

THE EMERGENCE OF CULINARY TOURISM IN AWADH - ROLE OF CHEFS

Nafees Haider Naqvi
Director, School of Hospitality & Tourism
Jagran Lakecity University
165, First Floor, Zone I
M P Nagar, Bhopal

I Nafees Haider Naqvi, here by certify that the manuscript is neither been published neither elsewhere nor it is at present being considered anywhere for publication.

ABSTRACT

This paper starts with the definition of culinary tourism especially in the context of Awadh. Culinary tourism has been considered as any tourism experience driven by food and beverages interests that also involve learning about culture, appreciation of culinary products and their value. In Awadh, tourism industry has become one of the major contributors to the economic growth. In particular, culinary tourism has affected the entire culinary industry and is a challenge for chefs to produce culinary products and brands representing the culture. It is, indeed, the profession as a chef is one of the most challenging professions in the tourism and hospitality industry, which requires the chefs to master both scientific and artistic innovation. As culinary tourism has generated tourists' interests in recent years, there is a need for the chefs to be skilful and competent not only in cooking but also in other aspects of food preparation. As culinary professionals, chefs need to keep updated with the industrial needs in order to meet challenges of rapidly evolving culinary tourism industry. Thus, this paper discusses the role of the chefs in the current emergence of culinary tourism in Awadh.

Chefs, Culinary tourism, Competence

Hospitality and tourism industry is one of the flourishing industries in Awadh where the development and progress in the industry has contributed to the rapid economic growth of the country. As one of the most important and lucrative industry, tourism and hotel industries becoming more competitive in attracting more domestic as well as international tourists. As demonstrated in Table 1, tourist arrivals to Awadh have increases from 2014 to 2017.

Over the years, the escalating number of tourists coming to Awadh proves that the Indian and State governments efforts in introducing the uniqueness of Awadh to the world through various tourism and hospitality campaigns considered as a success. The data is one of the indicators which show that Awadh has become one of the top travel destinations among traveller in Uttar Pradesh.



Table 1: Tourist Arrivals in Awadh Region from 2014 – 2017

Tourist Place (Area)	2014			2105			2016			2017		
	Indian	Foreigner	Total	Indian	Foreigner	Total	Indian	Foreigner	Total	Indian	Foreigner	Total
Lucknow	4660632	55773	4716405	4883804	58015	4941819	4870127	58716	4928843	4999940	61253	5061193
Hardoi	10715	14	10729	10760	22	10782	10779	25	10804	10879	28	10907
Lakhimpur Khiri	10586	1955	12541	10605	2010	12615	10650	2012	12662	10690	2022	12712
Sitapur	7384	33	7417	7407	40	7447	7440	44	7484	7500	59	7559
Rae Bareilly	7373	57	7430	7512	81	7593	7562	82	7644	7582	90	7672
Unnao	6871	32	6903	6929	38	6967	6943	39	6982	6963	48	7011
Sankisa	80840	25257	106097	84710	26332	111042	85410	27860	113270	199277	26901	226178
Dudhwa	19876	73	19949	21461	78	21539	21904	84	21988	21917	96	22013
Kanpur	427848	23921	451769	429128	24266	453394	434045	24343	458388	2741610	21062	2762672
Kannoj	102845	373	103218	283845	725	284570	288710	900	289610	557122	1767	5538889
Total	5334970	107488	5442458	5746161	111607	5857768	5743570	114105	5857675	8563480	113326	13656806

Source - <http://uptourism.gov.in/site/writereaddata/siteContent/Tourist%20Arrival%202013%20to%202017.pdf>

Food and beverages, which is the most essential culinary products has been considered as an important element that contributes to the well-being of the industry. Various types of local, international and fusion cuisine reflected the point that food and beverages are the integral component of travelling experience (Salehuddin, Hairi, Izzat, Salleh, & Zulhan, 2009). These scenarios have contributed to the emergence of culinary tourism, which is referred as excursions for an exceptional dining experience. It is certainly that the greatest ways to get to know a place is through its foods.

One of the major attractions among tourists to visit Lucknow is the authentic Awadhi cuisines which represent the royalty of Awadhi cultures and ethnics which consist of an exclusive blend of the Mughal, Indian, and indigenous natives. The influence of these multiracial culture has created some of the most fascinating cuisines in the world. The fusion between traditions and flavours between local and international culinary products, making Lucknow a tempting destination among tourists whom aiming at savouring the real essences of Awadh.

