

THE ROLE OF HARYANVI FOOD IN DESTINATION BRANDING

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Abstract

Food can be an effective way to promote a destination's name. Food's role in forming a destination's brand image and determining the advertisement as to regional cooking during improving the feature of vacationers stays along with developing a right path to sustain culinary tourism in. Food encounters have a personal link with visitors, so an experimental appreciation of legitimacy could be deeper relevant shortly pass operation toward meal (Wang, 1999; Cohen, 2002). This paper indicated the twofold: first, to explore the Haryana's potential for food tourism, second if the significance of food in forming a destination picture. As well, destinations tardily take in the benefits of food tourism and research is conducted mind full branding and creating the affiliation between the regional / local food, the tourism industry and the food tourism products. In this paper the variety of food available, the relationship between local food and beverages and tourism, regional food of Haryana, destination image by a holiday, the respondents' likeliness to cooperate in culinary globetrotting activities also effective potential as long as developing destination-based tourism in Haryana are discussed. To achieve the aim of this study, the author turn out secondary data from various journals, magazines, e-resources etc. As a result, food shares to the overall long-term prepossessing based on a touristy station. The study of this research deal and explore the component that affect a destination's picture, with a focus on local food and how tourists consume it.

Key word:-food image, destination, Haryana, role of food, tourism, branding

Introduction

It is a land where visitors are viewed as if they are Gods. Haryana was formed on November 1, 1966, recently develop from Punjab. Haryana has one of the most interesting backgrounds, from being assign to as "heaven on earth" in antediluvian Sanskrit wording to being the backbone of Indus valley development. This land has also seen historical wars, such as the famed battles of Panipat, and served as the backdrop for the Mahabharata epic war at Kurukshetra. Haryana has been informed about the importance of fostering highway tourism and giving the hospitality and tourism industry a new identity. Haryana has a diverse ethnic history as well as eating customs. Haryanvi cuisine is plain and vivacious, much like its inhabitants. With its agrarian tradition, Haryana has managed to keep its food simple. Haryana is renowned for its agricultural and cattle resources, so milk, butter, ghee, lassi, thandai, and vegetables like to those found in Punjab are plentiful. Haryana is also known as the "Country of Roties" since its residents enjoy a variety of breads made from wheat, bajara, barley and other grains. Haryana is recognized for its livestock

and claims to be the home of the famous murreh buffalo and Haryana's cow. This is the primary explanation for the abundance of milk and milk products in Haryana's cuisine. As a result, Haryana's food is diverse and prosperous, with a wide range of options. Some people are known to feed to survive, and others live to eat. Food plays an important role in our lives, society, and legend. Each Indian land has its own culinary specialties, and have own eating pattern. Haryana is known for its gastronomy and cultural heritage.

As a trading tactic, labeling entails a method of building and manipulating a product's detail to create a compelling reputation to charm and maintain customers (Low and Fullerton, 1994). While it comes through touristy, labeling assign to terminal advertisers competing as visitors from developing and retaining a clear target "determine" a particular considered original along with appealing (Fox, 2007; Morgan et al., 2002). Cuisine has been formulated more explicitly as a marketing name for destinations in food tourism studies. The meaning of globalization has been through increased traveler pursuit also clash amidst station (Costa and Buhalis, 2006). Resting-place challenge shortly eminently compact exchange by zero via discerns the system against another (Kotler, Haider and Rein, 1993). As a result, terminal are emphasizing region uniqueness in the introduction of visionary, contemporary goods and labels, which can comfort shape a more closed marketing proposal (Haven-Tang and Jones, 2006). Local cuisine is necessary item in discover an impression as for area also increasing destination charm (Haven-Tang and Jones, 2006). Regional outcome enhances the tourism experience by adding uniqueness and motivating tourists to visit a site (Sims, 2009). Food accounts for a large portion of total tourism spending. According to Wolf (2006, p.19), "nearly all traveler dinning outside although visit including meal and liquor regularly rate premier in guest disburse." Food satisfies one practical need about tourists; as a result, it accounts for a significant portion of traversing pay the couple respective along with coordinated visitor (Jones & Jenkins, 2002, p. 115). Branding is a marketing technique that entails outline and custody a product's detail to create a compelling picture that can attract and hold customers (Low and Fullerton, 1994).

