

‘Measurement of Tourism perception towards culinary tourism Development in Garhwal Region of Uttarakhand’

***Dr. Sanjay Nibhoria**

*Assistant Professor, Institute of Tourism and Hotel Management,
Bundelkhand University Jhansi

Abstract

The present study aims to measure the perception level of tourists towards food tourism development in the Garhwal region of Uttarakhand, mainly about the food outlets and cuisines belong to and serving traditional food items. Findings of the study suggested that tourists have poor and negative perception towards indigenous food items and local Garhwali cuisines as food service outs majorly serving modern and intercontinental food items and services and it very hard find out and explore local cuisines and food in the region. Which make the visitors uncomfortable and poor perceived about local food items as they had higher level of expectation before visiting the region towards its local food, practices, services and cuisines.

Keywords: Food items, Tourism Development, Culinary Tourism, Garhwal region

Introduction

Uttarakhand state came into existence because the twenty seventh state of Republic of India in Gregorian calendar month 2000. It's popularly called Dev-bhoomi, the abode of gods. The entire geographic area of the state is 53,483 sq.km. that is split into 2 regions i.e. mandals Garhwal and Kumaon with 07 and 06 districts severally. Tourism that contributes over fifty one of the entire GSDP is been an enormous contributor towards revenue and employment generation. 1.1 large integer foreign tourists and 225 large integer domestic tourists has visited Uttarakhand and therefore the revenue old was approximately Rs.1,398 crores that involves nearly one.5% of the nation's economy. Haridwar itself receives quite five hundredth of the entire traveler sound being a really vital destination in Char Dham Yatra. (Indian tourism Statistics, Ministry of tourism) Char Dhams in Uttarakhand square measure dedicated to completely different deities. Yamunotri is the purpose of origination for watercourse Yamuna is settled in Rawai natural depression and is devoted to the god Yamuna. Gangotri is the purpose of origination for watercourse Ganga is devoted to the god Ganga. The watercourse here is

understood as Bhagirathi that soon becomes Ganga when the confluence with watercourse Alaknanda at Devprayag. Kedarnath, is among the PanchKedar is that the northmost Jyotirlinga is devoted to Lord Shiva. Badrinath that is settled on the bank of watercourse Alaknanda is devoted to Lord Vishnu. With the collective measures of central, state governments, non-public sector and voluntary organization become property growth in tourism is earned because the tourism growth depends on the amount of standards as per the carrying capability of the region. Republic of India is experiencing the expansion of interest of tourists in ethnic food. Authentic preparation and presentation is an add-on to the standard menu which represents a region's socio-cultural life. The skill-sets to market tourism like tourism-specific skills, social skills, thinking skills, personal qualities, understanding and fellow feeling, negotiating and influencing skills, communication skills, ability skills, drawback resolution, thinking creatively, shallowness, motivation and goal-setting, career planning; social skills, teamwork, and negotiation and influencing skills, understanding structure culture, sharing leadership.

Review of Literature

Culinary commercial enterprise with the ethnic food business provides ample entrepreneurial and revenue generating opportunities. Defining, choosing and presenting the food will prove dead set be very useful. From humanities perspective it conjointly aids in shaping folks behaviour i.e. each traveller and therefore the native service suppliers. There's large risk of sustainability through food. Correct designing of the destination will contribute to take care of the credibleness of it resulting in happy tourists. Food tourism will generate jobs, financial gain and improve the socio-economic situation. On the opposite side, personal, healthy, hygienic and culturally satisfactory food is served. (Okech, R.N., 2014). Gastronomy will be an efficient tool in setting the tourists preferences resulting in promote cooking tourism. If inexplicit consistently, associate in harmonizing economical between public and personal sector will establish dead set be enhancing the tourists expertise, happiness and thus aiding in over image building, growth and endorsement of the destination. However there ought to be a provision of a mix of common or standard menu things and native food menu things as per the tourists' selections. Native product will be wont to prepare authentic food tourist prospect tend to exotic and homesick foods looking on their selections. There's continuously a sway of food on tourist behaviour, attitudes, motivation and outlook. 5 proposals got that comprised of social and cultural edges, promotion of native food, conservation of ancient heritage, skills

and manner. Food stall of native delicacies throughout the fairs and yatras and gala season will prove dead set be useful in promoting culinary tourism. Food and nutrient ought to be enclosed in promoting of a destination. Novelty, credibleness, type of foods, experiences apart from meals like geographical region. Here atmosphere also play an important role. The service potency and therefore the temperature and behavior served directly which is also proportional to the experience of the tourists and with the food all well. A study was performed on 'Implementing Sustainable Tourism as a Pro-Poor and Community Development Approach' where he suggested how sustainable tourism significantly impacting tourists perception and satisfaction.

