CHAPTER - I

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1.1 - INTRODUCTION:

Marketing is an all-pervasive activity, whether it be for goods or services, or it be for profit or non-profit. The food service industry itself includes a lot of marketing efforts for its development. Food has a prominent role in tourism promotion. Hospitality industry provides food, beverage and accommodation for people at school, hospital, at work and at leisure. Because of a steady growth in the standard of living, an increasing number of people take more holidays and eat away from home. As a result the hospitality industry has grown steadily over the last three decades in this beautiful land, called India. This land manifest vivid landscape, untamed oceans, lush green forest, twinkling skyline, golden sand dunes and various landforms to make India the most extraordinary country that the sun visits on his rounds.

In India hospitality industry is one of the largest employers, one of the biggest industries and makes a major contribution to the gross national product; in consequence, it is considering one of the country's most important industries. The function of hospitality industry is to provide food, beverage and accommodation at any time of the day or night for people of all ages, races, and creeds and form all walks of life. Because it is a service industry, food service personnel must always be concerned with identifying the needs of the customers. Business and leisure travel is continuously increasing and more overseas visitors from a wide variety of countries spend time in India, especially in West Bengal.

In marketing foods for the growth of hospitality industry, the issue is always to meet the customer's requirements and to attract the customers to the product. Why do we eat? What we eat? Select one dish from the menu in preference to another, and choose one particular kind of restaurant? Why are these dishes on the menu in the first place? Is it because the other likes them, the customer or the consumer wants them or this is the only food available? What dictates what we eat? Why the certain foods have greater marketability than the others? To make the decisions on marketing of food, we need information relating to the market viz. the consumers, the competition, the trade and the distribution system.
Due to the increased travel and better communications, it is increasingly important to be aware of the social and religious requirements of others. Different races and creeds may have social and religious requirements that are reflected in the request for certain foods or dishes. Social customs related with certain foods or dishes often originated because of religious events such as fasts or feasts. The geographical situation dictates what constitutes a national diet. In certain areas of the world, rice is the staple food, in other areas sweet potatoes, and elsewhere wheat. Nationals from other countries should be considered so that the foods they require are available to them. People restrict themselves to a vegetarian diet on religious grounds, for ethical reasons because they consider eating meat morally wrong or because they are concerned with their physical well being. The provision of vegetarian foods should be available for those preferring them.

1.1.1. Culinary tourism

To discuss about Culinary Tourism it has to be recognized first that the important place ‘culinary art’ occupies, in its own right, in today’s world. The dynamism of culinary art, which emerged during the past few years, has led to the pursuit of new flavours and of new tastes. The development of international trade and the export of products to new territories have also promoted the diversification of tastes and flavors and have inspired a desire to travel in order to sample the delicacies and dishes of other cultures in their countries of origin. The gradual disappearance of taste-related cultural barriers is attributed to the fact that more and more people developed a taste for new flavours. Culinary tourism is increasing as an area of research among tourism scholars (Hjalager and Richards 2002; Hall et al. 2003; Long 2003).

As Long (2003) notes culinary tourism is about food as a subject and a medium, destination and vehicle, for tourism. It is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being. It is about groups using food to "sell" their histories and to construct marketable and publicly attractive identities, and it is about individuals satisfying curiosity. Finally, it is about the experiencing of food in a mode that is out of the ordinary, which steps outside the normal routine to notice difference and the power of food to represent and negotiate that difference.
In contrast to Long's definition, the International Culinary Tourism Association (ICTA) (2006) defines culinary tourism as dining while on vacation and as "something every visitor does." This definition is so broad that it potentially includes any dining experience during a trip, even at generic fast food chain restaurants. Thus, a definition between Long's and the ICTA's is preferable—one that recognizes cuisine as part of a tourism experience and as reflective of the locale visited, but without a prerequisite of the exotic or foreign.

1.1.2. Culinary resources

Culinary resources include raw ingredients, prepared foods, and beverages reflective of the destination. Culinary resources also include traditional methods of preparing or serving foods, traditional or innovative recipes featuring local ingredients, and agricultural practices or food production techniques distinctive to the destination.

