



E-ISSN: 2706-9591
P-ISSN: 2706-9583
IJTHM 2024; 6(1): 01-07
Received: 01-10-2023
Accepted: 05-11-2023

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A study of the unexplored cuisine of Uttarakhand and its role in culinary tourism promotion

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DOI: <https://doi.org/10.22271/27069583.2024.v6.i1a.78>

Abstract

Uttarakhand is the holy land of many deities and local cuisines. There are more than two hundred folk gods and goddesses in the mountains. Uttarakhand was formed in the year 2000 and earlier it was a part of Uttar Pradesh. At the time of its formation it was known as Uttaranchal. Uttarakhand is a state of 13 districts in which 7 are in Garhwal Mandal & 6 in Kumaon Mandal. Uttarakhand is very rich in terms of tourism. Uttarakhand tourism has expanded throughout the years, with many stunning tourist destinations and delectable cuisines. In 2021, Uttarakhand received around 20018115 visitors This beautiful north Indian state is famous for its natural beauty, fauna and flora, Ganges and for the renowned pilgrim sites like Yamunotri, Gangotri, Kedarnath & Badrinath. Uttarakhand is also enriched with various cuisines. There are different types of food prepared according to various districts of Uttarakhand but the main problem is that the cuisine of Uttarakhand is not so popular as compared to the other cuisines of the world. This present research paper will critically study about the different cuisines of Uttarakhand and the efforts and projects by the govt and the local people for the promotion of the cuisines. This paper will also suggest how the local cuisine is assisting in the tourism promotion in Uttarakhand.

Keywords: Delectable cuisines, pilgrims site, food, renowned, tourism

Introduction

Uttarakhand is a state located in northern India. Due to its religious significance and several Hindu temples and pilgrimage sites scattered throughout the state, it is often referred to as the "Devbhumi" (meaning "Land of the Gods"). Religious tourism is a significant component of the state's tourism. Uttarakhand is well-known for its natural Himalayan environment, The tourism business also provides significant employment in the state, including employment as guides, in the hotel industry, and in travel companies. Uttarakhand is a combination of Garhwal & Kumaon and here various cuisines are from the both regions of the state. The local food of the state is very tasty, healthy and nutritious because of the organic properties of the grains of Uttarakhand state. Here the local people have been producing various types of Millets and other grains throughout the ages. As we all know that the state Govt is promoting the Millets all over the country and the state Govt is also making good efforts and launching new innovations to promote Millets in Uttarakhand.

Food plays a vital role to promote tourism of a particular area. In Uttarakhand food acts as a catalyst to promote culinary tourism. Food is contributing to the tourism of Uttarakhand in many ways. There are various factors, which are responsible for the growth of tourism in Uttarakhand.

Tourists' interest in ethnic foods is increasing in India. Authentic preparation and presentation can be an addition to a quality cuisine expressing the socio-cultural life of an area. (Baruah S.R., 2016) ^[11].

Gastronomy and culture both play a vital role to hike the number of tourists at a particular destination and both are tourist motivators. The level of tourist satisfaction depends on the local food and the satisfaction with local food he tourism of a particular area. The development and maintenance of local culinary food & food outlets can be a catalyst to promote the image of the destination as well as it can hike the tourist inflow at a destination. The economic benefits of tourists' food consumption habits are evident. However, there should be a provision for a mix of common or popular menu items and local food menu items based on the tourists' preferences.

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Local ingredients can be used to create authentic cuisine. Depending on their preferences, tourists' expectations range from exotic to nostalgic cuisine. (Sahin, G.G, 2015) ^[12]. Food always has an effect on tourist's behaviour, attitudes, motivation, and thinking. Certain recommendations were presented, which included social and cultural advantages, promotion of local cuisine, preservation of traditional traditions, skills, and lifestyle, and so on. Food stalls selling local specialties at fairs and yatras and throughout the festival season can serve to promote culinary tourism. (Shah, G. and Shende, K., 2017) ^[4].

Food and beverage should be incorporated in destination marketing. Novelty, authenticity, variety of foods, and experiences other than meals, such as surroundings and ambience, all play an important impact. The efficiency of service, as well as the warmth and behavior with which it is provided, is directly linked to the tourist experience with the cuisine. (Stone, M.J., 2017) ^[13].

