

A STUDY ON THE SIGNIFICANCE OF GASTRONOMIC TOURISM AND ITS IMPACT ON CREATING CAREER OPPORTUNITIES AMONG THE PEOPLE OF AMRITSAR CITY

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ABSTRACT

The model of gastronomic tourism is taking form and making its spot in the tourism Industry, as mentioned by Eric wolf this is a part of experience industry. Where the memorable experiences are counted as a worth of the industry. Food is inseparable part of human's life and hence as long as life will sustain this industry will always have a hope to grow. Food tourism is always considered as a food experiences taken outside the tourism boundaries and within the tourism boundaries Amritsar is growing in all aspects and hence the tourism, of Amritsar is also growing which will create lot of new opportunities for Amritsar locals to improve on their food experience and share those experiences with the outside world. This whole process will indeed create lot many avenues of career opportunities for Amritsar residents. This paper focuses upon the fact that food tourism is a very sustainable way of establishing new career opportunities in any region, which also give recognition to the local cuisine. As observed in the paper Punjabi cuisine is very popular due to growth of gastronomic tourism of Amritsar region.

Keywords- gastronomic, tourism, industry, Amritsar

INTRODUCTION

The global market is experiencing a wide range of transition in all areas i.e. trade, travel, education, culture, communication etc. This has resulted in a de-construction of all standard methodologies and re-formation of new patterns of life styles. The recent trend is to experiment a totally out of the box idea which is one of its kind and its creative abilities to explore the world. This has led to an afresh outlook of everything which once upon a time could have been unimaginable.

This paper presents to you, one such recent trend in the Food Industry which is known as gastronomic tourism. This is also referred to as Culinary Tourism and focuses specifically on the study of various varieties of food available globally. It is obvious that to explore this variety it becomes essential for the researcher to travel across the globe and discover the cuisines. Hence, this involves extreme travelling and researching on the climatic conditions, cultural importance, habitat prominence, natural resources and various other factors which influence the emergence of these cuisines. Hence, the word Food Tourism or Culinary Tourism has emerged portraying the combination of Food & Tourism which has resulted the innovation of Food that are not so prevalent but truly magnificent and deserve popularity.

Now a day's Food Tourism plays a vital role in the tourism industry as it is one of the major factors for selecting a tourist destination. Eating out is most common for any tourist and more importantly they would want to explore the local and traditional cuisine. The above provides for about the type of food which a tourist eats it is about the fact that when you go to a new place you try to find out new food experiences.

The basic composition of a culinary tourism are five classes of activities which includes dining at restaurants known for its local cuisines, purchasing local food products available only in that region, tasting local beverages, dining at high quality restaurants, and dining at familiar chain restaurants and franchises.

Gastronomic tourism defines to destinations which are the core attractions for the travelers with the local street food and beverages. Gastronomic tourism tends to be predominantly a domestic tourism activity, with consumers travelling to places to eat and drink specific (usually local) produces. During a domestic analysis of leisure travelers in America it was found that 17% travelers engaged in culinary related activities. This will speedily grow up in the upcoming years as The International Culinary Tourism Association predicts. The European region steered the market in 2018, followed by North America, APAC (Asia-Pacific), South America, and MEA (Middle East Africa) respectively. However, during the forecast period, the APAC region is expected to register the peak incremental growth due to the growing economies of APAC countries.

International gastronomic tourism is less considerable than its domestic counterpart. While consumers do reflect on food when deciding where to take a holiday, it is not usually the main consideration. The enlargement in popularity of ethnic cuisines like Thai, Indian, North African, Mexican and Chinese throughout the industrialized countries is attributable to a major amount to tourism where visitors sample local foods and develop a taste for them. Food and drink festivals comprise the sole instance where the choice to travel is taken exclusively on the grounds of the gastronomic experiences offered. These are attractive more established in particular in Europe. Whilst this division is growing, at present there are expected to be no more than one million international gastronomic tourists travelling each year.

such information and gives a gist of the destinations as we rightly say food says much about the people. Food is also believed to be ranked next to the climate, accommodation, scenic attractions etc. A food tourist may follow their favorite food truck from region to region, make a catalog of restaurants across the globe to visit in their lifetime, or plan an entire vacation.

Food tourism does not mean that the tourist will only eat gourmet meals often, food tourists are in search of authentic or new culinary experiences some may like to explore new restaurants, while others may prefer street food. Food tourism is not

ABOUT AMRITSAR

Historically, Amritsar also recognized as Ramdaspur, Amritsar is a city located in north-western part of India and the administrative headquarters of the Amritsar district in the state of Punjab.

