

Reflection of Regional Culture and Image in the Form of Culinary Tourism: Rajasthan

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ABSTRACT

Since time immemorial, food has been an integral part of any culture. Any gathering of people, will in one way or another involve food in some form. Culturally, sharing of food induces social bonding; and, as humans are social by nature, food becomes an integral part of the society. This paper attempts to research and document the roots of this amalgamation of culinary tourism with culture and describe ways and means for showcasing and, hence, preserving the same. Since the topic is extremely wide in its scope, the focus of the case study has purposely been limited to the state of Rajasthan in India.

Rajasthan, popularly known to many as the Land of the Kings, is a beautiful example of India's age-old opulence and grandeur, traces of which still linger in the air of this state. One of the most colourful and vibrant states in the country, with a strong blend of culture, history, music, cuisine and people wholeheartedly offering hospitality, it's quite easy falling in love with Rajasthan. Rajasthan is the realm of erstwhile Maharajas and their lavish palaces and majestic forts. Rajasthan is steeped in a past brimming with honour, chivalry and heroism. Golden-sand deserts, traditional handicrafts, rustic cuisine and awe-inspiring palaces all contribute to making Rajasthan an ideal vacation spot. Rajasthan has an interesting history, stretching back to the time when the Rajputs ruled the state in the sixth century. Rajputs were known for their valour and bravery through which they protected the land from Islamic invasions for more than 500 years. This period saw many great leaders like Prithvi Raj Chauhan and Rana Pratap of Mewar.

Under the Rajput rule, Mughals were able to get a firm grip over northern India. Due to internal conflicts in the Mughal Empire, they continued to weaken, and with their decline in the 18th century, the Rajputana came under the Marathas, who ruled Rajputana for most of the 18th century. Then, finally, the Maratha Empire was replaced by the British Empire in 1818.

People of Rajasthan are as colourful as the state itself; they are very fun-loving, talkative, devoutly religious and friendly. Their gentle and generous nature will make you feel at home since they take special pride in entertaining their guests.

KEYWORD: Culinary, Tourism, food, Cultural, Preserving, Image

INTRODUCTION

Since time immemorial, Culinary has been an integral part of any culture. Any gathering of people, will in one way or another involve sharing of food in one form or the other. Culturally, sharing of food induces social bonding; and, as human as social by nature, food becomes an integral part of the society. This paper documents the roots of amalgamation of gastronomy with culture and ways and means to showcasing and, hence, preserving the same. The focus of the case study is the state of Rajasthan in India.

The state of Rajasthan is recognizably rich in culture including food, fairs, music and dances. The evolution of the culture traces its roots to local tribes in the 5th century to rise of the various states and thence to amalgamation of elements of Mughal, and later English culture. This richness in culture is amply demonstrated in the arts, architecture, and, of course, the food.

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The state government has taken a great initiatives to promote the culture and tradition of the state. The Minister of Tourism: Rajasthan and Head of the Art and Culture Preserving Council, recently highlighted that the Culinary culture, fairs in the state will aggressively promoted, and the state government is formulating plans to promote local culture Culinary, fairs, music and dance extensively. He also stressed there is a need to preserve and promote the cultural Culinary, fairs, music and dance forms through exhibitions and demonstrations during the functions of any event or festivals. He added that conserving the rich tradition and Image of this rich cultural heritage, is of utmost importance. Therefore by promoting local food, festival, fairs, custom and tradition can build up an image and a good medium of showcasing or increase visibility on the global arena. Various Rajasthani Culinary, fairs and festivals are already famous around the world. The Jodhpur city is the gastronomic capital of Rajasthan, with the famous snacks like mirchi

wada, namkins and mawa kachori. Another city like the state capital, Jaipur, is also famous for its cultural contributions in the form of its cuisine (Ghewar, Pyaz kachori), festivals (Teej, Gangaur, Makar Sankranti), rich heritage culture, forts, Theatres (Rajmandir), and so on.

Cultural and cuisine are showcase the lifestyle of the people, the multiplicities in language, beliefs, dance, music, geography, religion, arts and gastronomy with the celebration are the major image building factors. Culinary and Festival always brings together the people of the community to one common stage of Image and visibility. It can be a good medium to increase visibility of the state, IRCTC is also contributing through Royal Rajasthan train and painted with the destination famous Culinary, fest, forts, and centuries on the railway stations and prime places. It is an opportunity for visitors to treat their senses and satisfy their curiosity about the royal image of Rajasthan, Jaipur as Pink city known around the world. Other dimensions of culture, have taken resourcefulness for discovering the Royal Trend, traditions and customs of Rajasthan.

