

## AN EMPIRICAL RESEARCH ON THE IMPACT OF LOCAL FOOD, CULTURE, AND TOURISM RESOURCES ON UPHOLDING THE REGIONAL IDENTITY OF THE PAURI-GARHWAL REGION

---

Sunil Kumar\*  
Dr. Ashutosh Sharma\*\*

### ABSTRACT

*Food is a fundamental component of all cultures, an essential element of global heritage, an increasingly major source of the tourism experience, and an essential part of sustaining the regional identity. Food and culture are topics explored in a myriad of tourism-related products. They are also a popular focus of marketing campaigns conducted by private companies and government agencies responsible for promoting a certain destination. Links between food, culture and tourism serve as the foundation for learning more about the destination of choice, its local economic growth, sustainable practices, and experience in food. In addition to supporting local customs, culture, and variety, they contribute to developing a local brand and stimulating demand. The present research aims to identify the impact of food, culture, and tourism resources in sustaining the regional identity of the Pauri-Garhwal region. The study is based first on studies that have already been completed in this sector and second on new research conducted among tourists and their preferences for local culture and food. The research aims to highlight the impact of tourism and resources in the development of sustainable tourism destinations, as well as the interaction between the two, and to determine if tourists are interested in tourism and resources, giving regional identity.*

---

**Keywords:** Local Food, Culture, Tourism Resources, Regional Identity, Pauri-Garhwal Region.

---

### Introduction

The concept of tourism has evolved into a distinct industry in India with the potential for rapid expansion (Sankar, 2017). India is believed to have one of the best cuisines that are as rich and diversified as its culture. Recent research on a food survey revealed that the cuisine of India had cemented its spot in the list of the top ten nations in the entire world delivering the greatest food and that it is being favored by the majority of visitors from across the world when they visit various states for holiday's (Burke, 2011). In India, food is seen as a sort of art passed down from generation to generation, and the country's cuisine cannot be compared to any other location (Kumar, 2018). In addition to this, the hospitality of the Indians is said to be legendary.

On the other hand, there is a unique Sanskrit word called "Atithi Devo Bhava," which means "a visitor is a god." This indicates that the guests are respected and honored appropriately whenever they eat with their respective guests. When offering guests food, the Indians even show them the utmost respect and attention (Meruka India Tourism, 2018). It has been carefully noticed that many people living in and around India were still unfamiliar with the concept of food tourism ten years ago. That happened as a result of its distinctive spices and flavors, which are now immensely popular all over the globe. The greatest place to get a feel for how food is prepared and presented is in India, where the dimensions of food alter every 10 meters.

---

\* Research Scholar (Hospitality Management), School of Hotel Management, Airlines, and Tourism, CT University, Ferozepur Road, Sidhwan Khurd, Punjab, India.

\*\* Associate Professor, School of Hotel Management, Airlines, and Tourism, CT University, Ferozepur Road, Sidhwan Khurd, Punjab, India.

There has been a clear uptick in the amount of food tourism in conjunction with the growing level of tourism on a worldwide scale. It is impossible to deny the reality that tourism and food have a relationship (Singh and Thakur, 2017). With worldwide globalization, people have been visiting destinations all around the globe as they feel intrigued and drawn to the culture, tradition, and social norms of those countries. The culture and traditions of India are extensive. People have long been drawn to it. Even in today's modern world, India continues to be a destination for visitors from all over the globe due to the diversity of its culture, forms of art, and cuisines. India is a country that should be explored due to the variety of its food and culinary traditions, which can be found from Kashmir to Kanyakumari and from Gujarat to Assam. Particularly in terms of food, the nation has seen a significant increase in tourism. Because this country is so large, it has successfully enticed people from all over the country and the rest of the globe with its varied food culture and selection of cuisines (Wiens, 2013).

Over the last two decades, India's population has grown, estimated to be over 1.4 billion. The growth in India's population has been accompanied by a 4.5-year increase in the country's gross domestic output. There has been a three-fold rise in the amount of food consumed per person, which has led to an increase in the amount of food grain produced. India has been able to achieve amazing growth in both its economy and its industrial sector. Ancient grains and spices are abundant in India. The variety of land in India has a food treasure trove that includes grains and pulses of all kinds. According to a survey published by SOFI in 2017, around 190.7 million people in India are malnourished. This demonstrates that even the country with golden grains has obstacles and concerns with food.

