



# Promoting Local and Regional Haryanvi Cuisine Through Hotels: Stay Connected with Roots

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**Abstract** Among various aspects food is an important attraction among tourists while choosing destinations for travelling. Indian food has vast and rich cultural heritage. This study is an attempt to identify reasons why hotels are not serving local foods and promoting local cuisine to preserving the Indian food culture. To initiate the study firstly explored the local and regional food of Haryana through conducting interviews with 50 local people. The secondly to identify the local and regional food/ dishes in the menus of hotels and find out the extent local food had been placed in their restaurant's menus and finally assessed the reasons, why hotels are not serving local Haryanvi foods in hotels of Haryana and Interview of 20 chefs of hotels was conducted in Haryana state of India. Document review method was used for collecting the data from 20 hotels and listed 125 different local and regional foods. Demand and supply factors were identified to get the reasons why Haryanvi cuisines are not being offered in the hotels of Haryana. The results of the study show that respondents are willing to get more Haryanvi foods in the Hotels / Restaurants. Further, findings show that hotels/ restaurants are not adequately represented local food in Hotel menus due to Lack of awareness among the customers, lack of demand for local and regional foods from the customers, incompetent / lack of skills among the hired staff in the hotels, attitudes menu decision makers are important factors for promoting local and regional foods in hotels. The study strengthen the image of Haryana as authentic cultural & culinary destination and suggestions for policy makers and hotel management educational institutes for enhancement of customer experience and promotion of cultural food heritage.

**Keywords:** Local Foods, Regional Foods, Haryanvi Cuisine, Chefs, Hotels

## INTRODUCTION

Food is essential for every human being for survival. Everyday millions of meals cooked in hotels from local cuisines to fast foods and multi-national cuisines. Food is also an important factor of promoting tourism (Ambaradar et al., 2024; Syed et al., 2021; Bondzi, 2015; Horng et al., 2012; Henderson, 2009; Chand et al., 2007). To get the real picture of culture, food is good example and integral feature of the cultural identity of the particular place (Ginigen et al., 2022; Broadway, 2017; Yurtseven & Kaya, 2011) and important reason to visit destination (Kim et al., 2009).

Food can be a primary or secondary reason for the visitors to choose destinations. The purpose of visit can be depends upon to taste food and drink of particular area and culinary gastronomy is to be one of attractions (Andersson et al., 2017; Sanchez et al., 2012). Globalization has changed the consumption habits and eating patterns of tourist worldwide (Santos et al., 2020). Now a day's tourists seek not only familiar global cuisines but also authentic local food experiences that reflect the cultural identity of destinations (Stalmirska, 2021).

Production, consumption and sale of local dishes help to development of local economy and also create the bond with

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the destination (Andersson et al., 2017). However, Day to day local and regional dishes loses their chance to survive and it is big challenge to maintain and stay with our roots. But it is also accepted that destination marketing should not only purpose to increase the number of visitors or tourists travelling to a destination but also aim to facilitate sustainable tourism development (Stalmirska, 2021; Andersson et al., 2017; Okumus et al., 2007). But the importance of local and regional food has also increased in 21<sup>st</sup> century of tourism sector (Birch & Memery, 2020).

There are number of studies who adopted the definition of local food as either produced and consumed with in the local area (Chand, 2009; Birch & Memery, 2020; Kim & Eves, 2012; Kumar, et al., 2025). Regional food is wider concept where certain dishes, ingredients and cooking styles are shared. According to Sims (2009) local and regional foods are valued not only for their freshness and flavor but also for their authentic connection to place and culture. They embody the social, historical, and environmental characteristics of the region in which they are produced. The Haryana state has vast mythological, rich agrarian heritage and vibrant rural traditions, offers a distinctive culinary identity that reflects simplicity, nutrition, and rustic flavours. However, Haryanvi cuisine remains underrepresented in mainstream hospitality menus compared to other Indian regional cuisines. Hotels can play a significant role in promoting and preserving this heritage through innovative strategies. The present study adopts the definition of local and regional food that is traditionally cooked in the Haryana by using indigenous ingredients, indigenous methods of cooking. Local cuisine culture will definitely ensure the tourist revisit, satisfaction, recommendation and loyal towards the particular place destination. Now to ensuring an increase in the number of tourists, their satisfaction, loyalty and sustainability can be possible by including local dishes in the menus of hotels, serving local and regional dishes and advertising these cuisines also (Ginigen et al., 2022). These process will provides the opportunity to cater the transferring of local and regional foods/dishes to the next generation and reasons to stay connected with the roots (Ginigen et al., 2022; Santos et al., 2020; Bondzi & Ayeh, 2017). So this study is an attempt to promote Haryana tourism through its food culture. Haryana food is simple and abundance of milk, butter, ghee, lassi, thandai, buttermilk, vegetables and also known as land of roties as people are fond of eating different roties such as wheat, bajara, barley, gram flour, makka, etc. (Malik et al., 2013). Haryanvi cuisine is very simple. Fresh ingredients and dairy products are most attractive features of this cuisine. Local and regional foods / dishes of Haryana have a lot of similarities with its neighbouring states such as Punjab and Rajasthan.

