



The Role of Culinary Heritage in Tourism Destination Marketing

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Abstract

As it is evident from the different sources that a lot of online and offline literature and related material has been published in the form of research papers, presentations, thesis, etc. on culinary heritage and marketing of tourist places. But in many of the cases culinary heritage is not the main part of the promotion campaign, it can be said that there is some amount of uncertainty lies to do the same. This present study will undertake some examples of destination marketing along with the promotion of culinary heritage. An attempt will also be made to evaluate the liking and disliking of the tourists coming to Jaipur, Rajasthan in terms of culinary heritage.

Keywords: Culinary Heritage, Jaipur, Rajasthan, Destination Marketing.

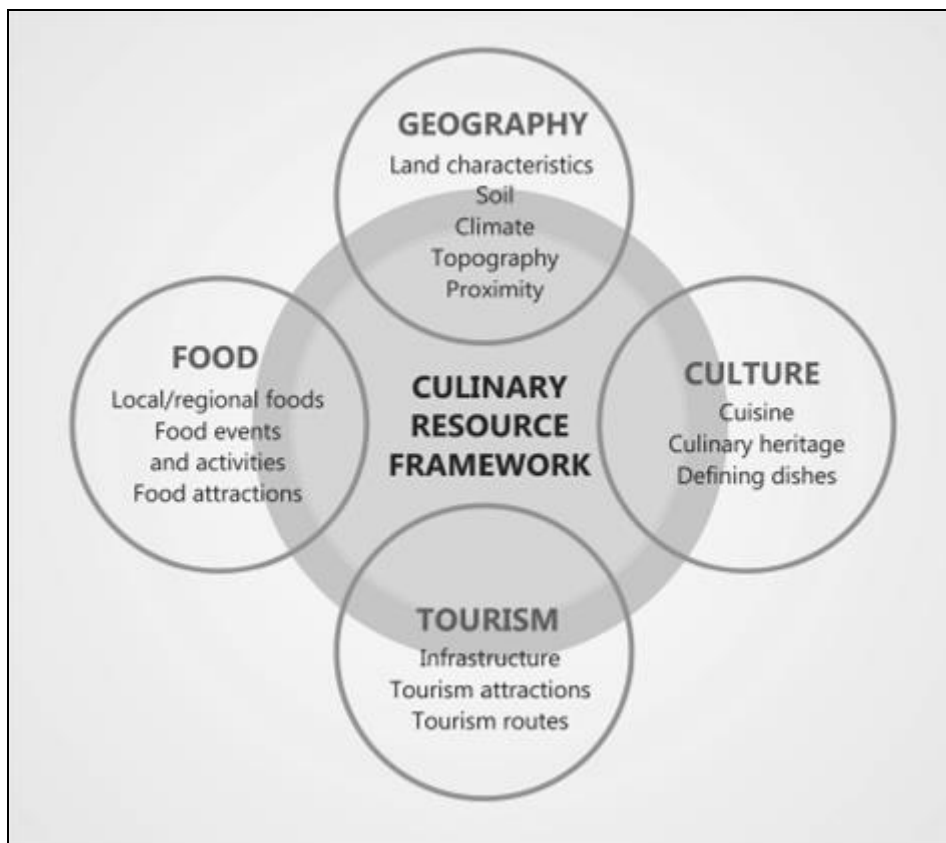
Introduction

In general food is looked upon as a major resource of life just like we need water and air to live i.e., availability of food is essential condition of living hood. Apart from air and water food presents a linkage between different cultures, heritage, and even tourism. In this present study, the term “Culinary” reflects to the preparation of food. As a matter of fact it takes time for a culture to mature and food is an integral part of the same, some of the oldest known cultures are European, Indian, Chinese, etc. we can see that the ancient cuisine present in these culture are still known and offered even after drastic changes in the living hood and taste of local people. In this present study the researcher had tried to present a relationship between culinary, culture, tourism, and impact of the same on the growth of national and international tourism. **Du Rand et**

