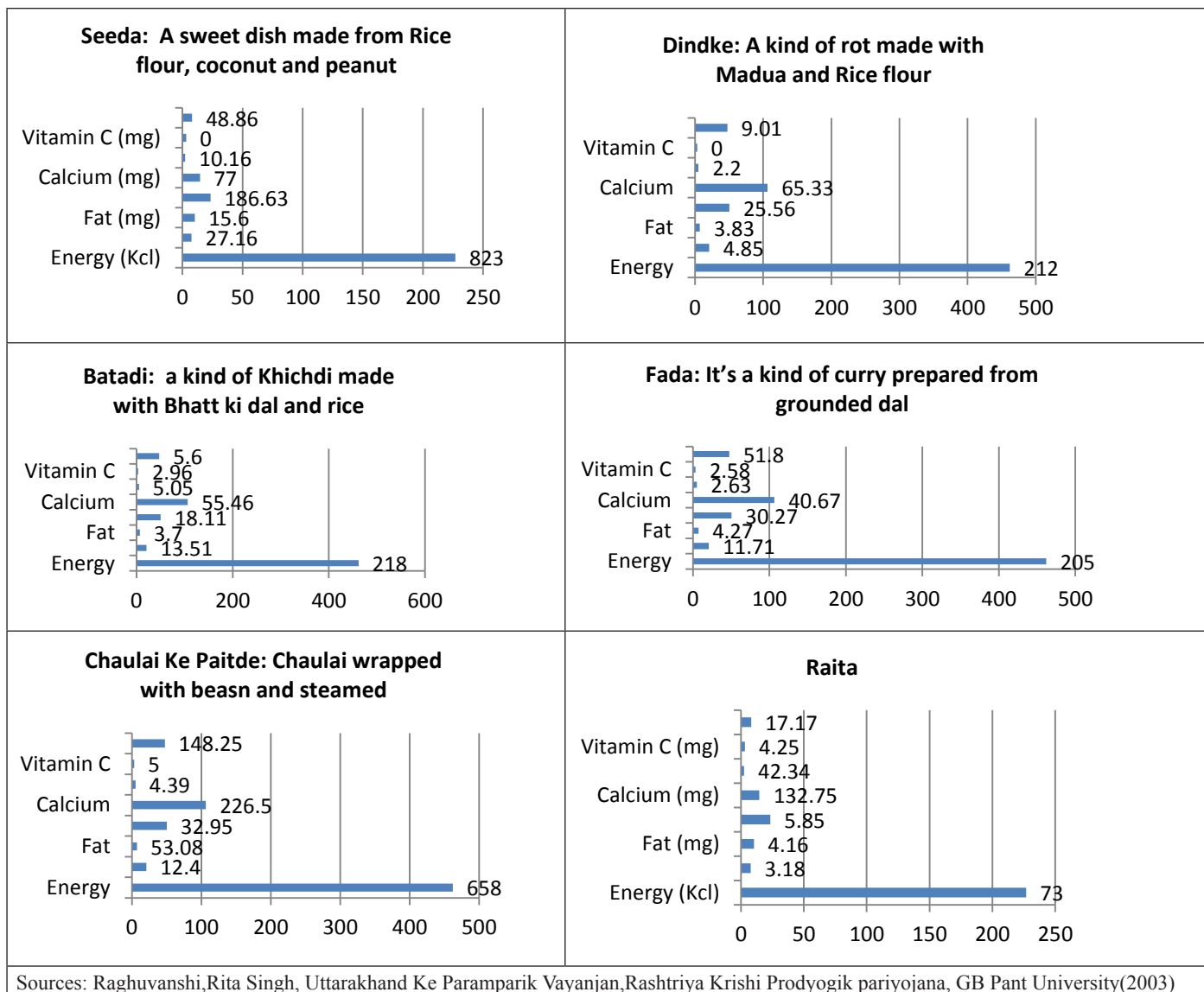
The cuisine of Kumaon region is simple, impressive and delectable. The influence of nature and locally available ingredients is prominent in the cuisine. The region of

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.

Some of the main dishes served in the Garhwal Region are Chainsoo (A Roasted Black Gram Dal Preparation which has a high percentage of protein content), Kafuli (A spinach leaves preparation like a thick gravy), Jholi (A gravy made out of tubers and root vegetables and bodied with curd), Phaanu (A lentil preparation made out of different lentils, similar to Chainsoo but with overnight soaked lentils). Apart from this Gahat dal, Madhua ki Roti, Jhangore ki Kheer, Saani Mooli aur Nimbu and the famous baal mithai are common dishes found in both the regions.

