

How to Cite:

Bhartwal, U., & Sharma, N. (2022). Impact of standard cuisine practices in tourism in Rajasthan. *International Journal of Health Sciences*, 6(S3), 8562–8571.

<https://doi.org/10.53730/ijhs.v6nS3.8070>

Impact of standard cuisine practices in tourism in Rajasthan

Umang Bhartwal

School of Hotel Management, Suresh Gyan Vihar, University, Jaipur

*Corresponding author email: umang.bhartwal@mygyanvihar.com

Naveen Sharma

Suresh Gyan Vihar University, Jaipur

Email: naveen.sharma@mygyanvihar.com

Abstract--To reposition Rajasthan as a preferred tourism destination for both domestic as well as international tourists by offering tourists a high-quality experience, and through responsible and sustainable policies ensuring conservation of natural, historical and cultural heritage of the State while simultaneously accelerating socio-economic development by improving livelihood opportunities for the local population. Rajasthani Cuisine will be promoted through food festivals and developing gourmet cuisine trails. Experiments such as Masala Chowk, Jaipur may be replicated in other cities of the State. In present day's it is worldwide recognized that if, culinary tourism rises in a planned and application in appropriately, then it became an effective tool to reduce the poverty in the local society. In this paper it is augmented that it becomes a significance thought of dimension of new –Pro Poor Tourism. The main aim of this paper is too placed upon the weaker section of the society and creating the revenue aspect for the weaker section of the society to opt the standards practices for the culinary tourism at urban and rural areas of Rajasthan.

Keywords--pro poor tourism, culinary, economy, liberalization, restaurant, Ayurvedic, Unani, domestic, international, tourism.

Introduction

Food presents a way to understand everyday Indian culture as well as the complexities of identity and interaction with other parts of the world that are both veiled and visible. In India today, with a growing economy due to liberalization and more consumption than ever in middle class life, food as something to be enjoyed and as part of Indian culture is a popular topic. From a 1960s food

economy verging on famine, India is now a society where food appears plentiful, and the aesthetic possibilities are staggering. Cooking shows that demonstrate culinary skills on television, often with celebrity chefs or unknown local housewives who may have won a competition, dominate daytime ratings. Local indigenous specialties and ways of cooking are the subjects of domestic and international tourism brochures. Metropolitan restaurants featuring international cuisines are filled with customers. Packaged Indian and foreign foods sell briskly in supermarkets, and indigenous street food and hole-in-the wall cafés have never been as popular. Yet lifestyle magazines tout healthy food, nutritious diets, locally sourced ingredients, and sustainable and green alternatives.

India understands of its own cultures and its complex historical and contemporary relations with foreign cultures are deeply evident in public conceptualized food as well as in culinary and gastronomic choices and lifestyles. Historically in India, food consumption has also paradoxically been governed by under-standings that lean toward asceticism and self-control as well. Traditional *Ayurvedic* and *Unani* medical systems have a tripartite categorization of the body on its reaction to foods. In Ayurveda, the body is classified as *kapha* (cold and phlegmy), *vaata* (mobile and flatulent), or *pitta* (hot and liverish), and food consumption is thus linked not only to overall feelings of well-being and balance but to personality disorders and traits as well. World Tourism Organization, World Trade Organization, United Nations and World Bank have address that poverty is one of the most undeniable challenges of the century. By keeping these challenges, Pro Poor Tourism approaches by way of developing the culinary tourism to contribute in removing the poverty and improve the standards of living of the human being of the host destination and region.

Cuisine is also known as Gastronomy in the world, as for the concern of Gastronomy is rule of Stomach to have meal or sometime an art of food related to local. It may be refer as cooking of food in style of particular area. Gastronomy may also be understood by simple concept of Local food and cuisine. The relation between the tourism and gastronomy aids to promoting the cultures and tradition with belief of destination at host region by way of branding, but also assist in sustainable tourism via conserving and showcasing the valuable empowering, nurturing pride among the local communities and cultural heritage which contribute to enhancing the exchange the intercultural insight. Sustainable concept carries boarder aspect from the cultivation till the plate, which involve the whole agriculture process, cooking technique and food habits of the local. The sustainable gastronomy will not going to fill without considering the environment and health. The aspects of food tourism in the market have been mostly influenced by the inbound and outbound travelers as they extensively covers all the potions of the tourism because a person traveling to a place always thinks about if he or she could get a feeling of home away from home and the food is been provided to them in a manner like at home, this itself is a very challenging task for the food tourism industry so the motive of food tourism is demanded directly and indirectly and is fulfilled in a balanced method.