Not only focusing on the food and beverages offerings as the main attractions, culinary tourism also includes almost every aspects related to food and beverage ranging from technical (preparation, processes, services, ingredients) to its social attributes (cultural value, history, place of origins) (Sukenti, 2014). Considering the importance of culinary tourism as the prime factor that highlights the image of the country, it is essential for all key players in the industry to strive for the highest quality of services in order to maintain and increase tourists' preferences towards Indian tourism and hotel industries.

As a service-based sector, these sectors are in dire needs of a skilful manpower to increase the productivity of production output to maintain the well-being of the tourism industry. Inevitably, the economic growth has also shaped the culinary art education and training in India. As a result, culinary art has been known as a demanding employable market niche in hospitality and tourism industry.

With qualifications in culinary arts, culinary graduates can starts having a career in many areas dealing with the preparation of food: restaurants, hotels / resorts, hospitals and fast food outlets. Career prospects in the industry are wide that job opportunities are available year round because chefs usually change their jobs to get different, wide experience from different types of food establishments. There is ongoing competition among chefs in the industry, especially in restaurants and luxury hotels (Thomas, Tomei & Biscontini, 2011).

According to Title (2008) culinary careers encompassed the combination of culinary technical, arts and sciences. Thus, it can be inferred that a professional culinary artist must have a great knowledge concerning variety of cooking technique as well as the science behind the food creation. Prestigious fine dining restaurant earned their reputation by providing outstanding menu items that amused their guests with an exceptional taste, texture and food presentation.

Entering the 21st century, the world of work revolves around more comprehensive sets of competencies required for the job. Complex and specific competencies are demanded for the task at hand. Culinary arts are the practices and behaviors portrays by a person in the process of preparation and production of foods and beverages. In this paper, chef is defined as a person who cooks professionally for other people and refers to a highly skilled professional cook who is proficient in all aspects of food preparation (Hearty, 2008).

As early in 1980s, there has been a study focusing on the job responsibilities of a chef (Guyette, 1981). The study focusing on the managerial and operational skills of an executive chef as an important factor that contributes to the profitability of their organization. The study highlights that executive chef plays dual important role in the organization, one as a businessman, and another one as the culinary.

Chef Churn Cheek Hong, President of Chefs Association of Malaysia in the book *Amazing Inspirations* (2013) shares his views as an experienced Executive Pastry Chef regarding chef's job as,

“...transforming raw ingredients from one form into another form and finally into beautifully plated dish requires the chefs to think meticulously and very much like a scientist!”

Becoming a chef in today's modernist cuisine, a person needs to delve into new field such as molecular gastronomy, which is highly useful especially for pastry culinary professionals. Efforts in doing research is also important as by this means, a chef may be able to keep up with the quality of food especially by way of taste and texture, in addition to attractive presentations (*Amazing Inspirations*, 2013).

This (2013) and Vega & Nubbin (2008) also highlight the latest trend in culinary industry where molecular cuisine is considered as the world next cuisine trend. Additionally, an article in *Food and Wine Magazine* (July 2010) claimed that Pastry Chefs are culinary stars for being the original molecular gastronomists. As one of a scientific discipline, molecular gastronomy refers to mechanisms of phenomena which occur during dish preparation and consumption. Further, the creation of molecular cuisines is a new advancement in culinary art field which provides a new paradigm in the world of cuisine.

The conjunction between cooking, food and science has spawned a new direction in the culinary profession. As mentioned by Humphries (2012), the science of cooking has put a tremendous impact on today's value of good meal and how people perceive a good meal. These have been one of the underlying motives that influence several well-known chefs to embrace a scientific approach in creating new dishes. Science in the kitchen has definitely brought a new predisposition in the innovations of culinary world.

Smilow & McBride (2010) highlights the possibility to transform a passion for food into a career of a lifetime. It all depends on individuals on how to render the zest for flavour into a satisfying profession. Chef Wilfred Lim, an Executive Chef at Palace of the Golden Horses Hotel, Malaysia shared in Amazing Inspirations (2013),

“...being a chef is much more than just cooking!”

Careers in culinary arts are eminently rewarding, provided that individuals are well aware of the demands and requirements of the industry. Competent culinary professionals are needed to lead the industry. Culinary competencies are well-defined as skills, knowledge, abilities, behavior and personality attributes with regards to vast area of food, such as food management, culture, service, marketing, development, creativity and innovations in food (Cheng, 2012). Table 2 below represents the role of the chefs and lists of requisite competencies for the chefs in order to meet the expectations of the industry.

The role of chefs and required competencies in culinary.

