

## EFFECT OF LOCAL FOOD ON TOURISM IN JAMMU AND KASHMIR

*Rajinder Singh, Research Scholar, Dept. of Hospitality and Tourism Management,  
Himalayan University, Itanagar*

*Dr. Swati Saxena, Professor, Dept. of Hospitality and Tourism Management, Himalayan  
University, Itanagar*

### ABSTRACT

Kashmir, often called as the Switzerland of Asia is a natural draw for tourists with its alpine forests, warm temperature, towering mountains, lakes, gushing streams, ski slopes and beautiful valleys. Its rich culture and blooming handicrafts are further benefits as are its well-known pilgrimage destinations. The major objective of this paper is to find out the impact of local food in tourism. For the analysis of this paper 200 of the tourists being questioned through a random sampling method within which they have asked some questions related to this study. The purpose of the study is to assess the effect of local food on tourism.

**Keywords:** *Tourism, Pilgrimage, Local Food.*

### 1. INTRODUCTION

To travel for pleasure or business is to engage in tourism. Tourism encompasses the theory and practice of touring, as well as the business of attracting and accommodating tourists as well as the business of operating tours. The World Tourism Organization defines tourism more broadly, in terms that go "beyond the common perception of tourism as being limited to holiday activity only," as people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business, and other purposes" who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business, and other purposes." A country's balance of payments can be affected by both incoming and outgoing tourism depending on whether the tourism is domestic (within the traveller's own country) or international in nature.

In today's world, both travel and tourism have risen to become significant industries. Many businesses and companies collaborate on a global platform to meet the needs of tourists who are currently visiting or who plan to visit in the near future, and to provide services and products that meet the individual needs and desires of each and every tourist who has visited or who plans to visit

soon. Tourism is now a global phenomenon that has spread throughout the world. Travel and tourism are two industries that have grown tremendously in a relatively short period of time all over the world.

International tourism is critical to the success of many economies around the world. Tourism contributes to the growth of a country's economy as well as the economy of a specific destination, as well as the creation of thousands of jobs. Additionally, as a result of the increase in the flow of funds, the basic infrastructure of a place and country improves dramatically, and the indulgence of people from various parts of the world contributes to the mixing of cultures between the locals and the tourists, among other things. So tourism contributes to the development of a country's social and economic well-being while also providing avenues for the integration of various processes that are intertwined with one another. Consequently, tourism contributes to the elimination of social ills such as unemployment, inadequate development (infrastructure), poverty, and bigotry between different cultures. In a social political platform, these issues are having a significant impact both locally and globally, and tourism is acting as a driving force in the elimination of a portion of them. It has been suggested that working on these global problems will help to create a more peaceful environment between the various cultures and societies that have been rigorously recorded at various strata, as stated by Singh and Bahadur (2018).

After realising the significance of tourism, a growing number of people began to support it and work towards its overall development, elevating it to the global position and renown that it enjoys today and establishing it as one of the world's most peaceful industries. With the passage of time, this is the only industry that has been able to maintain stability across the globe even as it has expanded and developed. If it is practised properly and in a sustainable manner, it can bring about a great deal of peace and prosperity to the people, as well as to the collaborators who are working together and reaping the benefits of their efforts. World Tourism Organization stated in 2017 that this is the only way and condition to maintain equilibrium between the markets and people who are engaged in the tourism industry. People are becoming more interested and inclined towards the tourism industry because it has become so exciting, adventurous, and interesting in recent years.

The tourism industry is expanding at such a rapid pace that new opportunities, jobs, and businesses are being explored and established at an incredible rate. Never before has there been such widespread participation and expansion on a global scale. There was a time when tourism was

regarded as a luxury that could only be afforded by a select few, but in today's fast-paced world, travel is no longer regarded as a luxury reserved for a small number of people. People from all walks of life are now travelling and exploring different parts of the world and different places. Traveling has become a part of everyone's life these days, just like any other form of entertainment. Tourism and the industry that supports it are receiving a resounding response, and there is a significant demand for it (Bhatt, 2016).