Culinary Tourism

By considering the challenges of the culinary tourism we can make more people educated in this direction along with imparting the skills and knowledge about the standards practices in this direction. In depth insight views of professional of hospitality from many sectors and stakeholders helps to recognize the issues and impediments confronting culinary business in the current strategies. Culinary tourism has few more dimensions like visit of food producer an example like visiting of wine yard famous in France, food festivals like tomato festivals in Spain, and Rasso in Rajasthan at India. Villagómez-Buele et al., (2020), Sometime food with GI tag enforce tourist perception to visit the native places where a particular food is originated like his study gives the brief about the sea food for the motivation and satisfaction BIKANERI BUJAIA from Bikaner Rajasthan, Hydrabadi Briyani from Hyderabad and many more in India.

The different food and drink festivals of India motivate the food tourism in India increasing the gastronomical experience of the travelers improves. Thus the economic growth in India increases and the food tourism also gets the spot light in the market. The culinary experience of guests and tourist improves once they visit the food festivals, learning classical dishes of by participation of cooking classes or dining at the farm-to- dining areas of urban or rural. Generally, there is no -Indian food but rather an enormous number of local, regional, caste-based ingredients and methods of preparation. These varieties of foods and their preparation have only been classified as regional and local cuisines since Indian independence in 1947 yet have enjoyed domestic and foreign patronage throughout most of India's history. Because of this diversity and its celebration, most Indians appreciate a wide array of flavors and textures and are traditionally discerning consumers who eat seasonally, locally, and, to a large extent, sustainably. However, despite some resistance in recent years, the entry of multinational food corporations and their mimicking by Indian food giants, the industrialization of agriculture, the ubiquity of standardized food crops, and the standardization of food and tastes in urban areas have stimulated a flattening of the food terrain.

Food in India is an identity marker of caste, class, family, kinship, tribe affiliation, lineage, religiosity, ethnicity, and increasingly, of secular group identification. This appreciation and negation of gastronomic pleasure is made more complex by caste- and religion-based purity as well as pollution taboos. With some exceptions, since the early twelfth century, upper-caste Hindus, Jains, and some regional groups are largely vegetarian and espouse *ahimsa* (nonviolence). Often upper castes will not eat onions, garlic, or processed food, believing them to violate principles of purity. Some lower-caste Hindus are meat eaters, but beef is forbidden as the cow is deemed sacred, and this purity barrier encompasses the entire caste and religious system. In India as elsewhere, food culture is shaped by climate, land, and access to natural resources. The food system emphasizes eating agricultural and natural produce -in season, such as mangoes and local greens during the summer, pumpkins during the rainy monsoon months, and root vegetables during the winter months. This emphasis is based upon a belief that in-season foods are more potent, tastier, and of greater nutritional value,

although the year round availability of many foods due to technology are beginning to change eating habits.

The Indian Meal

The Indian meal is a complex and little-understood phenomenon. Typical meals often include a main starch such as rice, sorghum, or wheat; vegetable or meat curries that are dry roasted or shallow wok fried; cured and dried vegetable dishes in sauces; and thick lentil soups, with different ingredients. Condiments might include *masalas* (a dry or wet powder of fine ground spices and herbs) plain yogurt, or a vegetable *raita* (yogurt dip, also called *pachchadi* in south India), salted pickles, fresh herbal and cooked chutneys, dried and fried wafers and salted *papadums* (fried lentil crisps), and occasionally dessert (called sweetmeats). Indian meals can have huge variations across the subcontinent, and any of these components in different orders and with different ingredients might constitute an Indian meal. Rajasthan is famous around the world due to its rich culture, heritage, colorful tradition and its gastronomy. The cooking styles of Rajasthan showcase the impact of extreme climatic conditions, scarcity of water and vegetation make the difference from the other regions of India. Social belief is also needed to be understood as this has a significant impact on the Rajasthani Cuisine. This has been noted by many famous authors and chefs that Rajasthani cuisine is deeply affected by local beliefs. As Rajasthan has a land of Marwaris and Rajputana.

