



Investigating Hotels Influence on Culinary Tourism in Haryana

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Abstract

Haryana, an Indian state, is known for its rich cultural history, which is enthusiastically commemorated during fairs and festivals throughout the state. Since food is a necessity for every visitor to a city, culinary tourism seems to be mostly a domestic travel industry. People travel farther from their homes for business, shopping, or leisure purposes. Eating is a physical need that must be satisfied whether travelling or staying local. Like the food of the region, Haryana's cuisine is uncomplicated. The steaming hot, flavourful, and healthful roti's are a local favourite that they can't stop eating. By sampling the regional food, travel to a tourist destination, and possibly create new chaos. Since the state produces a lot of milk, milk-related products including milk are frequently found in regional cuisines. It would be unrealistic to expect visitors to bring their food, but Haryana does have a lot of delicious food. The unique food of Haryana is welcomed to its citizens. The residents of this state enjoy fine dining and drinking. Vegetarians make up the bulk of the population in Haryana. The cuisine, referred to as Haryanvi, has a very distinct relationship with the region.

Keywords: Hotels, Culinary Tourism, Haryanvi Cuisine, Haryana, Local Food, Culture.

Introduction

Additionally, tourism has been argued to be a successful means of fostering artistic and socioeconomic relationships throughout human history. Today, tourism in India provides thousands of people with a means of subsistence. Travel influences a wide range of interests, including business, entertainment, sports, religion, community, and fitness. A region's cuisine plays a vital role in revealing its traditions and legacy. Tourists are becoming more aware of things like "knowing a country's cuisine is essential to understanding its traditions. "Tourism Commission of Canada, 2002: 5."One of a station's best aspects is its provincial cuisine, which contributes to both visitor participation and interest selection (Shah, G. D. 2014). The locals like visiting various locations, acquiring, and savouring the cuisine of the area. According to reports, a number of regions offer their distinctive regional dishes while exhibiting a high level of

respect. A significant number of foreign visitors stay in India throughout the year, giving the country the freedom to showcase its cuisine (McKercher, B.2008).. In travel as we all know, meals are important because different parts of India have distinctive regional cuisines. Every region of India has its own ethnic cuisine and eating customs. Worldwide, tourism has grown to be a prominent societal phenomenon. (Jangra, R. 2021). Various segments of the tourism industry have been found to generate profitable revenue, including transportation facilities such as airlines, cruise ships, trains, and taxis; hospitality establishments like hotels and resorts, as well as different food and beverage outlets; and entertainment establishments like amusement parks, shopping malls, restaurants, and casinos.

Culinary tourism

The highly sought-after unique and satisfying eating and drinking experiences, locally and internationally, involve food preparation or business. In addition to travelling across the country or the world to eat and drink, we also tend to be food travellers within our own cities, towns, and regions (Sen, C.T. 2016).

Sometimes linked to a specific culture, cuisine might really be a specific adaptation of governmental policies and traditions. Cooking considers the geographic separation between the two regions in order to remain accessible (Chang et al. 2020). The food items are available locally, which means that they are primarily sold through cooking. Similar to how human and Muslim nutrition regulations affect cookery, spiritual food laws may also have a significant influence. Local research on food preparation, customs, and ingredients combine to create cuisines that are unique to a certain place.

Culinary and Tourism Relationship

Meals are consumed for pleasure regardless of desire. Mealtime may therefore be considered a component of recreational expertise, similar to moment. Cuisine knowledge as a guest will act both obligingly and gratifyingly. Thus, having an ethnic supper at a chosen restaurant could be a significant component of a voyager transit route. Food dominance serves a variety of purposes, including achieving basic needs, fostering local and artistic talent, and fostering communistic aspirations (Ibn-al. 2005). Multiple experiences may be connected to uptake in an inclusive manner. There is a dearth of experimental research on food knowledge, especially on the transit meal habits of visitors.

Accordingly, there is a huge gap in relating the factor that has an impact on how tourists evaluate their dining experiences when travelling because the service provider and the guest come from different cultural backgrounds. Food has a significant part in economic enterprises, and many researches focus on connections (Mohanty, P.P. 2020). between food and the commercial enterprise's destination. The relationship between food, business, and terminal, according to Lin, is complex and mysterious; a fundamental understanding of these relationships is still lacking. There are very few reports on food and food-related behaviours(Singh et al.2020). Food also affects tourists' and business travellers' cultural experiences.

