

**CUISINE TOURISM; A STUDY****Mr. A. Raja Selvam<sup>1</sup>, Dr. O. Reegan<sup>2</sup>**

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**Abstract**

As India repositions itself as a tourist destination, the significance of cuisine in attracting visitors is increasingly recognised. This arises from the reciprocal relationship between gastronomy and tourism. The Cuisine offerings of a tourist destination substantially influence the overall quality of the tourism experience. For numerous years, nations such as India, renowned for its distinctive cuisine, have employed their Cuisine offerings as an effective marketing and positioning instrument. This article aims to examine the effects of Cuisine tourism in India. Tourists are prepared to pay a premium for exceptional cuisine as they are inclined to travel considerable distances. Cuisine services should help local enterprises, agricultural products, and traditional businesses. It aids in the economic advancement of a region. Each tourism site possesses an own culture and history. Tourists reminisce about the flavour of a cuisine they have not savoured in a considerable period, enhancing their pleasure during the journey.

**Keywords: Cuisine Tourism, Tourists, Ecosystems, India**

**Introduction**

Tourism education increasingly depends on case studies to cultivate managerial competencies and comprehend the tourism sector. Students and individuals frequently engage in discussions regarding intricate scenarios encompassing diverse perspectives, social issues, environmental concerns, political contexts, and appealing tourism destinations. Consider a novel case for discussion around Cuisine Tourism. Travel agents, tourism organisations, and government tourism development corporations must make decisions that resonate with the national conscience. Tourism is a desirable product. It satisfies human desires. The majority of tourist wishes list the motivation. A motive is described as a person's basic inclination to aim for or strive for a specific goal. Motivated is directly related to the purpose. It encourages people to travel to tourism destinations. People are motivated to gain certain benefits from tourism. These motivations are varied. The variety of tourist motivations results in different types of tourism. (eg. Religious tourism, Recreational tourism, Cultural tourism, Cuisine tourism.) Cuisine tourism plays a vital role in Hospitality Industry.

**Objectives of Study**

This study points out the following objectives.

- ❖ To study the meaning of Cuisine Tourism.
- ❖ To present the various types of Cuisines in the world.
- ❖ To find the features and growth of Cuisine tourism.

### Meaning of Cuisine Tourism:

Cuisine tourism is a developing trend in the world. "Cuisine" is a French word means kitchen. There are various types of cuisines in the world. (eg. French Cuisine, Chinese Cuisine, Indian Cuisine, and Oriental Cuisine) These cuisines are the attractions of tourist's interest. Regarding cuisine tourism it is a study of food habits of people, varieties of traditional dishes, and traditional food making of a particular country or reign. This activity includes tasting the traditional dishes of the countries.

Generally speaking Travelers refer to all people who move out of their residence for various reasons. A person who moves outside his native place either primarily motivated with pleasure or mixes pleasure with his other motivates, is considered as a tourist. Cuisine tourists are those tourists who moves out of their native place to enjoy the traditional food system of countries and tasting the traditional made foods, above is known as Cuisine tourist, and is considered Cuisine tourism. Several groups of foreign tourists who visit the state every year show a preference towards tasting the traditional vegetarian dishes, said a tourism department official.

The immensely popular Tamilian specialties such as idly, dosa vadai and filter coffee, among foreign and domestic tourist, is what made of the department decide to market the traditional foods to lure more tourists here. Many of them are also interested in watching how the food is made in the traditional way, using stone f implements such as the Ammi, and Kuzhavi. The prefer food cooked with hand ground ingredients.

### Popular Cuisines:

The following cuisines are well known and worldwide recognition.

1. French Cuisine
2. Chinese Cuisine
3. Middle Eastern Cuisine (Gulf Cooking)
4. Indian Cuisine
5. Oriental Cuisine (Indonesia, Thailand, Singapore etc.,)
6. Australian and New Zealand Cuisine

#### 1. French Cuisine:

French cuisine is recognized by the world, as one of the finest cuisines. During the end of the nineteenth century, French Cuisine art has reached the highest point of perfection. French cooking is less complicated while cooking the garnishes and accompaniment served along with these foods. Garnishes and accompaniment play a key role in French cuisine and they identify the dishes, Great emphasis is laid on sauces and it is even called "sauce" cookery. Great emphasis is laid on the presentation of the dishes and the garnishes and accompaniments make the dish colourful.

**2. Chinese Cuisine:**

Chinese culture is the oldest civilization in the world. Chinese cooking calls for maximum preparations of raw ingredients and minimum cooking method. "Fahien"-the dishes have balance and combination and blend of colour, flavour, texture, shape, and size. The Chinese divide the temperature of heat into "Military" (High or fierce, and medium) and "civil" (Low or gentle and weak) heat.

