

REGIONAL CUISINE AS A TOOL TO DESTINATION DEVELOPMENT: A STUDY ON HIMACHAL PRADESH

Aman Sharma¹, Dr. Sanjeeb Pal², Dr. Dilbag Singh³

Research scholars Amity School of Hospitality, Amity university, Jaipur, Rajasthan
(amansharma.261083@gmail.com)

Professor/Director, Amity School of Hospitality, Amity University, Jaipur,(RJ.)
(spal@jpr.amity.edu)

Assistant Professor, Central University Mahendergarh, Haryana. (dilbag2501@gmail.com)

Abstract

The competition between tourist locations as they attempt to draw tourists rises along with the tourism sector. Food tourism, often known as food tourist industry, relates to journeys undertaken to places where the native cuisine and drinks are the primary driving forces behind travel and tourism. Food tourism is typically a domestic tourism activity because everyone visiting a place will need food, even those going farther and farther from home for business, retail, or better living. This paper assesses the role of regional cuisine in destination development in Himachal region. The data collected through structured questionnaire, journal, edited books and e- sources from internet. Regarding the cuisine that best draws visitors from abroad, the core and expanded identity of food in Himachal Pradesh is somewhat irregular. Overall, food may be a significant tool for developing a destination as well as a sort of trip brand identification.

Keywords: - Destination, Regional food, Development, Tourist, Tourism, brand

Introduction

As defined by the World Tourism Organization's description in 1994, travel is the "actions of people going to or residing in destinations outside of their regular surroundings for not more than one year for leisure, business, or other objectives."The world's fastest growing industry since 1950 has been the exponentially expanding global tourism sector. Recent decades have seen the emergence of research on food tourism that uses both qualitative and quantitative methods to examine food destinations, food tourists, and hygienic concerns. One of the major forces behind the expansion of India's services sector has been the tourist industry. The main objectives of this sector are to expand and boost tourism, maintain India's competitiveness as a travel destination, and improve and expand current tourism services in order to generate employment.

In 2015, travel and tourism contributed 8.7% of all jobs in India, including occupations that were indirectly supported by the sector. This is anticipated to increase by 3% in 2016 and by an additional 1.9% annually in 2026. (WTTC, India, 2016). According to Xia (2016), culinary tourism is a pleasurable and alluring activity that unites locals as it plays a significant part in luring tourists by bridging cultural divides between various groups. In this sense, many researchers emphasize that all nations must also encourage meals as a crucial appeal to visitors, as eating dinner out and

trying national and local ethnic foods are enjoyable activities for the majority of tourists. Local and regional cuisine may enhance the location's appeal and enhance the area's profitability.

The advertising of a location via its own cuisine is done by clearly differentiating it from its culinary resources, which need to have a cuisine that travellers can recognize and a variety of places where they may eat this cuisine. Since eating is a basic human instinct, every traveler consumes local cuisine when travelling far from home. The five senses' tactile perceptions of taste, appearance, scent, and the legitimacy of a location can be viewed as physical aids (Fields 2002). Taste, flavour, fragrance, and the visual representation of food were mentioned by Kim et al. (2009) as physical inspirations that also convey tactile fascination. Decoration, music, lighting, and design are recognized as components of a physical state in addition to portraying the café (Yüksel et al. 2003). Tourists can get a kind of "peak touristic experience" thanks to the true cultural experience offered by local cuisine. Additionally, one of the primary reasons why tourists visit a given location is the local cuisine. Regional gastronomies, food traditions, and unique food ways may be revived through the use of food tourism, which would boost locals' sense of community and give visitors an authentic experience. As a result, an increasing number of rural tourist sites support the revitalization and promotion of regional cuisine in order to promote cultural awareness and market research. Locations that also have effectively used promotional strategy are aware of how it can "help close any gaps between a terminal's qualities and prospective tourists' impressions" (Morgan et al., 2010, p. 65).