Uttarakhand Cuisine

Uttarakhand cuisine is a combination of Garhwali and Kumauni cuisines and it is a healthy, nutritious, mouth-watering cuisine with huge varieties of menu items. Paanu, chainsoo, Thichwani, Kafli, Dhurchwani, Palyo, Bhang ki chutney, Arsa, Jhagore ki kheer, Kumayuni raita, Badi, chancedu, Pataud, Bhatt ki churkani, Gahat ki roti, Mandua ki roti, Pahadi mithi lagdi. Laal Bhat, Daal ke swnle, Til ki chutney, Aloo ke swnle, Kaali daal ke pakode, Jholi.

Phanu Phanu is made of dals (Lentils) like Chainsoo, but in this case the dals are soaked in water for about 4 to 6 hours before its preparation. Variety of dals like Gahat, Arhar or Green Mung can be used to prepare Phanu.

Kafuli is a thick gravy preparation made from green leafy vegetables. Kafuli made of Spinach leaves is most common

Lal Bhat: This is a traditional cuisine and the which is used to prepare laal bhat are the special pahadi rise. This is very famous in the high altitude of Garhwal region.

Thechwani can be prepared using radish root (pahari mula having round root) or potatoes.

Chainsoo is prepared using black gram dal. Normally due to the high protein content in this daal it is difficult to digest. How the bad effects get nullified by roasting

Aloo ke Swanle: This is a stuffed pie with mashed potatoes and it is deep fried. This is a dish which is normally prepared in festivals like Deepawali and Igaas in most of the areas of Tehri Garhwal.

Kandalee Ka Saag: This is a green leafy vegetable dish served similarly to other green vegetable dishes; its major ingredient is Bichhu Ghas, also known as kandali in local dialect, and is widely available in Uttarakhand. Kandali distinguishes it from other comparable dishes.

Jhol in Garhwali Jhol means very thin gravy. Jhol can be made out of tomatoes, potatoes and other tubers.

Chutney chutney is mainly prepared during winters by green chili, garlic and sesame.

Roat In family and religious functions Garhwali dishes are prepared, the most important among them are Roat and Arsa Baadi Baadi is made from Khwada ka Aata (also known as Choon or Mandua flour and is black in color).

Bhatti ki Churdhani, Mandua ki Roti, Kulath ki Dal, Swala, Kandalee ka Saag and Jhangora ki Kheer.

Jholi: Jholi can be made of besan or rice flour. It is a famous cuisine of Uttarakhand.

Table 1: Uttarakhand Cuisine

S. No.	Name of the local cuisine	Ingredients	Type
1	Phanu, Chainsoo,	Lentils, Udad dal Spices, Onion,	Soup and Daal
2	Kafuli, Thechwani	Green Leafs, Spices, Onion, Tomato, Potatos	Kari and saag
3	Kandalee Ka Saag, Jhol	Kandali leaves, spices, onion, tomatoes, Potatoes, Reddish	Soup and Saag
4	Aloo ke Swanle, Rot	Wheat flour, Mashed potatoes, Sugar, fat	Stuffed pie, sweet cookies
5	Baadi, Bhatti ki Churdhani	Mandua flour, Soyabean, spices, onion, tomatoes	Sweet thick dish, daal
6	Jhangora ki Kheer	Jhanora (Milet)	Sweet dish,

Source: Agarwala *et al.* (2016) ^[14]

Literature Review

Food as a tourism attraction and is one example of a local cultural resource that has the potential to facilitate a number of community benefits. (Andrea Giampiccoli and Janet Hayward Kalis).

The common perception of food as a mere attraction in tourism is challenged by stressing the complications and impediments experienced by tourists in the local culinary sphere in unfamiliar destinations, even when attracted to the local cuisine. (Erik Cohen, Nir Avieli 2004) ^[6].

The local food movement is taking a variety of forms-including farm-to-school programs, farmers markets, community supported agriculture, and direct marketing. An emerging component of this movement is culinary tourism. Culinary tourism offers new opportunities for communities to integrate tourism and local food systems in order to promote economic development, respond to the demand for quality food and dining experiences, and build on the cultural heritage of the region.