“Desaa meh Desh Haryana, Jith Doodh Dahie ka Khana”

“Bajre ki tati Roti pe nooni ghee, Sag bna khas ho,

Or kundi me ragdi chutney, lassi ka gilas ho,

Baith ke Chulhe aage Maa ka jimana ho se,

Yo Mera Haryana ho se”

Study Area

Haryana is an Indian state with a rich history, traditions, and heritage, as well as dance, music, fairs and festivals, cuisine, and dialects. It intrigue an immense figure like national as well as international visitors being its proximity toward capital city, New Delhi. Haryana had 7395496 and 303118 domestic and international visitors' in2015, respectively, while in2016, domestic tourists decreased to 7382995 and foreigners increased to331291, with growth rates of -0.17% and 9.29 percent, respectively. Historic sites, worship sites, gardens, national parks, and hill stations are popular tourist destinations. Aside from that, the state hosts various cultural, religious, and

trade-related events, fairs, and festivals. These events were held in small towns like Pinjore, Faridabad, Rohtak, Kurukshetra, and others. In this article, the variety of food available and the potential for developing destination-based tourism in Haryana are discussed.

OBJECTIVES

- To assess the state of Haryana's infrastructure and tourism resources.
- To explore Haryana's potential for food tourism.
- The significance of food in forming a destination's picture.

Literature Review

In the book "FOOD OF HARYANA: THE GREAT CHUTNEYS," Ashish Dahiya (2012) discussed the nature of the food accompaniment "chutney," the different form of chutnies, and the healthy food culture of Haryana. Chutneys can be extremely spicy, soft, smooth, sour, bitter, in flavors. He contains recipes for thirty-four different styles of chutneys in his book. They can be eaten either raw or fried. Haryanvi cuisine is known for its chutneys. The majority of Haryana residents enjoy chutney made from scratch with their meals. In Haryana, most chutneys are fried, spicy, and non greasy, ghee, or any other fat. Chutneys should be consumed within 90 minutes of being prepared. The large part of Haryana takes butter milk with morning meal. In a former survey by Madhu Nagla in 2007, titled 'Feeding the family in India: an approach to household food consumption,' found that consumption habits are evolving at the household level and leafy vegetables are usually except from the diet due to the slow process of sweeping, washing, slicing, and then cooking. Because of revolution, the food is prepared and cooked is also developing. According to a 2007 survey by Vinod Joon and A. Chandra, dung cake, firewood, and crop residues are the most common cooking fuels in Haryana, with LPG being used in addition. According to the results of the study, the preferences of cooking fuel not depend on income but also concerned with socio culture factors.

Food and Tourism

Food may also enhance a key tourism commodity and serve as a focal point for special events. Meal can also be a single allurements (Jones and Jenkins, 2002, p.115), which is mentioned via as gourmet tourism, cuisine tourism, culinary tourism, or food tourism by tourism authors (Okumus, Okumus and McKercher 2007, p. 19). Food tourism, according to Mennel et al. (1992), being one forum in other words conveyance in as much as touristy movement such include learning about as well as experiencing a unique experiences. Food tourism at present focal point at the growth, announcement, and publicity of meal and liquor found in stating location (Yeoman et al., 2015). Enjoying ethnic and unique food items is a part of food tourism (Y. H. Kim, Kim, & Goh, 2011). Tourism events and cultural festivals benefit the local economy by raising room, food, and transportation costs, as well as increasing job opportunities and income for locals (Litvin, Pan, and Smith, 2013). The food tasting and experiences at specific location are primay reason for a traveller i. e "Visiting food exhibitions, specific food restaurants, food festivals, and food related eventsdone (C. Michael Hall & Page, 2000; C Michael Hall & Sharples, 2003). Colin Michael Hall(2003) distinguishes between various forms of tourism based on inspiration or a particular

