

SCOPE FOR GROWTH OF CULINARY TOURISM IN PUNE

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Abstract: This study examined the scope for growth of Culinary Tourism in Pune, India and has stated suggestions and opinions on the types of culinary events that have a better horizon of expansion. People who are from Pune currently or have stayed in Pune for a major part of their life were questioned on various aspects of Culinary Tourism and probed into their interests for the same. Confirming to the title and scope of our study, this research led to a concrete conclusion of huge scope for growth of this form of Tourism.

Keywords: Culinary Tourism, Foodwalk, Bar-Hopping, Wine Tasting, Culinary events, Food Fests, Pune.

I. Introduction

Culinary tourism is a type of tourism in which people travel to various places with the primary objective of experiencing the local cuisine and the special dishes offered there. It provides a unique and memorable experience.

Various methods in which culinary tourism takes place, involve food walks wherein a group of people walk together for a distance while exploring all the food options available, wine tasting, bar hopping, food fests, culinary tours to different cities with the primary purpose of exploring the cuisine there and other similar emerging events. Each type of event that is conducted has its own essence. Majority of these events are being conducted on weekends. Various organisations come together to conduct events like these with the objective of promotion of their business. Even individuals like the food bloggers are now taking the initiative to promote culinary tourism by conducting various events.



https://www.instagram.com/p/BiYd2C BpLw/?utm_source=ig_web_button_share_sheet

Looking at the huge number of people participating in such events, the question of scope for the growth of culinary tourism arises.

Major population of Pune is young and vibrant while also being friendly in nature. It is one city, that, accommodates people with all cultures and backgrounds. Another characteristic of this city is, that, it is a major educational and IT hub in India. Keeping in mind, all these features of Pune it can safely be said that this population demands culinary nostalgia and hence this form of tourism becomes a major source of enjoyable experience to its population.

In the course of this research, we have attempted to explore the scope of growth for culinary tourism in Pune.



https://www.tripadvisor.in/LocationPhotoDirectLink-g297654-d5566667-i93688104-Pune_Food_Trails_Day_Tours-Pune_Pune_District_Maharashtra.html

II. Objectives

- ☐ To uncover the potential of growth for culinary tourism.
- ☐ To spread awareness about the concept of Culinary Tourism

III. Limitations and Scope

- ☐ Geographical scope for this study is limited to Pune and Pimpri Chinchwad Municipal Corporation area.

IV. Literature Review

As with regards to the definitions of Culinary Tourism, there are many that explain this concept. Hall and Sharples (2003, p. 10) describe it as, “visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region is the primary motivating factor for travel.” UNWTO’s Second Report on Gastronomy Tourism defines it as, “the pursuit of unique and memorable eating and drinking experiences.” Erik Wolf, a President and CEO of The World Food Travel Association, said, “Food Tourism has evolved to include those people who travel almost exclusively to search for and enjoy prepared foods and drink” (Sharr Prohaska, 2013)

This article by TimesTravel only focuses on 4 Indian cities known for their cuisines: NCR: Delhi, Mumbai, Kochi and Kolkata. While this article takes one through various local delicacies that these cities have to offer, it really does not talk about any food tours or culinary experiences that a tourist can go through.

(Happy Trips Editor, 2018)

Another newspaper article talks about, how India is emerging as a culinary tourism destination. It suggests that, when it comes to food, it is better to break it state-wise for a broad introduction because communities that inhabit the regions and interpretations of local dishes change every 100 kilometres. In this article, Ms. Kaveri Sinhji, Cultural Anthropologist and Historian, Founder, Culture Rings, based in Bangalore who has been conducting food walks for international tourists for almost a decade now talk about the preferences of these international tourists wherein, she mentions that though they love our cooking spices, they do not prefer hot spicy food.

(Ruth Dsouza Prabhu, 2018)

“With the evolution of the tourism sector in India, Culinary Tourism is one of the niches which is on the verge of becoming an entree” is what this article spoke of. The pioneers and trend setters of Indian Culinary tourism sector said that they are still working on creating awareness about this concept, however, Indian cuisine and varieties of Indian food like that of, Naan, Indian sweets have a huge popularity amongst the international tourists. The scenario of this form of tourism still looks better with a three-fold change in numbers of tourists who engage into culinary tourism. However, according to this article, Delhi and Rajasthan are the major attractions for this type of Tourism.