### Famous Garhwali Culinary Delights their Nutritive Value/100 Gram





### Hypothesis of the Study

Literature indicates that demographic features of tourist have relationship with acceptance of Local Cuisines of Uttarakhand, therefore would like to test the relationship.

H<sub>0A</sub> Gender has significant relationship with acceptance of the Garhwali Cuisine.

H<sub>0B</sub> Age has significant relationship with acceptance of the Garhwali Cuisine.

H<sub>0C</sub> Education has significant relationship with acceptance of the Garhwali Cuisine.

H<sub>0D</sub> Income has significant relationship with acceptance of the Garhwali Cuisine.

Local Cuisine of Uttarakhand have tremendous features in terms of its availability, use of organic ingredients, nutrition, spiciness, public health practices, reasonable price and its popularity. The association between tourist level of acceptance and special features of cuisine need to be testified.

H<sub>0E</sub> Tourists have significant relationship with varieties of dishes available in Local Cuisine of Uttarakhand.

H<sub>0F</sub> Tourists have significant relationship with use of organic ingredients in Local Cuisine of Uttarakhand.

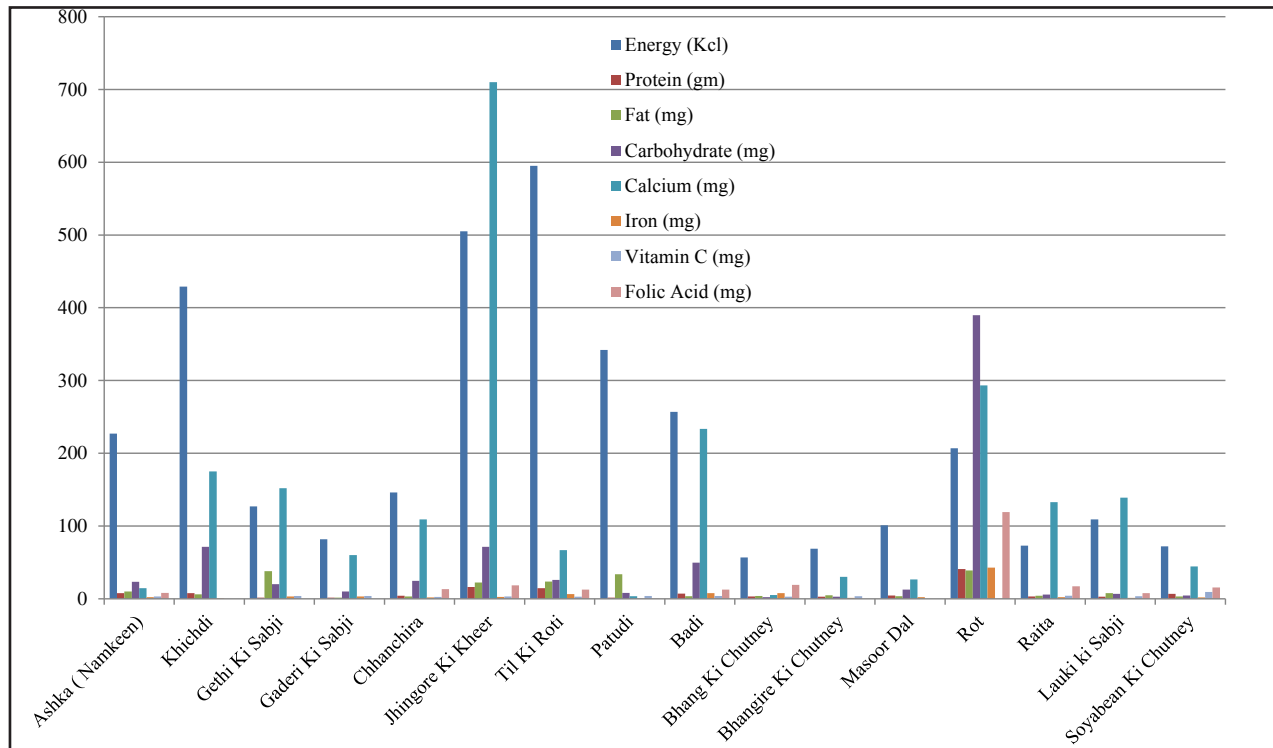
H<sub>0G</sub> Tourists have significant relationships with dishes are nutritive and menu balance in Local Cuisine of Uttarakhand.