In this study the first aim is to explore the local and regional food of Haryana through conducting interviews with local

people. The second aim is to identify the local and regional food / dishes in the menus of hotels and find out the extent local food has been placed in their restaurant's menus. The next aim is to explore the reasons, why hotels are not serving local Haryanvi foods in hotels of Haryana.

## LITERATURE REVIEW

There are various previous literatures that support the tourism promotion with culinary tourism. Food is important in all stages of tourism, from the beginning of the journey, staying, shopping, while visiting the place (Ginigen et al., 2022; Okumus & Cetin, 2018; Lee et al., 2017; Broadway, 2017).

### Culinary Tourism

Literature uses culinary tourism, food tourism, gastronomy tourism simultaneously. These three words are used interchangeably. According to Everett (2016) food tourism means where food is the motivating factor for travel. Culinary tourists are those tourists who are influenced to consume food and beverage in the destination (Okumus et al., 2018). The availability and affordability of foods and beverages in a destination is the main element of food tourism (Okumus & Cetin, 2018; Lee et al., 2017; Viljoen et al., 2017; Lee & Scott, 2015; Sotiriadis, 2015). Sanchez et al. (2012) conducted a study in the city of Cordoba (Spain) and found three types of visitors. Only 10 percentage visitors state that the cuisine is the main reason to visit the city whereas 68 percentage states that local cuisine is an important but not essential and important aspects to visit the city and third category visitors consider cuisine as a secondary aspect.

### Promoting Culinary Tourism

Now a days the term foodies is applied very frequently for the people having interest in food (Broadway, 2017). Foodies travel the world in search of food experiences and their efforts were promoted by Television programs (Broadway, 2017). Chef Anthony Bourdain shows Parts unknown, the show ran for 12 seasons. Somebody feed phil, Chef's Table, Uncarted, Ultimate Braai Master, Ugly Delicious, Diners, Drive-Ins and Dives, The Layovers, Bizarre Foods: Delicious Destination, Street Food, Amazing Eats, are few of the shows that telecast on various channels (Ranker, 2023). In Indian context various shows were telecast on different channels such as Eat this meri Jaan on the Channel Food Food, Highway on my plate on the Channel NDTV good times, Chefs on wheels on the Channel Living Foodz, Chakh Le India – Kachcha Raasta on the Amazon Prime Video (Saloni, 2019), Roti Rasta aur India on

Food Food Channel Various shows were telecast on Netflix such as Raja, Rasoi aur Anya Kahaniyaan, Ithias Ki Thali se, Twist of taste. Street Food: Asia, Epic channel telecast a show named Lost Recipes.

## Promoting Local and Regional Food as Destination Marketing

Various destination marketing organization such as Australian Tourist Commission, Canadian Tourism Commission, and Hong Kong Tourism Board promote their culinary resources (Tsang et al., 2011; Horng & Tsai, 2010). They highlighted the regional cuisines and raw foods on their brochure, and websites (Okumus et al., 2018). To promote destinations and attract potential tourist regarding travel buying decisions, host countries include promotional materials in their brochures, booklets, guide books and websites. The textual information, image and other material included offer opportunities regarding products and services offered in the destinations (Atadil et al., 2018; Dieck et al., 2018; Okumus et al., 2013; Tsang et al., 2011; Horng & Tsai, 2010). Today's consumer concern for healthy lifestyles, so few of the destinations are promoting healthier local foods cooked with local ingredients and methods (Miele & Murdoch, 2002). Tourist perceived food as more authentic, distinct and cultural identity while consuming local foods (Bondzi & Ayeh, 2019; Veiga et al., 2018; Bjork & Kauppinen, 2017). In the competitive environment, use of local and regional food in destination marketing helps to get mark as the distinct from others (Okumus & Cetin, 2018). Destination marketing should not only purpose to increase the number of visitors or tourists travelling to a destination but also aim to facilitate sustainable tourism development (Stalmirska, 2021; Andersson et al., 2017; Okumus et al., 2007). Local food products and dishes support local business and have positive effects on the local people's sense of cultural belongingness. Local food improves the economic, environmental and socio-cultural sustainability of local community (Sims, 2009).

