

➤ **Bangalore Restaurant Week Festival**

Bangalore Restaurant Week Festival is an interesting food festival which is observed in the city of Bangalore, Karnataka. A vast number of chefs belonging to different restaurants as well as food lovers from Bengaluru readily participate in this recurring food festival. In the year 2010, Bengaluru witnessed the celebration of one of the grandest food festivals of the country, in which about 74 restaurants enjoyed active participation in numerous festival events associated to it. Many shopping malls also played a crucial role in the Bangalore Restaurant Week Festival. Various types of contests, quizzes and competitions were held during this impressive food festival of Bengaluru. Expert chefs had been invited as judges for the numerable contests.

➤ **Sea Food Festival of West Bengal**

A great Sea Food Festival is organised in the eastern Indian state of West Bengal, especially in places like Digha, and other popular sea-beaches in this state. Various kinds of non-vegetarian foodstuffs are savoured by the tourists and food lovers who attend this famous Food Festival.

4. Indian Cuisine in International Cookery Shows

Indian cuisine is so popular that many Hollywood and western television shows have references to it, showing it as part of their popular culture. No longer is curry made fun of as food that will give one a bad tummy. Instead, top food shows have had references to Indian dishes; what with a breakfast staple like **upma** winning votes at the finale of one of them or a deconstructed paneer gravy making people go wow in another. If anything, this is a time where Indian food is gaining momentum, with many international chefs trying to reinvent popular dishes and give them a makeover to cater to a wider audience of gourmands.

5. Strict Food Standards for Restaurants by Government

Restaurants are an integral part of a tourists visit to a place and as such the services offered by them can make or mar a visit. Restaurants are increasingly becoming popular with the tourists – both domestic and foreign as they intend to enjoy the taste of authentic food, particularly cuisine of different states in the country. With the aim of providing standardized **WORLD CLASS SERVICES** to the tourists, the Department of Tourism; Govt. of India has a voluntary scheme for approval of restaurants in the country. Such independent restaurants will be outside the hotels and should have more than 30 seats.

5. Regulatory Agencies

1. The Hotel and Restaurant Approval and Classification Committee (**HRACC**) inspect and assess the restaurants based on facilities and services offered.
2. The Federation of Hotel & Restaurant Associations of India – **FHRAI** is also a regulating authority.

Some Important Legislation

A. Prevention of Food Adulteration Act: It is a Central Government Act. This Act has been enacted to:

- Protect the public from poisonous and harmful foods.
- Prevent the sale of substandard foods.
- Protect the interests of the consumers by eliminating fraudulent practices.

B. Food Safety and Standards Act: The Act deals with the following:

- Establishment of the Food Safety and Standards Authority of India, which lays down scientific standards relating to articles of food
- Regulates the manufacture, storage, distribution, sale and import of food articles
- Ensuring the availability of safe and wholesome food for human consumption and for matters connected therewith or incidental thereto.

6. Food Tourism Market Size in India

The market dimension for culinary tourism mostly dominated by the inbound and outbound tourist that widely encompasses all the segments of tourism because the tourist when step out thinks about his food and accommodation which are barely necessary if it may not be his purpose other than the culinary. so it is always a speculative purpose of culinary tourism is fulfilled in a two way fashion. So the culinary aspect of tourism is directly intentionally and indirectly speculatively needed and demanded and also fulfilled.

The number of Foreign Tourist Arrivals (FTAs) in India during 2012 increased to 6.58 million from 6.31 million in 2011. The growth rate in FTAs during 2012 over 2011 was 4.3% as compared to 9.2% during 2011 over 2010. The growth rate of 4.3% in 2012 for India was better than the growth rate of 4% for the International Tourist Arrivals in 2012.

The above statistical survey gives a crystal scenario of foreign tourist and which captures the culinary market directly and indirectly (source: MOT. Gov. of India). The domestic survey of leisure travelers in India found that 37% engaged in culinary related activities. The International Culinary Tourism Association predicts that this will grow rapidly in the coming years. According to India Today survey a profound share of Indians has made culinary activities part of their travels in the last three years due to the cause of strong influence towards food and exploring the novelty on foods.. In India, food tourism is estimated to be worth nearly \$2billion each year. The culinary tourism pursuit is also solely guided by the different food and drink festivals happening all the year round in different places in India which gives unfailingly gastronomic experience.

That's the reason the market size is increased by leaps and bounds, and within a very short period of time there will be millions of culinary tourist travel to India each year.