Review of Literature

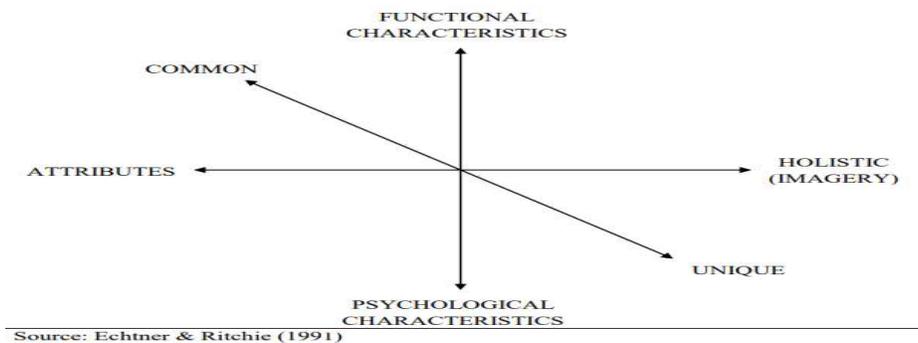
Everyone agrees that a tourist location's reputation is crucial because it influences people's perceptions, which in turn influences their behavior and choice of destination (Allamehet al., 2014). Developing and communicating a positive image to prospective tourists in target markets could increase a destination's ability to compete (Gartner, 1994; Konecnik, 2002). Local cuisine and cookery have a significant impact on the choice of destination and satisfaction with the stay (Quan, Wang, 2004). (Fox, 2007). Given this particular situation, culinary tourism is quickly emerging as one of the most fascinating and well-known segments of the tourist business (Kim 2011). Food is an integral component of culture (Mak 2012), and food tourism can enhance the appeal of destinations because it is closely linked to native culture, foods, festivals, and legacy (Everett, Aitchison 2008).

Destination Image

Images are "an aura, an angel, a subjective perception accompanying the multiple projections of the same message transmitter," according to the World Tourism Organization (WTO, 1979). An image is also described as a visual phenomenon with cognitive (beliefs) and affective (feelings) components that are generated by a consumer's reasoned and emotive interpretation (Dobni & Zinkhan 1990; Lopes, 2011). The destination's image, according to Konecnik (2002), is a

complicated idea that can be examined from 32 distinct angles and is made up of a range of individual perceptions that connect to specific product or service features. It is thought to be an essential topic of tourism research since destination image influences the individual's subjective perception, behaviour, and choice of destination (Allameh et al., 2014). Byon & Zhang (2010) outlined the empirical evidence from the body of literature that supports the idea that a destination's image is a crucial element that is likely to have a major influence on tourists' decision-making. A favorable perception of a place aids tourists' decision-making, raises "awareness" and "evoked" sets, and serves as a differentiator among rival locations (Phau et al., 2010). Travel patterns and destination perception are influenced by domestic and international investment (Warnaby & Davies, 1997; Riviezzo et al., 2009), employment growth (Hankinson, 2005), urbanization (Hankinson, 2004), political stability, global affairs, and education.

Figure 1: The components of destination Image



An ecological vision can be formed from non-tourism elements such as topography textbooks, news pieces, or magazines (Jenkins, 1999; Phau et al., 2010; Lopes, 2011). On the contrary, an inspired idea might result from information that is specifically related to tourism, such as a travel website or destination brochure, which is the result of location advertising strategies (Gunn, 1972 as cited in Lopes, 2011). Niagara gastronomy has been created as a brand-new tourism offering in the Niagara Region of Canada (Hashimoto et al. 2003). All of these demonstrate how food is either directly or indirectly linked to particular places, which tourists use to try the local cuisine.

