



Review of Tourist Experiences on Garhwali Cuisine as Heritage Tourism: - A Case Study of Garhwal Region, Uttarakhand

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Abstract

Tourism is the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. In India, Uttarakhand state is famed for its heritage tourism because of its most famous shrines at Haridwar and Rishikesh in the plains and the Char Dhams (Badrinath, Kedarnath, Gangotri and Yamunotri) in the hills. It also has a large forest area, famous for wildlife sanctuaries and well-known hill stations. Tourism research has been traditionally focused on the demand side of tourist motivation and behavioral patterns to discover why tourists visit particular destinations. Garhwal owes its popularity because it features the 'Chaar-dhaam' of the sacred Hindu pilgrimage and hence is known as 'Devbhoomi' or God's Land. The food of the region is simple and earthy in presentation, but heavenly in taste.

In the recent years, there have been widespread changes in demand of modern day tourist. The increase in disposable income and low cost travel has changed the tourist demand pattern, which led to tough competition between tourist destinations. The high altitude mountain gifted five major rivers as Ganga, Yamuna, Western Ganga and Kali apart from smaller ones. The modern day tourist desires to visit newer and more exotic destination. Destination's local food is one among the unique feature that attracts tourist's attention while they are selecting their place of visit. Gastronomy is becoming an important factor in increasing the chances of a destination to be selected by the tourists. Food related experiences of the tourist are becoming more and more significant in destination planning. Despite this increasing attention, however, systematic research on the subject is almost negligible. The purpose of this paper is to acquire elaborate knowledge about the Garhwali cuisine and examine the role of cuisine in attracting the tourist to visit various destinations of Garhwali region, which includes area like Chamoli, Pauri, Tehri, Uttarkashi, Dehradun, Haridwar and Rudraprayag in the Garhwal region. A survey of available literature on Garhwali cuisine was carried out to obtain adequate knowledge about cuisine. The empirical objectives of the study are to find out the tourist perceptions on status of Pahari Cuisine in Uttarakhand, who are visiting in various tourist sites. The studies also analyze the government and local community participation in promotion of local food. The role of cuisine in attracting tourists was addressed using survey method for collecting desired data from tourist visiting the area.

Key words: - Garhwali Cuisine, Food tourism, tourist destination culinary tourism, Potential for tourism.

Introduction

Garhwal District is worldwide famous for its hill stations, picturesque spots and religious centers. This district has lot of options for pilgrimages and adventures trekkers.

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Rishikesh in the plains and the Char Dhams (Badrinath, Kedarnath, Gangotri and Yamunotri) in the hills. It also has a large forest area, famous for wildlife sanctuaries and well-known hill stations. Tourism research has been traditionally focused on the demand side of tourist motivation and behavioral patterns to discover why tourists visit particular destinations. Garhwal owes its popularity because it features the 'Chaar-dhaam' of the sacred Hindu pilgrimage and hence is known as 'Devbhoomi' or God's Land. The food of the region is simple and earthy in presentation, but heavenly in taste.

Garhwal region consist of district Chamoli, Tehri, Pauri, Uttarkashi, Dehradun, Haridwar and Rudraprayag have their own regional specialties. The cuisine has regional influences because of its geographical locations, invasions and foreign settlers. The food and style of cooking are seasonal due to change in weather. The organic food and slow cooking suits tremendously of high- energy necessities of mountain and cold climate. Uttarakhand belongs to some of the holiest Hindu shrines and for more than a thousand years, pilgrims have been visiting this region in the hope of salvation and purification of sin. Being such an old pilgrimage destination the cuisine of this northern state has never received much attention. No region can be considered to possess a robust cooking cultural heritage if the cuisine is not up to mark. The culture of Uttarakhand has maintained a good standard of culinary system. The food has been cultivated in a more original way of ages which helps the locals to live a very healthy life in such tough conditions.