Pilgrim and Religious Tourism

Haryana is focusing on pilgrimage tourism as a means of advancing the state's tourism industry. Due to its significant religious sites, the region has been popular for pilgrimages since the Vedic era (Ab karim, S. 2006). Kurukshetra is without a doubt the state's most important pilgrimage site, with a plethora of temples and pilgrim centres centred inside the 48 "kosas" (92 miles) of the fabled Mahabharata's territory. Kurukshetra, the location where Lord Krishna is said to have given Arjuna the celestial speech known as the "Bhagwad Gita," is a city steeped in mythology, history, and devotion. At Jyotisar in Kurukshetra, there is a stunning marble chariot that portrays Lord Krishna carrying the Gita's timeless message to Arjuna while a banyan tree shade him (C. M., & Sharples 2003). At Jyotisar, a sound and light performance with a Bhagwad Gita theme is a spectacle not to be missed. The Mahabharata conflict is portrayed in the show, with a focus on the Bhagwad Gita's lessons.

Objectives of the Study

- 1 To comprehend the notion of hotel culinary tourism;
- 2 To identify the significance of Haryanvi food for Haryana tourism.

Literature Review

Gautam (2023) makes an additional effort to identify the salient features of Haryanvi festival food items that impact visitors' opinions on Haryana's festival cuisine as a tourist destination. Age, gender, marital status, vacation destination, and history are the demographic characteristics of the 432 visitors that are considered. The scent, flavour, taste, diversity, richness in spices, uniqueness of the food items, health and nutrition, and presentation of the Haryanvi festival food were all taken into consideration while examining their influence on tourists' perceptions. The study's findings show that, when it comes to the tourist demographic profile, age is the only variable that positively correlates with visitors' opinions of Haryanvi festival cuisine.

Kumar (2019) studied endeavour, information was gathered from both primary and secondary sources. While the secondary data is obtained from a range of web sources and published papers that are highly pertinent to the study, the primary data is collected with the aid of a well-structured questionnaire that does not permit any open-ended responses. Hotels could use the findings to help them plan and formulate strategies for promoting regional cuisine at their unique businesses. This would help Delhi's tourism industry promote the city as a destination for its cuisine. By exhibiting the local food, it will also help draw tourists from other nations, which is an additional benefit.

Singh and Ad. (2017) used Central University of Haryana, Mahendergarh as a case study to examine university students' perceptions and awareness of education and careers in tourism and hotel management. The tourism and hospitality industry in India are thought to have increasing potential for creating revenue at the national level and attracting employment. An industry's future is contingent upon the calibre and drive of its prospective workforce, which begins with students pursuing career preparation. This report was written to find out if young people share the industry's reputation and if it influences their choice of career.

Kumar(2012) confirmed that restaurants and hotels are already inspected in accordance with the PFA Act and its regulations. Thus, food service providers have long been concerned about food safety. One of the more developed states in the Indian Union is Haryana. In addition, it boasts well-developed tourism attractions that are well-liked by both domestic and foreign visitors. Haryana is proud of its historic temples and monuments, rich in archaeological and cultural history, as well as its modern, high-tech metropolis, motels, resorts, and upscale hotels, as well as its well-developed road system. The hotels owned by Haryana Tourism Corporation are dispersed around the state. It is regarded as one of the most reputable tourism organizations in the nation, having the largest hotel network and being a pioneer in the establishment of hotels along US highways. Despite this, it has not yet succeeded in implementing the most recent international standards for food safety and quality.

Patil (2007) Jharkhand is renowned for its tribal food, which has the ability to draw both metropolitan and foreign visitors as well as those with specific interests in travel. Though the territory was split off from Bihar on November 15, 2000, Jharkhand's rich history and culture predates even that separation by thousands of years. Though many local foods and drinks are made in their unique ways, visitors with an interest in gastronomy may find both a delightful and educational experience. The varied regional specialties are influenced by the culinary trend from neighbouring states like Bihar, West Bengal, Orissa, and Chhattisgarh.

Research Methodology

Research design

Both qualitative and quantitative methods will be applied throughout this study. The core data will be gathered using a survey form. Verbal comment from visitors and local restaurant, dhaba, and hotel owners has been documented in the state of Haryana.

Sample Size

A sample is a subset of individuals from a larger population. Sampling means selecting the group that you will actually collect data from in your research. The sample size of this study is 180.