(Banerjee, 2017) has shown that almost three out of every five people living in India are interested in participating in culinary tourism. Approximately 48 percent of tourists would rather eat in a restaurant, and the pursuit of food is one of their tour's most significant and significant aspects. It has also been noticed by Banerjee (2017) that 74% of tourists like to arrange a gourmet tour in the region they would visit because, for the majority of them, tasting out the "renowned food" of the given places is highly significant. 71% of travelers intend to visit a certain restaurant while away from home. It has come to our attention that several locations throughout the United States have been recognized specifically for the quality of their food. For instance, 49% of the vote goes to Goa, 35% to Kerala, 33% to Lucknow, and so on. It has come to my attention that the number of people visiting India for food tourism is steadily increasing. Consuming food has been, and will likely continue to be, an activity that attracts the most tourists. As a result, India has seen a significant rise in the number of food tourists, which has contributed to the expansion of the country's economy. As a result, food, culture, and tourism resources play a vital role in maintaining the regional identity.

### **Review of Literature**

According to Coelho et al. (2018), "Local Food" refers to food farmed near the consumer. Specifically, "local food" refers to food sold in the same city. Even some alternative food markets will sell it. It may also refer to the food associated with a certain region due to its distinctive qualities. It has been discovered that the dramatic rise in the sale of food products grown by farmers is the direct result of the enormous increase in the amount of food consumed throughout the globe. The presumption is that local food is often higher in nutrients. It has been discovered that there is a significant amount of demand for the food the farmers produce. Due to the excellent nutritional value of local food, foods from farmers are in great demand.

Religion and tradition are two main factors recognized as significantly impacting eating habits. Tradition is the collection of traits, behaviors, beliefs, and attitudes that help people decide where to go and what to do. (Goodenough, 1971) In many facets of life, culture offers direction to the group's traits. Also, it designates the human "foodways," a socially structured activity carried out by people. What a person deems appropriate to eat is influenced by their culture. (Atkins and Bowler, 2001; Logue, 1991) To a certain social group, culture determines whether or not food is acceptable (Mäkelä, 2000). The applicability of the food quality is determined by culture based on its sensory qualities. (Prescott et al., 2002) The 'flavor principles' of the community or group of places determine the cultural food preparation process.

According to Rozin and Rozin (1981), there are three components: common food products, cooking techniques, and taste preferences that make a meal distinctive, and flavor principles that define seasonings typical of a delicacy.

Food is crucial in drawing tourists to a certain destination since it reflects an area's culture and lifestyle, according to a case study conducted by Rawal and Takuli (2020) on "Promotion of Culinary Tourism as a Destination Attraction - Pauri-Garhwal region." The significance of food may influence tourists'

ultimate destination decisions. A wide variety of businesses, such as farms, food outlets or shops, culinary schools, tour operators, home-brewed alcoholic beverage manufacturing facilities, historical sites, and religious attractions, may profit from the regional cuisines of a certain location. Cultural tourism, which includes the culinary culture of that destination, is the foundation of tourism that may favorably promote a destination. The consumption of local food in an area may be used to develop a place's destination image. For total growth, culinary tourism is also required. The primary area of concentration for the researchers was the significance of the relationship between food and tourism, which cannot be disregarded from a tourism perspective. Every tour destination in Pauri-Garhwal has a distinctive collection of natural treasures, and each of these destinations can attract tourists from a diverse variety of countries and regions. They also found that the delectable food of Pauri-Garhwal, which is also abundant in medicinal properties (because it grows at high altitudes and in hard climates), could be used as the primary attraction and development strategy for the promotion of tourism in Pauri-Garhwal.

According to the findings of a study conducted in the year 2020 by Singh and Najjar titled "Regional Food as the Catalyst for Cultural Tourism in India," food consumption is one of the most significant aspects of the culture associated with the tourism industry in India. Particularly local or ethnic meals are well-liked by tourists. In addition, tourists are increasingly interested in learning about local, regional, and national food. According to the researchers' study, consuming local food or drink is seen as a cultural experience and is at the top of the list of tourist attractions.

According to Singh and Thakur (2017), it has been discovered that roughly thirty percent of the tourists that visit the study locations do so to get some pleasure from the meals they consume while they are there. Almost 65% of the inhabitants prioritize eating on the street. Even if they wish to learn more about the food, around 66% of tourists prefer sanitary food. Many tourists want to share their food with members of their families. It has been reported that around 54% of tourists believe there is not enough variety of food available in Punjabi restaurants. This is claimed because most of their recipes are prepared using a blend of the same masalas. The food that is prepared in several Punjab communities often uses the fats of various animals. According to the areas, the food varies. It has been discovered that it has numerous traits with the varied cuisines of Kashmir and other states and some of those states' other cuisines.