As per the 2011 census, the population of Amritsar was 1,132,761. The city is located 217 km northwest of state capital Chandigarh. It is near Pakistan Border, (Wagah Border) being only 28 km from Amritsar city. The nearest city is Lahore, the second largest city in Pakistan, located 50 km to the west.

Amritsar is recognized for Harmandir Sahib (commonly known as Golden Temple), which is the religious and cultural center for the Sikh religion. Golden Temple a significant Sikh shrine attracts more visitors than Taj Mahal with more than 1, 50,000 visitors on weekdays alone and is the most popular destination for non-resident Indians (NRI) in the whole of India. The city also accommodates the Akal Takht, the highest seat of earthly authority of the Khalsa, and the committee responsible for the upkeep of Gurudwaras.

Tourism, Carpets and Fabrics, Farm produce, Handicrafts, Service trades, and light engineering industry are the main commercial activities of Amritsar. The city is also known for its rich cuisine, culture and for the Jallianwala Bagh massacre in 1919 under British Rule. Amritsar has been chosen as one of the heritage cities for HRIDAY (Heritage City Development and Augmentation Yojana scheme of Government of India)

GROWTH OF GASTRONOMIC TOURISM IN INDIA

Gastronomic tourism according the World Food Travel Association (WFTA) is "the pursuit and enjoyment of exclusive and tremendous food and drink experiences, both far and near which shows. How important the cuisine of a destination is, as represented by." A global report on Food Tourism issued by the UN World Tourism Organization states that "over a third of tourist spending is devoted to food".

It's just not the breathtaking landscapes but also the finger licking flavors that gets them salivating why Besides the Indian charm, tourists are stepping in to discover the food culture of the country.

Tourists are now looking to marry two of the most exciting things - travel and food. Various culinary tours are being organized throughout the country that leaves the travelers with fond food memories.

These tours include a lot of food adventure like eating in the most popular restaurants, exploring fresh food markets,

trying local ingredients, travelling with a chef. In the present, tourists prefer to experience and live the culture of the city instead of being mere sightseeing visitors.

Tourism industry of India is economically vital and rising speedily. The calculations by The World Travel & Tourism Council showed that tourism generated INR7.4 trillion or 7.6% of the nation's GDP in 2016. And supported 40.5 million jobs, 7.9% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% from 2013 to 2023. This gives India the third position among countries with the highest growing tourism industries over the next decade (WTTC, 2012). In 2011 six million foreign tourists visited India, and the country was named 'the world's leading destination' at World Travel Awards 2012. The 'Incredible India' campaign and the efforts taken by individual state tourism boards have given a boost to Foreign Tourist Arrivals (FTAs) in the country. India has emerged as a strong player in the world tourism market, attracting travelers from new destinations along with the traditional source markets. Travel Biz Monitor presents the growth story of FTAs in India and the revenue earned from the same in the past few years.

EMBRYONIC INFLUENCE OF AMRITSARI FOOD ON GASTRONOMIC TOURISM

Amritsar district of Punjab state is renowned for its cuisine, culture and history. Amritsar has a vast network of public transportation and communication. Some of the main towns of the district are Ajnala, Baba Bakala, and Majitha etc. In Amritsar Tourism is mainly suited for the tourists interested in culture, ancient civilization, spirituality and epic history. Harmandir Sahib is one of the world's best spiritual sites where over 1, 00,000 pilgrims and tourists visiting on a daily basis (Lonely Planet, 2008). Punjab has recorded a growth of 18% in domestic tourist arrivals over the period of 2016-2017 (India tourism statistics, 2017). And international tourist arrivals 1108635 in 2017

Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2017

Rank	State/UT	Foreign Tourist Visits in 2017	
		Number	Percentage (%)Share
1	Maharashtra*	5078514	18.9
2	Tamil Nadu	4860455	18.1
3	Uttar Pradesh	3556204	13.2
4	Delhi*	2740502	10.2
5	Rajasthan	1609963	6.0
6	West Bengal	1574915	5.9
7	Punjab	1108635	4.1
8	Kerala	1091870	4.1
9	Bihar	1082705	4.0
10	Goa	842220	3.1
	Total of Top 10	23545983	87.6
	Others	3340655	12.4
	G. Total	26886638	100.0