interest in food (Food related experience and participation) Food tourism includes concepts like culinary, gastronomic, and gourmet tourism (Boniface, 2003; Colin Michael Hall, Sharples, Mitchell, Macionis, & Cambourne, 2003a; Long, 2004a) Local cuisine can have a close connection with the environment. Sims (2009) conducted research on the benefits of providing tourists with a local food experience in order to improve the resilience of rural areas. Food tourists, according to Du Rand and Heath (2006), are who go to a specific place to smorgasbord, and café in a determined location in order to enjoy or sample the unique food provided by the country or destination. Björk et al.(2016) found that Local cuisine may enhance the conventional tourism experience, particularly for travelers on the lookout for new goods and experiences. According to Hall, Sharples, and Smith, food tourism can be divided into four groups based on motivational factors (2003). Gourmet cuisines or gastronomic tourism is the first division, later by food tourism, farming or town tourist and unspecified section. Exhibit- 1 shows the explanation for each segment.

Segmentation	Explanation
Gourmet cuisine or gastronomic tourism	Tourists that have high curiosity and interest in food, thus motivate them to travel to a particular destination with the main purpose to visit the restaurant, bazaars, chateau and any activities that related to food.
Culinary tourism	Tourists that have moderate interest and motivational factor in food tourism that involve in food activities as part of a wider range.
Rural or urban tourist	Tourists that have low interest in participating in food, activities and just want to try something different because of curiosity about the food that is offered.
Unlabeled segment	Tourists that have no interest involved in any food activities, in other words, consider food as a subsidiary and not important.

Source: Hall, Sharples, and Smith (2003)

Exhibit -1 Division of food, tourism based on the segmentation of motivational factors

