

A THOROUGH ANALYSIS OF HIMACHALI CUISINE VIA ANALYTICAL STUDY

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ABSTRACT

Himachal Pradesh was once known as Trigarta. This was due to the state's location in the foothills, which were drained by three rivers: the Satluj, Beas, and Ravi. After then, it was named Himachal Pradesh by one of the finest Sanskrit scholars, Late Acharya Diwakar Datt Sharma, and the name was derived from two Sanskrit terms, HIMA and ACHALA, HIMA meaning 'Snow' and ACHALA meaning 'Mountains', meaning 'Snowy-mountains'. Himachal Pradesh is also known as 'Devbhoomi,' which translates as 'the Gods' abode Himachal Pradesh became a Union Territory on November 1, 1956. Parliament approved the Himachal Pradesh Act in 1970, and Himachal Pradesh became a state of India in 1971. Although the state is famed for its magnificent snow-capped mountains, valleys, lush woods, wide stretches of meadows and pastures, etc., and its inexhaustible beauties and glories, there is another crucial component unique to the state - its gastronomic pleasures. It wouldn't be incorrect to argue that Himachal Pradesh's natural beauty is simply one aspect of its intrinsic attractiveness—its traditional cuisine has also made a significant contribution to the region's splendor and beauty. Food is produced differently in each region of Himachal Pradesh; however, the state's cuisine is not as well-known as that of other Indian states, which is an issue. This research paper will examine a few well-known Himachali dishes, as well as the efforts made by the locals and government to enhance tourism in Himachal Pradesh and the function that food plays in fostering and advancing traveler activity. Every tourism places in Himachal Pradesh has its own value and attraction with varieties of food found according to different area.

Keywords: Himachal Pradesh, Traditional Cuisine, Gastronomic Pleasures, Analytical Study, regional cuisine

INTRODUCTION

The name Himachal Pradesh means "the adobe of the Gods," and is also known as "Dev Bhoomi." Here, the Pahari community worships a native divinity known as "Devtas." It is claimed that these Devtas are the incarnations of Mahesh, Vishnu, and Lord Brahma. The Pahari people of Himachal Pradesh have strong religious beliefs that influence their way of life as a whole. With roots deep in the natural world, these Devtas hold great power over the Pahari people. These gods have ruled the community for eons under the authority of religion. (Mehta,2020)

Himachal Pradesh, like its sister state Uttarakhand, is known as the "Land of Gods" and is a monument to rich cultural legacy and beautiful beauty. Himachal Pradesh has developed a place in the tourist industry thanks to its holy sites, beautiful scenery, and colorful tapestry of varied customs. The state is a religious enthusiast's paradise, with sites including as Shimla, Manali, Dharamshala, and Kullu Valley receiving international recognition for its religious and natural attraction. Himachal Pradesh is separated into three different physical regions: the Shivalik Range, the Inner Himalayas, and the Greater Himalayas, each with its own particular combination of landscapes and cultural characteristics. The Shivalik Range, which consists of lower hills and foothills, is home to towns such as Solan, Una, and Bilaspur. The picturesque magnificence of

Kullu, Kangra, and Mandi may be found in the Inner Himalayas, while Spiti, Lahaul, and Kinnaur can be found in the Greater Himalayas. Himachalis, the people of Himachal Pradesh, value their native traditions and have a strong connection to their roots. Himachal Pradesh's culinary diversity is a noteworthy highlight. From the savoury flavors of Sidu in Kullu Valley to the warmth of Sidu in Kangra and the strong flavors of Dham in Mandi, each region offers a distinct selection of cuisines to tempt the palate. The use of locally obtained, organic ingredients distinguish Himachali cuisine. The fertile land contributes to the cultivation of a variety of crops, ensuring freshness and authenticity in every bite.

As we travel through Himachal Pradesh, we will discover not just the state's beautiful tourist attractions, but also the gastronomic jewels that provide an extra layer of pleasure to this picturesque state. Just as food shapes tourism, Himachal Pradesh's traditional cuisines contribute to the region's attraction and serve as a cultural ambassador, enticing tourists to experience the heart and soul of this Himalayan wonderland. During our journey, we'll learn how variables like Attraction, Accommodation, Accessibility, Amenities, and, most importantly, local regional cuisine all work together to fuel tourism growth in this enthralling area.

THE AMERICAN CULINARY TRAVELERS (2013) by MANDALARESEARCH, LLC findings:

- Most of the tourist love to have local regional food or cuisine of that area where they travel.
- Tourist shares their experiences about the local regional food to others. This helps in publicity and development of tourism in that region. And most of them visit again to that place.
- Tourists love to visit the places where availability of culinary activities is there most of the time.
- Tourist generally visits for a unique and memorable experience.

