

# Culinary Inheritance of Rajasthan: It's Role in Rajasthan Tourism & Economy Intensification

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**Abstract** - Rajasthan is the land of Rajas and Maharajas Ever since ethnic people settled in the Rajasthan regions ranging from the Thar desert to Arawli ranges, assembly and consumption of available plants, animals and their products for consumption started and gradually emerged as ethnic food culture of the present days. Food culture has been evolved as a result of traditional knowledge and empirical experiences of generations over a period of time, based on agro-climatic conditions, ethnic preference, socio-economic status, religious and cultural practices. The *chapatti-dal-tarkari-achar* (bread-legume soup-curry-pickle) constitutes the daily meal in every household, follow tourist by consumption of milk products and meat, based on availability and accessibility to afford as tourist all as the religious taboo. Culinary culture of the Rajasthan is reflected in the outline of food production. Cultivation forms a major component of a varied farming system. Depending on the desert dissimilarity and rain, the main agricultural crops are maize, millet, wheat, kai berry, sangria beans, barley, vegetable, potato, peanuts, and varieties of seasonal vegetable.

Rajasthan is one of the mainly admired tourist destinations in India, for both conjugal and worldwide tourists. Rajasthan attracts tourists for its chronological forts, palaces, art, culture and food. Every third foreign tourist visiting India also travels to Rajasthan as it is part of the Golden Triangle for tourists visiting India. Rajasthan attracted 14 percent of total foreign visitors during 2016–2017 which is the fourth highest among Indian states. It is fourth also in Domestic tourist visitors.

This paper examines the novel strategy of intensification the input-output link bet tourist and food industry to promote growth in a distressed tourism economy. Culinary-tourism is a growing segment within the hospitality industry that more and more relies on traditional food to attract authentic leaning travelers.

**Key Words:** - Rajasthan, food, Tourism, Economy.

## I. INTRODUCTION

The cuisine of Rajasthan is first and foremost vegetarian and offers a tremendous range of lip smacking dishes. The spice substance is quite high in contrast to other Indian cuisines, but the food is enormously delicious. The people of Rajasthan use ghee for cooking most of the dishes. Rajasthani food is well known for its spicy curries and delicacies. There is a huge variety of tourist dishes in Rajasthan, which are relished and savored by all. In Rajasthan, there are desserts that are had before the meal, with the main course and after the meal unlike other desserts. Therefore, sweet dish is never called dessert in Rajasthan. When a guest arrives in the house of a Rajasthani, he/she is served food in a proper manner. Self service conception is measured rude and thus it does not form part of the etiquettes of Rajasthan. The cooking style

followed in Rajasthan is based on the natural climatic conditions of this desert land. There is shortage of water and fresh green veggies in the state of Rajasthan, which has an unpleasant impact on its cooking. In the desert belts of Rajasthan, it is preferred to use milk, butter milk and butter in larger quantities to minimize the amount of water while cooking food. Dried lentils and beans obtained from native plants like sangria are used widely in the preparation of Rajasthani dishes. Gram flour is the major ingredient in the making of a couple of delicacies such as "pakodi" and "gatte ki sabzi". Powdered lentils are liberally used in the preparation of papad. Rajasthan is quite fond of chutneys, which are prepared using different spices such as coriander, turmeric, garlic and mint. Out of all the Rajasthani dishes, dal bati churma is perhaps the best known. For those who are in a pay attention for variety, Rajasthan has a lot to offer. In fact, as you travel from one part of the state to

another, you'll find that every region has something unique, which reflects in its food.

Rajasthan derives its name from "Rajah" "Sthana", which literally means home of Kings. Rajasthan being situated in the North Western India, is a land of majestic Aravali Hills, crowned with sand dunes of Jaisalmer and Bikaner, Scenic and serene beauty and warrior princes, the land of regal creatures, bird watcher and many more.