Sources of the data

A data source is any location where you can find facts, figures, or other relevant information to support your research. You may create your own data source through experimentation, surveys, or observations, or you may choose to use data produced by other researchers. In this study numerous sources, including the internet, journals, reference materials, publications, and webpages, were used to gather the secondary data.

Data analysis

Thus, the data used in this study's conclusion on the current status of the tourist sector about the holy trinity of cuisine, food, and tourism—which increases local employment and discourages distressed migration in the Indian state of Haryana—come from this source. In order to decrease the amount of people who leave the area owing to mental discomfort, the researcher started by

asking visitors about their preferences for and dislikes from the local food scene as well as ideas for ways to better the Haryanvi people's way of life. In an effort to boost tourism in the area, the researcher has provided specific information about the preferences and opinions of visitors regarding visiting the unexplored areas of the Haryana region as well as the wholesome food. One could claim that the study employed a descriptive research strategy as a result.

Data Analysis & Interpretation

26–35 years old makes up 28% of the survey's respondents, followed by 18–25, 36–45, 46–55, and over 55. 56% of visitors are from neighbouring Indian states, 28% are from outside the country, and 16% are residents. Of the total number of responders, males make up 50% and females, 48%. With 44% holding postgraduate degrees, married respondents make up the bulk of the sample. With 26% of respondents being self-employed and 12% working for the government, the bulk of respondents are independent contractors. According to the income distribution chart, 34% of respondents earn between 2.5 and 5 lakhs INR annually, while 24% and 34% of respondents earn between 5 and 10 lakhs INR.

Table 1: Demographic Profile of Selected Tourists' in Haryana

Category	Sub- Category	Number of Tourists	Percentage
Age group	18-25	43	24
	26-35	50	28
	36-45	40	22
	46-55	29	16
	55 or above	18	10
Nationality	Local	30	16
	From Other Indian States	100	56
	Foreigner	50	28
Gender	Male	90	50
	Female	86	48
	Transgender	4	2
Marital Status	Married	104	58
	Unmarried	65	36
	Others	11	6
Education	Metric	4	2
	12th	5	3
	Graduation	64	36
	Post-Graduation	80	44
	PhD	27	15
Profession	Government Employee	21	12
	Self Employed	46	26
	Businessman	44	24
	Professional	25	14
	Any other	44	24
Income	Below 1 Lakh	5	3

	1 Lakh - 1.5 Lakhs	7	4
	1.5 Lakhs - 2.5 Lakhs	27	15
	2.5 Lakhs - 5 Lakhs	61	34
	5 Lakhs - 10 Lakhs	44	24
	More than 10 Lakhs	36	20
	Total	180	100

When it comes to travelling companions, friends and relatives accounted for the largest percentage of travellers (38 percent), followed by family members (30%). 12 percent of travellers were going alone, while 12 percent were going with students or workplace groups. Just 8% of the visitors had companions with them. Table 2 shows that most tourists come to Haryana in the company of friends and family.

Table 2: Travelling companion visiting Haryana with a chosen group of tourists

	Number of Tourists	Percentage
None	22	12
With family	54	30
With family & relatives	68	38
Official group/students	22	12
Others	14	8
Total	180	100

