

The Cultural Landscape of India's Culinary Destinations and Tourism: The Implications for Tourism Industry and Food Tourism

Arpita Majumder

Assistant Professor

Department of Geography

Swarnamoyee Jogendranath Mahavidyalaya

Amdabad, Nandigram, Purba Medinipur, West Bengal-721650

Abstract

This study explores the potential of cuisine tourism in India, examining the country's diverse culinary landscape and its implications for the tourism industry. Through a comprehensive literature review, the research investigates how geographical, cultural, and historical factors contribute to the unique gastronomic identities across India's states and regions. The study also analyses the role of street food culture and regional food festivals as drivers of culinary tourism, assessing their impact on destination image and tourist satisfaction. India's culinary diversity, shaped by regional variations, religious influences, and historical interactions, offers a rich tapestry of flavours and dining experiences. The research highlights the significance of local cuisines, street food, and food festivals in enhancing tourist experiences and promoting cultural understanding. The concept of authenticity emerges as a crucial factor in cuisine tourism, differentiating destinations and contributing to overall tourist satisfaction. The study finds that street food, particularly dishes like Tandoori Chicken tikka, serves as a cultural bridge for foreign tourists. Regional food festivals across India showcase unique specialties and traditional dishes, attracting food enthusiasts and promoting culinary heritage. The research also emphasizes the potential of rural tourism in exploring ancient cooking traditions and authentic, organic dishes. Concluding that India's culinary diversity presents an unparalleled opportunity for tourism development, the study recommends strategic initiatives such as organizing more regional food festivals, establishing food parks near tourist destinations, and promoting rural culinary experiences. These efforts could elevate India's culinary offerings, creating immersive experiences for visitors while preserving and promoting the country's rich food heritage. This research contributes to the growing field of culinary tourism studies and provides insights for policymakers and tourism stakeholders in India.

Keywords: cuisine, food tourism, street food, cultural diversity, food festival

Introduction:

Cuisine tourism, an emergent global phenomenon, has significantly enhanced the appeal of destinations by seamlessly integrating traditional attractions with immersive culinary experiences. This multifaceted concept, often referred to interchangeably as culinary, food, or gastronomy tourism, intricately weaves together elements of history, heritage, culture, and local gastronomy. While this trend has gained substantial recognition on the global stage, India's vast and diverse culinary landscape remains largely underexplored in the context of tourism, particularly at the state level.

India's rich tapestry of cultural diversity, manifested through its myriad languages, cuisines, customs, and religions offers an unparalleled essence of exploration for visitors. The nation's culinary tourism landscape is profoundly influenced by its regional diversity, with each state boasting unique flavours, ingredients, and cooking techniques (Kumar, 2019). This gastronomic heterogeneity not only reflects India's geographical vastness but also its historical and cultural complexity.

Religious and cultural factors play a pivotal role in shaping food choices and preferences among cuisine tourists in India (Gupta et al., 2020). These factors contribute to the creation of distinct culinary identities across regions, offering visitors a rich tapestry of flavours and dining experiences. An emerging trend in Indian culinary tourism is the concept of "food trails" in urban centers, allowing visitors to embark on gastronomic journeys exploring local specialties (Desai, 2019). These curated experiences offer insights into the cultural and historical contexts of various dishes, enhancing the overall tourism experience. Additionally, street food has emerged as a significant draw for food tourists, particularly in major urban hubs like Mumbai and Delhi (Sharma & Patel, 2021). The vibrant street food culture not only provides affordable and authentic local flavours but also serves as a window into the everyday culinary practices of urban India. Furthermore, there is a growing emphasis on sustainable and eco-friendly culinary tourism practices in India, with a focus on utilizing local, organic, and seasonal ingredients (Rao & Krishnan, 2021). This shift towards sustainability not only enhances the authenticity of culinary experiences but also supports local communities and promotes environmental conservation.

Given this rich and diverse culinary landscape, there is a pressing need to investigate the prospects of India's varied cuisines and develop a strategic framework for their promotion as distinct tourism products. By leveraging its unique culinary heritage and addressing challenges such as food safety and quality standardization, India has the potential to significantly elevate its position in the competitive global tourism market. This study aims to explore these opportunities and contribute to the development of a robust culinary tourism sector in India.

Diversity in Indian Cuisine:

Srinivas (2011) stated that “Food in India is an identity marker of caste, class, family, kinship, tribe affiliation, lineage, religiosity, ethnicity, and increasingly, of secular group identification.”

