**A STUDY ON**

**INFLUENCE OF CULINARY TOURISM AMONG TOURISTS WITH SPECIAL REFERENCE TO**

**TRADITIONAL CUISINE OF ALLEPPEY**

***In partial fulfilment of the requirement of the award for the degree***

***Of***

**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

***Submitted by***

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**NIRMALA COLLEGE**

**MUVATTUPUZHA**

**2019-2022**

**BONAFIDE CERTIFICATE**



This is to certify that the report **“A STUDY ON INFLUENCE OF CULINARY TOURISM AMONG TOURISTS WITH SPECIAL REFERENCE TO TRADITIONAL CUISINE OF ALLEPPEY”** is a bonafide record of **PRANAV PRAKASH,190021081504**done in partial fulfilment of the requirements for the award of Degree in Bachelor of Tourism and Travel Management at Nirmala College in MAHATMA GANDHI UNIVERSITYKottayam, Kerala.

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*Viva voce examination held on ………*

**DECLARATION**

PRANAV PRAKASHhereby declare that the report entitled **A STUDY ON INFLUENCE OF CULINARY TOURISM AMONG TOURISTS WITH SPECIAL REFERENCE TO TRADITIONAL CUISINE OF ALLEPPEY** is carried out by me in the year *2019-2022* in partial fulfilment of the requirements for the award of the degree, of Bachelor of Tourism and Travel Management in Mahatma Gandhi University, Kottayam under the guidance of Mr. **SILJO JOSE** Department of Tourism Studies*,* Nirmala College Muvattupuzha .And this is an original work done by me and have not formed the basis for the award of any degree, diploma, associate ship, fellowship or any other similar title.

Place: Muvattupuzha

Date: 12/05/2022

Pranav Prakash

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**CHAPTER 1**

# INTRODUCTION

* 1. **INTRODUCTION**

In a rapidly paced global economy, many countries and states have established tourism as a significant contributing factor towards the development of their own economy. Destination image, destination branding, service quality are a few factors that determine how a visitor chooses a tourist destination. However, one factor that has widely been overlooked in the field of tourism is the relationship between the culinary features of the destination and its subsequent influence and impact on the visitors.

Food and Tourism describes culinary tourism or food tourism as simply – “travel in order to search for, and enjoy, prepared food and drink.” This definition can also include a dinner in the house of a local, a visit to the local market, or attending a local food event, such as fish market in Kerala. This concept can be very broad.

Now a day’s Food Tourism plays a vital role in the tourism industry as it is one of the major factors for selecting a tourist destination. Eating out is most common for any tourist and more importantly they would want to explore the local and traditional cuisine. The above provides for such information and gives a gist of the destinations as we rightly say food says much about the people. Food is also believed to be ranked next to the climate, accommodation, scenic attractions etc. A food tourist may follow their favourite food truck from region to region, make a catalogue of restaurants across the globe to visit in their lifetime, or plan an entire vacation.

Food tourism does not mean that the tourist will only eat gourmet meals often, food tourists are in search of authentic or new culinary experiences some may like to explore new restaurants, while others may prefer street food. Food tourism is not about the type of food which a tourist eats it is about the fact that when you go to a new place you try to find out new food experiences.

The basic composition of a culinary tourism are five classes of activities which includes dining at restaurants known for its local cuisines, purchasing local food products available only in that region, tasting local beverages, dining at high quality restaurants, and dining at familiar chain restaurants and franchises.

Food Tourism could be one of the leading factors for popularizing an unknown destination which suddenly becomes widely prevalent for its food. It thus kindles the development of the regional, public economies. It results in diversifying the life style, generates employment opportunities,

Increases standard of living due to increased earnings and also results to urbanization of remote localities to a certain extent.

Local cuisines can be considered as a means to explore a country’s culture, because it represents the geography, history, and people of a country. It represents the identity of a destination, like a symbol of a place. Hence, the importance of linking food as promotion tool in tourism.

The title of the project is “Influence of culinary tourism among tourists reference to traditional cuisine in Alleppey”. Alleppey is a district which is famous for backwater tourism activities. Since it is coastal city seafood is found in abundance here and is a local speciality. That’s why we chose Alleppey because we have to highlight the importance and richness of the cuisines of Alleppey. The project aims to highlight the preferences of tourists who come to Alleppey for enjoying its cuisines. We have to explore various cuisines of Alleppey and also analyses the experience of tourists who consume it. For that we visited various local food places of Alleppey and collected data regarding the various food items served to tourists. We mainly covered some of restaurants and local food establishments and toddy bar.

## 1.2 SCOPE OF THE STUDY

Although there are various studies that explore tourist behaviour in certain settings such as travel and accommodation. Influence of culinary tourism among tourist 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 demand for local food occurs however in different levels of intensity. Some tourists travel solely for gastronomy in the region, some see local food as a byproduct of their cultural experiences, and some others rather familiar food when they travel. Therefore there are differences in how tourists approach local food consumption.

This study aims to analyse the tourist expectations about the consumption of local food and also it studies about the satisfaction level of tourist. The study not only focuses on tourist it also focuses on the food providers. The study analyses the financial benefits for the food providers as a part of tourism.

## 1.3 OBJECTIVES OF THE STUDY

* To analyse the satisfaction of tourists by experiencing local cuisine in Alleppey.
* To identify the unique food items in Alleppey.
* To study whether the expectations of tourists are met by the food providers.
* To study about economic contributions made to the food providers by the culinary tourism.
* To evaluate the quality of traditional food in alleppey

## 1.4 STATEMENT OF THE PROBLEM

Culinary tourism or food tourism is experiencing the food of the country, region or area and now is considered a vital component of tourism experience. Culinary tourism allows tourists to be exposed to new cultures by enjoying the local food as well as the local people hospitality. This study was intended to investigate the satisfaction by experiencing local cuisine in Alleppey and also to study about economic contributions made to the food providers through culinary tourism. As such the study entitled “A study on influence of culinary tourism among tourists with special reference to traditional cuisine in Alleppey.

## 1.5 AREA OF THE STUDY

The project is focused on the traditional cuisine of Alleppey. The study is made on the basis of that the local food serving in the toddy shops, restaurants and hotels.

**CHAPTER 2**

# REVIEW OF LITERATURE

1. **LITERATURE REVIEW**

According to Everett & Aitchison, the intensive development of tourism within countries can influence the national economies significantly. The development of tourism depends on the progress of different global trends, and the focus on food can be discussed as one of these trends. From this point, food can be discussed as the specific segment of the tourism sphere which can be used effectively to influence the general progress of tourism as the economic sector. Today, the focus on food tourism should be discussed as the result of the intensive economic and social development with references to the increases in the living standards and people’s possibilities to travel. Food was always closely connected with tourism because visiting new places, people also paid much attention to the local culinary habits and traditions of the population. The situation has changed, and food became in focus as the main goal of tourists to visit certain countries and cities. If food was the additional sphere for the development of tourism decades ago, it is the separate and specific segment of the industry today. From this perspective, food can not only to affect the tourists’ impressions and expectations but also to become the main goal of their activities.

According to Elsby says that nowadays tourists leave their places to find new experiences and emotions while eating and cooking, and tourism operators are ready to provide them with a lot of different tours and services because the popularity of Cuisines of Kerala grows, and this segment becomes an important profitable sector of the industry. The role of Local food is important for tourism development because experiences of eating the local food are traditionally associated with the places visited. Tourism and consumption in their combination should be based on tourists’ strong associations and links between the tastes of food and definite places. That is why, tour operators focus on Cuisines to promote regional flavors and tastes as well as associations with cultures and places. As a result, restaurants located in major tourist destinations where the famous cuisines originated can become the destinations for tourists. It is states that tourism is more developed in those cities where the role of restaurants is high and consumption is connected with the tastes of foods among tourists. In this case, the cities can become ‘gastronomic oases’ and contribute to tourism development.

According to Chrzan, “our minds often link places with food, especially when a place is a popular destination, since most travel involves eating some of the local cuisine”. From this point, the emphasis on restaurants as the destinations for tourists was typical for the industry’s development during the decades, but today this trend develops according to new approaches because not only

Restaurants are discussed as destinations but also the opportunity to learn more about the local food is considered as the attractive perspective for tourists.

O’Gorman and Stierand focus on the opportunities provided by the innovative approaches and changes in the field of culinary as effective ones to influence tourism positively. Tourism as advantageous for economy of the country is often based on the approaches used by tour operators and authorities in order to develop the process and stimulate the people’s interest in local foods and visiting restaurants as destinations.

Chrzan pays attention to the fact that “returning travelers tell of new foods eaten, new habits learned, and sometimes, in the case of spa and cooking-school vacations, of travel specifically for the food”. From this point, to make this segment of the industry more profitable, it is necessary to refer to the latest tendencies and changes within food tourism in order to determine the specific directions for the development and further connections of gastronomy, tourism, consumption, and development of the national cuisine.

According to Tommy Anderson & Lena Mossberg (2017) the study had addressed about the need for more awareness and knowledge about the growing number of food tourists. The basic objective was to describe the effects of enduring food involvement on consumer behavior with regard to food consumption and travel. The study had suggested five proposals about involvement having effects on consumers’ identities, attitudes, motivations and travel behavior and all were supporting the feedback taken for the survey. The research had practical implications about the destination management organizations and restaurants, as well as tourism attractions serving food, cannot ignore that a large segment of the urban population is highly involved in food. There were many good reasons to serve food that satisfies normal criteria for maintainable food, which is healthy and locally produced.