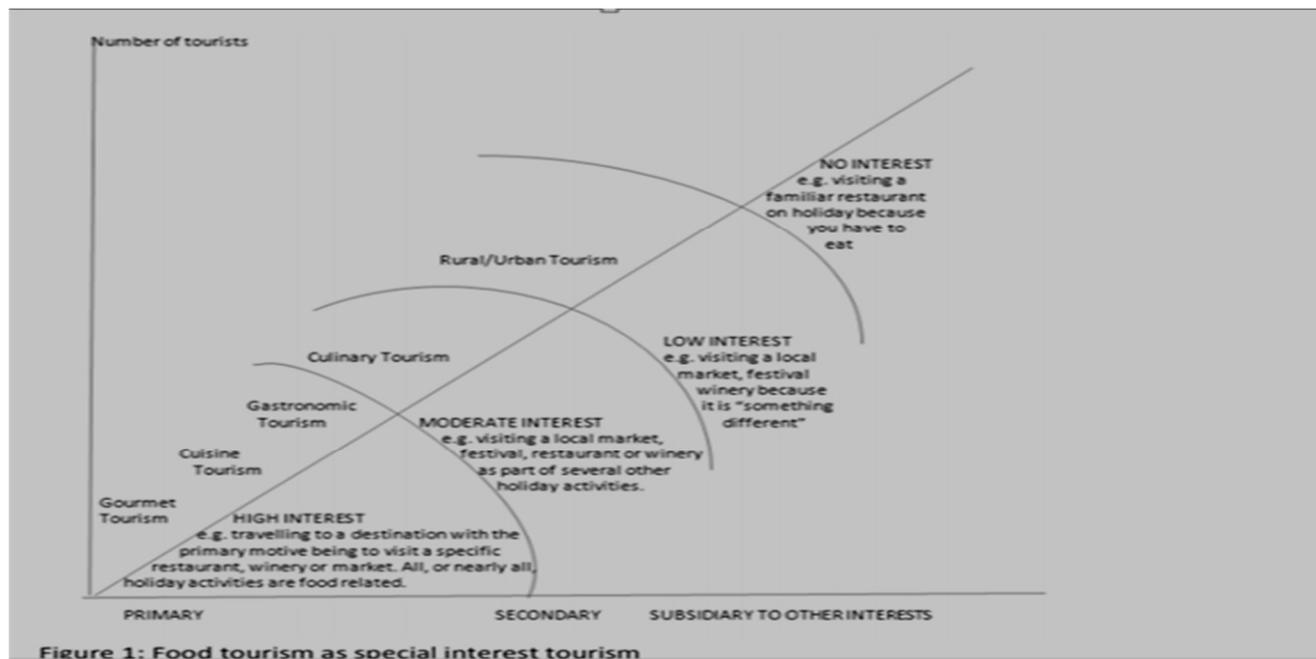


Exhibit 2 - Types of tourism relying upon the degree of the enthusiasm for food degustation and in culinary items by Hall and Sharples (2004).

Regional food of Haryana

Haryana has a lot of potential for tourist expansion because of its various attractions. The government wants to use tourism's direct and multiplier effects to create jobs, reduce poverty, and empower women in an environmentally friendly way. Haryana is repositioning itself as the most desirable location by maximizing the fertility of its culture, natural, and technology capital. The aim will be to assist underserved zone of heritage, expansion, eco-tourism, medical tourism, and agronomic touristy new system to create wide way job freedom instant preserving the surrounding and legacy. A concerted effort is being made to create a favorable atmosphere for private sector tourism investment.

List of Haryanvi food

Starter:	
1.	Lassi (sweet & Namkeen)
2.	Gauged in Lassi (Thandai)
3.	Chaaj
Breakfast:	
1.	Aloo bajare ki roti
2.	Bajare ki khichdi
3.	Besan masala roti
4.	Makki ki roti
5.	Meethi ki roti

6. Bathua ki roti
Accompaniment:
1. Butter or Noonni
2. Ghee
3. Dhai
4. Bathua ka Raita
Lunch or Dinner:
1. Kachri ki sabji
2. Singri ki sabzi
3. Mixed Dal
4. Meethi Gajjar
5. Raw mango sabzi
6. Mooli ki bhurji
Bread:
1. Gochini (it is mixture of wheat flour & gram flour)
2. Bajare ki roti
3. Gheau ki roti
4. Makki ki roti
Chutney:
1. Matar ki chutney
2. Raw mango chutney
3. Amroodh ki chutney
4. Lasun ki chutney
5. Kachri ki chutney
6. Pabri or Marwa ki chutney
7. Meethi ki patton ki chutney
8. Anardana & zeera ki chutney
9. Aal ki chutney(spring onion)
Dessert:
1. Kheer
2. Besan & aata ka halwa
3. Lapsi
4. Boora ghee
5. Boora roti ghee
6. Churma
7. Gulgule
8. Mitthe chawal
9. Khees
10. Joy(sewaia)

11.	Besan ki Burfi
12.	Gole ki Burfi
13.	Gajar ka halwa
14.	Alsi ki pinni
15.	Goondh ke laddu
16.	Boondi laddu
17.	Khat ka dalia (rice ,Khoya ,dry fruits & sugarcane juice)