Socioeconomic changes differ from one country to the next, and it is this variation that is responsible for the emergence of uprisings in different countries. A significant amount of assistance has been provided by industrialization for the economic development of the region and the world. Many restrictions have been gradually lifted, and many changes have been brought about on a sociological level across international borders. The average household income has increased by orders of magnitude, and small business husband and wife both earn together or work on two different business models. In tandem with the growth of the population, both consumption and requirements have increased. Due to a shift in public opinion and a greater understanding of the significance of both tourism and travel, a significant shift has occurred in the working and management styles of multinational corporations.

A strong sense of urgency exists among management to implement new ideas and plans in order to improve and expand the tourism and travel industry. Tourism alone generates millions of dollars in revenue in India and is the most valuable activity at the moment. Tourism is an excellent source of income for developing countries such as India, and it ultimately contributes to the country's economic growth by providing employment to a large number of people and opening up new avenues for business expansion. A growing number of value-added services are also being offered.

## **2. OBJECTIVES OF THE STUDY**

The major objectives of the study

- To know about the impact of food on tourism
- To know about the impact of food on the tourists increase in the state.
- To assess the extent to which local community derives benefits from the development of tourism.

### 3. RESEARCH METHODOLOGY

In layman's terms, research methodology is a general strategy that should be followed in order to collect the specified data, which includes both primary and secondary data, in order to provide a solution to the problem. Another way of putting it is that research methodology is a plan that is followed in order to make observations and collect information. The methodology used in this study is based on a sound research design, which is presented below. In order to conduct any research, it is necessary to have a clearly defined and well-defined research methodology. As a result, the current chapter provides an explanation of the methodology that was used to conduct this research. This chapter discusses the rationale for the study, the selection of the study area, the sampling procedure, the tools used for data collection, the study period, the analysis and interpretation of the data, as well as the study's limitations. A sound research design underpins the current study's methodology, which entails collecting both primary and secondary data, as well as processing and statistical analysis of the information gathered. The primary data collection was carried out through Surveys, which made use of a set of structured questionnaires and schedules that had been specially developed for the purpose of achieving the study's objectives

#### Sampling Procedure

200 of the total respondents are selected through a random sampling method. These respondents have asked the questionnaires that I have prepared for this study.