Food-Themed Events

Food-related occasions and activities are being organized with greater frequency all over the world, for both large cities and suburbs, with said purpose of promoting the many benefits they provide to the regions where they are hosted. Inside structural components, Santini et al. (2014) attempted to coordinate several facets of food and beverage events throughout Europe. Festivals have drawn a lot of attention. Even though few academics have looked into them, one must also take into account a wide range of other food-related events, such as markets, fairs, exhibits, symposia, and contests. The "Tasting Australia and the World Food Media Awards," held in Adelaide, South Australia, and investigated by Brown and Chappel in 2008, are an exception. The

celebration had been planned to focus on and enhance the area's standing as a wine, steakhouse, and upscale dining attraction.

With the help of cuisine events, arts & crafts via different festivals, as well as other tourist-related activities, India's hospitality business is now one of the fastest-growing in the entire globe. Popular dishes and hobbies have a favorable economic impact on a regional economy, especially through the cash earned from local artisan retail stores. (Jauhari & Munjal, 2005). As they promote regional economic growth and emphasize both the economic benefits of local products' purchases as well as the positive perception that these items have in the communities where they are produced, these events can serve as an alternative source of tourism. The Pushkar Carnival in Rajasthan, the Handicraft Fest at Surajkund, Holi and Diwali in North India, Pongal in Tamil, Onam in Cochin, Baisakhi in Punjab, Bihu in Assam, dance festivals at Konark, Ujjain, and Mamallapuram are just a few of the significant Indian festivities and festivals. Touring India may be a gastronomic joy due to the diversity and local culinary expertise found throughout our country. For example, Babru, Gulgule, Warri, Siddu/khobli food from Kullu, Aktori, Chhangpa, Dosha, Mangjangkori, and Tiskori food from Lahaul Spiti, Bedvin Roti, Sepubari food from Mandi, Khatta, Teliye Mah food from Kangra, Madra There are various appealing investment opportunities in the tourist industry, which is the sector that is growing the quickest. Estimates of its proportional importance in relation to the amount of money spent on tourism worldwide vary greatly. Different regions in Himachal Pradesh may serve this dish.

Table 1: Regional food of Himachal

Food served by different regions in Himachal Pradesh	
Food	Area
Aenkadu/ Askalu, Malpude	Bilaspur, Hamirpur, Solan
Aet, Aktori, Pinni, Chhangpa, Mangjangkori,	Lahaul Spiti
Baari, Bedvin Roti	Kullu
Babroo	Kullu, Kangra, Mandi, Bilaspur
Bhatooru	Mandi, Kullu, Lahaul Spiti
Borhe, Siddu/ khobli	Kullu, Mandi, Shimla, Kangra
Chilra/ Chilte/ Lwar	Lahaul Spiti, Kinnaur, Kullu
Chhura	Spiti
Doo, Dosha, Sang	Lahaul
Gulgule	Kullu, Kangra, Mandi
Khatta	Kangra
Kharwalag	Lahaul Spiti
Madrah, Patande	Chamba
Marchu/Pole	Lahaul Spiti, Kinnaur, Kullu
Mande/ Manna	Solan, Lahaul Spiti
Marpinni/ Marjag	Lahaul Spiti

Tckhoso roti	Lahaul Spiti
Tchog	Lahaul Spiti
Tcung	Lahaul
Teliye mah	Kangra
Thuktal	Spiti
Tiskori	Lahaul
Warri	Kullu, Kangra, Mandi, Bilaspur
Seera	Bilaspur, Hamirpur, Mandi, Kullu
Sepubari	Mandi, Bilaspur, Kullu, Kangra

