

Culinary Tourism and Cultural Heritage

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ABSTRACT

Culinary tourism pertains to travels to destination locations using dynamic elements such as transportation and tourism, which include local cuisine and alcohol. Food is a must for any traveller to a city, regardless of whether they are going for business, pleasure, or travel. Culinary tourism seems to be primarily a domestic travel industry. Eating is a physical need that needs to be satisfied whether at home or on the go. The province is diverse in terms of terrain, population, climate zones, and culture. By dining locally, you might be able to transfer toward a tourist centre and possibly create additional chaos. Different cooking techniques combined with vibrant ingredients on a hot wok create dishes that are characteristic of distinct culinary traditions. This paper is about the history and current status of culinary tourism and its future scope and challenges. Through this paper the advent of culinary tourism and its growth in recent times has been explained.

Culinary tourism is the art of indulging in different food items while exploring different locations. Tourism is a major sector in the world, both in terms of revenue generated and livelihood catered. And in turn food forms a significant source of that and it has a major impact in the tourism development of a destination. Due to this reason culinary tourism has slowly found its place in the enhancement of tourism of a particular region. Even in India, culinary tourism is vastly unexplored. There is a huge potential in the remote regions of the country when it comes to attract tourists solely on the basis of ethnic culinary experience. Every state has its own taste, dish, spices, garnish to boast about. If properly channeled, the potential benefit is immense. Culinary culture is an important factor to promote a destination. In line with these factors, this paper highlights culinary tourism and its future prospects.

INTRODUCTION:

India is a conscious voyage in and of itself, a mash-up of cultures, history, and vibrant geographies. All of these features represent the fusion of culture with which India captures the hearts of every tourist, from snow-capped Himalayan peaks to lengths of shoreline, natural greenery to spiritual depths, and a kaleidoscope of cultural hues. The tourism industry in India is one of the country's most important service businesses. The basic goals of this sector are to promote and grow tourism, maintain India's attractiveness as a tourist destination, and improve and extend existing tourism products. The travel and tourism industry are strategically important in the Indian economy since it provides a variety of socioeconomic benefits. Jobs, revenue, and foreign exchange, as well as the development of other

industries such as agriculture, construction, and the arts and crafts. India's tourism business is one of the most important service industries in the country. As India becomes increasingly popular as a tourist destination, the importance of food is becoming more obvious. The culinary tourism potential of India is enormous (1). India's culinary heritage is renowned worldwide, and the country offers a treasure trove of flavors and aromas that captivate food enthusiasts. The diverse regional cuisines, abundant spices, and unique cooking techniques make India a paradise for culinary tourism. This paper aims to explore the potential of culinary tourism in India and shed light on the opportunities and challenges associated with its development. By understanding the factors that contribute to India's culinary allure, stakeholders can

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devise effective strategies to leverage this potential and attract tourists who seek authentic food experiences (3).

It's possible to define food tourism as visiting particular places to try local cuisine. Nonetheless, because there isn't much information on this field, travelers who dine out or visit restaurants are considered to as participating in food tourism. With the help of cuisine tourism, destinations can be more appealing without necessarily having to generate a lot of new products. This is one of the new features of destination marketing. Whereas agritourism is thought of as a subset of rural tourism¹, cuisine tourism can be essentially understood as a subset of cultural tourism (cuisine is a representation of culture). Local cuisine is a result of both the natural environment and local culture. Culinary tourism would include only the best experiences; culinary tourism encompasses more. The statement that "unique and memorable, not what is necessarily pretentious and exclusive" best captures this idea regarding culinary tourism. Similarly, it is also thought of wine tourism, beer tourism, and spa tourism as subcategories of culinary tourism (4).

Travelers may also choose to visit a specific location that has gained a reputation for serving up high-quality cuisine, such as Hyderabad's Biryani, Lucknow's Tunda Kebab, Murg Makhani in Punjab, South India's Dosa-Idli, Kolkatta's Roshogulla, Rajasthan's Dal Batti Churma, Gujarat's Dhokla, etc. Given the significance of food to the tourism experience, it has gained prominence in tourism marketing (5) and visitor satisfaction surveys (6).