al (2016); Lin et al (2015); Ricahards (2015). In the present times, tourist places are by and far distinguished by the image of destination in terms of culinary practices and the heritage of the same. Culinary practices are directly related to the culture and value system of the place visited by the tourists. It relates to the preparation of food by using local resources, method of preparation, presentation, quantity, etc. such components attract the tourists from all over the world and this adds value to the tourism activities. These components support the “pull and push” factors of a destination and the source of construct through the needs of tourist visiting motivation **Uysal et al (2005); Kolar (2010); Walter (2017).**

Many of the countries have included their culinary heritage to their promotional program of tourism, and the system of tourism destination has gained a great weightage on the basis of such promotions. In general, a tourist uses to spent maximum of its budget on lodging and fooding; to taste the local cuisine is from one of the ‘To Dos’ list. Marketing of tourism destination has included the culinary heritage in a number of forms, like websites, banners, posters, mails, etc. and it is also present in the offerings of various tour operators. As per **Wang et al (2014)**, food has one-third of overall expenses during the holidays. It is also noted that creating an amalgam of culinary, culture, and tourism with the perspective of unique heritage would reinforce economic development, sustainability, local traditions, and diversity **UNTWO (2015).**

As it is evident from the different sources that a lot of online and offline literature material has been published in the form of research papers, presentations, thesis, etc. on culinary heritage and marketing of tourist places. But in many of the cases culinary heritage is not the main part of the promotion campaign, it can be said that there is some mount of uncertainty lies to do the same. This present study will undertake some examples of destination marketing along with the promotion of culinary heritage. An attempt will also be made to evaluate the various strategies used by various regions to promote their culinary heritage as an integral part of destination marketing.



Source: https://ebrary.net/147040/travel/culinary_mapping_gastronomic_tourism_planning_tool

Figure 1: Culinary Resource Framework

Culinary Heritage

As per **Oxford Dictionary (2020)** heritage refers to

“Any historical or cultural value that is worthy of preservation”

Hence it can be learnt that heritage is somehow related to inheritance and conservation of different components at different time periods. **Harrison (2018)**. As stated by **Timothy (2011)** heritage can be viewed as the present usage of the components from our past, this usage can be done for different purposes, like political scenarios of regimes and rulers, economic development, social development, creation of value system and changes in the same, some other changes brought about in terms of tourism as well; other heritage products can be physical properties, social changes, cultural shifts, regional customs, etc. **Valentine (2014); Balmer (2011)**. As far as food is concerned, it is related to the ways of growing it, preparing it, way of

offering, time consumed and even the ingredients used to prepare the same; this becomes the identification of certain place in the long run. Also, such an arrangement create curiosity among the tourists and they use to visit that place, at least once in the total duration of their visit. Culinary heritage plays an important role in the popularity of tourist destination and getting a competitive edge over the other related tourist places, this will only happen if right kind of tools are used to promote such culinary heritage. Some of the researchers had advised that the culinary heritage should be included in the curriculum of tourism education. As stated above culinary heritage can be viewed as a mix of cuisine, ingredients, preparation, consumption, and the relationship of the same with the culture of past and present. Any cuisine offered at any place can be a part of a movement or developed through any activity to cater to a specific group or person's needs; it plays a central role in creating heritage identities and, often, as a differentiation source.

Review of Literature

Smith et al (2007) The researchers stated that the origin of ingredients is very important in the development and creation of cuisine and even the growth of culinary heritage. As far as culinary heritage of Rajasthan is concerned, only local grown and cultured ingredients are used in the culinary preparations. For a specific measure of locally grown food, it is assumed that the rule of thumb is being followed as stated by the individual or group preparing the same.