Pahari people are very hard working. They work long hours in unsociable climates and their diet needs to be flavorful, filling, nutritious and easily prepared. In a rural Pahari kitchen the day will begin with a hurried meal of mandua (finger millet flour) rotis or bhari rotis (thick rotis usually stuffed with dal) eaten with ghee and/or lehsun ki chutney, (made by pounding green garlic shoots with salt in a mortar). Sometimes family members might carry leftovers for the midday meal but more often than not, the next meal in the home will be at day's end. The main meal of the day is usually made up of the Indian staple of rice and dal, supplemented by large quantities of leafy greens when in season. The meal could be enhanced with chutneys or pickles. Recipes for dals - that being the main form of protein in the diet. While better known dals like arhar (toor), malka (masoor or red lentil split and skinned) and channa are consumed here, there is a predominance of urad dal in Pahari cuisine, which is served in a phenomenal number of variations. Whole urad roasted and ground makes chainso, a textured puree to be eaten with rice. Split urad soaked, skinned and ground makes phanu, again to be eaten with rice and ghee. Split skinned and ground urad is also flavoured and fried into special pakodis or mixed with select vegetables and dried for use in the winter months. Tor (pigeon pea) and gehat (kulith or horse gram) are the other local dals. Garhwali food also uses a lot of whole black soya bean called Bhatt that is locally available. Vegetables are prepared when time permits, but usually the most commonly eaten vegetables are leafy green vegetables. Paharis eat a wide variety of green leafy vegetables, colocasia, mustard, chawli and radish greens, indigenous spinach called Pahadi Palak Leafy greens are usually cooked simply by stir frying the chopped leaves in smoking mustard oil that has been tempered with jakhiya, a mustard-like spice that has a nutty flavor and is indigenous to Garhwal. Pahari cuisine gets its starch from wheat flour, finger millet flour, various strains of rice and millets prominent among which is jhangora (barnyard millet).

Food is cooked in mustard oil and ghee. Prominent flavorings are asafetida, chilies in their fresh and dry form, garlic and ginger. Festive food is another example. The most important among festive foods are the roat, arsa and urad pakori but pooris, kaddu ki subzi and alu-tamatar ka jhol are obviously North Indian adoptions. Sweetshops are another gastronomic landmark of Uttaranchal. They usually have famous Pahari sweets. One of these is Jhunjriyal ki kheer. It's a sweet dish made with Jhunjriyaal- a kind of grain, ghee, milk, sugar and nuts. Finally saving the best for the last, it's the time to talk about my all-time favorite Arsa.

The hospitality industry in Garhwal region is facing increasing competition due to rapid changing economy and fast developing technology. The globalization in tourism industry has increased guest demands. Hospitality products and services users want the innovative foods and hospitality again and again without any repetition. Culinary professionals working in the industry must be able to remain innovative and attract new customers by satisfying their increasingly sophisticated demands.

Objectives of The Study

In order to find out the special features of Garhwali cuisine and its importance in growth of Domestic tourism, a study was planned with the following objectives in mind:-

1. To find out the special features of Garhwali Cuisine.
2. To analyze the importance of Garhwali cuisine in human diet.

Signification of the Study

Garhwal District is worldwide famous for its hill stations, picturesque spots and religious centers. This district has lot of options for pilgrimages and adventures trekkers. This District includes very famous Pilgrimage spots such as Badrinath, kerdarnath, Tungnath and Joshimath, lots of people comes here for religious aspect. This area also have option for adventures people who are fond of trekking in mountains such places are Devaria-Taal, Vedni-Bugyal, Auli-Bugyal, Gurson-Bugyal and Roopkund. Name of Chopata & Chamoli can be viewed as a Beautiful hill stations. Uttarakhand—the “Land of God” is one of the most beautiful and enchanting states of northern India. Blessed with breathtaking natural beauty, rivers and many mountains, this state has been the heaven for people seeking solace in spirituality and a paradise for adventure lovers. Nestled in the Himalayas, Uttarakhand mainly depends upon its tourism industry that generates huge revenues for its economy. Uttarakhand is a state in the Northern Himalayan Region in India and it has been a hot spot of tourism due to its magnificently diverse landscapes, high biodiversity enough religious tourist potential and rich cultural heritage, which has also generated a good source of income and employment to youths and rural masses. Tourism is one of the biggest and fastest-growing economic sectors in the global economy and has significant environmental, cultural, social, and economic effects, both positive and negative. Tourism has been noted as the world’s largest and fastest growing industry. The main objectives of the study are the formation of tourist circuits, to find out the problems and suggest a suitable plan for sustainable tourism development in Uttarakhand. Sustainable tourism is one of the pre-requisites of achieving sustainable development in this region. This form of sustainable tourism, oriented toward the viability of tourism industry, is referred to as the ‘economic sustainability of tourism’ or ‘tourism imperative’. In order to achieve this, the primary aim of tourism development requires physical resources to facilitate its expansion. Maintaining the quality of the environment, however, is usually also among the main goals of sustainable tourism.

I still believe that Garhwal is the most beautiful country of a; High Asia. Neither the Primitive immensity of the Karakoram, the aloof domination of Mount Everest, the softer Neither Caucasian beauty of the Hindukush, nor any of the many other regions of Himanchal can Compare with Garhwal. Mountains and valleys, forest and Alps, birds and animals, butterflies And flowers all combine to make a delight unsurpassable elsewhere.....