Food tourism is important in the tourism business because it is one of the primary reasons for choosing a tourist location. (Ms. Gauri Shah & Mr. Kiran Shende March - 2017) ^[4].

The role of food tourism in territorial dynamics has become an important issue for local and/or regional development. (Susana Rachão, Zélia Breda Carlos Fernandes and Veronique Joukes).

Food tourism is a fundamental element of regional culture, and, as an essential part of visitors' experiences, it is a vital factor in regional development. Tourism can create jobs, attract foreign direct investment, earn foreign currency, and stimulate national, regional, and local economic growth when it is adequately supported by the state and is regulated as required.

Local food or gastronomy plays a significant role as a destination attractiveness enhancer and has many benefits, destination managers and planners everywhere should no longer overlook or disregard this tourism product. (Azilah Kasim & Erkin Kosimo Ergashevich).

Food legacy can be defined as cultures that have been passed down from generation to generation. Food advertising and globalization in the food industry help to motivate consumers to dine out. Gender, age, and income have no significant link with regional food acceptance. (Dinesh Kumar Karushand Sonia Sharma, 2017) [1].

Uttarakhand's Garhwali cuisines have tremendous power to heal and nurture human existence in its purest form. (Vinod Negi, 2017) [2].

Food tourism includes offering unique food experiences, authenticity through food experiences, using food in destination marketing and focusing on food tourism and sustainability together. (Bendegul Okumus).

Food is an integral part of all cultures as well as an

important part of world heritage and an increasingly relevant part of the tourism experience. Food remains an integral part of the tourism product and remains a significant part of tourist expenditures both in the case of organized and independent tourists. (Izabela Kapera 2019) [15].

Research Methodology

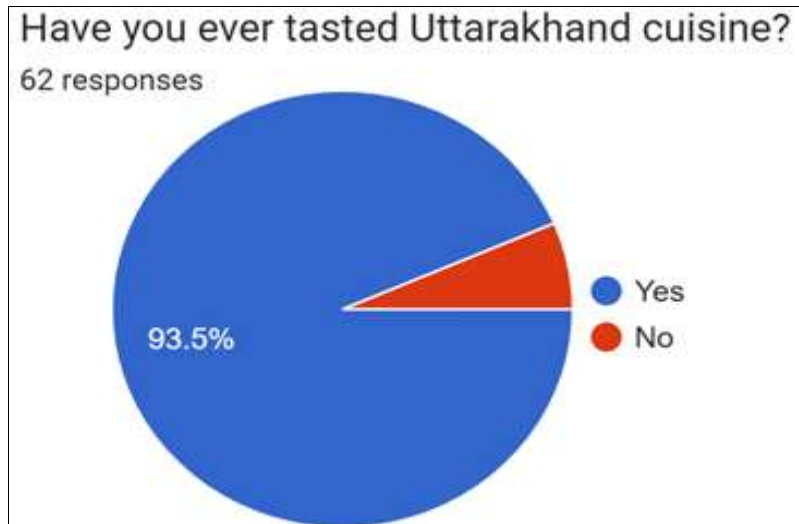
The study relies on both primary and secondary data. Secondary data was gathered from a variety of sources, including the internet, journals, reference material, and books.

However, in order to acquire primary data, a questionnaire was designed, from which a small survey was conducted, and from which primary data was collected.

