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Need of Innovative Role on Regional Food (Dham) in The Hospitality Sector of Himachal Pradesh

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ABSTRACT

Dham is the feast which is served to the people as a feast in Himachal Pradesh .Dham is one of the attraction of many tourist in Hospitality sector. Most of the tourist destinations regional food play an important role for the growth & sustainability of Tourism & Hospitality sectors, as it is easily available in the market in a traditional way as it have the high level of freshness, fragrance and real taste and in return it will give financial support to your own people who are associated with the food . This process will help the growth of financial system in any region; on the other hand tourist will enjoy the fresh and hygienic food .Himachal Pradesh is the land of an assortment soil which is very fertile in nature producing a variety of grains, fruits and vegetables. In this study we will observe the observation of people who are associated with this business in the Himachali Food (Dham). Our result indicates that in Himachali Dham have different function roles, innovation, and modernism along with health benefits. On the other hand it will help out those people who are associated with the agriculture, manual labor and transporter. This research will help to get awareness whether the tourists who are coming to their region showing interest are getting what they are cultivating. It will help out to motivate their efforts which they spent in the various difficult situations. On the other hand it will reveal the facts negative or positive of the regional food which could help out to change in the recipes if the dishes are not among the choices of the tourists and also evaluate or summaries the connection between the choices and perceptions. This study acknowledges the role of regional food in Hospitality sector as well as in the Himachal tourism.

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Introduction

Eating of Food is a physically and physiological need which requires completion whether at home or during the journey. The consumption of food in travel is distinctive because it occurs in a foreign environment. A new place where one can feel uncomfortable in terms of ingredients, taste & atmosphere. (Mak, Lumbers & Eves, 2012). Food is the one of the essential parts of daily life one can stay comfortable for one day by eating food prepared by someone but for the next day he/she must prepare it for himself /herself. But on the next day one has to search for it out any place where it is cooked by some other. Many people eat food at one time or another for console, to help and cope with stressful experiences, to control our emotions, and to satisfy desires. Various choices influenced by taste and nutritional value, are also typically influenced by past experiences, many of which are social in nature." Our eating behaviors often begin throughout childhood and are closely tied to family, region, and culture. There is a strong relationship between memory and food; for example, the taste, smell, and texture of food can generate memories of the earlier food-related events and actions in our lives."One cannot think well, love well, sleep well if one has not dined well" (Virginia Woolf, 1929).)India is called as the country which produces largest number of spices with different flavor. That shows the interest of people toward the food. In our system food is categorized into three groups Saatvic(fresh vegetable and juice,Raajsic(oily and spicy food) and Taamsic(meat and liquor).Indian cuisine consists of a wide variety of regional and traditional cuisines native to the Indian subcontinent. According to the Indian food theory our food is six different flavors sweet, salty, bitter, sour, and astringent and spicy. It is required physically, socially, and economically to have safe, sufficient, and nutritious food which meets dietary need to live an active and healthy life. As it is fundamental element of culture and a significant marker of regional food entity Rapid increase in populations leads to revolutionary increment of food and energy in the Humanities. India is famous for religions, languages, cultural activities, and spices. India is measured to having one of the finest cuisines which are as rich and diverse as match up to to that of its civilization. It has been stated in a recent food survey report that the cuisine of India is ranked among the top ten countries serving the best food in the world. It is preferred by most travelers worldwide when they visit different states for vacation. Burke (2011). In addition, for this in Indian hospitality it is followed by the people of India that "athithi devo bhav "which means the guests are like the priest. All the people of India respect the food as the gift from the God. (Meruka India Tourism, 2018). Globally it needs to have a thematic approach for any regions so that it influences the tourist which help to increase the economy for the regions. India is the country which is influenced by the foreign invaders, traders, and immigrant. So many other factors are responsible for the introduction of Indian food. For ex Portuguese people brought potato in India first. Now it became the most consumable vegetable used by Indian. These cuisines vary substantially are use locally available spices, herbs, vegetables & fruits. Tourist food consumption has largely been neglected in the hospitality and tourism literature editions. Cohen & Avieli (2004). It is really a big matter to think what the reasons behind that are as food is the basic requirement for any individuals, where he or she needs it atleast thrice a day.A good food is the demand of every one where they also expect it at each place whether at the tourist place.