(Akshay Kumar, 2016)

Food Tourism may now, also include all unique and memorable gastronomic experiences and not just those that are labelled as “must try food.” The food tourists are thus, happily ready to experiment with foods prepared by speciality food trucks, roadside shops or local bars. Further, Culinary Tourists will travel to local and international destinations to experience how Vegetables and Fruits are grown, taste the authentically grown produce and learn how speciality foods are prepared. This, on the other hand, benefits the local businesses to expand and grow their business.

(Sharr Prohaska, updated in 2013)





https://www.instagram.com/p/Btn7ETUF61Y/?utm_source=ig_web_button_share_sheet

V. Methodology

Participants

Participants include 207 volunteers, from all over India. 139 of them are from Pune and PCMC area, 3 from London, 1 from Dubai, 64 of them from rest of India constitute these total participants of 207. The participants from London and Dubai have not been excluded from this research as they are originally from Pune itself but have temporarily relocated to a foreign land.

Materials

Primary Data: An online questionnaire prepared using 'Google forms', was distributed amongst our participants. This questionnaire consisted of 10 close-ended questions and 2 open-ended questions excluding the introductory part wherein the respondents were mandated to fill in their Name, Contact Number, Email ID, City and Occupation. In order to gain a better response from all our participants, a preface to the questionnaire was provided. This preface explains in brief, the concept of Culinary Tourism.

Secondary Data: Following are the sources of Secondary data that we referred to:

- a. Research papers
- b. News Articles
- c. Websites
- d. Advertisements

Procedure

The questionnaire was passed on to the respondents through E-mail and an online chat application and accessibility to this questionnaire were kept open for 15 days.

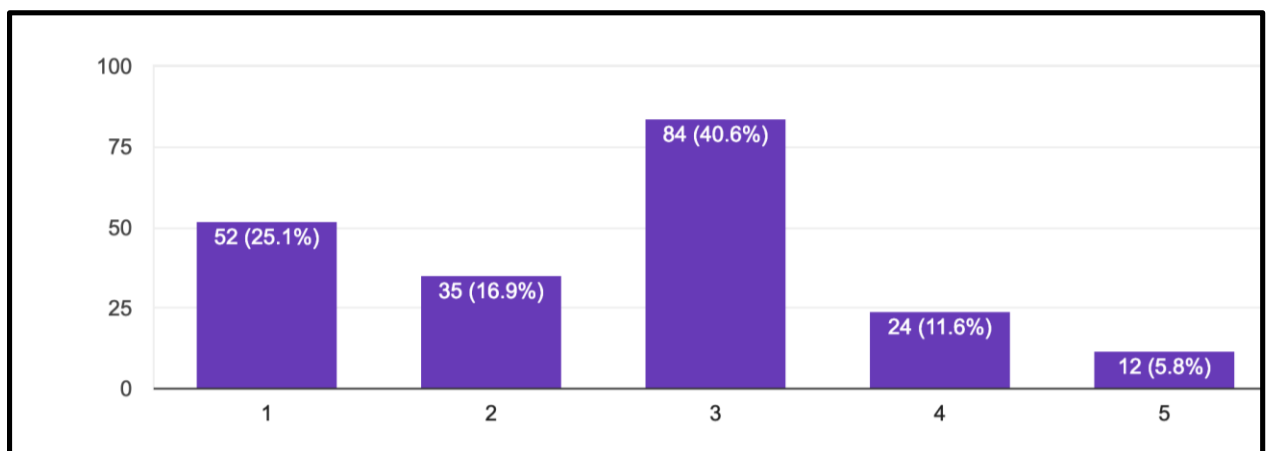
VI. Analysis and Interpretations

I. How often do you invest time in exploring various food options?

Table No.1

How often do you invest time in exploring various food options?	Count	Percentage
1 - Very Often	52	25.12
2 - Often	35	16.91
3 - Sometimes	84	40.58
4 - Very rarely	24	11.59
5 - Never	12	5.80
Total	207	100

Figure No.1



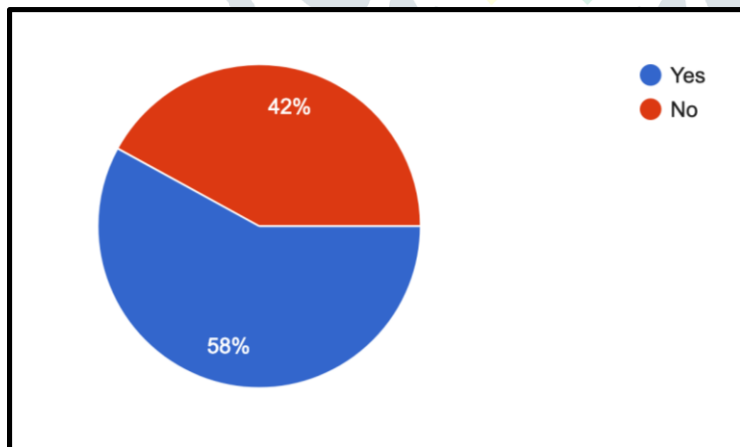
Interpretation: This graph tells us that, currently, 41% of people sometimes take the risk of exploring newer food options while, a good 25% often keep exploring such fresh options and these figure may be interpreted as, 75% of people are still untapped by food ventures newly opened.