1.1.3. The evolution of cuisine:

Like any other subject, the profession of cooking cannot be understood without first understanding the history of it. As a scholar of marketing of Cuisine, researcher realized that the concept has passed through, and continued through, different 'eras' of eating.

Cooking is one of the oldest of human activities; indeed it may be the oldest above basic animal survival. At the wandering hunter-gatherer level of society, cooking is very simple - kill something, throw it on the fire along with whatever vegetables and fruits were found that day, and eat. No one specialized in cooking.

Throughout evolutionary history humans have prepared or transformed foods to make them edible. The preparation of food before consumption, which is the foundation of cuisine, has always been a part of the human behavioral gamut and helps define the species. Unlike most related mammals and primates that begin their digestion in the process of chewing their food, humans often begin digestive processes outside of the body, using tools for this purpose. In other words, that human do to food before eating it often transforms the food in ways that make it more digestible.

Abundant archeological evidence shows all kinds of tools used for food preparation throughout human evolutionary history. For example, ancestors from the genus Homo perfected tools that could cut a piece of meat more effectively than their canine and incisor teeth. They found they
could crush a nut or other hard seed pod more efficiently with a stone pestle than with their molar teeth. By the time *Homo sapiens* emerged, human ancestors started controlled use of fire, so apparently the potential for pre-digesting food outside the body was well developed. From a biological evolutionary perspective, the continued use of tools and fire and the broad effects of the domestication of plants and animals have altered important aspects of the human food chain and have significantly affected the evolutionary dynamics that underlie the species. (Achaya K. T. 2001).

Since the Neolithic era, agricultural practices have continuously improved the productivity of certain plants over others. This has led to an increased dependence on fewer plants to provide the bulk of most human diets. However, no single plant or any small group of plants, when consumed as raw products from the field, can satisfy all of the nutrient needs of the species. Hence, dependence on fewer plants could have produced nutritional problems. Thus the Neolithic agricultural diet, characterized by a narrow range of cereals and legumes, represented a substantial change from the Paleolithic diet, characterized by a great diversity of hunted and gathered foods.

However, considering the history of every major civilization, it becomes clear that all depended upon the solutions to similar problems to survive and prosper. Thus, while it is possible to innovate new food technologies that may not have many or any negative consequences in times of nutritional abundance, the same practices may produce serious deficiencies during times of nutritional stress. Thus food preparation has substantial survival advantages, and undoubtedly significant wisdom resides in the related food practices that maintain food preparation traditions.

A classic example of the evolution of cuisine practices involves maize or ‘corn’. Corn is deficient in tryptophan. Fortunately beans have relatively high levels of tryptophan, and as long as beans are consumed with corn (maize), the diet is balanced. However, if beans and other regular sources of tryptophan or niacin are not available in the diet, the disease pellagra makes people sick with diarrhea, dermatitis, and ultimately results in death.

In this regard it is interesting to note that Christopher Columbus, who first introduced maize to the old World, only introduced the food and not the critically important recipe. Pellagra became widespread, resulting in a gradual decrease in the use of maize as a human food. Not until the
discovery of vitamins beginning in the 1920s, over four hundred years later, was pellagra defined as a nutritional deficiency associated with the consumption of maize.

The use of fermentation to enhance the nutrients of wheat and barley in the production of beer and bread is a classic example of how foods become staples of the diet. Fermentation of wheat and barley with yeast not only produces the alcohol in beer and, to a lesser extent, in bread; it also synthesizes nutritionally essential amino acids from nonessential ones.

At the next level of society, subsistence farming, cooking is a little more complex. Agriculture increases the selection of food stuffs available and also increases the probability that any given foodstuff will be available when wanted. Subsistence farmers rely on grain for their calories where hunters rely on meat, but grain requires considerable effort to convert to an edible form. As a matter of fact, it has been calculated that a farmer has to work harder for his calories than a hunter. The relative abundance of food in a subsistence farming society compared to a hunter-gatherer society is at least partly offset by the amount of effort required to prepare the food. A settled existence allows the development of arts such as pottery and metal working, which in turn allows new cooking techniques such as baking and boiling. It is in subsistence farming societies that the regional cuisine begins to take shape.