The Role of Chefs		
LEADER <ul style="list-style-type: none"> Organize and Direct the Kitchen Organization Sets professional standards, leads by example 	SCIENTIST <ul style="list-style-type: none"> Transforming raw ingredient from one form into another Efforts in doing research 	MANAGER <p>Manages people and resources that is accountable for kitchen performance</p>
ARTISTIC INNOVATOR <ul style="list-style-type: none"> Must be creative Invent new recipes and styles 	TEACHER AND MENTOR <ul style="list-style-type: none"> Ability to train staff Imparts knowledge Guidance at workplace 	ENTREPRENEURS <p>Deepen and invest in business</p>
Examples of the required competencies		

<ul style="list-style-type: none"> • Creativity and innovations • Culture • Dietary habits • Food chemistry • Food management • Food service • Formulation of ratio • Function of ingredient • Marketing 	<ul style="list-style-type: none"> • Nutrition • Recipe development • Research & development (R&D) • Science • Sensory quality • Technology • Toxicology • Usage levels of food chemicals • Use of food additives
---	--

Source: (Birdir & Pearson, 2000; Bissett, Cheng, & Brannan, 2010; Hu, 2010; Zopiatis, 2010)

Conclusion:

This paper has highlighted the role of today's chef in embracing the contemporary changes in the industry as well as dealing with the emergence of culinary tourism in Indian tourism and hospitality industry. Certainly, profession as a chef is one of the most challenging professions in the hotel and tourism industry (Zopiatis, 2010). Chefs are widely recognized as culinary professionals who are responsible in maintaining the high quality of food service in hotel and hospitality related operations. Working in the culinary art nowadays considered as a career not merely a job. A chef have to be all-rounder person, mastering every aspect of the food service operations, from preparing raw ingredients, fulfilling guest orders until managing the cooks under his or her supervision. Chefs must be highly skilled workers with an expectable cutting-edge culinary capability (Chalmers, 2008). It is unquestionable that superior chefs must hold a vast "knowledge, skills and abilities" – competency in order to perform the best in the industry.

References:

- Birdir, K., & Pearson, T. E. (2000). Research chefs ' competencies : a Delphi approach Research in brief Research chefs ' competencies : a Delphi approach. *International Journal of Contemporary Hospitality Management Emerald Article*, 12(3), 205–209.
- Bassett, R. L., Cheng, M. S. H., & Brannan, R. G. (2010). A Quantitative Assessment of the Research Chefs Association Core Competencies for the Practicing Culinologist. *Journal of Food Science Education*, 9, 11–18.
- Chalmers, I. (2008). *Food Jobs. 150 great jobs for culinary students, career changers and food lovers*. First edition. Beaufort Books, New York. United States of America.
- Cheng, M. S. H. (2012). A competency model for Culinology® graduates: Evaluation of the Research Chefs Association's Bachelor of Science in Culinology® core competencies.
- Food & Wine (July 2010), retrieve on 14 June 2014, at <http://www.foodandwine.com/monthly/july-2010>
- Guyette, W. C. (1981). The Executive Chef: Manager or Culinarian? *Cornell Hotel and Restaurant Administration Quarterly*, 22(3), 71–78. Doi: 10.1177/001088048102200320
- Hearty, J. (2008). What is the role of the Chef in Contemporary Society? *Journal of Science & Technology*, 6(1), 1-4.
- Hub, M.-L. (2010). discovering culinary competency: An innovative approach. *The Journal of Hospitality Leisure Sport and Tourism*, 9(1), 65–72. doi:10.3794/johlste.91.227
- Humphries, C. (2012). Flavor network and the principles of food pairing. *Scientific Reports*, 1486, 10–11. Doi: 10.1038/srep00196
- Smilow, R. & McBride, A. (2010). *Culinary Career: How to get your dream job in food*. Crown Publishing Group, New York.
- Sukenti, K. (2014). Gastronomy Tourism in Several Neighbor Countries of Indonesia: a Brief Review, 2(2), 55–63.
- This, H. (2013). Molecular gastronomy is a scientific discipline, and note by note cuisine is the next culinary trend. *Flavour*, 2(1), 1. Doi: 10.1186/2044-7248-2-1
- Title, M. (2008). Careers in Food Science: From Undergraduate to Professional, 267–275. Doi: 10.1007/978-0-387-77391-9
- Thomas, M., Tomei, A. & Biscontini, T. V. (2011). *Culinary careers for dummies*. John Wiley & Sons, Inc. New Jersey.
- Vega, C., & Nubbin, J. (2008). Molecular gastronomy: a food fad or science supporting innovative cuisine? *Trends in Food Science & Technology*, 19(7), 372–382. doi:10.1016/j.tifs.2008.01.006
- Opiates, A. (2010). Is it art or science? Chef's competencies for success. *International Journal of Hospitality Management*, 29(3), 459–467. doi:10.1016/j.ijhm.2009.12.003