


**Subject: Tourism & Hospitality**

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**Paper 11: Special Interest Tourism**

**Module 17: Gastronomic Tourism**



**THE DEVELOPMENT TEAM**

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ITEMS	DESCRIPTION OF MODULE
<b>Subject Name</b>	Tourism and Hotel Management
<b>Paper Name</b>	Special Interest Tourism
<b>Module Title</b>	Gastronomic Tourism
<b>Module Id</b>	17
<b>Pre- Requisites</b>	Knowledge about the concept of gastronomy and ways of promoting tourism associated with it
<b>Objectives</b>	To study the meaning and concept of Food or gastronomic tourism
<b>Keywords</b>	Food tourism, gastronomy, gastronomic tourism

TABLE OF CONTENTS
1. Learning Outcome
2. Introduction
3. Concept of Gastronomy
4. History
5. Gastronomic Tourism
5.1 The Significance of Gastronomy for Destinations
6. Gastronomy in India
7. Food festivals in India
8. Results/Summary

## QUADRANT-I

### 1. Learning Objectives

After completing this module students will be able to figure out:

1. Understand the concept of gastronomy
2. Origin of gastronomy
3. Notion of gastronomic tourism
4. Concept of gastronomy tourism in India

## 2. Introduction

There are so many forms of Special interest tourism are evolving these days and culinary tourism is one of those. These days' tourists are becoming very curious about exploring new cuisines, ingredients, spices, vegetables, lentils etc. (Hall, 1992).

Eating in context with tourism industry is one of the most important physical needs. Food being a basic need – people has made an outing out of it- to get to know the surroundings; local dishes are the best way through. People say a lot about themselves on the platter they serve.

Tourists are very passionate about trying the different cuisines of a particular area, have new cultural experience, they travel long distances just to relish a specialty food – delicacy in a particular area.

Food therefore, can be a major reason for the growth of an area. Gastronomy can turn into gastronomic tourism type which dictates the choices of the tourists to visit a certain place.

Gastronomic tourism or food tourism now days playing a vital role in decision making process of tourists in choosing a destination. According to the report published by UNWTO regarding food tourism, sudden thrust is witnessed in disposable income of the tourists due to which there is an overall increase in the tourism activities. Gastronomic tourism also helps in finding out new cultures and religions. Local food has become the prime motivation for the travelers to commute towards a destination.

Kim, Eves and Scarles conducted a research in 2009 which clearly shows that food is the easiest way to get acquainted with the local culture and tradition. According to Fieldhouse, 1986 depicted that overall experience of the tourist is been increased by the local cuisine they are offering. Bourdieu, 1985 also supports the theory that food of a particular destination could increase the overall food knowledge of tourists. Gastronomy tourism also helping in overall destination brand building (Hjalager & Richards, 2002). According to one of the author food tourism involves preparing and presenting the food according to the local customs and traditions (Long, 2004).

### 3. Concept of Gastronomy

Gastronomy has been originated from a Greek word Gaster and Nomos which means stomach and laws. Despite of the word to word meaning to the word Gastronomy- it stands for much more. It can be defined as an art and science – which involves all aspects of chemistry, history, biology, sociology, medicine etc. as a whole it also involves the concept of nutrition and healthy eating, food tasting, wine production, hygiene, sanitation, how our body works and what can be given to it to live a better life.

The aim of Gastronomy is to maintain a healthy well being with the best resources available providing with the best nutrition under any circumstance- to enjoy and survive also thrives in one's life. The visual appeal and palatal strength also plays an important role. Gastronomy takes into consideration the discovery, production, survey, research, experience and documenting about the food training and reflexes of the human body and its nutritive value as a whole. The modernization later on connected the chemistry and biology both to food and that resulted in molecular Gastronomy- on a molecular level. But gastronomy is much broader than that.

Various Gastronomic activities:

- Cookery workshops
- Food events
- Food fairs
- Food tours

- This tourism mainly involves the adventure of trying out new cuisines and introducing more tastes to one's palette (Hall, 1992)
- The process of eating in France and England was started in middle ages (Mennell, 1985).
- Gastronomy is art of selection, preparation, serving and relishing of food (The Encyclopedia Britannica, 2000).
- The term Gastronomic tourism was first coined by cultural geographer (Zelinsky, 1985).