At the next stage of development of a society, central authority and trade begin to emerge. Central authority implies castles and palaces, a ruling class who like to indulge their whims and show off for their neighbours and subjects. The rulers need professional cooks, not only because they are too important to do their own cooking, but to provide them with the delicacies that only skill and experience can produce. Trade implies towns and cities, specialization of labour, exotic foodstuffs from far away, and processed food products. Taverns appear in the market place, and food is served, creating the first restaurant. The up-scale restaurants serving the lesser nobility and rich merchant classes often mimic the cooking of the palace. It is in the kitchens of the palaces and restaurants that sophisticated combinations of exotic ingredients are prepared with complicated techniques. It is in these kitchens that recipes are codified and written down.
1.2. INTRODUCTION TO INDIAN CUISINE:

India’s cuisine is as rich and diverse as its people. Food is an integral part of India’s culture, with cuisines differing according to community, region, and state. Indian cuisine is characterized by a great variety of foods, spices, and cooking techniques. Moreover, each religion, and caste has left its own influence on Indian food. Many recipes first emerged when India was predominantly inhabited by Vedic Hindus. Later, Mughals, Christians, British, Portuguese, and others had their influence. Vegetarianism came to prominence during the rule of Ashoka. In India, food, culture, religion, and regional festivals are all closely related.

The specialty of Indian cuisine is lie between two dietary extremes vegetarianism and non-vegetarianism. But the adherence to vegetarianism or “Satwik Diet” was not restricted to the Brahmins from northern India orthodox Brahminical values and hence vegetarianism made its way beyond South. A vegetarian diet for them meant that their minds would be pure to conduct the necessary rituals. However not all Brahmins are vegetarian. A classical example would be the Kashmiri Brahmins who continued to pride themselves on their mutton dishes. There are also the Brahmins of Bengal who eats fish. Thus vegetarianism became more linked with the cuisines of South India rather than the North.

Muslims infiltration into the subcontinent caused a Gastronomic revolution. In fact it created a marriage between non-vegetarian fare of the Middle East and the rich gravies that were indigenous to India, creating what is known as mughlai cuisine. The Mughal emperors were fascinated to this style of cooking. Lavish dishes were prepared especially during the reigns of Jehangir and Shahjahan. In miniature paintings of this period it can be seen that the vessels used in court banquets included ones of silver, jade and Chinese porcelains.

Hindus and Muslims prepare their food differently. The Muslims and the Hindus usually take their meals individually. The Muslims stress on brotherhood spilled into the dietary arena as communal eating was the norm. Although the Mughals didn’t sustain for long, their food habit has been continued till today. India’s culinary tradition is constantly changing in relation to vegetarianism and non-vegetarianism where by adherence to a specific food habit, becomes a powerful symbol of cast, ethnic group and religious orientation.
1.2.1. History:

Around 7000 BC, sesame, eggplant had been domesticated in the Indus Valley. By 3000 BC, turmeric, cardamom, black pepper, clove and mustard were harvested in India. In Vedic times, a normal diet consisted of fruit, vegetables, grain, meat, fish, dairy products and honey. Over time, the priestly Brahmin caste embraced vegetarianism, which is facilitated by a cooperative climate where a variety of fruits and vegetables can easily be grown throughout the year (Katz, Solomon H, 1989).

Over the centuries Indian cuisine has been influenced by traders such as the Arabs and Chinese and invaders such as the Persians, Mongols, Turks, British and Portuguese. Islamic rule introduced rich gravies, pilafs and non-vegetarian delicacies such as kebabs, resulting in Mughlai cuisine, as well as fruits like apricots, melons, peaches and plums. The Mughals were great patrons of cooking. Lavish dishes were prepared during the reigns of Jahangir and Shah Jahan. The Nizams of Hyderabad meanwhile developed and perfected their own style of cooking with the most notable dish being the Biryani, often considered by many connoisseurs to be the finest of the main dishes in India. In the last century, the Indian fast food industry has seen rapid growth.