Timothy et al (2013) Stated that the culinary heritage is a mix of corporeal of components like ingredients, cooking, utensils, and equipment and even the time taken to prepare it. Some of the other important factors can be olfactory factors, recipes, and the eating customs. All these components, collectively contribute to the cultural norms and personality of regions. It can be stated that culture of a tourist place and culinary heritage are very strongly related to each other and the said integration is very high. Among the significant culinary heritage components, two distinctive subjects support the heritage briefly named foodways and foraging.

Rumsey (2014) Culinary preparations are considered to be related to a specific place only if the ingredients are grown within the radius of 160 kms of than place. Here the preparation and method of cooking also play a vital role. This stands very true in the heritage cuisines of India because at every 100 kms we can see a change in language and at every 200 kms we can find a

change in the taste of water. Industrial transformation and development have brought some changes in the process but core competencies of culinary heritage of Rajasthan remains the same.

Andersson et al (2017) Consumption of food and beverages has a supporting culinary heritage as it holds the bridge between culture and cuisine. Consumption envelopes the civilization passed over generations, such as growing and picking local crops, eating and table manners, exchanging recipes and cooking ideas, and the techniques of food handling from production to service. Food is an interpretation of local traditions and an operating vehicle of cultural heritage. It is a conspicuous link to local customs, beliefs, environment, and manufacturing methods along with other topics such as morality, local ceremonies and gatherings, industrial traditions, and construction

Pozzi (2018) In particular, food requires a supply chain of culture that includes both human geographies, including local sourcing, long-standing regional relationships (often built over generations), history, politics and folklore, and physical geography, including resources of the local landscape and environment to produce particular foodstuffs.

Objective of Study

The main objective of the study is to find a linkage between the culinary heritage and growth of tourism on the basis of the same. Evaluation of local culinary heritage of Rajasthan and use of the same in promoting destination tourism will also be assessed to some extent.

Hypothesis

H₀: There is a significant positive impact of promoting culinary heritage on the growth of tourism industry.

H₁: There is no significant positive impact of promoting culinary heritage on the growth of tourism industry.

Research Methodology

This present study is based on the both the primary and secondary data i.e., the researcher has use used descriptive and exploratory research designs to gather and evaluate the data. As per the

needs of the study, researcher has gathered secondary data in the form of research papers from national and international journals, articles of newspapers and magazines, references from various research studies (online and offline), and many other sources. Such data in being used to develop the objective and hypothesis of the study. Some of such information is furnished in the literature review part. Then the primary data is collected directly from the selected respondents at various tourist destination of Jaipur. In this regard the researcher has taken care that all the selected respondents are aware about the culinary heritage of the state of Rajasthan.

Sampling

Total 150 respondents were selected on random basis from different parts of the city, they included national and international tourists. The main focus of the researcher was on the points that the selected tourist is aware about the local cuisines offered in the places he/she has visited, age of the respondent is more than 25 years, essentially married and does not belong to the state of Rajasthan.

Tools used

For the collection of data, the researcher has used a detailed questionnaire including questions based on scale, then some of the questions are of multiple choice, direct, dichotomous nature. This questionnaire was exercised with the respondents with their consent looking at the availability of their time.

Then for the analysis of data the researcher has applied Chi Square Test on the collected data, this test was used as the researcher wants to find the variation in responses of the sample units. All the responses were categorized and tested accordingly.

The researcher has used SPSS Ver. 22.0 to perform the tests.

Data Analysis and Interpretation

On the above given lines of study, the researcher has collected the data and respective tests were performed on the same. Detailed analysis and interpretation of collected is given below.

Decision Rule: If the table value (estimated) is greater than the calculated value (observed) then the hypothesis is rejected and vice-versa.