Indian cuisine is a symbol of diversity. It was highlighted in the story of Food & Beverage Business Review, Indian cuisine is characterized by a fresh blend of fragrant spices and rich ingredients and is a particularly attractive combination compared to other Asian cuisine. Specialty of this cuisine is the variety of spices which makes each dish exotic, delicious and different from the rest of the cuisines of the world.

The diverse tapestry of Indian cuisine reflects the nation's rich cultural heritage, geographical variations, and historical influences. This culinary landscape offers a unique opportunity for exploring the potential of cuisine tourism in India. The following discussion synthesizes current research to provide a comprehensive overview of the diversity in Indian cuisine and its implications for culinary tourism.

India's vast geographical expanse contributes to significant variations in its cuisine across different regions. Chatterjee and Roy (2020) highlight the stark contrast between Northern and Southern Indian cuisines. The North is renowned for its rich, creamy curries and tandoori dishes, while the South is characterized by the extensive use of rice, coconut, and seafood. This regional diversity not only offers a wide array of flavours for culinary tourists but also provides insights into the local cultures and traditions associated with food preparation and consumption.

The use of spices is a defining characteristic of Indian cuisine, with each region boasting its unique spice combinations. Patel et al. (2019) note that the composition of garam masala, a quintessential spice mix in North Indian cuisine, differs significantly from spice blends used

in the South, such as sambar powder. These variations in spice usage contribute to the distinct flavour profiles of regional cuisines, offering culinary tourists a sensory journey across the country.

There are also variations in consuming staple foods across India vary considerably, reflecting the agricultural patterns and cultural preferences of different regions. Kumar and Singh (2021) observe that while rice is a staple in the South and East of India, wheat-based breads like 'chapati' and 'naan' are more prevalent in the North and West. This diversity in staple foods not only adds to the culinary experience but also provides insights into the agricultural practices and climatic conditions of various regions. Indian soul food is not only a meal, but an experience that evokes nostalgia and comfort. The essence of Indian soul food lies in its ability to connect people and to foster community and community. These dishes, whether simple Dal Chawal or complex Biryani, demonstrate the diversity of the Indian cuisine and the warmth of the Indian people.

Diverse religious and cultural landscape has given rise to distinct dietary preferences across states of India. Reddy (2018) points out that states like Gujarat have a strong tradition of vegetarian cuisine, influenced by Jain and Hindu philosophies, while others like Kerala boast a rich non-vegetarian culinary heritage. Muslim cuisine in India features unique meat preparations. This religious influence on cuisine not only adds to the diversity of flavours but also provides insights into the cultural and spiritual aspects of Indian society. This dichotomy offers culinary tourists the opportunity to explore a wide range of vegetarian and non-vegetarian dishes, each with its unique preparation methods and flavours.

The culinary landscape of India is further enriched by the unique traditions of its tribal communities. Bhattacharjee (2022) highlights the distinct culinary practices of tribal communities in states like Nagaland and Mizoram, which often feature fermented foods and exotic meats. These lesser-known cuisines offer adventurous culinary tourists an opportunity to explore flavours and ingredients that are rarely found in mainstream Indian restaurants.

Furthermore India's street food culture is an integral part of its culinary identity, with each city offering its own unique specialties. Sharma and Gupta (2020) illustrate this diversity by citing examples such as vada-pav in Mumbai and kathi rolls in Kolkata. The vibrant street food scene not only provides affordable and authentic local flavours but also serves as a window into the everyday culinary practices of urban India. Additionally, the connection

between food and festivals in India assimilates another layer to its culinary diversity. Mehta and Joshi (2019) note that different regions have specific dishes associated with festivals, such as modak in Maharashtra for Ganesh Chaturthi or biryani in Hyderabad for Eid. This association of particular dishes with festivals offers culinary tourists the opportunity to participate in local celebrations through food, enhancing their cultural experience.

Along with the above, India's colonial history has left its mark on the country's culinary landscape. Das (2020) highlights the presence of Anglo-Indian cuisine in cities like Kolkata and Portuguese influences in Goan cuisine. These fusion cuisines offer a unique blend of Indian and European flavours, reflecting the country's complex historical interactions with colonial powers.