**Regional cuisines of China:**

- ❖ Cantonese (south-East)
- ❖ Szechwan style
- ❖ Human style
- ❖ Shantung style
- ❖ Fukien style.

The Chinese restaurants serve dishes, which have mixed the styles of cooking. Cantonese is the most popular all over the world with Szechwan being the second popular style.

**3. Middle Eastern Cuisine:**

The Middle Eastern countries are Syria, Lebanon, Egypt, Turkey, Greece, Iraq, Saudi Arabia, Yemen, Sudan, Tunisia, Algeria, Abudhabi, Kuwait, and Morocco. The religion Islam is the most important part of the culture in eastern countries. The following are forbidden:

1. Use of pork and pork products
2. Blood
3. Use of alcohol and fermented liquids
4. Use of dead animals.

The popular middle eastern dishes are shawarma kabuz (pita bread), taboullah salad, fattush salad, jerish, kabsa lahim, karoof mosvi (grilled mutton), samak r hamam soup, sambosak bi lahim, batatis, mashi, batinjen mashi (stuffed eggplant), aroz, mofalfal, mutabal (eggplant salad), hammous bi tahina etc..

**4. Indian Cuisine:**

The preparing of various dishes have been handed down from one generation to another, from mother to daughter in homes, father to son working in maharajah's kitchen etc., The heart of Indian cooking is masala, the combinations of spices and herbs, which give each, dish its individuality. Masala may be in paste or powder form. For powder, masala are dried in the sun or roasted tawa and pounded into powder form. Spices are ground with vinegar, water, or curd to form a paste. The regional cuisines of India:

- a. Bengali Cuisine
- b. Panjabi Cuisine
- c. Gujarati Cuisine
- d. The Goan Cuisine
- e. South Indian Cuisine

- f. Maharastra Cuisine
- g. Kashmiri Cuisine

#### **a. Bengali Cuisine:**

Fish is very popular and the dishes are prepared with mustard oil, poppy seeds are used in some preparations.

#### **b. Punjabi Cuisine:**

These dishes are very rich and have a distinctive avour and taste.

#### **c. Gujarati Cuisine**

Gujarati cuisine is the heaven of vegetarian. Their dishes have a sweet taste; they add a little sugar, even to the salty dishes. Nasto is made from Bengal gram flour mixed with an assortment of spices and fried. Zorastrians came to the ports of Gujarat and settled there. They had a strong meat eating tradition and a love for egg dishes, butter cream, and nuts. They absorbed Gujarati influences and a hybrid cuisine developed such as fish steamed in banana leaf packets.

#### **d. The Goan Cuisine:**

This territory has Portuguese influence since it is coastal region fish is widely eaten. The Goanish is spicy and sour. Kokum a sour fruit is widely used in dishes. Some popular dishes are goan fish curry, pork Vindaloo, goan prawn masala, chicken xacuti etc.

#### **e. South Indian Cuisine:**

The states of Tamil Nadu Karnataka, Andhra Pradesh, and Kerala come under south Indian influence. Their cuisine has a lot of similarity. The common basic ingredients and for the above cuisine are tamarind, hot red chillies, coconut, mustard curry leaves urad dghal, Ind rice etc. In kerala, coconut oil is used a cooking medium, since coconut oil is produced in abundance Appam, Hoopers Puttu, Kormas are popular in Kerala. Andhra Pradesh's cusine, the dishes are fiery hot. But in Hyderabad, due to the Muslim invaders like Nizams the food is rich and chilli hot. Curd is used to cut down the spiciness. Some popular dishes are Bagara Baingan, haleem, nargisi kofta curry, Moghlai briyani etc. The popular Tamil Nadu traditional foods are idly, vadai, dosa, sambar, rice, filter coffee, etc.

**f. Maharashtra Cuisine:** The Maharashtrians are very religious people and special sweets are prepared. They are food of vegetarian food. Peanut oil is widely used and cooking medium. They also use coconut and tamarind ion their cooking.

#### **g. Kashmiri Cuisine:**

This is the north most part of the country. The dishes are very rich and fruits, nuts, saffron, mace and nutmeg are added, The popular dishes are kashmiri puloa, narari soup, (made with trotters, lamb's tounge), mango bhaji, Haleem & Navarantan Khorma.

**Favourite's dishes of Indian Cuisine:**

The popular Indian dishes are...