Regional food in destination development

The research on tourist promotion thus emphasizes the requirement for each location to stand out by emphasizing its unique physical and intangible features. (2007) Okumus et al. Finding and promoting local foods and services that are associated with a specific locality might affect the success of tourism marketing operations. McKercher et al. (2008); Okumus et al. (2018); Hashimoto and Telfer (2006); Local cuisine, in particular, has a significant opportunity to attract visitors and improve the overall customer experience, according to Björk and Kauppinen-Räsänen (2016). This raises the prospect of advertising opportunities for the hospitality and tourism industries as well as for local economic development. In order to effectively establish themselves in the fiercely competitive travel industry, locations have already increased their use of local food in destination branding. However, it is commonly recognized that "marketing communication not only needs to work to attract visitors but also encourage the development of a sustainable tourism industry" (Henderson, 2016; Okumus & Cetin, 2018). This is true even though using local cuisine as a source of difference and a mark of difference may be advantageous (Okumus et al., 2007). All these studies (Everett et al. 2008); Everett & Slocum (2013); Legendre & Baker 2019; Sims 2009, 2010) aim to improve not only the tourist industry and travellers, as well as the locations' ethical, commercial, and natural elements. Since that day, local food has received increased attention across many local marketing and promotion initiatives.

Objective

- To define the function of regional cuisine in the creation of tourist destinations.

Material and Methods

Both primary and secondary data are used in the investigation which is collected through structured Questionnaire, tourism books, journals, Newspapers, tourism magazine and internet etc. Total 200 questionnaires were distributed for data collection in different regions of Himachal Pradesh but 178 respondent finalized for data analysis due to incomplete questionnaires.

Result and Discussion

Table 2, DEMOGRAPHIC PROFILE OF STAKE HOLDERS

		Frequency	Valid Percentage
Gender	Male	143	84.1
	Female	27	15.9
	Others	0	0
Age	Below 20 years	43	25.3
	21-30 years	46	27.1
	31-40 years	44	25.9
	Above 40 years	37	21.8
Occupation	Restaurant Owner	33	19.4
	Restaurant Manager	33	19.4
	Local People	36	21.2
	Captain	39	22.9
	Chef	29	17.1
Name of the City	Manali	58	34.1
	Shimla	42	24.7
	Kullu	32	18.8
	Ponta Sahib	15	8.8
	Solan	23	13.6
Total year Industry experience Mean \pm SD		11.04 \pm 5.43	
Total year Himachal experience Mean \pm SD		9.27 \pm 4.38	

The table 2 shows the demographic profile of the respondent (stakeholders). In all, One hundred seventy respondents 84.1% stakeholders were male and 15.9% stakeholders were female. The table highlight that 27.1% stakeholders were between the 21-30 years age group, 25.9% stakeholders were between the 31-40 years age group, 25.3% stakeholders were below 20 years age group and remaining 21.8% stakeholders were above 40 years age group. In this table 22.9% stakeholders were working as a captain in food industry, 21.2% stakeholders were local people, 19.4 were restaurant manager, 19.4% were restaurant owners and remaining 17.1% stakeholders were chef in the food industry. Further this table highlights 34.1% stakeholder were manali, 24.7% stakeholder were shimla, 18.8% stakeholder were Kullu, 13.6% stakeholder were solan, and remaining 8.8% stakeholder were ponta sahib.

Table 3, Variables Related for Constraints which may come in the way of promoting Himachal Pradesh Cuisine

Variables Related for Constraints which may	Components responsible for constraints which may come in the way of promoting Himachal Pradesh Cuisine
	Promotion of Employment through entrepreneurship in local cuisine
	Inclusion of food in media coverage

	Incorporation of food tourism in local policy
	Improvement in food service standard and quality
	Regional branding of local food
	Development and promotion of food experience
	More number of specialty restaurants offering local cuisine
	Organizing special food events
	Training of staff on local food
	Employment opportunity for local producers

The following five factors are:

Table 4, Rotated Component Matrix related for Constraints which may come on the way of promoting Himachal Pradesh Cuisine.