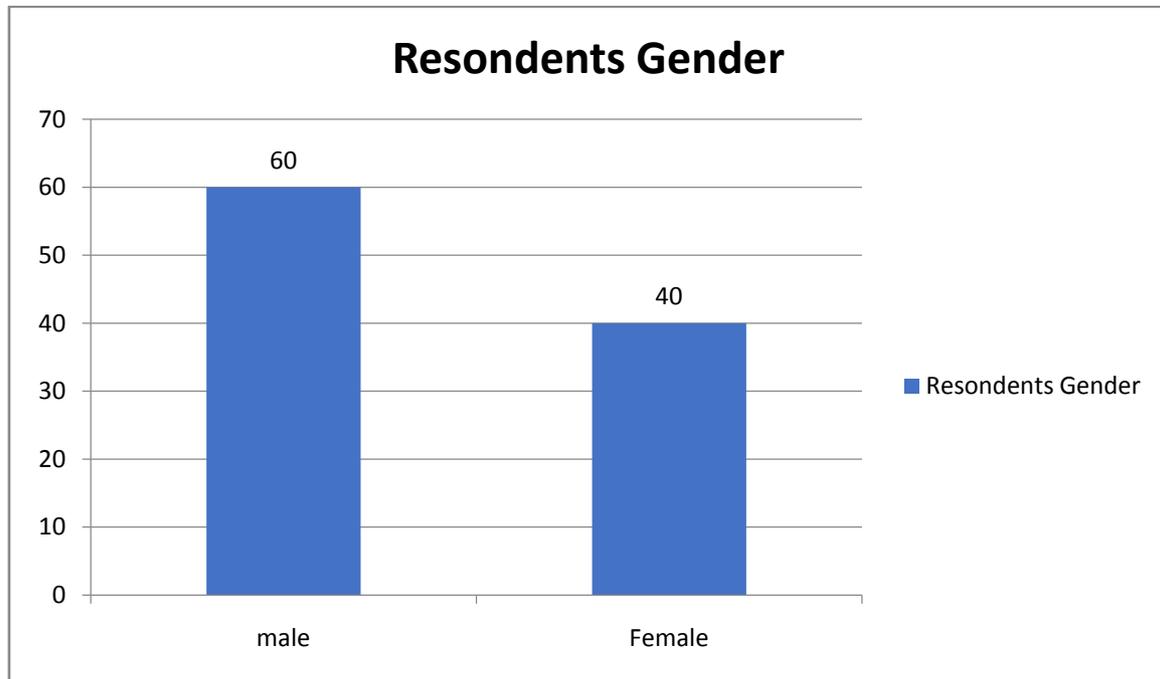
### 4. ANALYSIS

The data is analyzed with the help of simple percentage method for easy and clear view of the research. For this study 200 of the total respondents among them more than 50% of the tourists selected and rest of the people are the local respondents.

#### Q1. CLASSIFICATION ON THE BASIS OF GENDER

**Table 1 Gender of the Respondents**

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	male	120	60.0	60.0	60.0
	female	80	40.0	40.0	100.0
	Total	200	100.0	100.0	

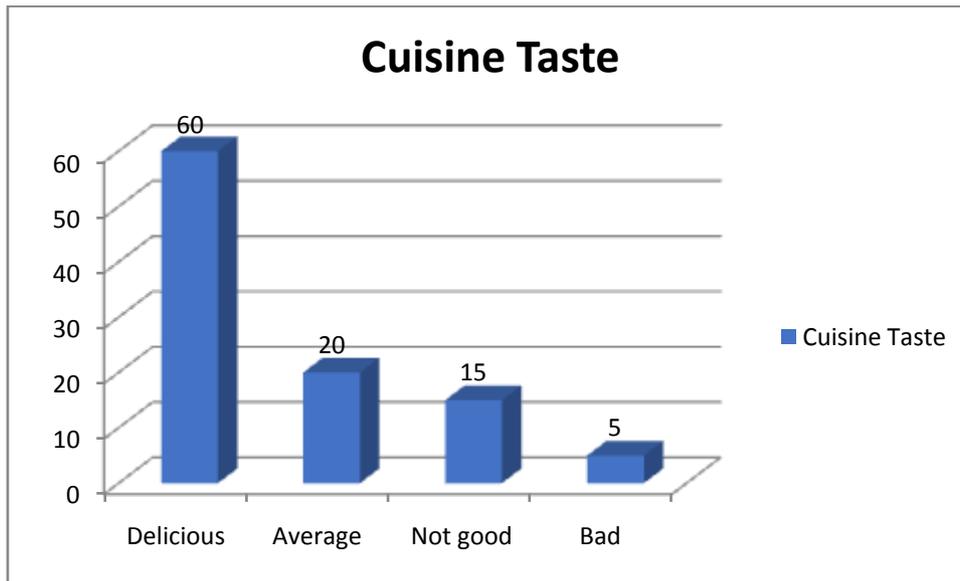


According to the data collected from 200 respondents it is seen that 60% of the respondents are male while remaining 40% of the respondents are females.