TYPES OF CULINARY:

Culinary tourism comes in a variety of different forms, which are described as follows:

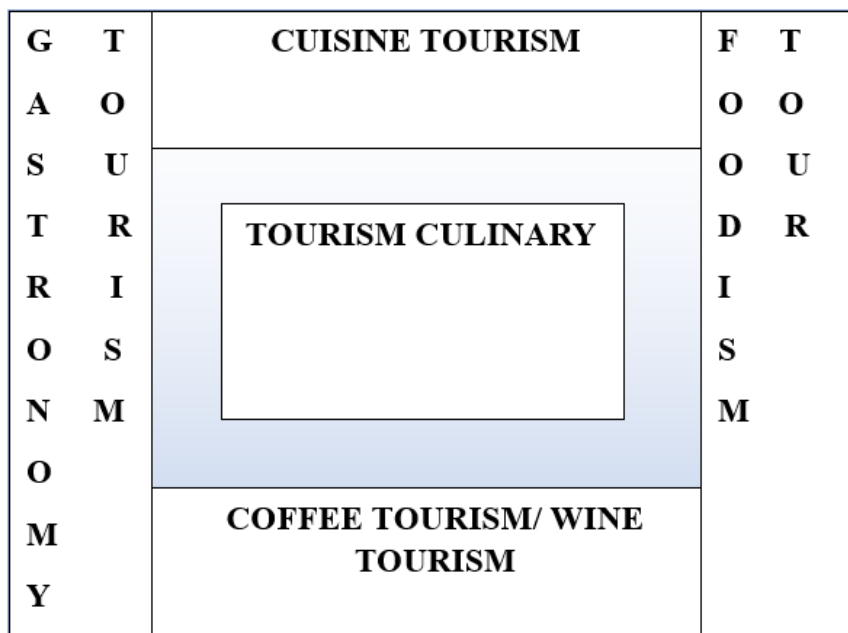
1. Cuisine Tourism- Cuisine is a type of cooking that employs unconventional methods, ingredients, and recipes. It is associated with a distinct culture and geographical location. Local cuisine is made with traditional, customized ingredients in recipes that affect the local culinary technique. Local ingredients are used in the cuisine, which are readily available and popular in the area. The key elements that influenced food tourism were climate and trade. There are several diverse cuisines in India, each with its own unique qualities and characteristics. In Kerala, for example, idli sambar is a specialty; in Maharashtra, zunka-bhakari, Puran Poli, and vada pav are popular; while in Kashmir, meat, rice, and vegetables are readily accessible. Indian cuisine varies according to culture and area. Customers

can find a range of local, cultural foods in hotels, cafes, restaurants, street stalls, and food markets.

2. Gastronomy tourism — gastronomic tourism introduces visitors to new tastes and flavours in a particular place. The tourist sector provides great meals designed for a specific event. It is a specific culinary product that provides rules for landscape maintenance, regional economic growth, and describes native culture. Culinary service acts as a standardised method for the advancement of local and regional cuisine. It has prompted visitors to seek out new ways to learn about native culture through food and drink. By presenting tourists with the experience of native culture, environment, convention, belief, and desire, culture, the specific region, provides amazing food and drinks. It has the potential to encourage visitors to return
3. Wine tourism, along with coffee tourism, includes everything related to wine districts and wineries. This can be defined as an examination of a vineyard, grapevines, wine terraces, wine festivals, and shows that offer grape wine tasting. It discusses wine knowledge, supply and demand, and the relationships between wine branding, image, and cultural heritage. It brings wine enthusiasts to tastings and tells them of wineries they ought to return to. It describes the search for, delight in, and advantages of a unique and delicious local and regional drink experience. It comprises making, serving, and showcasing to clients the traditional and cultural drinks from the area. In order to attract tourists and maintain the region's legacy, it creates tasting rooms. It covers the area, the places where coffee is grown and served, and the several ways that coffee is consumed. It ought to focus on the production and consumption of coffee. Coffee culture is governed by the customs and social behaviours of the locals and natives that draw tourists. Coffee enthusiasts can also choose to travel for a coffee experience. Coffee tourism would be influenced by visitor knowledge and instruction of coffee, the drinking experience, visitor preferences, and the local way of life.
4. Food festivals and events- The fundamental subject of any festival or event is food, and the food product is referred to as a food festival or occasion. The major goal of the food festival is to provide food and dishes for guests to try, experience, taste, and share various foods and beverages in order to make them happy and satisfied. It offers a wide range of dishes to buy and sample, many of which are representative of