Himachal is well known for its cooks famous for preparing Dham of each regions called boties which is served in the pattal which are made up of leaves of one of the holi plant called Taur(Bauhinia vahilii) ,Tremal(ficus Roxburghii or sal(Shorea Robusta) which are so valuable as compare to the plastic or other polythene.Himachal is the state who have banned the plastic polethyne for last several years . Himachali caps of various colour bands are also well-known local artwork and are often treated as a symbol of the Himachali identity. Apart from national fairs and festivals, there are regional fairs and festivals, including the temple fairs in nearly every region that are of great significance to Himachal Pradesh. Himachali Dhams have their own significance, they vary from one region to another. The day-to-day cuisine of Himachal is is like the rest of northern India Sabzī and chapati (wheat flatbread) form the staple food of the local population. Non-vegetarian food is more preferred and accepted in Himachal Pradesh than elsewhere in India, partly due to the scarcity of fresh vegetables on the hilly terrain of the state. Himachal specialities include Siddu, Babru, Khatta, Mhanee, Channa Madra, Patrode, Mah Ki Dal, ChambaStyle Fried Fish, Kullu Trout, Chha Gosht, Pahadi Chicken, Sepu Badi, Auriya the daily diet of Himachal people is similar to that of the rest of North India, including lentils, broth, rice, vegetables, and bread, although non vegetarian cuisine is preferred.

Literature Review:

Among all aspects, local cuisine remains essential cultural aspects that each tourist loves to experience during his/her tour to any destination. Eating food from the region at their residence is a possibility to everyone but at

other locations its palates to have other region food for any tourist. Himachal Pradesh has many cuisines which have been least served to the tourist due to the lack of promotional efforts as well as negligence of local restaurant, hotel and dhabas owners. (Dr Arvind Kumar 2017) "Dev Bhoomi Himachal", is the apt name coined for Himachal Pradesh, being the land of gods, goddesses and local deities governing the local life and customs of the people in the state. The state has varied culture, climatic zones, demography, and geography. The people here are down to earth and helping, promoting the tagline of tourism, The North Indian food is mostly popular with the food from Punjab, Haryana, and Jammu & Kashmir. The food from Himachal Pradesh has not been popularized, with only a few cookbooks and research done in this area. Himachal Pradesh has a rich cultural heritage and gastronomy. (Prakshit Sharma 2007)

Even if there are various studies that explore tourist behavior in certain settings such as travel and accommodation, the impact of local food on tourist experience is often neglected. Eating is a physical need as well as a cultural and social activity. When tourists eat at a destination, they not only satisfy their hunger but also experience the local culture and interact with their hosts. Tourists' demands for local food occur, however, at different levels of intensity. Some tourists travel solely for gastronomy in the region, some see local food as a by-product of their cultural experiences, others rather familiar food when they travel. Therefore, there are differences in how tourists approach local food consumption. (Tarik Sengel,AysenKaragoz & Gurel Cetin 2015)

To know how a region is perceived is especially important to be able to attract visitors to that region. Image perception is not solely a result of media tools since it develops out of a combination of several personal experiences. Impact of other choices also affect the popularity of any region so it is very important to focus on promotion of any place.For example, events such as winter games play a significant role in improving the image of a location (Monge and Brandimarte, 2011. The perceptions of visitors coming to any tourist attraction may be quite different depending on their demographic situations, income levels of tourists and their perceptions towards this natural site to form concrete suggestions for local administrations. Regional inhabitants and tourism facilities of the region, whether the accommodation and the food or some other necessary required steps help to increase the number of tourists visiting the area. (Beerli and Martin, 2003.