Alongside, the ancient Indian system of medicine, Ayurveda, has significantly influenced culinary practices, particularly in South India. Rao and Krishnan (2022) emphasize how some regional cuisines are heavily influenced by Ayurvedic principles, focusing on the balance of flavours and nutritional elements. This holistic approach to cooking not only contributes to the diversity of Indian cuisine but also offers culinary tourists insights into traditional Indian concepts of health and wellness through food.

Food Tourism: Concept

Food, termed "bhojana" in Sanskrit, offers insight into Indian daily life and cultural identity, revealing nuanced interactions with global influences that are simultaneously apparent and subtle within culinary practices and traditions (Srinivas, 2011).

Food tourism conceptualise 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 are the primary motivating factor for travel" (Hall and Sharples, 2003, p.10). Food constitutes an integral component of a destination's tourism offering, functioning as a symbolic marker of social stratification and significantly influencing perceptions of destination quality. This multifaceted role underscores food's importance in both the tangible and intangible aspects of the tourist experience (Chang et al., 2010).

The intersection of food and tourism has emerged as a prominent research domain over the past three decades, originating with Belisle's seminal work in 1983. This field has garnered increasing scholarly attention, as evidenced by the proliferation of major international

conferences dedicated to culinary tourism. Notable examples include the 2005 Second International Conference on Culinary Tourism in San Francisco, the 2013 World Food Tourism Conference in Gothenburg, and the 2015 World Food Travel Summit and Expo in Portugal, underscoring the growing significance of food tourism in both academic discourse and industry practice.

The discourse on food within tourism literature employs various terms, including 'food and wine tourism', 'tasting tourism', 'gourmet tourism', and most prominently, 'culinary tourism', 'food tourism', and 'gastronomic tourism' (Horng& Tsai, 2012; Sanchez-Canizares& Lopez-Guzman, 2012).

While 'culinary tourism' and 'food tourism' both explore tourists' food-related desires and activities, they differ in their emphasis. Culinary tourism centers on the cultural knowledge gained through food experiences, whereas food tourism prioritizes the physical interaction with local cuisines. Gastronomic tourism, in contrast, takes a broader perspective, considering food's place within the host culture's overall lifestyle and traditions (Ellis et al, 2018).

Perspective and Approaches of Food Tourism:

Academic definitions of food tourism can be categorized into three main perspectives: activity-based, motivation-based, and mixed. These perspectives are primarily focused on the tourists themselves, examining their behaviours, motivations, and overall experiences(Ellis et al,2018).

Additionally, there's a separate category of research that concentrates on the destination itself, exploring how food tourism can be developed and managed within a specific location. This approach looks at food and food tourism in the context of the destination, considering factors such as local cuisine, culinary traditions, and food-related attractions.

Food tourism research encompasses three main disciplinary approaches: management and marketing, social and cultural studies, and geography (Ellis et al,2018). The management approach often adapts existing frameworks from consumer behaviour and destination management studies. Social and cultural studies apply theories like Bourdieu's sociology of culture and taste to explore how food choices reflect social status and nationality, introducing concepts like the 'geography of taste'(Cianflone, Bella, &Dugo, 2013; Kim & Ellis, 2015; Marcoz,Melewar, & Dennis, 2016; Montanari, 2009; Staiff&Bushell, 2013), Ellis et al,2018). The geography approach examines the relationship between food, place, and tourism more

broadly, covering topics from food heritage to spatial relationships of production and consumption. It often focuses on the use of food heritage for destination experiences and regional development, particularly in rural areas. This approach emphasizes the concept of 'local food' and its role in preserving regional identity and enhancing authentic destination experiences (Kim, 2015). Overall, these perspectives highlight the complex relationships between cuisine, identity, and culture in the context of food tourism.

Objective:

Main objectives of the study present are-

1. To analyze the diverse culinary landscape of India's states and regions, examining how geographical, cultural, and historical factors contribute to the unique gastronomic identities across the country.
2. To investigate the potential of India's street food culture and regional food festivals as drivers of culinary tourism, assessing their impact on destination image and tourist satisfaction and the role of authenticity in Indian cuisine tourism.

These objectives will encompass India's culinary diversity, the importance of street food and food festivals in tourism, and the connection between food, culture, and authentic travel experiences.

Methodology

This study utilized a comprehensive literature review, primarily drawing from peer-reviewed journal articles to ensure reliability and academic rigor. While peer-reviewed sources were prioritized, the research also incorporated books, journals, magazines, and blog posts to provide a broader perspective. The methodology aimed to establish a solid foundation for analysis and future research in the field. This descriptive study employed quantitative data analysis from various secondary sources, balancing scholarly depth with diverse information channels.

