



## PROSPECTS AND POTENTIAL OF REGIONAL CUISINE AS A TOURIST ATTRACTION. A CASE STUDY OF UTTARAKHAND

**Mr. Yogesh Upreti** Research Scholar, Graphic Era Deemed To Be University

**Dr. Ravish Kukreti** Assistant Professor, Graphic Era Deemed To Be University

**ABSTRACT** The study aims to find out the future growth opportunity with respect to the current status of Uttarakhandi Cuisine in terms of its popularity. As the saying goes Uttarakhandi cuisine is simple yet incredible which is full of essential nutrients and thus helps to boost the immune system. Uttarakhand is one of the Himalayan state which is known for its religious, adventure, spiritual and education tourism but it also has hearty and healthy scrumptious delicacies to offer to the tourist visiting the state for one or another reason and makes their stay healthy, memorable while admiring the natural beauty and calmness. Most tourists who visit the state are attracted toward its natural beauty, pilgrimage, serenity, religious beliefs, and adventure, but the local cuisine also holds significance for them and is something they like and enjoy. The availability and use of unique local ingredients is the essence of the cuisine with slow method of cooking involves while preparing the dishes has the potential to attract and promotes the culinary tourism of the state up to large extent.

**KEYWORDS :** Uttarakhandi cuisine, Culinary tourism, Local Ingredients, Potential, Opportunity.

### INTRODUCTION:

Originally known as Uttaranchal when it was first created, Uttarakhand is the 27th state to be created in India. It was created from the region of Uttar Pradesh. Uttarakhand's geography places Himachal Pradesh and Uttar Pradesh to its north and south, respectively, and Nepal and China to its east and west, respectively. Natural beauty and resources are abundant throughout the state. Mainly the state comprises of two major divisions Garhwal and Kumaon that includes 13 districts. The state lies in the foot hills of Himalaya and well known for its Natural beauty, Pilgrimage, Cultural tourism, Adventure tourism and Eco tourism etc. These all remains a major source of attraction for the tourists to visit the state all round the year. The people of Uttarakhand are known for their simplicity, honesty, humility and devotion toward nature, which is reflected in each and every aspect of their life. The use of locally grown food items enhances the nutritional value of food which is one of the important factors that contributes to the health advantages. The state constitutes 53,483 square kilometers or 1.6% of the country total geographical area out of which 46,035 square kilometers are hilly. Mountains and forests make up 86% and 65% of the region respectively. The state's forests, which have a particularly rich biodiversity, are its main source of riches. The rich biodiversity promotes good food eating practices in a healthy atmosphere, which encourages the growth of organic food crops.

#### • According To Singh R, Et Al. (2018) The Local Food Ingredient Includes-

Wheat (*Triticum aestivum* L.)  
Rice (*Oryza sativa* L.)  
Barley (*Hordeum vulgare* L.)  
Minor or little millets include foxtail millet (*Setaria italica* (L.) Beauv.), barnyard millet (*Echinochloa frumentacea* Link), and finger millet (*E. coracana* (L.) Gaertn.  
Soybean (*Glycine max* L.)  
Hepper's "Black Gram" and "Horse Gram" (*Macrotyloma uniflorum* Lam.)  
Lentil (*Lens culinaris* Medikus)  
Yellow sarson (*Brassica rapa* L. yellow sarson)  
Sesame (*Sesamum indicum* L.)  
Amaranth grains (*Amaranthus hypochondriacus* L.)  
Common and tartarian buckwheat (*F. esculentum* Moench and *F. tataricum* (L.) Gaertn.)

- All these ingredients along with locally grown vegetables, lentils, spices and the slow method of cooking applied make this cuisine unique and incredible on its own.