the region's cuisine. Many events provide chef notes for cuisine demos. It also participates in culinary competitions. It serves a wide range of foods. It concentrates on religious cuisine preparation methods in the area. It is performed and encourages people to try the local cuisine. It entails travelling in search of a fantastic dining

experience. Tourists seek out new foods, new flavours, and traditional, regional cuisine with an original and distinct flavour. Every human being is impacted by the authentic experience of fantastic local food and desires to learn about food culture and sample new cuisines in order to gain a better understanding of native culture (7).



Understanding the relationship between Food and Tourism:

whatever the circumstance, whether one is travelling or residing at home, eating is a physiological requirement that must be met. Because travelling takes place in a foreign environment, it offers a special chance to eat. Recent research indicates that a large amount of traveller budget goes on eating. Half of restaurant sales were attributed to visitors, according to the 2004 Restaurant & Foodservice Market Research Handbook. It illustrates how the food industry and tourism can coexist peacefully. Reynolds (2004) argues that food plays a crucial role in the holiday experience, much like housing, activities, transportation, and attractions.

It is a very striking design for a location. After a traveller has experienced or enjoyed other forms of tourism, cuisine has significant meaning and influences their overall level of happiness and experience when traveling. More significantly, food has been acknowledged as a powerful instrument for destination positioning and promotion (Hjalager & Richards, 2002). Similar to this, growing interest in local cuisine is driving more vacation destinations to focus on food as their primary attraction. For example, France, Italy, and Thailand are renowned for their culinary customs (8).

Major Drivers of Culinary Tourism

There aren't many main factors that have encouraged travellers to engage in culinary tourism. Any culinary experience allows tourists to witness the culinary legacy, culinary innovation, authenticity, and food culture. A gastro-tourist can only consider their experience truly authentic if they engage in the customary eating rituals and come across the region's native produce. The three key elements that enliven any visitor's gastronomic experience are differentiation, authenticity, and symbolism. The authenticity of the place shapes its distinct identity and is intimately related to social factors. A region's cuisine and menu serve as a symbol for a gastrodestination, giving visitors a sense of place apart. A culinary tourist's overarching goal is to promote a destination's cultural tourism by showcasing the local cuisine (9).