Cuisine Tourism in India

The remarkable diversity of Indian cuisine, shaped by regional, cultural, religious, and historical factors, presents a rich landscape for culinary tourism. From the varied use of spices and staple foods to the unique traditions of tribal cuisines and street food, India offers a multifaceted gastronomic experience. The influence of religions, festivals, colonial history,

and ancient medicinal practices further enriches this culinary tapestry. As the global interest in food tourism continues to grow, India's diverse culinary heritage positions it as a potentially significant player in the international culinary tourism market.

Gastronomic attributes significantly contribute to tourists' overall satisfaction and create unique experiences at a destination. Food is a crucial aspect of tourist behaviour, being both an essential part of daily routines and a major expense during travel. While on vacation, tourists are often attracted to various aspects of local cuisine, including novel dishes, unique preparation methods, indigenous ingredients, and distinct eating customs. These culinary elements play a vital role in shaping the tourist experience and can greatly influence their perception of a destination.

Authentic local cuisine and dining experiences are memorable aspects of travel, often preferred over familiar food chains (Kala,2019). These food-related attributes enhance tourists' understanding of local culture, create emotional connections with the destination, and significantly contribute to overall satisfaction and destination appeal (Gross & Brown, 2008; Hendijani, 2016; Hjalager& Richards, 2002; Kivela&Crotts, 2006; Yuksel&Yuksel, 2003).

Authenticity differentiates destinations in the competitive tourism market. Food consumption, beyond meeting basic needs, significantly enhances tourist satisfaction and offers insights into local culture, making it a crucial component of the overall travel experience (Kala,2019). Different geographical regions often have their own distinctive food cultures. For example, the eastern, northern, southern, and western parts of a country or continent typically feature unique culinary traditions, ingredients, and dishes that reflect their local history, climate, and cultural influences.

The 'Thali' stands as a perfect embodiment of this culinary diversity, offering a miniature cultural expedition on a single plate. This comprehensive meal showcases the essence of a region's gastronomy. In a beautiful representation of India's cultural mosaic, each of the country's 29 states presents its own distinctive Royal Thali, reflecting the local flavours, ingredients, and culinary traditions unique to that area

They are varies from spices used as ingredients in foods. KarishmaShaikh posted in the post of tripoto that Northern states of India like Kashmir presents foods with variety of preparations of meats whereas HimachaliThali is full of traditional herbs and spices. Maharashtrianthalis are most spicy thalis and food of Goanthalis are favourite for sea food

lovers. South Indian thalis are special for their sourness in foods and use of coconuts and curry leaves in foods. There are speciality in serving foods of Andhra Pradesh as it serves on banana leaves. East Indian thalis are full of delicacies whereas North Indian foods are healthy and most of them are from authentic tribal cuisine (Batra,2022; Shaikh, 2022).

Food plays a crucial role in tourism, acting as a cultural symbol and destination identifier. Local cuisine enhances the tourist experience, promotes regions, and impacts the host community's socioeconomic status. This synergy between food and tourism creates a mutually beneficial relationship for locals and visitors, contributing to effective destination marketing and cultural appreciation.

Tourist destination choices are influenced by mental images of potential options. Destination image (DI) and imagery (DY) significantly impact decision-making and market competitiveness ((Galí et al., 2017; Stepchenkova and Li, 2014).

Food is a crucial element in forming these perceptions, as it's an integral part of every tourist experience. Local cuisine shapes tourists' impressions of both visited and desired destinations, contributing to overall satisfaction. Cardoso et al (2019) stated in their study Hyderabad is in top ten (2.9%) tourist destination for food among Asian tourist.

Van Esterik (1982) states that “Ethnic identity may be expressed by food and eating habits, both to members of that ethnic group, and to outsiders who associate particular foods with that ethnic group. Food, then, may become part of an ethnicstereotype” (p. 208) (Cited in Cardoso et al,2019)

Street food, defined as minimally to highly processed consumables vended in public spaces, plays a significant role in shaping destination image, particularly in India. The North is renowned for dishes like CholleyBhatore and various tikkas and kebabs; the West offers specialties such as PavBhaji, Bombil Fry, and Dabeli; Eastern delicacies include Momos, JhalMoori, and Puchka; while the South is known for items like Paddu and Biryani (Simopoulos&Bhat, 2000).