Tourists Perception and satisfaction towards Culinary Tourism

Garhwali culinary art could be a healthy, nutritious, mouthwatering culinary art with variety kinds of menu. Ghee, mustard oil, butter in conjunction with ginger, garlic, cumin chillies, asafetida is employed extensively for tempering. Jahkya, Laado, Chora, Pharan has their special aroma intact. Coriander, Mint, Sesame, Bhanjeera seeds (hemp) also are employed in some dishes and chutneys. Various kinds of rice includes Basmati, Brown rice, jhangora (barnyard millet). Wheat and Mandua (finger millet) flour area elements for preparing rotis (flatbreads). Daals. Mung, Arhar (pigeon pea), Malka (split deskindeed masoor) and Chana (split chickpea) are used for preparing Stuffed bread. Graing like Urad (black gram), Rajma, Pahadi tor (pigeon pea), Gehat (horsegram) and Bhatt (local soyabean) area found in a huge quantity. Faanu, chainsoo, a rough-textured aromatic gravy is also found and is made of soaked crushed daal. Urad daal is very necessary to the Garhwali cooking culture and uradkipakodi (lentil fritters) could be a common delicacy that's prepared in special occasions like fairs, festivals, marriage, pooja. Different types of vegetables are also found like Lauki (white gourd), tori (ridge gourd), leaved greens like chawlai (amaranth), kaddu (green pumpkin), tukkulu, colocassialeaves created into delicious patyud, methi (fenugreek leaves), moolikepatte (radish leaves), rai (mustard greens) Pahadipalak is employed to arrange (local spinach) kafuli, which is a gravy like thickened with rice or chickpea flour. Thincwani could be a fashionable vegetable preparation fabricated from pahadimooli (round white raddish) which is mashed up and roasted into luscious vegetable preparation. AalooGuthka could be a native delicacy which is prepared with stewed potatoes tempered with jakhiya. Some well-liked sweets are also found there. These are named like; mithani, Singori, Baalushaai, Maalpua, Kheer and Halwa. Study also suggested that tourists also have different level of perception and

satisfaction towards culinary tourism in Garhwal Himalaya. Further, collected data has been analysis towards tourists' perception and results computed in below table

Tourists' perception and satisfaction towards culinary tourism

In order to measure the perception and satisfaction level of tourists towards culinary tourism in Garhwal Himalayas, researcher has conducted paired sample t-test and results are computed in table 1

Table 1 Paired t-test results for perception and satisfaction of tourists towards culinary tourism

Variable	N	Mean	S.D.	Mean Difference	t- ratio	p-value
Perception	100	122.29	11.21	49.31	32.98	0.000**
Satisfaction	100	72.98	10.11			

** Significant at 0.01 level

Primary Data

For total tourists (N=100) table 1 shows the means of perception and satisfaction before and after trip are 122.29, 72.98 respectively and mean difference of 49.31 between them, Values of S.D. for students achievement before and after are 11.21, 10.11 respectively, value of t -ratio is 32.98 which indicate whether mean difference is significant or not with the help of degree of freedom which is further confirmed by the p value. Here p value is 0.000 ($p=0.000<0.01$) which is less than 0.01 that means there is a significant mean difference between perception and satisfaction of tourists before and after their trip towards culinary tourists. Which means there is significant mean difference between perception and satisfaction of tourists about local Garhwali cuisines before and after their trip. Whatever they have expected from region and local cuisines but unfortunately not receive any such experiences.

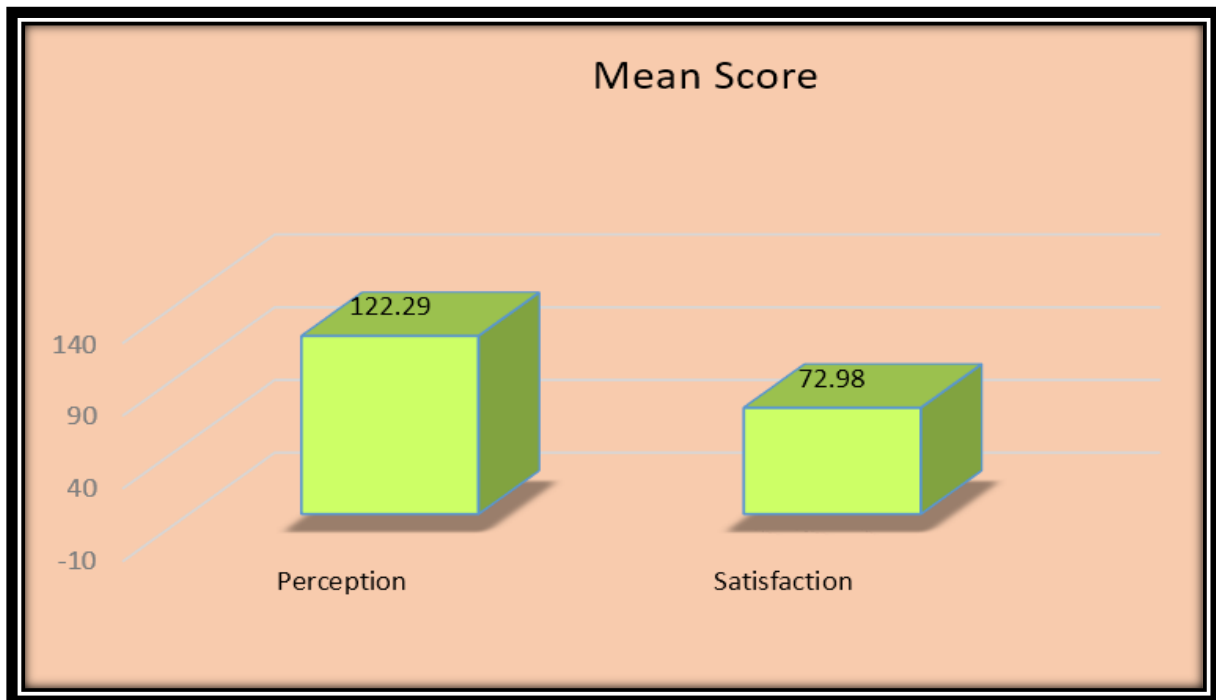


Figure 1 Perception and satisfaction of Tourists towards culinary tourism

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