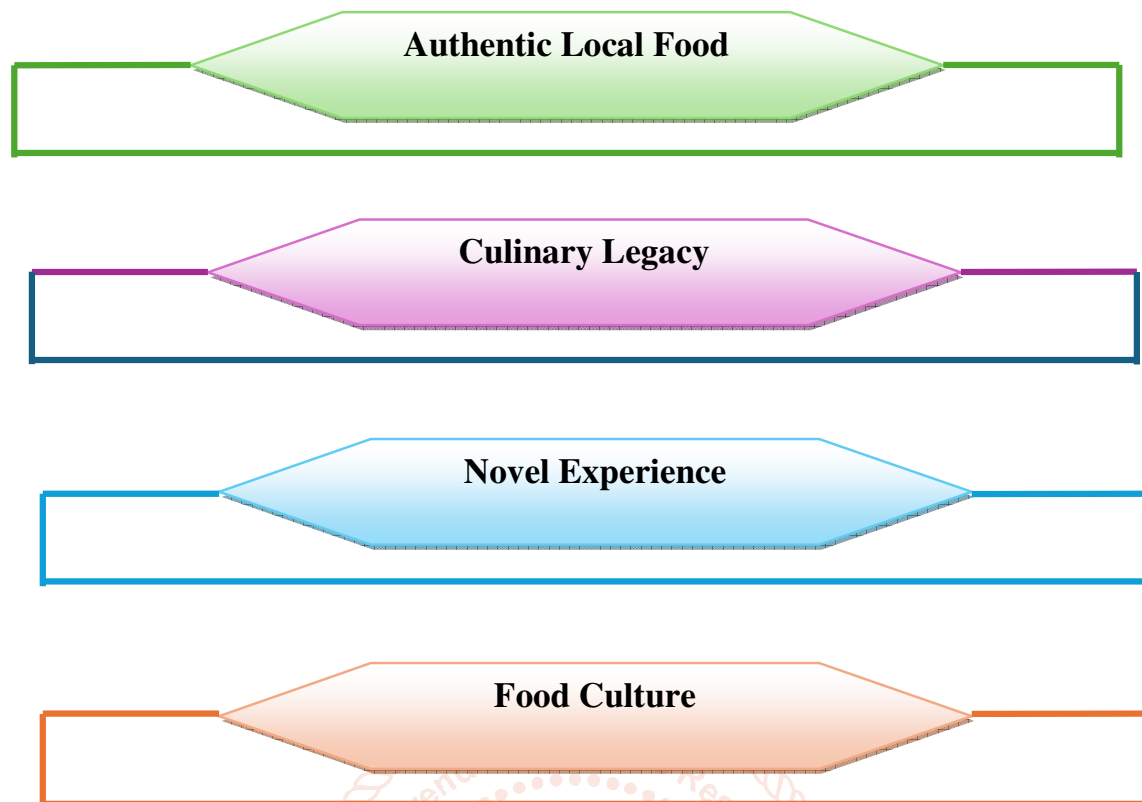


Figure 2. Drivers of culinary tourism

India as a Culinary Destination

Recently, there has been an increase in interest in culinary tourism. India's food is well-known throughout the world for its distinct spices and flavours. Our spices, breads, and sweets have attracted tourists from all over the world. If one does not partake in the culinary activities and learn about the country through its food, their visit to India is incomplete. Each Indian state has its own unique cuisine, some of which are so genuine that travellers travel to a specific location to satisfy their cravings.

Indian food culture is distinct and multifaceted. It is unique from the rest of the globe not just in terms of flavour but also in terms of how food is prepared, consumed, and presented. Indian cuisine is the ideal fusion of customs, culture, and affection. Indian cuisine is regional, and the culinary arts are as varied as the people that make up India. The history, religion, trade, and culture of India's populace are most likely to have influenced the country's various cuisines.

India: People and Cuisine

India's population and cuisine are both diverse. The geographical and religious differences have a big impact on Indian cuisine. The fact that "one-third of India's population is vegetarian, dictated by their Hindu, Jain, or Buddhist faiths" is noteworthy. As a result, a large percentage of Indian cuisine is meatless. Additionally, the Indians adhere to a few stringent dietary restrictions because of their religious convictions, which is another factor that makes Indian cuisine so distinctive. Muslim individuals refrain from eating pork, and Hindus do not eat meat. Since regional cuisines are mostly influenced by local religious beliefs, there are many different regional meals available throughout the nation.

Northern Indian Cuisine

The food of northern India has a considerable Mughal influence. Dairy fats including milk, paneer (cottage cheese), curd, and ghee (clarified butter) are heavily used in the cuisine. The assortment of North Indian snacks includes pakoras, aaloo chaat, and samosas, among others. Cuisine is made more unique by using charcoal-flavoured tandoori preparations. A few of the cuisine's most well-known dishes are gravy dishes like chana masala, palak paneer, paneer makhni, and dal makhni. Another highlight of the menu is Korma, which showcases the depth of the cooking. It is typically served with meats like lamb or chicken, however occasionally beef is used as well. The assortment of sweet foods includes kheer, barfi, rabri faluda, rawa halwa, and other delicacies.