## RESEARCH METHODOLOGY

First objective was achieved through the interviews and self-administered questionnaire with the local people of Haryana. This was necessary because local peoples of Haryana know about the local and regional foods of Haryana. Purposive method was used to select the people whose birth and live in Haryana. The age groups of participants were as Generation X (Birth Year lies 1965-1980) and Generation Y (Birth Year lies 1981-1996) (Tang et al., 2020). Before asking

about local and regional foods to the participants, they were well informed about the purpose of the research. The self-administered questionnaire was used for collecting the data for willingness of participants to have local and regional foods in high end hotels.

Questionnaire has three sections. First section was for their profiles such as gender, age, born place, marital status. Second section has questions such as their awareness about Haryanvi foods. Third section has three questions such as that they are visited hotels / restaurants for food, they get Haryanvi food in Hotels, They wish to get Haryanvi food in the Hotels. Data were obtained from the participants. Only those participants were included in the study who born in Haryana, visited hotels for food

For achieving the second and third objectives quota sampling method was used to select the cities convenience sampling method was used to identify and select the hotel and Chefs for achieving the objectives of the study. The study has been conducted in Haryana state of India. The Government of Haryana divide the state into 22 districts and further 22 districts divided into six divisions for administrative purpose. Five cities of Haryana such as Kurukshetra, Faridabad, Sonapat, Panipat and Gurugram were selected where tourist were most visited. 20 hotels were selected for the document review of menus and Chefs / Menu planners for interview of the selected hotels of Haryana. The semi-structured interviews were conducted between the April 2023 and July 2023 in the hotels where the interviewee worked. Respondents were Chefs and food and beverage manager. For maintaining the sensitivity of the hotels code number were allotted to each hotel and analyse the food items placed in the menus with the list of Haryana food items collected from the various Haryana residents.

## DATA ANALYSIS AND INTERPRETATION

Result of respondent's profile and their willingness are clearly depicted in Table 1.

**Table 1: Profile and Willingness of Respondents**

Profile	Variables	Respondents
Gender	Male	50%
	Female	50%
Age	65-55 years	50%
	55-45 years	25%
	Less than 45 years	25%
Birth Place	Haryana	Yes

Profile	Variables	Respondents
Are you visited hotels / restaurants for food	Yes	100%
	No	Nil
You are getting Haryanvi food in visited hotels / restaurants	Few dishes are available	90%
	Most dishes are available	10%
You are willing to get Haryanvi food in the Hotels	Yes	100%

Source: Researcher's own.

In the next segment of the data collection researcher's ask to respondents about the different local and regional dishes

of Haryana. The 125 different local and regional foods were listed by the researchers and further it was segmented in eight major groups. These groups are as follows: Dal / Pulses, Vegetables / Sabji, Chutney, Raita, Breads of wheat / Millet / Bengal Gram / Ragi, Rice, Sweets, Beverage / Drinks (Table 2). It was also revealed that various foods and beverages are alike food of neighbouring states such as Punjab and Rajasthan. But people of Haryana generally cooked these foods in their homes. So in this study researchers considered these foods as local and regional food / dishes of Haryana. Furthermore, these food / dishes are cooked in the hotels/ restaurant are the point and Table 3 represents the data collected from various hotels of Haryana to get to know the actual situation of local and regional foods / dishes placed in their menus and offering to customers.

**Table 2: List of Local and Regional Foods of Haryana**

Kinds of Food	Name of the Food	Kinds of Food	Name of the Food
<b>Dal Section</b>	Turk ki dal / Arhar ki dal	<b>Vegetables Section</b>	Aloo matar ki sabzi
	Chane ki dal		Bathua ka saag
	Chhole		Bhindi ki sabzi
	Ghiya chane ki dal		Bharwa karele
	Kulthi ki dal		Channe ki patton ka saag
	Masoor ki dal		Gajar methi ki sabzi
	Mix dal		Ghiya ki sabzi
	Moong ki dal		Kadhi pakora
	Rajma		Karele ki sabzi
	Urad ki dal		Kachri ki sabzi
<b>Bread Section</b>	Aloo ka paratha	<b>Raita Section</b>	Khatte ka saag
	Aloo pyza ke paratha		Mooli ka saag
	Bajre ki roti		Palak ka saag
	Besan ki roti		Pethe ki sabzi
	Chawal ke atte ki roti		Sarsoon ka saag
	Gobhi ka paratha		Singri ki sabzi
	Ghee boora roti		Tinde ki sabzi
	Makke ki roti		Torri ki sabzi
	Methi ki roti		Aloo ka raita
	Mix paratha		Bathu ka raita
	Mooli ke paratha		Boondi ka raita
	Pyaz paneer ka paratha		Gajar ka raita
	Paneer ka paratha		Ghiye ka raita
Tandoori roti	Kheere ka raita		
Tawa roti	Mix vegetable raita		
<b>Sweet Section</b>	Alsi ke laddoo	<b>Pickle Section</b>	Palak ka raita
	Atte ki pinni		Aam ka aachar
	Atte ka halwa		Gajar ka achar
	Besan ka halwa		Gobhi gajar ka achar
	Bhughde ke laddoo		Hari mirch ka achar