Food tourism has been more popular recently, claim Beltran et al. (2016). Using qualitative and quantitative studies, this has concentrated on the varied destination, sanitary problems, and diverse food tourists. There are many different dimensions to inadequate infrastructure. The following are some factors involved: Its absence of hotel facilities. To choose a hotel, there are fewer alternatives available. Gastronomic tourists have reported having an experience encompassing all of their senses, particularly regarding the hints and suggestions they were given and the tastes they could sample. It has been discovered that food tourists have a better involvement or engagement with the environment than other types of tourists. They visit remote locations that are beyond the scope of straightforward observation. It has been claimed that gastronomy is one of the fine arts in the cultural environment, social environment, economic history, and sustainability of the country and its people. There is no appropriate and inexpensive network for communication. It represents a certain way of life to strengthen the tradition in rural regions. It also implies a recurring obligation to bring about a quality revolution in its goods. The importance of regional and local food is increased. It is known as gastronomy, and it entails the transmission of some knowledge and the acquisition of certain information about the people, their tradition, and their culture. Low pricing and transportation issues are the main issues with local connections (local manufacture of products) (Garry et al. 2008)

Religious roots largely influence the decision to eat and how much food you eat. Religious beliefs have a role in the decision of whether or not certain meals are permitted (as is the case in Islam and Judaism), whether or not particular preparation standards are required (as is the case with halal and fit), and whether or not particular fasting or eating rituals are observed (Packard and McWilliams, 1993). Comparable processes affect food preferences and food tourism. For instance, when it comes to Muslim tourists, adherents of Islam categorize food into two categories: halal (permissible) and haram (restricted). Whether moving out or not, it is obligatory standard to eat halal cuisine for Muslims (Bon and Hussain, 2010). (Bon and Hussain, 2010).

Torres (2002) refers to that several investigations suggest that when everything is said and done, tourists gravitate toward the food items they are familiar with while opposing trying regional assortments. According to Chang et al. (2011), the neophilia concept lends credence to the notion that tourists naturally seek out novel dining experiences while away from home.

According to research conducted by Inman (2001), the brands of tortilla chips and cake mixes are changing among customers at an ever-increasing rate. According to the study's findings, consumers are more inclined to look for a mix of tangible qualities (such as the time of year) and intangible attributes when purchasing (brand picture). The possibility of a perfect propelling stage provides a rationale for understanding the combination and looking for direction.

To improve destination marketing in Odisha state, Mohanty et al. (2020) conducted a case study on the "Gastronomy trilogy of Food, Culture, and Tourism." It demonstrated that the Gastronomical trilogy is a kind of specialized interest in tourism that offers visitors a real-time experience while providing a wide platform for cultural absorption and learning. Tourists are drawn to a particular place by various factors, including authentic local food, cultural extravaganzas, and luxurious hospitality. If the Gastronomy Trilogy is effectively marketed, it can be utilized as a personalized tourism product that not only helps the process of destination marketing but also enhances the image and branding of the regions that have not yet been visited. They said that the gastronomical trilogy might contribute powerfully to the host destination's socio-economic, cultural, and sustainable development by promoting local cuisine and blending it with other local fairs and festivals, attracting more tourists to the state. For local destination marketing organizations (DMOs), tourism planners, and other stakeholders in the modern environment, the gastronomical trilogy represents a new branch of tourism promotion. It must be acknowledged as a cultural and gastronomic conduit for visitation or influx. The term "gastronomical trilogy" refers to three distinct aspects of Odisha's cuisine.

According to van Trijp (1995), people tend to search for further incitement by causing jolts or by switching things up when their stimulation levels drop below what are considered acceptable levels. On the other hand, if incitement is higher than what is considered optimal, there is a tendency to avoid fresh increases or variety. In this manner, customers tend to wander aside from a thing expended during the previous occasion. People may achieve the right amount of incitement, minimize tiredness, and relieve quality satiation by selecting options that have not been selected recently.

Because of the food neophobia hypothesis, people, by and large, like foods, they are recognized with, and the negligible impact on the presentation supports this argument. A 'positive redundancy influence correlation that results from presentation alone' is hinted at by the negligible introduction impact (Obermiller, 1985). The essence is the outcome of the age-old adage that states, "acknowledgment begets content." Food use writing recognizes that exposure to specified nutrition items reading builds a tendency towards these nourishments as nature grows connected with the repeated presentation. (Birch et al., 1987; Luckow et al., 2006; Pliner, 1982; Stein et al., 2003)

