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REGIONAL CUISINE: A KEY FACTOR IN DEVELOPING ECONOMY OF UTTARAKHAND

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Abstract

Uttarakhand being the holiest shrines of Hindu, for more than thousand years pilgrims visiting as Char-Dham Yatra in hope of salvation and purification of sin. Food cannot be neglected when travelling to distances, away from home as it plays a major role in enhancing experiences. Travellers look forward for unique taste, new food and customs related with food directly or indirectly. Tourist travelling throughout the world spends thirty to forty percent of their budget on food and beverage.

Local food is a valuable resource for destination promotion and improves competitiveness among catering establishment. It plays an important role in developing brand image at regional, national and international level. The region of Uttarakhand can be divided in two broad regions when we discuss the cuisine. The Garhwal region consist of district Chamoli, Tehri, Pauri, Uttarkashi, Dehradun, Haridwar and Rudraprayag have their own regional specialities. The Kumaun region has district as Nainital, Almora, Pithoragarh, Udham Singh Nagar, Bageshwar and Champwat. The Kumauni and Garhwali cuisine popularly known as Pahari Cuisines of Uttarakhand.

Regional Cuisine has regional influences because of its geographical locations, invasions and foreign settlers. The food and style of cooking are seasonal due to change in weather. The organic food and slow cooking suits tremendously of high-energy necessities of mountain and cold climate.

The objectives of study are as

- *To find special features of Regional Cuisines of Uttarakhand.*
- *To analyze the association of demographic factors and popularity of*

Regional Cuisine among tourist arrival.

➤ *To study the association of acceptance of Regional Cuisines among tourists arrival.*

Key Word: Regional Cuisine, Destination Promotion, Brand Image, Slow Cooking

Introduction Tourism is a relationship and phenomenal outcome of journey and temporary stay of people whose primary purposes are recreation, leisure, special interest etc. in this way tourism can be elaborated as geographically complex and multifaceted activities with different goods and services. Food cannot be neglected when travelling to distances. Many scholars contributed that tourist travelling to various destination are willing to experience new food and the food culture with minimal change of traditional recipes and styles of preparation.

Regional cuisine at destinations is a fundamental component which adds a range of attractions to overall tourist satisfaction. “The globalization in food industry, Television food channels and advertisement through various medial has motivated people to dine outside for satisfying the hunger or experience the local specialties or fusion foods. The local community involved in food tourism has changed their plans according to need and demands of the travelers. The factors motivated the rural people to emphasize the conservation and maintenance of natural and cultural heritage, including the rights of indigenous people (Liz Sharples, Hall, Mitchell, 2003)”.

Food researchers, technologist, industry professionals agrees that tourist spend almost 40 % of their travelling budget in experiencing the food and beverage delicacies, Boyne, Williams, & Hall, 2002). According to Graziani, (2003), 50 % of the restaurant's revenue is generated by serving food and beverage to customers. Italy, France and Thailand are promoting local and regional cuisine as a tool for marketing to improve economic conditions of locals. Hjalager & Richards, (2002), strongly urges that regional food and beverage may play a major role in promoting and positioning of all travelling destinations.

Contextual Gap

It is necessary to increase the local food ingredients in tourism for expansion of backward economic linkage Telfer and Wall (1996). According to Mitchell and Hall (2003), tourist's behavior in field of food tourism are rare and the majority of literature review are borrowed either from general tourism studies or from the sources which are not directly related to tourism. Famous scholars Josiam and Monterio (2004) emphasized that despite the food, which has done a multiplier

positive effect on host by developing its economy, cultural exchange, knowledge sharing, fusion food and a life time memory in terms of culinary experiences; a little research has been done in field of tourists perception of food and service in food outlets. Food tourism is the need of time for destination's agricultural and economic developments Hall (2003), du Rand and Health (2006). On regional cuisine of Uttarakhand, Ojha & Negi, (2009) explains that there are mouthwatering rice, roti, and vegetables which can be found in almost all meals of the day but limited documentation is available. The dishes have minimum description, hard to imagine how it looks like. Culinary tourism in India is highly under-researched although it has endless variety of national and regional and local specialties which can be a vital component in improving economic development Hannam and Diekmann (2011). Sadly, the various hotels and restaurants that are coming up in this tourist spot, serve the same 'tried and tested' Chinese, Indian and some Tibetan foods (momo, thukpa), and leading the authentic Garhwali cuisine lost to the pressure of 'popular' demands.(<http://fashion.mithilaconnect.com/travel/178-popular-traditional-food-of-uttarakhand>). The government is promoting culinary delights at various destinations in Kumaun Region of Uttarakhand, a concrete plan is missing and at the same time local community need to be involved in such process, Sharma & Karush (2016).

Connectivity between Regional Cuisine and Destination Attraction

Local food at destinations is a fundamental component which adds a range of attractions to overall tourist satisfaction. “The globalization in food industry, Television food channels and advertisement through various medial has motivated people to dine outside for satisfying the hunger or experience the local specialties or fusion foods. The local community involved in food tourism has changed their plans according to need and demands of the travelers. The factors motivated the rural people to emphasize the conservation and maintenance of natural and cultural heritage, including the rights of indigenous people (Liz Sharples, Hall, Mitchell, 2003)”. The role of cuisine is one of the most important component related to tourist experiences and play a significant role in tourist behavior. It is believe that culinary experience is inextricably link it destination and destination image (Kivela and crotts, 2006). It has been seen that investigating the association of cuisines on visitors destination experience has increasingly develop into the interest of many scholar (Kivela and crotts, 2006; Molz, 2007). “Food Culture, right from the inception of travel, has remained a prominent and strongest pull factor which has always influence visitors initial decision to travel to destinations in different part of the world”(Gautam and Upadhyay, 2012). We can utilize the natural herbs for promotion of cuisine by creating a new line of dishes in collaboration with Hospitality Management Institutes (Garg and Karush, 2013). The destination of Indian Cuisine could be an opportunity of India to become a culinary tourism

destination in Asia (Ramjit and Gangotia, 2013).

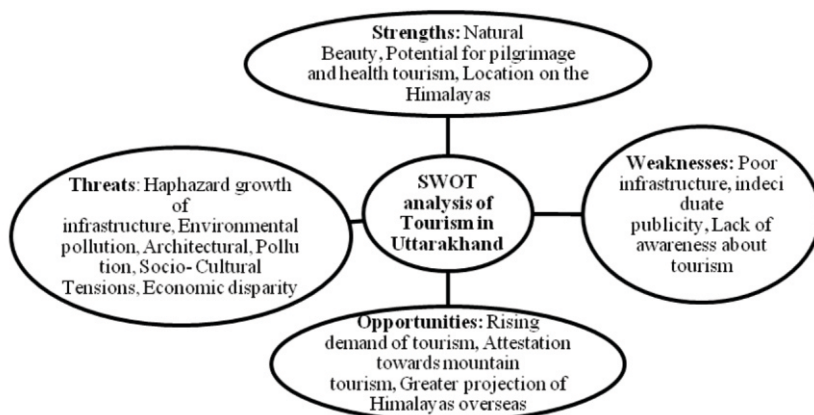
An Insight to Uttarakhand

Uttarakhand, long called adobe of the gods has a culturally colorful society. The religious, social and cultural urges of the people finds an expression in various fairs & festivals. The region has a very old and rich culture & shows a distinctive pattern with the elements from each of the ethnic groups and sub – group that reside in this place. It can be said that the cultures of Uttarakhand is a juncture where different cultures of the Kumauni - Garhwali meet.

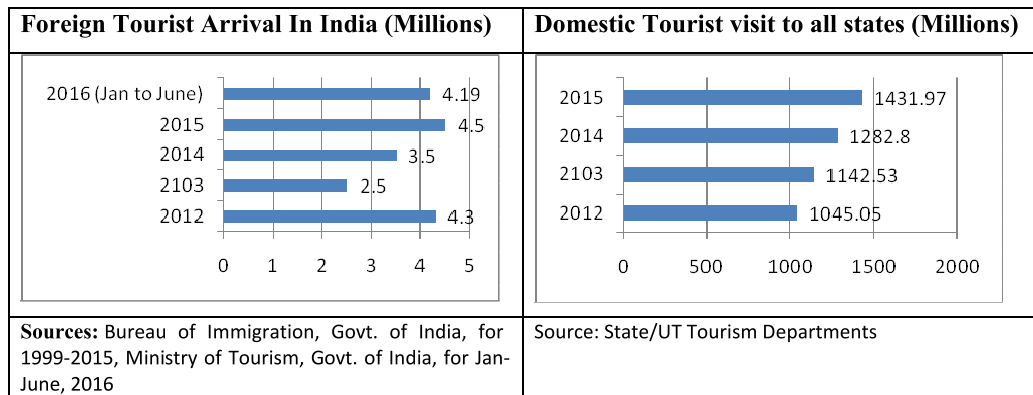
The Garhwal region consist of district Chamoli, Tehri, Pauri, Uttarkashi, Dehradun, Haridwar and Rudraprayag have their own regional specialities. The Kumaun region has district as Nainital, Almora, Pithoragarh, Udham Singh Nagar, Bageshwar and Champwat. The Kumauni and Garhwali cuisine popularly known as Pahari Cuisine. The cuisine has regional influences because of its geographical locations, invasions and foreign settlers. The food and style of cooking are seasonal due to change in weather. The organic food and slow cooking suits tremendously of high- energy necessities of mountain and cold climate.

Popular Tourist Destination in Uttarakhand

Pangot, Abbott Mount, Almora , Auli, Bhimtal . Bhowali, Binsar ,Chakrata, Chamba, Champawat, Chaukori, Chopta, Dhanaulti, Dharchula, Didihat, Dwarahat, Gwaldam, Harsil, Jeolikot, Kanatal, Kausani, Khirsu, Lansdowne, Lohaghat, Mukteshwar, Munsiyari, Naukuchia Tal, Patal Bhuvaneshwar , Pauri, Pithoragarh,, Ramgarh, Ranikhet, Sattal, New Tehri, Chamoli, Joshimath, Jageshwar, Gangolihat,



(Sources: Bharti Publication, ISBN: 978-93-81212-14-1 Page No. 78)



Domestic And Foreign Tourist Visits In Uttarakhand, 2013-2014, 14-15

Source: State/UT Tourism Departments

2013		2014		Growth Rate %		Rank 2014	
Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
19941128	97683	21991315	101966	10.28	4.38	16	17

Source: State/UT Tourism Departments

2014		2015		Growth Rate		Rank	
Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
21991315	101966	29496938	105882	34.13	3.84	12	20

Uttarkashi, Gopeshwar, Kartik Swami Temple, Badrinath, Gangotri, Yamunotri, Valley of Flowers, Hemkund Sahib

Special features of Regional Cuisines of Uttarakhand

Seasonality

The regional dishes of Uttarakhand and their style of cooking changes according to season. The outcome of cooking leads by keeping the body calm and cold during summers while in winter the practices of dishes happens which provides heat in body to fight against tough winters. It has been observe the gravies prepared thicker in winters while in summers the curry are thin down by adding Chhas or grounded

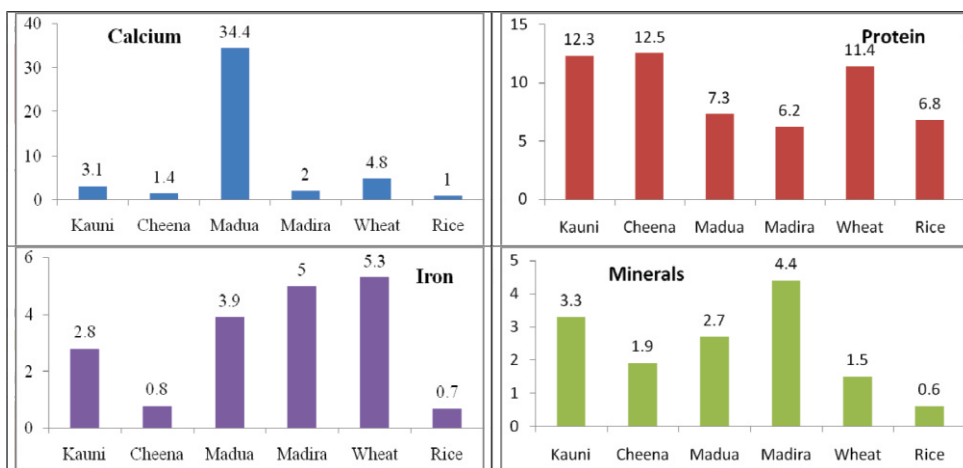


pulses.