Rajasthan is a land of great beauty and multiplicity. From the Thar Desert to the fertile South-eastern plains, Rajasthan's geography too shares in this variety. The state is home of courageous Rajput warriors, is popular for its culture, from the lively folk dances to the many schools of Indian classical music. The ethnicity and traditions, fairs and festivals, handicrafts, art and music reflect the very broad spectrum of the Rajasthani culture where much of the Rajasthani thought, attitude and culture is being reflected all over the state. Tourism industry in Rajasthan is a vital breath in the economic activity. Tourism has direct and indirect impact on financial, social and cultural life of people. This industry is measured as leisure industry with many economic benefits like foreign exchange earnings, regional development, promotion of local handicrafts and artisans, infrastructure development and increasing standard of living. The state government has already realized the potentials of this industry for the economic development in the state and has adopted vital measures to promote tourism in the state adopting schemes like "Padharo Mhare Desh" means "Rajasthan Invites You" The Chief Minister of Rajasthan has declared tourism as one of the key area of economic development and termed this sector as the "Hope Sector" for Rajasthan.

## II. LITERATURE REVIEW

The finest cooking in India was derivative from the Mughals and did influence the royal kitchens of India, as did European cooking. But the common man's kitchen remained untouched, more so in Rajasthan. Cooking here has its own exclusive flavour and the simplest; the most basic of ingredients go into the preparation of most dishes. Some of tour operators are providing the food tour services in Rajasthan to determine the best that Rajasthan has to offer. By tasting the Rajasthani food via Rajasthan food tours, learning to cook Rajasthani food in traditional cooking classes, get to know local culture and history in detailed heritage tours, get an adrenaline rush in awesome adventure tours or just relax in heritage hotels; Every tour is custom designed and unique for each guest. Their aim is to offer the best possible service to all their guests without compromising on safety, comfort and quality. The food tour of Rajasthan begins, where tourist gets to experience Rajasthan and its original cuisine and timeless beauty. To begin this journey Jaipur is the favourite of all destinations. Tourist begins the food part by having some salted lassi which is the staple drink of city. As tourist walk in the

streets of the Pink City enjoying the sights of the market, tourist can sample all the different varieties of food it has to offer. This food tour will offer him the sampling of a lot of exotic delicacies like fragrant kachoris full of flavor and masala chai which is prepared over the charcoal fire. Tourist will also taste the wonderful array of Rajasthani drinks and snacks. Tourist ends the day by having a large Rajasthani thaali (platter) of traditional Dinner. Along with example food, tourist also does some seeing the sights such as Galta Jee Temple which houses a lot of monkeys and langoors and the Amer Fort. Visiting the attractions will depend on the time tourists have on hand. Tourist will visit the local markets which are very colorful, fragrant and full of life with lots of people selling lots of things in their shops such as shoes, bangles, clothes, utensils, spices, artifacts. The guests will be guided in the use of spices used in the traditional Rajasthani cooking.

The present study has thrown light on the greater than ever consequence of food tourism in Rajasthan. The views of researchers about various forms of food tourism - Culinary, Cuisine & Gourmet have been built-in in the present study in order to have an in depth analysis of what food tourism is all about. The study has also reflected upon the deliberation of food as primary or secondary inspiration while selecting a destination. The issue of quality has also been discussed as this impact directly on tourist purpose to repurchase. The study has added to the existing literature with a better understanding of food tourism and its associated terms.