1.2.2. Food Habits of India:

Indian cuisine varies from region to region. The taste, colour, texture, appearance and aroma of the same delicacy change in every few kilometre. India has ancient cultural heritage, which is dependent on religion, geography and socio-economic conditions. Traditionally, Indian cooking has been handed down through the generations by demonstrations and word of mouth.

Muslim cooking is based on meat. Since their well-known Mughlai dishes were evolved, that has soon developed into an important culinary art in Indian cuisine. Their influence was strongest in North and Central India. Extreme South, the Mughlai influence was slight, where cooking is mainly vegetarian. The regional dishes from different parts of India are influenced by religion, availability of ingredients, geographical conditions, climate and old traditions and customs. The preparation of many dishes has been handed down from one generation to another generation from mother to daughters in homes, father to son working in Maharajas kitchen or those works as khanshamas and halwais in catering establishment. It is the knowledge of our ancestors that has
been handed down from one generation to another. The cooking habits of India vary not only within the religious communities but also from area to area. Regional cooking is influenced by the staple food of the area. In the north wheat grows abundantly, the food is drier and the gravies are thicker & in the south where rice is the staple diet and gravies are thinner.

The heart of Indian cooking is *Masala*, the combination of Indian herbs and spices, which gives its dish individuality. The combination of spices is endless and each cook follows his own taste and regional preference. The common spices are turmeric, ginger, garlic, onions, coriander powder, cumin powder, etc. Fresh herbs used are mint leaves, coriander leaves, curry leaves, etc. Acidic ingredients used are lemon juice, tamarind, curd etc. The people staying in the Coastal areas eat fish because it is cheap, delicious and plentiful. Some of the popular fishes eaten are Pomfret, Rohu, Bombay duck, Carps, Bekti, Surmai, Indian Salmon, etc.

Indian breads are prepared with different methods of cooking. Such as *Puris, Kachoris, Bahturas, Parathas, Bakharkhani, Naans, Tandori Rotis, Kulchas* etc. No Indian meal is complete without *Dal* and there are varieties of *Dal* such as *Moong, Chana, Urad, Arohar, Masoor,* and *Rajma.* Indian vegetables are onion, brinjals, potatoes, cauliflower, cabbage, ladies finger, carrots, beans etc.

The methods of cooking are frying and boiling. Traditional method used spit roasting. *Tandoor* is also popular in North and Punjabi cuisine. Different types of *Kulcha, Naan, Tandori rotis* and the *kebabs* are cooked in *Tandoor.* The cooking mediums used in various regions of India are pure *ghee* (Clarified Butter), Vanaspati (Hydrogenated Oil), Mustard Oil, Sunflower Oil, Sesame seed Oil, Coconut Oil, Peanut Oil etc.

Indian cooking is based on three major factors:

a) The choice of Ingredients

b) Their Proportionate Quantities

c) Their cooking styles
1.3. INTRODUCTION TO BENGALI CUISINE:

West Bengal is the gateway of Eastern India. It is a state of Bio-diversity. Beginning from the snow-clad peaks of Himalayas in the north to the sea encased southern delta, it is a veritable mosaic landscapes and environment. With a variety of climatic conditions and therefore a wealth of flora and fauna, it becomes a place of natural choice for tourists from abroad as well as for domestic tourist desirous of experiencing the cultures, festivals and other natural tourism destinations. West Bengal is the gateway of Northeastern states and Far East countries. Kolkata is getting more importance as a business city. After opening the Nathu la Pass Kolkata will be the most important business city in Eastern India. From the following table it can be easily understand the importance of West Bengal in terms of foreign tourists’ arrival is concern. Not only have the foreign tourists, West Bengal also attracted huge numbers of domestic tourists. That is why the tourism industry as well as hospitality industry is growing well here.