Slow Cooking

The millets and pulses grown in tough climate need a long stewing to impart all its flavor and taste. The best fuel for such cooking is wood and charcoal. The wooden

Comparative Study of Nutritive Value /100 GMS of Regional Crops.



logs are set on fire for slow and continuous cooking.

Porteinous Food

Other than meat variety of local pulses like Gahat, Bhatt, Urad, Lobia, Soybean are widely used in day to day prepreations. Thesese dishes include Bhatt ke Dubke, Gahat ke Dubke, Churkani, Urad ka Chaisa, Hagat kid al tempered wiwth red chilli and Heeng are good source of protein

Use of Millets

Kodo, Sorghum, proso Millet, Foxtail Millet, Finfer Millet and Bamyard Millet are the major millets used in regional cuisine are rich source of nutrients like calcium, iron, protein amd magnesium. These are staple food of locals.

Flavorings

Locally grown Jammu, Gadreini, Jakhiya, Bhang seed, heeng, raie are major ingredients used as tempering in almost all savory dishes.

Excessive use of leafy vegetables

Pahari Palak, Bichho Ghas, Chauli, Lingora, Kothiyar, Jhankara, Pania, Gandpapar,

Uttarakhand

Regional Cuisine of Uttarakhand have tremendous features in terms of its availability, use of organic ingredients, nutrition, spiciness, public health practices, reasonable price and its popularity. The association between tourist level of acceptance and special features of cuisine need to be testified.

H_{0B1} Traveler's have significant relationship with varieties of dishes available in Regional Cuisine of Uttarakhand

H_{0B2} Traveler's have significant relationship with use of organic ingredients in Regional Cuisine of Uttarakhand

H_{0B3} Traveler's have significant relationships with dishes are nutritive and menu balance in Regional Cuisine of Uttarakhand

H_{0B4} Traveler's have significant relationship with acceptance of public health practices in Regional Cuisine of Uttarakhand

H_{0B5} Traveler's have significant relationships with dishes are reasonable price in Regional Cuisine of Uttarakhand

H_{0B6} Traveler's have significant relationship with dishes are Flavorful and tasty in Regional Cuisine of Uttarakhand

H_{0B7} Traveler's have significant relationship with efforts in familiarizing food knowledge of Regional Cuisine of Uttarakhand

Objective of study

- To find special features of Regional Cuisines of Uttarakhand.
- To analyze the association of demographic factors and popularity of Regional Cuisine among tourist arrival.
- To study the association of acceptance of Regional Cuisines among tourists arrival.

Research Methodology

To understand the acceptability of Regional Cuisine of Uttarakhand by tourist visiting to various destinations of Uttarakhand, a structured questionnaire has been used. The variables were used from past studies. The questionnaire uses nominal as well as five point Likert scale. The sample size planned for the study was 250. The received questionnaires were 144. The validity of data through Cronbach's Alpha was 0.83 which indicates good reliability of data. The primary data has been analyzed with the help of statistical techniques; Chi-Square, Mean and Standard Deviation.

Data Analysis, Interpretation and Discussion

The primary data collected from 144 respondents has been used to derive inferences.

Table A: Demographic Profile of Respondent (N=144)

AGE [Mean= 1.43]			SEX[Mean= 1.29]		
M	N	%		N	%
less than 50 (1)	81	56.25	Male (1)	101	70.14
more than 50 (2)	63	43.75	Female (2)	43	29.86
Total	144	100.00	Total	144	100.00
QUALIFICATION [Mean= 1.45]			INCOME [Mean= 1.38]		
	N	%		N	%
UG and Below (1)	79	54.86	Less Than 3 Lacs (1)	88	61.11
PG and Above (2)	65	45.14	More Than 3 Lacs (2)	76	52.78
Total	144	100.00	Total	144	100.00

The data was analyzed in SPSS 16. The detailed related information is given in Table A,B, C and D.

AGE Mean indicates that around 56 % tourist visiting at different destination are above 50 Years while male ratio is higher in terms of Gender. 54.86 % have qualification as either graduate or below. 61.11 % tourist having income more than 3 lacs. These demographic features is of great importance as tourist with above 50 years usually avoids to travel in high altitudes and food demand changes accordingly, tourist with higher income will try to spend more money on consuming regional

Findings				
Table B: Chi-Square Test (Age, Sex and Qualification Vs Factors influencing popularity of cuisine at destination)Test Statistics				
	AGE	SEX	QUALIFICATION	INCOME
Chi-Square	2.250 ^a	23.361 ^a	1.361 ^a	7.111 ^a
Df	1	1	1	1
Asymp. Sig.	.134	.000	.243	.008
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 72.0.				

Table: C Factors influencing popularity of Kumauni Cuisine among tourist visiting various destinations in Garhwal Region of Uttarakhand

	There are variety of dishes available in Kumauni Cuisine	Kumauni food is reasonably priced	Kumauni food is spicy and hot	Satisfactory Public health practices in food outlets	Kumauni food are Flavorful and tasty	Use of organic food is higher	The meal is nutritious and well balance	The government is promoting local food at various local sites	Various catering establishment are promoting Kumauni cuisine	Tourist has been provided with Kumauni food knowledge
Mean	1.527778	1.826389	4.152778	1.708333	3.569444	2.798611	3.3125	2.451389	3.055556	2.430556
Chi-Square	58.292 ^a	49.292 ^a	37.042 ^a	22.875 ^a	30.028 ^b	116.486 ^b	48.500 ^b	44.056 ^c	62.111 ^b	61.000 ^b
Df	2	2	2	2	4	4	4	3	4	4
Asymp. Sig.	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

cuisines dishes. The research also indicates that tourist travelling in high regions were accompanied my males.

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 48.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 28.8.

H.NO	Table D : Relationship under investigation with $p < 0.05$	Table Value for X^2 ,	Calculated X^2	Results
H _{0A1}	Relationship between Age and popularity of Regional Cuisine among Tourist.	$X^2(1) = 3.841$	$X^2(1) = 2.250$	H₁ Accepted
H _{0A2}	Relationship between Gender and popularity of Regional Cuisine among Tourist.	$X^2(1) = 3.841$	$X^2(1) = 23.362$	H0Accepted
H _{0A3}	Relationship between Qualification and popularity of Regional Cuisine among Tourist.	$X^2(1) = 3.841$	$X^2(1) = 1.361$	H₁ Accepted
H _{0A4}	Relationship between Income and popularity of Regional Cuisine among Tourist.	$X^2(1) = 3.841$	$X^2(1) = 7.111$	H0Accepted
H _{0B1}	There are variety of dishes available in Regional Cuisine	$X^2(2) = 5.991$	$X^2(2) = 58.291$	H0Accepted
H _{0B2}	Use of organic food is higher.	$X^2(4) = 9.488$	$X^2(4) = 116.484$	H0Accepted
H _{0B3}	Regional cuisine is very nutritious and well balance.	$X^2(4) = 9.488$	$X^2(4) = 48.500$	H0Accepted
H _{0B4}	Public health practices are followed in catering establishments	$X^2(2) = 5.991$	$X^2(2) = 22.875$	H0Accepted
H _{0B5}	Regional food is reasonably priced	$X^2(2) = 5.991$	$X^2(2) = 49.292$	H0Accepted
H _{0B6}	Kumauni cuisine is Flavorful and tasty.	$X^2(4) = 9.488$	$X^2(4) = 30.028$	H0Accepted
H _{0B7}	Tourist has been provided with good local food knowledge	$X^2(4) = 9.488$	$X^2(4) = 61.000$	H0Accepted

c.. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.0.

Conclusion

“This paper focusing an attempt to showcase how food can be a key factor in developing the economy of Uttarakhand when tourist spend almost 40 % of their travel budget on consuming food and beverage. Regional cuisine have tremendous health benefits and tourist are looking forward to try new food, it gives a scope for developing Culinary Tourism in Uttarakhand, will definitely lead to economic development”.

The study indicates that majority of respondents are accepting the local cuisine as it has higher health benefits and matching to their taste buds. There is very strong evidence relationship between pricing, nutritious, balance meal, organic food, promotional activities by government and various catering establishment, food knowledge to tourist. The cuisine is an eternal part of tourism. The food cannot be neglected as who so ever travelling will be consuming the same. It provides an opportunity to promote our hidden culinary treasure. The lack of awareness among tourist on food forces them not to try new food as it may lead to unpleasant experience. By promoting Garhwali Cuisine the government can create better cultural awareness among tourist.

Efforts need to be made to incorporate locally grown fruits, vegetables, herbs and spices, which are of great importance due to medicinal benefits, in day to day recipes

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IMPACT OF GROWTH OF RESORTS ON THE SUSTAINABILITY OF HILL STATIONS; WITH REFERENCE TO NAINITAL LAKE REGION, UTTARAKHAND

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Introduction Nainital, a popular hill resort of Kumaoun is situated in the state of Uttarakhand at the prominent Naina Peak towards north of the lake. Its population increases more than fivefold with an annual influx of tourists predominantly from the plains of Northern India. Nainital is situated in the Shiwalik range of the Himalayas and by the virtue of its geographical settings it is vulnerable to ecological changes and is prone to disasters. Even a minor change in the ecosystem due to the incessant construction of resorts may trigger a disaster that may result in great loss of life and property. Nainital has very poor soil stability hence construction of resorts results in landslides during monsoons. Growth in resorts is a result of increased tourist inflow in the region. Given the tourist importance of Uttarakhand and issues related to threats to its ecosystem, there is not sufficient information available in this area. . Dr. Ajay Rawat in his book "One Hundred and Fifty years of Nainital", says that the throwing of plastic bags and dumping of other materials have added to the woes of the Naini lake. The paper focuses on the positive and negative impact of the growth of resorts on the sustainability of Nainital lake region as well as attempts to establish a subtle relationship between construction of resorts and its various implications on the host community in Nainital. It further takes into consideration the lack of well managed waste disposal and drainage system that

negatively impacts the Naini Lake which forms the very basis of tourism in this area. The growth of resorts has to be compatible with the maintenance and enhancement of ecological balance, biological resources and their diversity so that the capacity of the environment to regenerate itself is not impaired.

Study Area

Nainital which is popularly known as the Lake District holds an important place in the map of Uttarakhand. It located on the outer margin of central Himalayas, is 34 Kms from Kathgodam, and 304 Kms from the New Delhi. Nainital is the headquarter of Nainital District and is also the divisional headquarter of Kumaon Division of Uttarakhand. Nainital has a varied topography.