Exploring the Culinary and Cultural Tapestry of Himachal Pradesh

Himachal Pradesh entices visitors throughout its vibrant festival seasons, offering a unique opportunity to immerse oneself in the state's rich cultural heritage and connect with local communities. Festivals like the once-every-12-years Shivratri Fair in Mandi, Kullu Dussehra, and the Lavi Fair in Rampur provide fascinating glimpses into the region's customs and inhabitants. Himachal Pradesh, ensconced in the Himalayas, is known not just for its religious monuments but also as a refuge for adventure seekers. The state attracts hikers, mountaineers, and environment enthusiasts alike, with towering peaks like Hanuman Tibba and the exhilarating Rohtang Pass. The fresh mountain air and pristine grandeur of glaciers like Chhota Shigri and Bara Shigri make it a haven for people looking for adrenaline-pumping encounters. The spirit of adventure extends to the rivers, where tourists engage in white-water rafting, an exciting pastime set against gorgeous surroundings. Trekking trails like as the Pin Parvati Pass and Beas Kund provide both physical obstacles and magnificent views, making Himachal Pradesh a popular destination for outdoor enthusiasts.

Culinary Delights: Himachali Cuisine Unveiled

Himachal Pradesh's culinary landscape mirrors its diverse geography, featuring a variety of flavors and unique dishes that reflect the local culture. Himachali cuisine, much like Garhwali and Kumauni cuisine, is a treasure trove of regional spices and nutritional dishes. Some noteworthy culinary gems include:

- **Sidu:** A steamed bread that is both wholesome and flavorsome, often enjoyed with ghee or mutton curry.
- **Kaddu Ka Khatta:** A sweet and sour pumpkin dish, adding a burst of flavors to Himachali cuisine.
- **Patande:** A popular breakfast dish, these pancakes are a delicious blend of wheat flour, sugar, and milk, typically enjoyed with ghee or honey.
- **Babru:** Stuffed with black gram paste, this deep-fried delight is a favourite during festivals.
- **Chha Gosht:** A delectable mutton curry, seasoned with local spices, providing a hearty taste of Himachali traditions.
- **Kullu Trout:** Freshwater trout, prepared with local herbs and spices, offering a unique and delightful culinary experience.

The promotion and development of culinary tourism in Himachal Pradesh require collaborative efforts between government organizations like Himachal Tourism Development Corporation (HTDC) and the local community. This partnership can elevate not only the tourism industry but also showcase the distinctive flavors of Himachali cuisine on the global stage. Together, they can create an enticing blend of adventure, cultural exploration, and culinary delights for tourists visiting this Himalayan paradise.

OBJECTIVE

The main objective of this research is to know how food is related to tourism and how regional cuisine helps in improving tourism. In this we mainly focus on Himachal Pradesh cuisine and tourism.

REVIEW OF LITERATURE

Sr.No.	Resource Person and year of publication	Views regarding Cuisine and Tourism
1.	Gautam and Upadhyay, 2012	'The quality of cultural heritage and its presentation is key factor of tourism'.
2.	Silpi Rani Baruah, 2016	Each region Cuisine has its own identity in the field of Culinary art. Which becomes the fore front for tourist. Cuisine of an area has power to promote tourism. Aggressive marketing of indigenous food products is very necessary to start with. Growth of tourism involves 4 factors, Attraction, Accommodation, Accessibility, Amenities.
3.	Dinesh Kumar Karush and Sonia Sharma, 2017	Food heritage can be concluded the Cultures which has been passed from generation to generation. Globalization in food Industry, Advertisement of food helps in motivating people to dine outside. Gender, Age, Income has no significant relationship with Acceptance of the regional food.
4.	Vinod Negi, 2017	The Garhwali cuisines of Uttarakhand have highly power to heal and nurture the human life in the most purified form.
5.	Yahwant singh Rawal and Sundeep singh Takuli, 2017	Indian Cuisine is rich and diversified. Scope of tourism in Uttarakhand is high but not focused, not yet carved in a special global segment.