Tourism plays a major part in conserving and realizing the value of our heritage, which includes not only the physical heritage and landscape, but also the cultural heritage, such as languages, religious and culinary traditions. Cultural tourism is also a vital route for cultural exchange, promoting understanding and for cultural diversity to flourish. It is an activity that is both an important means of individual personal fulfilment and a major industry generating jobs and investment; it depends upon both ancient history and the most up to date technology; it has both local and global environmental implications. Indian social life centres on food-good wholesome food. The sound of festive drums is all we need to bring out our cooking pots and pans and produce an array of exotic dishes, which Indians describe as 'soul food'. One key component of the relationship between food and tourism is that of the promotion of traditional foods. In India, tourists mainly come for the heritage tourism, wildlife safari and beach tourism attractions which on their own may not be viable options in the long run. Therefore, the tourism industry needs to diversify their products and include more cultural tourism based components of which food and drink is a key contender. In India, the promotion of food as a component of its destination attractiveness is in its infancy at both the international and domestic level. The context of this contribution is to underpin such developments using the rationale that in order to maintain and enhance local

economic and social vitality, creating back linkages between tourism and food production sectors can add value to an area's economy.

No wonder that Rajasthan has been called the "Designer State" to the degree that tourism is anxious because of its people, culture, cuisine, costumes, clothes and its countless art forms. Tourism in Rajasthan is an important economic movement which has vital impact on financial, social and cultural life of people. RTDC report (2015)[1] Each and every corner of Rajasthan is a pleasurable experience in its own way and there are many of tourist attractions in the state which can offers to tourists. Jodtha (2001)[3] Different cultures, customs and traditions, fairs and festivals, heritage and pilgrimage places, forts and palaces and the most hospitable local people can make Rajasthan as the most nonviolent and safest tourist destination of India as tourist all as in South Asia. Eric chon (2004)[2] Tourism in Rajasthan is one of the fast rising industry which gives higher input in state by increasing revenue, increasing standard of living, providing platform to local artisans and culture and developing infrastructure. Dr.lavani (2007)[4] there is many tourism products in the state which attracts tourists such as forts and palaces, shopping, safari tours, wildlife sanctuary parks, legacy and pilgrimage places, lakes in Rajasthan and many more. The state Rajasthan famous for its history and culture, there are many heritage properties exist in the state since the time of kings who ruled on the state which gives understanding of their royal lifestyles and knowledge of their culture. Rtdc (2015)[1] as the government of Rajasthan declares tourism as a brand "Atithi Devo Bhava" which provides tradition of hospitality which is instant and impulsive to visitors, guests and even strangers, continues straight since the days of kings and princes. Dr.kaul (2009)[6] In order to tide over the prospect of financial hardship, large palaces of the Maharajas set the trend by becoming five star hotels. Now some of the ancestral homes transfer in the new lease of life - as heritage hotels. Each of these heritage hotels or familial homes are different and having their own history and tradition. One can see the influence of various cultures in dance, music, festivities, architecture, traditional customs, food and languages. This prosperity in culture goes a long way in projecting India as the ultimate cultural tourism destination. Among the various states for cultural tourism in India, Rajasthan is the most popular state for its cultural tourism. Pradeep (2008)[7] Rajasthan is famous for its rich cultural heritage and renowned for many wonderful palaces and forts which glass case the rich cultural heritage of Rajasthan, but now tourism products are not limited to these natural resources alone but have lengthened with frequent niche markets developing. One such market carving a niche quite speedily nowadays is food tourism. Recognizing food as an inevitable experience at a travel destination, food tourism is booming at moderately high rates. Where a destination is able to attract a large pool of

tourists by promoting its food, tourists also get a novel experience of being deeply involved in the local culture and traditions. The combination of food and tourism is getting popular day by day and the development of cultural food as a tourism product is trending globally. Chokhi dhani (2002) have also opined that the quest to experience authentic tastes and experiences attract the tourists globally to a destination. "Food tourism" can be defined as visiting food exhibitions, food festivals, restaurants and specific locations for which food tasting and experiencing quality food are the primary factors for travel (Hall and Mitchell, 2003). Food tourism is also one component of tourism strategy dedicated to making the best use of scarce possessions through creativity and flexibility, made necessary by the lack of conservative natural and cultural tourism assets (Teo & Chang, 2000; Richard, 2002). Tourists inescapably have to engage in food expenditure even in situations where food is found different or less than acceptable Tikkanen, (2007) [8]. Often, Food tourism has ceased to be only concerned with the provision of food for tourists in restaurants, hotels and resorts.