Geography as a background for tracing the evolution of culinary delights of Rajasthan

The geographic features of Rajasthan mainly comprise of the Thar Desert and Aravalli Range which runs from south-west to northeast region of the state. The north-west portion is dry and sandy. It does not have any fertile land. The significant districts which have the Thar Desert are Jodhpur, Bikaner, Jaisalmer, Barmer and Nagaur. The Aravalli Range and the southeastern part of the range are more fertile. The significant districts which lie in the fertile region of Rajasthan are Banswara, Udaipur and Chittaurgarh. Chambal River also passes through Rajasthan.

Rajasthan abounds in forts which offer sweeping views of the panoramic landscape. Three most essential forts in Rajasthan are the Amber Fort in Jaipur, Mehrangarh Fort in Jodhpur and Jaisalmer Fort, commonly known as Sonar Quila.

Rajasthan also has a significant number of palaces that are of historical significance, the famous ones being the Umaid Bhawan Palace and the Jaipur City Palace. Both of these palaces date back to the high times, and you can see the furniture and other objects used by the royal families on view in these palaces.

People as a background for tracing the evolution of culinary delights of Rajasthan

One is astounded by the zeal with which Rajasthani people live their life, and that is reflected in the year-round fairs and festivals and exotic cuisines. People of Rajasthan are as colourful as the state itself; they are very fun-loving, talkative, devoutly religious and friendly. Their gentle and generous nature will make you feel at home and special as they take pride in entertaining their guests. Though you will find trained English and French guides in tourist places like Jaipur and Jodhpur, most of the people speak in the Rajasthani dialect. Hindi is universally understood whereas English is spoken among the educated. While every day in Rajasthan is as colourful as a festival, the zeal and enthusiasm of Rajasthan and its people are reflected through the fairs and festivals celebrated all around the year.

The cultural festivals are one of the essential in conserving and showcasing the local food, festival, fairs as well as customs and traditions in any society. Especially in the case of Rajasthan, it is often as seen as the most important upshot for any event. Events can provide tourists with authentic information about culinary festival, fairs and culture, their routes and lifestyle. This paper will discuss the linkage of Culinary tourism, festival, fairs and culture of Rajasthan's 5 Festivals in conserving the cultural Image, Rajasthan's 5 Most happening Festivals connecting fairs, food, cultural display of the royal state

Culinary delights of Rajasthan

Rajasthanis love their food which can be evidenced in the time and energy they put into their preparations. The cuisine of Rajasthan is primarily vegetarian and offers a fabulous variety of mouth-watering dishes. The culinary traditions here have evolved to suit the climate, availability of water, and other environmental factors of the area.

Rajasthan is defined by its culture, and the culture is exemplified by its colour, festivity, significance and of course, spice, often literally from the diverse and exquisite cuisine here. The delicacies of the state are indeed some of the richest, unique and most loved preparations of India. Names such as Dal Bati Churma, Moong Dal ka Halwa, Ghevar, Rabdi and numerous more are popular all across, especially in North India, with their popularity spreading beyond the confines of the state, Your trip might be incomplete if you don't try the scrumptious dishes that the land has to offer, especially the Rajasthani thali.

Jaipur, the capital city of Rajasthan, is famed for several things, be its famous Hawa Mahal, the warm and friendly locals or the forgotten havelis within the streets and also for its grand royal cuisine that is the eclectic mix of north Indian specialties, with an amazing blend of vegetarian and non-vegetarian for the bygone era of uniting kings and peasants with food!

When visiting Jaipur, any culinary guide will list a number of dishes that need to be sampled, because as the saying goes, the heart and soul of a place is reflected in its food.

