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ROLE OF LOCAL FOOD IN TOURISM IN JAMMU: A CASE STUDY OF KATRA (J&K)

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EXECUTIVE CHEF
THE WHITE HOTEL
KATRA

ABSTRACT

In recent years, food has gained recognition by governments, business, and academics as an integral part of the tourism product. There are many benefits to be had in linking food and tourism for all stakeholders concerned. Local food is a vital element that can help create a sense of 'place' and heighten destination appeal. Local produce adds authenticity to the tourist experience and provides motivation for visitors to come to a location. Tourists may even be tempted to stay longer in one place because of the availability of food products and related. This paper explore the status of regional cuisine in Katra (Mata Vaishno Dev) J&K

KEYWORDS

Regional food, consumption pattern.

INTRODUCTION

The tourism industry in the state plays vital role in the development of the regions of Jammu, Kashmir and Ladakh. The state has been a place of religious activities and shrines having their own religious values, which attract thousands of pilgrims every year. With the arrival of winter, the state offers a multitude of options for winter sports activities. According to Centre for Monitoring Indian Economy (CMIE), the tertiary sector in the state contributes nearly 44.2 per cent to the states GDP (at current prices, 2007-08). Amongst the various sectors coming under tertiary sector, Tourism is a key contributor to the sector growth of 8.7 per cent. Jammu is famous for world famous shrines of Hindu religion Mata Vaishno Devi, Shiv Khori, 9 Devi's. In the June 2012, 12.62 lakh devotees were registered as compared to 12.07 lakh in June 2011, about 5 thousand devotees in excess have been registered. However, total yatra during the first six months from January to June 2012 has reached 51.79 lakh as compared to 47.23 lakh last year 2011, thus registering an increase of 4.56 lakh in devotees' figures. As per official figures, 4.59 lakh devotees were registered in Jan-12 compared to 4.21 lakh in Jan-11, 3.92 lakh in Feb-12 compared to 3.69 lakh in Feb-11 and 8.16 lakh devotees visited to the holy shrine in March-12 as compared to 7.55 lakhs corresponding the same month of last year 2011. But in April-2012, 9.02 devotees were registered compared to 9.77 lakhs in April 2011, in May 2012, major rush of yatri was witnessed when 12.30 lakh devotees were registered as compared to 9.37 lakh in May-2011. Kashmiri cuisine is world famous, But the Dogra Food of Jammu has its own identity and taste, Local cuisine can be considered as an intangible heritage in destination and by using local food; tourists can achieve an authentic experience. In addition, food has an important role in differentiating destination in a meaningful. Food and cooked forms are considered as an important factor of a national cultural identity. Local and regional food can add value to destination because visitors consume the products of a destination; hence the products must be something that satisfies their needs and wants. In addition, Familiarity with local, regional and national cuisine has become interest for." While hunger is a biological drive, there is more to food and eating than the satisfaction of physiological needs. There are also 'social drives' that affect how food is produced and consumed. Food is not only essential to survival; it is also one of the general pleasures of life and the focal point around which many social occasions and leisure events are organized. People eat out because they are psychologically looking for the "self-identity" leisure motive, not just preventing starvation.

BACKGROUND OF THE STUDY

Food consumption studies are predominantly concerned with understanding the determinants of various food-related behaviors, most commonly including liking, preference, choice and intake. Although many studies used these terms interchangeably, there are subtle differences between them. Food liking refers to 'the palatability or pleasure obtained from tasting a given food, whereas food preference 'assumes the availability of at least two different items, and refers to the choice of one rather than the other, Although in most cases people prefer foods that they like better, food liking is only one of the motivations that may account for a preference. Factors such as availability, perceived health value, convenience, and economic considerations that can influence food preference may not affect food liking. Food choice refers to 'a set of conscious and unconscious decisions made by a person at the point of purchase, at the point of consumption or any point in between. In an aggregate form, food choice creates the consumer demand for suppliers in the food system who produce, process, and distribute food. Food choice also plays an essential role in the symbolic, economic, and social aspects of life as it is a way to express preferences, identities, and cultural meanings. Food intake refers to the amount of food actually consumed by an individual. It is usually stated in terms of weight, calories, or volume of mixed quantity of macro- and micro-nutrients in food research. The various initiatives surrounding the development and implementation of food and tourism associations range from culinary tourism strategies to the integration of food into national tourism strategies. Integral to this is the establishment of food and tourism networks, tourism web sites and marketing initiatives dedicated to food, the development of culinary events including festivals, documentation of culinary heritage, and food related activities such as dedicated food tours.