### III. GROWTH OF TOURISM IN RAJASTHAN

Tourism is the fastest growing industry in the state of Rajasthan. The industry is moving fast and generating more avenues for the people residing in the state. The government and the Department of Tourism are focusing a lot on the innovations and development of the tourism products. Tourism is a crucial sector for the economy of Rajasthan and can play an important role in bringing about socio-economic development of the state. Tourism was declared a trade, in Rajasthan in the year 1989, and ever since Rajasthan has emerged as the top tourism state of India. Rajasthan Tourism is playing a significant role in not only generating foreign exchange but also in creating opportunities like employment, good infrastructure, developing hotels, communication links, investment opportunities etc.

#### Arrival of tourist in state from the year 2012 to 2017

Year	Domestic	International	Total	
Previous year comparison in %				
	Tourist	Tourist		
2012	25558691	1073414	26632105	-9.87
	-27.36	-10.74		
2013	25543877	1278523	26822400	-0.06
	19.11	7.71		
2014	27137323	1351974	28489297	6.24
	5.74	6.21		
2015	28611831	1451370	30063201	5.43
	7.35	5.52		
2016	30298150	1437162	31735312	5.89
	-0.98	5.56		
2017	33076491	1525574	34602065	9.17
	6.15	9.03		

Source: Tourism Annual Report 2016-2017 -  
Department of Tourism, Rajasthan

### Immune growth of domestic and foreign tourists in Rajasthan

The rate of growth of domestic tourism is predictable to be 7% while that of foreign tourist; it is likely to be 5% as per the studies conducted by “TCS Projections” up to year 2025 as shown in Table

Table – projected tourist growth

Year	Domestic Tourist	Foreign Tourist	Total
2010	-67	0.65	7.23
2015	10.18	0.75	10.93
2020	14.05	0.96	15.01
2025	27.64	1.57	29.21

Source: Tourism Annual Report 2016-2017 -  
Department of Tourism, Rajasthan

#### IV. FOOD TOURISM IN RAJASTHAN

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#### V. FINDINGS

Tourists visiting a particular cultural destination, in addition to participating in the knowledge of their heritage, want to increase their sensory experience mainly through culinary. In this sense, culinary and its relation to tourism has become a key aspect in the analysis of tourist destinations, especially those related to culture and heritage.

The heterogeneity in the preferences of the patrons make it essential to go into profundity in the knowledge of the reasons that may impact the processes of choice in order to try the local food. The analysis made has acknowledged two different factors or attributes: healthy and cultural. Based on them, three types of visitors were recognized—cultural tourist, healthy-cultural tourist and generic tourist that are considered as valid and of use for segmenting the market.

#### VI. CONCLUSION

Rajasthan state has traditionally been an important cultural destination due to the importance of its historical heritage. In order to complete the tourist experience, in recent years, the typical regional culinary has been non-breakable, offering tourists the traditional dishes of the royal kitchen. However, in addition, these specialties are being introduced through a concept that defines the rajwada cuisine in general.

This paper contributes to the concept of sustainability, as one of its main conclusions is that the potentiating of local food as a tourist product involves intensification of local economies, a close relationship between local farming and tourism, clearly enhancing the environment in two different ways: increasing the level of both organic production and local distribution. In the same way, it is necessary to guarantee respect for tradition and the values that make up the authenticity of the host community.

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## VII. RECOMMENDATION

The main limitations of this research are the time period in which it is conducted, which makes us believe that it would be desirable to extend the investigation to tourism arriving to the rajasthan during all months of the year.

As the main future line of research, we recommend strengthening research to see if tourists visiting the rajasthan state and consuming its traditional food, also consume food products of this area later in their home towns.

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