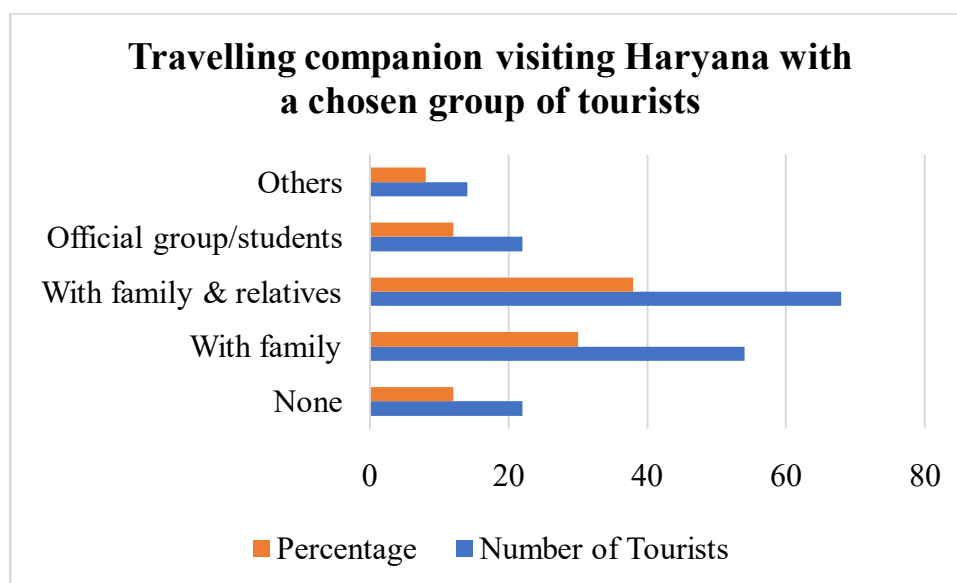


Figure 1: Travelling companion visiting Haryana with a chosen group of tourists

The tourists' reasons for visiting Haryana are shown in table 3. The bulk of visitors, or 34 percent, were there for leisure or recreation, followed by tourists travelling for religious reasons (24%). 20% of travellers went on vacation to see friends and family, while 12% went on business trips. Just 4 percent of tourists were there for medical reasons, while 6 percent were there for other purposes. This suggests that leisure or recreation were the primary reason for the majority of visitors to Haryana.

Table 3: The Traveller’s Reason for Travelling to Haryana

	Number of Tourists	Percentage
Recreation	61	34
Business	21	12
Religious	44	24
Visiting Friends & Relatives	36	20
Medical	7	4
Others	11	6
Total	180	100

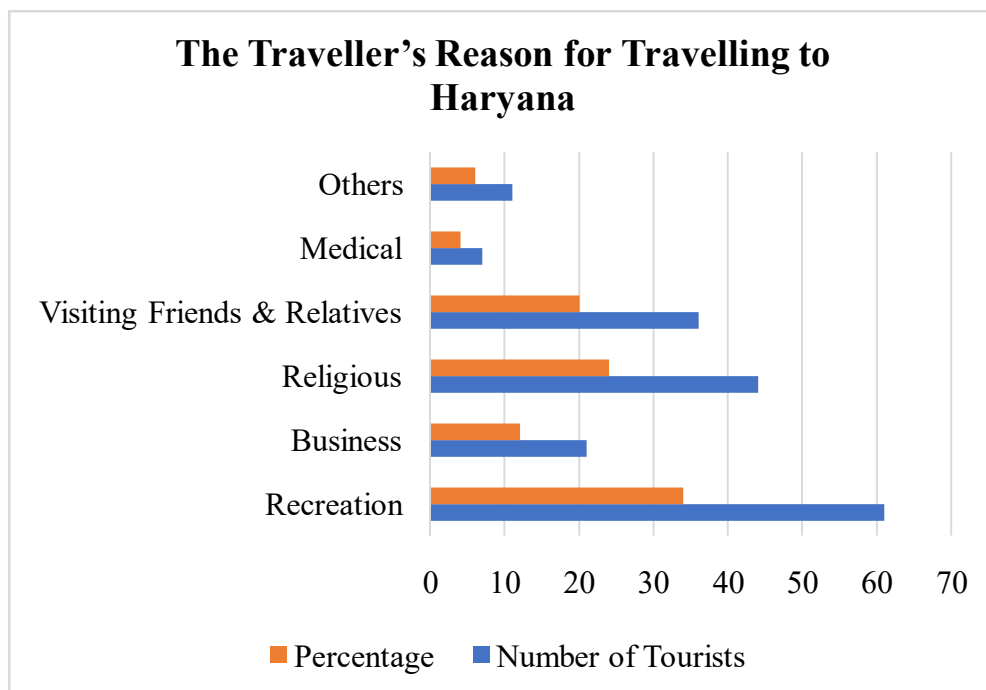


Figure 2: The Traveller’s Reason for Travelling to Haryana

The information on the gastronomic encounters that the travelers had during their process was reflected by the qualities in the table. 50% of the travelers had encountered both customary and inexpensive food; the leftover sightseers, or 30%, had just had openness to nearby or conventional food. 20% of guests could cook rapidly. This recommends that in any event, when they go on journeys, the vast majority actually decide on customary and speedy cooking, and that their decision is completely affected by the sorts of food that are offered in that specific region.