Kinds of Food	Name of the Food	Kinds of Food	Name of the Food
	Boondi ke laddoo		Karele ka achar
	Chini ke pude		khatha meetha aam ka achar
	Churma		Lal mirch ka achar
	Gajar pak		Mooli gajar ka achar
	Ghiye ki burfi		Nimboo ka achar
	Goond ke laddoo		Teet ka achar
	Gulab jamun	<b>Beverage Section</b>	Rabdi
	Guldana		Aam ka panna
	Gulgulle		Dooth patti
	Gur ke pude		Gur ki chai
	Jalebi		Khatta meetha aam ka panna
	Kangni ke laddoo		Masala chai
	Kassar		Meethi lassi
	Kheer		Namkeen lassi
	Lapsi		Nimboo ka sarbat
	Malpua	<b>Wheat / Millet / Rice Section</b>	Bajre ki khichdi
	Meethi matthi		Kadhi
	Moong dal ke laddoo		Meethe chawal
	Nariyal ke laddoo		Meetha daliya
	Sewiya		Moong dal khichdi
	Shakarpara		Namkeen chawal
	Sooji ka halwa		Namkeen daliya
	Til ke laddoo		Peele chawal
<b>Chutney Section</b>	Chholia ki chutney	<b>Chutney Section</b>	Matar ki chutney
	Dhaniya-mirch ki chutney		Pudine ki chutney
	Kacche aam ki chutney		Pyaz ki chutney
	Lahsun ki chutney		Tamatar dhaniya ki chutney
	Hari mirch ki chutney		Tamatar Pyaz ki chutney
	Kachri ki chutney		Sukhe aloo ki chutney

Source: Researcher's own.

Table 3 revealed that restaurant no. 12 as maximum percentage (34.67%) of local and regional foods in their menu while restaurant 6 as minimum percentage (11.86%) of local and regional foods in their menu. Thoroughly checked the items listed in the menu card of hotels with the local and regional foods. Percentage of local and regional foods lies from 11.86% to 34.67% in the menu card of hotels. The

collected data shows that hotels were not give proper place to regional and local foods in their menus. If they placed local and regional foods in their menus then there will be more demand by the customer. But unfortunate the collected data and results are not very satisfactory. There is need from the hotels to create awareness among the customers and as well as hotels to promote the local and regional foods.

**Table 3: Local and Regional Foods in Hotels / Restaurant Menus**

Hotels / Restaurant	Local Foods in Menu	Number of Total Foods in Menu	% of Local Foods Placed in Menu
Restaurant 1	15	76	19.73
Restaurant 2	19	84	22.62
Restaurant 3	25	110	22.72
Restaurant 4	16	88	18.18
Restaurant 5	20	127	15.75
Restaurant 6	14	118	11.86

Hotels / Restaurant	Local Foods in Menu	Number of Total Foods in Menu	% of Local Foods Placed in Menu
Restaurant 7	19	78	24.35
Restaurant 8	23	100	23.00
Restaurant 9	18	123	14.63
Restaurant 10	23	110	20.91
Restaurant 11	32	127	25.19
Restaurant 12	26	75	34.67
Restaurant 13	32	138	25.19
Restaurant 14	14	76	18.42
Restaurant 15	27	98	27.55
Restaurant 16	32	145	22.07
Restaurant 17	30	120	25.00
Restaurant 18	35	138	25.36
Restaurant 19	28	145	19.31
Restaurant 20	18	87	20.69

Source: Calculated by researcher from hotel data.

To explore the reasons, why hotels are not serving local Haryanvi foods in hotels of Haryana, the qualitative approach was employed. The semi-structured interviews were conducted between the April 2023 and July 2023 in the hotels. Respondents were Chefs / food and beverage manager / menu planner.