- |             |                                                                                                                          |
|-------------|--------------------------------------------------------------------------------------------------------------------------|
| Bengal      | -Sukhto, Ponch, Phooraner, Charchari, Macherjhal, Sandesh,                                                               |
| Kashmir     | -Gushtaba, Rishta, Kamargah, Methi, Chaman, Muthanjan                                                                    |
| Gujarat     | -Amli, srikhand, Khaman Dokla, Ptrail, Irani                                                                             |
| Maharashtra | -Samosas, Khandvi, Dhansak, Baffat                                                                                       |
| South India | - idly, Vadai, Dosa, Filter Coffee, Sambar, Rice, Pulio darai, Murukku, Avail, Pachadi, Bondas, Appam, Mysore pak, etc., |
| Punjab      | - Mukandwadi, Bhatura, Chhole, sarson Ka, saag, Makki Ki Roti.                                                           |

**5. Oriental Cuisine:**

This includes the cooking of Singapore, Malaysia, Thailand, Indonesia, etc.

Includes Bali, Borneo, Java and Sumatra and previously known as the East Indies. Rise is the staple food. Godogado (vegetable salad with peanut dressing), Rendang (Indonesian beef curry), Nasigoreng (rice with bacon, chicken and Soya sause), are very popular Indonesian dishes.

Thai Cuisine Could is described as a cross between Chinese and Indian, sharing similarities with Malaysian and Indonesian Rise is the staple food. The four predominant elements are hot, salty, sweet, and sour. These are supplied by chillies, garlic, ginger, galangal, (a relation of ginger), Soya sauce, coconut, basil and lemon grass. Hampla (a sauce of fermented figs) and coriander also play a major part in the flavouring components. The mussaman curry (a lamb curry with Thai spices) is a popular Thai dish.

**6. Australian and New Zealand Cuisine:**

Australians have superb produce - marvelous beef and lamb, wonderful fish, first class vegetables and exotic tropical fruits. The quality of Australian produce is high and their main ingredients are meat, chicken, and sea foods. Famous Australian dishes are Carpet bag steak. (a giant piece of thick rump steak slit down in the middle and stuffed with few oysters seasoned with salt, pepper, and lemon juice)

Sydney rock oysters, snappers, barramundi fish, roast lamb, and grilled chops are popular. Peach melba, meringue, and passion- desserts also popular in Australian Cuisine.

**Popular Australian Foods:**

1. Kangaroo steak, 2. Meat pie, 3. Billy tea --Tea in a metal can called a billy, over an open fire, 4. Damper -a basic bread, 5. Jam buck - Young sheep, 6. Rock oysters, 7. Anzac Biscuits- They are made with rolled oats, coconut, flour, sugar, golden syrup, batter, cooking soda and water.

**New Zealand Cuisine:**

New Zealand produces a superb when fresh especially the dairy produce and the lamb. The maori influence however produces lots of interest, marinated raw fish is common. Paua (Abalone), pipis, (which tastes like cockles), teheroas (like clams) are excellent shellfish. Maori vegetables are unusual puha and rauriki (sow thistle) are a little like spinach. Kumara is the sweet potato. The climate guarantees an extensive range of the fruits, the most exotic being the kiwi fruit, tamrillos (tree tomatoes), and passion fruit.

**Features of Cuisine Tourism:**

The features of Cuisine tourism may be traced in the following,

- ❖ The Cuisine Tourism is the ideal for food habits of the people.
- ❖ It is a feeling of tasting different traditional foods, so we can taste for traditional foods.
- ❖ In the Cuisine tour, we can see making of traditional foods.
- ❖ It explains various kinds of Cuisine of the world. 5. It increases the feeling of tasting foods.
- ❖ It explains traditional making of foods items.
- ❖ It covers all kinds of Cuisine's menus and recipes.

**Growth of Cuisine Tourism:**

Gourmets among tourist will soon be wooed with feast of traditional Tamil delicacies as the Tamil Nadu Tourism Development Corporation (TTDC) is all set to promote Cuisine Tourism in a big way. Mr. M. Rajaram, director, Tamilnadu Tourism, told Express on Sep-22 2007 that a detailed project proposal would be chalked out to identify restaurants and cuisines in the itinerary of tourists. "We will also organize food fairs in all the districts to spread awareness and attract of tourists." "Many of them are also interested in watching how the food is made the traditional way, using stone implements such as the 'Ammi' and the 'Kuzhavi'. They prepared food cooked with hand pounded and hand ground ingredients with out kitchen appliances".

Several groups of foreign tourists who visit the state every year show a preference towards tasting the traditional vegetarian dishes, said a tourism department official. With tourism brochures and tourist guides listing the delicacies and restaurants of Chennai, Madurai, Coimbatore, and Tanjavur, most tourist sow a keen interest in trying out of a food, he added.

**Conclusion**

I strongly believe that governments should play a major role in encouraging culinary tourism. It is a necessary service, and governments have the authority to interfere with the implementation of cuisine tourism. Governments should permit funds and promote growth. They should host traditional cuisine festivals in all major cities and tourist destinations. However, tourism organisations and travel agents should participate in the development of Cuisine Tourism.

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