Table- 1.1: Inflow of Foreign and Domestic Tourist to West Bengal (1991-2008)

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Tourist Arrivals to India</th>
<th>Foreign Tourist Arrivals to West Bengal</th>
<th>Percentage Share of Foreign Tourist arrivals in West Bengal against India</th>
<th>Domestic Tourist Arrivals to West Bengal</th>
<th>West Bengal Total</th>
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<td>8.01</td>
<td>4448938</td>
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</table>

(Source: West Bengal Tourism Development Corporation)
In many parts of the country, food forms a part of festivals and celebrations. In West Bengal, food is a festival by itself. Birth, death, religious rituals or harvest rites – it’s the fulcrum of every Bengali ceremony. The cooking in Bengal varies greatly between the East and the West. The adventurous East Bengali has more to offer in variety and taste, whereas the West Bengali excels in the preparation of sweets for which Bengali is renowned.

Bengali cuisine is a combination of vegetarian and non-vegetarian cuisine. A Bengali meal is never considered complete without fish or meat. In breakfast puffed rice and pressed rice is very common. Lunchtime favourite is Sukto. A lunch menu consists of rice, dal, and bhajas (fried vegetables plain or with besan). Followed by fish and mutton preparation then chutney and ambal and finished with sweet curd, rasogollas and sandesh. In the evening snacks puffed rice with fried vegetables or pakodas or sliced onion or cucumber are widely accepted.

A meal, for the Bengali, is a ritual in itself even if it is only boiled rice and lentils (dal bhat), with of course a little fish. Bengalis, like the French, spend not only a great deal of time thinking about the food but also on its preparation and eating. Stress is also laid on how the food is served and order followed. Each item is expected to be eaten separately with a little rice so that the flavours are not mixed. Generally, rice is served first along with a little salt, a piece of lime and green chillies placed on the right hand side.

The first item may be a little ghee, which is poured over a small portion of the rice and eaten with a pinch of salt. The bitter preparation, sukto, is then served, although this is normally done only in the afternoon. After this come the lentils or dal, together with roasted or fried vegetables (Bhaja, Bhate, or Bharta). Next course the vegetable dishes, the lightly spiced vegetables, chenchki, chokka, misti dalna, followed by the more heavily spiced dalna, ghonta and those cooked with fish. Then serve fish preparations. Again the lightly spiced dishes first, for instance macher jhol, followed by various other preparations and climaxed with prawn or crayfish dishes. Finally chicken or mutton is being served at all. Chutney (ambal or tauk) with its sweet-sour flavor comes next to clear the palate together with crisp savoury wafers, papad. Dessert is usually sweet yoghurt (misti doi), payseh; the meal is finally concluded with betel leaf (paan), which is considered to be an aid to digestion and an astringent.
1.4 SCOPE OF THE STUDY:

The scope for marketing research is very vast in hospitality industry and covers every constituent of food service industry. The study will have impacts on the various sub-sectors of tourism and hospitality. Thus, the present research work on developing ‘Food’ as a marketing tool for the growth of hospitality & tourism industry in India specially in West Bengal attempts to explore and identify the attractiveness and competitive advantages of Bengali cuisine which have been preferred and selected by the guests of star category hotels and professionals (Respondents). It is quite evident from the fact that assessment of perception of tourists is inherently the scope for creating better competitiveness and image of the hotel as well as West Bengal as a destination. However, it is quite pertinent to fathom the scope of the study in order to study the important objectives. These objectives are correlated with the findings during the research period. This research specifies key variables by confining its scope to the area of culinary tourism analysis and strategic marketing for tourism development in West Bengal.