According to the District Gazetteer, Nainital is situated at 29 degree 24' north latitude and 79 degree 28' east longitude in a valley of the Gagar range running east and west, which is bound on the north by Cheena Peak (8,568 feet), continued by Alma Peak (presently known as Snow-View) and the Sher-Ka-Danda to the eastern extremity, where the ridge descends almost to the level of the lake. On the west, the rugged hill of Deopatha rises to a height of 7,987 feet, and on the south Ayarpatha attains an elevation of 7,461 feet diminishing gradually towards the east. The most prominent lake of Nainital is Naini Lake surrounded by hills. Tourists flock from all parts of the country to visit Nainital all year round to bask in its natural beauty. The best time to visit Nainital is from April to October. It is also one of the most sought after honeymoon destinations in the country for its splendid locales and panoramic view of the lake and Himalayas. Nainital's unending expense of scenic beauty is nothing short of a romance with awe-inspiring and pristine Mother Nature but now Nainital is a prime example of Lake Township that has been severely impacted by incessant mushrooming of resorts and hotels owing to growth in tourism.

Review Of Literature

The Kumaun Hills came under British rule after the Anglo-Nepalese War (1814-16), but the hill station town of Naini Tal was founded only in 1841, with the construction of the first European house (Pilgrim Lodge) by P. Barron. In his memoir, he wrote: "It is by far the best site I have witnessed in the course of a 1,500 miles trek in the Himalayas." In 1846, when a Captain Madden of the Bengal Artillery visited Nainital, he recorded that "houses were rapidly springing up in most parts of the settlement: some towards the crest of the liminary ranges were nearly 7,500 feet above sea level: the rugged and woody Ayarpatta was being gradually planted and that the favourite sites were on the undulating tract of forest land which stretched

back from the head of the lake to the base of China and Deopatta (Camel's Hump). The Church, St. John in the Wilderness, had been built ...” Soon, the town became a health resort favored both by British soldiers and by colonial officials and their families trying to escape the heat of the plains. Later, the town also became the summer residence of the Governor of the United Provinces.

In view of the importance of the town as a popular hill resort, several earth scientists have studied the landslide problem of the town time and again. R.D. Oldham (1880) was the first to investigate into the causes of failure of the slopes in the Nainital valley. The area around lake is occupied by the rocks of Krol formation. The Lower Krol formation is represented by thinly bedded, sheared, variegated slates/shales, marls with subordinate bands and lenses of limestone which are mainly exposed in the eastern and northeastern parts of the lake basin. The western, southwestern and southern portions of the area are occupied by limestone/dolomite and red shales of Middle Krol and Upper Krol members and slates and phyllite of Tal formation. The prominent faults in the lake area are; Lake fault (NW-SE) and Sherwood fault (WNW-ESE). A number of other faults and fractures trending NE-SW, NNE-SSW, E-W, WNE-WNW have been demarcated in the area on the basis of break in slopes, topographic scarpments and swing in the strike directions. Hill slopes around Nainital lake basin have undergone the process of mass-wasting from time immemorial. The area also falls within the zone IV (High damage risk zone) of the Seismic Zoning Map of India prepared by Bureau of Indian Standard, New Delhi. Very large landslides have taken place in and around Nainital especially during the years 1867, 1880 and 1924. The landslide of 17 August 1898 (Middlemiss, 1898) occurred following 102 cm rainfall for 8 days bringing down the upper part of *Kailakhan* spur where Infra Krol slates are exposed. It has been reported that the debris avalanche that surged across the valley buried the *Birbhatti* area and wiped out old cart road. *Naina* Peak area and Snow view-Fairy Hall area on *Sher-ka-danda* slope have been continuously ravaged by the landslides of varying proportions. The extent of landslide hazards is thus expanding progressively. Old landslide scarps could be observed on the higher slopes all around the area. All these evidences of slope instability seem to be the results of mismanaged construction activities which have crossed the ultimate limit of carrying capacity of the town ecosystem. Construction activity in hill areas involves a lot of surface cutting, which disturbs the angle of repose of an old unstable surface which again reactivates. Further, removal of the cut soil from the site to certain approved dumping ground involves high transportation costs. But over the recent years people have found an easy solution to

this problem through their ingenuity. They even do not bother to remove the cut soil to the approved places and, instead of it, just spread it over hillsides. There are few persons who dump the cut soil in nearby streams. These streams carry the cut soil to the lake. Different types of slope movement threaten the urban development in different areas. 'Safe' and 'dangerous' areas for the construction of buildings were demarcated by Nautiyal (1949). Subsequent work by Hukku and Jaitely (1965-66), Srivastava (1967-68), Ashraf (1978), Jaitley (1979-80). Pant and Kandpal (1988-89) evaluated the stability conditions around the lake.

The delicate ecology of Nainital lake region has taken millenia to develop and it will take only a few years to completely destroy it. The soil of the region is young and thin and the poor soil stability makes it especially vulnerable to sudden environmental changes. The incessant construction of resorts and other tourist-related development have had a severe impact on the fragile ecology of the region. It has severely affected the flora and fauna of the region. In clearing the hills for construction, the resort developers destroyed nearly 60% of the forest area. Nainital lake region is home to various species of birds and other wildlife as well as vegetation that exist in very few places. Some rare migrating bird species which used this region as their resting station are fast disappearing. Resorts also rely upon water and soil resources that are vital to the sustenance of the community. Political battles erupt over users' rights as developers and locals compete for common resources. The developers have moved truckloads of topsoil from higher elevations and this practice has ravaged flora and fauna as well as the potentially valuable agricultural land. A large part of the Nainital area is occupied by the debris/overburden material of recent to sub-recent age. The debris is derived mainly due to recurring landslides and slope wash all along the hill slopes. Number of landslides scars (palaeo scarps and active scarps) is found in the area. The region is also fed by hundreds of underground fresh water springs that are believed to have healing powers. These springs are disappearing as a result of construction in the region. Another matter of concern is the lack of proper disposal and drainage system. The resort owners do not resort to green tourism and do not have a proper system of disposing waste. There is no proper drainage system and all the waste and dirt is usually dumped in the lake which is the main source of water for the local population. The growth in number of resorts and a big influx of tourists has contributed much to the environmental degradation. This raises a critical question concerning how people are affected when their natural resources are threatened or depleted. There are already residual signs that this process has been set in motion. Resorts tend to change the complexion of a community as outsiders flock the region

in search of work. Growth in population can be observed in any of the popular resort areas found in the hills. If the construction of resorts is not curbed there will be continual rise in population of the area as a result other parallel development concerns will need to be addressed. For example, transportation becomes an issue with more people or tourists commuting to and from the region. Consequently, the face of the community and the lifestyle are dramatically altered. Wealthy investors and land speculators think in terms of good investments and the more picturesque the location the more likely it is to draw tourists. Over the years, the growing resorts in the region have deprived the local community of their previous access to natural resources.

Objective

The paper aims at studying how the growth in the number of resorts affects the ecology, biodiversity and environment of the Nainital lake region.

Materials And Methods

In order to assess the impact of growth of resorts in Nainital lake region, a field based systematic survey was carried out. Information has been collected on the basis of questionnaire and interview method from tourists, local community, tourist officials and workers engaged in tourism industry. Reports published by Ministry Of Tourism (Uttarakhand Government), Kumaon Mandal Vikas Nigam (K.M.V.N), personal interviews with the officials of K.M.V.N and tourists and media reports were also taken into consideration to complete the study. A questionnaire was developed and distributed to 300 tourists and resorts owner located in and around the lake area. Questionnaire collected were quantified and analyzed using SPSS 19.0. Some of the tools used for data analysis include factor analysis, discriminant analysis etc. Compound Annual Growth Rate (CAGR) has also been calculated to know the growth rate in tourist inflow at Nainital. The discussion part of the study has been prepared by combining the quantitative results and subjective expressions of the respondents, along with a comparison of ongoing trends in growth of resorts in Nainital.

Results And Discussions

The data collected and qualified were put through various rigorous tools for analysis. In order to identify the major factors among the many, factor analysis was conducted. Table 2 explains that eight factors have been identified in factor analysis which have

a significant influence on the issue of development of resorts in the area. Among the Identified Variables which are grouped based on significance (major variables) 'need of control on resort development' explains 25.91% impact of resorts on local resources' contributes to 16.82%. 'Clean environment decides tourist arrivals' explain 13.45%. In order to get a deeper insight in to the influence of individual identified factors, further analysis was conducted using discriminant analysis as shown below in Table 3 that explains the 'need of control on resorts has a canonical correlation of 0.926, which means 86 % of the variance in the dependent variable is explained by the Model. Similarly 'tourism and pollution' group has a canonical correlation 0.954, which indicates 91% of the variance is explained by the dependent variables by the model. 'Impact of resorts on local resources' group has a canonical correlation of 0.980 which indicates 96% of the variance is explained by the model. 'Issues of waste management' group represent a canonical correlation of 0.984, which indicates 97% of the variance is explained by the dependent variables by the model. The findings of the factor analysis could be grouped into eight major factors. These are 'Impact of resorts on local resources', 'need of control on development of resorts', 'growth of resorts and corresponding issues', 'restricting tourist activities', 'clean environment decides tourist arrivals', 'resorts and pollution', 'issues of waste management', 'awareness on waste management', 'awareness on preserving underground fresh water springs.

Table 1 *Total Variance Explained*

Component	Initial Eigen Value			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative
1	12.697	25.913	25.913	12.697	25.913	25.913
2	9.121	18.614	44.527	9.121	18.614	44.527
3	8.245	16.827	61.354	8.245	16.827	61.354
4	6.591	13.450	74.804	6.591	13.450	74.804
5	4.525	9.235	84.039	4.525	9.235	84.039
6	3.063	6.251	90.290	3.063	6.251	90.290
7	2.571	5.246	95.537	2.571	5.246	95.537
8	2.187	4.463	100.000	2.187	4.463	100.000

Table 2 *Common factors Identified from factor analysis*

Sl. No	Factor	Valid %	Cumulative %
1	Need of Control on Development of Resorts	25.91	25.91
2	Growth of Resorts and Corresponding Issues	18.61	44.25
3	Impact of Resorts on Local resources	16.82	61.35
4	Clean Environment Decides Tourist Arrivals	13.45	74.80
5	Restricting Tourist Activities	9.24	84.04
6	Resorts and Pollution	6.25	90.29
7	Issues of Waste Management	5.25	95.54
8	Awareness on Preserving Fresh Water Springs	4.46	100.00

Table 3 *Discriminant Analysis*

Factors	Eigen Value	Canonical Correlation	% of Variance	Wilks Lamda	Chi Square	Sig. Level (at 95 %)
Need of Control On Development of Resorts	6.000	0.926	100.0	0.143	59.350	0.000
Impact of Resorts on Local Resources	24.667	0.980	100.0	0.039	98.978	0.000
Resorts and Pollution	10.111	0.954	100.0	0.090	73.442	0.000
Issue Of Waste Management	30.111	0.984	100.0	0.032	104.846	0.000