Table 4: The kind of cuisine that the chosen traveller experienced while in Haryana

Categories	Number of Tourists	Percentage
Local culinary	54	30
Fast culinary	36	20
Both	90	50
Total	180	100

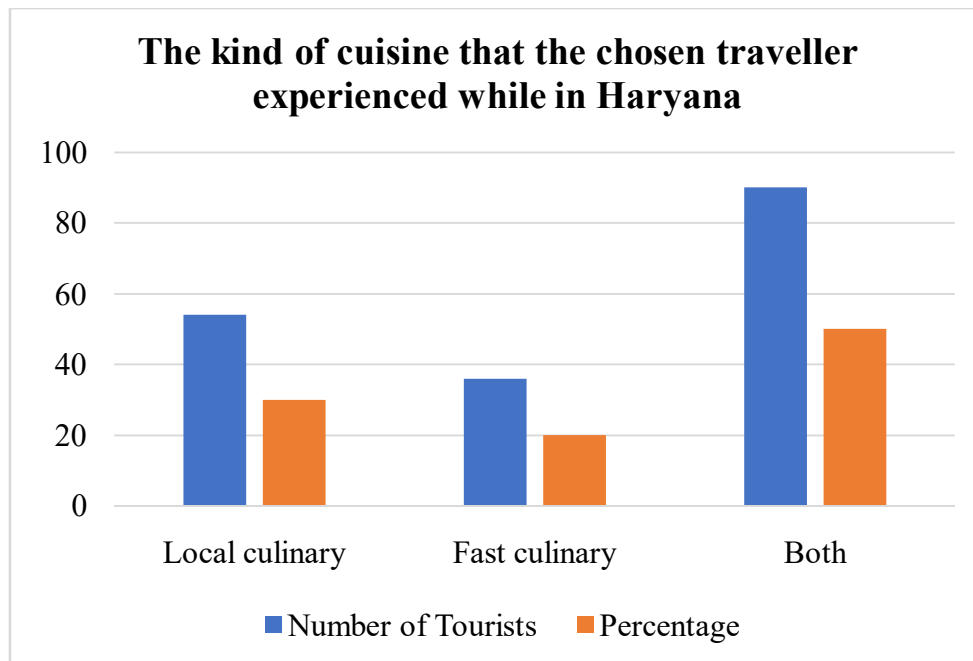


Figure 3: The kind of cuisine that the chosen traveller experienced while in Haryana

The table represented their perception of the connection between provincial character and nearby food, the travel industry, and culinary assets while heading out to Haryana. Almost wherever they went, most of guests-34%-could detect the connection between neighbourhood food and the travel industry assets as a kind of provincial character. This was trailed by 28% of guests, who could detect this sort of connection between territorial cooking and the travel industry offerings as a sort of novel character at few particular vacationer restaurants. It is conceivable that 26% of guests will feel the same way about the office. Only 12 percent of food tourists perceived a link between local identity and regional culinary resources as a form of tourism, and only at the hotels they were visiting. This implies that local identity and area culinary, food, and tourism resources are strongly intertwined in almost every site.

Table 5: Investigating Culinary and the travel industry Assets as Local Character in Haryana

Categories	Number of Tourists	Percentage
Hotels where you stay	21	12
While sightseeing	47	26
Only at some local restaurants	50	28
Almost everywhere	62	34
Total	180	100