Some of the Famous Culinary preparations which attracts culinary tourism are:

1. Dal Baati Churma
2. Laal Maas
3. Mohan Maas
4. Mawa Kachori
5. Mirchi Bada
6. Ker Sangria
7. Gate ki Khichdi
8. Rajasthani Sabji
9. Dil Khushal
10. Boondo Raita
11. Rajasthani Kadi
12. Gatte ki Pulao
13. Churma Laddoos
14. Badam ka Halwa
15. Aam ki Laungi

1. Dal Baati Churma is a dish comprising of round Baatis are served with Panchkuti Dal along with a hearty dose of Churma. The batis are round balls of dough that are stuffed and baked over charcoal fire, and are a distant plump cousin of usual Indian rotis. Churma is the sweet accompaniment with the dish, made of jiggery or sugar and a hearty dose of ghee. The Panchkuti dal is lentil curry that adds the most flavor to the dish. Churmas come in various varieties based on the ingredients.
2. Laal Maas is a Rajasthani royal charming goat meat curry. It would more fitting to classify this dish as a mutton pickle. The colour red (laal) comes from the

hearty dose of red chillies added to the dish, bajra rotis or just plain rice.

3. Mohan maas is meat cooked with milk and a mix of mild of spices and slow cooked to a perfection of tenderness with thick cream of gravy. With additional ingredients like white poppy seeds, lemon and cardamom. This dish is definitely the king in terms of flavors as well.
4. Rajasthani Mawa Kachori it is stuffed with sugary goodness, of mawa and hefty serving of sugar syrup.
5. Mirchi bada Spicy snack that must be sourced hot large green chilies dunked in mildly spiced batter of besan and deep fried to crunchy goodness. senack is a tough competitor to samosas and Kachoris .
6. Kaer Sangri Is a typical desert vegetable grown in abundance in Rajasthan's dry arid areas, kaer Sangri is a tangy pickle that is a typical accompaniment with Bajra rotis.
7. Gatte ki Khichdi
Rice is accompanied with soft besan dumplings making it a sumptuous dinnertime meal with plenty of ghee.
8. Rajasthani Sabji
Mangori, Pakodi, Gatte ki sabji, Rajsthani curry, the traditional accompaniments in everyday cuisine of Rajasthan and each are absolute gastronomical marvels to taste.
9. Dil Khushal is a notable one among them. Also popularly called as Mohanthaal or besan ki barfi.
10. Boondi Raita is mildly salted and then mixed with sweet and sour yogurt to make a marvelous combination.
11. Rajasthani Kadi
Rajasthani kadi is a spicy, pungent one this is a staple within the state and goes great with fine rice.
12. Gatte ki Pulao Gattas or Ram pulao is a combination rich goodness of rice steamed and mixed with spices and gate, which fried besan dumplings. The gattas are boiled first and then mixed with spices then added to the pulao to enhance their flavors.
13. Churma Laddoos
Sugary pleasures of churma ladoos. They are rolled in desi ghee and usually served soft after dal baati churma.
14. Badam ka Halwa
This halwa is best eaten piping hot during winter months and is prepared with sugar, suji, dry fruits and of course plenty of ghee.
15. Aam ki Launji

This is an instant pickle made with tangy raw mangoes, to beat the heat. It is prepared with nigella seeds, fennel, and sour gravy from the mango chunks added to the dish.

Festivals as a background for tracing the evolution of culinary delights of Rajasthan

"Festivals are always reflecting the culture, tradition and history of the people of communities, region or country at large. It lifts people a sense of burden-free from hard works, worries of worldly affairs. Festival is not permanent in nature, it has a time span. Festival is a time for celebration and happiness of the entire community. People with

enthusiasm welcome the event because it gives a relief, leisure and enjoyment to the people. (Rama, Raju. B, 1978)". Smith, R. J. (1972) "state that Festivals are the repetitive special significance and celebration of a society with satisfactions, songs and dances by the members of the society. These type of celebrations showcases the customs, tradition and rituals of any society by the participants. Festivals and dances play an important role in the social life of the people, because it is through these occasions, that the people express their joy and happiness and also gratitude to their creator. Dances are performed by the village community, both the young and the old alike. It usually performs as to marks the celebration of the special event in the society such as the wedding, a festival, a harvest, an initiation of a maiden or sometimes a funeral rite too. Besides these, dances are also performed to celebrate a victory after a war, sometimes to welcoming the seasons, which can be taken place in the whole village. For dancing or performances in the festival are usually perform by the ordinary people from the community, the experience dancers will teach the fresher's about the dance during or pre-event. Since they are not performed for appreciation or reward of any kind. They are danced because it's there tradition and customs since dance forms as an integral part of their everyday life, their religious beliefs, customs and rituals. It is an offering to their God and Goddess, the environment around them and also for peace and progress. They are primarily performed to express their joy and not with any other purpose. "They believe that their dance is a kind of prayer to Nature and its puissant gods, a prayer that invokes and propitiates, as well as gives thanks." (Nambiar. A.K, 2001).