7. Brief Profile of Consumers

The profile of the culinary consumers is manifold and varied by nature. The culinary is such an arena all types of tourist and travelers fall into this type of activities whether it may be business traveler or heritage tourist or adventures tourist, because it is an innate desire of everybody to be involved in the gastronomical activities which not only quench their soul but also unfolds to visualize and experience the unique cultural experience of a particular destination. So it can be mentioned that Gastronomic consumers are the couples that have above-average income, are usually professionals and are aged 30 to 50. This alternatively correlates closely to the demographics of the cultural tourist. The International Culinary Tourism Association states that on average, food travelers spend around \$1,200 per trip, with over one-third (36% or \$425) of their travel budget going towards food-related activities. Those considered to be “deliberate” food travelers (i.e. where culinary activities are the key reason for the trip) tend to spend a significantly higher amount of their overall travel budget (around 50%) on food-related activities.

8. Potential of Desi Fare to Capture Global Tourism Market

Indian food including **kebabs, chicken tikka masala, biryani, curries, masala dosa and even the humble naan** are immensely popular and available in places like **UK, Canada, the Middle East, US and even China**. This reflects the soft-power that India has abroad through its food. In fact, most of the Hollywood celebrities and singers who tour India have often been quoted about their familiarity with the Indian cuisine, with them stating their favourite fare. When singer Katy Perry was in the country two years ago to perform at the T20 opening ceremony in Chennai, she had insisted that she wanted to try out all the staple kebabs and curries, since she had grown fond of them during her previous visit to the country, when she was staying in Rajasthan. It's not any particular city or cuisine that is most famous. The popularity enjoyed by cuisines from across India including **Goan, Punjabi, South Indian, Rajasthani, Gujarati and even Parsi food**. This is one of the reasons why Indian street fare like chaats and rolls has gained popularity. The rolls have now transformed themselves into hybrid versions globally, like naanwiches and chapatti tacos. Indian restaurants are now serving newer avatars of popular Indian dishes for the next generation of Indians as well as other residents. And this holds true not only for regular restaurants that serve Indian food. Street stalls to subway cafeterias to Michelin-starred restaurants, Indian food and ingredients have made an impact on the larger gastronomical map.

Beat these facts!

1. While one would believe that it is the chicken tikka masala or kebabs that would make for the most popular Indian dish across the globe, a food survey conducted a year back stated that masala dosa is the one Indian dish every global citizen must try before they die!

2. In Britain, so popular is Indian food that chicken tikka masala is synonymous as the national dish, beating old favorites like Shepard's pie and fish and chips.
3. Indian spice markets offering saffron, cardamom, cloves and mustard have made a splash, beating the popular Middle Eastern spice souks.
4. Many fast food chains owned by Indians across the globe have reinvented sandwiches and pita pockets to serve naanwiches, where they stuff naan breads with popular Indian gravies like butter chicken, chicken tikka, vegetable kadhai and paneer makhnawala.

9. Conclusion and Recommendations

“ATITHI DEBO BHAVA” which signifies the true essence of “INCREDIBLE INDIA”. A land which always gives the immense and profound respect even to the strangers not only with a glass of water but also make them delighted with sumptuous meal which carves its stepping stone to the culinary activities. India is such a country where its culinary dimension is best projected due to its natural grandeur, its picturesque location, snowcapped mountains and lush green valleys, cool climate and above all the hospitable people. Therefore culinary is bestly and finely experienced in India because every hundred meters, the food dimension changes and a tourist can enjoy the different food with different experience which is nowhere found in the world.

This article revealed that although India has unique and fabulous natural offerings it is not able to cash upon them due to lack of various facilities. The best interest of the tourist is not met due to the lack good necessities like amenities, food and water and proper infrastructural facilities like accommodation, transport, accessibility, etc, which were found lacking in certain cases. India has such a bountiful culinary repository that has spreaded all through the regions, if this culinary hidden treasure is explored and implemented in an efficient and effective way then with in a very short span of time, India will place itself as the culinary hub in the global map.

1. Government of India should strike out the concept tourism as a business activity; rather it should imbibe as a facilitator for the development and upliftment of the social cultural and economic aspect of both people engaged in it and the society.
2. To make Culinary Art as a front line in whole tourism system, the government of India needs to organize various food festivals showcasing regional cuisine, set up mega food parks and food courts near popular tourist destination, wine and beer festivals should be conducted in various parts of the country.
3. Insisting the hotels and restaurants, both private and governmental, to offer Indian dishes and that should be made mandatory, and the live kitchen should be set up to showcase the art of Indian culinary in a visualize manner.
4. Indian government has to focus more on the rural tourism, where the ancient cuisine can be explored and the tourist can experience the natural organic food.

5. The ministry of tourism, Govt. of India should come forward to set up more & more hotel management & food craft institute in the country to bridge the gap in hospitality sectors.
6. Also the ministry of culture & tourism, Gov. of India should give more emphasis on CBSP, HUNAR SE ROZGAR TAK PROGRAMME where the below poverty line students will get an exposure and learn the culinary artistic skills which will help in future to heighten the Indian cuisine to a greater extent.
7. Govt of India through the Railway sectors must be given a boost to the regional cuisine by providing the food from the regions which the trains are travelling.

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