The Rajasthani Meal

Rajasthani cuisine is the cuisine of the rugged Rajasthan region in North West India. It was influenced by both the warlike lifestyles of its inhabitants and the availability of ingredients in an arid region. Food that could last for several days and could be eaten without heating was preferred. Scarcity of water and fresh green vegetables have all had their effect on the cooking. It is also known for its snacks like Bikaneri bhujia, Mirchibada and Pyaaj kachori. Other famous dishes include Dal Baati, malaidar special lassi (lassi) and Lashun ki chutney (hot garlic paste), Mawa lassi from Jodhpur, Alwar ka mawa, Malpauas from Pushkar and rasgulla from Bikaner, "paniya" and "gheriya" from Mewar. Originating from the Marwar region of the state is the concept Marwari Bhojnalaya, or vegetarian restaurants, today found in many parts of India, which offer vegetarian food of the Marwari people. The history also has its effect on the diet as the Rajputs preferred majorly a non-vegetarian diet while the Brahmins, Jains, and others preferred a vegetarian diet. Typical Rajasthani dishes are as under;

- Panchkuta/Ker Sangri.
- Kabuli—Veg layered Pulao.
- Dal Baati Churma.
- Pittod kisabzi.
- Besan Childa Sabzi.
- Ker Dak (Raisins) sabzi.
- Gatte matar khichadi.
- Gatte ki sabzi (Gravy/Dry)

- Non veg – Laal Mans, safed mans, Murgh kaSougata

Unique Food Related Customs in Rajasthan

- Thali style of feasting
- Eating with hands
- Food offered to God (prasadam)...
- A spoonful of curd and sugar before any new venture
- The art of slurping
- Eating with left hand is supposed to be a sin

Nevertheless cuisine is not generally the first reason motivating tourists to travel particular places but food is the major product increasing the business of a particular place. The learning process aims to sign out the prospects of divisions of traditional ways of cooking of India in giving greater value to the quality and ultimately become a source of income for the local population. The packages of food tourism are been studied in a précised manner so as to observe the attachment between the domestic and international guest towards the cuisine of a specific region. Food is considered the main attraction point for the tourists as compared to the other attraction points of a place and this thus helps to build up a good economy. The main focus of this study is to bring the food tourism under the spot light like the other forms of tourism and build the base for all the Indian traditional food methods and foods.

Review of Literature

Hjalager (2022), pointed out that it is an important part of tourist activities of tourism industry, but this sort of tourism was not studied by many scholars. Zhang et al. (2019), in his the research focuses on the importance of indispensable by inculcating the tourist attraction and tradition of the host destination to support the local economy, the study consider the quality aspect in term of -quality- satisfaction-loyalty framework of culinary tourism in contrast of tourist satisfaction, tourist loyalty and traditional dishes respectively. Demir & Cankül (2018), As per him the gastronomy tourism motives are not directly promoted by the any level of Travel agencies but it can be presented in the part of cultural tours. Martin et al., (2017), Food tourism is an important during travel experience, the tourist memorable experience enhance when local food match with the perceived authenticity along with degree of adaptation and contrast cultural involve. Wolf (2006), In morden tourism many aspect uphold interest of tourist such as fresh, healthy and pure ingredients which produce fit for healthy dishes during staying at destination. According to Mouline (1995), Tourist take the opportunity to experience unique dishes of different cuisine and improve their understanding about local food and host community, enhance quality of life by generating revenue from tourist.

According to Rani Laxmi Chundawat, The sign of royal Rajasthan show that kings used to go for hunting execution (technically known as Game) for entertainment and ate meat, fowls and brought home. Rajasthan cuisine one of the oldest cuisine in the nation, It is around 200 years old. Almost every kind has 10 member of royal kitchen staff, ostly belongs to Wahri and Bhoicast in Mewar.

Most of the family member shavenut. According to Thakur Man Singh of Kanota, Senior member of our family is found of meat. Ninty percent meat they got from game, which became is no longer due to legal. Using large amount of nuts, butter and dry fruits used in to the preparation of dishes. Presently all doctors colloquial gives dirty look. Some of the meat dishes get the unique perfect flavor by slow cooking on -Coal Aanchl(Flame). In present days almost old food and cooking techniques are going out of trend.