Western Cuisine

The food in northern India is heavily influenced by Mughal culture. Dairy fats such as milk, paneer (cottage cheese), curd, and ghee (clarified butter) are heavily used in the cuisine. The assortment of North Indian appetizers includes pakoras, aloo chaat, and samosas. Charcoal-flavored Tandoori dishes give the food a distinctive touch. Gravy dishes like palak paneer, chana masala, paneer makhni, and dal makhni are a few of the cuisine's well-known dishes. Another highlight of the menu is Korma, which showcases the depth of the food. It is typically served with meats like lamb or chicken, although occasionally it is also offered with beef. A variety of products, including kheer, rabri faluda, barfi, and rawa halwa, are available in the sweet dishes section.

Eastern Cuisine

The desserts in eastern Indian cuisine are well-known. One of the most popular sweet treats in the area is risgulla. Additionally, popular and adored by those who enjoy food are chenna balls. Eastern cuisine is typically flavored with poppy and mustard seeds, which give the food a mild pungency. The staple foods of the cuisine are fish and rice. In comparison to other cuisines, this one uses less spice in its meals.

South Indian Cuisine

The five states of Karnataka, Andhra Pradesh, Tamilnadu, Telangana, and Kerala are largely represented in South Indian cuisine. The region's topography and culture have an impact on the food. Of all the Indian cuisines, South Indian food is thought to be the sexiest. The foundational meal of all cuisine, rice serves as the basis for all significant culinary preparations. The most well-liked dishes include sambaar, rasam, dry veggies, meat dishes, and coconut chutney. For those who enjoy coffee, South Indian food is heaven, and chicory is used to make creamy coffee. A unique flavor of curry leaves, mustard, heeng, fenugreek seeds, and chillies is essential to every South Indian dish.

Indian Food Traditions

Indian food is a synthesis of many cultures, cuisines, and traditions. Ghee, curd, and rose water were introduced to Indian cooking by the Mughals, whereas cereals and plants were brought by the Indus Valley Civilization. Additionally, they formed the notion of eating for pleasure and altered how people perceived food. India currently regards tea, or chai, as an emotion. The Chinese brought tea to India. The Portuguese introduced spices and chiles to India, enhancing its culinary diversity.

India has always been a place of customs, and there are many different culinary traditions practiced there. Temples serving prasads, gurudwara langars, and iftaar meals all serve as symbols of our multicultural and multiethnic society. Food is therefore seen as holy and pure. Additionally, our cultural identity is formed by our eating customs and rituals. The foundation of our culinary culture is made up of the following antiquated food customs.

Eating with Hands

It is thought that eating with your hands provides a more sensual experience and has originated from Ayurveda. Eating with the hands evokes feelings and provides a sense of fulfilment, as per the Vedas. Every finger is an extension of the five elements, as stated in the Ayurvedic writings. Space is symbolized by the thumb, air by the forefinger, fire by the middle finger, water by the ring finger, and earth by the little finger.

Serving Food on Banana Leaf

In the areas where real south Indian food is served, this practice is followed. A banana leaf adds a variety of nutrients to food, making it healthier to eat. According to the research, "many plant-based foods contain large amounts of polyphenols, a natural antioxidant found in banana leaves." The leaf also improves the food's flavor and lends it a pleasant, natural scent. Users always wash the leaves before using it.

One for All

The Muslim community has a custom where food is served on a large "Thal," and the whole family sits down to share a single dish. Each participant eats the amount of food that suits their appetite. It's interesting to note that the meat appetisers are typically served after the sweet meal in a thal. It is considered fortunate to begin a dinner with the sweet dish, and this custom exemplifies one of India's distinctive culinary traditions.

Great Indian Thali

The thali represents the full a meal of a specific area. For example, in India, Rajasthani, Gujarati, and South Indian thalis are the most popular varieties. The thali includes rice, flatbread, sumptuous curries, light snacks, and regional vegetable preparations. Chutneys, pickles, and papad are the star of the thali's presentation. Travelers love thali the best since it tastes like the most well-known popular dish in the area and is also nutrient-

dense. The primary benefit of tasting a thali is that it provides a decent overview of the principal meals and flavors of the area that the thali originates from.