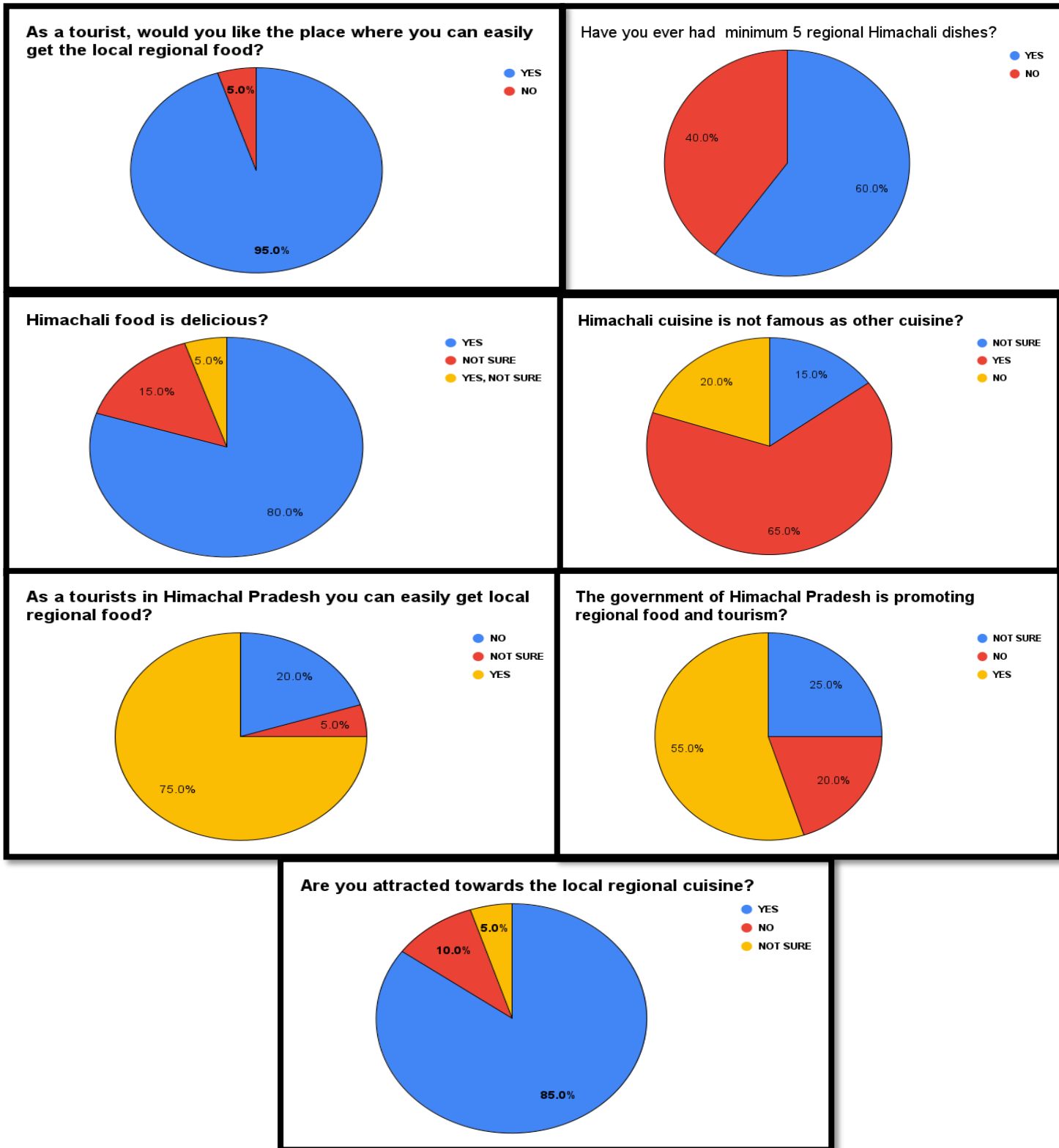
6.	Gauri Shah, Kiran Schende, 2017	Food tourism plays important role in food industry as it is one of the major factor for selecting tourist destination.
7.	World Food Travel Association's (WFTA) (Chen, 2017)	According to World Food Travel Association's 2016 Food Travel Monitor Report, most American leisure travelers consider Culinary activity to be motivation for visiting destination.

RESEARCH METHODOLOGY

The study relies on both primary and secondary data. Secondary data was gathered from a variety of sources, including the internet, journals, reference materials, and books. However, in order to acquire primary data, a questionnaire was designed, from which a small survey was conducted, and from which primary data was collected.

<u>QUESTIONNAIRE</u>	YES	NO	NOTSURE
As a tourist, would you like the place where you can easily get The local regional food?	95%	5%	--
Have you ever had minimum 5 regional Himachali dishes?	60%	40%	--
Himachali food is delicious?	80%	15%	5%
Himachali cuisine is not famous as other cuisine?	65%	20%	15%
Tourists are attracted towards the local regional cuisine?	85%	10%	5%
The government of Himachal Pradesh is promoting regional food and tourism?	55%	20%	25%
Tourists in Himachal Pradesh easily get local regional food?	75%	20%	5%

DATAANALYSIS



FINDINGS AND CONCLUSION

We designed a questionnaire to assess the popularity of Himachali food and its role in attracting tourists, based on the findings of a short survey. Some key findings are as follows:

- According to the findings, approximately 85% of visitors prefer to visit locations that serve

local regional cuisine.

- Himachali food has not achieved the same level of popularity as other regional cuisines. This may be due to marketing techniques. Himachali food has never received the same level of attention as other well-known regional cuisines.
- According to the study results, 55% of respondents believe the Himachal Pradesh government is working to improve the region's tourism and food. This implies that the government and locals must do much more to promote Himachal Pradesh's tourism and food.
- Local regional food in a certain area helps to attract more tourists to that location.
- Tourists in Himachal Pradesh have easy access to traditional regional cuisine, however the percentage is high. Based on the poll results, 75% of respondents said yes. As for now there is no written document on Himachali cuisine, if it happens it will contribute to developing gastronomic tourism.

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