Ali (2021) carried out a study named "Culture promotion via local tourism: A case of Qatar's destination cuisine" to better understand how a place's food culture might motivate tourists to visit or return to that area. The country's cultural legacy may also impact the promotion of Qatar's cuisine in other countries. The primary subject of this study was examining the culinary policies and measures taken by the country to promote its cultural heritage. Data was gathered via the use of focus groups. The study's conclusions were generated and reviewed considering context, internal consistency, frequency, remarks' intensity, replies' specificity, extensiveness, and the overall picture. According to the study's findings, tourists who visit Qatar may have the chance to indulge in various Middle Eastern cuisine experiences throughout their stay there. The study also found that the country's traditional values might be a turnoff for certain tourists, especially concerning the drinking aspect of food tourism. The extensive investigation concluded that tourism authorities should rethink some of their stances about rigidity in this aspect of the tourism industry.

### **Research Methodology**

Both qualitative and quantitative methodologies will be used in this research endeavor. Primary data will be collected via a questionnaire survey form. The verbal comments of tourists and local restaurants, dhaba, and hotel owners in the Pauri-Garhwal region are limited to the district of Kotdwar. Therefore, the current research is based on facts that conclude about the current situation of the tourism sector regarding the trilogy of food, culture, and tourism boosting the employment for the locals and thereby preventing the distress migration in the Pauri-Garhwal region of Uttarakhand state of India. The researcher initially collected the tourists' perceptions on the likes and dislikes of the local food as well as how to enhance the lifestyle of the Garhwali people to control the migration due to mental discomfort.

So that tourism in the region may be hastened, the researcher has outlined the preferences and opinions of tourists toward visiting the unknown parts of the Pauri-Garhwal region, as well as the nourishing food culture. As a result, it may be claimed that the research uses a descriptive research design.

The secondary data was collected from a variety of sources, including the internet, journals, reference material, periodicals, and websites, among others.

### Data Analysis & Interpretation

#### • Distribution of the Age of the Selected Tourist Visiting the Pauri-Garhwal Region

Age Group	Number of Tourists	Percentage of Tourists	Cumulative Percentage
18-25	53	26.5%	26.5%
26-35	66	33%	59.5%
36-45	47	23.5%	83.0%
46-55	27	13.5%	96.5%
55 or above	7	3.5%	100%
Total	200	100%	

#### Interpretation

It is clear from the data shown in the table that the majority of respondents, i.e., 33% belong to the age group between 26-35 years, followed by the 18-25 years group, which are 26.5%, 36-45 years age group which is 23.5%, 46-55 years age group which is 13.5% are above 55 years are just 3.5%.

#### • Distribution of Nationality among the Selected Tourist Visiting the Pauri-Garhwal Region

Nationality	Number of Tourists	Percentage of Tourists	Cumulative Percentage
Local	15	7.5%	7.5%
From other Indian State	134	67%	74.5%
Foreigner	51	25.5%	100%
Total	200	100%	

From this detailed analysis made for this study, it is seen that the majority 67% of tourists came from another Indian state (apart from the Pauri-Garhwal region), 25.5% are foreigners and the remaining 7.5% are local tourists.

#### • Distribution of Gender among the Selected Tourist Visiting the Pauri-Garhwal Region

Gender	Number of Tourists	Percentage of Tourists	Cumulative Percentage
Male	102	51%	51%
Female	97	48.5%	99.5%
Transgender	1	0.5%	100%
Total	100	100%	

From this detailed analysis made for this study, it is seen that male slightly dominates with 51% than female respondents, which are 48.5%. The remaining 0.5% of respondent is transgender.

#### • Marital Status of the Selected Tourist Visiting Pauri-Garhwal Region

Marital Status	Number of Tourists	Percentage of Tourists	Cumulative Percentage
Married	127	63.5%	63.5%
Unmarried	64	32%	95.5%
Other	9	4.5%	100%
Total	200	100.0%	

Source: SPSS Output.

The above table depicts the descriptive statistics table providing information about the marital status of respondents. The total number of respondents is 200, out of which 63.5% are married and 32% are unmarried. Other 4.5% of total respondents are either divorced or deserted.

#### • Education Levels of the Selected Tourists Visiting Pauri-Garhwal Region

Education	Number of Tourists	Percentage of Tourists	Cumulative Percentage
Below Metric	1	0.5	0.5%
Metric	2	1.0	1.5%
12 <sup>th</sup>	5	2.5	4.0%
Graduation	78	39	43.0%
Post-Graduation	99	49.5	92.5%
PhD	15	7.5	100%
Total	200	100.0%	

Source: SPSS Output.