Source: State/ UT Tourism Departments *Provisional

In Punjab a rapid increase in tourists is noticed from 3, 93, 63,061 in 2016 (Punjab tourism statistics, 2019)

Year-wise Tourist Visits in Punjab

SR.NO	YEAR	AMRITSAR	PUNJAB
1	2009	22,58,402	54,80,399
2	2010	48,85,865	1,07,20,631
3	2011	1,10,96,952	1,65,67,596
4	2012	1,00,72,719	1,91,19,943
5	2013	1,20,58,034	2,15,44,962
6	2014	1,53,68,340	2,45,26,751
7	2015	1,69,24,412	2,60,38,728
8	2016	2,54,62,627	3,93,63,061
9	2017	2,59,78,495	4,14,01,987

Source- <http://punjabtourism.gov.in/Punjab.html#/StatisticsSurveys>

The popularity of Amritsar Food is growing leaps and bounds especially because of the rising number of Punjabi immigrants. Canada & United Kingdom are now known as an extension of Punjab and there is growing influence of Punjabi Culture in these regions whether it's relating to music or food. Punjabi food is relished not only by NRI's but even the foreigners.

SCOPE OF THE STUDY

As per the International Culinary Tourism Association, culinary tourism is emerging extensively every year. With a sound increase in awareness of growing food channels, tourism shows are featuring native and local cuisines, a number of food documentaries and culinary travel shows an increase in consumers traveling to various destinations just to enjoy a new food and wine experience. The rural or the not so popular areas of the world have scope for developing economies through historical, cultural, natural, and recreational assets. This could be used as a tool for popularizing their native tourism industry and enhancing economic development strategically. In fact, the rapport between free enterprise and tourism can be an important calculator for a healthy rural economy. A need for establishment of the understanding which influences a community's entrepreneurial "ecosystem" through tourism development is required. In order to facilitate the community's entrepreneurial "ecosystem" we need to identify factors which would shape the economy and make it easier to understand the survival of some rural communities the eradication or struggle that others undergo. This would also assist in identifying the effective practices and in short provide aid in creating sustainable models for planning commercial activities and facilitating a culture of revolution and creativity in populations that adopt them. In order to support the efforts of small business enterprises and commercial ventures that are included in rural tourism, the Center's Tourism and Entrepreneurship Program emphasizes on two streams of activity: gauging the entrepreneurial commercial systems and interacting with food and tourism entrepreneurs throughout the state.

OBJECTIVES OF THE STUDY

1. To enumerate the various career opportunities created due to food tourism.
2. To understand the benefits of food tourism to the hospitality industry of Amritsar.
3. To analyze the factors influencing the sustainability of food tourism in Amritsar city.

Research Methodology

The various strategies adopted by the food tourists in the Amritsar region have been compiled by carrying out a rigorous survey across Amritsar Region. These strategies were floated in the form of questionnaires and the feedback was collected on the basis of this survey. This questionnaire was circulated amongst mixed samples from all work areas of the region. The sample types included managerial and other staff members which will cover almost all group of employees working in the service and corporate sectors. This survey was specifically carried out to evaluate the mind-set of the food tourist and the food venders to understand whether the concept of food tourism is also a better option to create various career and employment opportunity for the locals as well as the foodies of the region.

Type of Research: A descriptive research was used to study the various employment and career avenues opened and which can sustain if the food tourism of the region flourishes.

METHODS OF DATA COLLECTION

Primary data - was collected from the locals working in various service and corporate sectors around Amritsar city. Primary data was collected through survey in the following ways:

1. **Personal Interviews:** The answer was sought to a set of pre-conceived questions through personal interviews and the data was collected in a structured way.
2. **Questionnaires:** Considering the Reviews, and the additional inputs, one schedule was prepared it was a questionnaire designed for the inbound and out bound travelers of the Amritsar as well as foodies of the Amritsar residing in the region and exploring food of all corners

Secondary data – was collected from published / unpublished literature on the importance of Food Tourism and its impact in Creating Career Opportunities amongst the Residents of Amritsar city” latest references available from the journals, newspapers, research publications and magazines, past records and training reports of the food establishments, and other relevant sources like internet.

Questionnaire – Design and implementation: The questionnaire design was done with the aid of experts in statistical techniques and taking into account the measurement needs & objectives of the study. The questionnaire was administered to the sample population and sample size.

Sampling Techniques: For this study different employee from various star hotels in and around Amritsar city who are working at a Managerial level was taken into consideration. This involves a total of 74 samples from the manager level respondents from hotels of Amritsar city.