Table 2: Questionnaire for the data collection

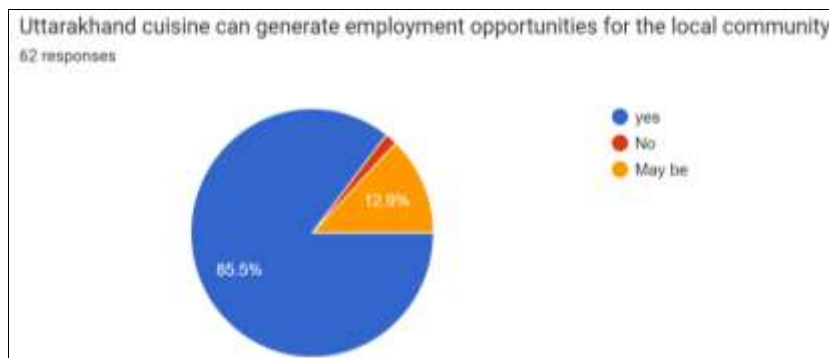
S. No.	Questionnaire	Yes	No	May Be
1	Have you ever tasted Uttarakhand cuisine?	93.5%	6.5%	
2	Uttarakhand cuisine can generate employment opportunities for the local community.	85.5%	1.6%	12.9%
3	Tourists are increasing in Uttarakhand due to local food	50%	19.4%	30.6%
4	While travelling to Uttarakhand, tourists prefer local food.	74.2%	6.4%	19.4%
5	Uttarakhand Millets is contributing in Tourism	74.2%	16.1%	9.7%
6	The Uttarakhand Government is promoting local food.	77.4%	12.9%	9.7%
7	According to you, Uttarakhand cuisine is good for health.	98.4%	0%	1.6%
8	Uttarakhand food is contributing to promote tourism.	75.8%	4.8%	19.4%
9	According to you, Uttarakhand cuisine is less famous as compared to other cuisines.	98.4%	0%	1.6%
10	Food can be a part of tourism promotion in Uttarakhand.	88.7%	4.8%	6.5%

Data Analysis



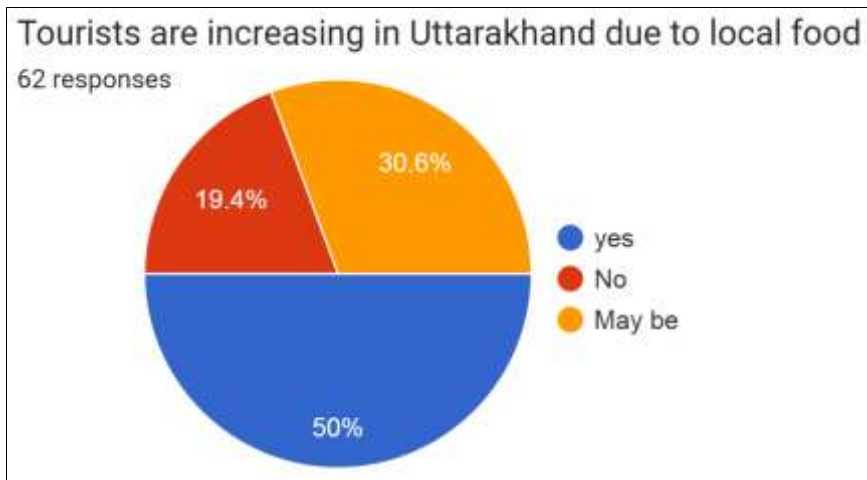
1. In terms of taste 93.5% visitors have tasted the Uttarakhand cuisine, which is a good number. It shows that the taste of the local cuisine is pretty good and people are

aware about it. Only 6.5% of visitors never tasted the local cuisine.



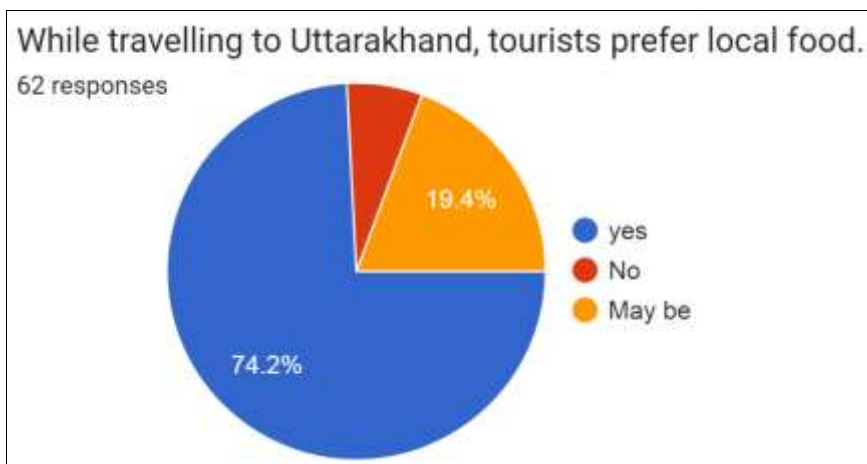
Local cuisine motivates and attracts people to a specific area. It also generates employment opportunities for the local community. 85.5% visitors are accepting that the local

cuisine of Uttarakhand is generating multiple employment. 12.9% visitors are not sure of this and the rest 1.6% are clearly not accepting this.