The Cultural Dimension of Food

A destination's culinary offerings are an excellent indicator of its cultural tourist scene. Embracing the distinctive cultural attractions and local cuisine is the essence of cultural tourism. A key element of intangible heritage that offers visitors a sense of authenticity is food. Travelers who want to experience a destination's culture have long been inspired to go by the local cuisine. A place's culinary legacy can provide a good understanding of the mindset, mannerisms, and character of the community; as such, it is important for establishing a distinctive destination identity (Bessiere,1998). The various rituals and cuisine customs define the society's culture, and visitors greatly value this cultural diversity. The customs, traditions, and rituals surrounding the food offered in a particular area are reflected in its cuisine. While participating in a culinary adventure, tourists have excellent opportunity to engage with locals, which helps them to create a memorable experience for them. The culinary experience offered by Chowki Dhani Village in Rajasthan provides travellers with a valuable cultural exposure by allowing them to observe the setting in which food is given, the manner in which it is served, the contents of the meal, and the appropriate way to enjoy it. These locations showcase the unique culture of the destination, allowing tourists to experience and appreciate it.

Therefore, it makes sense to associate food with a location's identity. Food is also used to mark a location and encourage travel to a destination. By delivering food that is distinctive in every manner, local cuisine preserves the intangible cultural history of the place and provides an authentic cultural experience. Regional cuisine is utilized to promote certain locations by associating it with particular locales or regions and positioning it as the main draw for tourists. It is crucial to remember that until the culinary tourism industry incorporates the local culture, it will not be sustainable in any given location. Through tasting, experiencing, and local shopping, the gastronomic experience gives visitors access to the area's cultural legacy.