The country's street food culture, a product of its diverse ethnic and cultural heritage, serves as a powerful attraction for international culinary tourists. These readily available, often highly processed dishes are sold in public spaces and can be enjoyed on-site or delivered for consumption elsewhere.

Consumer preferences for street food are shaped by a complex interplay of factors. Age influences health-conscious choices, with older individuals favoring organic options. Education and income levels correlate with a greater appreciation for local ethnic cuisines. Religious beliefs significantly impact dietary choices, from Hindu veganism to Islamic halal requirements. Personal sensory preferences and cultural backgrounds also play crucial roles. Mak et al. (2012) synthesized these influences into five key dimensions: socio-demographic factors, personality, motivation, cultural and religious factors, and experience. This multifaceted framework underscores the diverse elements that drive street food consumption patterns, particularly among tourists exploring new culinary landscapes.

Research suggests that local street food can be a significant draw for foreign tourists visiting India. Tandoori Chicken tikka, in particular, was found to be highly popular among visitors, serving as a cultural bridge between tourists and local culinary traditions. Gupta et al (2020) found in their study that frequency of street food preference of consumers in India is highest in Chicken tikka (62.45%) followed by Galouti kebab (53.92%), VadaPav (41.29%), Alookitikki(28.49%) and steamed momos (22.35%). There difference in preference of foods in domestic and foreign visitors.

Most Popular (highly preferred)Street Foods amongst the foreign tourists in India

Sl No.	Name of the Street Food	Belongs from the State
1.	Golgappe	Delhi
2.	AlookiTikki	Delhi
3.	ChaatPapri	Delhi
4.	CholleyBhature	Delhi
5.	Chicken Tikka	Punjab
6.	LittiChowkha	Bihar
7.	Momos	States of North- East
8.	Phucka	West Bengal
9.	Seekh Kebab	Jammu & Kashmir, Uttar Pradesh

Source: (Gupta et al, 2020)

This insight can help street food vendors, from upscale markets to mobile sellers, tailor their menus to attract more foreign customers. By consuming local street food, tourists gain an authentic cultural experience. Recognizing this, the Indian Ministry of Tourism could

leverage street food culture as a marketing tool, providing comprehensive information about regional street food offerings on their official websites and in promotional materials. This approach would not only enhance India's appeal as a culinary destination but also support local vendors and preserve traditional food cultures (Gupta et al,2020).

Exploring Indian Culture through Cuisine Tourism:

Food tourism is intrinsically tied to cultural experience, with authenticity playing a crucial role. This authenticity is inseparable from the destination's heritage and orientation. Local cuisine defines a place's culinary identity, and food is utilized in various ways within the tourism context. Essentially, food tourism serves as a presentation of a location's history and sense of place, offering visitors a tangible and flavourful connection to the destination's cultural heritage.

Ellis et al (2018) analysed five key themes in food tourism: motivation, culture, authenticity, management and marketing, and destination orientation. Culture plays a significant role, as food represents and facilitates cultural understanding. Food tourists seek experiences that showcase local identity and authenticity, driven by a desire to learn about different cultures. Food tourism has a tangible, physical aspect to it. From a cultural standpoint, it encompasses the behaviours, knowledge, and customs of a location, which together create a distinct sense of place and identity. Authenticity is a crucial element in this context, as tourists seek genuine cultural experiences through local cuisine.

India's culinary landscape is a vibrant tapestry of flavours, ingredients, and cooking techniques that vary dramatically from state to state. In the north, states like Punjab and Uttar Pradesh are known for their rich, creamy curries and tandoor-cooked breads, while the coastal states of Kerala and West Bengal in the south and east respectively showcase seafood-centric dishes with coconut and mustard oil bases. The arid western state of Rajasthan has developed inventive vegetarian dishes and long-lasting pickles to cope with scarce fresh produce, contrasting sharply with the lush, spice-rich curries of neighbouring Gujarat. Central India, including Madhya Pradesh, offers a unique blend of north and south Indian flavours, often featuring wheat-based dishes alongside rice preparations. The north-eastern states, such as Assam and Nagaland, present a distinct culinary profile with fermented foods, bamboo shoots, and minimal use of spices, setting them apart from the rest of the country. This state-wise disparity extends to staple grains (with rice dominating the south and east, while wheat

is more prevalent in the north), the use of specific spices and herbs, cooking oils, and even meal structures, creating a fascinatingly diverse gastronomic map across India.