"The experience that the tourist acquires from festivals and culture is because these activities help to boost or construct a tourism demand that can act as an essential tool for the economic development. In order to enhance the brand or image of the destination one should focus on the Successful festivals, since these aspect can also help in conserving the Image of the community. At the same time in can rejuvenate of cities tourism and create new economic activities in rural or peripheral areas." (Myerscough 1988: 91). Schuster (2001)" pointed out that in today generation the studies of the festival is focused on two aspects the first one is on "arts and urban development" and "liveable cities". He even stated that festival is using as a catalyst or rejuvenate the urban tourism since through festival it can attract tourists and enhance the capital investment, and also branding the destination and generating new jobs." Gotham (2002, p. 1751) emphasizes that now a day "destination and their festivals have become a commodity for the tourism agencies, to market and sell like any other commodity". However, the commodification of cultural festival can impact the authentication of the festival. Waterman (1998, p. 69)" argues that arts and festivals have been driven by weakening the true value of the festival and focus on the creating business out of it. Therefore, the outcome can lead to deteriorating the festival but benefiting for business image making. The uses of the festival as a catalyst for tourism and city marketing may meet economic goals, but fail to meet social and cultural goals "(Chackoa & Schaffer 1993).

Rajasthan is all about royalty, culture, color, camel and celebration. Rajasthan is also famous for mesmerising lakes, dessert, historical places & forts. A Rajasthan festival

includes interesting rituals, ethnicity, tradition festivals and celebrations.

Some of the top festivals and fairs of Rajasthan that are well known around the world are:

1. Teej, 2. International Folk Festival, 3. Pushkar Camel Fair, 4. Desert Festival, 5. Nagaur Fair, 6. Summer and Winter Festival, 7. Kite Festival, 8. Mewar Festival, 9. Brij Holi, 10. Kota Adventure Festival

Teej is a festival that is celebrated throughout the state. However, this festival has been much commercialized in Jaipur. The celebrations involve the women of native, interesting rituals in the temples, street procession of the goddess with thousands of devotees dancing around with chariot bands, music, antique palanquins and much more that are the iconic elements of this festival.

Rajasthan International Folk Festival: RIFF is celebrated in Jodhpur, this festival is a celebration that focuses on traditional dance, music and art. The festival is celebrated in Mehrangarh fort. More than 200 artists of different genre visit this venue to exhibit their talents. You can find many fairs, exhibition and shows of different styles during this festival.

Pushkar Camel Fair, Pushkar: Based on the banks of Pushkar Lake, this camel fair attracts tourists and merchants alike. This festival takes place for five days and it is five days of just camels. You can enjoy interesting events like camel race, camel beauty contest, puppet shows, camel trading, and music and dance performances. In the morning the ground turns to be a trading center and by the evening people join together to celebrate with music and dance. This is the right place to buy camel souvenirs like camel leather articles, camel hair accessories and others. You can enjoy many local delicacies during this fair.

Desert Festival: Celebrated in the Sam sand dunes of Jaisalmer, this festival focuses entirely on the desert. People drive to the desert in 4WD or camels to enjoy interesting events like camel races, belly dance, and turban tying festival, moustache competition, and gymnastic stunts and so on. The festival takes place for three days and people prefer night camping in the desert & camel desert safari to enjoy the evening activities. You can find many stalls find with unique handicrafts and souvenirs.

Nagaur Fair: This is another fair that focuses on camels, oxen, cows and other animals. This fair takes place in Nagaur and is famous for animal races, cock fighting and much more. As the evening approaches, the ground turns into an open-air theatre where people exhibit their talents in local dance and music forms. Although not as famous as the Pushkar Camel Fair, it is a delight to watch and enjoy.

Summer and Winter Festival: These are two different festivals, which take place in summer (May) and winter (December) in Mount Abu. These festivals focus on the local dance and music forms. You can enjoy fireworks at the night. Many people prefer camping near hot spots to enjoy many interesting activities in the night. The festival takes place for three days.