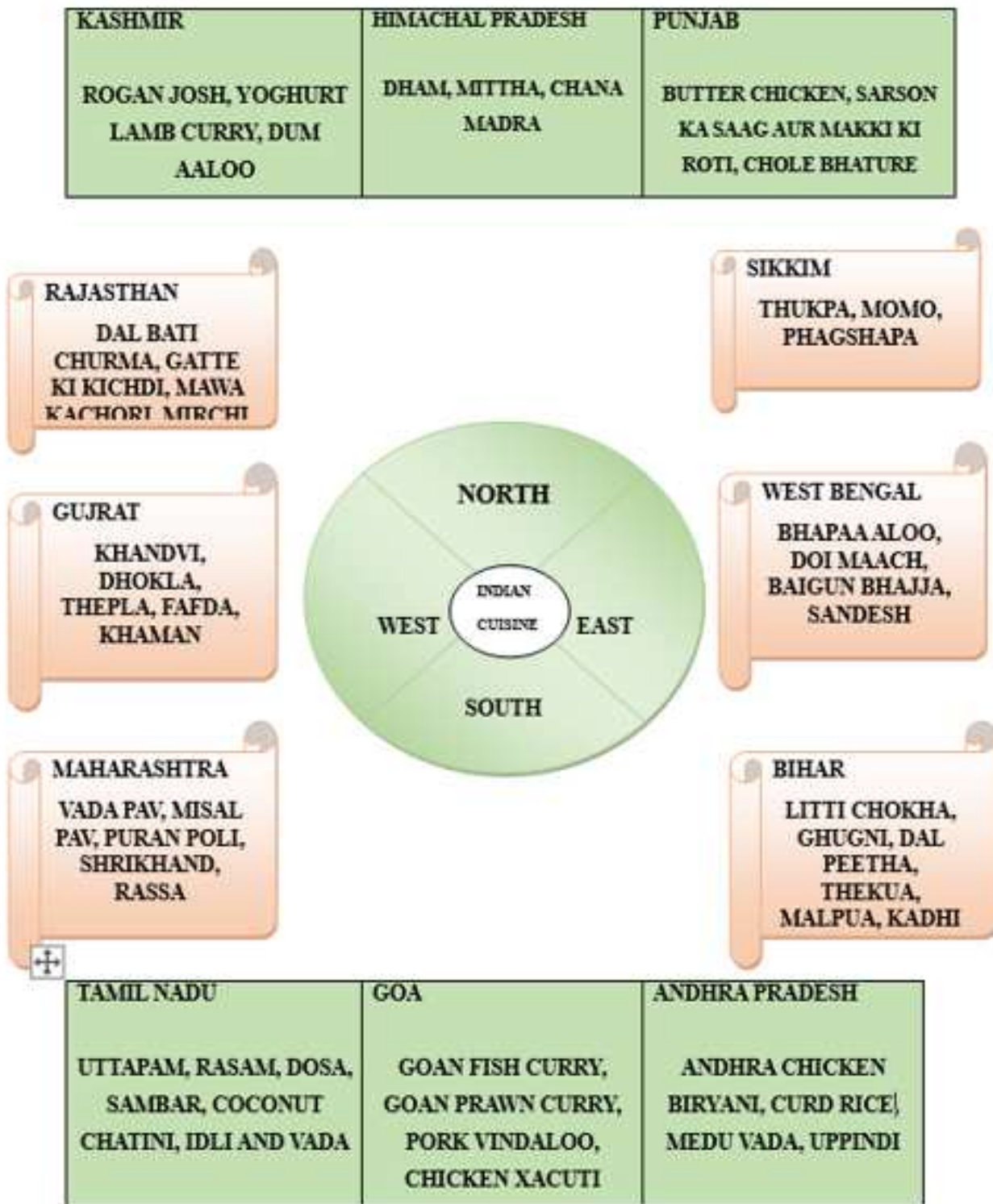


Figure 1. Food and culture linkage

Famous Indian Cuisines

There are 29 states in our nation, and each has its own customs regarding food consumption and holiday celebrations. Many festivals are observed in India, and as we all know, no celebration would be complete without the preparation of a special dish. For example, Holi would not be the same without Gujhiya and Maal

pua, and Eid would not be the same without Sewai. Every state in India has a unique and well-known cuisine that is well-known not just there or throughout India but even outside.



Kashmiri cuisine: - It is the food of the valley of Kashmir. The most popular dish in Kashmir is rice meat, which is also the basic cuisine for the people living there. Kashmiris are heavy meat eaters. Although Kashmiri Pandits also prefer to eat meat, their traditional meals do not include onion or garlic. Hing and curd are staples in Kashmiri cuisine. Lakes and streams have impacted Kashmiri cuisine. Kashmiris love their fresh fish dishes.

Punjabi cuisine: - Indian and Pakistani cuisine from the Punjab region is referred to as Punjabi cuisine. Unique style of tandoori cooking that has gained popularity throughout the world, including the UK, Canada, and other regions of India. Punjabi food is renowned for its abundance of meat and vegetarian dishes as well as its rich, buttery flavors. Punjabis consume a wide range of breads. We consume raised breads and flatbreads every day. Punjab is a

significant producer of dairy, rice, and wheat. The Punjabi people's basic diet likewise consists of these goods.

Rajasthani cuisine: Rajasthan is known as the defended land. The preparation of food is an important task in Rajasthan's royal kitchens. In Rajasthan, the dish known as maharaj was prepared by a professional chef. The climate of Rajasthan and the amount of raw materials that are available outside the state have an impact on the cuisine. Snacks like Pyaaz Kachori, Miirchi Bada, and Bikaneri Bhujia are well-known components of Rajasthani cuisine. Other well-known foods are Lashun ki chutney (hot garlic paste) and Bjre ki roti (millet bread), Mawa Kachodi from Jodhpur, Malpua from Pushkar and Rassgollas from Bikaner, and "paniya" and "gheriya" from Mewar. Rajasthan is the most vegetarian state in India, with over 70% of its population following a vegetarian diet.