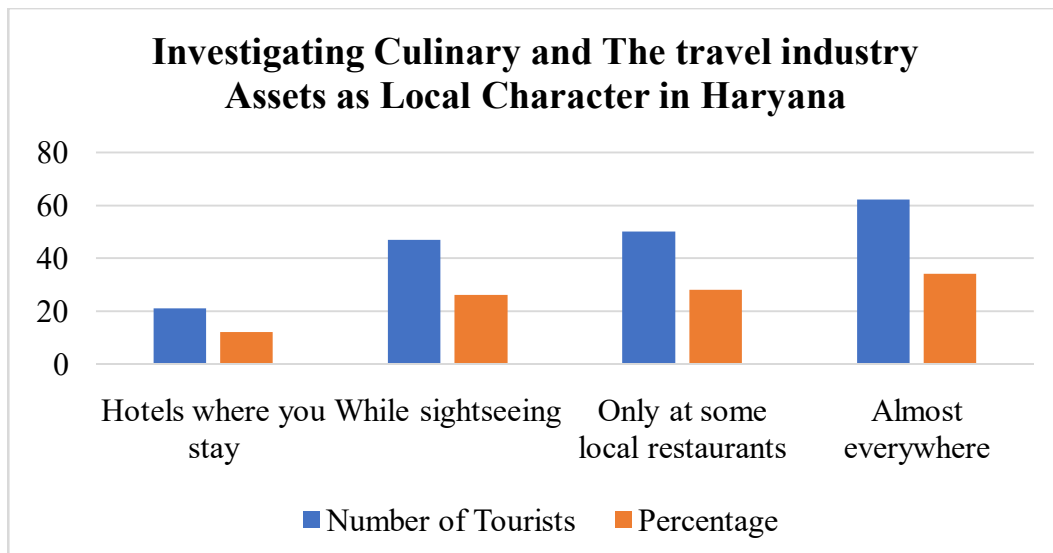


Figure 4: Investigating Culinary and the travel industry Assets as Local Character in Haryana

An investigation of the recurrence table for the assertion "Neighbourhood Culinary and the travel industry. Assets higher affect Maintaining the Provincial Character of the Haryana," shows that 46% of sightseers concur and 6% conflict. Then again, 19% of travellers were detached, 26% firmly concurred, and 3 percent emphatically conflicted. Along these lines, Haryana's Provincial Personality is more impacted by nearby culinary and the travel industry assets.

Table 6: Local cuisine and tourism contribute more to Haryana's regional identity.

Categories	Number of Tourists	Percentage
Strongly Disagree	5	3
Disagree	12	6
Can't say	34	19
Agree	82	46
Strongly Agree	47	26
Total	180	100

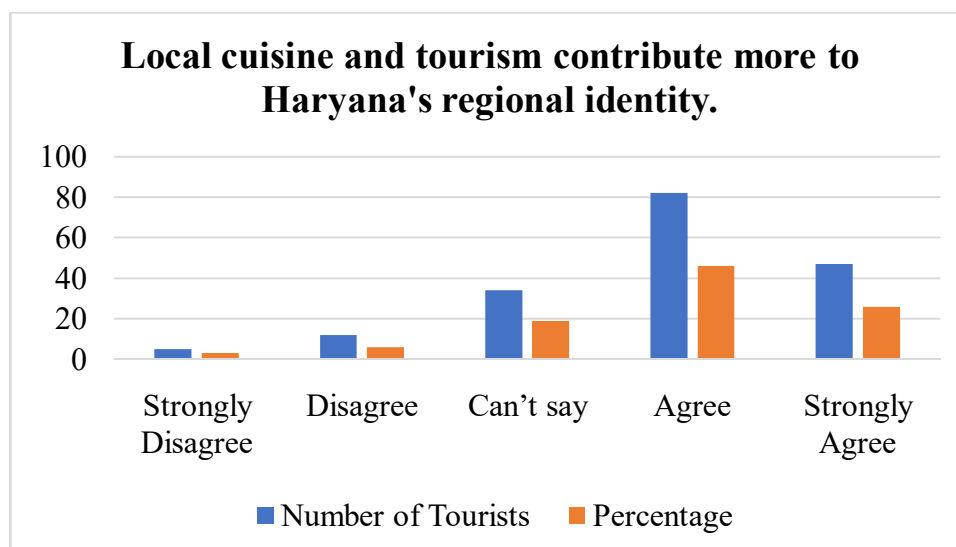


Figure 5: Local cuisine and tourism contribute more to Haryana's regional identity

Conclusion

The expansion of the travel industry, the promotion of locations, and the significance of local cuisine have all been linked to the value of eating out locally. The study will offer valuable knowledge to promote regional and local food consumption among the local population. In reality, in several tourist areas, the culinary arts play a major part in trade. We should enjoy ourselves throughout our vacation, and one of the most enjoyable aspects of the trip should be dining out or doing a food tour. The primary areas of interest for this research include how tourism, food customs, and local resources contribute to the preservation of Haryana's unique regional character. The researcher collected data to quantify the different perspectives of local food, tourist, and culinary enthusiasts. These individuals include travellers, who generate most of the industry's revenue, the general public, who shapes travellers' opinions, the government, which funds advertising campaigns and sets travel industry laws, gastronomic guides, and organisations that directly impact travellers. As per the examination, Haryana's unmistakable qualities ought to demonstrate the state's enormous potential as a centre point for native cooking, food, and the travel industry. The review inspects the area's health and the colossal potential for territorial food and social the travel industry.

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