India's food festivals offer a vibrant showcase of the country's diverse culinary landscape, featuring unique regional specialties and traditional dishes. These events provide visitors with an array of appetizers, main courses, desserts, and fruit-based preparations, attracting food enthusiasts and tourists nationwide. Notable festivals include Delhi's International Mango Festival, West Bengal's Sea Food Festival, such as Hilsa Fish Festival in Sundarbans, and the Gujarati Food Festival. A recent addition to Delhi Tourism's "DilliKePakwaan" festival, the "KhaoGali" (Food Street), has drawn international tourists to sample local street food delicacies. This highlights the growing importance of street food in enhancing tourism, with Asian street cuisine particularly renowned globally.

The International Mango Festival in Delhi showcases over 550 mango varieties, organized by various government bodies. Kashmir's food festival presents unique regional dishes, while the Gujarati Food Festival offers a wide array of traditional Gujarati cuisine. Bangalore's Restaurant Week and West Bengal's Sea Food Festival further exemplify India's rich culinary diversity (Banerjee, 2015).

These festivals not only celebrate regional flavours but also serve as cultural ambassadors, offering both domestic and international visitors an immersive experience of India's gastronomic heritage. They play a crucial role in promoting culinary tourism and preserving local food traditions.

Findings and Conclusion:

India's culinary landscape offers an unparalleled diversity, with flavours and dishes changing dramatically even over short distances. This unique characteristic provides tourists with an extraordinary gastronomic journey unmatched elsewhere in the world. To leverage this culinary richness for tourism, the Indian government should consider several strategic initiatives. These include organizing more regional food festivals to showcase local cuisines, establishing food parks and courts near popular tourist destinations. Additionally, there's a significant opportunity in promoting rural tourism, where visitors can explore ancient cooking traditions and experience authentic, organic dishes. By focusing on these areas, India can elevate its culinary offerings to the forefront of its tourism industry, creating a more

immersive and diverse experience for visitors while preserving and promoting its rich food heritage.

References

- Banerjee, M. (2015). *Food Tourism: An Effective Marketing Tool for Indian Tourism Industry. International Journal of Science Technology & Management*, 4(2), 26-35.
- Batra, A. (2022). *29 States & their food Palettes: Thalís of India*. Magicpin. Retrieved November 11, 2022, from <https://magicpin.in/blog/thalis-of-india/>
- Bhattacharjee, S. (2022). Exploring the unique culinary traditions of Northeast Indian tribes. *Journal of Ethnic Foods*, 9(1), 1-12.
- Cardoso, L., Vila, N.A., De Arjujo, A. F., & Dias, F. (2019). Food tourism destinations' imagery processing model. *British Food Journal*, 122(6), 1833-1847. <https://doi.org/10.1108/bfj-08-2018-0557>
- Chang, R. C., Kivela, J., & Mak, A. H. (2010). Food preferences of Chinese tourists. *Annals of Tourism Research*, 37(4), 989-1011. <https://doi.org/10.1016/j.annals.2010.03.007>
- Chatterjee, P., & Roy, S. (2020). Regional variations in Indian cuisine: A comprehensive review. *International Journal of Gastronomy and Food Science*, 21, 100233.
- Cianflone, E., Bella, G. D., & Dugo, G. (2013). Preliminary insights on British travellers' accounts of Sicilian oranges. *Tourismos: An International Multidisciplinary Journal of Tourism*, 8(2), 341–347.
- Das, A. (2020). Colonial legacies in Indian regional cuisines: A case study of Anglo-Indian and Goan food. *Food, Culture & Society*, 23(5), 577-594.
- Desai, R. (2019). Food trails as emerging trend in Indian culinary tourism: A case study of Mumbai. *International Journal of Gastronomy and Food Science*, 16, 100-112.
- Galí, N., Camprubí, R. and Donaire, J.A. (2017), “Analysing tourism slogans in top tourism destinations”, *Journal of Destination Marketing and Management*, Vol. 6 No. 3, pp. 243-251, available at: <http://doi.org/10.1016/j.jdmm.2016.04.004>
- Godrej Food Trend Report, 2022 retrieved from

https://www.vikhrolicucina.com/uploads/pdf/GFTR_2022_Final.pdf on 17.08.2022

Gupta, V., Singh, S., & Sharma, B. (2020). Religious and cultural influences on food tourism in India. *Tourism Recreation Research*, 45(1), 92-104.