Data Analysis & Interpretation

The data collected was analyzed using basic and advanced analytical tools. This also includes the detailed analysis of the data which was conducted with the purpose of attaining the set objectives of the research. Mentioned below is the analysis which be presented graphically and in tabulated form for better interpretation. The Interpretation of the collected data was done by drawing inferences from the collected facts after the analysis of the study.

Food tourism is a major source of generating employment as well as revenue for the sector of tourism Industry. According to the survey which was conducted among the locals of Amritsar region and inbound, out bound tourists the employment and career opportunities offered by food tourism are many and sustainable. The respondents were from different age group and profession so that the feedback can be collected from all classes of people and possibly well-travelled people.

The below frequency table will illustrate the feedbacks which can sum to the results whether the employment and career opportunities generated by food tourism are sustainable and do they have a progressive future

Table. Frequency Analysis of Question

Sr. No.	Variables	Frequency		Percentage
		Yes	No	
Q.1	Food Tourism helps in creating Employment	74	0	100%
Q.2	Occasional food business provides Sufficient monetary gains	50	24	100%
Q.3	Only Food stall to sell specialties, is a good way of earning	23	51	100%
Q.4	Occasional food business gives more credit to local food	64	9	100%

Following charts will explain various opinions about popularity of local foods and revenue generation at various points through the sale of local popular foods

Chart -1- Food Tourism helps in creating Employment

Do you think food Tourism helps in creating Employment?		
Yes	74	100%
No	0	0%

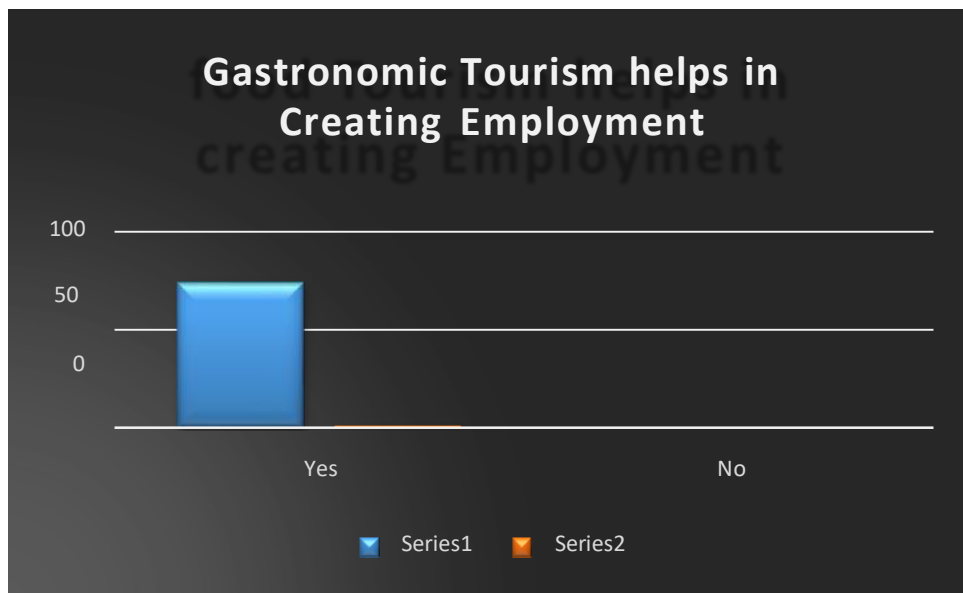


Chart 2- Only Food stall to sell specialties, is a good way of earning

Only Food stall to sell specialties, is a good way of earning?		
Yes	23	31.10%
No	51	68.90%



Chart 3- Occasional food business gives more credit to local food

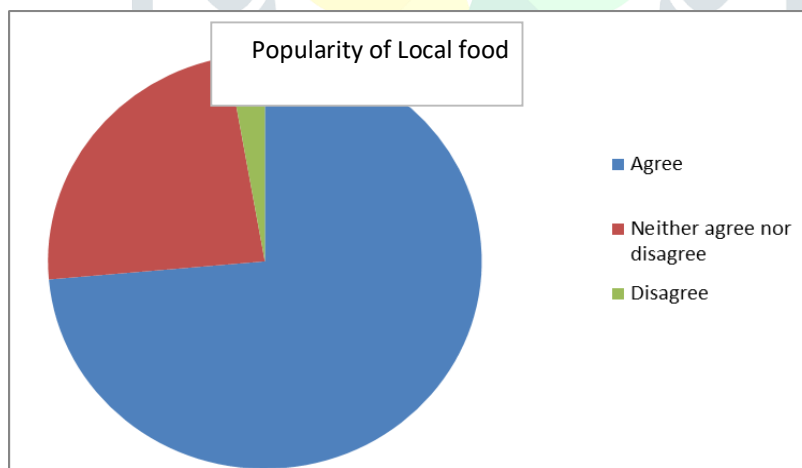
Do you think occasional food business gives more credit to local food?		
Yes	64	86.49%
No	9	12.16%