The survey result throws light on the education level of respondents. It can be observed that the majority of 49.5% of respondents are Post Graduates, and 39% of respondents are Graduates. While 7.5% of respondents completed their Ph.D., 2.5%, 1%, and 0.5% of respondents studied up to the secondary level, metric, and below metric.

- **Profession of the Selected Tourist Visiting Pauri-Garhwal Region**

Profession	Number of Tourists	Percentage of Tourists	Cumulative Percentage
Government Employee	19	9.5%	9.5%
Self Employed	57	28.5%	38.0%
Businessman	52	26%	64%
Professional	25	12.5%	76.5%
Any other	47	23.5%	100%
Total	200	100.0%	

Source: SPSS Output.

It is evident from the survey results that 9.5% of respondents are government employees and the majority 28.5% of respondents are self-employed. However, 26% of respondents are businessmen, and 12.5% are professionals. The remaining 23.5% of respondents are involved in some other profession.

- **Income Levels of the Selected Tourists Visiting the Pauri-Garhwal Region**

Income	Number of Tourists	Percentage of Tourists	Cumulative Percentage
Below 1 Lakh	3	1.5%	1.5%
1 Lakh - 1.5 Lakhs	5	2.5%	4.0%
1.5 Lakhs - 2.5 Lakhs	25	12.5%	16.5%
2.5 Lakhs - 5 Lakhs	81	40.5%	57.0%
5 Lakhs - 10 Lakhs	51	25.5%	82.5%
More than 10 Lakhs	35	17.5%	100%
Total	200	100.0%	

Source: SPSS Output.

The survey result exhibits the frequency distribution table giving information about the income of respondents. The table shows that 40.5% of respondents have INR 2.5 to 5 lakhs yearly income. Whereas the yearly income of 25.5% of respondents is INR 5 lakhs to 10 lakhs, and 12.5% of respondents' income is INR 1.5 to 2.5 lakhs per year. While the income of 17.5% of respondents is more than INR 10 lakhs per year, and 2.5% of respondents have INR 1 to 1.5 lakhs per year income. Only 1.5% of respondents' income is below INR one lakh annually.

- **Travelling Companion along with Selected Tourist Visiting Pauri-Garhwal Region**

	Number of Tourists	Percentage of Tourists	Cumulative Percentage
None	17	8.5%	8.5%
With family	68	34%	42.5%
With friends & relatives	95	47.5%	90.0%
Official group/students	17	8.5%	98.5%
Others (Specify)	3	1.5%	100%
Total Tourists	200	100.0 %	

### Interpretation

The traveling companion of the maximum tourists i.e. 47.5 percent came in the category of friends and relatives followed by 34 percent of the tourists whose traveling companions were family members. 8.5 percent were traveling alone; 8.5 percent were traveling with office groups or students. Only 1.5 percent of the tourists were traveling with others. This indicates that the majority of tourists visit Pauri-Garhwal Region with friends and relatives.

- **Purpose of the Tourist to Visit Pauri-Garhwal Region**

	Number of Tourists	Percentage of Tourists	Cumulative Percentage
Leisure/recreation	81	40.5%	40.5%
Business	15	7.5%	48.0%
Religious	55	27.5%	75.5%
Visiting Friends & Relatives	39	19.5%	95%
Medical	4	2.0%	97%
Others (Specify)	6	3.0%	100.0%
Total Tourists	200	100.0 %	

### Interpretation

The table represents the purpose of the tourists visiting Pauri-Garhwal. The majority of the tourists i.e. 40.5 percent were leisure or recreation travelers followed by 27.5 percent of the tourists who had a religious purpose. The purpose of 19.5 percent of tourists was to visit friends and relatives, and 7.5 percent were on a business tour. 3 percent were visiting for some other reasons, and only 2 percent of the tourists were visiting for medical reasons. This indicates that the purpose of the majority of tourists visiting Pauri-Garhwal was leisure or recreation.

- **Average Expenditure for this Tour**

	Number of Tourists	Percentage of Tourists	Cumulative Percentage
Less than 5000 INR	23	11.5	11.5
5000 to 10000 INR	79	39.5	51.0
10000 to 15000 INR	61	30.5	81.5
More than 15000 INR	37	18.5	100.0
Total Tourists	100	100.0 %	

### Interpretation

The table represents the average expenditure for the tour. As per the representation the average expenditure of the tour of most of the tourists i.e., 39.5 percent was in the radius of 5000-10000, 30.5 percent of the tourists whose average expenditure was from 10000-15000. 18.5 percent of tourists had an average expenditure of more than 15000. Only 11.5 percent of tourists had an average expenditure of less than 5000. This indicates that most of the tourists had an expenditure of 5000-10000 for this tour.