Nainital lake region is rich in biodiversity, it is blessed with a variety and abundance of flora and fauna. Rapid increase in the number resorts has impacted the ecology and environment of Nainital lake region negatively. Pollution and sedimentation pose the greatest threat to the aquatic biodiversity of the lakes. Siltation from overexploitation of reeds and fish, water pollution pose a significant threat to the surrounding flora and fauna. These problems largely arise from the cumulative impacts of human activities taking place within lake basins. Lack of proper waste management system

and poor drainage system adds to water pollution. Most of the dirty water and waste from the resorts is dumped into the lake. Illegal activities like fishing swimming, rafting and throwing of disposables is having an adverse impact in the aquatic life of the lake. This can prove to be fatal to many aquatic animals and plant species. Noise pollution and wave action of the boats can harm banks and over time can cause irreparable damage to their micro ecology. Large number of tourists visiting Nainital every year put a lot of stress on local resources. This means demand for the construction of resorts/ hotels and other relative infrastructure, which adversely affects the ecology and also becomes a source of price rise of land in the region. Table No. 4 and 5 shows that there has been a drastic increase in the number of hotels, shops, residences and bungalows converting Nainital from a beautiful hill station into a concrete jungle. It has also increased the price of products of daily requirement like grocery and food items. The growth of resorts as a result of influx of tourists has resulted in the local community competing for electricity and water. There has been a serious shortage of water for the locals in past few years. Different forms of

Table 4 *Anthropogenic pressure in Nainital*

S. No.	Indicators	Information as on 2010	Information as on 2015
1	Permanent population	39630	42,333
2	Number of Resorts/ Hotels	165	198
3	Number of shops	1166	1300

Source: *Municipal Board, Nainital*
anthropogenic pressure on Nainital lake region has also been observed such as:

Table 5 *Growth in Resorts from 2010-2015*

Year	Resorts/ Hotels	CAGR
2010	165	00
2011	172	4.24
2012	180	4.65
2013	185	2.78
2014	191	3.24
2015	198	3.66
Total CAGR 3.71%		

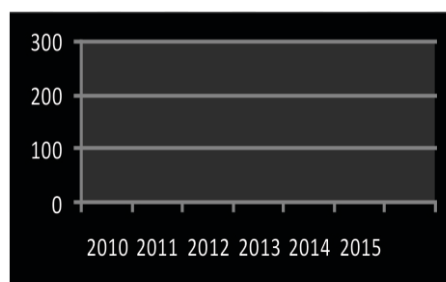


Figure 2. *Growth in Resorts*

Source: *Municipal Board, Nainital*

a. Sedimentation and soil erosion as a result of construction:

Naini Lake is a fragile ecosystems threatened due to increased construction. Growth in the number of resorts (due to increase in tourism activity) which is more than the carrying capacity here has altered the ecosystem processes and resulted in several threats to lakes including loss of biodiversity, over-fishing, eutrophication,

Table 6 *Condition of Spring Water*

S.No	Location of Spring	Altitude (ft)	Status in 1936	Current Status
1	Spring Field	6675	Perennial	Perennial
2	ChunaDhara	6550	Perennial	Dry in summer
3	Spring Field Cottage	6550	Perennial	Perennial
4	Rajpura	6525	Perennial	Low discharge
5	Near Lake View	6730	Perennial	Low discharge
6	Near Mount Rose	6575	Perennial	Dry in summer
7	Near Bhabar Hall	6375	Perennial	Little water, still alive
8	PardaDhara	6100	Perennial	Perennial

Table 7 *Recharge Areas of Nainital Lake Region*

S. no	Recharge Areas	Total Area m2	Current Status
1	Sukhatal	33369	A major car parking and settlement reduced the area by 25%
2	Oakpark	13220	Area reduced by 35%
3	Sleepy Hollow	10872	Area reduced by 35%
4	Near Dalhausi Villa	4597	Area reduced by 15%
5	Sherwood	4790	Area reduced by 50%, due to car parking

proliferation of invasive weeds, siltation, toxic contamination and over extraction of water. High rate of water pollution and silting of the lake are causes of very serious concern. Naini Lake has been very adversely affected by increased turbidity of water and presence of waste material and garbage on the surface. Owing to continued silting, it has reduced its capacity to hold water and their mean depth. The problem of sedimentation leads to water shortage and non utilization of reservoirs and depletion of resource base of the country. Between 1895 and 1979 the mean depth of Naini Lake has reduced from 21.43 to 18.55 m. During summers lake gets dry to a great extent which results in scarcity of potable water in and around city as Nainital lake is also a source of potable water supply in the region. Many recharges and sources of

spring water of Naini lake have been severely affected by the construction of resorts and mass tourism as shown in Table No 6 and Table No 7. Rapidly developing travel and tourism pattern of the modern period led to the large scale commercial exploitation of natural resources and environment. It has caused considerable stress on environment.

b. Human encroachment and its adverse impact:

The current human population of the lake town is 42,333 (as per census 2015) it has seen a compound annual growth rate of mere 0.68% from the last census held in the year 2010 where the population was 39,630. Increase in human encroachment has severely damaged the ecological system of the area. There are growing concerns over the impact of sewage discharges and waste disposal system from resorts and hotels in the lake which has imposed a great threat to aquatic life. Poorly designed resorts/hotels, badly planned layout of facilities, inadequate landscape, use of large and ugly advertising hotels and restaurant designs is sometimes not in harmony with the environment. The beauty of the landscape gets spoiled and the skyline undergoes abrupt and ugly. Deforestation due to cutting of trees for construction of resorts, roads and better infrastructure has resulted in landslides that are now commonly seen in the area. Damage to historic sites due to overuse and misuse by tourists, non biodegradable litter (plastic bottles, disposable glasses, plastic bags), wildlife accidents with tourist vehicles, noise pollution, crimes, fight among locals and tourist are the matter are also commonly observed imposing threat in sustainability of the lake region. Naini Lake is subject to rapid population growth, urbanization, industrialization and mining development, growth of irrigated agriculture in the surrounding region and impact of climate change. The situation is further aggravated due to severe energy and water crisis. Further, there has been a notable change in climate over the years due to persistent environmental degradation brought about by increased construction and tourism activities.

c. Waste Management System

The Municipal Solid Waste collection in Nainital is not well organized due to lack of infrastructural facilities as well as awareness among the citizens and availability of trained manpower. The practice of littering and burning waste is very common. Table shows the various sources and quantity of waste generated.

Conclusions And Suggestions

Rapid growth of resorts in Nainital lake region has degraded the ecological system

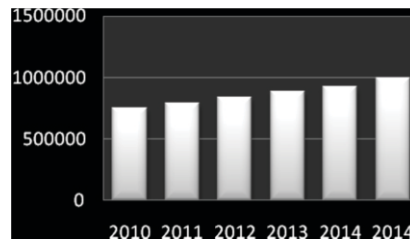
Table 8: Sources and Quantity of Waste Generated

Description	Population/ Shops/Beds	Per Capita Waste Generation Rate	Unit	Total waste (kg/day)
Permanent Residential Population	50,417	0.25	kg/capita/day	12604.15
Hotel Waste (No. of Rooms)	9,653	1	kg/room	9652.50
Restaurant waste	165	5	kg/restaurant/day	825
Institutional Waste	6,760	0.1	kg/capita/day	676
Waste generated by Tourists and day time tourists	25,138	0.05	kg/capita/day	1256.9

Table 9 CAGR of Tourist Arrivals in Nainital from 2010-2015

Year	Number of Visitors	CAGR in %
2010	749556	00
2011	786541	4.93
2012	834117	6.05
2013	886033	6.22
2014	924530	4.34
2015	992654	7.37
Total CAGR is 5.78%		

Source : Tourism Department, Nainital

**Figure 4. Tourist Inflow in Nainital 2010-2015**

and bio-diversity of the region. Uncontrolled Tourist inflow has increased non-biodegradable waste. The local people are found to be increasingly concerned about the growing level of pollution due to plastics and inefficient and ineffective waste management mechanism. Severe shortage and poor Quality of Supplied water is adding fuel to the burning issues of health and sanitation. Tourism industry in Nainital is also under threat due to unhygienic conditions and not so clean environment prevailing in the region, even though government has been taking initiatives to protect the environment, along with various NGOs and schools in the area. The major requirement is a collective effort on the part of local population which has been lacking in the region. Increase in Tourism has resulted in traffic problems, increase in accidents, land encroachments, health problems etc. The

Table 10 Foreign Tourist inflow in Nainital since 2010

Year	Foreign Tourist Arrivals	CAGR in %
2010	7891	00
2011	7122	-9.75
2012	9410	32.13
2013	8256	-12.26
2014	8598	4.14
2015	9276	7.89
Total CAGR is 3.29 %		

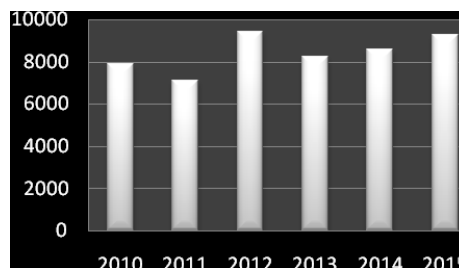


Figure 5. Foreign Tourist Arrival in Nainital 2010-2015

Source: Tourism Department, Nainital

Ecosystem of the Nainital region is under danger due to increased presence of change in landscape brought about by large scale construction of Resorts/ Hotels. For the sustainable growth in Nainital, tourist activity has to be restricted for the preservation of local ecosystem and the culture of the area since it is found that development in tourism activities has led to a change in lifestyle of people living in the locality. Forest areas should be conserved and properly managed. A forestation should be carried out in over exploited areas. Recharges and sources of water for the lake and small canals which brings rain water in the river should be cleaned and repaired and any encroachment over them should be immediately removed. Strict regulation and monitoring should be done so that waste disposal, plastic bags, cigarettes and other waste material should not be thrown in lake by the tourists, hotels, resorts and the pilgrims who visit Naina Devi temple during Nanda Devi festival and on other religious occasions. However State Government had banned the use of polythene bags in Nainital but it should be strictly implemented. The architectural design of resorts and hotels should confirm to the local landscapes. All designated motor vehicle parking places should have proper drainage system to ensure that oil and other pollutants are directed to sewer lines and these sewer lines are directed out of the watershed so that oil and other pollutants will not enter the lake.

Conclusion

Nainital, a beautiful hill station is gradually turning uglier as a result of increased urbanization, construction and tourist influx, though we cannot deny the fact that resorts and hotels are the major sources of revenue and employment for the local community. Taxes from the hotels, resorts and other service providers etc. are a huge source of revenue. The volume of tourism business brought to the district is also quite huge. Lakeside resorts are mushrooming increasingly. Tourism directly caused an increase in the land value in multiple levels. Real estate business and investors in tourism eyed Nainital which indicate the estimation of business opportunities in the region. Several issues have already been brought in the notice of administrators and the public. The Lake Development Authorities have been established by the State Government to preserve and manage the lakes within their jurisdiction. Pollution level has increased due to increase in pollutants released by hotels and resorts in Nainital. Excessive level of pollution also affected aquatic life, oxygen level in Naini lake has reduced leading threat to many fish species, however by the joint venture of Government and N.G.O's to increase the oxygen level of Naini lake water treatment system has been planted in the lake. Water Supply here is not regular and supplied water is not drinkable. Increased tourist traffic increased the demand for pure drinking water. Domestic waste, waste generated from towns, hotels and other sources create unhygienic living conditions. Water stagnation, lake pollution and inland water channels act as breeding ground for infectious diseases. Sedimentation, deforestation, landslides are the major threat found here. The sustainable development of Nainital lake region is possible only when there is combined effort of public sector and the local public where the service providers take the responsibility of creating awareness about the environment to the visitors hence curtailing the threats imposed by resorts and tourism. The Government has already banned further construction in Nainital lake region but there is no control on the illegal construction that is happening in the surrounding areas. Hence the government must take strict measures to ban construction in the neighboring areas as well. Suitable monitoring will ensure effective usage of local resources, regulating the pollution levels and managing the waste. Moreover it will also inspire the resort owners and the local public to actively participate in preserving and protecting the ecology and natural resources.