**Q2. RESPONSES BASED ON CUISINE’S TASTE?**

**Table 2 Cuisine Taste**

		Frequency	Percent	Cumulative Percent
Valid	Delicious	120	60	60
	Average	40	20	80
	Not good	30	15	95
	Bad	10	5	100
	Total	200	100	

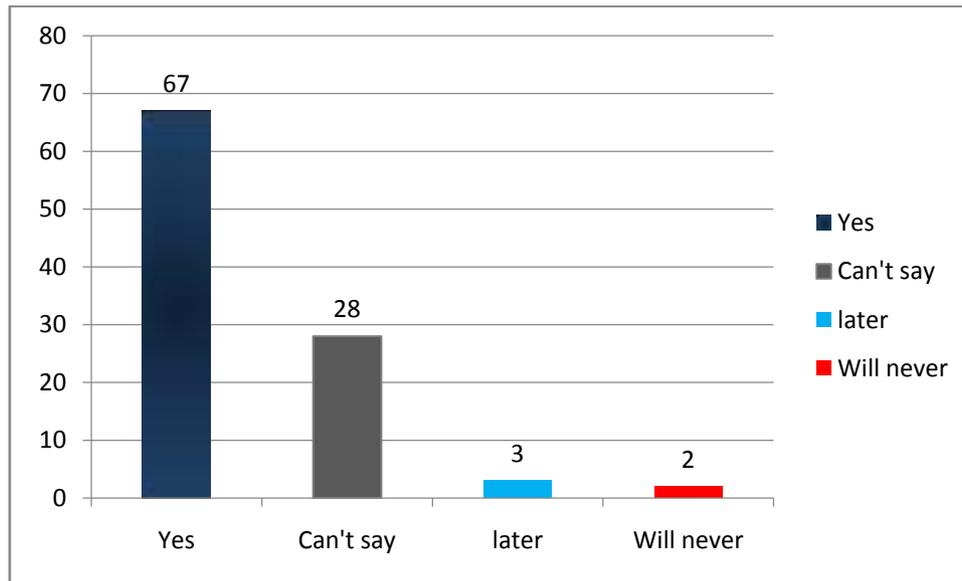


120 people out of the total respondents out of the 200 said that they like the food and it is delicious and more than half of the people that are included in it said that as per graph it. Rest other respondent said that they like the food it was average said by 20% of the respondents and the rest 15 and 5% of the respondents doesn't like the food.

**Q3. WILL YOU VISIT AGAIN FOR TRAVELLING AND ENJOYING CUISINE?**

**Table 3 Responses on visiting again**

		Frequency	Percent	Cumulative Percent
Valid	Yes	134	67	67
	Can't say	56	28	95
	Not now, later	6	3	98
	Will never	4	2	100
	Total	200	100	