Rotated Component Matrix ^a					
Constraints which may come on the way of promoting Himachal Pradesh Cuisine.	Component				
	1	2	3	4	5
Promotion of Employment through entrepreneurship in local cuisine	.709				
Inclusion of food in media coverage	.616				
Incorporation of food tourism in local policy	.586				
Improvement in food service standard and quality		.702			
Regional branding of local food		.679			
Development and promotion of food experience		.459			
More number of specialty restaurants offering local cuisine			.835		
Organizing special food events				.779	
Training of staff on local food				.412	
Employment opportunity for local producers					.871

The following five factors are:

Factor 1 Marketing of Food Three variables were loaded in this factor these are, Promotion of Employment through entrepreneurship in local cuisine .709, Inclusion of food in media coverage .616 and Incorporation of food tourism in local policy .586

Factor 2 Level of Food Three variables were loaded in this factor these are, Improvement in food service standard and quality .702, Regional branding of local food .679 and Development and promotion of food experience .459

Factor 3 Service of local food One variable was loaded in this factor which is, More number of specialty restaurants offering local cuisine .835

Factor 4 Familiarization of local food Two variables were loaded in this factor these are, organizing special food events .779 and Training of staff on local food .412

Factor 5 Employment Centric One variable were loaded in this factor which is, Employment opportunity for local producers .871

Conclusions

The cuisine of Himachal Pradesh has its own unique tastes and flavors. The objective of this research is to examine how food and drink contribute to the promotion of Himachal Pradesh as a tourist destination. Himachal's ethnic diversity needs to be viewed as a marketing advantage for the area's food tourism. Food tourism has a huge effect and can strengthen any country's overall economy. Because doing so offers them access to the rich cultural and historical past of many civilizations, which boosts the legitimacy of the meals, visitors are now more inclined to keep demanding more local dishes. Many places have adopted the concept of sustainability to a whole new level by starting to serve food and drinks that are focused on health to the educated, wealthy, well-traveled, long-living, and environmentally conscious consumers of today. As a result, among some social groups, food tourism has grown in significance and importance. Whatever the situation, food must be a high-quality product that takes health issues into account. This study also demonstrates how culinary identity may be developed and utilized within the context of tourist development because it is obvious that a key component in the formation of a unique local flavor is cuisine. Indian ethnic groups should be proud to display their culinary specialties, and visitors should be eager to sample local fare.

References

1. Björk, P., & Kauppinen-Räsänen, H. (2016). Local food: A source for destination attraction. *International Journal of Contemporary Hospitality Management*, 28(1), 177–194. <https://doi.org/10.1108/IJCHM-05-2014-0214>
2. Brown, G., & Chappel, S. (2008). Tasting Australia: A celebration of cultural identity or an International event? In J. Ali-Knight, M. Robertson, A. Fyall, & A. Ladkin (Eds.), *International perspectives of festivals and events* (pp. 139–148). Oxford: Elsevier.
3. Canadian Tourism Commission. (2003). U.S. wine and culinary enthusiasts: A special analysis of the travel activities and motivation survey (TAMS). Prepared by Research Resolutions and Consulting Ltd.