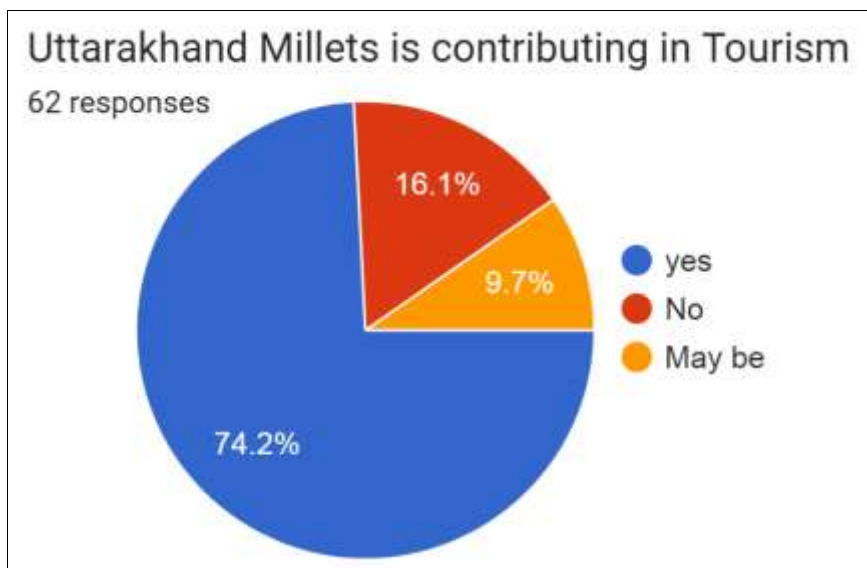
3. According to 50% visitors tourists are increasing in Uttarakhand due to the local cuisine, but 19.4% visitors are

saying that tourists are not increasing due to food. The Remaining 30.6% are not sure about this aspect.

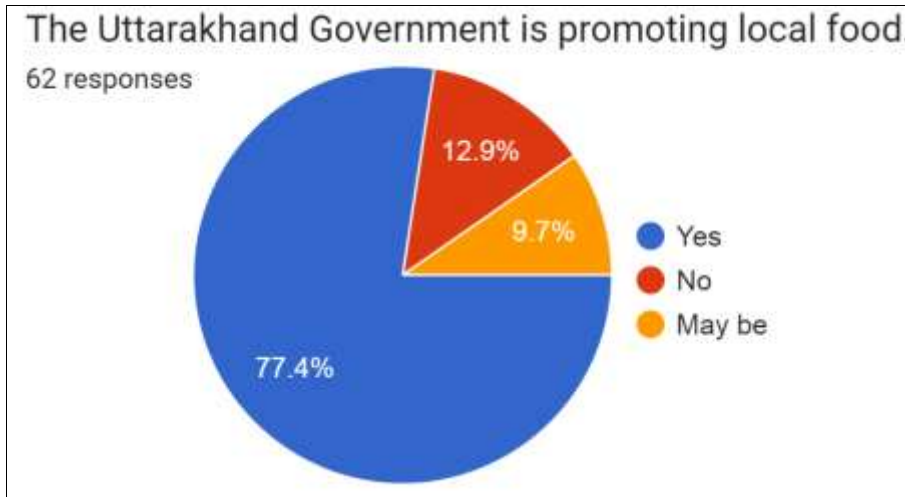


4. Whenever a tourist visits a place, he prefers the authentic cuisine of that area, same goes with Uttarakhand. On the basis of this survey we came to know that 74.2% of visitors