Kite Festival: This is the iconic festival of Jodhpur, which takes place during January as a part of harvest festival. This

three-day festival is all about flying and floating. You can enjoy kite competitions, helicopters releasing kites, balloon releasing and much more. This three-day festival is filled with fairs, exhibitions, stalls and much more. It is a very colorful festival to watch.

Mewar Festival: This is an ancient festival of Mewar region (now today's celebrated in Udaipur). This festival marks the welcome of spring. The town will be colorfully lit with bright lights and decorations. You can find traditional processions, cultural events, exhibitions, stalls and much more. Each region celebrates this festival in a different manner and if you love to enjoy the culture of the land, this is the best festival to enjoy. Many stalls will be set up for selling souvenirs and handicrafts during this festival.

Brij Holi: This is one of the grandest festivals of Rajasthan. It is celebrated in the Brij region of Bharatpur as a pre-festival of Holi, the festival of colors. You can find interesting rituals in the temples and people sing and dance during this festival. You can find fancy dress competition, unique religious dance forms and much more. The people enjoy by throwing color powders at each other. This is a colorful religious celebration of Rajasthan.

Kota Dusherra Festival: Celebrated in the month of October in Kota, this festival attracts all adventure lovers. You can find numerous adventure activities like rafting, rock climbing, parasailing, trekking, angling, excursion, climbing and much more. Name an adventure activity and you will find it in this festival. This festival is completely about adventure and adrenaline pumping. If you are looking for a pulsating festival, this is the right festival to engage and enjoy.

Apart from these, you can enjoy Elephant festival of Jaipur, Jhalawar's Chandrabhaga fair, Urs festival of Ajmer, World Sufi spirit festival of Jodhpur and much more here. Rajasthan is all about celebration and no matter when you visit, there will always be festival round the corner.

Culture as a background for tracing the evolution of culinary delights of Rajasthan

Historically, Rajasthan has been ruled by various kings including the Rajput, Marathas and even Muslim rulers, which have resulted in Rajasthan, bearing numerous beautiful forts with a wide variety in its architecture and diverse language and culture of its people. Rajasthan, in spite of being a desert, has been endowed with such beautiful sites that include various palaces, forts and pilgrim centres that define what Rajasthan is. Rajasthan is famous for its prestigious past and its various customs and traditions. It truly gives an insight into historical India and its remarkable diversity. The Culture of Rajasthan that makes it one of the most tourist-oriented states in India:

Attithi Devo Bhavo

'Attithi Devo bhavo' means to treat your guests like as you would treat God. This principle is a part of the Rajasthani Culture. They treat their guests well and make them want to visit again. Most of the people in Rajasthan are involved in tourism-related jobs and hence take this principle very seriously as they earn their revenue due to the tourists and have pledged to serve them.

Folk Music and Dance

Since many rulers ruled Rajasthan, each region has its own folk culture. The folk music and dance of Rajasthan are similar due to their geographical confinement, but each differs in their unique style. Manganiyars and Langas are two prominent groups that contributed to the Rajasthan folk music. They perform 'ragas' (songs) for different purposes. Like during the pre-monsoon time, they would perform ragas to call forth the rains. Other famous groups are Banjaras, Mirasis, Jogis, and much more.

Many traditional instruments are used by them that include sarangi, kamayach, dhols, shenhai, and been. Folk songs were usually for certain purposes like weddings or birth or were passed to tell a story of bravery or a romantic tale. They were usually in the form of ballads. The dance is varied as well. Dance differed among different tribes. It was mainly for the entertainment of the people and the king. Some of the dances include chang, ghoomer, bhopa, tejali, and kathipuli. Ghoomer dance, which originated in Udaipur, has gained international recognition and appreciation.

Gastronomy

Rajasthani cuisine is known for its various spices and also its sweetness. Rajasthan is most famous for dalbati - A dish comprising of dal and wheat flour kneaded with yoghurt and dressed in ghee. It is also famous for kachori - the kachori in Rajasthan are of two types - sweet and spicy. The spicy kachori is called the pyaaz or onion kachori, and the sweet kachori called the mawa kachori. Both these kachoris are easily available in any culinary stalls in Rajasthan. Ghewar and gheriya are some delectable sweet dishes originating from Mewar, available in most restaurants at Rajasthan. Most of the Rajasthani dishes are made in ghee. More than 70% of people in Rajasthan are Lacto vegetarian making it one of the most vegetarian states in India

Architecture

The architectural style in Rajasthan is as diverse as its people. You get to evidence some of the exemplary sites of Islamic, Hindu, colonial and even modern architecture. Rajasthan should be your next place to visit if you are a lover of architecture and appreciate monumental buildings, heritage sites and different styles of design. The Jain temple in Ranakpur was built in the 15th century. The style of architecture is M'ru-Gurjara Architecture (styles that include various structures and shapes). It is western Indian architecture style with various domes and carvings on the pillars and the ceilings.