II. Are you aware of any culinary tours/events happening in your city?

Table No.2

Are you aware of any culinary tours/events happening in your city?	Count	Percentage
Yes	120	57.97
No	87	42.03
Total	207	100

Figure No.2



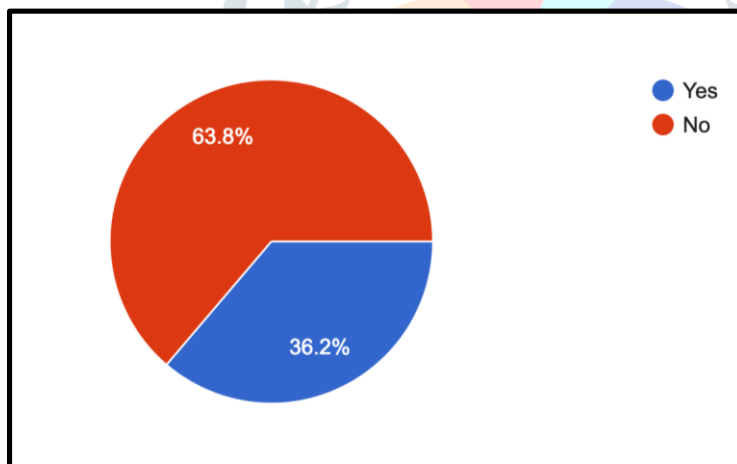
Interpretation: Majority of our universe under this research is well aware about Culinary tours and events being arranged in Pune which means the word is fast spreading amongst Puneties.

II A. If yes, have you been to any of the culinary tours/events happening in your city?

Table No.3

If yes, have you been to any of the culinary tours/events happening in your city?	Count	Percentage
Yes	132	63.8
No	75	36.2
Total	207	100

Figure No.3



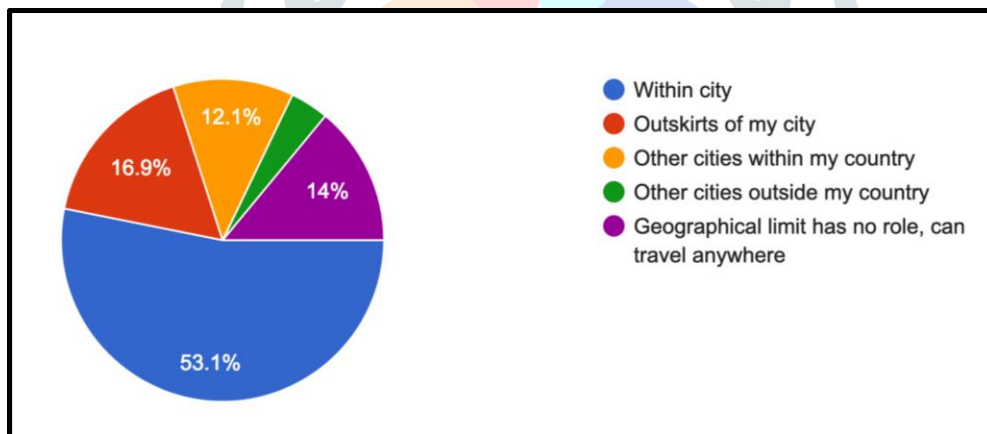
Interpretation: Here is another figure that supports the popularity and attendance of citizens of Pune at Culinary events/ tours. This graph shows that, a whopping 64% have already had a firsthand experience these kinds of events.

III. How far would you travel for experiencing various food options?

Table No.4

How far would you travel for experiencing various food options?	Count	Percentage
Within City	110	53.14
Outskirts of my City	35	16.91
Other cities within my country	25	12.08
Other cities outside my country	8	3.86
Geographical limit has no role, can travel anywhere	29	14.01
Total	207	100

Figure No.4



Interpretation: This graph supports the statement that, our audience would want to experience these events at places which are easily accessible and convenient to travel to. Only 14% people are ready to travel across the lengths and breadths of this world to experience food.