*First Research Question: Is the Haryanvi local and regional foods dishes are available in the hotel?*

Each respondent has few items of local and regional foods in their menus. In comparison to total foods item offered to the customer and items of Haryanvi cuisine placed in the menu are not remarkable as a good.

*Second Research Question: Are customers demanded local and regional foods?*

When the question asked to respondents that customers demanded local and regional dishes of Haryana in the Hotels, Each respondent indicated that customers read the menus and demand accordingly. Sometimes travel groups demanded the local and regional foods of Haryana. Few respondents' were said that customers relish the tandoor items more so tandoor items are much demanded.

*Third Research Question: Why hotels are not serving local Haryanvi foods in hotels of Haryana, What are the reasons behind this?*

For the objective that 'why hotels are not serving local Haryanvi foods in hotels of Haryana'; researchers decided to interview 20 chefs across Haryana. The data collected from the chefs was processed through thematic analysis using QSR NVivo software for qualitative research. NVivo software is well known for generating efficient and trustworthy study outcomes in qualitative research.

The responses received from the chefs were recorded with their due permission and converted to text files. These responses are then read manually by the researchers and preliminary themes were discussed. Each open-ended response was saved in a separate Word file and imported into NVivo software for thematic analysis. Researchers started with initial coding process by carefully reading and coding of the response statements. While coding, every response from the respondents was taken into consideration so that no important statement, emotion or thought was missed. Every code was re-examined after the coding procedure, and any necessary revisions were made to ensure accurate and impartial analytical results.

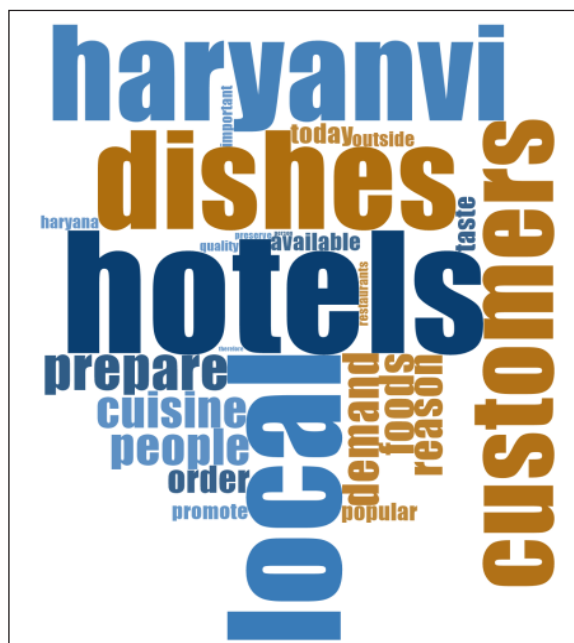
Using a 'word count' query of NVivo software, researchers examined the most frequently used words in the responses provided by the respondents, which is illustrated by a Word cloud shown in Fig. 1.

**Table 4: Word Frequency Table, Based on Which Word Cloud is Generated**

Sr. No.	Word	Count	Similar Words
1	hotels	50	hotel, hotels
2	local	48	local, location, place, places
3	dishes	41	dishes, serve, serving
4	Haryanvi	40	Haryanvi

Sr. No.	Word	Count	Similar Words
5	customers	35	customer, customers, customers', traditional
6	prepare	23	education, inclined, makes, making, preparation, preparations, prepare, prepared, prepares, trained
7	cuisine	18	cuisine, cuisines
8	people	18	people, peoples
9	demand	19	asking, demand, demanded, demands, takes
10	foods	17	foods
11	reason	20	reason, reasons, think, understand, understanding
12	order	16	order, ordered, ordering, orders, place, places
13	taste	16	prefer, preference, preferences, taste
14	today	13	nowadays, today
15	available	11	availability, available
16	popular	11	popular, popularity, popularization
17	promote	11	advance, promote, promoted, promoting, promotion, public
18	outside	12	international, outside, outsiders
19	Haryana	9	Haryana
20	important	9	importance, important, meaning, significant
21	quality	9	choices, quality
22	restaurants	8	restaurant, restaurants
23	preserve	7	keeping, keeps, maintain, preserve
24	person	6	person, persons
25	therefore	6	hence, therefore

Source: Researchers' own.



Source: Researchers' own.

Fig. 1: Word Cloud Based on Word Count of the Responses

Fig. 1 illustrates that in addition to general words like hotels, dishes, Haryanvi, local etc., the respondents had also included some noteworthy terms in their responses like demand, order, and promote. This provided some imperative

tips for code generation for thematic analysis. In the word cloud the boldness of words is determined by how frequently it word appears in the various responses.