The region of Rajasthan is famous around the world for its rich culture, tradition and heritage which is properly show case in old days in its cuisine dishes namely as , laal Mass, Safed Mass, Mass ka sula, makka ka sauta, and khand kharosh and in vegetarian dishes mainly kair sangari ki sabzi, mangorri ki sabzi, Garlic Chutani . and the whole meal in temples namedas Dal-Batti-Churma. Cookedonthe-Kacchi Rossaisdungcakeas a fuel from the waste of animal's dung. Rajasthani cuisine dishes have so many special features that reflect social belief , harshness of weather and scarcity of resources , some of the dishes are in the list of popularity that eaten without heating, using less or no water during preparation and can be keep for a longer period of time like -ghee ka rooth, Bikaneri Bujai, Long ki seve and many more. The culinary style of the region to a great extent shaped up according to the aggressive lifestyle of the natives. Unavailability of a variety of fresh vegetables, fruits and other ingredients and scarcity of water due to the arid nature of the region has profound effect on the cooking style of the locals, particularly those living in the desert pockets. Rajathani are very fond of sweet. Wide variety of sweet is prepared and serves to the guest which is prepared from dairy and non-dairy ingredients. For non-dairy sweet famous all over the world like Ghevar, imarti and Doyata from Dausa.

Research Methodology

Type of Data Sources

Both primary and secondary

Secondary data

Travel and Tourism Council Reports, Department of tourism annual report & other govt. and private registration bodies' websites (Indian and other countries), Hotel federation's reports, various manuals, reports of associations last updated/pertaining to last 2 years as applicable.

Primary data

Primary data was collected by administration of pre structured questionnaire online from the person who has visited different places of Rajasthan for Cuisine travel. It includes, people coming from different part of the country as well as from internationally.

Two types of questionnaires were formed.

- For services provider (Hotel management &Staff)

- For service seeker (Tourist)

Sampling

Purposive sampling

Respondents

Socio-economic criteria, Level of satisfaction, education, stay experience and handling by service provider was focused. Besides this, purpose of visit, Residence (national/international), choice about hotel, length of stay etc was covered,

Sample Size

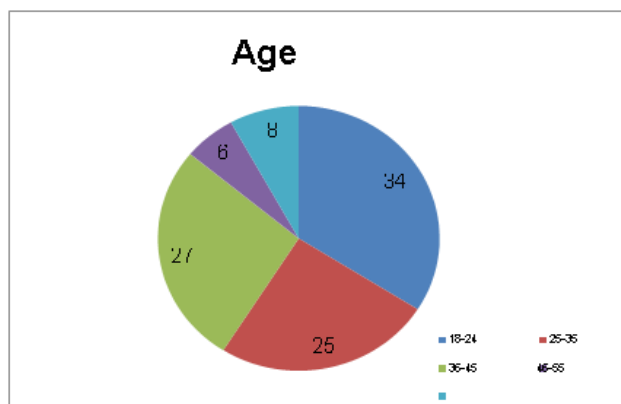
Sample details are described as under;

Type of sample (online Mode) Visited during March to September 2021	Target respondents		
National (75)	Male=40	Female =35	Total Sample 75
International (25) (Who have already visited India)	Male =15	Female =10	25
Total			100

Age Group wise distribution of their respondent

Age Group (years)	Number	Percentage
18-24	34	34.0
25-35	25	25.0
36-45	27	27.0
46-55	6	6.0
More then 55	8	8.0
Total	100	100.0

Majority of the respondents are from the age group of 18 to 24 years followed by 36to 45 years. It is worthwhile to mention here that almost 86 percent are in the age group of below 46years.



Marital Status wise distribution of their respondent

Marital Status	Number	Percentage
Married	58	58.0
Unmarried	42	42.0
Others	0	0.0
Total	100	100.0

Almost 58 percent of them are married while rests of them are unmarried,

Income wise distribution of their respondent

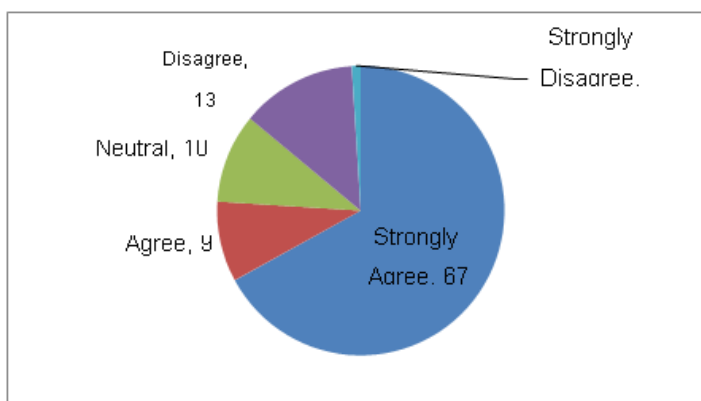
Monthly Income (Rs.)	Number	Percentage
Less than 50000	65	65.0
50000-100000	17	17.0
More than 100000	19	19.0
Total	100	100.0

Majority of the respondents are from the income group of less than 50000 rupees. It may be said that person with the less income are more inclined to travel as compared to the person from high income group.

Tourist's View

More than 90 percent of the respondent opined that they have experienced the local famous dishes of Rajasthan region during their visit to Rajasthan. Almost 86 percent of the total respondents have information about the Rajasthani Cuisine's dishes. About 71 percent of them have informed that they have participated in Rajasthani cuisine activities. Half of them have reported that they have food xenophobia. Almost three fourth of the respondent reported that Rajasthani cuisine cooking technique requires more skill. Majority of them respondent committed on 5 point rating scale that Rajasthani cuisine dish's had impact on their selection while deciding the Rajasthan as destination.

Views	Number	Percentage
Strongly Agree	67	67.0
Agree	9	9.0
Neutral	10	10.0
Disagree	13	13.0
Strongly Disagree	1	1.0
Total	100	100.0



More than half of the respondent opined that Rajasthani cuisine completely meets with the expectations which we had. They have suggested that proper Placing of Rajasthan famous dishes in the menu card at food outlet must be ensured.

Conclusion

It is significant to up bring this food industry in this way via involvement of government and other authorities by having the approach to upgrade the life of urban and rural of Rajasthan regions. Irrespective of size of food operation in any concept like restaurant, fast food and takeaways operation required the good purchasing process, hiring good human resources at management and functional level who understand the need of any visitors and tourist who are in the region for any motive. However that impacts on the functional efficiency, quality service and guest satisfaction and revenue generating model. If the business mission and vision inoculating the good practices like hiring the locals, contracting with locals to procure the good quality material or establishing the suppliers and going to have the healthy relationship that may help to ever-ending business life span . It is also important too.

References

- Achaya, K.T. *Indian Food: A Historical Companion*. Oxford: Oxford University Press, 1994.
- Appadurai, Arjun. -Gastro-Politics in Hindu South Asia. *American Ethnologist* 8 no. 3, Symbolism and Cognition (1981):494-551.
- Banerji, Chitrita. *Eating Indian: An Odyssey into the Food and Culture of the Land of Spices*. London: Bloomsbury, 2007.
- Brydon, L., & Goody, J. (1983). *Cooking, Cuisine and Class: A Study in*

- Comparative Sociology. RAIN.
- Demir, İ., & Cankül, D. (2018). Travel Agencies and Gastronomy Tourism: Case of Iata Member A-Class Travel Agencies. *Journal of Gastronomy Hospitality and Travel (JOGHAT)*, 1(1),3–10.
- Du Rand, G. E., & Heath, E. (2006). Towards a framework for food tourism as an element of destination marketing. *Current Issues in Tourism*, 9(3),206–234.
- Khare, Ravindra S., ed. *The Eternal Food: Gastronomic Ideas and Experiences of Hindus and Buddhists*. Binghamton: SUNY Press,1982.
- Martín, A., Izquierdo, C., & García, L. (2017). When Do Tourists Really Enjoy Authentic and Exotic Food Experiences? Product Adaptation and Tourists' Attitudes. XXIX Congreso de Marketing AEMARK,1038–1055.
- Zhang, T., Chen, J., & Hu, B. (2019). Authenticity, quality, and loyalty: Local food and sustainable tourism experience. *Sustainability (Switzerland)*,11(12)