List of Destination in Haryana

1. **Gurugram** - Convention, Mata Masani Temple, Dam Dama Lekh, Sultanpur bird century, Farrukh Nagar Fort, Exhibition Hub and Golf City etc.
2. **Faridabad**- Ahmed Chisti dargah, Raja Nahar Singh Fort, Attali Fort, Sun Temple etc.
3. **Rohtak**- Gaukaran Dera, Khokharakot, Daksh Khera, Baba Mastnaath Dera Herbal Garden etc.
4. **Kaithal** - Razia Sultan's Tomb, Tomb of Faquir Shah Kamal, Mosque of Sheikh Tayyab etc.
5. **Hisar** - Gujari Mahal, Lat Ki Masjid, Tomb of Mir Tijarah, Hansi Fort etc.
6. **Bhiwani** -Khaki Baba Ka Mandir, Gauri-Shankar Temple etc.
7. **Mahendragrah** - Mausoleum of Shah Ibrahim, Tomb of Shah Quli Khan, Birbal Ka chatta etc.
8. **Sonipat**-Murthal, Nandwani Temple, KhwajaKhizr Tomb, Kali Mata Temple etc.
9. **Jind** - Bhuteshvara Temple, Kalayat Temple, Rani Talaab, Hatkeshwar Dham etc.
10. **Panipat** -Tomb of Ibrahim Lodhi, Kala Amb, Panipat Museum, Devi Temple, Hali Park etc.
11. **Karnal**- Fort of Prithvi Raj Chauhan,Karnal lekh ,Karan Taal park, Kalander saha Tomb, Pakka pul etc.
12. **Kurukshetra**–Bharam sarovar, Gurudwara chevi pathsahi, sheikh chilli Makabara, Jyotisar, Dharohar Museum, Panorama science centre, sri Krishana Museum, Bhadra Kali Mandir etc.
13. **Ambala** - Amba Devi Temple, Gurudwara Panjokhra Sahib, Gurudwara Manjj sahib and Bishop Deal Church etc.

Destination image

Particular aspects coming from station form is meal (Sánchez-Caizares & LópezGuzmán,2012), and Hu and Ritchie(1993) He stressed the priority based on cuisine popular enhancing destination appeal. Because it provides a nice sensory experience, food can also be a good persuader for travel decisions (Babolian Hendijani & Babolian Hendijani,2016; Björk & Kauppinen-Räisänen,2017) including aids in learning about the local culture (Babolian Hendijani & Babolian Hendijani,2016; Björk & Kauppinen-Räisänen (Mak, Lumbers, Eves, & Chang, 2017; Okumus & Cetin, 2015). According to some investigators (Chen & Tsai,2007; Govers et al.,2007; Manhas et al.,2016;

Zhang et al., 2014), Theoretical landing place picture analysis is lacking in operationalization. Tourists' judged about one region (Echtner & Ritchie, 1993), observations (Baloglu, 1997), and specific virtue about the terminus (Beerli & Martin, 2004) are all factors such influence their choice to travel to a particular location. Eating is a physiological requirement that must be met, whether at home or on the road. Food intake in travel is distinct in that it takes place in an unfamiliar environment (Mak, Lumbers & Eves, 2012). According to recent studies, travelers spend almost 40% of their travel budget aggregate on meal (Boyne, Williams, & Hall, 2002). Travelers generated 50% of restaurant sales, according to the 2004 Restaurant & Foodservice Market Research Handbook (Graziani, 2003). It demonstrates that meal and tourism have a mutually beneficial bond. According to Reynolds (2004), the other aspects of food and travel such as transit, lading, events, and fascination, plays an important role in the voyage practice. When compatible modes of tourism have been saturated by the visitor, cuisine as an aspect or development of a destination has taken value and is a stimulus as concern comprehensive excursion gratification (Henkel, Henkel, Grusa, Agrusa & Tanner, 2006; Rimmington & Yüksel, 1998). Food has also been regarded as a strong boosting and spotting tool for a destination (Hjalager & Richards, 2002). Equivalently, as popularity of regional cuisine grows, more destinations are emphasizing meal as a primary tourism offering.