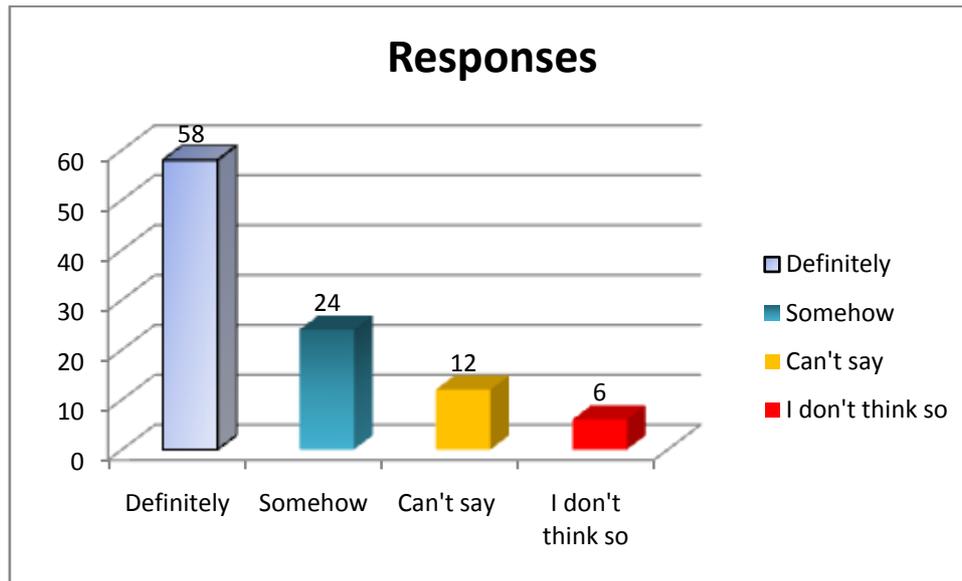


It is evident from the above table and the graph that 67% of the respondents are in a mood to visit again as they have liked the food very much, 28% of the respondents said that they can't say they'll visit again they are confused about visiting again, 3% of the respondents said they will visit later and they also like the local food of the place and 2% of the respondents said they will never visit this might be because they didn't liked the hospitality or the tourism services.

**Q4. DO YOU THINK LOCAL FOOD PLAYED A CRUCIAL ROLE IN THE INCREMENT OF TOURISTS?**

**Table 4 Responses on the basis of tourists' increment**

		Frequency	Percent	Cumulative Percent
Valid	Definitely	116	58	67
	Somehow	48	24	95
	Can't say	24	12	98
	I don't think so	12	6	100
	Total	200	100	



As it is evident from the above table and graph that majority of the respondents think that local food has played a crucial role in the increment of tourists in the state. Why so because local food is not that much expensive and respondents state that it is delicious too. 58% out of the total respondents believed this that local food is helpful in tourists increment, 24% also thinks that but they stated that not majorly tourism and the places also play the crucial role in it, 12% of the respondents stated that they are not sure about their decision so they said “Can’t say” and the rest 6% said they don’t think that local food is responsible for tourists increment.

## 5. CONCLUSION

Study of 200 respondents received from the various categories of tourists reveal the factors and the questions asked from them. People visit Jammu and Kashmir because of its ancient and rich cultural heritage for engagement complied with curiosity. The conclusion of the analysis is that the major part of the respondents stated that local food of Jammu and Kashmir play the crucial role in the tourists’ increment and economic development of the state. Not just non-vegetarian food, vegetarian food also. Local people of Jammu and Kashmir are also very lovely and pleasant nature this could also be the reason that people visit this places.

## REFERENCES

- World Tourism Organisation (UNWTO). (2017). Annual Report. 2(2), 3.
- Bhatt, M. S. (2016). The Changing Scenario for Luxury and Luxury Brands in India.
- Nasreem, R. and Thang, N. T. (2017). Marketing of Asian Countries as Tourist Destination- Comparative Study of India and Malaysia. International Journal of Scientific & Engineering Research. 02(04).
- Beg, F. B. and Aima, A. (2016). Adventure Tourism Potential: a study of Kashmir, International Journal of Research in Commerce, IT and Management. (2)1.
- Banday M. T. and Shafia, A. (2018). Web Portal for Kashmir Tourism industry: Design Guidelines. Sprouts Working Papers on Information System. 08(48), 01-36.
- Gupta. S. and Raina, R. (2017). Economic Impact of Vaishno Devi Pilgrimage: An Analytical Study. International Journal of Hospitality & Tourism Systems. 01(01),1-9.
- Adrian Ivakhiv. (2003). Nature and Self in New Age Pilgrimage. Routledge publications. Culture and Religion journal, 4 (1). 211-225.
- Ahmad, I. (2007). Kashmir Heritage Tourism. Srinagar Kashmir: Gulshan Books.
- Ahmed, Z. U. and Josiam, B. M. (1996). Economic liberalization in India: Opportunities for multinational corporations in the hospitality and tourism sector.
- Tourism Economics, 2 (2), 159-172.
- Airey, D. (1978). Tourism and the balance of payments. London: Tourism International press.
- Akama, S. J. and Kieti, D. (2007). Tourism and Socio-economic development in developing countries: A case study of Mombasa Resort in Kenya. Journal of Sustainable Tourism, 15 (6), 735-748.