H<sub>0H</sub> Tourists have significant relationship with acceptance of public health practices in Local Cuisine of Uttarakhand.

$H_{0I}$  Tourists have significant relationships with dishes are reasonable price in Local Cuisine of Uttarakhand.

$H_{0J}$  Tourists have significant relationship with dishes are Flavorful and tasty in Local Cuisine of Uttarakhand.

$H_{0K}$  Tourists have significant relationship with efforts in familiarizing food knowledge of Local Cuisine of Uttarakhand.



Sources: Raghuvanshi, Rita Singh, Uttarakhand Ke Paramparik Vayanjan, Rashtriya Krishi Prodyogik pariyojana, GB Pant University (2003)

## Objective of Study

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## Research Methodology

To understand the acceptability of Local Cuisines of Uttarakhand by tourist visiting to various destinations in Uttarakhand, a structured questionnaire has been used. The variables were used from past studies. The

questionnaire uses nominal as well as five point Likert scale. The sample size planned for the study was 350. The received questionnaires were 295. The validity of data through Cronbach's Alfa was 0.861 which indicates good reliability of data. The primary data has been analyzed with the help of statistical techniques; Chi-Square and Mean.

## Data Analysis, Interpretation and Discussion

The primary data collected from 295 respondents has been used to derive inferences. The data was analyzed in SPSS 17. The detailed related information is given in following Tables.

**Table A: Demographic Profile of Respondent (N=295)**

AGE			SEX		
	Frequency	Percent		Frequency	Percent
LESS THAN 50	170	50.3	MALE	208	61.5
ABOVE 50	127	37.6	FEMALE	89	26.3
Total	297	87.9	Total	297	87.9

QUALIFICATION			INCOME ( ANNUAL )		
	Frequency	Percent		Frequency	Percent
UG	164	48.5	Less Than 3 Lacs	177	52.4
PG AND ABOVE	133	39.3	More than 3 lacs	120	35.5
Total	297	87.9	Total	297	87.9

**Data Analysis, Interpretation and Discussion**

**Table B: Chi- Square Test Statistics**

	AGE	SEX	QUALIFICATION	INCOME
Chi-Square	6.226 <sup>a</sup>	47.680 <sup>a</sup>	3.236 <sup>a</sup>	10.939 <sup>a</sup>
df	1	1	1	1
Asymp. Sig.	.013	.000	.072	.001

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 148.5.

**Table C: Chi-Square Test Statistics**

	<i>There are variety of dishes available in Local Cuisine of Uttarakhand</i>	<i>Local Cuisine of Uttarakhand is reasonably priced</i>	<i>Satisfactory Public health practices in food outlets</i>	<i>Local Cuisine of Uttarakhand are Flavorful and tasty</i>	<i>Use of organic food is higher</i>	<i>The meal is nutritious and well balance</i>	<i>Tourist has been provided with Local Cuisine food knowledge</i>
Chi-Square	80.182a	69.111b	59.535a	15.710b	246.687b	137.966b	89.481b
df	2	4	2	4	4	4	4
Asymp. Sig.	.000	.000	.000	.003	.000	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 99.0.  
 b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 59.4.  
 c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 74.3.

**Findings**

- According to Table B Chi- Square analysis for demographic factors, for age the calculated value of X<sup>2</sup>

(6.226) at degree of freedom 1 is greater than table value of X<sup>2</sup> (3.841), therefore evidence relationship between acceptability of cuisine and age of tourist.