Brand image in Food Tourism

Cuisine has been increasingly used like a barometer of destination branding performance in recent years. "Food and culinary science is immediately and not immediately influencing the nature of the location and its brand-name," Berg and Sevon (2014:289) say. "Tourists flock to the places that have gained a prestige for being a good spot to try out high parameters of regional items" according to numerous studies (WTO, 2012, p. 8). Mass of regions concentrate toward developing a positive as well as observable food and culinary replica and promoting it appealing to visitors in order to directly improve a destination's competitiveness (Henderson, 2009; Lin et al., 2011). The universal Hansik project, for example, last a hugely acknowledged meal drive aimed at popularizing cuisine of Korea through publicize their gourmet principles, equivalent to the well being assistance and distinctiveness about Korean cuisine (MIFAFF, 2008, as cited in Williams, Williams Jr., & Omar, 2014). It is already stated that the content of Korean meal circulate in the direction of "landing place" inviting foreign visitors to sample the country's rich gastronomic culture and classic dishes like kimchi, bibimbap, and bulgogi. Another highly regarded gastronomy destination is Hong Kong, which is recognized as a culinary paradise for allure ample range of foreign along with authoritative cuisine (Okumus et al., 2007). Taiwan is renowned for having world's leading roadway food booth (Lin, 2006). France, Italy, Mexico, and Japan are full authorizing its classical dishes and food civilization as UNESCO insensible experience of tradition in form to achieve a meal and menu reputation such passion affect journeyer's choice (Cuccia et al., 2016; Go UNESCO, 2014; Pearson and Pearson, 2016). When Pike and Ryan (2004) looked into Auckland's image in New Zealand, exclusive of these 20 qualities (nugget cafes/dining room) was related to food. Although the above mentioned survey advanced our understanding of image creation, the one-dimensional treatment of food in these studies bound our perceptible about food

stuff in the process of forming the terminal marking (Berg and Sevon, 2014; Tsai and Wang, 2016).

Food as a tool for promoting tourism destination

Food has the potential to be a strong instrument for building a destination's brand, and many countries (such as Australia, Canada, and Singapore) have built regional dishes in the act of unique tourism commodity (Telfer & Hashimoto, 2003). Many studies have also suggested that food can be used to advertise and brand a tourist destination (Boyne & Hall, 2004; G. E. du Rand & Heath, 2006; Frochot, 2003; Hashimoto & Telfer, 2006). Lin, Pearson, and Cai (2011) looked into food as a technique for promoting Taiwanese tourist locations and found that the seven food dimensions of identity can accurately represent the destination's unique features.

Research Methodology

The data has been collected through relevant published data from internet, various research journals, government reports, PhD thesis and other reports. This research is based on secondary data.

Discussion and Conclusion

Cuisine of Haryana has a variety of food and a matter of pleasure for Haryanvi's. The People of Haryana are simple and have a variety of food choices which have been mentioned in it. As per the discussion, it has been inspected that most of the Haryanvi's believe in purity and go for eating simple food at home. They adopt simple standard of living except of melodramatic life style. Mostly, they believe in eating food at home near the Chula. The people of Haryana are obsessed to having light and healthy meal in routine to maintain their physical and cognitive activities. Mostly, they preferred Chula and gas burner as conventional cooking equipments but this task is not very easy for the youth so they are adopting the advanced cooking equipment (Gunjan Malik, Amit Kadyan, Vivek Balyan (2013). Cuisine involvement have a direct relation with explorer accordingly an experimental judgment of purity may be higher suitable in its utilization of food (Wang, 1999; Cohen, 2002). According to the visitor's aspect, they are looking for more genuine taste for self. While selecting a regional food product that are seen to be reliably and directly gratifying to be offer the explorer with a higher sense of empirical reliability. To create Haryana as a destination brand and a food-based market. Food in tourism can help to ensure provincial monetary and communal feasible, and its possible location are not obliged by planners, other industry stakeholders and tourism policymakers etc. Marketing destination event sites, cultural activities, and local food festivals perform a significant function in improving and developing the positive appearance of this city, as does developing the regional economy, mitigating the problem of seasonality, and developing the regional economy. Food's worth and its potential to boost a destination's appeal.

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