Yogesh Updhyay & Dhiraj Sharma (2014) says that culinary preferences of foreign tourists in order to identify five factors i.e. taste and quality of food, food preparation, localization of food and dining etiquettes, tradition and nutrition of food, and food aroma and cleanliness. Additionally, convergence in foreign tourists was also explored on the basis of their responses. From the analysis, three segments were identified i.e. taste seekers, localization seekers and experience seekers. The study also had confirmed that traveller’s purchase decisions were significantly

Influenced by different types of information sources, the information would be principally useful for destinations interested in promoting culinary tourism.

By all means, Lucy Long (2004) says that A culinary tourist differs from a normal or a traditional leisure tourist in so far as they do not have to leave their country or even their home; due to the fact that it is not only about eating, but also about exploring other aspects of the food system, a culinary tourist can also be a person who watches cooking shows or reads cooking books which offer mental journeys to other food worlds.

Also, Priscilla Boniface (2003) the author had proposed that a destination wanting to attract Culinary tourists should consider several relevant points, the most important amongst them being to identify itself and the product clearly, to decide whether diversion or alteration of products is necessary to cater to the target market and to assess how the necessary dialogue and connection with the consumer can be made. Therefore, the relationship between food and tourism has until recently been relatively overlooked by academics, policy-makers and communities alike. However, food is now recognized as one of the fastest growing aspects of tourism today. The role of food as both a lifestyle marker and a means of cultural identification.

When consuming food of ‘others’, tourists can become ‘part’ of that culture. Food also provides ‘authentic' representation of the culture for the tourist. The potential role for food in tourism in sustaining regional identity and contributing to regional development, as well as being a key element in competitive destination marketing. Local food can be seen as a mean to explore a country’s culture, because represent the geography, history, and people of a country. It represents the identity of a destination, like a symbol of a place. Hence, the importance of linking food as promotion tool in tourism.

**CHAPTER 3**

**METHODOLOGY**

## 3.1 RESEARCH METHODOLOGY

Research is an academic activity and such the term should be used in technical sense. A research design is the Blue print of the study. The design of the study defines the study type, research questions, and hypothesis, independent and dependent variables, experimental designs and data collection methods.

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically.

## 3.2 Sample Size

A sample is representative part of the population. Sample size measures the number of individual samples measured or observations used in a survey or experiment.The sample size is taken for this study is 50. The response to various elements under each question was totaled for the purpose of the various statistical testing.

## 3.3 Sources of Data

The methodology used for the project work is the collection of the primary data and secondary data.

* Primary Data: Primary data are data observed or collected by means of observation and administration schedules among the sample reports. It is the information that we collect specifically for the purpose of the research project
* Secondary Data: The secondary data for conducting the study were collected from various books, records, journals, newspaper and the internet.

## 3.4 Primary Data Collection Tools

The various tools used for collecting the data are as follows,

* Questionnaire

Questionnaires refer to forms filled by respondents alone. Questionnaires were handed to the respondent in field and ask them to fill it. This method was adopted for the entire population or sampled sectors. A well-defined questionnaire that is used effectively can gather information on both overall performance of the test system

* Observation

Observation is either an activity of a living being, such as human consisting of receiving knowledge of the outside world through the senses or the recording of data using scientific instruments. The term also refers to any data collected during the activity. An observation can also be the way we look at things or when we look at something.

## 3.5 Data Analysis Tools and Technique

The tools used for analyzing the data obtained from the study are:

Percentage Method: The percentage is used for making comparison between two on more series of data. It is used to classify the opinion of the respondents for different factors it is calculated as .Percentage = Number of observation/ Total number of observations\* 100

Bar Chart: A Bar Chart or Bar graph is a bar or chart that presents grouped data with rectangle or rectangular bars with lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally.

## 3.6 LIMITATIONS OF THE STUDY

* Since the lockdown is a barrier to the primary data collection it was very difficult to get a clear data.
* Some of the respondents are not willing to cooperate for answer the questionnaire.
* It is very much possible that of the respondents may give the incorrect information.

## 3.7 CHAPTERIZATION

Chapter 1: The first chapter deals with introduction of the study, objectives of the study, scope of the study and limitations of the study.

Chapter 2: This chapter includes the literature review

Chapter 3: This chapter contains all the information about the destination, called as Destination profile.

Chapter 4: Analysis and interpretation of the data is included in this chapter.

Chapter 5: This chapter deals with findings, suggestions and conclusions of the study. At the end of work Bibliography is stated

**CHAPTER 4**

**DESTINATION PROFILE**

Alappuzha also known by its former name Alleppey is the administrative headquarters of Alappuzha District in the Indian State of Kerala. Alappuzha is a city and a municipality in Kerala with an urban population of 174,164 and ranks third among the districts in literacy rate in the State of Kerala. In 2016, the Centre for Science and Environment rated Alappuzha as the cleanest town in India. Alappuzha, the Venice of the East, is illustrious for its enormous innate beauty, boat races, houseboat holidays, beaches, marine products, charming lagoons, coir industry etc

Alappuzha, the Venice of the East, is referred to as a precious jewel adding to the beauty of God’s own country. Alappuzha is a district of gorgeous natural beauty. Ala' means 'broad' , 'Puzha' means 'river' and thus the district name fashioned as Alappuzha. An outstanding feature of this land is the province called Kuttanadu. A land of abundant paddy fields, Kuttanadu is called the rice bowl of Kerala and is one of the few places in the world where farming is done below the sea level. Alappuzha has been blessed by Mother Nature with places full of loveliness which defy words and descriptions. It has the opulence of a bounteous nature. The hospitality industry has taken lineage in the soil of Alleppey in the forms of resorts and hotels, which lay down the groundwork for tourism industry to flourish and create God’s own land, a centre of attention among tourists.

Alleppey is one of the most imperative tourist centers in the state Alleppey was one of the busiest centres of trade in the past with one of the famous ports in Malabar Coast. Even today it preserves its attraction as the centre for coir carpet industries and prawn farming. Alleppey is the supreme headquarters for backwater tourism and is a prime land for famous churches like Arthumkal, Poomkavu. Aranmula, a place of traditional importance in Alappuzha, is famous among tourists with its historic Aranmula snake boat race

**4.1 GEOGRAPHY**

Alappuzha is located at [9.54°N 76.40°E.](https://tools.wmflabs.org/geohack/geohack.php?pagename=Alappuzha&params=9.54_N_76.40_E_) The average elevation is 1 metre (3.3 ft). Alappuzha covers an area of 1,414 square kilometres (546 sq mi) and is flanked by 2,195 square kilometres (847 sq mi) of Vembanad Lake, where six major rivers spread out before joining the 80 km coast line of the district. The city of Alappuzha is crisscrossed by a system of canals, which is a part of the National Waterway 3 (India). The district is a sandy strip of land intercepted by lagoons, rivers and canals. There are no mountains or hills in the district except some scattered hillocks lying

Between Bharanikkavu and Chengannur blocks in the eastern portion of the district. There is no forest area in this district.

Alappuzha is bounded by the Laccadive Sea on its west. The town has a network of lakes, lagoons and fresh water rivers. The richness of the coastal Alappuzha waters is expressed annually in the blooming and consequent deposit of a huge quantity of fishes and prawns on the Alappuzha coast called ‘Chakara’. This annual shifting of sandbank appears during the post-monsoon period and contributes to the local economy and is a festive season for the people of Kerala. The annual floods rejuvenate and cleanse the soil and water due to which there is abundance of marine life like prawns, lobsters, fishes, turtles, and other flora in the sea.

The backwaters and wetlands host thousands of migrant common teal, ducks and cormorants every year who reach here from long distances. A major feature of the area is the region called Kuttanad, the 'granary of Kerala'. Kuttanad is also known as the rice bowl of Kerala and is one of the few places in the world where farming is done below sea level. The paddy fields lie about 0.6 to 2 m below mean sea level.

## 4.2 CLIMATE

Owing to its proximity to the sea, the climate of Alappuzha is humid and hot during the summer, although it remains fairly cool and pleasant during the months of October and November. The average monthly temperature is 27 degree Celsius. The district gets the benefit of two seasonal monsoons, as in other parts of the state. Alappuzha town experiences a long monsoon season with heavy showers as both the Southwest monsoon and Northeast monsoon influences the weather of Alappuzha. The South-west monsoon affects the climate in the months from June to September. On the other hand, the North-east monsoon brings rain from October to November. The average rainfall received by the region is 2763 mm.

## 4.3 HISTORY

Alappuzha history is both rich and diverse. The city was developed by all means during the reign of Dharma raja. Raja Kesava Das who was the Diwan of Travancore at that time contributed immensely for the development of the city. He took various steps to establish Alappuzha as a leading port town of Travancore. So he is called the ‘Maker of modern Alleppey’.

The history of Alappuzha is resplendent and glorious. To improve the means of communications in the city, Raja Kesava Das built many roads and canals. To flourish business and economy in the city he provided all types of facilities to merchants and traders.

Velu Thampi Dalava is another person who played a vital role in the progress of the city. During the rule of Balaramavarma Maharaja, he took keen interest in the growth of the town as a major port. He introduced coconut cultivation in the entire area of the island Pathiramanal and the large tracts were used for paddy cultivation.