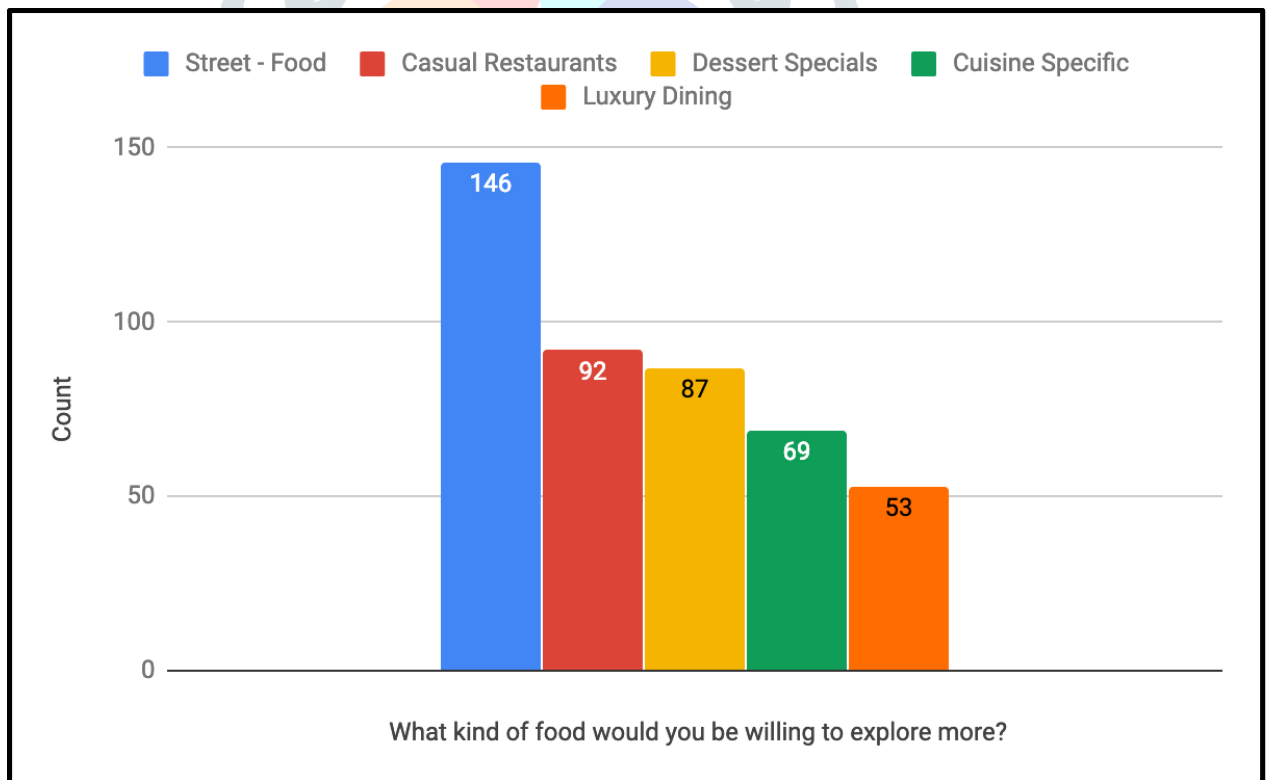
IV. What kind of food would you be willing to explore more?

Table No.5

What kind of food would you be willing to explore more?	Count	Percentage
Street - Food	146	32.66
Casual Restaurants	92	20.58
Dessert Specials	87	19.46
Cuisine Specific	69	15.44
Luxury Dining	53	11.86
Total	447	100

**Note - The total does not match the number of respondents as under this question respondents were allowed to choose multiple options.

Figure No.5



Interpretation: A large share of Puneties do not mind experimenting with consuming the street food which explains the growing popularity of Food Walks in Pune