Literature Review

➤ **Why Culinary Tourism?**

The use of Phaanu is also mentioned in a book **“Rambles in Himalayas”** written by James Hume, published in 1860, Long, (1998, p.195). Food is a significant means to penetrate into another culture as it allows an individual to experience the ‘Other’ on a sensory level, and not just an intellectual one”. Symons, (1999) “In Culinary Tourism local food is a fundamental component of a destination’s attributes, adding to the range of attractions and the overall tourist experience”. Gautam and Upadhyay (2012) “Cuisine, right from the inception of travel, has remained a prominent and strongest pull factor which has always influence visitors initial decision to travel to destinations in different part of the world” Pears, (1988) “In Cultural Heritage is Social and Physical structure of past and present and in broader sense may be taken to need everything about people and place”. (Smith and Krannich ,(1998); Verbole, (2000); Andriotis (2001); Keller, (2002): Cultural heritage can be seen as contributor to the local community by improving the standard of living, providing employment opportunity, providing investment for development of in fracture and as a mean of financial and social development. (Kivela and crotts, 2006). The role of cuisine is one of the most important components related to tourist experiences and plays a significant role in tourist behavior. They focus on the role of food in culture and consider food as not only being a basic necessity for tourist consumption but also an essential element of regional culture that adds value to the image of a destination. Local cuisines represent a core manifestation of a destination’s intangible heritage, and through its consumption, tourists can gain a truly authentic cultural experience.

Table: - Cultural Attributes Unique to Garhwal, Uttarakhand.

1	Handicrafts	5	Fairs, Festivals and Folk songs
2	Local Food Products	6	Adventure Tourism
3	Cuisines	7	Eco Tourism
4	Local Culture and Traditions	8	History and Visual Reminders

Methodology

This paper utilizes a case study approach highlighting relevant literature related to culinary tourism as well as personal experiences in Garhwal Region. The aim is to discuss the role of traditional food in Garhwal Region economy.

Research Questions

1. The role of food tourism as part of cultural heritage and on the economy?
2. Why is culinary tourism important?
3. The potential roles of food tourism in the Garhwali culinary cuisine?
4. Why are branding and the use of local language in menus significant?

Results and Discussion**Garhwali Cuisine at a Glance**

Food is so deeply ingrained in our culture that even some of our songs are based on the theme of food. Ever heard of the famous Garhwali song, "*Bedu paako baara maasa*", which is about a berry that grows throughout the year. The hill people in the state are known to have been involved in the production of Koda since ages. Marchas from Mana village near Badrinath in Chamoli district also exported the koda produce to Tibet until Independence, according to local historians and Gazetteer on Garhwal written by HG Walten, ICS, in 1910. The use of Phaanu is also mentioned in a book "Rambles in Himalayas" written by James Hume, published in 1860, where the author says Saag or Phanu was eaten sometime with butter by villagers in Garhwal. Lentil is the favourite dish of the hill people. Locally grown Bhatt (a variety of soya bean) and rust brown Gahat also called Kulath are appreciated more than others items. The common pulses relished by the people of Garhwal are Gehet, Gauth, Toor, Wwanta and Gauthare. The Koda roti is best served with Kandali (nettle leaves) ka saag, says Mukesh Lal, Principal of Mussoorie Public School. Reminiscing his childhood, Mukesh still longs for that slightly sour taste of spinach look alike, Kandali ka saag, a traditional Garhwali cuisine cooked by his mother to keep children away from the attack of cold during winter months. The people in the Kumaon region relish large dried balls of urad dal, called Badis, and their smaller version prepared from Moong dal called Mangodi. These items help people in combating severe winter cold conditions.

According to dieticians, the Garhwali food has many health benefits and is full of proteins, as it mainly comprises cereals, lentils and pulses. The usage of mustard oil makes it healthy for heart and is full of nutrients. The mild use of spices and oil makes the food less fatty and light to eat. Kandali ka saag also helps in warding off acute arthritis pain. Leafy vegetables and fiddlehead ferns (Lengda) are rich in iron and carbohydrate contents. The high fiber content and excessive use of coarse grains makes the food easily digestible. Farmers, on the other hand, are no more interested in growing koda and jhangora due to invading wild animals which destroy their fields and crops. Experts believe that the government can play an important role in channeling local produces from farmlands in the hill state and ensuring that they end up at the dining table of tourists presented as affordable food that is healthy in nature.