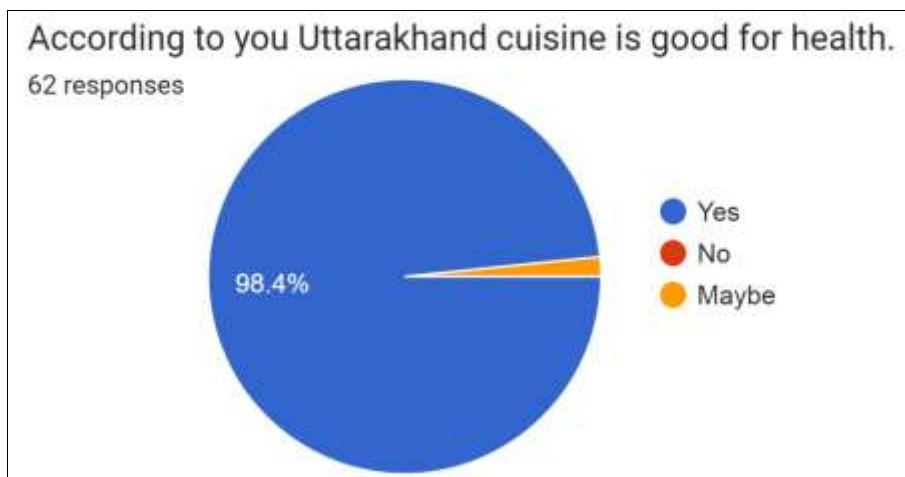
responded that tourists prefer local food while travelling to Uttarakhand. 6.5% visitors do not agree on this and the remaining 19.4% of visitors are not clear on this.



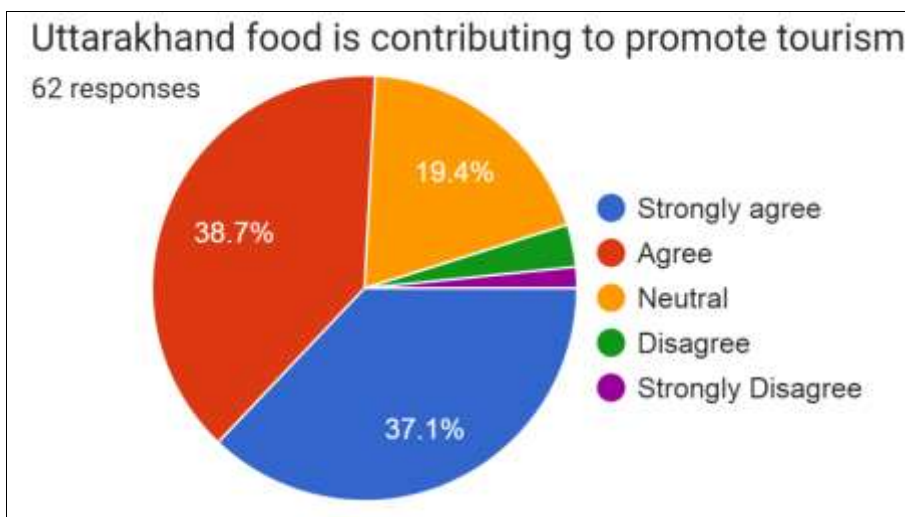
5. As per 74.2% visitors, Millets contribute to Uttarakhand tourism. 16.1% are denying this and the remaining 9.7% are not sure about this contribution.



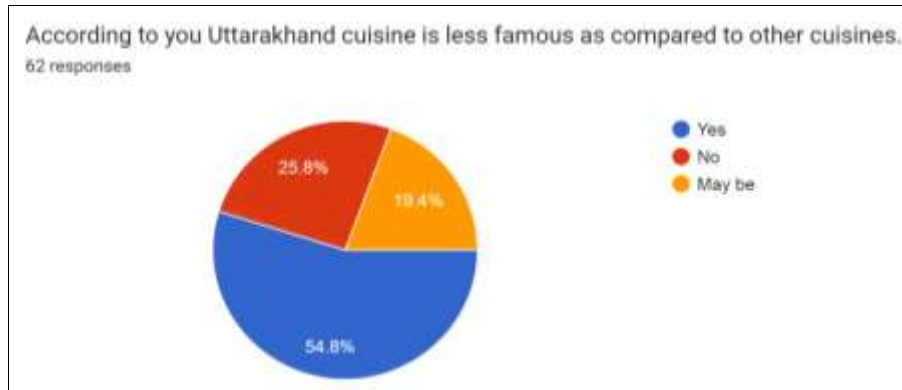
6. The role of Uttarakhand govt is very good in terms of the promotion of local food. As per the results based on the interviews 77.4% visitors responded that the Govt is promoting local food in Uttarakhand. 12.9% of visitors responded negatively regarding this and the remaining 9.7% are not sure on this.