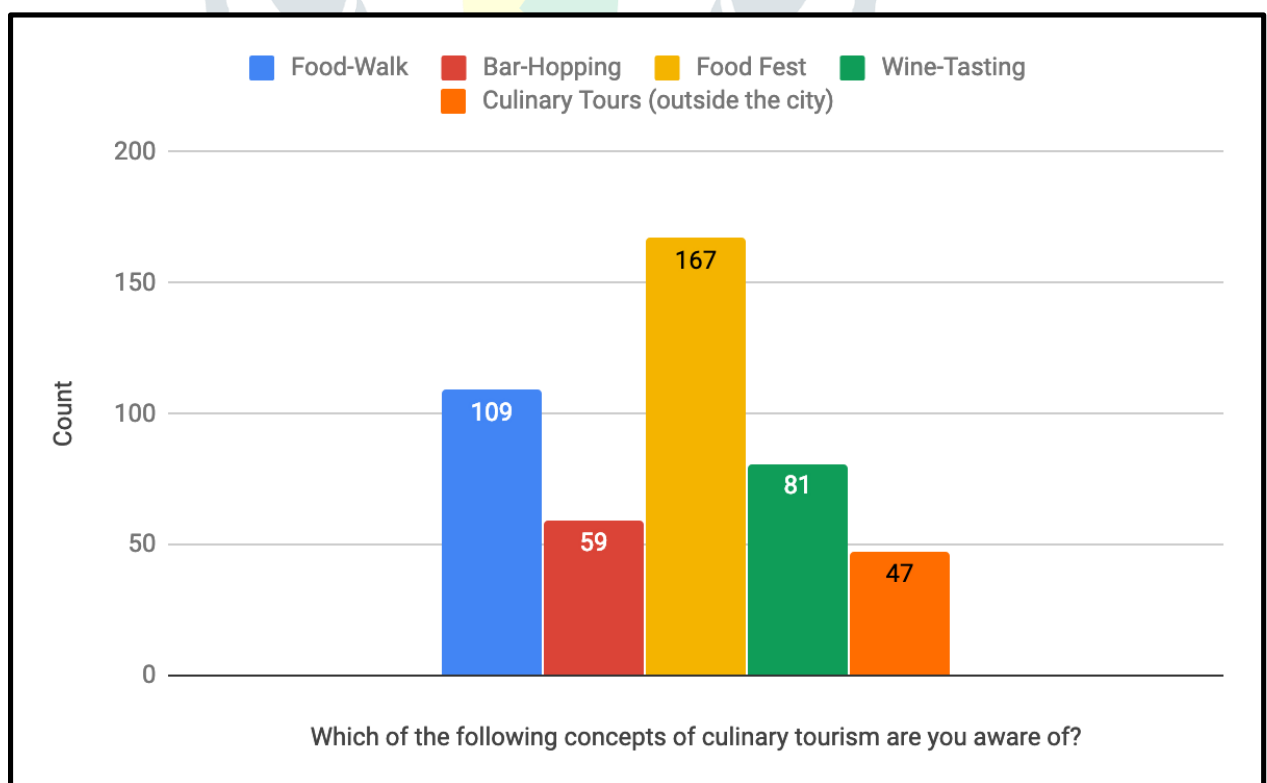
V. Which of the following concepts of culinary tourism are you aware of?

Table No.6

Which of the following concepts of culinary tourism are you aware of?	Count	Percentage
Food-Walk	109	23.54
Bar-Hopping	59	12.74
Food Fest	167	36.07
Wine-Tasting	81	17.49
Culinary Tours (outside the city)	47	10.15
Total	463	100

**Note - The total does not match the number of respondents as under this question respondents were allowed to choose multiple options.