- **Type of Food the Selected Tourist had during their Visit to Pauri-Garhwal Region**

Categories	Number of Tourists	Percentage of Tourists	Cumulative Percentage
Local food/ traditional food	55	27.5	27.5
Fast food	29	14.5	42.0
Both	116	58.0	100.0
Total	200	100.0	

### Interpretation

Table values signified the data about the food the tourists had during their tour. The majority of tourists i.e. 58.0 percent had both fast food and local/traditional food, while 27.5 percent had only local food or traditional food. Only 14.5 percent of tourists had fast food. This implies that most people prefer to have traditional/local food and fast food even if they go for an excursion, this choice totally depends upon the availability of the type of food at a particular place.

- **Frequency of having Local/traditional food during the current tour**

Categories	Number of Tourists	Percentage of Tourists	Cumulative Percentage
Once in the tour	19	9.5	9.5
More than once during the tour	83	41.5	51.0
Very often	85	42.5	93.5
I eat only local food	13	6.5	100.0
Total	200	100.0	

### Interpretation

The table signified the occurrence of local food during the current tour. The majority of tourists i.e. 42.5 percent had local food very often followed by 41.5 percent who had local food more than once during their current tour. 6.5 percent of tourists prefer to have only local food. Only 9.5 percent of tourists had local food only once during their current tour. This implies that most people prefer to have traditional/local food when they get a chance to have it as it gives them the feeling of a homely environment and to feel the regional identity of the pauri-garhwal region.

- **Average expenditure on local food for one person**

Categories	Number of Tourists	Percentage of Tourists	Cumulative Percentage
Less than Rs. 50	3	1.5	1.5
Rs 50-100	41	20.5	22.0
Rs. 100-150	79	39.5	61.5
Rs. 150-200	39	19.5	81.0
More than Rs 200	38	19.0	100.0
Total	399	100.0	

#### Interpretation

The present table signified the occurrence of average expenditure on local food per person. The majority of tourists i.e. 39.5 percent had an expenditure of 100-150 rupees on local food per person followed by 19.5 percent whose average expenditure on local food was between 150-200 rupees per person, the average expenditure of 20.5 percent of tourists was 50- 100 rupees. 19 percent of tourists were from the category of more than 200 rupees. Only 1.5 percent of tourists were there who had an average expenditure of fewer than 50 rupees.

This implies that most tourists' average expenditure on local food was 100-150 rupees. Tourists prefer to have local food because it is cost-effective, fresh and health-friendly also and to spend 100 or 150 rupees for good food is not a big deal.

- **Exploring the Interconnection between Local Food, Culture, and Tourism Resources as Regional Identity during the Pauri-Garhwal Region Visit**

Categories	Number of Tourists	Percentage of Tourists	Cumulative Percentage
In hotels where you are staying	9	4.5	4.5
During Sightseeing	53	26.5	31.0
Only at some special local restaurants	59	29.5	60.5
Mostly all the places	79	39.5	100.0
Total	200	100.0	

#### Interpretation

The table signified their experience with the interconnection between local food, culture, and tourism resources as regional identity during the Pauri-Garhwal region visit. The majority of tourists i.e. 39.5 percent could feel the interconnection between local food, culture, and tourism resources as regional identity in almost all places followed by 29.5 percent who could feel the such interconnection between local food, culture, and tourism resources as a regional identity only at some special local restaurants. 26.5 percent of tourists could feel the same during site seeing. Only 4.5 percent of tourists felt the interconnection between local food, culture, and tourism resources as a regional identity only in the hotels where they stayed. This implies that the interconnection between local food, culture, and tourism resources as regional identity was there in almost all the places.

- **There is so much variety of local food at this destination, hence the local food is worth to remember as the Regional Identity of the Pauri-Garhwal Region**

Categories	Number of Tourists	Percentage of Tourists	Cumulative Percentage
Strongly Disagree	3	1.5	1.5
Disagree	9	4.5	6.0
Can't Say	34	17.0	23.0
Agree	93	46.5	69.5
Strongly Agree	61	30.5	100.0
Total Tourists	200	100.0	

#### Interpretation

As per the analysis of the frequency table for the statement "There is so much variety of local food at this destination hence the local food worth remembered as the regional identity of the Pauri-Garhwal region", the study quantified that a large no. i.e. 46.5 percent of tourists agree that there is so



much variety of local food at this destination hence the local food is worth remembering as the regional identity of the Pauri-Garhwal region and a nominal proportion of tourists i.e. 4.5 percent disagrees with this statement. On the other hand, 17.0 percent of the tourists were neutral about the same, 30.5 percent strongly agree, and the percentage of strongly disagreed about the statement was 1.5. Thus, it implies that there is so much variety of local food at this destination hence the local food is worth remembering as the regional identity of the Pauri-Garhwal region.