OBJECTIVE OF THE STUDY

The primary aim of this research is to establish the potential for creating linkages between local food and tourism in the Jammu Province (see Figure 1.1)

- To examine the current role of local food in tourism and to identify the opportunities for creating linkages between local food and tourism
- To shortlist such traditional delicacies that could be included as specialty items in the regular menu of Hotels and other catering outlets with an aim to popularize them especially among the tourists
- To evaluate the knowledge of tourists about the Local Food

RESEARCH METHODOLOGY

This Study has the specific objective to understand Role of Local food in tourism in Jammu (Katra). The research is purely exploratory in nature. The primary data have been used to supplement the objectives and the sample unit was the Linkage between the tourists and the Hotels Owners/Managers.45

POPULATION AND SAMPLE SELECTION

Tourists visiting Mata Vaishno Devi and Managers /Owners of the Hotels have been considered as the population of the study. A sample of 100 consumers was drawn from the population using stratified sampling method.

TOOLS FOR DATA COLLECTION

The data were collected with the help of a semi-structured questionnaire developed by the researcher. The questionnaire consisted of two parts: the first part was related to the tourists opinion and experience about the Local Food and the second part was related to Managers and owner's opinion about the Local Food.

RESEARCH DESIGN

The research design for the study is descriptive in nature. Personal interview was conducted among the target respondent using semi structured questions. Further in-depth and structured observations were also made.

For this study, as Katra never had any researchers to develop an image measurement scale before, the researcher developed a scale based on both cognitive and affective aspects as well as an interview with which tourism experts (3 academicians) and destination managers (2 destination managers) viewed the characteristics of Katra image in order to improve the questions to enhance clarity, readability and content validity. The Dogra food image scale measured 19 items:

CATEGORY 1

ABOUT THE HOTEL;

1. How long in to business, how many rooms,
2. Executive/ Head chef is from Jammu,
3. How many Local Chef's Working in the organization,
4. How many working outside from Jammu,

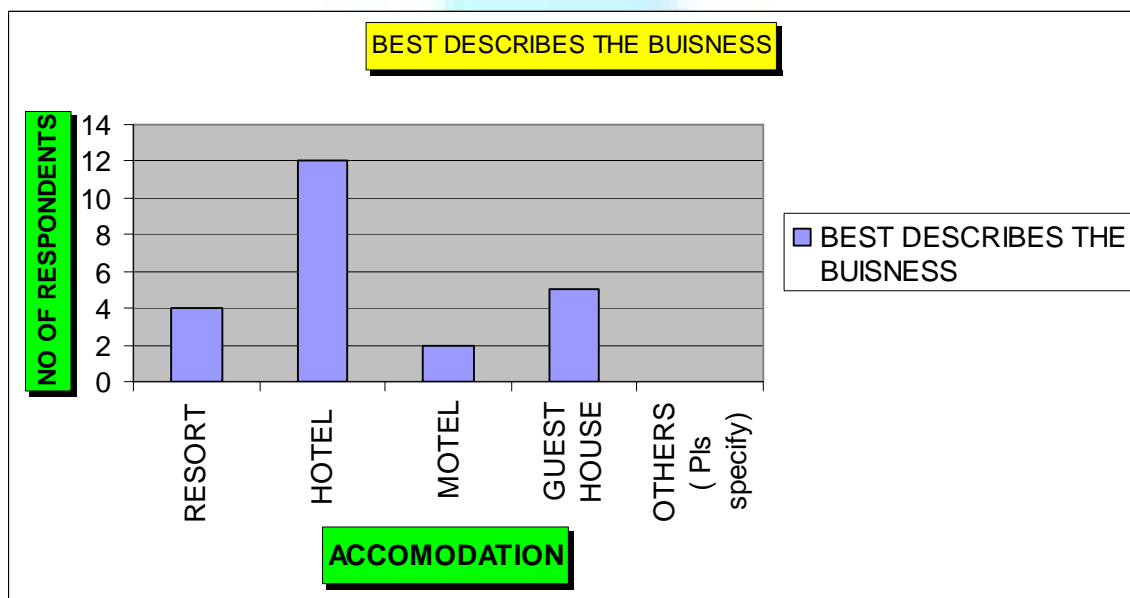
CATEGORY 2

ABOUT LOCAL FOOD;