Bengali cuisine: - One of India's greatest foodies is the Bengali community. Without fish, no meal in Bengal is complete. Since fish is a staple food, they have an intense fondness for it. Many types of fish are accessible, and Bengalis adore perch, mullet, crab, crap, prawn, crayfish, and lobster among them. The fish of the season is hilsa, which is the most expensive. For Bengalis, rice is a staple diet. Pure gold mustard oil, which is used to make food, is readily available in Bengal and is paired with coconut. Whether a dish has five or six ingredients, the most significant thing about Bengal is that they eat each one separately. The subtlety of Bengali cuisine is well acknowledged.

Kerala cuisine: - There are both vegetarian and non-vegetarian options available in Keralan cuisine. Rice is cooked with fish, poultry, and red meat in non-vegetarian recipes. Common ingredients include asafetida, curry leaves, mustard seeds, turmeric, and tamarind. Kerala trades spices with Europe, earning it the moniker "Land of Spices." Since coconuts are abundant in Kerala, they are utilized extensively in a variety of cuisines. Keralan cuisine mostly consists of rice and cassava, which are offered with all dishes. Kootan is the main course eaten for lunch and dinner. The rice was cooked. Everything that is offered is made with either fresh or dried cassava or rice flour.

Maharashtrian cuisine: - Similar to the majority of India's coastal states, Marathi cuisine makes extensive use of fish and coconut. Their usual diet does not contain a lot of veggies. Nuts like cashew and peanut are frequently used in veggies. Cooking oil primarily made from peanuts. Maharashtra's Ratnagiri area is renowned for growing the greatest mangoes in the world. known as the Aiphonso or Apus. Essentially,

Maharashtrian meals are consumed from huge metal plates. The variety of foods in Maharashtrian cuisine ranges from mild to extremely spicy. Most Maharashtrian people consume meat, fish, and eggs. Thalipeeth, Aluchi patal bhaji, and Ukdiche modak are a few foods that are specifically Maharashtrian.

Goan cuisine: - Goan food is primarily non-vegetarian and is a combination of Portuguese, Christian, and Hindu flavors. The majority of Goans favor rice over wheat. Because there are so many coconuts available, they consume coconut milk. In Goan cuisine, coconut is a staple ingredient. Pork and chicken are the most popular meats. The key to the dish's fiery flavor is the abundance of tiny red chilies used in its preparation. The most well-known Goan candies are Dod Bibinioca and Bibinica. Fish and rice are staple meals.

Hyderabadi cuisine and Andhra: - The majority of individuals in this area are Muslims and Hindus. Tamarind is essentially used as a souring agent in Hyderabadi cuisine. Because there are so many chiles in this state, Andhra cuisine is known for its extreme heat. A spotless banana leaf or a stainless-steel plate are used to serve Andhra cuisine. In the past, individuals ate while seated on the floor. Rice, dal, and vegetables such as ladyfinger, brinjal, yam, and bitter guard should have been served as the main meal. Thick curd is essential to the Andhra meal; without it, the dish is incomplete. Moreover, buttermilk, or Majjga, is used during the summer for refreshment.

Challenges in Culinary Tourism:

Culinary Tourism is highly affected by various tourism sectors such as economic, technology etc. At one point of time training, education will grow and will help to promote new delicious dishes and demand is getting higher day by day on the basis of employees. When it comes to Culinary Tourism even the government is also helping financially (Hall, 2005; County, 2005). By the year 2015 holiday packages, health tourism, medical tourism will highly regulate the destination development by the people aged above or more than 50 (Hall, 2005). Future Foundation (2008) that in the 1950s to the 75% ratio of working married women has increased at present. The North American Lifestyles prove that older generation people prefer to travel more because they have a heavy or handsome amount of money. People who are more interested in culinary tourism spend \$1,200 which is an average where more than one-third amount of money is spent into culinary tourism activities and culinary tourism is somewhere one of the main elements in travel budgets (International Culinary Tourism Association, 2012). The

Government also takes care of funds of this industry. In terms of food culture even globalisation is also experiencing the tastes of cuisines. Hence it proves culinary tourism is an important and positive prospect across the nations (10).

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