- **There is so much reflection of the unique culture at this destination which worth remembering as the regional identity of the Pauri-Garhwal region**

Categories	Number of Tourists	Percentage of Tourists	Cumulative Percentage
Strongly Disagree	2	1.0	1.0
Disagree	9	4.5	5.5
Can't Say	19	9.5	15.0
Agree	101	50.5	65.5
Strongly Agree	69	34.5	100.0
Total Tourists	200	100.0	

#### Interpretation

As per the analysis of the frequency table for the statement "There is so much reflection of the unique culture at this destination which worth remembered as the regional identity of the Pauri-Garhwal region", the study quantified that a large no. i.e. 50.5 percent of tourists agree that there is so much reflection of the unique culture at this destination which is worth remembering as the regional identity of the Pauri-Garhwal region and a nominal proportion of tourists i.e. 4.5 percent disagrees with this statement. On the other hand, 9.5 percent of the tourists were neutral about the same, 34.5 percent strongly agree, and the percentage strongly disagreed about the statement was 1.0. Thus, it implies that there is so much reflection of the unique culture at this destination which is worth remembering as the regional identity of the Pauri-Garhwal region.

- **Local Food, Culture, and Tourism Resources have a higher impact on Upholding the Regional Identity of the Pauri-Garhwal Region**

Categories	Number of Tourists	Percentage of Tourists	Cumulative Percentage
Strongly Disagree	5	2.5	2.5
Disagree	13	6.5	9.0
Can't Say	38	19.0	28.0
Agree	101	50.5	78.5
Strongly Agree	43	21.5	100.0
Total Tourists	200	100.0	

#### Interpretation

As per the analysis of the frequency table for the statement "Local Food, Culture, and Tourism Resources have a higher impact on Upholding the Regional Identity of the Pauri-Garhwal Region", the study quantified that a large no. i.e. 50.5 percent of tourists agree that Local Food, Culture, and Tourism Resources have a higher impact on Upholding the Regional Identity of the Pauri-Garhwal Region, and a nominal proportion of tourists i.e. 6.5 percent disagrees with this statement. On the other hand, 19.0 percent of the tourists were neutral about the same, 21.5 percent strongly agree, and the percentage strongly disagreed about the statement was 2.5. Thus, it implies that Local Food, Culture, and Tourism Resources have a higher impact on Upholding the Regional Identity of the Pauri-Garhwal Region.

#### Conclusion

This study primarily focuses on the impact of local resources, food, and tourism on preserving the regional character of the Pauri-Garhwal region. For this reason, the researcher has collected data to quantify the opinions of the various people who have a stake in the local food, culture, and tourism industries. These people primarily include tourists, who are the industry's main source of revenue, the general public, who form their perceptions of the destination, the government, which provides funding for promotional activities and sets policies for the tourism sector; food guides; and agencies, which have a direct impact on the tourism experience. In the current period, local food tourism is an interesting option; it may significantly contribute to a destination's overall tourism growth. According to the findings of this research, Pauri-Garhwal has several distinct characteristics that, if taken together, should point to the region's enormous potential as a thriving hub for local cuisine, culture, and tourism resources. The research covers the general situation in the industry and the significant potential of growing local food and cultural tourism.