**Table 5: Themes Created Out of Respondent's Responses**

Themes / Reasons	Number of Respondents	Number of Statements	Statement %
<b>A. Demand Factors</b>	15	25	53
• Customers' disfavor	10	11	23
• No promotion	6	6	13
• Not found on menus	3	3	6
• People want a change in routine taste	3	3	6
• Unaware of the taste	2	2	4
<b>B. Supply Factors</b>	11	22	47
• Below dignity	4	5	11
• Higher cost	2	2	4
• Low expertise	6	7	15
• Not suitable for menu	2	2	4
• Time taking cooking process	1	2	4
• Unavailability of authentic ingredients and equipment's	2	4	9
<b>Total (A+B)</b>		47	100

Source: Researchers' own.

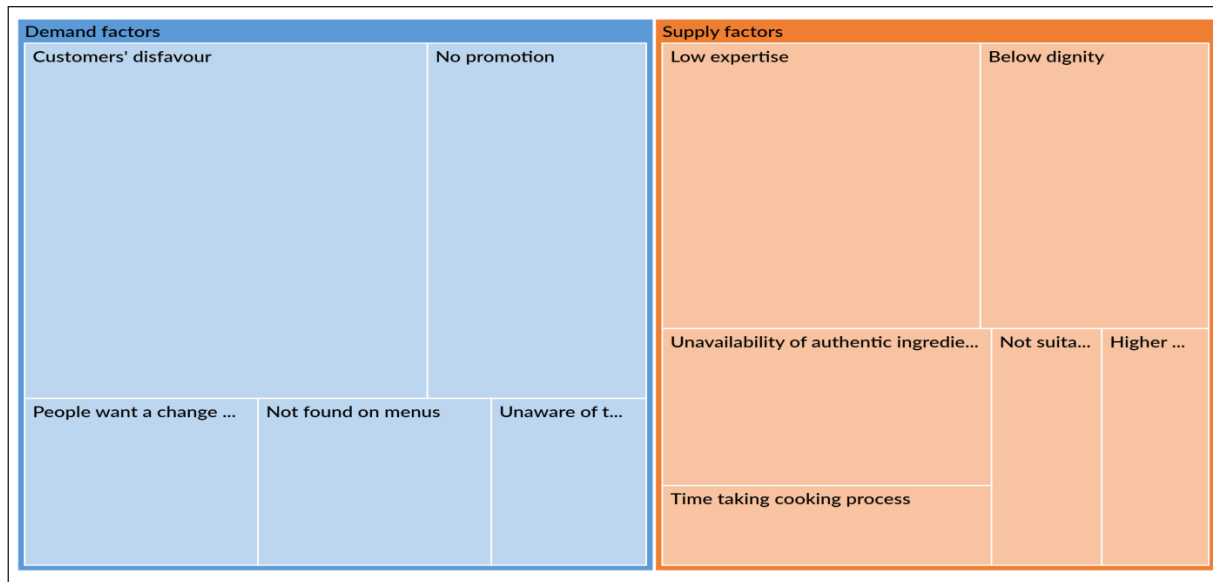
Table 5 presents the themes generated by respondents after coding of response statements. The first column of the table shows various themes, which are the reasons identified by respondents through coding, why Haryanvi cuisines are not being offered in the hotels of Haryana. The second column shows the number of respondents who have mentioned that specific reason in their responses. The third column of the table shows the number of statements mentioned by various respondents about that specific theme / reason. Twenty responders cited a total of forty-seven statements in total. The last column of Table 5 shows the total percentage of that specific reason amongst all response statements of the respondents. This statement percentage shows the per cent strength of the reason mentioned by various respondents amongst all responded statements.

Of the responses, 53 percent of the statements proved that the main reason Haryanvi cuisine isn't served in Haryana hotels is because there isn't enough demand from consumers. 10 respondents stated that, because people believe it to be out of style, they don't appreciate *desi* Haryanvi food served in hotels or restaurants. 6 respondents mentioned that Haryanvi cuisines are not advertised or promoted so low demand is the obvious cause. 3 respondents mentioned that as it is not available in the menus it is not demanded. According to three respondents, consumers visit restaurants and hotels to experiment with different cuisines in place of their usual daily fare. Two respondents mentioned that people are not aware of the true authentic taste of Haryanvi cuisine so they

do not demand it.