The study is focused on both the exploratory and inferential in nature. It attempts to explore the role of local cuisine for the development of hospitality and tourism in West Bengal and the marketing of Bengali cuisine at the domestic and overseas tourist market. It also attempts to undertake a scientifically designed data collection to gather the perceptions and level of satisfactions of both the domestic and foreign tourists in the study area. The literature survey records and represents the definitional approach of hospitality and the evolution of cuisine in India and local cuisine in the context of West Bengal. Though the study could have made more extensive, but due to the constraint of time, money and resources, the scope has been restricted to assessment and marketing of local cuisine in West Bengal. Selected star category hotels have been chosen to conduct the study for the purpose of making in-depth analysis. Besides above the analysis has been made on the contribution of food to the enhancement of satisfaction level of the tourists.

A comparative study is presented encompassing the tourist’s perception and attitude regarding their motivation, perception and frequency of repeat visit to the hotels in the study area. The study has been confined to star category hotels of Kolkata, Haldia, Durgapur-Asansole, and Darjeeling. The scope of findings of the study can be a guideline for other states in India to utilize the culinary resources for the development of hospitality and tourism as well as economic development.
1.5 IMPORTANCE OF THE STUDY:

Food is one of the essential elements of the tourist experience. However, it is fact that it is such an integral component of everyday life that food has so long been missed as an area of serious research and analysis. Food is an important component in tourism. Previous studies have viewed food as a significant attraction while people travel (Bessiere, 1998; Cohen & Avieli, 2004). For instance, Bessiere (1998) mentioned that traditional food and cuisine could be excellent tourist attractions in rural travel destinations and also claimed that eating local cuisine might be an integral part of the travel experience because food serves as both entertainment and a cultural activity. Cohen and Avieli (2004) agreed that individual cities, regions or even whole countries could be appealing for their unique culinary attractions. Moreover, Long (2003, p. 2) stressed the importance of food in tourism by claiming, “Explore food as both a destination and a vehicle for tourism.” In this respect, analyzing tourist behavioural intentions toward local cuisine will provide insight into their behaviour in travel destinations. Several reasons can be put forward for the growth in attention to food as an area of interest for tourism studies (Hall, 2003, Hall and Mitchell, 2001; Hjalager and Richards, 2002). Food has also become recognized as being expressive of identity and culture and is therefore an important component of cultural and heritage tourism (Bessiere, 1998; Ritchie and Zins 1978).

This study intends to understand the importance of ‘food’ in general and the local cuisine in specific in the development of Hospitality & Tourism Industry in West Bengal and the origin, growth & present status of Bengali Cuisine. The Bengali people are perhaps the greatest food lovers in the Indian subcontinent. A leisurely meal of many items which requires long hours of labour and ingenuity in the kitchen has long been a major part of Bengali culture. A distinct culinary tradition emerged in Bengal based on the availability of local ingredients. The great river systems, heat and humidity combine with the fertile soil to allow rice and an abundance of vegetables to thrive; these became the corner stones of the diet. This study also highlights the perception of different tourists, consuming the Bengali dishes and promotion and marketing of Bengali cuisine in the Country as well as in the international market.
This study intends to address a few key questions: Why does a restaurant need a corporate identity? Surely nobody goes out to eat somewhere because of its menu design or the style of its lettering. But how do we know what the food is like if we have never been there before? There was a time when the best restaurants simply had a blackboard on one wall on which the chef wrote the day’s special. Sometimes, there was a single handwritten or typed sheet of paper that got passed around from one table to the next. Sometimes the food is literal on display (Guerdon trolley); in Japan, popular restaurants have replica plates of food proudly displayed in the window, so even if one can’t read the menu, or doesn’t speak the language, he/she can choose the dish from the menu.

But now three things happened in fact. Firstly, the growth of the leisure industry and then pattern of leisure time itself. Eating out has become a huge growth industry; very few people need to go to restaurants; they go partly for sustenance, partly for entertainment—a chance to meet friends, enjoy the evening over a meal without having to cook or wash up.

Secondly, food has changed. No longer is it just a choice of English, French, Italian, Chinese or Indian. Influential chefs have changed the way we eat and transformed the experience of eating out—and on the way. Even airlines have employed famous name chefs to consult on their food. Menus can now feature any number of cross cultural ingredients and influences. Restaurant critics have been quick to pick up these developments and cookery books and magazines have helped introduce it to a much wider audience.