The Umaid Bhavan Palace in Jodhpur is an architecture of Beaux Arts style along with a blend of eastern and western architectural styles in spite of being built by Maharaja Jai Singh II, a Hindu ruler. Jaisalmer Fort and Golden Fort were built in 1156 AD by the Rajput ruler Rawal Jaisal. The fort contains several gates, Jain temples and Havelis and is included as a world heritage site by UNESCO. There are only a few examples of architectural sites that Rajasthan holds. Other sites include memorials, forts, heritage hotels, etc.

Religions

There has been a strong influence of religion on Rajasthan. Most residents of Rajasthan are Hindus (mainly Vaishnavas), Muslims, and Jains. There are various temples that are

important pilgrim sites like the Lodrakar and Ranakpur Jain Temple, Jagdish temple, etc.

Handicrafts

When one visits Rajasthan, shopping expeditions divulge a veritable treasure trove of beautiful carpets, garments, jewellery and more, that are all made by the local people. Leather item (usually camel leather), include journals, shoes and bags. The carpets are made using hand-knitting techniques and much like Persian carpets; they have a geometric design and borders. There are also many miniature items made out of red sand or clay as toys for kids or decoration pieces with bells attached to it. You may also find saafah or paggri (traditional headwear) in most of the shops that you may bring back as a memory from the place.

Shopping in Rajasthan is very reasonable and is an opportunity not to be missed. Antiques are a whole different thing. If you like to collect antiques, there are various sellers in Rajasthan. Most antiques are things that were the possessions of the kings. There are various museums in Rajasthan with an astounding collection of antiques.

Camels and Camel Festivities

Camels are commonly found animals in Rajasthan. Camels are desert animals that are meant to survive conditions of scarcity of water, extreme winds, heat and cold due to their biology. Most camps in Rajasthan will include camel rides, and you will get to experience how well the camels can travel in deserts due to their long footed legs. Camel fairs take place every year in Bikaner, Pushkar and other regions. It is a festival or celebration of sorts dedicated to the ship of the desert and their owners. There are various events and competitions carried out for fun like camel race and camel dance. These festivals are usually held for two days.

Other Customs

The people of Rajasthan celebrate 'Samskaras'. Samskaras are events that cause a turning point in one's life. There total such 16 events that they celebrate. Garbandhan (conception), Pumsvan (ceremony performed by those who desire a male child), Seemantonayan (ceremony for the expecting mother to keep her spirits high), Jatakarma (the child is fed mother's milk or the first time after birth), Namkaran (naming ceremony), Nishkraman (the infant sees the sun and the moon for the first time), Annaprashan (child is given solid Culinartyo eat for the first time), Chuda karan (a lock of hair is kept, and the remaining is shaved off), Karna-vedha (ears are pierced), Upanayan-Vedarambha (thread ceremony after which the child begins his studies), Keshanta (hair is cut, and guru dakhshina is given), Samavartan (Person returns home after studies are completed), Vivaha (marriage), Vanprastha (retirement), Sanyas (shedding away all responsibilities and relationships) and Antyeshti (rites done after death) are the 16 Samskaras. The birth of a child is an event of celebration in which copper plates are beaten together when the child is born along with a celebratory gunfire to announce the birth of the child. The child is named eleven days after he or she is born. This is called 'Namkaran'.

Another interesting custom is 'Mundan', in which the hair of the child is shaved completely as it is believed that the hair carries negativity from the child's past life.

Traditional Dresses of Rajasthan

The women wear sarees with the 'odhni' covering their head as a sign of respect. The men wear dhotis and kurtas with a headgear called paggri or safah. The designs on their clothing are either embroidered or dotted. The material of the clothing is usually cotton and even silk for women.