Table 1: Summary of Chi Square (χ^2)

Test Summary								
Source of Information								
Test Component- No. of Visits					Test Component- Occupation			
	Tourism Website	Brochure	Newspaper	Fellow Visitors	Tourism Website	Brochure	Newspaper	Fellow Visitors
Calculated Value	2.339	1.732	1.782	3.551	1.071	1.782	2.301	1.130
Table Value	2.851	2.901	2.664	3.772	1.5621	2.551	2.339	2.803
Type of Food Tasted								
Test Component- No. of Visits					Test Component- Occupation			
	Vegetarian	Non-Vegetarian	Mix	Considered for Taste only	Vegetarian	Non-Vegetarian	Mix	Considered for Taste only
Calculated Value	1.478	1.138	3.426	1.338	1.522	2.618	3.903	1.784
Table Value	3.668	1.461	4.729	2.282	2.715	.948	2.604	1.818
Preference to Culinary (Heritage)								
Test Component- No. of Visits					Test Component- Occupation			
	Best Taste	Pure Ingredients	Cooked as per tradition	Served in good manner	Best Taste	Pure Ingredients	Cooked as per tradition	Served in good manner
Calculated Value	1.539	2.670	1.483	3.637	2.558	1.070	2.829	1.632
Table Value	1.907	3.509	2.083	2.918	3.463	1.918	3.889	1.532
Experience								
Test Component- No. of Visits					Test Component- Occupation			
	Food is	Like to	Never	Considerable	Food is	Like to	Never	Consider

	very spicy	Repeat	Tasted such food	as One time Meal	very spicy	Repeat	Tasted such food	able as One time Meal
Calculated Value	2.928	1.146	2.575	.928	2.685	3.975	3.976	2.658
Table Value	3.545	7.151	4.447	5.745	5.978	2.013	5.432	4.618

Interpretation

As can be seen from the above given test results of Chi Square test, it is clear that the foreign tourists are willing to taste the culinary heritage of the Rajasthan and carry a good experience with them. As far as source of information is concerned, tourism department of the state is promoting culinary heritage over the different sources and taking all the care to keep the traditions alive. As a result, most of the tourist are aware of the culinary heritage of the state through various sources. It can be said that on the fronts of promotion everything looks fine but there is always scope of taking things to another level.

Then coming to type of food tasted, it was found that most of the tourists have opted for non-vegetarian food but also tasted the vegetarian dishes. Some of the tourists have taken the food for the purpose of taste only and some of them considered the mix of them. This shows that if the offerings are good and presentable then the foreign tourists certainly consider the culinary preparations.

As it comes to the preference to Culinary (heritage), most of the tourists stated that they are looking forward to heritage of Rajasthan state and food is one important component of the same. As far as preparation of the food is concerned, they stated that they have not seen such preparations ever before and they will certainly share the same on their social media account. Then for the presentation and service of food they stated that the same is very raw and authentic i.e., they and sense each and every ingredient separately.

Then for the experience of food, some of the respondents stated that food is very spicy and they are not used to eat such spicy food, but they never complained about the taste of the same. Most of the respondents want to repeat the culinary preparation and when they get the chance. Many of them considered it as a one-time meal and in routine they preferred the continental cuisine.

Result

On the basis of above data analysis and interpretation it can be seen that foreign tourists and the Indian tourists are satisfied with the culinary heritage presented in the state of Rajasthan and specially in Jaipur, level of awareness is good and most of the respondents opted to re-visit the place by the virtue of culinary heritage. Hence the null hypothesis '*There is a significant positive impact of promoting culinary heritage on the growth of tourism industry.*' Is accepted and the alternate hypothesis is rejected.

Conclusion

As far as destination marketing is concerned, local and culinary heritage of the tourist place plays an important role. In case of Rajasthan, culinary heritage is promoted with great significance and attracts a load of tourists from all around the world. Not only food other related components like unique products, preparation techniques, cultural assets, etc. are used to increase the tourist's satisfaction levels. Cultural assets are the main factors to attract the tourists to any given place and motivates the present visitors to come again. This collectively frames the strategy for destination marketing and culinary heritage plays an important role in the same.

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