During the 19th century there was an overall development in Alappuzha. Business, economy, infrastructure, economy, judiciary system was all strengthened during this period. In 1859 the first factory for the production of coir mats and matting’s was set up at Alappuzha. The town Improvement Committee was established in 1894.

## 4.4 ECONOMY

The economy of the district is based on agriculture and marine products. The agricultural activities predominantly revolve around Kuttanad region, the rice bowl of Kerala. Though the district is industrially backward, some traditional industries based on coir and coir products, marine products, handlooms, different types of handicrafts, toddy tapping have been active from the very early times. The district is known as the traditional home of coir industry in Kerala.

The availability of raw materials and the existence of backwaters and canals suitable for the getting of green husk and accessibility of transportation are the main factors of the development of this industry. Arabs had carried on trade in coir products from very ancient period. The manufacture of mats and matting’s were first introduced in 1859 by Mr. James Durragh.

The Coir Board was established by the Central Government under the provisions of the Coir Industry Act, 1955. A coir research institute functions at Kalavoor. The National Coir Training

and Designing Centre were established at Alappuzha in 1965. Coir is the commodity manufactured in Alappuzha, Kayamkulam, Kokkothamangalam, Komalapuram, Mannancherry, Muhamma and Vayalar. In recenttimes, tourism has become a major source of revenue. This is mainly due to the presence of houseboats that provide

**4.5 BEST TIME TO VISIT**

The ambience of this small town is temperate and sticky in general and moderately more enjoyable in the winter season. The temperature varies from 22 to 35°C in summer and 20 to 32°C during winters. So the best time to visit Alappuzha is during the winter season. According to the tour operators tourist season starts from the month of October and most of the tourists coming to Alleppey are from UK, US, France, Germany and Canada. In the previous days Alleppey tourism and hospitality industry received only foreign tourists from different parts of the world. But currently the trend is altering and more tourists are coming from other states of India. Rise in the level of income of educated youth is the main motive cited for this trend.

## 4.6 ATTRACTIONS

* **ALAPPUZHA BEACH**

Known as the Venice of the East, Alappuzha has always basked a major place in the maritime history of Kerala. Alappuzha (Alleppey) is a landmark between a network of rivers flowing into it and the Arabian Sea. Tourists visit here to hangout and relax as it has tremendous and tempting natural beauty all around. This place has huge network of freshwater rivers, meandering lakes, and lagoons. One can try adventurous activities at the beach like boating, or enjoy at children's park with toy bicycles or trains. Hallowed with natures green beauty and scenery, Alappuzha is a wonderland of Kerala state. Alappuzha beach is a famous picnic spot and so it's a favourite gateway for locals. Amusement amenities at the Vijaya Beach Park add charm to the beach. It houses the popular ancient pier that is approx 140 years old. Also, find an old lighthouse nearby Alappuzha beach which is very bewitching to visitors. This beach is also popular for the grand event of Nehru Trophy Boat Race that takes place every year in the month of August. It's a very big event and large number of tourist flock this place on this very day. In addition to this, there are some historic remnants that add colonial atmosphere to the entire area. No doubt, holidaying in

Alappuzha has become a synonym of Kerala tourism. Vacationing over here is a bubbly event and it's all because of the rich blend of the Sea and Sun.

## KAYAMKULAM

Kayamkulam, a small village on the western coast of India in the state of Kerala was earlier an ancient maritime trading centre. Laundered by the waters of the Arabian Sea, Kayamkulam is almost at the equal distance from Alleppey and Quilon, both of which connecting the backwaters of Kerala. This place has one of the largest thermal power plants in Kerala which is known as The Rajiv Gandhi Combined Cycle Power Plant run by NTPC. Not only this, there are plenty of old cashew factories in the locality too. It's a must visit place closely linked with the myth of Kayamkulam Kochunni, who was a well-known highwayman in Central Thiruvithamkoor during 1th century. It is said that he has stolen from the rich and given to the poor like Robin Hood.

## PATHIRAMANAL

A very small island on the backwaters of Alappuzha (Alleppey), Pathiramanal is a haven for hundreds of rare birds migrating from different part of the world. Lies between Thanneermukkom and Kumarakom, it's a beautiful island in Kerala surrounded by the Vembanad Lake. A visit to Pathiramanal is an ideal way to enjoy holiday amidst the emerald green backwaters and coconut trees.

Sprawled over 10 acres of land, it's a serene island that enthrals leisure travellers and nature lovers from India and abroad. It is half an hour drive by motorboat or 30 minutes by speedboat from Alappuzha. Tourists can take boats which ply in Muhamma-Kumarakom water route.

## KARUMADIKUTTAN

Situated at a distance of 3 km from Alappuzha, Karumadikuttan is popular for the large black granite statue of Lord Buddha in sitting position. It is a well-known Buddhist centre in Alleppey. Built during 9th and 10th century, the statue of Lord Buddha serves as a reminder of remnants of Buddhist culture. This massive and striking stately statue of Buddha is set on the banks of 'Punnamada' lake at the backwaters. It is broken into half and kept under the protection of Archaeological Survey of India. As legend says, the left part of the statue was destroyed by an elephant.

## KRISHNAPURAM PALACE

Stunning and beautiful Krishnapuram Palace is located at the distance of 47 km from Alleppey (Alappuzha district), which is on the way to Kollam. It's a unique must see attraction that is sprawled over an area of approximately 1.5 acres. It's a popular historical palace built by Anizham Thirunal Marthanda during 18th century. It is made in the architectural style of Kerala and adorned with dormer windows, gabled roof, and narrow corridor near the Krishnaswamy Temple at Krishnapuram. The palace also features a striking landscaped garden where one can encounter a variety of flora, and Buddha mandapam.

The narrow passages, low ceilings, projecting balcony windows, etc. form a splendid example of this architectural style in the palace. At present, the palace is an archaeological museum which is under the protection of Archaeological Department. A large number of antique artifacts and historical specimens from different parts of the country are also exhibited here. One can find a huge collection of rare antique bronze sculptures, wood sculptures, coins, megalithic remains and mural paintings.

## MARARI BEACH

A serene and beautiful Marari Beach is located at the close proximity to Alleppey in Kerala. It's an ideal place for someone who wants to explore the backwaters of Kerala and relax amidst peaceful environment. Nestled in the picturesque fishing village of Mararikulam, Marari beach is verged by unlimited lines of coconut palms. Tourists can indulge themselves with Ayurvedic treats which are offered by Ayurvedic Massage Centre.

## ALAPPUZHA LIGHTHOUSE

Located near the Sea Bridge and at the distance of 4 km from the Alappuzha town in Kerala, there resides a 150 year old towering Alappuzha Lighthouse. Built in the year 1862, it was one of the fussiest ports and trade centre of Kerala during that time. It is one of the oldest lighthouses on the south-west coast of India.

## MULLACKAL TEMPLE

Set in the heart of Alleppey district in Kerala, Mullackal Temple is dedicated to the goddess Rajarajeswari, the main deity of the temple. It's a unique temple which has beautiful architecture in traditional Kerala style. The major attraction of this shrine is the main roof that kept opened and it is especially designed for Vana Devi. Other gods of this temple are, Lord Krishna, Nagas, Ayyappa, and Hanuman Ji. There is a banyan tree in the premise where the Shivling is placed. This Mullackal Rajarajeswari Temple is designed in ancient Kerala architectural style. It has a well- maintained wall and a beautiful pond along with a plenty of trees and jasmine plants inside the premises. The idol of the temple Durga Maa is placed with four arms, well known as 'Mullackal Devi' or 'Mullackal Amma'. At present, Travancore Devaswom board of Kerala is running the temple. It has an open roof and at the entrance point around 20 feet area is kept under roofing. According to the old tradition, elephants are kept in this roofed place that brings the 'thidambu' of the goddess on special affairs.

There are two main festivals of this temple that include:

Navarathiri Festival- It's a nine days celebration that last two days of the festival is known as Vijayadhashmi and Mahanavmi. The last two days are celebrated in a grand way with bewitching parade of nine decorated elephants. On the top of it, many cultural events like Ottanthullal are also held during this festival.

Thaipooya Kavadi Festival- It's another popular festival celebrated once in a year in which fifteen Kavadisn take part in the parade.

Other festivals celebrated here is Mullackal Chirappu in which a large number of tourists flock this temple during this festival.

## AMBALAPPUZHA SRI KRISHNA TEMPLE

Constructed in typical Kerala Style, Ambalappuzha Sri Krishna Temple is a Hindu temple in Alappuzha district of Kerala. It is believed to have been built during 15th-17thAD by the local ruler Chembakassery Pooradam Thirunal-Devanarayanan Thampuran. Tourists can witness the idol of this temple which is equated to Parthasarthi holding whip in the right hand and a sacred conch in the other hand. The temple is linked to the Guruvayoor Sri Krishna Temple.

It is believed during the invasion of Tipu Sultan in the year 1789, Sri Krishna idol was brought from the Guruvayoor Temple to the Ambalappuzha Temple for security. The Payasam served here

is extremely admired and popular among devotees as it's a sweet pudding which is made of rice and milk. There is an interesting legend behind making this pudding as it is believed that Guruvayoorappan reaches daily at this temple to have Palpayasa Nedyam. Designed in Kerala style, the architecture and construction of the temple is wondrous. A beautiful painting of ten avatars of Lord Vishnu in the temple premises is the main attraction for devotees. Above all, Ambalappuzha Sri Krishna Temple is famous for its magicians and Ottanthullal that is performed once in a year.