47 percent of the response statements were about the supply-related issues of Haryanvi cuisines by the owners. 4 respondents believed that supplying Haryanvi cuisine is perceived as a below-dignity thing by the owners in this so-called modern era. 2 respondents mentioned that cooking Haryanvi cuisine is a costly affair and low-scale production can't bring revenues for the business. 6 respondents said that Haryanvi cuisines are not being taught and skilled in the hotel management industry, so chefs don't have the proficiency to create authentic savour. Two respondents believed that Haryanvi foods shouldn't be served on menus since reheating ruins the authentic flavour of the food. Two respondents claimed that preparing Haryanvi cuisine involves more than just cooking; it also entails locating real ingredients, tools, utensils, and even age-old techniques. Every hotel and restaurant can't have access to these essentials hence it is not available in the menus. A respondent also brought up the fact that, aside from standard restaurant fare, Haryanvi cuisines often call for slow cooking, which is time-consuming and not suitable for the restaurant and hotel industry.

Hierarchy chart shown in Fig. 2 is pictorial representation of Table 5 which unequivocally demonstrates that demand-based reasons are found to be slightly more accountable for the absence of Haryanvi cuisine in hotels and restaurants of Haryana than supply-based reasons. However, supply-based causes cannot be written off as less important.



Source: Researchers' own.

**Fig. 2: Hierarchy Chart**

Based on thematic analysis, researchers found that Haryanvi food is not able to find a place on the menus of hotels and restaurants in Haryana because usually customers do not demand it. Apart from this, Haryanvi food has never been promoted or marketed, so it has never being admired like Punjabi, South Indian, or Gujarati cuisines. Another significant cause is that the suppliers i.e. the hotel industry is not truly equipped or arrayed to serve the authentic taste of Haryanvi cuisines. Researchers strongly contend that Haryanvi food, which was customarily cooked in low-fire settings in homes using only pure ingredients, can never be adequately captured by the commercial sector.

**DISCUSSION AND CONCLUSIONS**

The next aim is to explore the reasons, why hotels are not serving local Haryanvi foods in hotels of Haryana.

The present study aims to explore the local and regional foods of Haryana state. To achieve this aim, the researcher collects the data from the local people of Haryana who born and brought up in Haryana with the help of self-administered questionnaire. The results of the study show that respondents are willing to get more Haryanvi foods in the Hotels / Restaurants. With the help of interview with these local people 125 different local and regional foods were listed by the researchers and further it was segmented in eight major groups. These groups are as follows: Dal / Pulses, Vegetables / Sabji, Chutney, Raita, Breads of wheat / Millet/ Bengal Gram/ Ragi, Rice, Sweets, Beverage / Drinks (Table 2). It was also revealed that various foods and beverages are alike food of neighbouring states such as Punjab and Rajasthan.

The second aim of the study is to identify the local and regional food / dishes in the menus of hotels and find out the extent local food has been placed in their restaurant's menus. To achieve this aim, researchers select the cities, hotels / restaurants. Document review method is used for analyze the foods mentioned in the menu card of these hotels / restaurants. Results show that hotels / restaurants are not adequately represented in Hotel menus. Although few Hotels placed few local food items in their menu but the situation is not satisfactory. If they placed local and regional foods in their menus then there will be more demand by the customer. But unfortunat the collected data and results are not very satisfactory.

There is need from the hotels to create awareness among the customers and as well as hotels to promote the local and regional foods. Hotels could play a major role in popularizing and preserving traditional foods by organizing local and regional food weeks, including items in buffets and offering local foods to guests as complimentary food. Every Hotel creates a signature Haryanvi dishes and promote Haryanvi Thali as a unique experiences among customers. Nowadays food bloggers and influencers are actively marketing the local and regional cuisine. Social media campaigns and chef interviews will also promote local and regional dishes of Haryana. So Haryana tourism boards and Hotels will develop the Culinary Trails of Haryana to promote and preserve this heritage through innovative strategies.

The next aim is to explore the reasons, why hotels are not serving local Haryanvi foods in hotels of Haryana. Researchers collected data from the chefs / food and beverage managers / menu planners through interviews.

Results show that there are two major factors were identified / Demand and supply factors. Demand related reasons for why hotels are not serving local Haryanvi foods in hotels of Haryana. The results show that customer disfavoured for local foods, no promotion and advertisement of local food are placed by the hotels, local and regional are not found in the hotels menu, people visit hotels for new experiments with different cuisines and want a change in routine taste, and customers are unaware of the Haryanvi authentic taste so they are not demanded Haryanvi foods. Second factor is supply related reasons for why hotels are not serving local Haryanvi foods in hotels of Haryana. The result shows that Hotel owner perceived Haryanvi cuisine as a below-dignity food, Haryanvi cuisine is costly and not brings revenues, Chefs are not skilled to cook authentic local and regional Haryanvi food. Reheating of Haryanvi food ruins the flavour, taste and authenticity of foods. Preparation and cooking need more time, ingredients, tools and techniques for authentic local and regional Haryanvi food. So, Hotels are not ready to serve authentic Haryanvi foods to customers. There is need to upgrade the chefs for cooking authentic local and regional Haryanvi food. Hotel Management Institutes are also incorporate recipes of authentic local foods for students. A sense of proud on our rich heritage will be developed among owners / chefs / food and beverages / menu planners are needed to develop.