Hall, C. M., & Sharples, L. (2003). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. In C. M. Hall, L. Sharples, R. Mitchell, N. Macdonis, & B. Cambourne (Eds.). *Food tourism around the world* (pp. 1–24). New York: Routledge.

Horng, J., & Tsai, C. (2012). Culinary tourism strategic development an Asia-Pacific perspective. *International Journal of Tourism Research*, 14(1), 40–55.

Keller, K.L. (1993), “Conceptualizing, measuring, and managing customer-based brand equity”, *Journal of Marketing*, 57, 1-22, available at: <https://doi.org/10.2307/1252054>

Keller, K.L. (2016). Reflections on customer-based brand equity: perspectives, progress, and priorities. *AMS Review*, 6 (1), 1-16.

Kim, S., & Ellis, A. (2015). Noodle production and consumption: From agriculture to food tourism in Japan. *Tourism Geographies*, 17(1), 151–167.

Kumar, A. (2019). Regional diversity in Indian cuisine: Implications for culinary tourism. *Journal of Culinary Science & Technology*, 17(4), 321-337.

Kumar, R., & Singh, M. (2021). Staple foods across Indian regions: A comparative analysis. *Journal of Ethnic Foods*, 8(1), 1-15.

Mak, A.H.N., Lumbers, M., Eves, A. and Chang, R.C.Y. (2012). Factors influencing tourist food Consumption. *International Journal of Hospitality Management*, 31(3), 928-936.

Marcoz, E. M., Melewar, T. C., & Dennis, C. (2016). The value of region of origin, producer and protected designation of origin label for visitors and locals: The case of Fontina cheese in Italy. *International Journal of Tourism Research*, 8(3), 236–250.

Mehta, N., & Joshi, R. (2019). Festive foods of India: Regional variations and cultural significance. *Journal of Religion and Food*, 7(2), 112-128.

Patel, S., Gupta, R., & Sharma, A. (2019). Spice blends across Indian cuisines: A study of regional variations. *International Journal of Gastronomy and Food Science*, 17.

Rao, P. S., & Krishnan, V. (2021). Sustainable culinary tourism practices in India: Opportunities and challenges. *Journal of Sustainable Tourism*, 29(11-12), 1908-1925.

Rao, P. S., & Krishnan, V. (2022). Ayurvedic principles in South Indian cuisine: Balancing flavor and nutrition. *Journal of Ethnic Foods*, 9(2), 1-10.

Reddy, G. (2018). Vegetarian traditions in Indian regional cuisines: A focus on Gujarat and Kerala. *Food and Foodways*, 26(4), 326-345.

Sanchez-Canizares, S. M., & Lopez-Guzman, T. (2012). Gastronomy as a tourism resource: Profile of the culinary tourist. *Current Issues in Tourism*, 15(3), 229–245.

Shaikh, K. (2022). India on a plate: 29 delicious thalis from 29 glorious states! Tripoto. Retrieved October 15, 2022, from <https://www.tripoto.com/trip/29-states-29-thalis-taste-the-different-palettes-of-india-6110c6a79f330>

Sharma, A., & Gupta, K. (2020). Street food diversity in Indian metropolises: A comparative study. *Tourism and Hospitality Research*, 20(3), 365-378.

Sharma, A., & Patel, K. (2021). Street food tourism in urban India: A study of tourist perceptions and behaviors. *Tourism and Hospitality Research*, 21(2), 210-225.

Simopoulos, A.P. and Bhat, R.V. (2000), *Street-Foods*, Karger, Basel.

Singh, J., Ahmed, F., & Kapoor, S. (2021). Religious influences on Indian cuisine: A study of Jain and Muslim culinary practices. *Journal of Religion and Food*, 9(1), 45-62.

Srinvas, T. (2011). Exploring Indian Culture through Food. *Food, Culture and Asia*, 16(3).

Staiff, R., & Bushell, R. (2013). The rhetoric of Lao/French fusion: Beyond the representation of the Western tourist experience of cuisine in the world heritage city of Luang Prabang, Laos. *Journal of Heritage Tourism*, 8(2–3), 133–144.

Stepchenkova, S. and Li, X. (2014). Destination image: do top-of-mind associations say it all? *Annals of Tourism Research*, 45, 46-62, available at: <http://doi.org/10.1016/j.annals.2013.12.004>