Following pie charts will explain the factors and how they can affect the sustainability of food tourism in the region Amritsar

Pie Chart - Popularity of local food affects the sustainability of food tourism

Popularity of local food affects the sustainability of food tourism in the region of Amritsar			
Agree		53	73.60%
Neither agree nor disagree		17	23.60%
Disagree		2	2.80%



Observations and Discussions

The first and foremost observation is that the concept of food tourism is well established in the region of Amritsar but still there is lot of scope for the tourists t aware themselves about the concept to become food tourists. The awareness about food tourism is still lacking. Amritsar being cultural representative region of Punjab it is important that this region takes sincere efforts towards making local food and specialties more popular among the inbound travelers of the region. Amritsar is also known as oxford of the western India hence it welcomes lot of international as well as national students from all corners and food is one of their basic need for daily routine ,hence it becomes easy for Amritsar tourism to reach to all possible religion and region so that the Punjabi food gets the deserve recognition. While doing this directly and indirectly Amritsar opens lot of different opportunities in the food sector and service sector for employment and

career .at the same time it will open lot of opportunities for the entrepreneurship growth of the food tourism industry. The observations are listed as follows

1. All sectors of service and corporate industry people, all age group people believe that, food tourism creates many opportunities for the employment and careers
2. As a result of food tourism different other business also gets more opportunities of revenue generation, in effect the business grows and creates more job or employment for the locals.
3. Food Stalls, Mess, Restaurants, Specialty outlets, Kiosks, Stalls at exhibitions, Food tour operators, local food vendors and many more business are indirectly growing as the tourism of the region develops and increases
4. Sometimes the occasional food business give more revenue that the regular set ups like food stall of specialties during the fairs, food supply during wedding and festive seasons etc.
5. researcher also observed that there is lot of scope for the food in the Agro tourism and it can get lot of revenue to the rural areas around the Amritsar and it will get popularity to the local Punjabi cuisine as well
6. It was observed that few things do influence the sustainability of food tourism of the Amritsar region. These include:
 - Popularity of Local food
 - Authenticity of the local cuisine and culture
 - Good revenue Margins of the supporting business
 - Festive Specialties served or sold by the vendors at all possible places

FINDINGS

According to the graphical representation shown in the above graphs about the talent retention management for hotel industry, below mentioned were some of the interpretations that were drawn from the analysis:

1. Majority of the respondents were agreeing upon the provision of a better exposure to the tourists and more advertisement will help the food tourism to grow in the region of Amritsar
2. The provision of Food, at various tourists destinations with lot of more and more varieties will improve the status of the Punjabi cuisines popularity
3. The food vendors to undertake more aggressive marketing strategies to increase their food business which indirectly will bring lot of revenue to the industry the tourism Industry should conduct several in-house activities for the tourists to offered them every time new experience
4. Hotels should offer new varieties to their food tourists to explore new, new cuisine of the regions will bring curiosity in the tourists' mind which will make them visit again and again and helps in repetitive business, this will help in sustaining the industry.
5. The key findings of the research says that the sustainability of the food tourism industry and the popularity of local food will bring more tourists to the region which indeed will get more revenues and the growth will open lot of many more employment opportunities
6. Many side and supporting business to the tourism industry are growing because the food tourism industry is growing

CONCLUSION

As per the research and the analysis done by the researcher on the concern topic of food tourism helps in generating employment and career opportunities following are the conclusions drawn

1. Food tourism growth is directly linked with the growth in employment generation of the region and food sector
2. Sustainability of food tourism in depend on the sustainability of local food and its popularity
3. Occasional food specialty selling and festive food businesses also gain enough profit amrevenue
4. All supporting business of the food industry and all businesses of food industry are indirectly depend on the growth of food tourism for the future prospects
5. Similarly, food tourism growth is directly depend on the growth of the regional food industry

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