Language

Rajasthan depends majorly on income earned via tourism. Thus most of the people have learned English or Hindi or perhaps both to be able to communicate the travellers. However, some dialects originating from Rajasthan include Marwari, Malvi, Mevati, Jaipuri / Dhundari of which the most famous is Marwari.

Rajasthan is a vast state but living in its rural areas will give you a thorough insight of the Rajasthani folk and their culture. The state has been blessed with such historical and beautiful forts and other monuments. One must visit Rajasthan to explore the land of Maharajas.

Culinary tourism has emerged as an important field for doing research because of the socio-economic aspect that fostering the livelihood of the host communities. In spite of this very limited research has been carried out extensively on the issue of the contribution of the festivals towards the construction of a culture in conserving the Image. Monolith Festival Report (2016) states that culture is a way of life, when we think about culture, one thing that comes to the mind of each and every person is the traditional the custom, knowledge, values, experience and other capabilities and habits acquired through time in harmony between man and the environment. Taylor (1924) "culture is as complex as we have seen in the past years. Since culture includes knowledge, beliefs of arts, morals, laws, customs and any other capabilities acquired by man as a member of society. In the twentieth century, culture became a crucial phenomenon, not only socially, but also economically and politically. Its role was growing in the subsequent decades of the twentieth century, but it was the strongest towards the end of the century. (Cudny. W.2016) "Culture is an extremely complicated concept of multiple meanings. Its types include idealistic and materialistic, high and low, regional, local and global culture". The term derives from the Latin word meaning cultivation or education.

The cultural Image of the Rajasthan

The term Image comes from the Latin word idem, which means the sameness of a person or thing. Erikson (1968:61-65) elucidates the concept of Image as a 'sameness over time' and also as 'differences from others or uniqueness'. Cultural Image connects people from generation to generation and also the individuals to an ancestral homeland, as it is founded on tradition, lifestyle value and protocol. Indigenous value and belief systems are often difficult for outsiders to understand, especially given the superficial nature of many tourist experiences (Mcintosh, Hinch and Ingram, 2002:39). In the blog, the Reference. state that Cultural Image is essential because it acts as a tool to preserve and conserve the history of the particular group and also it provides an individuals with a sense of belongingness in the place where he is born. it is also highlighted that the cultural Image was inclined by factors such as ancestry, social class, educational level, family, language, political opinions and profession.

Till date there is no proper description of the Rajasthan Image. Some Rajasthan author state that the word Rajasthan is a common name given to all the indigenous people living in the Rajasthan. The word Rajasthan is derived from the word Raj mean royalty and Sthan mean Place so the word Rajasthan mean Place of royalty. (Costa and Dutta 2007). Looking into the cultural aspect of the Rajasthan and its tradition. The Rajasthan Traditional religion is based upon its legacy of bravery and hospitality sanctified stories of bravery of rajasthani solders is world famous, which constitute the creation of myths of the communities.

Mawrie B.L (2009) states that "the Rajasthan people are the nature lovers, they consider the nature as their mother. The history of the Rajasthan is preserved in form of festivals, food, Fairs and forts, folk tales and folk dances, they love dances, songs and music which are connected with their various colourful festivals and religious ceremonies. This was the form in which they were able to preserve the history and cultural heritage. The festivals and dances of the people are connected with their cultural activities where they give the offering to God for the wellbeing and general prosperity, and also to thank God for all the blessings and kindness that he showers upon them".

The Rajasthanis also have their own musical instruments which are made locally, which consists of rawan hatta, nagara, been, bhapang, sarangi, and others.

METHODOLOGY:-

The paper focuses on the connection between culinary tourism culture and festival of rajasthan in conserving the tourism image. This is an exploratory study in which it dealing with data extracts directly from the field. The information has collected from primary and secondary sources. For primary sources participant observation and interaction. Participant observation was conducted for a period of five days 7th - 11th December 2019 in order to obtain insights about tradition and the custom during the event. Narrative method of analysis was used in this paper. Regarding secondary the sources systematic, in-depth and thorough review have been done through book, magazine, the journal, articles concerned topic in additional of the websites of the state tourism department, are considered for extracting the up-to-date information. The cultural tourism is a key area of doing research especially in the state of Rajasthan. Where proper documentation of festival and religious events is needed as it will help in keeping the true Image for the tourist.