Figure No.6



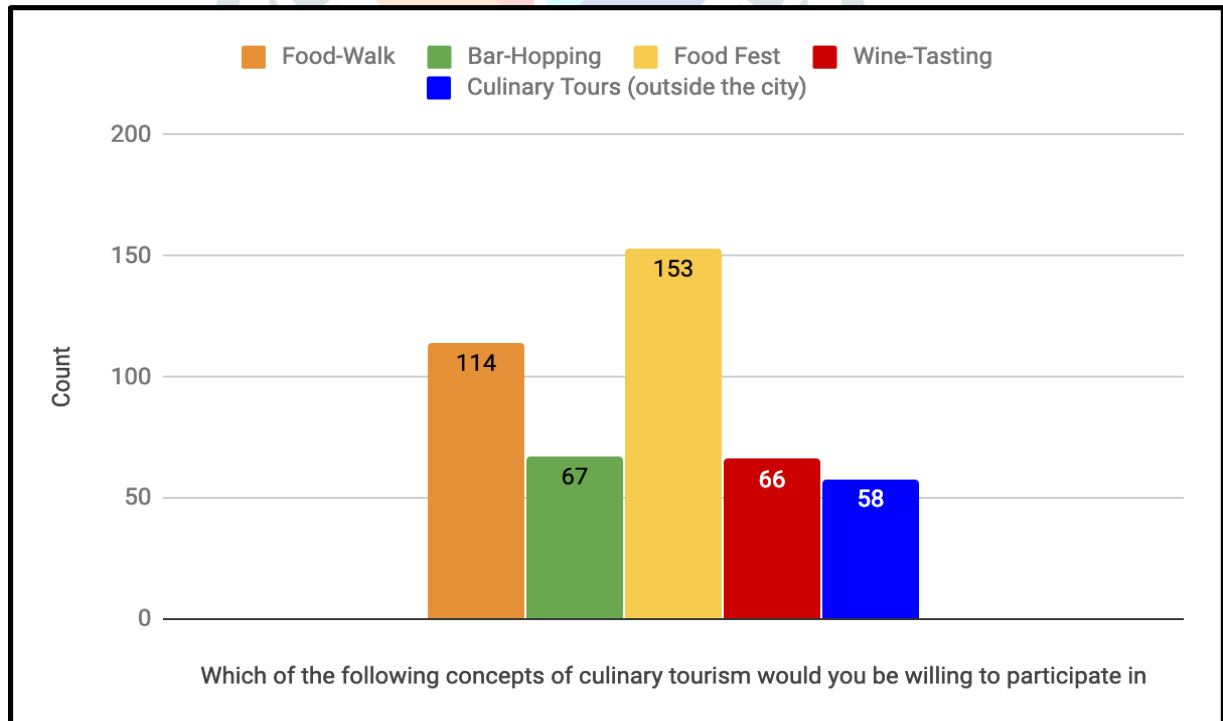
VI. Which of the following concepts of culinary tourism would you be willing to participate in?

Table No.7

Which of the following concepts of culinary tourism would you be willing to participate in?	Count	Percentage
Food-Walk	114	24.89
Bar-Hopping	67	14.63
Food Fest	153	33.41
Wine-Tasting	66	14.41
Culinary Tours (outside the city)	58	12.66
Total	458	100

**Note - The total does not match the number of respondents as under this question respondents were allowed to choose multiple options.

Figure No.7



Interpretation: As observed under question IV too, because a majority of people in Pune are willing to explore street food, Food Fest and Food Walks are the types of culinary tours that 37% and 24% respectively, are aware about and 33% and 25% respectively, are willing to participate in.

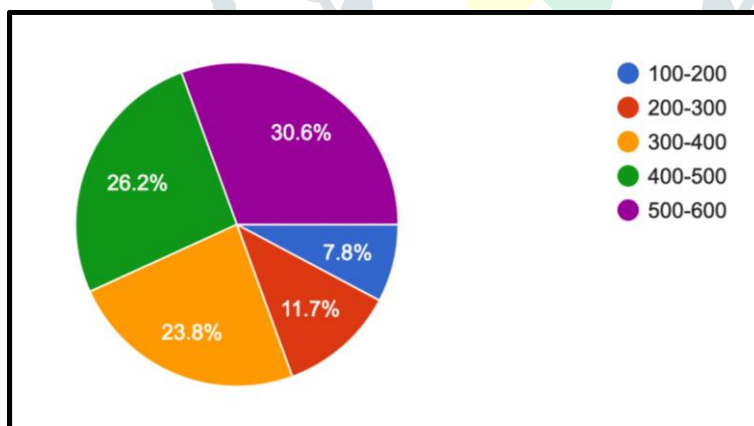
VII. How much would you be willing to spend on culinary tours/events? (Amounts mentioned in ₹)

Table No.8

How much would you be willing to spend on culinary tours/events? (Amounts mentioned in ₹)	Count	Percentage
100-200	16	7.73
200-300	24	11.59
300-400	49	23.67
400-500	54	26.09
500-600	63	30.43
Unanswered	1	0.48
Total	207	100

**Note: The unanswered question has not been considered in the diagram and hence the percentage mentioned in the table and the percentage in pie-diagram varies slightly.