Objective:-

To identify the need of innovation ideas in the food of Himachal Pradesh(Dham) where a research is conducted toward the expectation of the people who are associated with this business of Himachal Pradesh, also to investigate the status of food in hotels of Himachal & to observe the hard work of the government toward growth in hospitality & Tourism sector of Himachal Pradesh.

. Research Methodology

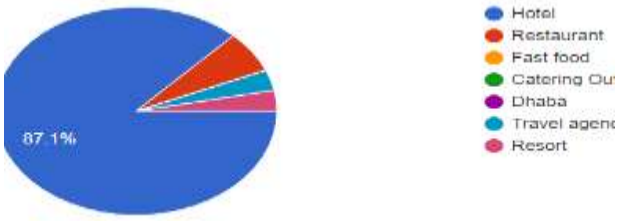
This research is a descriptive, qualitative and exploratory in nature to meet the above objectives a deep literature reviewed to find out the efforts of Hospitality & Tourism sectors of Himachal Pradesh hence, this research will be is based on primary and secondary data. It is empirical research in which research is based on evidence and is analyzed by qualitative way where a design is survey based by framing a Questionnaire with a range of observations from the people who are associated with this business.

Research Design & methodology

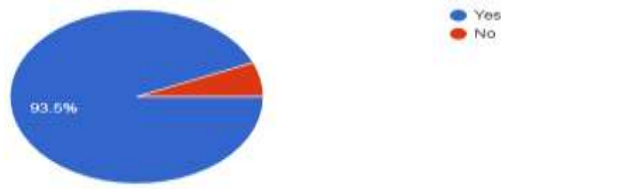
In this research a questionnaire is framed with an enquire regarding gender, age, experience ,associated organization of hospitality sectors apart from that focused on the innovative efforts as well as expectations necessary to sustain and develop the regional food of the state.A questionnaire is send to all the associated people through mail,whatsapp or parcel.Many of people courage to answer as it is part of their daily need and most of the people have better knowledge about it.

Himachali Dham

Himachali food is not only rich in taste but it is quite so healthy and nutrious.Many medicinal factors are involved in this food which fulfill the requirement as well as keep body function properly. Some specialities include Siddu, Babru, Khatta, Mhanee, Channa Madra, Patrode, Mah Ki Dal, Chamba, Chha Gosht, Pahadi Chicken, Sepu Badi, Auriya Kaddu, AlooPalda, Pateer, MakkiKi Roti and Sarson Ka Saag, Chouck, Bhagjery and Chutney of TilI sweet generally mithe chawal is served in most of the Kangra regions while in Mandi region it is replaced with badana which is a sweet boondi mix in the sugar syrup along with various flavours.Here we are considering by having a survey in a questionnaire form confirming the needs of Innovative Himachali Food .First observation is related to the organization which they are associated.



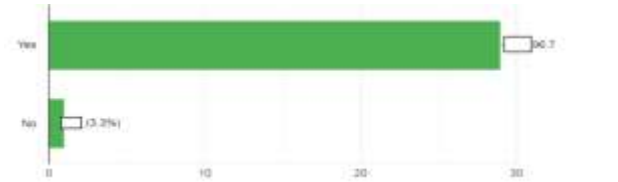
Where it is found that most of the stakeholders are associated with the hotels and than restaurants. Rest few others are associated with travel agencies and resorts. Our second observation is related to the food that weather food play an important role on any destination.



Around 93% of the people say that yes it food also where people are interested to eat at any destination specially the food which is prepared freshly and in hygienic way at the location. It shows the interest of the people is also a food where they look after when they reached in tourist spots.



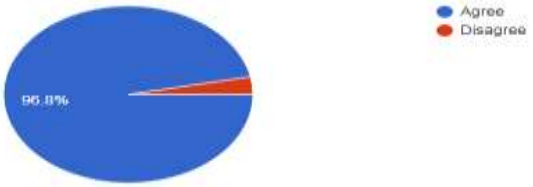
Our next observation is related to observation of the tourist where they have observed about the Himachali food. Our question is related to the experience of food .Here it is observed that around 75% of people find the Himachali Dham is very good rest 16 % of people rated it Good and left other average it as an average..