- For Sex calculated value of  $X^2$  (47.680) at degree of freedom 1 is greater than table value of  $X^2$  (3.841), therefore evidence relationship between acceptability of cuisine and Sex of tourist.
  - For the Qualification calculated value of  $X^2$  (3.236) at degree of freedom 1 is lower than table value of  $X^2$  (3.841), therefore no evidence relationship between acceptability of cuisine and Qualification of tourist.
  - For the income calculated value of  $X^2$  (10.939) at degree of freedom 1 is more than table value of  $X^2$  (3.841), therefore evidence relationship between acceptability of cuisine and income of tourist
  - According to Table No C. Chi- Square analysis of factors for acceptance of cuisine among tourist arrivals in Garhwal Region of Uttarakhand for availability of variety of dishes available in Local Cuisine of Uttarakhand calculated value of  $X^2$  (80.182) at degree of freedom 2 is higher than table value of  $X^2$  (5.991), therefore evidence of relationship between acceptability of cuisine and Variety of dishes available.
  - According to Table No C. Chi- Square analysis of factors for acceptance of cuisine among tourist arrivals in Uttarakhand for nutritious and balance menu Garhwali Cuisine calculated value of  $X^2$  (137.966) at degree of freedom 4 is higher than table value of  $X^2$  (9.488), therefore evidence of relationship between acceptability of cuisine and nutritious and balance menu.
  - According to Table No C. Chi- Square analysis of factors for acceptance of cuisine among tourist arrivals in Uttarakhand for use of organic ingredients calculated value of  $X^2$  (246.687) at degree of freedom 4 is higher than table value of  $X^2$  (9.488), therefore evidence of relationship between acceptability of cuisine and use of organic ingredients .
  - According to Table No. C. Chi- Square analysis of factors for acceptance of cuisine among tourist arrivals in Uttarakhand for Local Cuisine of Uttarakhand are Flavorful and tasty calculated value of  $X^2$  (15.710) at degree of freedom 4 is higher than table value of  $X^2$  (9.488), therefore evidence of relationship between acceptability of cuisine and Local Cuisine of Uttarakhand are Flavorful and tasty.
- According to Table No. C. Chi- Square analysis of factors for acceptance of cuisine among tourist arrivals in Uttarakhand for public health practices in catering outlets calculated value of  $X^2$  (59.535) at degree of freedom 2 is higher than table value of  $X^2$  (5.991) therefore evidence of relationship between acceptability of cuisine and public health practices in catering outlets.
- According to Table No C. Chi- Square analysis of factors for acceptance of cuisine among tourist arrivals in Uttarakhand for tourist has been provided good food knowledge calculated value of  $X^2$  (79.256) at degree of freedom 4 is higher than table value of  $X^2$  (9.488), therefore evidence of relationship between acceptability of cuisine and food knowledge provided.

**Table D: Relationship under investigation with  $p < 0.05$**

H .NO		Results
H <sub>0A</sub>	Relationship between Age and popularity of Local Cuisine of Uttarakhand	H0Accepted
H <sub>0B</sub>	Relationship between Gender and popularity of Local Cuisine of Uttarakhand	H0Accepted
H <sub>0C</sub>	Relationship between Qualification and popularity of Local Cuisine of Uttarakhand	H <sub>1</sub> Accepted
H <sub>0D</sub>	Relationship between Income and popularity of Local Cuisine of Uttarakhand	H0 Accepted
H <sub>0E</sub>	There are variety of dishes available in Local Cuisine of Uttarakhand	H0 Accepted
H <sub>0F</sub>	Use of organic food is higher.	H0 Accepted
H <sub>0G</sub>	Local Cuisine of Uttarakhand is very nutritious and well balance.	H0 Accepted
H <sub>0H</sub>	Public health practices are followed in catering establishments	H0 Accepted
H <sub>0I</sub>	Local Cuisine of Uttarakhand is reasonably priced	H0 Accepted
H <sub>0J</sub>	Local Cuisine of Uttarakhand Flavorful and tasty.	H0 Accepted
H <sub>0K</sub>	Tourist has been provided with good local food knowledge	H0 Accepted

## Conclusion

“This paper focusing an attempt to linkage between importances of Local Cuisine of Uttarakhand as a tool for destination attraction. Local Food plays a vital role and can attract many tourists travelling various destinations in Uttarakhand.”

The study indicates that majority of respondents are accepting the local cuisine as it has higher health benefits and matching to their taste buds. There is very strong evidence relationship between pricing, nutritious, balance meal, organic food, promotional activities by government and various catering establishment, food knowledge to tourist. It concludes that there is prominent role of cuisine as cultural heritage in Garhwal Region of Uttarakhand. During the duration of the stay the tourists find that the availability of local food in local food joints was limited. The government is promoting culinary delights at various destinations in Garhwal Region of Uttarakhand; a concrete plan is missing and at the same time local community need to be involved in such process. The public health practices are major concern at destination. Mandatory structured training program need to be implemented so that hesitation for tasting due to lack of personal hygiene among food service operators can be minimized.

The study also reveals that majority of the tourist visiting to Uttarakhand for sacred by showing their presence and participates in required rituals and customs. People spend around 40 percent of their time in consuming food and beverage at local destination. During their spare time tourist wish to participate in culinary workshop and festivals to experience the cooking heritage of local community which has been transferred from generation to generation. Keeping all the factors influencing the popularity of local cuisine at various destinations can be developed in Uttarakhand.

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