Special Features of Garhwali Cuisine:-

Use of Millets: - Finger millet, Bamyard millet, Kodo are the major millets used in regional cuisine are rich sources of nutrients like calcium, iron, protein and magnesium.

Herbs: - Locally grown jammu, Gadreini, jakhiya, bhang seed, heeng, raie are major ingredients used as tempering.

Leafy Vegetables:- Pahari palak, Bichoo Ghas, Lingora, Kothiyar, Bathua, Gandpapar, Pania, Jhankara are mojer leafy vegetable used in cooking.

A typical garhwali fare will definitely include manduwe ki roti, Gehat ke paranthe, chainsu, faanu, mooli aur aaloo ki thinchodi, Bicchu Booti saag, Chholyan Rota, Bhatt ki chutney and jhungriyal ki kheer, among others.

Manduwe/Choon/Kwade ki roti. Manduwa (Buckwheat in english) is a millet grain and the rotis are thick and dark chocolate brown in colour. They are eaten with a big helping of home-made ghee.

Gehat ke paranthe Stuffed with Gahat (Kulath) paste, these wheat flour chapattis are delicious, nutritious and very filling. It is as much a part of breakfast as that of lunch or dinner. Gehat daal is also said to be very good for health. The water in which this daal is soaked overnight is said to be very effective in kidney and liver ailments.

Urad dal ki pakodi :- These spicy pakoras are prepared with Urad dal (a type of pulse) and are good as snacks, served during breakfast or with evening tea. It is also served during family and social functions.

Chainsu Chainsoo is a delicacy of Garhwal and is prepared by using black gram dal. Normally due to the high protein content in this dal it is difficult to digest. However it is said that the bad effect gets nullified by roasting. Similar preparation with slight variation is made out of black bhat (a variety of soya bean), but in that case it is called bhatwani.

Bicchu Booti saag It is a wild bushy grass that is high on nutritional value but also itches badly, if its stinging and thorny leaves touch any exposed body part. Only the tender top leaves of this plant are to be picked for making saag with mustard oil and Jakhya in a kadhai. Garhwalis always cook their greens especially leafy veggies in lohe ki kadhai since it imparts added Iron nutrients to the dish.

Chholyaan rota It's a snack or breakfast pancake like item prepared with a pakoda-like batter consistency of wheat flour with sugar/ jaggery and fennel. The batter is then poured on a tawa and cooked from both sides till golden-brown. Believe me, it's a very light and tasty dish. It was a hit with all my school friends as mom often made it for my lunch box and we would always eat it much before lunch break. Even now, whenever I meet an old friend they always end up gushing about how they miss Chholyaan rota made by my mother.



Any world cuisine is incomplete without a sweet dish. The Garhwali sweets take efforts to make but are definitely drool-worthy. One of these is, **Jhungriyal ki kheer**. It's a sweet dish made with **Jhungriyaal**- a kind of grain, ghee, milk, sugar and nuts. Finally saving the best for the last, it's the time to talk about my all-time favorite Arsa. Arsa is a deep-fried sweet patty made from rice flour, jaggery and fennel. It was a must-prepare item during mega celebrations like marriage and childbirth in villages. This dish originated because of the lack of commercial mithai shops, in ancient times. Hence, when married girls went back to their in-laws after visiting their parent's home, they were given Arsa along with Suala roti (a kind of deep-fried poori) and urad daal ke pakode to eat during the long journey back home. Now, I said long journey because, one could not marry in the same village. Inhabitants of a village were considered brothers and sisters. As per an old Garhwali saying, "Among all hindu brahmins, only

south Indian brahmins are allowed to marry their blood and only Garhwali brahmin are allowed to eat meat". So coming back to the point, a loving mother invented this Arsa, worrying what her daughter would eat in the journey. So she invented a sweet that would not spoil in the arduous hilly journey and also would look good as a gift to the in-laws. And slowly, this tradition caught on and then arsa was even being made during celebrations. However, this tradition is now dying fast since no one wants to put in so much effort when readymade and much fancier mithais are available.

Health Benefits of Garhwali edible ingredients.

- Garhwali food is full of proteins as it mainly comprises of cereals, lentils and pulses
- Usage of mustard oil makes it healthy for heart.
- It is healthy and full of nutrients.
- Mild use of spices and oil makes the food less fatty.
- It is rich in iron as more leafy vegetables are consumed.
- High fiber content and excessive use of coarse grains makes the food easily digestible.