1. Upon arrival do you welcome your customers with any local food or drinks (made from local products?),
2. Does this business offer outdoor activities and excursions,
3. Of the total food costs for this operation,
4. Please estimate the proportion that is spent on,
5. How often are events that involve local food such as Dogra food nights or Dogra buffets held,
6. Do you work with any of the following suppliers of local food,
7. Do souvenirs available from your business include any of the following, In your opinion,
8. which local produce has the greatest potential to be developed for the tourism industry,
9. Which local dishes do you believe hold the greatest potential to be developed for the tourist,
10. Do you think tourists are interested in consuming local food,
11. Do you feel that this business could make more use of local food in future

The study conducted on 40 professional, but only 23 professionals respond to it.

BEST DESCRIBES THE BUISNESS



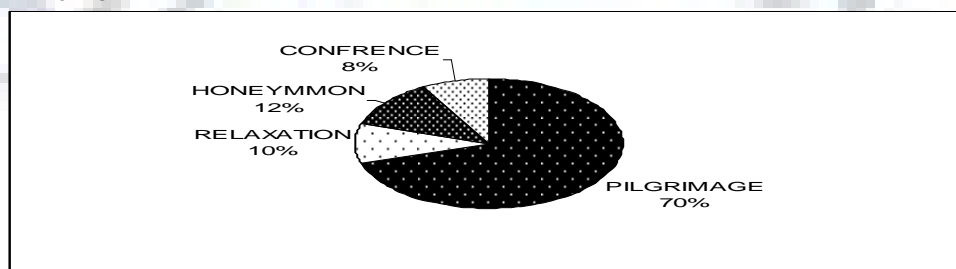
Maximum professional describes that hotels best describes the buiness of tourism in Jammu.

DESCRIPTION OF EXPERT REPENDENTS

EXPERTS

DESCRIPTION	NO. OF RESPONDENTS
POLICY MAKERS	3
BUISNESSMAN	5
ACADEMICAN	4

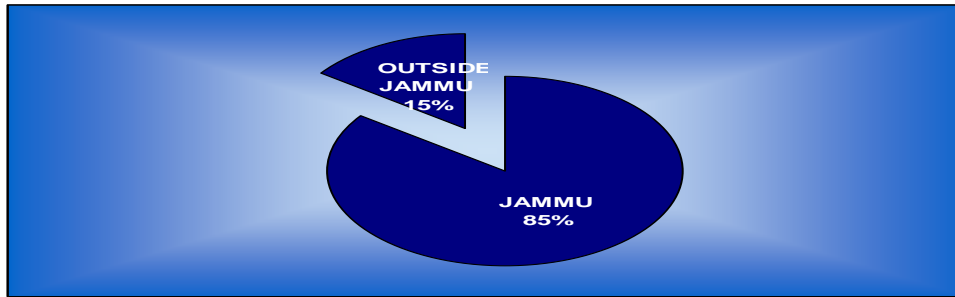
PURPOSE OF VISIT AT MATAVAISHNODEVI KATRA



Out of 120 peoples, 100 people responded to the questionnaire about the Purpose of their Visit to Katra Vaishno Devi. Maximum of tourist who used to come in Katra for Mata Vaishno Devi is for darsahn 70% (Pilgrimage), Tourists those come for honey moon that is 12% out of 100, Those wish to go to Mata Viashno Devi

immediately after the marriage, 12% to enjoy their Honeymoon after the Darshan of Mata Vaishno Devi and at last Some coopoartes want their conference with he blessings of Mata Vaishno Devi.