#### The Following Are Some Popular Uttarakhandi Food Preparations:

- The Garhwal region is home to Phanu, Kafuli, Thechwani, Chainsoo, Jholi, Gahat ke Paranth, Roat, and Baadi.
- The Kumaon region is home to Aaloo Gutuk, Dubke, Thathwani, Kaapa, Chudkani, Jaula, and Sisunaak Saag.
- Bhangera ki Chutney, Mooli Thechuwa, and Hara Namak are a few examples of side dishes that enhance the flavour of meals

served with a main course.

- Singal-Puha, Jhangora ki Kheer, Singodi, and Baal Mithai are a few examples of popular desserts.

#### Scope Of Traditional Food Resources As A Marketing Tool-

Traditional varieties of many crops differ from crop species not only in terms of genetic features, but also in terms of taste, aroma, cooking quality, nutrition, and other aspects. There is potential for the growth of regional and international markets where historic varieties fetch a premium price, in part because of this and in part because of dedication to environmental values. Such markets can be aided by labeling systems. Once more, this might not only benefit farmers directly but also help to increase public awareness of the value of diversity and the need for public policies to preserve it.

Additionally, improved marketability and making them simple to find in local markets through appropriate processing and packaging can raise their worth in the hospitality sector and add value to the cuisine of the region. Local foods can become more widely accepted in hotels, restaurants, and home stays with the help of marketing strategies.

The combination of traditional cooking techniques and locally sourced, nutrient-rich food items has the potential to promote Uttarakhandi cuisine in the coming years.

**Objectives Of The Study-** Following are the research objectives that need to be identified:

1. To identify the popular cuisine of Uttarakhand.
2. To learn more about Uttarakhand's potential for culinary tourism.
3. To identify the opinion of tourists regarding local food as a tourist attraction.
4. To identify the tourists awareness about medicinal and nutritional values of Uttarakhandi cuisine.
5. To identify the factors that responsible for the growth of Uttarakhandi cuisine.

#### Review Of Literature:

1. Upadhyay & Sharma, 2014 in several countries around the world, tourism centered on culinary temptations and delights has been tried and tested with remarkable success. Special occasions, such as food festivals and fairs, are held to capitalize on nostalgia and cultural diversity and to profit greatly from slow food tourism
2. Banerjee et al., 2015 Food is an essential component of a tourist location and can play a significant influence in increasing a destination's attractiveness.
3. According to Hashimoto and Telfer (2006), the term "culinary tourism" was first introduced in the late 1990s to describe a particular type of tourism that catered to visitors who saw local and regional food culture as a key component of travel.
4. According to Rawal et al., culinary tourism has the potential to be a significant source of income for the local population. To achieve this, the region's culinary diversity must be adequately promoted to potential visitors, who will learn about the local culture in the way.

5. According to studies, local restaurants or hotels, food festivals, food events, and a wide variety of cuisines are some of the main variables that contribute to healthy slow food tourism (Rand et al., 2003).
6. The way that food is prepared and served provides another dimension of cultural variety and uniqueness to the experience (Jiménez Beltrán et al., 2016).
7. Researching the use of local foods to support tourist food consumption is important because it will aid in understanding visitor perceptions of a site and in predicting impending activities (Choe and Kim, 2018).
8. According to Okumus et al. (2007), tourists can enhance their travel by discovering and consuming local cuisine in addition to gaining fresh perspectives and genuine knowledge of the place.
9. According to Sotiriadis (2015) and Henderson (2016), sampling local cuisine and food may grow to be a popular and important tourist activity.
10. According to research by Björk and Kauppinen (2014), local cuisine is essential for luring visitors and boosting the tourism experience.
11. According to (Choe & Kim, 2018), regional cuisine has various relevance, regional, cultural, and local values and traditions, rich antiquity, ethos, culture, and distinctive eating practices, in addition to its gastronomic and nutritional worth.
12. (Rawal and Takuli 2017) expressed the opinion that there is a good chance that tourism in Uttarakhand will increase, but that the area has to be given more attention on the international stage.
13. According to research by Ghaszal Masarrat (2012), in order for the tourism business to thrive, effective advertising, marketing, and promotion must be carried out in order for the destination to establish itself on the world market.