Chambakulam Moolam Festival is major festival of this shrine which is celebrated on the Moolam Day every year. A number of pilgrims and tourists flock this place and take blessings from Lord Krishna. The Aaraattu festival is also celebrated here which starts in the months of March and April. This festival starts with the hosting of flag on the Atham star. Another festival like Pallipana is also celebrated here once in every 12 years.

## ST. MARY'S FORANE CHURCH

One of the best Catholic Syrian Churches in Alleppey district of Kerala is the St. Marys Syro Malabar Catholic Church where you can throw a glance at various rock inscriptions and ancient artefacts, giving a brief idea about the history of the church. It's a Forane Church which is under the archeparchy of Changanacherry, including several communities under it.

It is believed that the church was established in the year 427 AD and rebuilt several times. There is an ancient open air Rock Cross at Chambakulam Church. It is believed that this church was once under Niranam Church, which was established by the Apostle Saint Thomas.

There are many holy celebrations like Easter, Good Friday, Christmas, etc. that are celebrated with great fun and joy. Apart from all these there are two main feasts celebrated every year here. The first one is Feast of Mother Mary/ Marian Apparition which lasts for 11 days of pious celebrations and finishes on Sunday following 15 October. The second one is commemoration of the death of St. Joseph which is conducted every year on 19th March.

## CHETTIKULANGARA DEVI TEMPLE

Chettikulangara Bhagavathy Temple is one of the famous tourist attractions of Kerala which was established by Lord Parashuram. Located at Mavelikkara in Alleppey district, the temple dates back to over 1200 years. Dedicated to Bhadrakali or Bhagavathy or Jagadambika, the temple is

Sprawled over 13 God chosen (Kara’s) territories. In this temple, you can see the Goddess Bhagavathy in three forms- Saraswathi Devi in the morning, Lakshmi Devi in the Afternoon and Bhadrakali Devi or Maa Durga in the evening.

The temple is now under the control of the Travancore Devaswom Board which is ranked as first in terms of income, having the highest revenue earner and Sabarimala Ayyappa Temple stands second in terms of income.

The other aspect of Chettikulangara Bhagavathy Temple is a massive oil lamp which is known as Kuthuvilakku. This lamp is made up of granite and thousands wicks. The temple is far-famed for its festivals that involve music of the drums, vibrant colours and unique traditional dance.

There are huge celebrations that take place in the months of February and March. The first is Bharani which takes place during these months and entire temple and grand feasts come alive during this fete. The second is Kumbham festival which is celebrated with gaiety and éclat. A large number of tourists throng this place during this festival as it is widely popular as the Kumbha Mela of South. Kuthiyottam and Kettukazhcha are two famous dances of this festival. Other festivals which are held during February and March are Ethirelpu Ulsavam and Aswathy Ulsavam.

**4.7 CULINARY TOURISM**

This study connects international visitor experiences and culinary tourism at the destination. Despite the increased use of food as a destination marketing tool, the literature shows that, to date, there is no consensus to describe food-related tourism using a single definition. The terms *food tourism*, *food and wine tourism*, *gastronomy tourism*, and *culinary tourism* have been used interchangeably and different scholars have described the various terms inconsistently. It is important to differentiate between visitors who consume food as a part of the travel experience, and those whose activities, behaviors and even destination selections, are influenced by an interest in food. They define food tourism as “visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food and tasting and/or experiencing the attributes of a specialist food production region are the primary motivating factors for travel”. Such a definition implies that when travelling, not every trip to a restaurant relates to food tourism, especially if the food eaten in the visited restaurant is the same as, or similar to, the food consumed at home.

Recently, traditional cuisine is a key manifestation of tourism’s intangible heritage, and tourists can receive a really cultural experience by the consumption, it also develops the relationships between tourists, destinations and local food cultures. Traditional cuisine preserving the traditional culture and heritage of a particular areas’ people in countries is not the only thing about eating food, but also being known as representing regional identity, valuable image, specific meaning for religions, culture, and traditions of eating behaviour. Different cuisines convey different meanings among the food consumers and reveal the closeness of the relationship for individuals, community residents, religious or ethnic groups. Traditional cuisine improves not only destination attraction and branding identity for raising destination tourism, but also the development and prosperity of local economy.

Nowadays, traditional cuisine has been recognized to be one of destination attractions. Without destination attraction, tourism industry will not be able to develop successfully. Regular tourism destinations may no longer attract tourists anymore, in our rapidly changeable sociality, the group of travelers may travel far or near to primarily seek for food experience, fast food and traditional cuisine are really in opposite position, but are both impressed tourists meaningfully.

**4.7.1 RELATIONSHIP BETWEEN FOOD AND TOURISM**

Eating is a physiological need which requires fulfilment whether at home or during travel. The Consumption of food in travel is unique because it occurs in a foreign environment. Recent research has shown that tourists spend major amount of their budget on food while travelling. The 2004 Restaurant & Foodservice Market Research Handbook states that 50% of restaurants’ revenue was generated by travellers. It shows that there is a symbiotic relationship between food and the tourism industry. Food like other elements of travel transportation, accommodation, activities, and attractions plays an essential role in the travel experience. It is a most memorable creation of a destination. Cuisine bears important meaning and is a determinant of overall travel satisfaction and experience when other forms of tourism has been already experienced or enjoyed by the tourist. More importantly, food has been recognized as an effective promotional and positioning tool of a destination. Similarly, with increasing interest in local cuisine, more destinations are focusing on food as their core tourism product. For example, France, Italy, and Thailand have been known for their cuisine.

**4.7.2 ORIGIN OF FOOD TOURISM**

Foods, eating habits and cultural differences among tourists and consumers around the world are the factors summarized as Urbanization. This Urbanization is a main cause for human’s separation from agricultural and rural culture where food is originally rooted. (Farm visit, fruit picking, vineyard, etc.). Agriculture industry is now changing towards tourism alternatives. (Food Tourism as a subset of rural tourism). Consumers are increasingly knowledgeable in consuming food and drinks, Consumers find curiosity in cultural differences and exchanges, consumers consume food and drinks as a form of cultural consumption to enhance individual identity (Boniface 2003, 14, 15, and 16)

There has also been a strong wish among people nowadays to seek the lost bond between human and natural surroundings. This can be illustrated by the fact that many people enjoy the natural ambience, eager to make food and eat freshly made produces right from the farms. Food, now, as argued by Boniface has become an item of “pleasure and indulgence, “matter of enjoyable tourism”.

Moreover, agriculture industry and rural areas towards diversification. They both agreed on emergence of world’s agriculture in terms of product surpluses and overproduction. A hint of development towards tourism is suggested. Innovative businesses are generating from augmented products and services for both local inhabitants and tourists‟ consumption. They are formed into *core activities*, for instance tourism attractions, accommodation (cottage houses, farm hostels) and food establishments (local eateries, ranches, vineyard, etc.) and *non-core activities* which include visits to rural shops, food manufactures and farms.

Apart from these, a matter of globalization and localization has been merrily discussed in recent years, especially under tourism context. Both are leaving impact on people`s eating culture these days and age. While some tourists support the globalised food phenomenon, specifically the empire of McDonald’s fast-food chain; because of it is convenient, budget-wise costs and availability in almost any corner of the world; others protest and see fast food as unacceptable, spoiling one’s health and taking a “sense of place” from the locals and the tourists. The local food, on the other hand, can be seen as a counter reaction toward the global and the standardized food consumption. The local food, as promoted by the Slow Food Movement – an international movement, based in Italy, encourages local consumption of the local products and tourists contributing to a sustainable tourism.

Another pull factor mostly contributing to the birth of Food Tourism is from the consumers. They become more knowledgeable; more sophisticated and are always hungry for more. People know what is essential of “eating out” in terms of where to eat, what to eat and how to eat in a proper manner. Consumer desire for food novelty in form of new recipes and ingredients, innovative cooking techniques and so on. For many people, having a rich cultural asset of food and drink is rewarding and is a way to enrich one’s identity. For instance, eating exotic food or

being at a local restaurant where only the indigenous go are experiences that differentiate a traveller from a mass tourist.

**4.7.3 ROLE OF FOOD IN TOURISM**

However, for the development of culinary tourism, attention to two crucial points is highly significant: first the food itself and second, the way of its serving.

Food offering is the ability to communicate with tourists, which can be fulfilled by presenting some explanation about foods, the regional culture lying beneath their way of cooking, etc. Destinations need to offer a unique and differentiated tourism product in order to remain competitive. The promotion of food in tourism is seen as one way of developing the distinctiveness and identity of a region while retaining and maximizing the benefits of visitor spend to the region’s economy and local communities. The reasons why food is not promoted as a key or supportive attraction, in their study of food in destination marketing in South Africa, concluded that there may be financial or marketing constraints or a “lack of knowledge regarding local and regional food”. These issues can be addressed with the incorporation of food into regional tourism strategies. One further constraint in the adequate promotion of food in the tourism materials could be attributed to poor communication between stakeholders, resulting in a less than cohesive collection of images for public consumption.