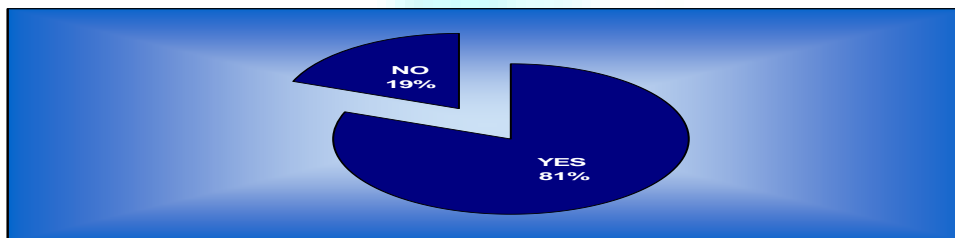
EXECUTIVE CHEF WORKING IN THE COMAPANY IS FROM



Executive chef or Head chef working in katra hotels, maximum belongs to jammu province onle, only 15% are away from jammu. So that chefs those are from Jammu they are familiar with the Dogra Dishes.

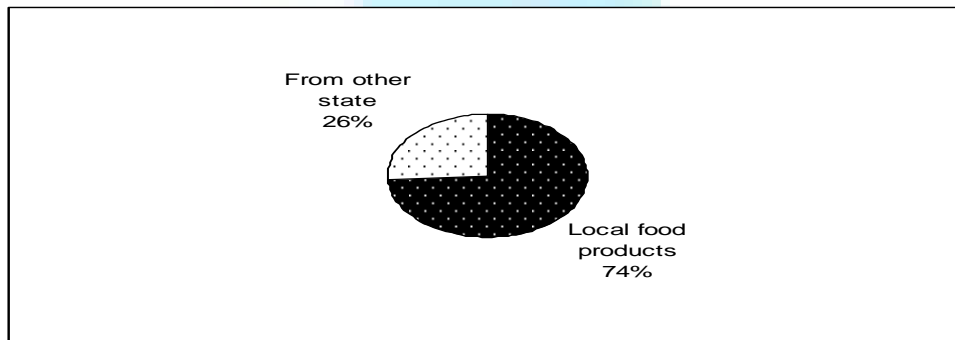
ABOUT THE LOCAL FOOD

1. WELCOME DRINK SERVE TO THE GUEST IS LOACL DRINK (ON ARRIVAL)



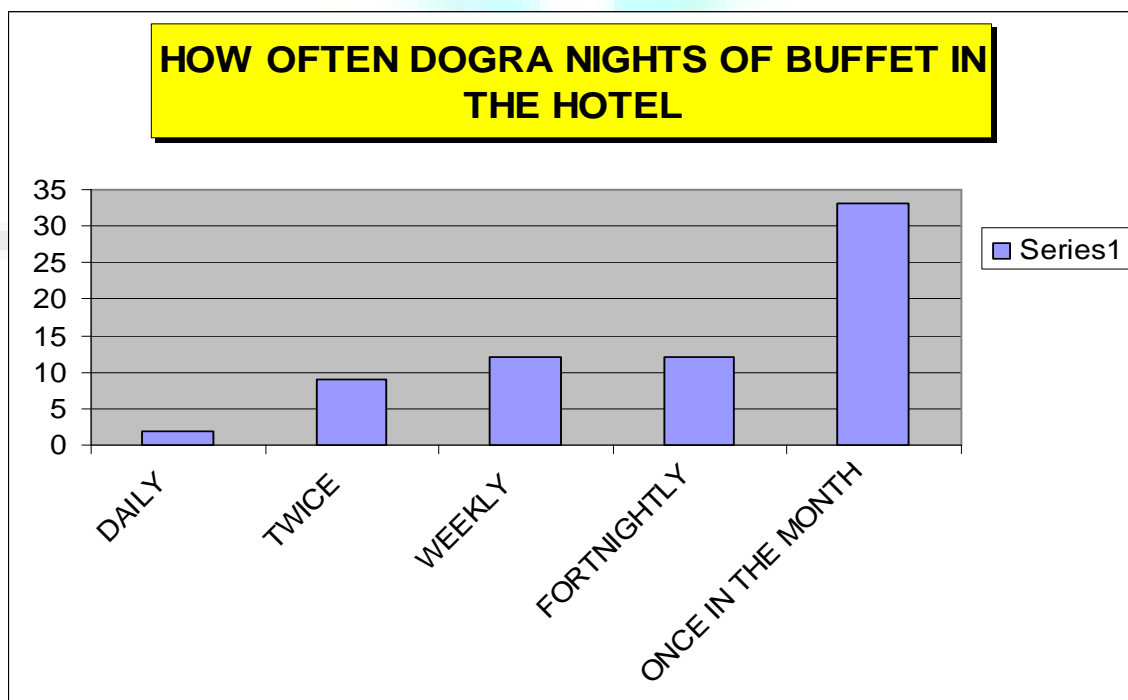
At the arrival of the guests in the hotels they welcome the guest with local drinks that is kehwa, 19% don't welcome the guest or welcome with soft drinks or other drinks.