Figure No.8



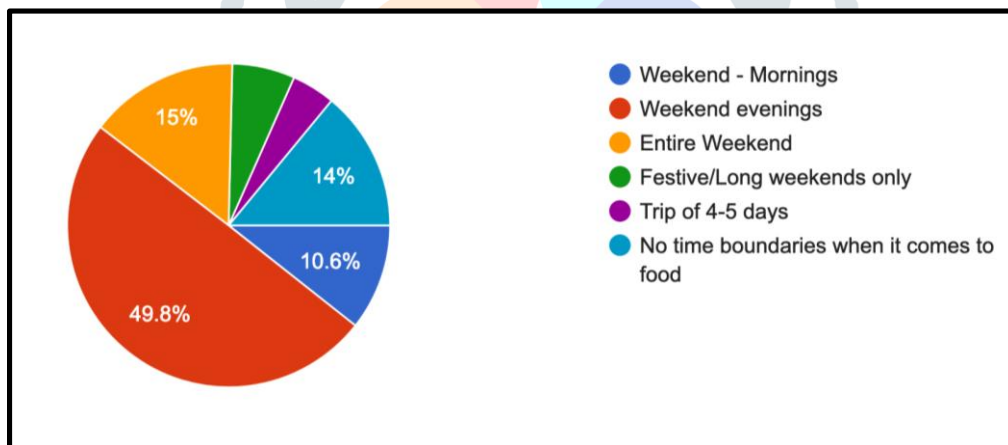
Interpretation: Pune is a city with majority of population in the age bracket of 18-30 years of age who are either studying or earning well. In both the scenarios, they have a good purchasing power and Food being the basic necessity; it is not surprising to see that a larger chunk of 30% of people is willing to spend above Rs. 500 to experience such tours/events.

VIII. How much time would you be willing to invest for a culinary event within your city?

Table No.9

How much time would you be willing to invest for a culinary event within your city?	Count	Percentage
Weekend - Mornings	22	10.63
Weekend Evenings	103	49.76
Entire Weekend	31	14.98
Festive/Long Weekends only	13	6.28
Trip of 4-5 days	9	4.35
No time boundaries when it comes to food	29	14.01
Total	207	100

Figure No.9



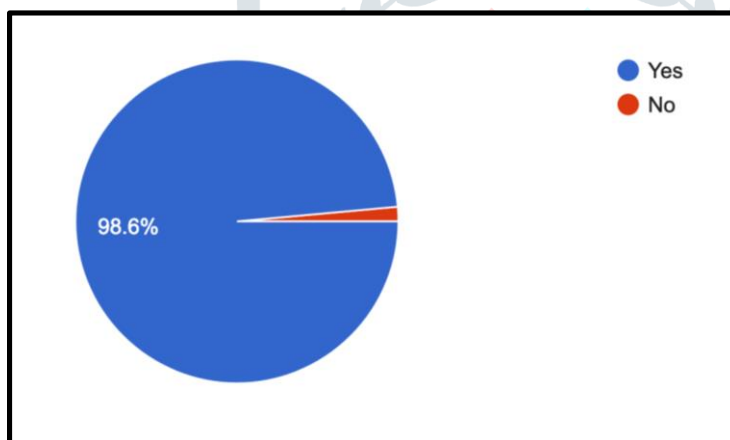
Interpretation: As one would guess, 50% of the population under our research would invest their weekend evenings for such experiences, so that, this also becomes another reason to meet friends, break the monotony of the whole week.

IX. If promoted well, do you think culinary tourism has a great scope of growth?

Table No.10

If promoted well, do you think culinary tourism has a great scope of growth?	Count	Percentage
Yes	204	98.55
No	3	1.45
Total	207	100

Figure No.10



Interpretation: Majorly, this question supports our objective of this research paper wherein, 99% of people are of an opinion that, with better will be the scope of expansion of Culinary Tourism with better promotion.

Summary: Majority of the respondents display the correct mindset and attitude to take the field of Culinary Tourism to maximum heights and according to them, it is only the lack of enough amount of promotion and awareness which needs to be addressed well.

Recommendations/Remarks (if any)

Because, we had asked for recommendations to our respondents, we would want to state few constructive recommendations amongst them as suggestions of our research paper.

1. I think initiatives in Culinary Industry now should be taken on a larger scale; it will be delightful when the whole world will come to know about our innovative dishes and different cuisines.

2. Culinary tourism needs the right set of marketing and advertising communication to promote it.
3. It is a good concept to attract public and will be beneficial as well, since, they will be provided with a larger variety of food.
4. I think the reason, food festivals have not yet found their place in India is because, they are not promoted well, amongst the right audience.
5. Culinary Tourism is an emerging concept but, there, still, is need of heavy advertising in order to generate awareness amongst the people. Generally, people in India have a bent towards the food and they are willing to spend much on the food. So if promoted well, it has a bright future as it can add to the development of Tourism industry.
6. Culinary and Culture will make the best combination and work as wonders for India.
7. Food is first on the priority list of us, Indians and hence, we would love to try new cuisines.