4. Cavicchi, A., & Santini, C. (Eds.). (2014). Food and wine events in Europe: A stakeholder approach. London: Routledge.
5. Currie, R. R., Wesley, F., & Sutherland, P. (2008). Going where the Joneses go: Understanding how others influence travel decision-making. *International Journal of Culture, Tourism and Hospitality Research*, 2(1), 12-24.
6. Everett S., Aitchison C., 2008. The role of food tourism in sustaining regional identity: A case study of Cornwall, South West England. *Journal of Sustainable Tourism* 16(2): 150–167.
7. Fields K., 2002. Demand for gastronomy product: motivational factors. In: A.Hjalager, G.Richards (eds.), *Tourism and Gastronomy*. Routledge, London: 37–50.
8. Fox R., 2007. Reinventing the gastronomic identity of Croatian tourist destinations. *International Journal of Hospitality Management* 26(3): 546–559
9. Hall, C. M., & Sharples, L. (Eds.). (2008). Food and wine festivals and events around the world (pp. 113–129). Oxford: Butterworth Heinemann.
10. Hashimoto, A., & Telfer, D. (2006). Selling Canadian culinary tourism: Branding the global and the regional product. *Tourism Geographies*, 8(1), 31–55. <https://doi.org/10.1080/14616680500392465>
11. Harrington, R.J.; Ottenbacher, M.C.2010, Culinary tourism: A case study of the gastronomic capital. *J. Culin. Sci. Technol.* 8, 14–32.
12. Kaur A., Chauhan A. & Medury Y. (2016). Destination image of Indian Tourism destinations: An evaluation using correspondence analysis. *Asia Pacific Journal of Marketing and Logistics*, 28 (3), 499-524.
13. Kim, J. H., Ritchie, J. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12-25.
14. Lee, I.; Arcodia, C. The role of regional food festivals for destination branding. *Int. J. Tour. Res.* 2011, 4, 355–367.
15. Lopes, S.D. (2011). Destination image: Origins, Developments and Implications. *Journal of Tourism and Cultural Heritage*, 9(2), 305-315.
16. Mak A.H., Lumbers M., Eves A., 2012. Globalisation and food consumption in tourism. *Annals of tourism research* 39(1): 171–196.
17. Meiselman H.L., Johnson J.L., Reeve W., Crouch J.E., 2000. Demonstrations of the influence of the eating environment on food acceptance. *Appetite* 35: 231–237.
18. Nam, J.H.; Lee, T.J. Foreign travelers' satisfaction with traditional Korean restaurants. *Int. J. Hosp. Manag.* 2011, 30, 982–989.
19. Okumus, B., Okumus, F., & McKercher, B. (2007). Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey. *Tourism Management*, 28 (1), 253–261. <https://doi.org/10.1016/j.tourman.2005.12.020>
20. Okumus, B., Xiang, Y., & Hutchinson, J. (2018). Local cuisines and destination marketing: Cases of three cities in Shandong. China. *Asia Pacific Journal of Tourism Research*, 23(6), 584–599. <https://doi.org/10.1080/10941665.2018.1469521>

21. Pikkemaat, B. (2004). The measurement of destination image: the case of Austria. *The Poznan University of Economics Review*, 4(1), 87-102.
22. Phau, I., Shanka, T., & Dhayan, N. (2010). Destination image and choice intention of university student travellers to Mauritius. *International Journal of Contemporary Hospitality Management*, 22(5), 758-764.
23. Quan S., Wang N., 2004. Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tourism management* 25(3): 297–305.
24. Richard K. Miller & Associates. (2011). The 2011 restaurant, food & beverage market research handbook (pp. 231–233).
25. Riviezzo, A., de Nisco, A., & Rosaria Napolitano, M. (2009). Importance-performance analysis as a tool in evaluating town centre management effectiveness. *International Journal of Retail & Distribution Management*, 37(9), 748-764.
26. World Tourism Organization. (2007), A Practical Guide to Tourism Destination Management, World Tourism Organization. Retrieved from <http://www.e-un-wto.org/doi/pdf/10.18111/9789284412433> (accessed on 16 September, 2013).
27. World Travel and Tourism Council. (2012). The Comparative Economic Impact of Travel & Tourism. Retrieved from https://www.wttc.org/-/media/files/reports/benchmark-reports/the_comparative_economic_impact_of_travel_tourism.pdf (accessed on 21 December, 2014).
28. World Travel and Tourism Council. (2016). Travel & Tourism Economic Impact 2016 India. Retrieved from <http://www.wttc.org/-/media/files/reports/economic-Impact-research/countries-2016/india2016.pdf> (accessed on 25 February, 2016).
29. Yuksel, F., & Bilim, Y. (2009). Interactions between visual appeals, holiday motivations, destination personality and the self-image: Implications for destination advertising. *Journal of Travel and Tourism Research*, Retrieved from <http://site.adu.edu.tr/jttr/webfolders/File/1.pdf> (accessed on 22 March, 2014).