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

The relationship between food and tourism has progressed from “traditional hospitality, cuisine and gastronomy” to the development of the innovative concept of “food tourism” referred to as “culinary”, “gastronomic” or “gourmet” tourism.

Today, food is an integral part of the overall tourism experience, in addition to it being a prime motivation for travel. Hall and Mitchell defined food tourism as, “visitation to primary and secondary food producers, food festivals, restaurants and specific locations, it is the desire to experience a particular type of food or the produce of a specific region”.

The consumption of food is the only tourist activity that utilizes all five senses and, therefore, the experience of food consumption provides a “deeper, more integrated level of experience”. Hence it is not surprising that food is a major source of satisfaction for tourists and often considered the most enjoyable activity they undertake during a vacation. Food is believed to encapsulate most of the motivations that underlie the decision to undertake a tourist experience because consuming food involves relaxation, excitement, escapism, education, status and lifestyle.

It is well documented that tourists make up a significant part of the market for restaurants and cafes throughout the world. The enormous growth in the restaurant industry in tourist destinations is also an indication of tourists’ interest in culinary experiences. Tourists rank food as an important part of a good vacation.

Food is an important tourist motivator. Tourist motivation consists of two basic aspects: “pull factors” and “push factors”. Pull factors influence the destination choice while push factors motivate travel to a destination. Gastronomy achieves both these functions by “pushing people away from their familiar foods and eating patterns” and “pulling them towards new and exciting foods”. To the pull and push factors, added four other travel motivators that can be satisfied by food: physical, cultural, interpersonal, and status and prestige.

The role of food in tourism can be determined by considering its function as a tourism resource. The resources required by a destination can be classified as either principal or supporting. Principal resources are the main factors that motivate and attract tourists to travel to a destination; supporting resources, while they do not act as a tourist motivator on their own, enhance and complement the key motivating factors. France and Italy are examples of countries where food is known as a principal resource, although for the majority of destinations food is a supporting resource.

The culinary heritage of a destination embodies the character and mentality of a society in the types of food and the way they are eaten, and therefore is an integral part of identity formation. Consumption of food is also a cultural event that portrays a social bond by the ways food is eaten. Local food is a powerful medium for cultural exploration because food reflects the geography, history, culture and people of a country and because it embodies the cultural identity and authenticity of destinations as well that the differences in food and eating habits determine a society’s culture and religion.

Food is acknowledged as an important tourist attraction that both enhances the value of a destination and is a tool for competitive advantage that reduces substitutability. Destinations with undifferentiated primary resources can find a valuable resource in culinary experiences. Destination marketing literature stresses the importance of differentiation by emphasizing a destination’s distinctive tangible and intangible products and service.

Food provides an excellent way for tourist destinations to increase the economic contribution from tourism. This is especially so when gastronomy and tourism present opportunities for “value-added” at different phases of the process, from supplying the raw materials through to the service of food, Creating backward linkages into local industries through food will spread tourism benefits and will also sustain and develop those industries. Creating synergies between local food production and tourism, and implementing effective marketing strategies have helped areas develop as destinations that offer a unique point of difference. At the same time, backward linkages into other economic sectors created along the trail spread the economic benefits of this tourist food trail.

While there are apparent benefits that can be gained by linking food and tourism, it is equally important to be aware of possible negative consequences that such a relationship could foster. Although many tourist destinations attempt to meet tourists’ demand for authentic and traditional food, the majority of tourist resorts end up presenting “emergent authenticity” as a result of altering local dishes to suit tourists’ tastes.

**4.7.4 BENEFITS AND IMPACTS OF CULINARY TOURISTS**

Culinary tourism implicates various possible benefits to a destination. These are: a sustainable infrastructure where the supply of local and imported food is handled, local economy is supported, sustainable ways of tourism are encouraged and it strengthens the authenticity of a region. Entrepreneur and tourism organization need to work close together to meet the demands of the tourists.

When using and developing culinary tourism at a destination it is of high importance to ensure that the traditional cuisines are not changed to suit the taste of the tourists which would put the tradition of the food in danger of being lost and so part of the culture of the destination. The cultural and natural landscapes need to be acknowledged as the crucial and maybe even as the main feature of food and wine tourism. For most food and wine travellers it is one of the strongest desires to experience well maintained natural and heritage landscapes during their culinary activities. Therefore, the natural and cultural landscapes need to be protected which demands the cooperation of the product suppliers, destination management organizations and tourism associations.

When designing the food tourism strategies of a destination it need to be considered to which extent the tourists will have a negative influence on the destination and culture. Therefore, suitable planning, coordination and management are necessary to hamper the

changing of social values and decreasing standards of the food production. Furthermore, precised inspections and balances must be in use to prevent the local community and environment from getting exploited. In this way the sustainability of culinary tourism is ensured which should not only been seen as an economy activity, but more as a cultural enrichment which contribute to the sustainability of a region.

It is of supreme importance to ensure that old traditions in relation to food and wine products as well as prepared dishes do not get lost because of tourism. However, advertising a regional and traditional food product leads to protecting old techniques and skills, but also supports the development and approves changes. Local authorities need to be aware of the potential of their local products and arouse interest and promote it so tourists travel to the destination purchasing the products, eating at the restaurants and visiting farms or markets. All these activities represent income sources and benefits for the local community.

The advantages of culinary tourism for wineries as followed: brand recognition and loyalty, educational chances, enhance customer exposure to products, higher profits, additional sales outlet and marketing opportunity on products and customers. The disadvantages are that a capital is needed and the management time and costs increase. High quality food and beverage products can improve the tourism product and the experience of the tourists. In addition, the money the tourists spend on the locally produced goods goes straight to the local economy and helps to renew and maintain the local production.

Both the food production sector and tourism benefit from strong relationships. Furthermore, restaurants and other catering services that offer regional food and beverages promote these at the same time which results in arousing the interest of the tourists in purchasing these local products from the producers.

**4.7.5 FOOD AND CULTURE**

Food plays a significant part in all aspects of human life, from fulfilling basic physiological needs to building social interactions and psychological expression. It has become recognised as a manifestation of identity and culture, and has emerged as one of the popular aspects of cultural tourism claimed that besides its role as cultural identity, food is recognised as one of the elements of creativity in everyday life that can engage many visitors.

The role of food tourism has become increasingly important. It seeks to develop an understanding of how food as a component of culture can pose various values that require to be taken into account by destination management when attempting to utilise culinary tourism to attract visitation.

**4.7.6 TRADITIONAL CUISINE**

Local food at any destination is what essentially constitutes food tourism attractions, as the gateway to the culture of that particular region. Consumers are always attracted to such places, which presents an opportunity for them to indulge in that particular culture. Traditional cuisine plays a remarkable role in culture, gastronomy heritage, and status, and improves the development and sustainability of tourism in rural destinations. Every country intends to protect their own traditional cuisine because it is an inheritance to become the core identity of the country, and its knowledge and skills are cherished in building traditional culture between families. Traditional cuisine is defined as a part of life and culture, a set of tradition with being linked to a territory, a representation of a group, and at least twenty-five years; it’s also something eaten frequently, commonly, or seasonally, especially at specific occasions, celebrations, or festivals, a representation of perspectives and as something eaten frequently, commonly, or seasonally, especially at specific occasions, celebrations, or festivals. Traditional food must also be homemade or made by artisans and must be transmitted from one generation to another. The processing of both the raw materials and traditional food products should be performed locally.

As part of the tourist experience, eating local cuisine is a way of breaking with standardized, everyday routine by taking the tourists off into unknown culinary realms. Definitions of cuisine tourism and gastronomic tourism explicitly mention food as an important or primary motivational factor for travel of tourists with interest in food. Food tourism can be considered as a subset of cultural tourism and to learn through an experience about a previously unknown or very specific culture and environment. Therefore, one contribution of food is to provide tourists a greater experience. Cuisine tourists travelling to the destinations are generally considered to be significantly influenced by savouring local specialty. However, the decision to undertake destination activities such as participation in local cuisine festivals might not be a consideration when tourists make their decision to travel. Therefore, there is some disagreement when food becomes an important or primary motivational factor in tourists’ decision making. Moreover, traditional gastronomy is described as a kind of culture, emotion, hospitality, prestige and power, it also improves the places of people’s origin. Every local cuisine presents the core performance of a destination’s intangible heritage, and by experiencing the cuisine, tourists can obtain a genuinely authentic cultural experience.

Therefore, traditional local foods hold the potential to bind and stabilize communities and enable a cultural continuity through conserving their histories.

Although simple skills and processes are used to make traditional local foods, they are high- quality products, and these handmade foods are intended for celebrations representing the local culture. Hence, every local cuisine presents the core performance of a destination’s intangible inheritance, and through tasting the cuisine, tourists can obtain a genuinely authentic cultural experience. Traditional cuisine is represented as a wide spectrum of food cultures with distinctive regional differences and preferences. Therefore, loss of traditional knowledge and skills related to food production may lead to extinction of nutritional food products as well as skills gained through generations.

Developing traditional cuisine could improve the tourism attraction, which is often the basis for tourists to choose their own destinations, which play an important role for the first time visitors to visit. Traditional cuisine related tourism can allow tourists to reach desired goals of relaxation, excitement, escapism, status, education and lifestyle.

**4.7.6 TRADITIONAL CUISINE OF KERALA**

Kerala is known as the "Land of Spices" because it traded spices with Europe as well as with many ancient civilizations with the oldest historical records of the Sumerians from 3000 BCE.