**WE BELIEVE
THE BEST WAY TO
EXPERIENCE CULTURE
IS THROUGH FOOD.**

<https://ontarioculinary.com/about/>

VII. Conclusion

Our Research reveals that, awareness on Culinary tourism of the audience in Pune is at an average of 50%, participation in various Culinary events is about just the same which even if generalised for whole of the Pune city shows a potential growth of 50% more just by creating more awareness. While, Food Fests and Food Walks are fairly known to the people interested in such events, information on Bar hopping, fests outside city and Wine tasting is still undiscovered by many. While, the infrastructure is all available in Pune, majority of people are willing to spend an amount anywhere between ₹500-600, are ready to invest their time on weekends and are surprisingly good to go with street food, nothing can stop Culinary Tourism to grow to its maximum potential if well spread and promoted

VIII. References

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IX. Annexures*Preface*

Hello,

I request you to spare a few minutes to answer this questionnaire for the purpose of the research that I am conducting. I ensure confidentiality of your information and assure you that this information shall be used exclusively for research and academic purpose.

Culinary tourism is a growing form of tourism. With many people coming up as food bloggers, organisations arranging food fest, it is a form of tourism under which people travel to different places with the primary purpose of experiencing the local cuisine and special dishes offered there.

Through this survey, we intend to uncover the potential of growth for culinary tourism.

*** Required**

1. **Name *** _____
2. **Contact Number *** _____
3. **E-mail _____ address ***
4. **Occupation ***

Mark only one oval.

- Student ☐
- Homemaker ☐
- Employee ☐
- Entrepreneur ☐
- Freelancer ☐

5. **City *** _____
6. **How often do you invest time in exploring various food options?**

Mark only one oval.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Very Often

Never

7. **Are you aware of any culinary tours/events happening in your city? ***

Culinary event - Food walk(group of people travelling together trying various dishes available) / Food-fest (Various people coming together and setting up stalls at a particular place) and other similar events whose primary focus is offering variety of dishes to customers.

Mark only one oval.

- Yes ☐
- No ☐

8. **If yes, have you been to any of the culinary tours/events happening in your city ? ***

Mark only one oval.

☐

Yes

No ☐

9. **How far would you travel for experiencing various food items? ***

Mark only one oval.

- | | |
|---|-----------------------|
| Within city | ☐ |
| Outskirts of my city | ☐ |
| Other cities within my country | ☐ |
| Other cities outside my country | ☐ |
| Geographical limit has no role, can travel anywhere | ☐ |

10. **What kind of food would you be willing to explore more ? ***

Check all that apply.

- | | |
|--------------------|--------------------------|
| Street-food | ☐ |
| Casual restaurants | ☐ |
| Dessert specials | ☐ |
| Cuisine specific | ☐ |
| Luxury dining | ☐ |

11. **Which of the following concepts of culinary tourism are you aware of ? ***

Food walk (group of people travelling together trying various dishes available) / Food-fest (Various people coming together and setting up stalls at a particular place / Bar - hopping (Hopping from one bar to another located in same premises and having a drink at each one with snacks at pre-decided bars) / Wine-tasting (An event at which people taste and compare a number of wines) / Culinary tours (People travelling to different places with the primary purpose of experiencing the local cuisine)

Check all that apply.

- | | |
|-------------------------------|--------------------------|
| Food-walk | ☐ |
| Bar - hopping | ☐ |
| Food Fest | ☐ |
| Wine-tasting | ☐ |
| Culinary tours (outside city) | ☐ |

12. **Which of the following concepts of culinary tourism would you be willing to participate in? ***

Check all that apply.

- | | |
|-------------------------------|--------------------------|
| Food-walk | ☐ |
| Bar - hopping | ☐ |
| Food Fest | ☐ |
| Wine-tasting | ☐ |
| Culinary tours (outside city) | ☐ |

13. How much would you be willing to spend on culinary tours/events? (Amounts mentioned in ₹)

Mark only one oval.

- 100- - 200 ☐
- 200- - 300 ☐
- 300- - 400 ☐
- 400- - 500 ☐
- 500- - 600 ☐

14. How much time would you be willing to invest for a culinary event within your city ? *

Mark only one oval.

- Weekend - Mornings ☐
- Weekend evenings ☐
- Entire Weekend ☐
- Festive/Long weekends only ☐
- Trip of 4-5 days ☐
- No time boundaries when it comes to food ☐

15. If promoted well, do you think culinary tourism has a great scope of growth? *

Mark only one oval.

- Yes ☐
- No ☐

16. Recommendations/Remarks (if any)

Thank You

I thank you for investing your precious time in helping me with this survey.