Origin of gastronomy is very unique in nature, it is said that this word has been mentioned in a poem which was written by Jacques Berchoux way back in 1804 (Scarpto, 2002). French dictionary also included the word gastronomy (art of eating) in 1835.

Pascal Ory, a French chronicler, defines gastronomy as the set of rules of eating and drinking, an "art of the table," and makes it different from good cooking (*bonne cuisine*) or fine cooking (*haute cuisine*). Pascal Ory fragments the unearthing of gastronomy rear to the French reign of Louis XIV when people took notice in coming up with rules to classify between good and bad method and extensive philosophy to define good culinary taste. The bountiful and sophisticated cuisine and practices of the French court became the culinary model for the French. Alexandre Grimod de La Reyniere was the first food writer who did gastronomic work elevating the position of food discussion to a regimented level based on his view of French ritual, morals and values. Grimod directed to restore order lost after the revolution and institute gastronomy as a serious and important subject in France. Grimod broaden gastronomic literature to the three forms of the genre: the guidebook, the gastronomic treatise, and the gourmet periodical. The detection of gastronomic literature concurred with drastic cultural enhancements in France that increased the relevance of the subject. The end of generosity in France changed how people consumed food; fewer wealthy households employed cooks and the new bourgeoisie class wanted to assert their status by consuming highbrow food. The

debut of the restaurant satisfied these social needs and provided good food accessible for popular consumption.

## 5. Gastronomic Tourism-Few Case Studies

Now day's tourism has become dependent on food, they both cannot be segregated once food used to be the basic need of the traveler but now it has become the necessity of the tourists. A particular tourist cannot imagine a trip without knowing the local cuisine of a particular area that whether it is good or bad.

Gastronomic tourism refers to visiting a place for the reason to try and relish their local cuisines and drinks. After estimating the market segment and size, the culinary tourism is largely a domestic tourism as people in and around the residing place to try out new cuisines. Gastronomy tourism may have a hundred names like wine tourism, cuisine tourism, gourmet tourism- "it basically sums up to the travel in search of a unique eating experience. "

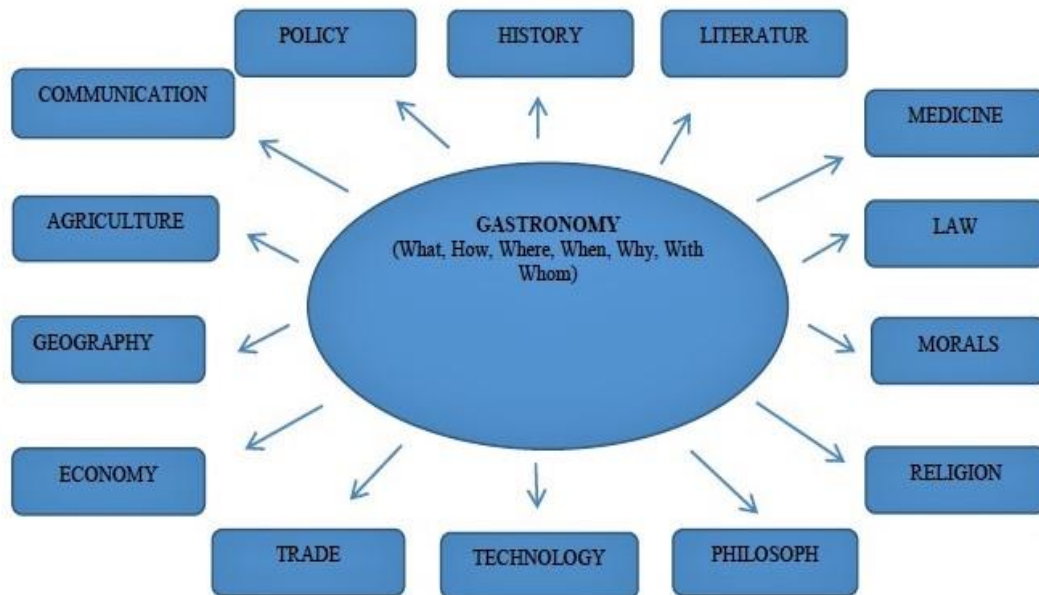
Food tourism also refers to a search of an ingenious dish and its local, simple origin. It includes the gathering up of complete know how of the region's food festivals, cultures, food habits, restaurants etc together with the production, process, raw material used in making a gourmet dish and eating it from the hands of their famous maker. The industry of gastronomic tourism not only includes the restaurants and food courts of that region it goes deeper into the daily living of people- cook books, cooking schools, cooking fairs, food tasting fairs and magazines solely for this purpose also tour operators and guides , media , cookery shows. Business such as distilleries, brewery, and vineyards are also included in gastronomy tourism. What bring authenticity to gastronomic tourism are the local people assuring the produce they give is from that particular region only. Culture as an element of the gastronomic tourism presses eagerness in people to know about that region- hence, culinary tourists are also looking for hosts for their increased sense of experience in that region which makes them culture tourists also.



- Turkey is generally known for kebab and doner kebab (special dishes made from meat).

In the light of studies lugged out so far, it has been noticed that the desire to get to know and taste dishes from the Turkish cuisine ranked fifth among the reasons why foreign tourists choose Turkey. Moreover, it has also been found that tourists visits and tours in order to see and taste special dishes from the Turkish cuisine ranked the third most preferred by foreign tourists ,and that foreign tourists scrutinize the Turkish cuisine to be delicious, attractive, fatty, and spicy.

- Places of Italy, France, Germany, and Canada are known for their famous food and drinks for which people travel long distance. They have been long established as gastronomic tourist places.
- Most of the European Countries as promoting their destinations as gastronomic destinations by marketing and selling their local cuisines and dishes
- Mediterranean diet of Spain has been recognized at a global level and has come under UNESCO list of culture heritage in 2010.



*Fig.1*

*A multidisciplinary model for the science of gastronomy*

Above figure clearly shows the various segments of food tourism which are all interlinked which each other

### 5.1 The Significance of Gastronomy for Destinations

In today's marketing world where there is an intense rivalry, the commerce of Destinations are a convoluted phenomenon as it has many difficulties with different purposes and prospect; and local cuisines are exclusive sources to develop, introduce and market a destination. When it is considered that gastronomic tourism is an indispensable and related part of developing and marketing a destination, tourists visiting a destination should be included in regional culture in all facet. Gastronomic tourism activities that can be carried out at a destination provide direct and indirect service and economic growth. Gastronomic tourism is premeditated to be very crucial in that it can make tourists' trip a very unique one, help a destination sparkle and get a good reputation among others as well as showing that food and beverages intake can have allegorical meanings besides



being just a physiological need. With this point of view, gastronomic tourism is an important signal of tourists' status and relates to what, where, when, and with whom they eat; so image making studies should be performed with great encumbrance paying special attention to these types of details as they have great value for the development, marketing and maintenance of destinations, it is observed that many cautions are taken to protect the importance of regional cuisines idolizing unique geographical, cultural, and climatic factors.

One of the best examples to this is the control on the Barrosa beef in Portugal, where it is a must to feed these animals only with local feeds and grasses and not to give any other feed other than those of organic and local ones during the growth of animals, thus, this prevents the production of the same products in any other places providing a high rivalry advantage.



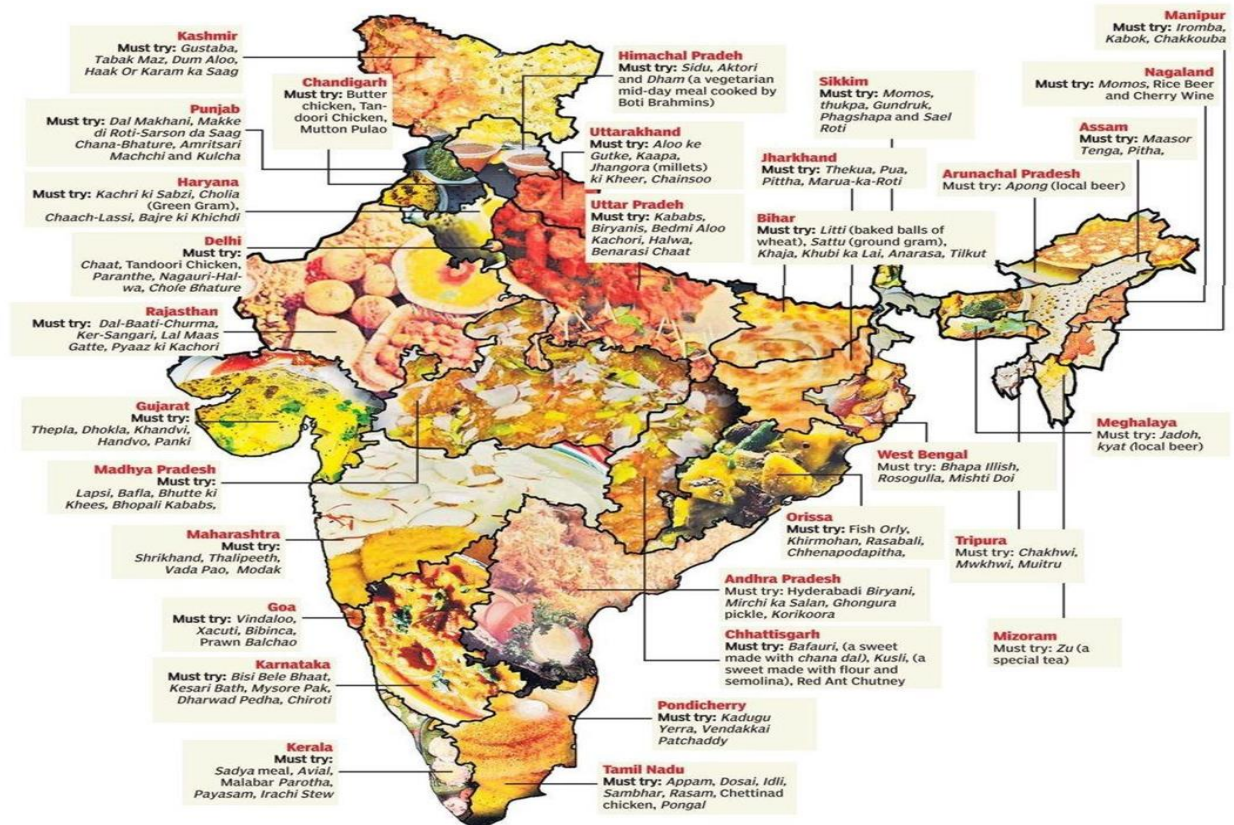
The marketing of a destination as a gastronomic tourist place can be done by introducing cuisine museums festivals, food tasting events. Etc. a survey of such gastronomic tour can help us determine the quality of tourist population in a region and their spending power on a particular segment of this type of tourism which would help us build economy and cultural heritage.

## 6. Gastronomy in India

### Significance of Gastronomic Tourism in India

India is famous for many gastronomy destinations. Indian culture varies from state to state and is diversified as well. All 29 states have 29 different specialties in cuisines.

Food in India is connected to the culture of the specific region in direct or indirect way. India is famous for their spices and herbal ingredients used in food. Six major regions promoting gastronomic tourism are: North, South, East, West, Central and North East etc.



## Gastronomic Map of India

### A. Punjab

The northerners are especially passionate about their local cuisines and which is devoured throughout the nation. Makki ki roti and sarson da saag – a popular combination found in every home of a Punjabi is a mix of Punjabi flat bread with gravy of mustard leaves and Indian spices. Also admired is – Rajma Chawal, Amritsari Machhli (fish) and lassi (buttermilk)



### B. Gujarat

Classical cuisine of Gujarat is known for its unique flavors which is an amalgam of spiciness and sweetness. Dhokla, being both healthy and delicious is a kind of a breakfast snack. Other mouthwatering snacks include khandvi, dhansak and thepla which is bread made of fresh fenugreek leaves and flour.



### C. Maharashtra

The dishes from Maharashtra range between too mild and very zesty. We can locate many restaurants serving local classical food, throughout the state. The most known being the vada pav (it's a potato fritter stuffed between bread buns) and it's served with

piquant chutney and hot green chilles. Other cherished dishes include pav bhaji, shrikhand, thalipeeth, puranpoli and modak.



#### D. Bihar

Most of the tourists from our country are not aware of the rich taste of the cuisine of Bihar. The most appreciated dish of the state is litti and chokha. It consists of roasted wheat balls stuffed with various special fillings and mashed potatoes with distinguished flavors. Other delicacies include sattu paranthas, jhal murhi, khaja and tilkut.



#### E.

The state of Rajasthan is known not only for its vast deserts, beautiful palaces and dynamic history but also for its famous indigenous cuisine. It presents various delicious dishes and one of them being daal-baati, which contains hard balls made of wheat flour and additives fried in ghee, and a special daal made of different types of pulses. It is presented with churma, a sweet dish made by crushing baatis and adding ghee and sugar. Other delicacies include pyaaz kachori, malai ghewar, gate ki sabzi and kalakand.



#### F. West Bengal

*West Bengal is appreciated by people who have a sweet tooth or those who love fish. It's an interesting combo which you'll find in Bengali sweets and their restaurants serving the traditional cuisine. The most cherished dish is the doi mach, which is Bengali fish curry with rice. Other famous dishes consists the sandesh, daab jhingri (which is a special mustard prawn curry), rasgulla and mishit doi.*



#### G. Sikkim

The cuisine of Sikkim is clouted by the north- eastern part of India and Nepal along with a high Nepalese population. One of the most delicious dishes in this state is the phagshapa, which is made of strips of dried pork fat braised with turnip, radishes and chilies. Other most popular dishes include momos, thukpa, and gundruk and sael roti.



#### H. Andhra Pradesh

Andhra Pradesh has presented the world with one of the most cherished dishes i.e. briyani. It's a right place for those who love food, especially for the classical Hyderabadi

biryani. It's made of layered rice which is cooked with meat, chicken or a combo of different types of vegetables. Other popular dishes in this state are mirchi salan, ghongura pickle and korikoora.



#### I. Jammu and Kashmir

Jammu and Kashmir includes one of the most appreciated cuisines to be found anywhere in India. Most well know dishes consist of Rogan josh, dum aloo, yakhni, haak saag, and gustaba and tabak maaz. One of the most delicious dish is the kalaadi cheese, which is a local hill cheese made from cow's milk native to this land and its origin was from the districts of jammu.



J.

The most famous south Indian cuisine that is eaten around the world is dosa and idli of Tamil nadu. There are many different kinds of dosas but the best eaten is masala dosa which is a fermented crepe made of rice batter filled with potatoes and served with sambhar and coconut chutney. Other famous dishes being appam, rasam, chettinad chicken.



India is a diversified land in terms of culture. Religion and most importantly food and every state display a different culture, tradition, a way of life, language and cuisine.

#### 7. Few Festivals related to Gastronomy Tourism in India are

Goa Food and Cultural Festival: An initiative of Ministry of Tourism

- It is a mega food festival organized every year jointly by Goa Tourism Development Corporation in association with Department of Tourism, Govt. of Goa.
- Various Sound and Light shows are been organized
- Live brewing of Goa's famous drink Feni
- Various cultural events



- Various cuisines are being displayed on a big LED screen
- Various International tourists witness this event every year.

Such events should be organized in every part of India in order to promote the world famous cuisines of India and indirectly the gastronomic tourism or food tourism of India.

#### Some other festivals:

- Delhi Tourism's "Dilli Ke Pakwaan Festival"
- International Mango Festival
- Kashmir Food Festival
- Gujarati Food Festival
- Bangalore Restaurant Week Festival
- Sea Food Festival of West Bengal

#### Food Trucks-A new form of gastronomic tourism:

Most of the places in India a new culture related to food tourism are developing i.e food trucks. These are theme based truck offering various local cuisines, food is arranged in the form of a buffet, and a tourist can enter inside the truck and relish various dishes. Most important feature of food trucks is it is mobile in nature.

#### Culture of Celebrity Chefs in India:

The concept of celebrity chef in India is growing day by day thus promoting the India cuisine in a big way. Many chefs like Sanjeev Kapoor, Vikas Khanna and Kunal kapor etc. are branding and building the image of India in terms of food destination. They are promoting our traditional spices, condiments and exotic Himalayan herbs which are not found anywhere but in India.

## 8. Results/Summary

Gastronomic tourism which chains regional expansion by locating the link between food and beverages and tourism and enhances local individuality and culture as well as economic conditions should be more active and enhanced. So, this will also donate to protecting historical and cultural heritages and hand down them to next generations and ensure its stay. However, there are a few numbers of studies on “gastronomic tourism”. Therefore;

- Research, studies, and projects about gastronomy, gastronomic tourism and its growth could be carried out on a nationwide and international basis,
- There must be national and international broadcasts and advertisements to introduce the gastronomy destinations.
- Panels, workshops, conferences and seminars should be organizing to inform and increase knowledge of foreign and domestic tourists, get their attention and retention, and to introduce and promote gastronomic tourism.