In addition to historical diversity, cultural influences, particularly the large percentages of Muslims and Christians, have also contributed unique dishes and styles to Kerala cuisine, especially non-vegetarian dishes. The meat eating habits of the people were historically limited by religious taboos. Brahmins eschew non vegetarian items. However, most modern- day Hindus do not observe any dietary taboos, except a few of those belonging to upper castes who do not consume beef or pork. Most Muslims do not eat pork and other items forbidden by Islamic law. Alcohol is available in Kerala in many hotels and over a thousand bars and liquor stores, but state authorities plan to close the vast majority of these outlets in a ten-year plan, beginning in 2014, to combat problem drinking.

One of the traditional Kerala dishes is vegetarian and is called the Kerala Sadya, which an elaborate banquet is prepared for festivals and ceremonies. A full-course Sadya, which consists of rice with about twenty different accompaniments and desserts, is the ceremonial meal of Kerala eaten usually on celebratory occasions including marriages, Onam and Vishu.

It is served on a plantain leaf. Because of its rich trading heritage, over time various indigenous Kerala dishes have been blended with foreign dishes to adapt them to local tastes. Coconuts grow in abundance in Kerala, so grated coconut and coconut milk are commonly used for thickening and flavouring. Kerala's long coastline and numerous rivers have led to a strong fishing industry in the region, making seafood a common part of meals. Rice is grown in abundance along with tapioca. It is the main starch ingredient used in Kerala's food.

Having been a major production area of spices for thousands of years, the region makes frequent use of black pepper, cardamom, clove, ginger, and cinnamon. Kerala also has a variety of breakfast dishes like idly, dosa, appam, idiyappam, puttu, and pathiri.

Many of Kerala's Hindus, except certain communities and ovo-lacto vegetarians, eat fish and chicken. Some communities, on the other hand, are famed for their vegetarian cuisine consisting of milk and dairy-based dishes, especially various varieties of samba and rasam. In most Kerala households, a typical meal consists of rice, fish, and vegetables. Beef, contrary to the outlook of the remaining Indian society, also plays a prominent role in Kerala cuisine. The meat is featured in Hindu, Christian and Islamic communities of Kerala.

Syrian Christians, or Mar Thoma Nasranis, of Kerala have their own cuisine. Particularly well-developed are the snacks and savouries of Syrian Christians such as "achappam" and "kuzhalappam". A favourite dish of Kerala Christians is "mappas", or chicken stew. For this dish, chicken, potatoes and onions are simmered gently in a creamy white sauce flavoured with black pepper, cinnamon, cloves, green chillies, lime juice, shallots and coconut milk. Lamb and duck can replace chicken in the stew recipe.

Other dishes include piralen (chicken stir-fries), meat thoran (dry curry with shredded coconut), sardine and duck curries, and meenmolee (spicy stewed fish). This is eaten with another dish known as appam. Appam, kallappam, or vellayappam are rice flour pancakes which have soft, thick white spongy centres and crisp, lace-like edges. "MeenMulakittathu" or "Meenvevichathu" (fish in fiery red chilli sauce) is another favourite item.

"Pidi", a type of rice dumplings in thick gravy, is a famous Syrian Christian delicacy. "Pidi" is paired best with chicken curry. In addition to chicken and fish, Syrian Christians along with a section of Hindus and all Muslims in Kerala eat red meat. "Irachiularthiathu" is a beef dish cooked with spices.

Muslim cuisine or Mappila cuisine is a fascinating blend of traditional Kerala, Persian and Arab food culture. This amazing confluence of culinary cultures is best seen in the preparation of most dishes.

Biryani (mutton, chicken, Beef, lamb or prawn) made as ‘Dum’ tops the list of delicacies. Thalassery Biryani the only version of biryani in Kerala. Kallummakkaya (mussels) curry, erachiputtu (erachi means meat), parottas (soft flatbread), pathiri (a type of rice pancake) and ghee rice are some of the other specialties. The characteristic use of spices is the hallmark of Mappila cuisine. Spices like black pepper, cardamom and clove are used profusely.

The snacks include unnakkaya (deep-fried, boiled ripe banana paste covering a mixture of cashew, raisins and sugar), pazhamnirachathu (ripe banana filled with coconut grating, molasses or sugar), muttamala made of eggs, chattipathiri, a dessert made of flour, like baked, layered chapattis with rich filling, and so on.

**CHAPTER 5**

# DATA ANALYSIS AND INTERPRETATION

**5.1** **DATA ANALYSIS AND INTERPRETATION**

**5.1.1 TOURIST SATISFACTION AMONG TRADITIONAL FOOD ALLEPPEY**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Yes | 42 | 84 |
| No | 8 | 16 |
| **Total** | 50 | 100 |

**Table 5.1.1 Tourist satisfaction among traditional food Alleppey**

45

40

35

30

25

20

15

10

5

0

Yes

No

**Figure 5.1.1 Tourist satisfaction among traditional food Alleppey**

**INTERPRETATION**

The table and graph shows that 84% of respondent’s response that they were satisfied in the local food of Alleppey and the 16% said they were not satisfied in the food.

**5.1.2 ANALYZING THE LEVEL OF FOOD AUTHENTICITY IN ALLEPPEY**

|  |  |  |
| --- | --- | --- |
| **Choices** | **No. Of Respondents** | **Percentage** |
| 1 | 28 | 76 |
| 2 | 1 | 20 |
| 3 | 0 | 4 |
| 4 | 0 | 0 |
| 5 | 0 | 0 |
| **Total** | 50 | 100 |

**Table 5.1.2 Analyzing the level of food authenticity Alleppey**

40

35

30

25

20

15

10

5

0

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2

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4

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**Figure 5.1.2 Analyzing the level of food authenticity Alleppey**

**INTERPRETATION**

The table and graph shows that the 76% agrees that the food authenticity is very good. 20% agrees that the authenticity is good. And the rest of the 4% chose the option neutral. No one is agreeing with there is no food authenticity.

**5.1.3 ANALYZING THE LEVEL OF FOOD QUALITY IN ALLEPPEY**

|  |  |  |
| --- | --- | --- |
| **Choices** | **No. of Respondents** | **Percentage** |
| 1 | 37 | 74 |
| 2 | 10 | 20 |
| 3 | 3 | 6 |
| 4 | 0 | 0 |
| 5 | 0 | 0 |
| **Total** | 50 | 100 |

**Table 5.1.3 Analyzing the level of food quality in Alleppey**

40

35

30

25

20

15

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5

0

1

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4

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**Figure 5.1.3 Analyzing the level of food quality in Alleppey**

**INTERPRETATION**

The table and graph shows 74% agrees that the food quality is very good. 20% says the food quality is good. 6% says it is in a neutral level. No one is agree with food quality is not good.

**5.1.4 ANALYZING THE LEVEL OF SERVICE QUALITY IN ALLEPPEY**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| 1 | 20 | 40 |
| 2 | 27 | 54 |
| 3 | 3 | 6 |
| 4 | 0 | 0 |
| 5 | 0 | 0 |
| **Total** | 50 | 100 |

**Table 5.1.4 Analyzing the level of service quality in Alleppey**

30

25

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15

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**Figure 5.1.4 Analyzing the level of service quality in Alleppey**

**INTERPRETATION**

The table and graph shows that 54% agrees the service quality is good. 40% agrees that the quality of service is very good. And the rest of the 6% are opt neutral level. No one is says it’s not good.

**5.1.5 ANALYZING THE LEVEL OF PHYSICAL ENVIRONMENT OF**

**RESTAURANTS IN ALLEPPEY**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| 1 | 18 | 36 |
| 2 | 25 | 50 |
| 3 | 7 | 14 |
| 4 | 0 | 0 |
| 5 | 0 | 0 |
| **Total** | 50 | 100 |

**Table 5.1.5 Analyzing the level of physical environment of restaurants in Alleppey**

30

25

20

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10

5

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**Figure 5.1.5 Analyzing the level of physical environment of restaurants in Alleppey**

**INTERPRETATION**

The table and graph shows that the physical environment at the restaurants and toddy bars. 50% says that the physical environment is good. 36% agrees that the physical environment is very good. 14% agrees with neutral level and no one is agree with it’s not good.

**5.****1.6 ANALYZING THE LEVEL OF LOYALTY OF RESTAURANTS IN**

**ALLEPPEY**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| 1 | 14 | 28 |
| 2 | 27 | 54 |
| 3 | 9 | 18 |
| 4 | 0 | 0 |
| 5 | 0 | 0 |
| **Total** | 50 | 100 |

**Table 5.1.6 Analyzing the level of loyalty of restaurants in Alleppey**

30

25

20

15

10

5

0

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2

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**Figure 5.1.6 Analyzing the level of loyalty of restaurants in Alleppey**

**INTERPRETATION**

The table and graph shows 54% agree that the loyalty is good. 28% agree that loyalty of restaurant is very good. 18% are opt neutral level. And no one is agree with the loyalty is not good.