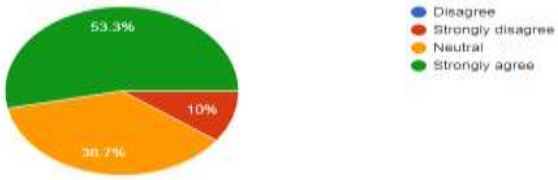
Our observation is related to expectation of the stakeholders from the Government whether government should take initiative to promote the regional food

Here is the observation where around 97 % of the people says that yes it is the requirement of Government to promote food in term of exhibition, theme food or fests

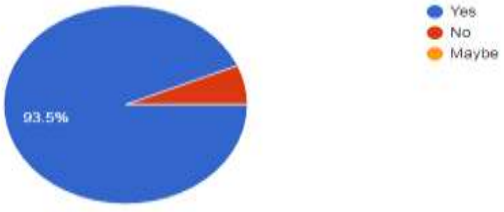
where the food can be promoted and the tourists who ever arrived in Himachal get recognisation about the Himachali food. Our observation is related the festival which is the significant part of Himachal whether Govt should introduced the food in festivals or not.



Here is the observation where around 97% people have answer yes to the question the festival can be the place where in term of stall or exhibition where tourist can enjoy the food as well get awareness of the food, which help to promote the food in Himachal.Another survey is regarding the nutritive influence of the food .Whether nutrition play an important role in term of diet.



Here is the observation where around 54 % of people are strongly agree that yes it is nutrition which play an important role in term of diet in the food and few people accepted that it could be neutral .Our another observation is related to the serving pattern of food as it is traditional concept that food is served traditional way in the pattal (a leaves plate).



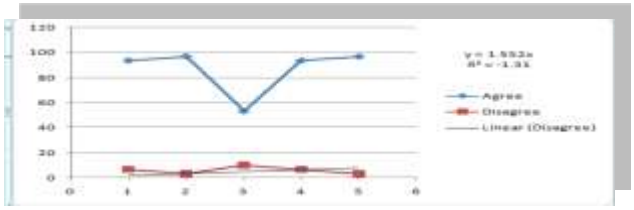
Here it is observed that people accept traditional way of serving food they have rejected the changes which is innovative concept to the people. But observation straightly says that the serving of food on pattal is good and need no change.

Observations& Statistics:-

After finding a table is framed in such a way to get the regression value and to apply the statistics

Findings in variables	Agree	Disagree
Weather food play an important role in any destination	93.5	6.5
Government Should introduce food in the festival for marketing	96.8	3.2
Does Nutrition play an important Role in the Himachali Dham	53.3	10
Traditional way is good on not for serving in Himachal Pradesh	93.5	6.5
Tourist observation about the food of Himachal Pradesh	96.7	3.3

Here the regression value is in negative which means independents value increases as compare to the dependant variables.



T test for the variance of these variable where it is found that the p value is less than 0.5 enough evidence to reject the null hypothesis for the entire population.

Conclusion: - For the success and growth of Tourism and Hospitality in any region it is necessary to work on certain things like food which are part of any individual who came away from home and expect all the things which are required to him/her. Food is one which is required minimum thrice a day and it is one product whose requirement is at the most, as it is consider to be essential of life saving. One have to think for those individual who came to the region .So it is the duty of every Himachali or the people who are associated with it to provide a best food to every tourist .Here are the observation like stakeholders are expecting from the Government to help them in term of marketing the food at national level specially an occasion like festivals. People are still strengthens the traditional way to sit on and have the food in the pattal. Like others food should be introduced in the festivals a product where people specially tourist get recognition about the regional. This is why people are helping out the sustainability of their region food. In other way it is helping them to concentrate on the following ingredients which are use in the following dishes. It will help out to raise the economy of all those who are associated with cuisine in the region also the farmers who are producing the grains which are the part of Himachali food.

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