Conserving culinary tourism image in a tourist setting

UNESCO (2003) Cultural and Culinary tourism play a very important role in the society. Since it can create an advantages for the economy of the country and more importantly it create an impact socio-cultural, by strengthens the Culinary tourism Image and also help in building the image for the destination, apart from that it also helps in conserving the historical heritage of the society, where most of the Rajasthan tradition and custom were not known to the present generation. For instance the culinary habit, the architectural style of the different kingdom of the Rajasthan and many others. Cultural tourism and Image act as the catalyst to facilitate harmony and understanding among people, which help to support the culture and renew culinary tourism activities in the region.

Culinary tourism can create huge impact on socio-economy of the people by providing them income through supporting businesses. There is an increase in local production since the culinary tourism activities are strongly connected with other branches of the economy. The present of Culinary tourism in the region can actually motivate the unemployment youth to take up an opportunities as, there is an increase in demand about the area, and it will urge the local people to providing services to the tourists since tourists are appreciating the Culinary local culture. Through Culinary tourism it can help the host community to sustain the livelihood. In the European Union countries culinary tourism had taken a great initiative to attract income in to the country as we all know that majority of the country in Europe is rich in culinary tourism culture such as France, Greece etc. Since, culinary tourism Cultural tourism can be a tool for development in term of infrastructure and other related activities such as better living environment for both the tourists as well as the host community. Culinary tourism Cultural not only gives income to the destination but it also building a brand or an Image for the destination as well as the community. This can motivate the local people to take interests by market local production in general. Positive for the economic and social development is that culinary tourism generates new ideas and a wish to cooperate with the local population. (UNESCO, 2003)

FINDINGS

Rajasthan, in India, has evolved to be a tourism showcase due to concentrated efforts of the stakeholders boosting the Rajasthan tourism image including the unique culinary tourism. Culture, traditions and practices including gastronomic delights have contributed towards promoting the local and traditional flavors that need to be protected and communicated to tourist who are not familiar to them. The promotion of Rajasthan's rich culinary culture that vary from region to region have been the primary target for the development of culinary tourism. Similar models for other states and regions to create awareness holds immense potential to promote gastronomic tourism. Promotional campaigns to educate potential tourists regarding the wide variety of culinary offers will enable tourists to identify the destination leading to development of gastronomic tourism concept in Rajasthan. Conversely, promotion of gastronomic tourism will lead to its development and potentially developing the destination to effectively and correctly while serving potential gastronomic tourists and shaping their next travel decisions. The results of the survey also supports this finding, as the majority of tourists think that Rajasthan is a high potential state for gastronomic tourism with its rooted culinary heritage and specialization in gastronom. However, training in gastronomic tourism should not be limited to personal efforts of locals but supported by Ministry of Culture and Tourism, and other related authorities. Gastronomic tourism courses should be organized by these foundations and universities should include gastronomic tourism courses to their graduate education curriculums as part of their course curriculum the lack of literature on this subject should be eliminated with books, research papers and other written sources.

CONCLUSION

As pointed out that preservation of culinary tourism image is important. Therefore in order to preserve the culinary tourism image of any culture one should not forget that the

culinary festival and tradition are the core element. As we know that Culinary Tourism has emerged to be one of the important motivation and act as a catalyst creating an advantage in the tourism industry. However, it is state that synergy between the Culinary tourism, Image and cultural. Cultural industries can create demand for culinary tourism, keeping in mind the Image of the state should not be exploited while culinary tourism can creates markets and income for the community in the destination (Myerscough 1988).

However, Hall. (2000) state that at some point of time we see that culinary tourism is obliterated or depleted the local culture and Image of the community. On the other hand they motivate and encourage the local community to preserve the local culinary culture and tradition and told them to confine to the past and did what their ancestors did so that they can attract tourists. This statement sound confusing to many others. Therefore, many research presently they are focusing on cultural sustainability in tourism (Ratz, 2000). Diversity matter (2014, May) state that in order to keep alive Culinary tourism, Image and culture we must be frequently practised and learned within the community and on from generation to generation. Since, transmitting of Culinary tourism cultural and heritage from one generation to another generation can considerably preserve the heritage, so that the next generation without doubt or confuse its own cultural Image and its originality. As Teijgeler (2001) pointed that theft, war, social unrest, terrorism, negligence and vandalism are some of the factor that can lead to destruction of culinary tourism Image and its heritage.

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