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AN INVESTIGATION INTO THE IMPACT OF CULINARY MARKETING ON TOURIST MOTIVATIONS

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Abstract

An individual may have many activities throughout the day but there are only a few things in life that people of every age, sex, race, creed, religion and social class must do every day, and that's eat and breath. People across various countries while going through their daily lives at work, at home, or at vacation make choice about what they would consume from a content perspective. While the amount of focus and attention people pay to their food choices might vary as there has been a cultural shift towards culinary and food-focused society which is touching millions of people across the world. Food and beverage products are developed and marketed to appeal to the preferences of youth to stimulate sales as food is a third viable alternative and powerful option to reach customers just after sports and music. The culinary industry, the restaurants and chefs now are utilizing various media and advertisement to reach the youth with their messages.

The tourism industry has shown remarkable growth in the last few years especially in the economic sector pertaining to local development and employment opportunities. There is increased tourism demand and competition between destinations which are the results of globalisation . As a result of this increasing competition, destinations

have to come up with unique and distinctive attributes so as to sell more to the tourists. This can be in the form of the promotion of local attributes in the launching of innovative, new products and brands, which can help establish a more unique selling proposition .Food is one of the local attributes which is unique in every destination. Being unique to a destination's culture and heritage, food also becomes a form of unique attraction for tourists, wherein it is tasted and consumed for both survival and experience at the destination. There are many benefits to be had in linking food and tourism for all stakeholders concerned. A fundamental component of the tourist experience is food. Food plays an effective role in tourism by promoting and positioning a destination. One of the major elements of this important relationship between food and tourism is the development and promotion of local food. Local food can also play an important role as an innovative tourism marketing strategy, and as a tool through which to create economic linkages and development. This paper aims to investigate the impact of culinary marketing of destinations on tourists motivations and proposes SWOT analysis to evaluate tourism potential of the region. To conduct the research, an exploratory approach has been employed, a conceptual framework from a literature review will be created and implemented using of a particular research methodology and methods.

Keywords: Food, Marketing, Culinary, Tourist Motivations, Innovation.

I**ntroduction:** The tourism industry has shown remarkable growth in the last few years especially in the economic sector pertaining to local development and employment opportunities. There is increased tourism demand and competition between destinations which are the results of globalisation(Costa &Buhalis,2006). As a result of this increasing competition, destinations have to come up with unique and distinctive attributes so as to sell more to the tourists. This can be in the form of the promotion of local attributes in the launching of innovative, new products and brands, which can help establish a more unique selling proposition (Haven-Tang & Jones, 2006). Food is one of the local attributes which is unique in every destination. Being unique to a destination's culture and heritage, food also becomes a form of unique attraction for tourists, wherein it is tasted and consumed for both survival and experience at the destination. There are many benefits to be had

in linking food and tourism for all stakeholders concerned(Hall & Mitchell,2006). A fundamental component of the tourist experience is food(Hashimoto &Telfer,2003). Food plays an effective role in tourism by promoting and positioning a destination(Hjalager and Richards,2002). One of the major elements of this important relationship between food and tourism is the development and promotion of local food(Hall and Mitchell,2002; Hall and Sharples,2003). Local food can also play an vital role as an innovative tourism marketing strategy, and as a tool through which to create economic linkages and development(Sharples,2003). This paper aims to find out the role of culinary marketing of destinations on tourists' motivations.

II Review Of Literature:

the meaning of culinary:

Agreeing to the Webster dictionary, the word 'culinary', comes from the Latin word 'Culina' which means kitchen. It is also defined as or related to cooking. Culinary arts can be traced to 1604,when one of the first reference works for chefs, *Ouverture de Cuisine*, written by Lancelot de Casteau, was published, setting out rules for the preparation and exhibition of food for the nobility. After the French Revolution, the chefs of France found it necessary to move from the homes of the nobility to the public domain, where they were able to build on this foundation of an aesthetic of cooking to make cuisine not only a respected profession but also a French profession(Trubek,2000). According to Ignatov and Smith(2006),the term culinary can refer to ingredients, prepared foods, beverages, food production, motivations, activities, institutional structures, and food tourism itself.

Culinary Tourism:

Wolf (2006),said that those who travel have to eat in order to survive through out their journey. This brought the idea of Culinary Tourism. Culinary tourism is defined as the desire to experience a particular type of food or the produce of a specific region(Hall &Sharples,2003). Food tourism or Culinary Tourism can also be referred to as gastronomic tourism, or wine and food tourism, is a niche area of tourism(Hjalager& Richards,2002: Hall et al.2003; Hall & Mitchell,2005a,2005b). Robin Amster(2013) had the opportunity of interviewing Erik Wolf and thence brought out Wolf's opinion on culinary tourism as the tourism which focuses on

providing travellers with unique and memorable food and drink experiences, both near and far. Travellers may be interested in both street food and restaurant-gourmet food at selected destinations. Therefore, culinary tourists can be either street foodies (usually globe trotters) or gourmet foodies who desire a more exclusive and expensive culinary experience. According to Green & Dougherty(2008),culinary tourism or food tourism is based on integrating tourism with unique local and cultural food systems as a means to promote economic development. This kind of tourism highly depends on exceptional dining experiences and food quality plus the cultural aura at destinations. Therefore, when a destination is attractive based on unique culinary attributes and local cultural heritage, then that destination becomes a food tourism destination for food travellers(Beltran et al.,2016). Culinary tourism provides tourists with a different experience not only on a psychological level based on a distinct and receptive level (Long,1998).

Who Are Culinary Tourists?:

Parmar(2016) is of the opinion that tourists are increasingly shifting their travel motivations from the common activities of sightseeing and adventure to the unusual experiences of the local and cultural cuisines at various destinations around the world. These tourists have specifically undertaken culinary trips and this is mainly due to food, wine and beer festivals around the world. Tourists designated as food tourists basically mean that they travel for exploring new foods and using foods to explore new cultures and traditions, to experience food out of the ordinary and out of the normal routine(Long,2004). According to Amster (2013), food or culinary tourists can be of three kinds: deliberate (specific food travellers to specific destinations for food), opportunistic (specific food travellers but to random destinations for food) and accidental(travellers who eat just as a means to survive their journey and not specifically out of interest). Mitchell & Hall(2005a) categorised food tourists into gourmet tourists (those who prefer exclusive/expensive dining experiences), culinary tourists (those who aim at experiencing unique local and cultural food systems) and cuisine tourists (those who travel to a particular place for a particular cuisine).Hall(2010) is of the opinion that culinary tourists can be divided into four groups: Gastronomes(High interest/involvement), Indigenous Foodies(High and Moderate

interest/involvement), Tourist Foodies(Low interest/involvement) and Familiar Foods(Low interest/involvement).The Travel Industry Association(2007) recorded 27 million American leisure travellers who took part in culinary and wine tourism activities between 2003 and 2006. Culinary tourists contribute positively to the local economies through spending on food and they account for 1000 USD per trip(Green & Dougherty,2008). The attributes of culinary tourists mainly consist of 'dine out' experiences since they are not at their own hometowns. Some culinary tourists travel to certain destinations just to experience the local cuisines or experience the dishes prepared by any 'well known' celebrity chef(Mitchell & Hall 2003). Culinary tourists can also be classified as those who particularly travel to selected destinations for experiencing the local products like wine at Napa Valley, California(Charters & Ali-Knight, 2002),cheese at Normandy,France(Corneanu,2015), spices at Zanzibar Island(Pitcher,2014), pasta at Puglia,Italy(Jepson,2015), and so on. Thus, most culinary tourists have the desire and expectation to travel to food destinations as a means to enjoy the unique local cuisines, engage in the local cultural activities, socialize with the host/local communities, directly participate in food tourism activities and entertain themselves in many ways(Gagic et al,2013).Culinary tourists can be categorised into four classifications in relation to their connection towards cuisine: diversionary(hobby), experimental(curiosity),recreational (pastime) and existential(surviving)Hjalager(2003) as cited in Mason & O' Mahony(2007).

Culinary Marketing In Tourism:

In the old literature of tourism, food has been considered at a prospective destination as an attraction(Ardabili et al.,2011). This means that, in order to promote 'food' as an attraction at a destination, that destination should adopt effective and inviting marketing methods and skills so that food can contribute to the recognition of the destination's identity and local food resources which are available as unique delicacies and attractions. This can be in the form of fresh seafood in beach resorts, traditional cookery, famous restaurants, etc(Ardabili et al.,2011).Tourists who often re-visit a destination for its food and culinary attributes are influenced mainly by the culinary marketing techniques of the destination. Destinations that often project their local and indigenous culture and heritage through food and culinary arts, are bound to receive more tourists especially tourists who are 'food-trotters' or 'searching- for-

new-and-unique-local-food-trotters'. Everett and Atchison(2008) proposed the role of food tourism in sustaining regional identity. Therefore, culinary tourism conveys the culture of destination to tourists; it's an essential element for experiencing local culture. According to the Enteleca Research and Consultancy Ltd(2000), there are various schemes and techniques to promote and differentiate local and regional foods. Descriptions of native food and drink tend to be based on geophysical(e.g. soil type,geographical area) or socio-cultural (e.g. recipes,making processes, food presentation) criteria. However, promotional schemes often combine these different definitions in their own approaches. Promotional schemes usually emphasise, product value through training and accreditation, locality, and/or supporting sustainable rural economies and environmental practices. Okumus et al.2007 as cited in Yeoman & Beattie,2015 undertook comparative case study research(Turkey and Hong Kong) and suggested blending local with international cuisine for marketing purposes. Gastronomy tourism was a meaningful and perhaps a vastly loyal market segment, and could also be hypothesized that gastronomy experiences were powerful tools for marketing the destination (Kivela&Crotts,2005 as cited in Su &Horng,2012). According to Hu & Ritchie,1993 food holds the fourth positioning perceiving a destination as an attractive place. This calls in for effective culinary marketing strategies. Culinary tourism has emerged as an appealing factor for marketing of different destinations(Hjalager& Richards,2002 as cited in Ardabili et al.,2011). Culinary marketing in tourism comes in three different ways: serving food in restaurants, organising food feasts or festivals where food plays a major role in tourist marketing and sale of canned or packed foods(Ardabili et al.,2011). Hjalager&Corigliano (2000) as cited in Su &Horng(2012), argued that national economic, agricultural and food policies, rather than tourism policies, determined the standards and development of food for tourists. It revealed that the marketing strategies played an important role for regional culinary tourism development. A qualitative study was undertaken to determine whether a destination's culinary attributes and marketing contributed to the quality of visitors' experience, whether visitors would return to the destination because of these, and whether culinary travellers represent a distinct market segment of an overall visitor market(Su &Horng,2012). Destinations that already had the advantageous ingredients to support a gastronomy tourism strategy, such resources included unique and/or multi-

ethnic cuisine, creative chefs, unique marine and agricultural products, unique culinary heritage, and so on (Kivela&Crotts,2006). The pictures and information in marketing medias and marketing tools could facilitate in promoting positive images of destinations. This is very effective when it comes to culinary marketing in tourism which influences tourists to undertake culinary travel to particular destinations. Now the communication tools used in culinary marketing were diversified, including brochures, pamphlets, internet, advertising initiatives, radio, TV and printed material (du Rand, Heath &Alberts,2003). The internet had developed rapidly during recent years and could be used as an effective advertising and promotional tool, not least in the tourism and hospitality industry(Wan,2002 as cited in Su &Horng,2012). Therefore, recently the researches regarding advertisements and marketing tools which were applied to culinary tourism development mainly contained the exploration of brochures and web-sites (Su &Horng,2012). There is an increasing number of destinations utilising their culinary resources in promoting and differentiating themselves from others, for example, Australia, New Zealand, Italy, and Singapore(Chang et al.,2010; Hall & Mitchell,2002a;Scarpato,2002) as cited in Mak et al.,2012. According to the UNWTO Global report on Food Tourism (2012), 68% of the destination organizations consulted carry out marketing activities or promotion based on Food/Culinary Tourism. The marketing and promotional tools most used by these entities are: organizing events(91%), producing brochures and advertising(82%) and dedicated websites on food tourism(78%). At a lower level are promotional tools such as tourism guides(61%), blogs(43%), and familiarization trips for journalists and tour operators(13%). And lastly,only 4% of the organizations surveyed said they used social networks for the promotion of food tourism.