2. FOOD COST FOR THE OPERATION



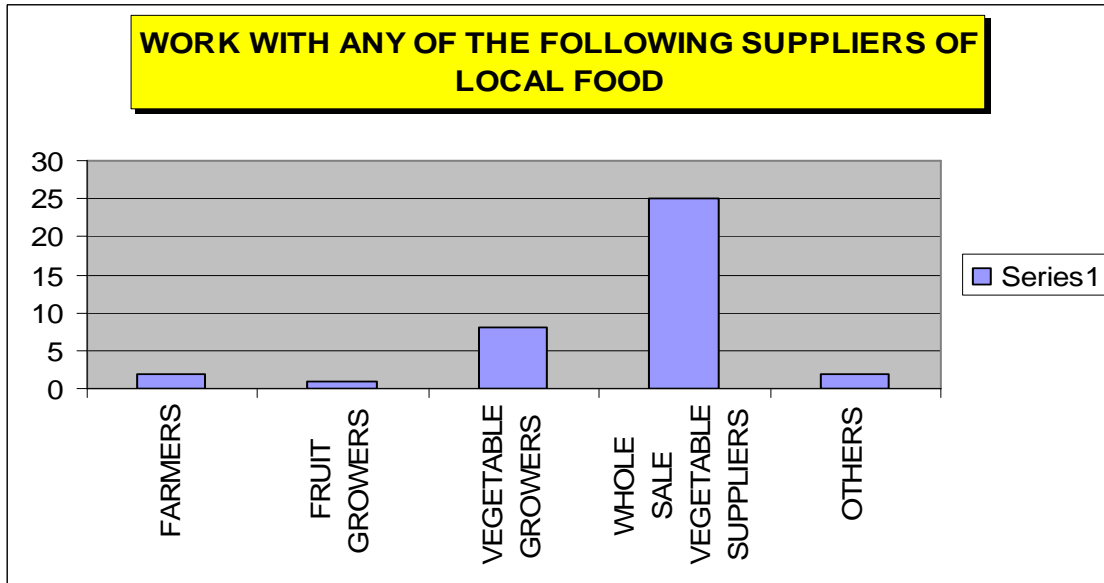
The final dishes which are there in the menus is designed by keeping in mind the local ingredients available in the local market. Only continental or Chinese dishes are made with their respective sauce which has to be import from outside Jammu

3. HOW OFTEN DOGRA BUFFET OR DOGRA NIGHTS HELD IN THE HOTEL



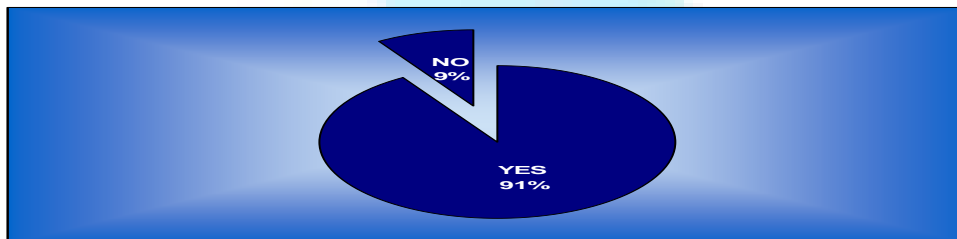
In maximum of the Hotel in katra used only standardized menu which includes continental dishes, Chinese dishes and Indian dishes. In the hotels they few of the dishes from dogra cuisine or Local Cuisine. The dogra dishes which is daily in the menu that is permanent dishes which is there in the Menu