Thirdly, design has changed. Now every design course includes the design of a restaurant identity. The corporate identity is now well established as an important element in the personality of a company. Designers were quick to point out that a corporate identity is just as applicable to a restaurant as to, say, a computer company or a shop, and restaurateurs were quick to adopt the idea, especially when it come to launching new projects. Nobody wants to eat in a new restaurant if it’s empty and prior to opening, a new restaurant, like new musical-needs as much hype. The design of an opening invitation for a restaurant can be the deciding factor in whether the guests come or not, just as much as a theatre poster can be in attracting an audience.

Menus were once the prime source or the graphic content. They have a large cover surface which offers an ideal place for the designer to have some fun. Sometimes the menu is just a single sheet
overprinted each day or each times the food changes. Sometimes it is cover inside which reposes an elaborate document of many pages; this short of menus may be printed, embossed, bound, laminated or in some cases, edged in brass.

Now-a-days, with personal relations agents often commissioned to handle the promotion of a restaurant; dozens of other elements have been invented or adopted to purvey the personality of a place. Matchboxes are good example, but we can now pick up business cards, souvenir postcards, T-shirts, pens, pencils, posters, preserves, paper hats, masks, balloons, wine labels, doggie bags, car stickers, napkins, recipe books and of course the omnipresent ashtray.

There are no set rules for design food. Painters design signage, architects design logos and interiors, chefs even do their own graphics. Dozens of food combinations put together influences from every part of the world; traditional, even old-fashioned food co-exists with modern, ethnic and regional combinations; you can choose between famous chefs and themed ‘experiences’, international fast food and suburban home cooking.
1.6 OBJECTIVES OF THE STUDY:

The **Main objective** of this Research is to find out the status of Cuisine of West Bengal as well as possibility to use the Cuisine as major tool for the promotion of Tourism & Hospitality in this study area. Some of the objectives are as follows:

1) To study the origin, growth & present status of Bengali Cuisine.

2) To understand the importance of ‘food’ in general and the local cuisine in specific in the development of Hospitality & Tourism Industry in West Bengal.

3) To analyze the demand of Bengali dishes in major Food Service establishments.

4) To make a comparative study of Bengali dishes with North Indian and South Indian dishes.

5) To find out the similarities of Bengali Cuisine with other Indian Cuisine and International Cuisine, so that the USP of Bengali Cuisine can be used for marketing of Bengali dishes.

6) To study and analyze the future prospect and develop marketing strategies to make food more popular for rapid growth of Tourism and Hospitality industry in West Bengal.

7) To analyze the perception of different tourists, consuming the Bengali dishes on the basis of which a strategy can be formulated to popularise different Bengali dishes.

8) To formulate the strategy for the promotion and marketing of Bengali dishes in the Country as well as in the international market.
1.7 RESEARCH METHODOLOGY:

The main purpose of this study is to systematic gathering, recording and analyzing of data about problems related to the marketing of hospitality industry. According to the research topic the researcher highlights on the food and how it affects on the development of hospitality and tourism industry.

The present research work is designed through scientific methods to ensure maximum accuracy in the results. Utmost care has been laid on the selection of methods, procedures for data collection and appropriate statistical tools to enrich the quality of the study. The researcher has made concerted efforts to adhere to the identified objectives and pre-decided scope of the study. The complete research project has divided into four phases. The first phase deals with the exploratory study, literature survey, focus group and in depth interview. The second phase highlights on the descriptive study, pilot survey and full scale market survey. The third includes data coding, processing analysis. The fourth or the final stage is important when researcher is factually ready to arrange the data and to write the report. For undertaking the study, the researcher has conducted an elaborate literature survey through secondary data sources at the initial stage.

For completing the research, the necessary information and data have collected from the following sources:

**Primary sources:**
For collecting the data from the primary sources, two sets of structured questionnaire were made both for tourists and professionals of star category hotels. Apart from that observation, schedules and interview methods were followed for the above said purpose.