Factors And Motivations Influencing Tourists To Undertake Culinary Tourism Activities Around The World:

'Gastronomy is a fundamental component of tourist travelling: eating is an integral part of our holidays'(Bessiere,1998). It mainly comes from enjoyable, unique, and high-quality food and services, better participation in indigenous culture through food, opportunity to purchase and sample unique products that are not readily available in their own country, unique opportunities for discovering new taste sensations, and access to well-coordinated gastronomy-related experiences (Kivela&Crotts,2006).In the previous literature, food related tourism allow tourists

to achieve the desired goals of relaxation, excitement, escapism, status, education and lifestyle (Frochot,2003 as cited in Zakariah et al.,2012). The different motivators for undertaking culinary tourism activities around the world have been given by different authors as shown in Table 1.

Table 1: Different motivators given by different authors affecting culinary tourism activities around the world

MOTIVATORS	AUTHORS
Primary and Intense Food Voyeurism (Food being the sole motivator and gratifying factor for travel to different destinations. These motivators can be for food festivals, restaurants, places for food tasting at different destinations).	Quan&Wang,(2004); Ardabili et al.,(2011);Lacy & Douglass (2002);Hall&Sharples,(2003); Gagic et al.(2013); Boyne et al.,(2003);Lang Research, (2001);Yuksel,(2001)
Secondary (Food being second to other prime motivators like sightseeing, etc. These motivators can be for experiencing the sights and sounds of a food production region, buying packed food from secondary producers as well)	Quan& Wang,(2004);Hall &Sharples,(2003);Gagic et al.(2013)
Motivational (Food being a motivator for people to travel around the world and indulging in and tasting different types of food. Food is symbolic, binding, contrast, extension and pleasure. The motivational factors are the most important factors influencing food tourism activities.)	Kim,Eves,&Scarles,(2009); Mak et al.(2012);Hall &Sharples,(2003);Camillo,(2015) –A case of Malaysia;du Rand et al.(2003);Boyne et al.,(2003);Lang Research, (2001);Yuksel,(2001)
Demographic (Food being dependent on different demographic attributes like age, gender, marital status, race, education, income, occupation. For example, people with higher income tend to opt for destinations where gourmet or Michelin starred restaurants are available like in France, Italy,etc)	Kim, Eves,&Scarles,(2009); Mak et al.(2012);Camillo, (2015) –A case of Malaysia.
Physiological (These factors include hunger, nutritional requirements, appetite for different food types and reaction to the food's physical appearance, its presentation, smell, and texture which influences tourists to select food destinations)	Kim,Eves,&Scarles,(2009);Mak et al.(2012)
Physical (food travellers physically travelling for food and food related experiences and activities, going to food markets and farms).	Fields,2002 as cited in Karim, (2006)
Cultural/religious (food travellers who travel for cultural experience. Travellers who want to experience all the culinary-cultural highlights of a country for example the TajMahal in Agra (for mughal kind of food) or religious food devotions of a place (like the langar at the Golden Temple, Amritsar for Sikhs).	Parmar,(2015);Mak et al. (2012);Fields,2002 as cited in Karim,(2006)
Exposure effect/past experience (food travellers who have had unique and memorable food experiences and related activities in their previous journeys). This factor motivates the tourists to re-visit the destinations for food and food related activities.	Mak et al.(2012)
‘Sense’ of a place in terms of its unique cuisines, food products and food- related activities. It refers to the unique and distinctive culinary styles, variety and food quality, propaganda and advertisement, payments (prices and costs) and service providers. These factors play a major role in attracting food tourists to the destinations.	Mirtaghiyan et al (2013)
Inter-personal factors, novelty, socialization, status and prestige, rest and relaxation, education, enhancement of kinship relationships and escape from a mundane environment.	Crompton(1979);Fields,2002 as cited in Karim,(2006); Gagic et al.(2013)

Information sources (The readily available information about the best places to eat usually influences tourists to undertake culinary tourism activities around the world)	Camillo,(2015)–A case of Malaysia.
Push factors (they are internal forces which influence tourists to undertake culinary activities in other places apart from their home towns/ countries. They push the food traveller to try out new foods at new destinations other than normal routine foods/cuisines) and Pull factors (They are external and they refer to those that attract the food travellers to destinations where the food culture and food systems are rich and inviting.)	Dann,1977as cited in Cai& Gartner,(2009);Long(2004); Enright & Newton,(2005) ; Singapore Tourism Board,2007 and Hong Kong Planning Development as cited by Horng et al.,(2012)-cases of Hong Kong and Singapore
The desire to contribute to the development, authentic exploitation, attraction enhancement, empowerment and brand identity of a food destination in terms of food attributes and activities.	du Rand et al.(2003)
Restaurants are also important food travel motivators on the basis of attraction, destination image and unique dining experiences and they influence the tourists' expectations, satisfaction and behaviour.	Sparks, Wildman & Bowen, 2001 as cited in Cai& Gartner,(2009)
Exploration (The desire for tasting new or unfamiliar food is also a motivating factor influencing food tourism activities). The expression "I like to try new foods that I have never tasted before" is given in Zuckerman's Sensation Seeking Scale.	Otis,(1984); Zuckerman, Kolin, Price&Zoob,1964 as cited in Otis,(1984)
Travel aspirations on the basis of changes in taste, changes in constraints and changes in feasible alternatives.	McAlister &Pessemier, 1982as cited in Shenoy (2005)
Negative factors usually concerning: 1) The health and hygiene of the tourists when they cannot adapt to the different styles of food or cuisine of a place away from their homes. 2) For foreign tourists, visiting destinations and experiencing different cuisines from their countries could result in anxiety and uncertainty. 3) The travellers' diarrhoea has always been the most common disease amongst the food travellers. 4) Risk factors of uncanny food 5) Despite their attraction towards local food, tourists have issues of hygiene standards, health considerations, communication gaps and limited knowledge of tourists concerning the local cuisine. Factors such as availability, perceived health value, convenience, and economic considerations that can influence food preference may not affect food liking	MacLaurin,2001 as cited in Su &Horng,(2012);MacLaurin,2001 as cited in Shenoy,(2005); Lepp& Gibson,2003 as cited in Shenoy,(2005);Cohen&Avieli(2004); Logue,(1991)

Source: Compiled by the authors.

III Objectives Of The Study:

- i) To study the trends in the emergence of culinary marketing and tourist motivations.
- ii) To explore different motivators which affects the culinary tourism activities.
- iii) To investigate the impact of culinary marketing of destinations on tourists motivations

IV Methodology Adopted:

To conduct the research, an exploratory approach has been employed;it mainly involved secondary data collection. Text book, research papers and websites are the secondary data used . Some primary data source has been used from the information

gathered from direct enquiry.

V Findings And Conclusion:

Customer loyalty is earned with a satisfied destination and this in turn gives a higher level of intention to repeat the visit. Quality gastronomy is a decisive factor in satisfaction, as it produces a lasting memory about the experience lived by the tourist(UNWTO,2012). Food does play a role in tourism, and is primarily considered as a supportive attraction and, to a lesser extent, a key attraction at destinations. Researchers have pointed out that culinary tourism is an authentic experience of a refined lifestyle in a pleasant environment, associated with the good life and the economic wellbeing of consuming select, high-quality locally grown products. Tourist motivations constitute a key concept for the design and creation of products and services that add value for tourists(UNWTO,2012).Marketing messages need to reinforce the images and motivations of current purchasers and widen the appeal to those that are currently food tourists and un-engaged. General motivational messages should include references reinforcing the value of local production to the local economy and local environment(Enteleca Research and Consultancy Ltd,2000). Hence, culinary marketing plays an important role in influencing tourist motivations to travel to a destination for engaging in culinary activities offered by the destination. The reality regarding culinary tourism is that local food in the form of regional cuisine is rarely present as an important resource in publicity material and promotional messages prepared for mainstream tourism(Handszuh,2000 as cited in du Rand, Heath and Alberts,2003). Therefore, in order to promote culinary tourism at a destination, the marketing strategies and techniques need to be very effective so as to attract tourists and motivate them to visit the destination. Destination Marketing Organizations are now, undertaking effective marketing tools for the promotion of culinary tourism and create a pulling factor for tourists to visit their destinations.

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CUSTOMER ADOPTION AND UNDERSTANDING OF ONLINE PRICING AND LOYALTY IN BANGALORE 5 STAR HOTELS.

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Abstract

While hotels continue to make extensive use of travel-agent-oriented *global distribution system (GDS)*, *consumer adoption of the Internet as a reliable and secure commerce medium has prompted a change in the way in which hotel rooms are being distributed.*(O'Connor,2003). *The study will analyze online hotel room pricing in 5 star hotels in Bangalore, South India. As rising distribution costs eat away a larger piece of hotels 'profits, many hotels in the near future may be forced to rethink their models for pricing and loyalty programs. (Baker, Michael B). Calibri Labs CEO Cindy Estis Green said that between 2009 and 2012, customer acquisition costs for U.S. hotels increased at twice the rate of revenue growth. In the 1980s, distribution costs accounted for about 5 percent to 7 percent of room revenue; now, it's 15 percent to 25 percent, "and it's rising fast," she said. The 5 star hotel rooms market in Bangalore presents a very peculiar scenario, at one end the last 3 years between 2011-2014 have seen close to 12 new five star properties being established, but on the other extreme, the ARR have taken a nosedive due to*

aggressive cost cutting techniques among competitors, with consumers having myriad options to choose from. With the city tagged as the silicon city, the growth of online reservations has also encouraged tech-savvy travelers to look at the best price points to book a hotel.

I**ntroduction** The hospitality sector in India has seen a rapid increase in the use of the internet as a distribution channel. According to the Federation of Hotel and Restaurant Association of India (FHRAI): Indian Hotel Industry Survey, 2012-2013, conducted by HVS International (FHRAI, 2012) the use of web sites as a distribution system increased from 33.2 per cent in 2008-2009 to 77.3 per cent in 2012-2013.(Dutta, Kirti; Manaktola, Kamal,2013). Among Indian hotels, there has been an increase in the use of technology – especially in areas of customer experience like rooms, restaurants and effective communication like database management. There are also initiatives taking place in the areas of manpower planning, environment and overall hotel operations. There is demand from travelers and pressure from competition which has forced the Indian hotels to embrace technology embedded rooms and services.(Singh,Anjana; Munjal,Sandeep, 2012)

Both independent and group hotels are realizing the true value of the Internet as a distribution channel and understand the benefit to customers of providing instant reservation facilities over the Internet. As a reflection of this, hotels in Bangalore, India are now providing over twice as much stock to on-line channels compared with this time last year. In addition and in parallel, consumers are beginning to trust the Internet both as a research tool and as a method of making educated reservations". These views are supported by findings from Forrester's Consumer Technographics Europe report, which estimated that over half of all travel is now researched over the Internet, and by Forrester's survey findings, which show that consumers are now over twice as likely to move from simply researching on-line to actually making the reservation.(M2 Presswire,2013)

The number of travellers who use the internet to plan and book trips continues to grow at a rapid rate, according to two reports by the Travel Industry Association of America (TIA).In 2000, more than 59 million online travellers used the internet for information on destinations or to check prices or schedules, growing 395 percent over the three previous years. According to a survey of online shoppers by the Internet & Mobile Association of India (IAMAI) 20 percent of internet users in India had made hotel reservations online while 31 percent indicated that they were likely to

do so in the near future.(Swati Dabas, Hewlett Packard, India; Kamal Manaktola, Hewlett Packard, India)

Online Reservations In 5 Star Hotels In Bangalore

Currently, online travel websites expect hotels in Bangalore that partner with them to set aside a certain number of rooms that may or may not be filled up. Also, the inventory is not updated real time. Various online channels, from the hotel's website to travel portals, account for about 16%-22% of a hotel's advance reservation, according to a 2012 survey by HVS Global Hospitality Services, a consulting firm focused on the hotel industry.(Nair, Radhika P. The Economic Times, 2013). MakeMyTrip, India's leading online travel company has revealed insights from its Hotel Tariff Tracker for the summer of 2014. The tracker has been conceptualized to analyze the state and potential of the hospitality industry in India, from an online perspective. MakeMyTrip observed an 11% percent increase in hotel tariff this summer compared to last year. The hotel tariff hike is higher in the 2-3 star categories compared to the 4-5 star categories, which have demonstrated a 5 percent increase in tariff rates.(Mukherjee, Saswati. The Times of India, 2014). This coupled with the onslaught of new emerging 5 star hotels in Bangalore, has slowly funneled the room rates in this category, leading to cut-throat price wars.

Use of GDS to Optimize Room Revenue And Achieve Rate Parity:

Many 5 star hotels in Bangalore use GDS or have their own tailor-made distribution software system to track and accept reservations. Though this is one of the most preferred revenue generation avenues, it still does not entail ideal rate parity, for consumers and guests who book through the medium. Surely it makes sense for the best available price to be had by dealing directly with the seller or, at the very least, to have rate parity between the various platforms used. Many hotel businesses already do this but those who don't are allowing third party agents to exploit them when, with proper management, they could take back control of the situation. So no, hoteliers are not stupid but the guest who pays full price and then discovers others have not may just feel a little vexed.(Hancock, Peter, Caterer & Hotelkeeper). Dorian Harris, a British businessman who runs a hotel booking website, claimed an arrangement between some hotels and travel websites means that consumers who shop around for the best deals may be wasting their time. When hotels have spare rooms, they pass them to wholesalers who in turn offer them up to travel agents and booking websites.

The booking websites sell them on to customers at a markup of about 25 %.(Mansey, Kate. Sunday Times, 2013). Steve Berman, managing partner of Hagens Berman, the American law firm acting in the class action, said: "The large online travel sites, working with hotel chains, have created the illusion that savvy consumers can spend time researching hotel rates online to find good deals. The reality is that these price-parity agreements mean consumers see nothing but cosmetic differences and the same prices on every site."(Elliott, Christopher. New York Times). Behind the scenes of the internet firms, a mini-industry is thriving and is suspected of ensuring that prices do not step out of line. The major websites monitor their hotels and rival sites closely. Booking. Com, for example, employs an Amsterdam-based "rate parity" team to follow the other sites - and send emails to hotels if their rooms are cheaper on other sites. The parity team contacted one hotel in Prague to point out that "rate /availability parity is an essential condition of your presence on Booking.com". The team included images showing that the hotel's rooms had been available on other sites for less than the amount charged by Booking.com. (Watt, Holly. The Daily Telegraph, 2013). "It is unlikely a hotel will achieve a 100 per cent occupancy rate every night of the year but even if the market alone sold only three per cent more rooms they could pocket an extra \$50m per year." Many sections of the accommodation industry were opposed to discounting because of concerns about the impact on a hotel's brand image, supplier contracts or rate parity issues. "This has made the industry much less competitive than it was ten years ago. Instead of offering a prospective customer a rater slightly lower than available publicly, some properties will let rooms go empty. (Hospitality, Dec 2012). The scenario is the same in Bangalore,

Loyalty Programme And Guest Retention Through Online Reviews

Online reviews have power over a hotel's image because hotels are categorized as an experienced good, which means that they are not tangible objects that one can keep once the purchase is made. This means that the hotel's image depends on what previous guests have to say about it. When looking at reviews, readers take the review into consideration based on positivity, negativity, and depth or the extensiveness of the comments.(Avant, T.L.2013). The relentless efforts by hotels to influence their online ratings have made some review sites suspicious, if not paranoid. 'It is assumed that every review the gets is bogus, and it is bogus until proven otherwise,(Elliott, Christopher. New York Times)' ' Indeed, more than half the reviews do not make the cut, according to a survey undertaken in Bangalore.

Website design and website security are the primary features that encourage transactions between customer and hotels.. Security is the feature through which online customers may build online trust; consumers who become trusting eventually make additional online reservations.(Roushdy, Ahmed Samir. The Business Review, Cambridge). Colloquy, a loyalty -marketing consultancy, estimates 92.4 million people are members of online hotel loyalty programs by far the biggest industry for these is airlines, with 254.4 million in frequent-flier programs. Colloquy also notes that across all such programs, totaling 1.3 billion members, the "active participation" rate is only 39.5 percent. Recognition and reward are cornerstones.(Wolff, Carlo, Lodging Hospitality)

Findings

From the above discussion, it can be seen that both the range of channels through which hotels can be booked and the complexity of such channels have grown. But with the addition of over 3,000 rooms in the 4 and 5 star categories in the last 18 months – most of them in micro markets away from the city centre -- the international to domestic traffic ratio in hotels has become 50:50, from 80:20 four years ago.

There are two major reasons for this. Firstly, most of these micro markets such as Hosur, Sarjapur Road, Yeshwantpur and BEL Circle are located close to non-IT industry hubs -- such as education, manufacturing, textile, and aerospace -- which see a lot of domestic business traffic movement. Secondly, the addition of room inventory has resulted in competitive online pricing, making hotel rooms more attractive to the price sensitive domestic traveler.(Dhamija, Anshul) To understand this concept, documenting hotel companies' pricing practices over electronic routes.(O'Connor, Peter. Cornell) becomes pertinent. The study revealed that the majority of 5 star hotel brands in Bangalore now use simultaneous, multiple electronic channels of distribution, making their rooms available to a relatively wide audience. While the use of CRS-- based reservations has fallen slightly, there has been a growth in the availability of hotel companies' own web sites, and a vast majority of companies now make their rooms available for sale in this manner. The differences between this study's findings and earlier published research indicate a major expansion in hotel chains' use of the web as a direct-sales medium, perhaps accompanied by a realization of the webs benefits in comparison with other, more traditional, electronic channels of distribution..

Most hotels offer multiple rates to customers over each channel. It is interesting to note, however, the large number of companies that now offer consistent pricing across all channels. Previous research found less than 10 percent of companies had consistent pricing and cited the lack of integration among the various inventory databases used to manage inventory as a possible cause.(Serlen,Bruce). Yet over one-third of the brands studied now offer consistent pricing across multiple channels, indicating progress in the industry's management of electronic distribution.

Although no single channel consistently offers the lowest prices, in-depth analysis does reveal a link between pricing and the market being targeted. First, the lowest prices can rarely be obtained from the CRS (absent negotiation), irrespective of market segment (Seonah Lee, 2011). As compared to the first-offered GDS price, a would-be customer can save at least 5 percent by booking over any of the electronic channels. So in many cases, hotels are more likely to quote higher prices on their own web site than what they offer on other channels. Economy brands seem to be the only ones in the industry as a whole displaying a logical on-line pricing strategy (in terms of the relationship between the cost of using a channel and the rates offered there) and also in terms of actively managing their channels of distribution.

Conclusion

The behavior of 5 star hotels is driving prospective and highly connected internet guests to the on-line intermediaries, where in addition to consistently low prices; they also find wide product choice. Because of this, it's likely that many hotels are losing potential bookings to competitors as a result of consumers' migration toward the on-line travel sites that offer relatively low rates from many different hotel chains. Instead of being presented with a list of a chain's properties on a company's web site, prospective guests see a much wider variety of options from the on-line intermediary and may be tempted to book a competitor's room (especially if price becomes an issue). Once consumers conclude that they will usually find better prices on a third-party channel, they will make Expedia or Travelocity, for example, their first port of call for future bookings-threatening brand loyalty, driving up transaction fees, increasing reservation leakage, and strengthening the third parties' power to demand "special rates" or commission overrides for a company to gain premium positioning (or even inclusion) in their search listings.(Baker, Michael B.)Hotels companies need to take urgent action if they are not to lose control over the sale of

their own product. At the very least, this means offering consistent prices over all channels, but more probably means providing customers the lowest rate over their own web site. This would decrease guests' motivation to book on alternative electronic channels, would help build web-site traffic, and should help to decrease distribution costs and increase loyalty towards the particular brand. Indeed, now that the internet has provided an alternative to mainframe distribution technology, and the low-cost carriers have clearly demonstrated that bypassing the GDS can work, the network majors have all the leverage they need to push through a change in the pricing model. At the same time, the end of regulatory controls over the computer reservation screens - itself a consequence of their waning dominance - is removing the final barriers to more dynamic market pricing.(Field, David; O'Toole, Kevin)

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THE EMERGENCE OF FMCG MARKETING IN RURAL SECTOR

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Abstract

Due to the media explosion and increasing literacy levels, people in rural areas are becoming conscious about their lifestyles and demanding a better life. With increasing disposable incomes, the rural consumer has become more demanding & choosier in his purchase behaviour than ever before. Brand consciousness is on the rise and marketers have realized this. As urban markets are getting saturated for consumer goods, marketing executives are fanning out and discovering the strengths of large rural markets.

. This paper critically examined the current status of Indian rural marketing in present economic scenario. It analyzed the problems prevail in the rural marketing.

Keywords: Rural Market, Rural Marketing Strategies, Challenges.

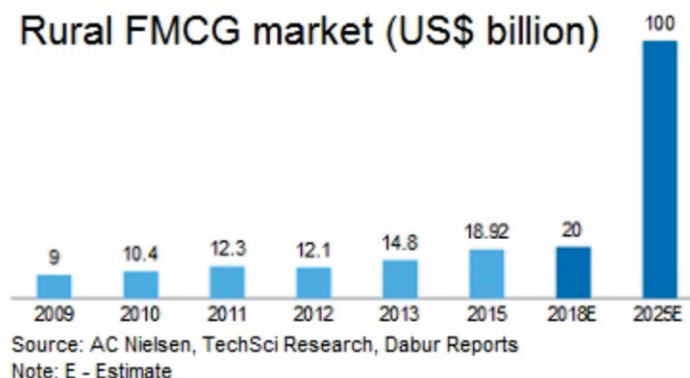
I**ntroduction** Agriculture is no longer a poor man's profession. Factors like globalization and liberalization have also stimulated the pace of transformation, often to composite levels. Even in the present context, the agricultural sector hires more than 65 per cent of the national workforce and lends a handsome 23 per cent to the GDP.

India is an agro-based economy and the growth of most of the other sectors of

economy is driven by rural demand. Urban market is reaching towards the saturation point, thus bringing in an urgent need to focus on rural development. Moreover, more than 70% of India's population lives in villages and constitutes a big market for industry because of increasing disposable incomes and awareness level. In comparison to just 5,161 towns in India there are 6,38,365 villages in India. This in itself is an indicator where the real India resides. Companies are realizing slowly but surely that the key to gain true market leadership lies in tapping the rural potential. Several market experts have called rural India the future of Indian business and the corporate world's efforts to reach this big but fragmented market have opened the gates of various opportunities for both the urban and rural masses.

Changing Myths of Rural India

FMCG (Fast Moving Consumer Goods) marketing is no more going to be the same again! The changing consumer mindset thanks to more knowledgeable and discerning customers coupled with changing competition and saturated market is giving a tough time to the FMCG marketers. The changed scenario not only demands a new game plan with a sharp and decisive strategy but also a lot of creativity and insight. Some of the players in Indian FMCG industry have already taken a lead and are smartly moving to chart a success story for their brands. Some brands that reaped magnificent dividend from adopting a new strategy are *Fairever*, *Ujala*, *Ghadi* detergent, *Chik*, and *Dandi namak*.



Rural India is all about Agriculture

First, agriculture's contribution to India's GDP has steadily come down to just 17.5 per cent. Further, almost half of the rural Indian economy is non-agriculture-based

and a third of the households — around 50 million — are engaged in non-agricultural activities — people working in manufacturing, or as traders, shopkeepers, providing services such as electricity generation, construction, mining and quarrying, transportation and haulage. About 40 per cent of rural households are landless. Half of the remaining 60 per cent are marginal farmers (owning less than 2 hectares of land). Large farmers, owning more than 10 acres of land, form a tiny 4 per cent of the rural population.

Lack Purchasing Power

According to NSSO report no. 527, there was little difference between rural and urban households in the share of the budget allocated to fuel and light (10 per cent for rural, 9 per cent for urban) and clothing, including bedding and footwear (7 per cent for rural, 6 per cent for urban). While in 1998-99 over 83 per cent of rural households fell in the lower and lower-middle classes, the number has fallen to 70 per cent in 2006-07; the comparative fall for urban India is from 53 per cent to 27 per cent (NCAER data). And if experts are to be believed, the number is set to fall at a rapid rate over the next 20 years...

Low Disposable Income

Number of middle class HHs (annual income Rs. 45,000 - 2, 15,000) for rural sector is 27.4 million as compared to the figure of 29.5 million for urban sector. Rural incomes CAGR was 10.95% compared to 10.74% in urban between 1970-71 and 1993-94.

Price-Inelastic and only Suited For 'Value-For Money' Products

Despite lower incidence of premium product purchases, the rural consumers across all income segments exhibit marked propensity to spend on premium high quality products which are backed by strong brand values, where they correspond to their own aspirations and quality needs. The problem really lies in market not being able to offer a premium product in the specific context of rural demand.

In the year 2005, the FMCG Market in India was growing at a rapid rate of 5.3 percent. The value of the industry stood at Rs. 48,000-crore in the same year.

Growth Drivers of the FMCG Sectors in Rural India

Higher Incomes

Per-capita income in the country expanded at a CAGR of 12.5 % over 2001-11.

Strong income growth is set to continue in future as well: IMF forecasts point to a CAGR of 8.8 per cent over 2012-17 to USD 2,428.5. An important consequence of rising income is growing appetite for premium products, primarily in the urban segment.

Government Initiatives for Rural Development

The Indian govt has been supporting the rural population with higher MSPs, loan waivers, and disbursements through the NREGA programme. These measures have helped in reducing poverty in rural India and have thus propped up rural purchasing power.

Distribution Networks

The Indian FMCG market also has a well-defined and established distribution network that makes products available even in the most urban areas of the country.

Over the last few years companies like Dabur, HUL and ITC have managed to change the face of the FMCG industry in Rural India by using cutting edge technology in production and a very strong distribution channel. Companies like Colgate Palmolive and Britannia have also managed to penetrate into the urban areas of the country.

Awareness and Access

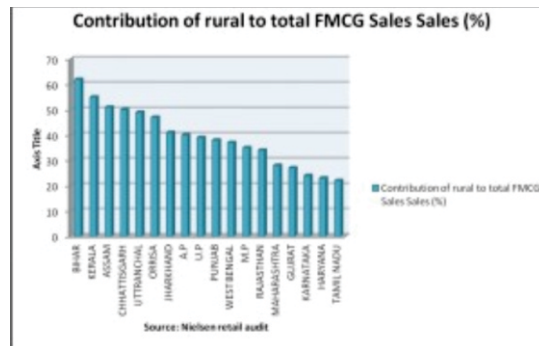
Growing awareness, easier access, and changing lifestyles of rural areas has meant growing consumer spending in modern retail stores.

Spending at modern retail stores in India shot up by 31 % in 2011 compared to the previous year. Modern retail spending is expected to shoot up to USD 5 billion in 2015 from USD 1.8 billion in 2011.

FDI Inflow

The sector has been witnessing healthy FDI inflows over the years; in fact during 2001-13, FMCG accounted for 1.9 % of total inflows. Within FMCG, food processing was the largest recipient; it's share was 46.8%.

Top FMCG Companies in India of the top FMCG Companies in India Hindustan Unilever Ltd. Nestlé India Cadbury India ITC (Indian Tobacco Company) Asian Paints (India) Procter & Gamble Hygiene and Health Care AMUL Dabur India Britannia Industries Marico Industries.



Challenges

It's there all right. But consumer goods makers who have hit the dust roads out of the cities are Finding rural buyers a bundle of contradictions and paradoxes. Some beginnings have been made, but experts say they are too skewed and superficial to be consistent. At the moment. There's only ITC and HLL's e-choupal and Project Shakti, respectively, and there seems to be some enthusiasm about them at the moment. But the problems are larger that stem from the under-developed markets. The awareness of rural consumer about products is obviously lesser than the urban markets and therefore, more purchasing power is not enough. Also, urban and semi-urban-based salesmen are not able to tap the full potential in the villages.

This is strongly suggested that marketers select and employ educated unemployed from villages and venture into wider areas" said Piruz Kambhatta, CMD of Rasna .Along with soaps, detergents and toothpaste, ITC's e-choupal sagar sells almost everything — TVs, DVD players, pressure cookers, room heaters, watches, sewing machines and grinders. And, of course, cigarettes. Farmers can also buy motorbikes, or even tractors. ITC has launched its own rural range of clothing and shoes too — trousers at Rs 166 a pair tailored for the village folk. ITC officials claim that the mall is doing brisk business. There's also a question of population shifts and tough competition from local brands in the rural market, which baffles the urban-based marketing people. Rural consumers are far less homogeneous than their urban counterparts and differ from region to region. The Indian rural market of India consists of about 80% of the population of the country. Apparently in terms of the number of people, the Indian rural market is almost twice as large as the entire US market or Russia. This market is large, but scattered and diverse. It exhibits linguistic, regional and cultural diversities and economic disparities, and hence, it can easily be considered as being more complex than the market of a continent as a whole. The prices of rural marketing pose many problems due to the vastness of the country and a high potential for providing an effective marketing system. Another

myth is that purchasing power is low. He said that at 15.6m 'middle class' households, the rural areas compared well with 16.4m urban households. For the same income level, disposable surplus in villages is much higher than in urban India, he said. Companies have begun offering urban-like shopping experience at venues where rural business transactions are undertaken. But rural consumers are more value-conscious than the urban consumer and market watchers are wondering whether marketers can retain the interest once the novelty runs out. As a long-term measure, these initiatives will bear fruit, but experts say there's no concerted effort by other companies to make inroads.

Rural at the moment is still the semi-urban markets. Auto makers indicate that bikes and cars are not impulse products but 'considered' products. Besides most manufacturers, over the last few years have penetrated into most of the rural markets. Says RL Ravichandran, CEO of Either, "Malls like e-choupal will increase awareness, but not lead to actual sales. Manufacturers are trying to rope in finance companies into malls as more than 70% of the goods bought in the rural markets are financed." The greatest challenge for managers is to visualize an active market when what exists is abject poverty. These successful brands are just doing that- focusing on untapped markets. Take the example of Dandi namak. Who would have advised them to enter the branded salt market when Tata and HLL virtually share the whole market among them? But they entered this category when conventional wisdom said no. And they became a success story overnight. They entered the market not to compete with Tata and HLL, but with the focus to take branded salt to rural and semi-urban areas. With this narrow focus, they not only captured a large rural and semi-urban market but also got some share of the urban market due to rub off effect. Moreover, these small players fully realize that in today's world, marketing needs money. So they don't shy away from investing in marketing. Again take the example of Dandi namak. They splashed out money on their lengthy TV commercials to ensure that the message gets ingrained in the mind of the prospect. Farever and Ujala adopted the same strategy. Of course they don't spend as much as the MNCs do but they do spend enough to get attraction. One of the important aspects of the strategy being adopted is effective communication about product. Take the case of Dandi namak. The TV advertisement was bland and uninteresting. However, without any glitz, it was able to connect to its target customers because it talked in the language of its target customers. These brands send a powerful message to their target customers that they are made for each other.

Conclusion

The core of a scientific approach is to understand the market opportunities for rural products along with the country's development priorities and to chalk out a strategy where rural industries have an important role to play. While rural products are forced

to increasingly become part of global supply chains, these products need to adapt themselves, not only according to the changing tastes of the national market, but also according to changes in tastes in the international market. Therefore, a process is essential to explore the market linkages and capacity building for SHGs through a bottom up approach and continuous dialogue with stakeholders of rural enterprise. This process should ensure the participation of rural people as consumers and producers in the globalization mechanism, with better livelihoods and global access to markets. The real challenge of building a sustainable market linkage starts here. Currently the FMCG Market in India is one of the biggest and is growing at a rapid rate of almost 60 per cent. Despite the economic downturn the FMCG Market in India currently stands at Rs.85,000 crore. The phenomenal growth of the FMCG industry especially in the tier II and tier III cities in India is mostly due to the improvement in the standard of living of the people of such cities and the rise in the level of disposable income. The FMCG sector in India happens to be the fourth largest in the world. According to experts this industry will reach US\$ 33.4 billion by 2015. Both the organized and the unorganized sectors are largely responsible for the success of the Indian FMCG industry. Thus, looking at the challenges and the opportunities, which rural markets offer to the marketers, it can be said that the future is very promising for those who can understand the dynamics of rural markets and exploit them to their best advantage. A radical change in attitudes of marketers towards the vibrant and burgeoning rural markets is called for, so they can successfully impress on the 230 million rural consumers spread over approximately six hundred thousand villages in rural India

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