7. Food plays a vital role in our life. Good food has positive qualities, which can give positivity to our body. 98.4% of visitors proved that Uttarakhand cuisine is good for health. Only 1.6% of visitors do not agree with that statement. The results show the quality of Uttarakhand cuisine in terms of medicinal ground

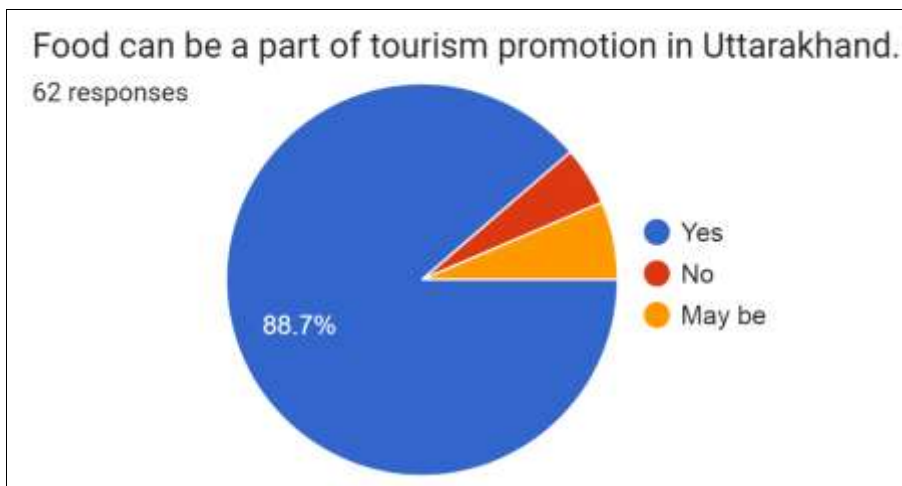


8. As per the results 75.8% visitors, Uttarakhand cuisine is contributing in tourism, 4.8% are denying this and remaining 19.4% are not sure about this.



9. The results show that according to 54.8% visitors, the Uttarakhand cuisine is less famous as compared to other cuisines. 25.8% of visitors do not agree on this and the

remaining 19.4% are not sure about this. As per the results the Govt should prepare some more strategies to popularize the local cuisine.



10. Uttarakhand is famous for its beauty and world famous attractions. But if there will be a blending of food, culture and the 3 As, then tourism will get its height. The results shows the same, as per 88.7% of visitors food can be a part of tourism promotion in Uttarakhand. 4.8% do not agree with this and the remining 6.5% are a little bit confused about this.

acknowledgement of food as a product in tourism generation, local culinary dishes and food items at destinations have become a draw factor for tourists from all over the world to visit and revisit the locations.

According to the responses, local cuisine is significant in creating an image of the area by adding local food dishes and other food products to the tourists' knowledge pool. Tourists can sense a destination's past and present through its native food and food culture.

Findings

A survey was conducted in a small population of 62 respondents from various age groups and. The questionnaire was related to the local cuisine of Uttarakhand and the contribution of it towards the promotion of tourism. Based on the survey some importants points are as follows

Limitations

The analysis was only based on information obtained through the survey's limited breadth and perspective. The survey was relevant to the current market condition, and respondents' information, judgment, and forecasts may fluctuate depending on time, status, mindset, and geographical zone. Future researchers can take more variables to get more outputs from the topic. The survey was conducted with a limited number of people, it can be maximized in future for some different results.

Conclusion

Food is something that engages all humans, regardless of their motivations or phases in life, because food is a need of life and a vital element of travel experiences. With the

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