This study is an attempt to sustainability of our roots. In the era of globalization Indian adopted the western culture and slowly forgets the Indian culture. It's very unfortunate for all of us that we adopted various Indian cuisines and foreign cuisine in our hotels but forgets our own roots. It's high time to promote our local and regional foods through hotels. Dining out culture is spreading very fast among Indian people. Westernization, globalization, shifting lifestyle, rising people's income and their living standards, increasing number of working women in the society, emerging more nuclear families are the reasons of dining out. Today fast-food industry is growing in India and satisfying all the requirements of younger generation of the India (Sirisha et al., 2015). Lack of awareness among the customers, lack of demand for local and regional foods from the customers, incompetent / lack of skills among the hired staff in the hotels, attitudes menu decision makers are important factors for promoting local and regional foods in hotels. In the current situation of food industry, there is imperative to emphasize on the slow food. Slow food focused on traditional, local and sustainable food practices. It helps in preparation of quality, healthier and nutrition food for customers. Slow food movement adoption will promote sustainability and preserving culinary heritage also.

## THEORETICAL IMPLICATIONS

The present study significantly contributes to create and strengthen the image of Haryana as authentic cultural and culinary destination. Findings of the study contributed for customers and Hotels. To know and understand the reasons of not serving local and regional foods in Hotels are very imperative. Demand and supply both ends are needed to be think, understand and worked upon it. An attitude development among customers are requires towards our food culture. So, that they kindly understand the importance of our food cultural heritage. Now a day's customer try different cuisines for a change but if they get local food as complementary food they definitely tried that food. Haryanvi authentic taste will generate then they tried it. This study helps to change the disfavoured attitude of customers into favour attitude. These researches will also make help to create awareness among customers towards the local and regional Haryanvi food. The findings of supply ends are also needed to look the problems faced by the Hotels to adopt the local cuisines. Hotels should maintain the Local supply chains for fresh ingredients and local cooks who coordinate with the hotel chefs for preparation of authentic local and regional Haryanvi food. These strategies will also minimize the cost as well. A positive attitude towards local and regional Haryanvi food among the hotel industry is also necessitated.

## PRACTICAL IMPLICATIONS

The findings of the study have several practical implications for hotel industry, policy makers and hotel management institutes for enhance customer experience, promote cultural food heritage, developed skill among students and chefs, collaborating with the local communities for fresh ingredients. Hotels can add special Haryanvi cuisine in regular menus or in buffet or in as complimentary items or as a Haryanvi Thali or all for their customers. Hotels can collaborate with local farmers and dairy producers for fresh, locally sourced ingredients. Hotels can develop farm-to-table experiences. Hire local women who cook authentic foods of Haryana and also encourage cross-cultural culinary exchanges between local and professional chefs to provide authentic local and regional cuisines. Hotels create signature dish of Haryana as a branding strategies. Encourage food bloggers, influencers, social media and promotional videos, advertisements through all media are good initiatives to promote local and regional foods.

Policymakers can provide awards, certification, competitions, subsidies to those hotels who promote and

preserve culinary cultural and innovate sustainability and local economy. Hotel management institutes can upgrade and add local and regional cuisines in the curriculum of their program to preserve our food culture and rich food heritage. It is the responsibility of each generation to pass their legacy of food to next generations. Sometimes entire civilization was wiped out due to any natural calamity or war or other reasons. So, there is need to treasure this food culture for our future generations.

The study has geographical constraints. Only Haryanvi people, hotels and cuisine were taken. Data were collected from the hotels point of views, customer's awareness, willingness, attitudes, intention and behaviour were ignored in this study. This study is good for future researchers. They may choose other geographic area and includes all the stakeholders too for more empirical study. Tourism industry is very important stakeholder of nation. Tourism industry helps in the economic development as local and national level, employment generation. Help to conserve culture, reduce poverty, strengthening communities, development of infrastructure, societal progress, and environment protection. So future researchers will consider these factors and conserve our culture for future generations.

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