**5.1.7 ANALYZING THE CONVENIENCE OF RESTAURANTS IN ALLEPPEY**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| 1 | 18 | 36 |
| 2 | 22 | 44 |
| 3 | 7 | 14 |
| 4 | 3 | 6 |
| 5 | 0 | 0 |
| **Total** | 50 | 100 |

**Table 5.1.7 Analyzing the convenience of restaurants in Alleppey**

25

20

15

10

5

0

1

2

3

4

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**Figure 5.1.7 Analyzing the convenience of restaurants in Alleppey**

**INTERPRETATION**

The table and graph shows convenience at the restaurants, hotels and toddy bars. 44% says that the convenience is good. 36% agrees that convenience is very good. 14% are stands in a neutral level. 6% opt the convenience is not good and no one is agree with its not really good.

**5.1.8 ANALYZING THE PRICE LEVEL OF RESTAURANTS IN ALLEPPEY**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| 1 | 18 | 36 |
| 2 | 16 | 32 |
| 3 | 16 | 32 |
| 4 | 0 | 0 |
| 5 | 0 | 0 |
| **Total** | 50 | 100 |

**Table 5.1.8 Analyzing the price level of restaurants in Alleppey**

20

18

16

14

12

10

8

6

4

2

0

1

2

3

4

5

**Figure 5.1.8 Analyzing the price level of restaurants in Alleppey**

**INTERPRETATION**

The table and graph shows 36% agrees that the price level is very good. Both 32% of each says that price level is good and its neutral. No one is agree with the price level is not good.

**5.1.9 IMPORTANCE OF PRICE FACTOR WHILE CONSUMING FOOD**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Important | 37 | 74 |
| Somewhat important | 13 | 26 |
| Not Important | 0 | 0 |
| **Total** | 50 | 100 |

**Table 5.1.9 Importance of price factor while consuming food**

40

35

30

25

20

15

10

5

0

Important

Somewhat Important

Not Important

**Figure 5.1.9 Importance of price factor while consuming food**

**INTERPRETATION**

From the analysis we can understand that most of the tourist response that the price factor is important while consuming food. The rest of the 26% says that the price factor is somewhat important for them. And no one is agreed the option not important.

**5.2.1 TOURIST RESPONDS TOWARDS RECOMMENDATION OF FOOD FOR**

**OTHERS**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Yes | 42 | 84 |
| No | 8 | 16 |
| **Total** | 50 | 100 |

**Table 5.2.1 Tourist responds towards recommendation of food for others**

45

40

35

30

25

20

15

10

5

0

Yes

No

**Figure 5.2.1 Tourist responds towards recommendation of food for others**

**INTERPRETATION**

In the analysis 84% says that they would like to recommend the food to others. And the 16% are not interested in recommend the food to others.

**5.2.2 TOURIST RESPONDS OF TOWARDS LEARNING LOCAL RECIPE AND TRIES**

**IT IN THEIR HOME**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Yes | 13 | 26 |
| No | 37 | 74 |
| **Total** | 50 | 100 |

**Table 5.2.2 Tourist responds of towards learning local recipe and tries it in their home**

40

35

30

25

20

15

10

5

0

Yes

No

**Figure 5.2.2 Tourist responds of towards learning local recipe and tries it in their home**

**INTERPRETATION**

In the analysis most of the tourist response that they have no interest in learning and cooking the local foods at their home and the 26% agrees that they would like to learn and cook the local foods in their homes.

**5.2.3 IMPORTANT FACTORS WHILE DINING FOOD**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Quality of Food | 31 | 62 |
| Quality of Service | 9 | 18 |
| Price | 7 | 14 |
| Physical Environment | 3 | 6 |
| **Total** | 50 | 100 |

**Table 5.2.3 Important factors while dining food**

35

30

25

20

15

10

5

0

Quality of Food

Quality of Service

Price

Physical Environment

**Figure 5.2.3 Important factors while dining food**

**INTERPRETATION**

The graph and table shows that 62% of tourist agreed that the quality of food is the important factor while dining food. 18% are states that the quality of service is the important factor while dining food. 14% agrees price is the important factor and the rest of the 6% agrees physical environment is important while dining.

**5.2.4** **THE AWARENESS LEVEL OF TOURIST TOWARDS LOCAL FOODS IN**

**ALLEPPEY**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Yes | 35 | 70 |
| No | 15 | 15 |
| **Total** | 50 | 100 |

**Table 5.2.4 The awareness level of tourist towards local foods in Alleppey**

40

35

30

25

20

15

10

5

0

Yes

No

**Figure 5.2.4 The awareness level of tourist towards local foods in Alleppey**

**INTERPRETATION**

The graph and table shows that majority of respondents are aware about the foods of Alleppey. And the 15% are not aware about the traditional foods in Alleppey.

**5.2.5 THE TOURIST IMPORTANCE OF FOOD CONSUMPTION WHILE IN A TOUR**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Highly Important | 20 | 40 |
| Mostly Important | 18 | 36 |
| Partly Important | 9 | 18 |
| Not Important | 3 | 6 |
| **Total** | 50 | 100 |

**Table 5.2.5 The Tourist Importance of food consumption while in a tour**

25

20

15

10

5

0

Highly Important

Mostly Important

Partly Important

Not Important

**Figure 5.2.5 The Tourist Importance of food consumption while in a tour**

**INTERPRETATION**

The graph and table shows that 40% respondents state that food consumption is a highly important factor while in a tour. 36% states that food consumption is mostly important factor in their trip. It is partly important for 18% and the rest of the 6% have no important for it.

**5.2.6 THE MEDIUMS, TOURISTS USES MOST TO ENQUIRED ABOUT FOOD AND**

**RESTAURANTS**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Family & Friends | 4 | 8 |
| Internet | 31 | 62 |
| Social Media | 10 | 20 |
| Travel agencies | 0 | 0 |
| Brochures | 0 | 0 |
| TV & newspapers | 5 | 10 |
| **Total** | 50 | 100 |

**Table 5.2.6 The mediums, tourists use most to enquired about food and restaurants**

35

30

25

20

15

10

5

0

Family &

Friends

Internet

Social Media Travel Agencies Brochures

TV &

Newspapers

**Figure 5.2.6 The mediums, tourists use most to enquired about food and restaurants**

**INTERPRETATION**

Here we can understand that most of the 62% of respondents are collect information’s about restaurants or hotel or toddy bars from internet also 20% of respondents collect from social media. Other 10% of respondents states that from television and newspapers and 8% states that from friends and families. No one is depend on travel agencies and brochures.

**5.2.7 THE TOURIST FULFILMENT OF EXPECTATIONS IN FOOD CONSUMPTION**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Yes | 35 | 70 |
| No | 15 | 30 |
| **Total** | 50 | 100 |

**Table 5.2.7 The tourist fulfilment of expectations in food consumption**

40

35

30

25

20

15

10

5

0

Yes

No

**Figure 5.2.7 The tourist fulfilment of expectations in food consumption**

**INTERPRETATION**

The analysis shows that 70% of tourist are fulfilled their expectations regarding food consumption and the rest of the 30% are not fulfilled their expectations.

**5.2.8 THE ISSUES FACED BY THE TOURIST IN ALLEPPEY**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Yes | 4 | 8 |
| No | 46 | 92 |
| **Total** | 50 | 100 |

**Table 5.2.8 The issues faced by the tourist in Alleppey**

50

45

40

35

30

25

20

15

10

5

0

Yes

No

**Figure 5.2.8 The issues faced by the tourist in Alleppey**

**INTERPRETATION**

The analysis states that 92% tourist are not faced any issue in Alleppey and the 8% are faced some issues like parking spaces, time consuming.

**5.2.9 THE SUGGESTIONS OF TOURISTS TOWARDS IMPROVING QUALITY OF**

**SERVICES**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Yes | 4 | 8 |
| No | 46 | 92 |
| **Total** | 50 | 100 |

**Table 5.2.9 The suggestions of tourists towards improving quality of services**

50

45

40

35

30

25

20

15

10

5

0

Yes

No

**Figure 5.2.9 The suggestions of tourists towards improving quality of services**

**INTERPRETATION**

The table and graph shows that majority of tourist have no suggestions regarding the quality of service and the 8% of tourist suggested that to fix reasonable price and also to improve the parking space around the restaurant.

**5.3.1 THE SPECIAL FOOD ITEMS PROVIDED AT ALLEPPEY FOR TOURISTS**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Yes | 7 | 14 |
| No | 43 | 86 |
| **Total** | 50 | 100 |

**Table 5.3.1 The special food items provided at Alleppey for tourists**

50

45

40

35

30

25

20

15

10

5

0

Yes

No

**Figure 5.3.1 The special food items provided at Alleppey for tourists**

**INTERPRETATION**

The analysis shows that that 86% of food providers not offer any special dishes tourists and other 14% of food providers are made to provide special dishes to tourists according to their needs and preferences.

**5.3.2 OTHER CULINARY ACTIVITIES PROVIDED AT THE RESTAURANTS**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Yes | 6 | 12 |
| No | 44 | 88 |
| **Total** | 50 | 100 |

**Table 5.3.2 Other culinary activities provided at the restaurants**

50

45

40

35

30

25

20

15

10

5

0

Yes

No

**Figure 5.3.2 Other culinary activities provided at the restaurants**

**INTERPRETATION**

The analysis shows that 12% of respondents are provide culinary activities besides food is cooking classes who wants to learn the recipe and the making and also provide boating services to the tourists. But other 88% of food providers are not provide any other activities.

**5.3.3 THE TYPE OF TOURISTS VISITING THE MOST**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Domestic tourists | 48 | 96 |
| Foreign tourists | 2 | 4 |
| Both | 0 | 0 |
| **Total** | 100 | 100 |

**Table 5.3.3 The type of tourists visiting the most**

60

50

40

30

20

10

0

Domestic

Foreign

Both

**Figure 5.3.3 The type of tourists visiting the most**

**INTERPRETATION**

The table and graph shows that domestic tourists are mostly visits the restaurants especially families and youth travelers and only a small percentage of foreign travelers are made visit these restaurants.

**5.3.4 THE AVERAGE NUMBER OF DAILY VISITING TOURISTS**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Below 20 | 8 | 16 |
| 20-40 | 40 | 80 |
| 40-80 | 2 | 4 |
| 60-80 | 0 | 0 |
| 80-100 | 0 | 0 |
| Above 100 | 0 | 0 |
| **Total** | 50 | 100 |

**Table 5.3.4 The average number of daily visiting tourists**

45

40

35

30

25

20

15

10

5

0

Below 20

20-40

40-80

60-80

80-100

Above 100

**Figure 5.3.4 The average number of daily visiting tourists**

**INTERPRETATION**

In this analysis Majority of stakeholders responds that, in the range of 20-40 tourist visit there every day. 16% of stakeholders say that in the level of below 20 tourists are visiting their everyday. 4% says that 40-80 level tourist visiting there in everyday. No one is agrees that with the rest of the three levels that are 60-80, 80-100 and above 100.

**5.3.5 THE AVERAGE DAILY INCOME OF RESTAURANTS IN ALLEPPEY**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Below 5000 | 0 | 0 |
| 5000-10000 | 18 | 36 |
| 10000-15000 | 26 | 52 |
| 15000-20000 | 6 | 12 |
| Above 20000 | 0 | 0 |
| **Total** | 50 | 100 |

**Table 5.3.5 The average daily income of restaurants in Alleppey**

30

25

20

15

10

5

0

Below 8000

5000-10000

10000-15000

15000-20000

Above 20000

**Figure 5.3.5 The average daily income of restaurants in Alleppey**

**INTERPRETATION**

In the analysis, the food providers earn average daily income and no one is agree that the rest of both below 5000 and above 20000.

**5.3.6 THE COMPARISON BETWEEN TOURISM BUSINESS AND LOCAL**

**BUSINESS ON THE BASIS OF ITS BENEFITS**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Yes | 26 | 52 |
| No | 24 | 48 |
| **Total** | 50 | 100 |

**Table 5.3.6 The comparison between tourism business and local business on the basis of its benefits**

26.5

26

25.5

25

24.5

24

23.5

23

Yes

No

**Figure 5.3.6 The comparison between tourism business and local business on the basis of its benefits**

**INTERPRETATION**

In this analysis shows that 52% of respondents states that tourism is more beneficial than local business and other 48% of respondents states that tourism is not beneficial than local business.

**5.3.7 THE IMPROVEMENT IN STANDARD OF LIVING BY TOURISM**

**PARTICIPATION**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Yes | 42 | 84 |
| No | 8 | 16 |
| **Total** | 50 | 100 |

**Table 5.3.7 The improvement in standard of living by tourism participation**

45

40

35

30

25

20

15

10

5

0

Yes

No

**Figure 5.3.7 The improvement in standard of living by tourism participation**

**INTERPRETATION**

In this analysis, improve 84% agrees that they can their standard of living by this business and the 16% stakeholders cannot improve their living standard by these activities.

**5.3.8 THE PROFITABILITY OF FOOD TOURISM RESTAURANTS**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Yes | 46 | 92 |
| No | 4 | 8 |
| **Total** | 50 | 100 |

**Table 5.3.8 The profitability of food tourism restaurants**

50

45

40

35

30

25

20

15

10

5

0

Yes

No

**Figure 5.3.8 The profitability of food tourism restaurants**

**INTERPRETATION**

In this analysis shows that 92% of stakeholders can meet the expenses by the revenues and 8% cannot meet the expenses by the revenue.

**5.3.9 THE BENEFITS FOR FOOD PROVIDERS BY TOURISM**

|  |  |  |
| --- | --- | --- |
| **Choice** | **Respondents** | **Percentage** |
| Financial Security | 40 | 80 |
| Social Respect | 3 | 6 |
| Support from Local bodies | 2 | 4 |
| Satisfaction | 5 | 10 |
| Others | 0 | 0 |
| **Total** | 50 | 100 |

**Table 5.3.9 The benefits for food providers by tourism**

45

40

35

30

25

20

15

10

5

0

Financial Security

Social Respect Support from local

bodies

Satisfaction

Others

**Figure 5.3.9 The benefits for food providers by tourism**

**INTERPRETATION**

The graph shows that most of the 80% respondents were said that financially benefited through tourism. 10% of respondents said that the satisfaction of food consumption among the people, 6% of respondents were choose social respect and other 4% were said that support from local bodies. No one is agreeing with others.

**CHAPTER 6**

# FINDINGS, SUGGESTIONS

**& CONCLUSION**

**6.1 FINDINGS**

* Most of the travellers are coming in groups with their friends and family.
* Most of the tourists are visiting Alleppey in order to know about its culture and to enjoy its natural beauty
* More share of the travellers like the local dishes of Alleppey and they love its taste.
* The speciality of food is its unique native style of Kerala.
* Most of the tourists recommend the local food of Alleppey to their friends and family.
* The restaurants and toddy bars are providing delicious foods to their guests. They have a flexible menu with specialty dishes according to the choice of guests.
* Only a handful of foreign tourists are come.
* The tourist facing parking problems in restaurants and toddy bars.
* The travel agencies and tour operators are not providing information’s about local food in the destination.
* Majority of food providers are doesn’t provide other culinary activities to the tourist.

**6.2 SUGGESTIONS**

* Promote Alleppey as a cuisine tourism destination.
* Give more awareness the food tourism and help the foodies to explore more and more as often as possible.
* Give more awareness about local cuisines to the foreign tourists.
* Food providers must include other culinary activities to their service such as cooking classes, open kitchen etc.
* Food providers try to ensure adequate parking facilities for their customers.
* Give support to the food providers for encourage them.
* Should undertake different promotional activities and organize food fairs and exhibitions to promote local food and food vendors, this will bring a positive growth in their business.
* Government should encourage entrepreneurs and facilitate to come forward and venture different new ideas about food business to promote food tourism and local cuisine.
* Travel agencies and tour operators should give information’s about local foods of that destination as part of the promotion of our local cuisine.

**CONCLUSION**

The entire research is studied about the influence of culinary tourism among tourists. From this study we can understand that traditional foods have its own value in the global cuisines. The tourists are ready to consume and know about the authentic food of those destinations. In the case of Alleppey the tourist are satisfied among the local cuisine, its taste and their services. Alleppey is popular for its exquisite cuisines and ha fans all over the world. The uniqueness in its taste attracts foodies to Kerala style traditional food. Some of the unique food items are varieties of fish curries, fish fry, chicken curry, parottas, puttu, dosa, appam, idiyappam, and kappa and has a lot of variety food items have here.

The research is also studied about that the stakeholders are satisfied in their work and they are happy with serving their traditional dishes to their guest. Traditional cuisine are a part of life and culture, especially they are the spotlight at specific occasions, celebration or festivals and improve the development and sustainability of tourism in rural destinations. To conclude the project with an inference that most of the tourists are visiting Alleppey in order to experience its culture and natural attractions like backwaters, beaches and so on. While visiting the attractions tourist prefer to enjoy the various cuisines of that area. Most of the travellers are coming in groups with friends and family. The various recipes of Alleppey can be collaborated to present a new culinary tourism package for the district and there by attract more number of tourists.

At the present scenario the main pull factor of tourism Alleppey is culture and natural attractions. Cuisine also plays a major role in it. The government and the district tourism department should take more initiative to promote cuisine tourism in Alleppey. More attractive cuisine tourism packages should be introduced in order to promote the local cuisines of Alleppey.

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# ANNEXURE

**QUESTIONNAIRE**

1. Age:
2. Gender:
3. Occupation:
4. Educational Qualification:
5. Nationality:
6. What is the most favourite food item here you like?
7. Are you satisfied while having traditional food? Yes No
8. How do you rate the below statements.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 |
| Food Authenticity |  |  |  |  |  |
| Food Quality |  |  |  |  |  |
| Service Quality |  |  |  |  |  |
| Physical Environment |  |  |  |  |  |
| Loyalty |  |  |  |  |  |
| Convenience |  |  |  |  |  |
| Price |  |  |  |  |  |

1. How important is the price factor for you

Important Somewhat Important Not Important

1. Do you recommend the cuisines available here to your friends & family Yes No
2. Do you wish to learn a recipe of this area and try it in your home Yes No
3. As a tourist what is important to you while dining

Quality of food Quality of service Price

Physical Environment

1. When you take a tour to destination, are you aware of the food Yes No
2. How much importance do you give food consumption while on a trip Highly Important

Mostly Important Partly Important Not Important

1. If you consider food as a factor in your tour where from collect information about the food and the restaurants.

Family & Friends Internet

Social Media Travel agencies Brochures

TV & Newspapers

1. Do you think your expectations as a culinary tourist are met by the food providers Yes No
2. Did you face any issues in here? Yes No
3. Do you have any suggestions to improve the quality of services?

Yes No

1. Have you noticed any drawbacks in this destination?

 