**Research Methodology:**

**Primary Data:** Data/Feedback was collected using a structured questionnaire which was circulated among the tourists in various popular tourist destinations.

**Secondary Data:** Literature was gathered through the examination of numerous books, journals, and websites.

**Data Analysis:** For a better interpretation, the mean score of the responses was calculated for various parameters to reach a conclusion. Answers to the questions posed to the tourists were collected in the form of a closed-ended questionnaire using a Likert 5 point scale ranging from strongly disagree to strongly agree. A total of 100 responses were selected for the study, and the outcomes are shown in table.no.0 1

**Table No.01**

S.no	Particulars	SD	D	N	A	SA	Mean	Result
1	While travelling through a particular region, would you like to try the local cuisine.	0	0	0	20	80	4.8	Very Good
2	Understanding the tradition and cultural heritage of a tourist site through food is vital.	0	0	5	25	70	4.65	Very Good
3	Local cuisine from Uttarakhand has been made available to you at a number of well-known locations you have visited.	5	15	10	20	50	3.95	Good
4	You came here specifically to enjoy the cuisine from Uttarkhand.	10	30	10	25	25	3.25	Neutral
5	Food from Uttarakhand is renowned for its medicinal and nutritional benefits.	5	15	10	30	40	3.85	Good
6	Uttarakhandi cuisine is as popular as other regional cuisine of India	30	30	10	20	20	3	Neutral
7	Uttarakhandi cuisine is the central attraction for the tourist to visit the	60	30	10	0	0	1.5	Unsatis factory

	sate							
8	The tourists do not prefer to have regional food even if it is easily available to them	70	20	10	0	0	1.8	Unsatis factory
9	The state government has to play a major role in promoting Uttarakhandi cuisine	20	20	10	20	20	2.7	Neutral
10	As a tourist can you name any five popular Uttarakhandi dishes	60	30	5	5	0	1.55	Unsatis factory

**CONCLUSION-**

The study claims that still in today's modern development world there is a unique place kept for organic food culture and traditional way of cooking applied. Tourists always prefer to try new regional delicacies of the particular destination. Instead of being not so popular as the other regional cuisines of India, the Uttarakhandi cuisine is known for its medicinal and nutritional values that could be extremely significant in promoting culinary tourism of the state. The ethnic dishes of the region reflect a deep dialectical relationship between humans and their immediate environment which can also fascinate tourists to visits and taste local food. The tourism industry of the region has also been quick to tap the potential of ethnic cuisine to boost the hospitality sector. Many resorts, restaurants, hotels and home stays of the state now offer the option of ethnic dishes on their menus to provide travelers with an opportunity of acquainting themselves with the nourishing flavours of the region.

**REFERENCES**

1. Rawal, Y. S., & Takuli, S. S. (2017). Promotion of Culinary Tourism as a Destination Attraction. *ATITHYA: A Journal of Hospitality*, 7-11
2. Sotiriadis, M. D. (2015). Culinary tourism assets and events: Suggesting a strategic planning tool. *International Journal of Contemporary Hospitality Management*, 27(6), 1214-1232.
3. Uttarakhand Cuisine: An Essence of Himalaya by Subodh Upadhyay
4. <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKewici4LQy8b5AhWHRmwGHWoDBK4QFnoECAYQAQ&url=https%3A%2F%2Fbwhotelier.businessworld.in%2Farticle%2FUttarakhand-has-a-potential-to-become-the-center-of-culinary-tourism-in-India-Satpal-Maharaj%2F06-11-2020-339879&usq=A0vVaw0GcKUygrstgKTWQmY53kw>
5. (<https://en.wikipedia.org/wik>)
6. <http://www.icar.org.in/Vision%202050%20VPKAS,%20Uttarakhand.pdf>
7. <http://uttarakhandtourism.gov.in/>