Edible Medicinal Plants	Ailments	Edible Medicinal Plants	Ailments
Tulsi	Purifier	Neebu	Dandruff, Hair Disorders
Kali-Mirch	Sore Throat	Badam	Pregnancy
Sarson	Joint Pain, Measles	Adrak	Paralysis, Carbuncles
Jhangora	Jaundice	Lahsun	Heat strokes
Muli		Aam	
Bel	Heat Stroke	Saunf	Stomach Disorders
Neem	Blood Purifier	Haida	Nasal Disorders
Awala	Anemia	Anar	Anemic
Jau	Ear Disease, Ring Worm	Amrood	Intestine disorders

The potential role of food tourism

The contribution of food has largely been ignored in spite of its apparent importance and potential to be the vital driving force of differing cultures and as the key to developing and sustaining tourism. With an ecosystem that is being degraded in Garhwal Region, Uttarakhand, and which has traditionally been the key attraction that has marketed Garhwali as a destination over the years, promotion of an alternative source of tourism marketing is vital. While it is argued that the culinary benefits of tourism contribute much to the destination's economy, it is important to consider the role of culinary tourism and how it can be utilized and further enhanced to contribute to the food security and food safety of the destination.

The argument is that local foods hold much potential to enhance sustainability in tourism, whereby the tourism planner and the entrepreneur should work hand in hand to satisfy the consumer, contribute to the authenticity of the destination, strengthen the economy and to provide the environmentally-friendly infrastructure of the destination. Where the food can be presented as an icon to which they can identify as a common cultural unifying trait, it can provide Garhwal with a brand, more powerful than a national dress, This would not only serve as a marketing tool but would help eradicate the notion that local foods are inferior leading to a net export of culinary skills rather than a net import of the same, which has been the case over the years.

Food tourism according to Gaztelumendi (2012) is capable of addressing cultural and environmental concerns in a way that is compatible with purely economic arguments. The recent history of global tourism development is littered with nominally sustainable models and manifestly unsustainable actions. The idea is not to create new indiscriminate pressure on culinary heritage, but to leverage it rationally with an eye to sustainability. In light of this argument the major global trends and keys to success that can be observed in the development of food tourism would include:-

- It is a growing market
- What food tourists are like?
- The territory as the backbone of gastronomic offerings
- The product as the basis of food tourism
- Cultural heritage
- Tradition and innovation
- Sustainability
- Cooperation.

Popular Tourist Destination in Garhwal Region, Uttarakhand

Auli, Chamba, Champawat, Chaukori, Chopta, Dhanaulti, Gwaldam, Harsil, Lansdowne, Pauri, Pithoragarh,, New Tehri, Chamoli, Joshimath, Jageshwar, Gangolihat, Uttarkashi, Gopeshwar, Kartik Swami Temple, Badrinath, Gangotri, Yamunotri, Valley of Flowers, Hemkund Sahib etc

✓ Scope for growth of tourism in Garhwal Region, Uttarakhand

DOMESTIC AND FOREIGN TOURIST VISITS IN GARHWAL, 2014-2015

State	2014		2015		Growth Rate %		Rank 2015	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Uttarakhand	19941128	97683	21991315	101966	10.28	4.38	16	17

Source: State/ Union Territory Tourism Departments.

Conclusions and Recommendations

This paper has attempted to look at the importance of food in promoting cultural heritage and indeed its contribution to the tourism industry as a whole. The diversity in culture should be viewed as strength in marketing of food tourism in Garhwal Region.

According to dieticians, the Garhwali food has many health benefits and is full of proteins, as it mainly comprises cereals, lentils and pulses. The usage of mustard oil makes it healthy for heart and is full of nutrients. The mild use of spices and oil makes the food less fatty and light to eat. Kandali ka saag also helps in warding off acute arthritis pain. Leafy vegetables and fiddlehead ferns (Lengda) are rich in iron and carbohydrate contents. The high fiber content and excessive use of coarse grains makes the food easily digestible. The organic food and traditional herbs, spices, slow cooking process and the weather compliments each other passionately. Being declared as first organic state of India, less efforts has been made to promote organic food. The cuisine is an eternal part of tourism. The food cannot be neglected as who so ever travelling will be consuming the same. It provides an opportunity to promote our hidden culinary treasure. The tourist who are travelling to various destination in Garhwal region of Uttarakhand, wish to experience traditional food. The lack of awareness among tourist on food forces them not to try new food as it may lead to unpleasant experience. Garhwal Mandal Vikas Nigam (GMVN) may play important role involving local community to promote home stay concept, where tourist can enjoy the traditional culinary preparation and promoting Garhwali Cuisine the government can create better cultural awareness among tourist.

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