**Secondary Sources:**
The secondary sources of data collection made from collection of data sited in the reports of Department of tourism, Govt. of India, Govt. of west Bengal, Federation of Hotel and Restaurant Association of India etc. Apart from these some relevant books, journals, magazines and news papers also have consulted.
1.7.1. RESEARCH DESIGN:

In service industry like hotel, it is essential that market research is taken up at the most micro levels also in order to bring in a more professional attitude. The design of a research study depends on the purpose of highlighting particular food for the growth of hospitality industry in West Bengal.

This study was conducted using self-administered questionnaires with the consent from the Hotel managers beforehand. Pilot testing was conducted using a small convenience sample of 35 respondents each from major star category hotels in West Bengal. The respondents were informed that their participation was on a voluntary basis and all information provided would be kept private and confidential. Questionnaires were distributed only to those who agreed to participate in the study. The researcher then briefly explained the nature and requirement of the survey before the respondent filled up the questionnaire.

1.7.2. SAMPLE & SAMPLING

According to Baloglu & McCleary (1999, pp.877), the determination of sample selection largely depends on the statistical estimating precision needed by researchers and the number of variables analyzed in a study. If the larger would be the sample size the larger would be the chance of getting representation. In this research, larger sample sizes are preferred. The selection of larger sample size does not mean the larger the better due to the limitation of time and cost.

For collecting the data from the primary sources, two sets of structured questionnaire made both for tourists and hotel professionals. Apart from that observation, schedules and interview methods are followed for the above said purpose.

A total of 750 customers were contacted (75 customers were contacted in each hotel), and the overall response rate was 20% (150 completed, usable questionnaires).

A total of 450 employees of the different Hotels from F & B Production & Service were contacted and the overall response rate was 22.22% (100 completed, usable questionnaires)
1.7.3. DATA ANALYSIS

After the collection of filled in questionnaires responses were processed through computer with the help of SPSS 17. Researcher analyzed the data by using univariate, bivariate and multivariate techniques. Graphical representations were developed wherever the researcher felt necessary.

1.8. MAJOR HYPOTHESES

The researcher has formulated two important hypotheses for this study. Testing of hypothesis is done by taking the null (H0) hypothesis and the alternative hypothesis (H1). On empirical testing if the (H0) holds true, then the null hypothesis is accepted. Similarly, if H0 does not hold true or not valid then the null hypothesis is rejected and the alternative hypothesis is accepted.

H1o: There is no significant relationship between overall rating of the Bengali Restaurant and variety of cuisine served.

H1a: There is significant relationship between overall rating of the Bengali Restaurant and variety of cuisine served.

H2o: Customer satisfaction on Bengali Cuisine is independent of Service quality, nutritional aspect and varieties.

H2a: Customer satisfaction on Bengali Cuisine is dependent of Service quality, nutritional aspect and varieties.
1.9 LIMITATIONS OF THE STUDY

Despite best efforts there were few limitations, which the researcher faced during this study.

1. The researcher collected primary information mostly through field visits. For the time and cost constraints it was not possible to visit all the Hotels and thereby to produce an exhaustive work. Here researcher visited only the main star category hotels in West Bengal.

2. The statistical tools used for the study have their own limitations.

3. The size of the sample is another limitation. This is basically due to the fact that the research is purely an exploratory one and the main source of data is primary one. The size of the sample may not be used for giving the final findings. Limited generalizability of the study exists because of the use of a convenient sample.

4. During the collection of the primary data, the researcher had to thoroughly convince the respondents about the purpose of the survey that took a considerable amount of time. Since respondents are the hotel guests and in hotel guests are considered as God. So it was like disturbing guests in the hotel for which it is difficult to convince the management of the hotel.

5. Furthermore the reliability of responses through questionnaire Survey method always leaves doubts. During the survey the respondents were found conservative while providing some information.

6. Many respondents were hesitant in giving some of demographic information. Hence the data got on these questions may not be entirely reliable.

The findings of the present study should be used judiciously and carefully taking into account the above limitations.
REFERENCE: