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**"STUDY ON DEVELOPING OF CULINARY TOURISM AN
IMPORTANT FACTOR IN TODAY'S SCENARIO"**

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gastronomic routes.**

ABSTRACT

This research paper concentrates on the development of culinary tourism in today's scenario. The present study covers the conceptual framework of tourism, the food industry, and culinary tourism. To understand culinary tourism, we have to emphasize on the food quality, taste, fragrance, nutrition of food, and food nature. Culinary tourism organization has to be knowledgeable about the various type of culinary tourism; factors affecting it and steps to improve culinary tourism. This paper should assist tourism organizations in upgrading the quality service and taste of local food to attract tourists to provide basic knowledge about the traditional, local, and specific regional food. Tourists understand the food culture of the specific area. There is a necessity to understand the need for the development of culinary tourism in today's scenarios. This study discusses the various factors that affected culinary tourism development and some best practices for it.

INTRODUCTION

In the modern era, everyone is conscious about health and gives importance to healthy food with different tastes. In the service industry, tourism is an exceptional service industry. Food is an essential part of the tourism industry, which attracts and provides friendliness treatment to tourists. It involves various services like culinary service, food guide, new dishes, recipes, cookbooks, restaurants, cooking classes, farm weekend, etc. Culinary tourism has focused on providing local and traditional food with its original taste as well as highlight the preparation of new food, dishes with various fresh ingredients to enhance the flavor of food, and come up with fresh food as a commercial approach. Culinary tourism enhances tourists' curiosity about the culture of the specific area of tourism and provides nutrition information. The

success of tourism depends on the services offered by the tourism industry to tourists. Food is an inherent determinant of the culture, and tourists have to experience the culture through culinary service. Every traveler has suffered the fundamental question of what to eat, which food gives satisfaction and improves the tourism experience happy. India consists of various cultures; each state has a specific culture about the food and distinct from others. Most travelers have to go many miles to eat a particular dish because the cuisines of that place are so unique and authentic. Culinary tourism needs to develop to ensure tourist satisfaction. Food is a fundamental need for every human. It is related to satisfying physiological needs. Every tourist should be impressed by the quality service provided by the culinary organization. Tourists are influenced by the food image, serving plates, fragrance, and taste and the quality of food and decoration of plates.

THEORETICAL FRAMEWORK OF CULINARY TOURISM

India has been divided into various states, regions, and states with its own culture and unique food strategies. For example, tourists don't leave Kerala without trying idiyappam with curry, erissery, pattu and kadala curry, fish, appam with stew, dosa ghee roast with Kerala style sambar, the idli sambar. It improves the experience of a unique touch of Kerala's culture, history. Panjab is world-famous for butter chicken, tandoori chicken, aloo paratha, Makki di roti, lassi. Maharashtra is famous for various street foods like vada pav, which is made in Mumbai, pudachi wadi, zunka bhakari, pav bhaji, and Puran Poli missal, bhel puri, etc. It is a unique and memorable food that cannot readily be available at any other place. The culinary services will most significant opportunities to develop a local product in the global competition for earning more money. Tourists can use almost half the budget for food and drink during traveling. Tourist organizations offer a variety of tourist products in one package, traveling, food, and stay. It can help with the development of local and small food businesses by providing support. Culinary tourism can give a helping hand in the growth of local entrepreneurship, and every human being has been attracted to variation in place, food, culture, etc. Many people travel for tasty traditional and local food with original taste.

OBJECTIVES OF THE STUDY

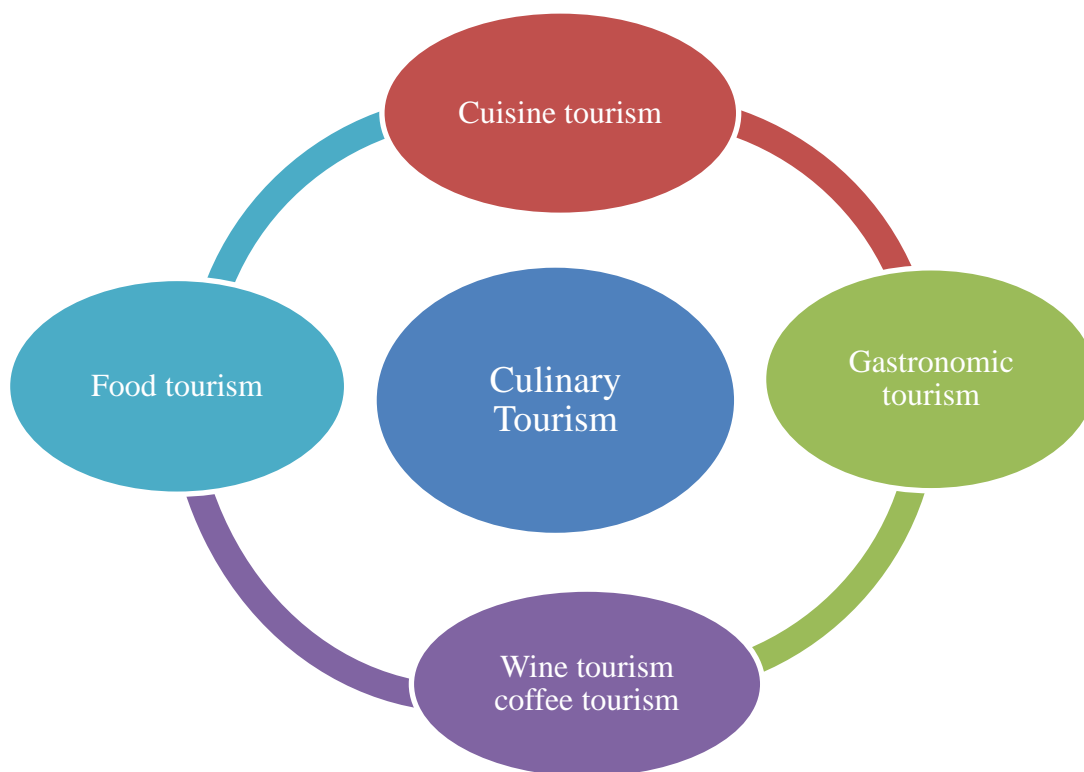
1. To study the type of culinary tourism
2. To analyze the impact of culinary tourism in today's scenario.

LIMITATIONS OF STUDY

The research was depending on the information collected through secondary data and limited sources. This study was to expose existing culinary tourism and gives some essential suggestions for the development of culinary tourism in today's scenario. The data collected is entirely based on secondary data. Then the judgment, opining, and predictions may differ according to the area, tradition, time, and attitude of the tourist.

TYPES OF CULINARY TOURISM-

There are various types and forms available for culinary tourism which are explained as follows:



1. Cuisine Tourism- Cuisine is an unusual cooking recipe that uses unique techniques, ingredients, and dishes. It links with unique culture and specific region. Local food is prepared with traditional, custom ingredients combination in dishes which influence local cooking style. The cuisine uses local ingredients that are available and popular within the local area or region. Climate, trade are the main factors that affected cuisine tourism. In India, there are various cuisines, each cuisine has special characteristics, and every cuisine is different from the other. For example Kerala has a special cuisine that is idli sambar, in Maharashtra zunka-bhakari, Puran Poli, vada pav is famous, Kashmiri cuisine is focused on meat, rice, and vegetable which is easily available in Kashmir. Indian food can be different as per culture and region. Various hotels, cafes, restaurants, street stalls, and food markets provide a variety of local, cultural food to customers.

2. Gastronomic tourism – gastronomic tourism provides new taste, flavors of foods in a specific region. The tourism industry offers exceptional food that is prepared for a particular occasion. It is a specific culinary product that gives guidelines for maintenance of landscape, development of regional economy, describes the native culture. Culinary service provides a standardizing process to continue the development of local and regional food. It has been stimulating tourists to look for a new way to survey native culture through food and drinks. Culture, the specific region, gives impressive food and drinks to visitors by providing the experience of native culture, environment, convention, belief, and desire. It can motivate visitors to repeat visits.

3. Wine tourism and coffee tourism- it involves all issues of wineries and wine regions. It can be defined as an inspection of a winery, grapevines, wine terraces, wine festivals, and shows that experience grape wine tasting. It focuses on the wine region to motivate tourists to visit. It provides necessary information about the

history, culture, production process, and tradition of the wine region. It includes supply and demand for wine, wine knowledge; explain the relationship with cultural heritage, wine image, and branding. It attracts wine lovers to tasting and know about the wineries to visit again. It means the tracking, pleasure, and advantages of a unique and tasty local and regional drink experience. It involves the cooking, preparing, serving, and presenting beverages of local culture and tradition to customers. It establishes tasting rooms to attract the tourist into region and heritage. It involves the place, areas where coffee is grown and provides different types of coffee consumption. It needs to concentrate on the production and consumption of coffee. Coffee culture is regulated by the native and local traditions and social behavior that attract tourists. Coffee lovers could also travel for a coffee experience. Coffee tourism would be affected by tourist knowledge and education about coffee, drinking experience, tourists' desire, and the culture of the region.

4. Food festivals and events- any festival and event's central theme is food, and the food product is called a food festival and occasion. The food festival's main aim is to furnish food and dishes to visitors to try, experience, taste, and share different food and drinks to make visitors happier and give visitors satisfaction. It provides a variety of foods to purchase and taste, which give cuisine of the specific region. Many festivals offer cooking demonstrations by providing chef notes. It also takes food competitions. It offers a variety of dishes. It focuses on local religious food cooking styles. It is performed and motivates for tasting of the local food. It involves traveling to search for a great food experience. Tourists search for new food, a new taste, and traditional, regional food with original and unique taste. Every human being is influenced by the authentic experience of amazing local food and want native culture through the learning of food culture and trying new cuisines.

Factors affected on culinary tourism-

Culinary tourism is a crucial determinant for the development of the tourism industry. To enhance the satisfaction of the food, traveling. This study identified the principal factors that influence consumption of food and drinks. There are various factors like culture, local festivals, quality of food, cost of product and food, the sustainability of food and drink, staff, chef, and owner of hotels, restaurant, and tourist organization, and cooperation between the local authority, business, and tourist. All these above factors create a positive or negative impact on customer satisfaction and culinary services development. Suppose culinary tourism organizations provide good quality services at a reasonable price and provide a unique taste to visitors. In that case, visitors feel happy and satisfied, and lack of quality services creates dissatisfaction. It negatively affects culinary tourism. Proper planning and strategies have a positive impact on them. For this purpose, the culinary tourism industry conducts research and market survey. Local food attracts tourists by providing the original taste of food and recipes that gives high satisfaction and memorable taste. Culinary tourism provides traditional and unique food of particular value, belief, practices, and attitude received by an individual and the community. Culinary tourism can display its cultural identity. Motivation, food habits, food consumption, tourist behavioral intention, tourist perception also affect culinary tourism.

PRACTICAL IMPLICATION

This research paper will help tourists select good quality culinary services and help out the development of the culinary organization. It also focuses on the growth of culinary tourism, tasty food, traditional and original food taste. It provides a guideline for market research and strategies for better services. It focuses on tourist satisfaction and repeated tourist visits.

CONCLUSION

This study finds out that every region has an extraordinary idiosyncratic culinary inheritance that influences tourist insight. It can change the tourism perspective and concentrate on customer needs, desires, and tastes. The tourism industry should take into consideration various factors like taste, nature of food, nutrition, fragrance in serving culinary services. It can bring into the spotlight traditional and local products to attract more tourists and give customers satisfaction by providing basic information about the tradition of food to know the regional history and tradition of specific areas. Tourists are willing to pay a high cost for high-quality foods because they are willing to travel many miles. The use of culinary services should make development in local business, agriculture product, and traditional business. It helps the economic development of a specific region. Every tourist place has its own history and culture. Tourists always remember the taste of a dish tried for a long time, and it enhances the satisfaction of the trip.

RECOMMENDATION-

This study result gives some suggestions for tourist and tourism Companies for growth, expansion, and promotion of culinary tourism.

1. Culinary tourism should develop food strategies for traditional food to furnish quality product, original taste, and variation in recipes, an ingredient in local food product and gastronomy of particular territory.
2. It should focus on providing healthy food and also care about customer satisfaction, health care, and protection.
3. It should conduct market surveys and customer research to understand the tourist point of view about food, taste, and health.
4. It should use marketing and promotional tools to give information about traditional food. It should help make a marketing plan and strategic decision about culinary services.
5. It should concentrate on building the brand, image, and goodwill of local and traditional food services.
6. It should allow a food guide to provide guidance about the traditional food culture. It focuses on giving rise to the creation of a network of local food culture, restaurants, and directions.
7. It should focus on tourist needs and good food experience to retain and repeat tourists when they visit again.

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