### References

1. Sankar, A. (2017). Creation of Indian–Chinese cuisine: Chinese food in an Indian city. *Journal of Ethnic Foods*, 4(4), pp.268-273.
2. Burke, J. (2011). Corruption in India: 'All Your Life You Pay for Things that should be Free'. *Guardian News*.
3. Kumar, A. (2018). Culinary tourism still small chunk of the pie in India. [online] *Traveltrendstoday.in*. Available at: <https://www.traveltrendstoday.in/news/india-tourism/item/4599-culinary-tourism-still-small-chunk-of-thepie-in-india>
4. Meruka India Tourism (2018). India Cuisine Tours, Cuisine Tour Packages, Culinary Tour India. [Online] *India-tourism.net*.
5. Singh, G. and Thakur, K. (2017). Projection of Food Tourism: An Overview of the Malwa Province of Punjab. *International Journal of Science Technology and Management*, 6(5), pp.131-136.
6. Wiens, Mark (to North 2013). Introduction Indian Food. Retrieved from: <https://gobackpacking.com/north-indian-food/>
7. Banerjee, A. (2017). Culinary tourism to be vogue in 2018, says survey. *The Indian Express*. Retrieved from: <https://www.financialexpress.com/industry/culinary-tourism-to-be-vogue-in-2018-says-survey/958082/>
8. Coelho F C, Coelho E M and Egerer M (2018). Local food: benefits and failings due to modern agriculture, 75(1) pp 84-92. [http://www.scielo.br/scielo.php?script=sci\\_arttext&pid=S0103-90162018000100084](http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0103-90162018000100084)
9. Goodenough, W. H. (1971). *Culture, Language, and Society*. AddisonWesley, Reading, MA: Modular Publication.
10. Atkins, P., & Bowler, I. (2001). *Food in Society*. London: Arnold [https://www.researchgate.net/profile/Peter\\_Atkins3/publication/271371055\\_The\\_origins\\_of\\_taste/links/54c62f1b0cf256ed5a9cce35/The-origins-of-taste.pdf](https://www.researchgate.net/profile/Peter_Atkins3/publication/271371055_The_origins_of_taste/links/54c62f1b0cf256ed5a9cce35/The-origins-of-taste.pdf)
11. Logue, A. W. (1991). *The psychology of eating and drinking: an introduction* (2nd edition). New York: WH Freeman.
12. Mäkelä, J. (2000). Cultural Definitions of the Meal. In H. L. Meiselman (Ed.), *Dimensions of the Meal: The Science, Culture, Business, and Art of Eating* (pp. 7-18).
13. Prescott, J., Young, O., O'Neill, L., Yau, N. J. N., & Stevens, R. (2002). Motives for food choice: a comparison of consumers from Japan, Taiwan, Malaysia and New Zealand. *Food Quality and Preference*, 13, 489-495.
14. Rozin, E., & Rozin, P. (1981). Culinary themes and variations. *Natural History*, 90, 6-14.
15. Singh, Priya & Najar, Ashaq. (2020). Regional Food as the Catalyst for Cultural Tourism in India. 10.4018/978-1-7998-4330-6.ch006.
16. Singh, G. and Thakur, K. (2017). Projection of Food Tourism: An Overview of the Malwa Province of Punjab. *International Journal of Science Technology and Management*, 6(5), pp.131-136.
17. Beltrán F J J, Guzmán T L and Cruz F G S (2016). Analysis of the Relationship between Tourism and Food Culture. *Sustainability*, 8, (418) pp 1-11.
18. Packard, D. P., & McWilliams, M. (1993). Cultural Foods Heritage of Middle Eastern Immigrants. *Nutrition Today*, 28(3), 6-12 Bon and Hussain, 2010
19. Torres, R. (2002). Toward a better understanding of tourism and agriculture linkages in the Yucatan: tourist food consumption and preferences. *Tourism Geographies*, 4(3), 282-306.
20. Chang, R. C. Y., Kivela, J., & Mak, A. H. N. (2011). Attributes that Influence the Evaluation of Travel Dining Experience: When East meets west. *Tourism Management*, 32(2), 307-316.
21. Inman, J. J. (2001). The Role of Sensory- Specific Satiety in Attribute- Level Variety Seeking. *Journal of Consumer Research*, 28(1), 105-120
22. Mohanty, P.P. (2020). Food, Culture & Tourism (Final). *International Journal of Tourism and Hospitality in Asia Pacific*. 3. 10.32535/ijthap. v3i1.721.

23. Van Trijp, H. (1995). Variety-seeking in product choice behavior: Theory with applications in the food domain. The Netherlands: Wageningen.
24. Obermiller, C. (1985). Varieties of mere exposure: the effects of processing style and repetition on affective response. *Journal of Consumer Research*, 12(June), 17-30.
25. Birch, L. L., McPhee, L., Shoba, B. C., Pirok, E., & Steinberg, L. (1987). What Kind of Exposure Reduces Children's Food Neophobia. *Appetite*, 9, 171-178
26. Luckow, T., Sheehan, V., Fitzgerald, G., & Delahunty, C. (2006). Exposure, health information and flavour-masking strategies for improving the sensory quality of probiotic juice. *Appetite*, 47, 315-323.
27. Pliner, P. (1982). The Effects of Mere Exposure on Liking for Edible Substances. *Appetite*, 2, 283-290.
28. Stein, L. J., Nagai, H., Nakagawa, M., & Beauchamp, G. K. (2003). Effects of repeated exposure and health-related information on hedonic evaluation and acceptance of a bitter beverage. *Appetite*, 40, 119-129.
29. Abdallah, Ali. (2021). Culture promotion through food tourism: A case of Qatar's local cuisine. 2. 28-41. 10.31559/IJHTS2020.2.1.3.