4. DO YOU WORK WITH ANY OF THE FOLLOWING SUPPLIERS OF LOCAL FOOD



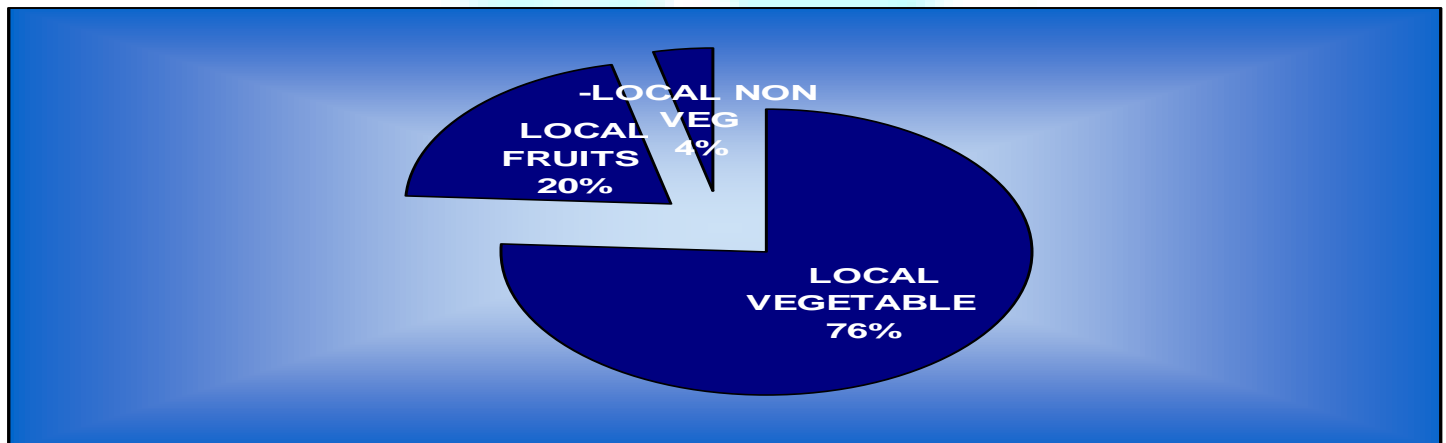
In this questionnaire it is found that hotels and restaurant buy vegetable from farmers at very less, which is the seasonal vegetable of that Local Area (like Potato, Onion, Ginger, and garlic). Secondly seasonal fruits like Mango, guava, peaches, these hoteliers get directly from the fruit growers, thirdly the vegetable growers who special grow vegetable for commercial purpose (reason for purchasing vegetables directly from the growers is to get fresh vegetables, they harvest in the same day. Maximum Hoteliers buy the vegetables from whole sale vegetable suppliers, because it is easy to buy from them, Lastly, Some of the Hoteliers get vegetables from Retail shops or reliance fresh.

5. IF YOU WERE TO USE MORE LOCAL FOOD IN THIS BUSINESS, DO YOU BELIEVE IT WOULD DECREASE YOUR FOOD IMPORTS FROM OTHER STATES



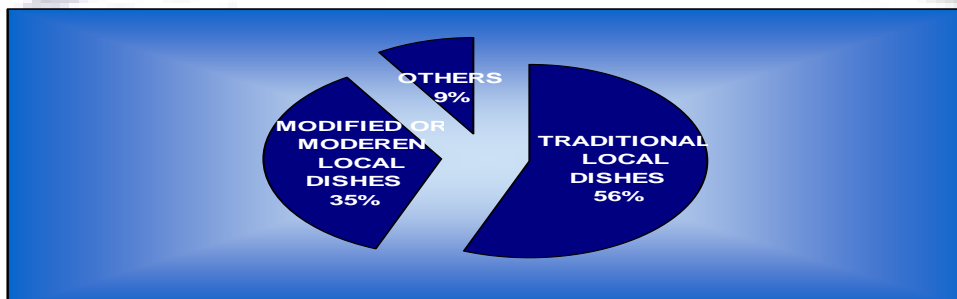
When more of local food in the menu will decrease the food cost of the dishes the respond is 91% people agreed with this and 9 % doesn't agreed with this.

6. IN YOUR OPINION, WHICH LOCAL PRODUCE HAS THE GREATEST POTENTIAL TO BE DEVELOPED FOR THE TOURISM INDUSTRY



According to the information of the chef, academicians and hotelier's, that maximum dishes of dogra specialty is vegetarian dishes the is 76%, secondly it comes the local fruits that is 20%(Peaches, Mango, Amla, and guava). But non-veg dishes are very less in ni that is 4%.

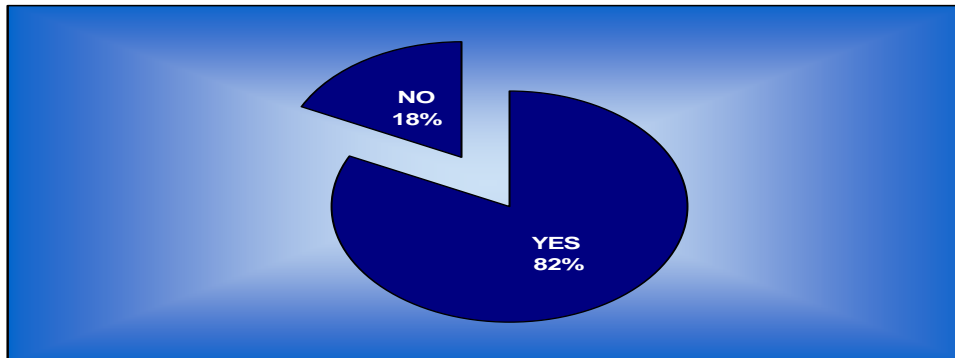
7. WHICH LOCAL DISHES DO YOU BELIEVE HOLD THE GREATEST POTENTIAL TO BE DEVELOPED FOR THE TOURIST



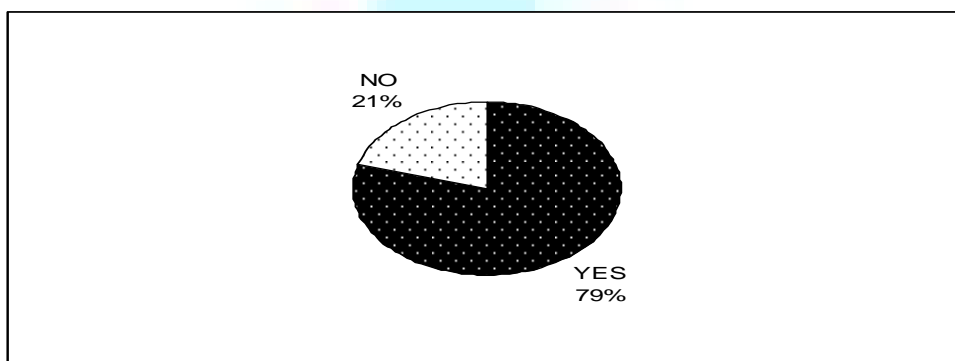
The authentic flavour of the local is 56% quite different from any other dishes because it has different method of cooking, different utensil to cook and different source of fire like kaddu ka ambhal, maa madra, babhru etc. the taste of the modern local dishes will be different from authentic flavour, But can adjust it with taste and flavour of its own choice 35% people agreed on that. 9% with other dishes

8. DO YOU THINK TOURISTS ARE INTERESTED IN CONSUMING LOCAL FOOD

According to our questionnaire 82% peoples want to taste new dishes , because they want to explore new dishes, 18% want remain with the dishes which they usually have on daily basis.



9. DO YOU FEEL THAT THIS BUSINESS COULD MAKE MORE USE OF LOCAL FOOD IN FUTURE?



Maximum peoples respond positively that Local food has its own preference in future that 79% and 21% of people is not agreed with this response

FINDINGS OF THE STUDY

- Maximum tourist comes to katra (Mata Vaishno Devi) as a Pilgrimage Tourist.
- Head Chef working in the Hotels from Jammu region which increases their product identity.
- Hotels and Guest Houses serve Traditional welcome drink to the guest on the arrival.
- In the Menu planning chefs included maximum of Traditional Dishes, due to which the food cost will be less.
- Traditional dishes are there in the A la carte menu and Buffet in the nights.
- Chefs procured vegetable and fruits from the whole suppliers and the farmers also.
- Local vegetable dishes have the greatest potential to be developed for the tourism industry.
- Tourists are interested to taste Local dishes

CONCLUSION

After detailed analysis, it is concluded that there is tremendous demand for Local food. It will increase the potential of tourist in katra, because every tourist want to taste the Local food , But it requires Training to the hotel staff and continuous research on the Local food and after that adjustments will be given to the dishes

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With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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