CHAPTER VII

FINDINGS AND RECOMMENDATIONS

7.1 SUMMARY OF FINDINGS
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7.1 FINDINGS:

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. Secondary data reveals that 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.

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 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.

The major findings of the study can be summarized as follows:

- The study indicates that majority of the respondents were strongly polarized with the statement, 'Food can influence the development of Hospitality and Tourism Industry in West Bengal'.
- The study depicts that majority of the customers are infavour of selecting Restaurants where variety of Cuisines are available.
- This research reveals that most of the respondents were given their view that Bengali cuisine has impact on the total food sale of this Restaurant.
The study reveals that Bengali Cuisine is not as much promoted as per its potential. Looking at its variety Bengali Cuisine still hasn’t got that much of exposure in comparison to the other cuisines like Mughlai Cuisine, Hyderabadi Cuisine and South Indian Cuisine.

The present status of Bengali Cuisine is not so encouraging because of the influence of Fast food and other foreign cuisine including continental, Chinese, Italian etc.

The study reveals that during last few years Bengali cuisine is getting well accepted compared to other regional cuisine.

There is a clear view that the nutritional value and the service quality were not properly maintained while preparing and serving of Bengali food respectively.

The study reveals that out of different nonveg items, Sorse elish, Bhapa Ilish, Chingrir Malaicurry and Bhetki maacher paturi’ are very popular among the tourists. So, priority should be given to promote these items first.

The research work depicts that out of the different sweet items, ‘Raj Bhog’, ‘Rôshogolla’, ‘Shôndesh’ and ‘Misti doi’ are very popular among the tourists.

There is a clear view that organizing Food festival in and out of West Bengal can be an effective marketing tool for promotion of Bengali Cuisine’.

The study indicates that traditional Bengali food should be promoted rather than fusion food to create more demand on Bengali Cuisine. Packed Bengali food can also be marketed for the promotion of Bengali Cuisine.

The USP of Bengali Cuisine is traditional food service like serving in Banana leaf on plate & waitresses are wearing red bordered white Sari or Waiters are wear Panjabi and dhoti or presented with Bell Metal utensils. Unique food like Sorse elish, Bhapa Ilish, Chingrir Malaicurry, Bhetki maacher paturi’, ‘Raj Bhog’, ‘Rôshogolla’, ‘Shôndesh’ and ‘Misti doi’ etc can be marketed as typical Bengali food.
7.2 RECOMMENDATIONS:

After analyzing the data both collected from Hotel guests and Hotel professionals, the study finds some useful recommendations for the Hotel professionals, managers, Governments, local bodies, planners and private agencies involves in Hospitality related activities. Academicians will also get enriched by getting these valuable inputs. Entrepreneurs can go through this information, before venturing out into the market, so, they can have make better choices on food for providing tourists satisfaction and save time and effort. The nature of this research paper is detail feasibility study that determines the development need of food for the growth of Hospitality and Tourism industry in West Bengal.

During the study, the findings suggest that the Government Sector & private sector should take initiative and create a base to promote Bengali Cuisine in the country in general and state in particular. Some of the selective recommendations for Government and private sector organisations have given below separately.

7.2.1 Recommendations for Government:

Government of West Bengal should take responsibility and motivate other private organizations specially, hotel and restaurant management and professionals to organize and participate Bengali food festival. This will provide an opportunity to potential traveler to see the ingredients used, methods of preparations and also have a taste of the Bengali food.

Tourist centre in and outside of West Bengal should create awareness about the Bengali cuisine. All Tourist Bungalows especially in West Bengal must provide Bengali Cuisine with the preparation on traditional methods.

These studies also recommend that the most popular Bengali festival is Durga Puja. So, the theme of 'Durga Puja' and its rituals can be promoted for making Bengali Cuisine more popular.

Government may motivate hotels so that they will open specialty restaurants, food outlets etc. To promote Bengali Cuisine, at least one day in every week the hotel should be
motivated to provide Bengali menu for the Guest and price of the food should be low by inventing tax free food that middle class people can also avail.

Bengali dishes may be included in all the flight meals into and out of west Bengal. Like IRCTC has already included Bengali dishes specially, Bengali fish curry, Rasgullah etc. in Rajdhani express and other superfast trains running from West Bengal.

Bengali cuisine can be promoted through advertisement with the recipes in the internet, magazine, by developing ‘brochures’ in foreign languages etc. Also food festival can be arranged in few selective foreign countries. Advertisement in foreign countries through Incredible India Campaign would become very helpful.

It is recommended that special training programme should be organised by Government for the Food & Beverage production and service personnel of the hotel to improve the service quality and ‘Bengali Cuisine’ must be included in the education programme of Hospitality Management of the institute in West Bengal.

Designing of ‘brochure’ is the strong promotional tool to market the Bengali Cuisine. The Government should take necessary steps to make available the brochures regarding the different Bengali cuisine in each hotel and restaurants with detail information and photograph.

There should be a Bengali food’s day. By showcasing the culture and the traditional values of Bengali food and by providing Bengali theme Lunch/Dinner it can be promoted to the foreign tourists whenever they plan to visit at hotel.

7.2.2 Recommendations for Private sector hotels:

Bengali Food should be served by following old traditional way like serving in Banana leaf on plate or bell metal utensils & waitresses should be wearing red bordered white Sari or Waiter should wear Panjabi and dhoti. To attract the tourists towards the Bengali restaurants proper ambience and decoration both interior and exterior is foremost concern. There should be soft Bengali music with delicious Bengali dish.
Preferably non-spicy food and sweets should be offered to foreign tourists in the menu. Fusion Bengali food can be served to foreign tourists according to their taste and preferences.

It should be presented in all types of Hotels and restaurants. Display of Bengali food can be an essential marketing tool there. Packed Bengali food especially Bengali sweets should be available to carry by the tourist as gift.

While presenting Bengali food, service quality and proper sequence of service should be maintained. Nutrition, taste, aroma, texture & appearance should be taken into account during preparation of the food.

Recipe should include traditional preparation techniques with proper blend of spices and garnish and should follow Bengali culture and ritual to make it more ethnic product. Description of ingredients and methods of preparation must be included in the menu list to give a proper understanding.

Bengali specialty food should be introduced by Executive Chef or Sous Chef as ‘Chef’s special’ in different Restaurants and it should be informed properly to the guests.

Traditional food like Lau chingri, mochar ghanto, patoler dolma, kachur sag, alu jhinge posto, enchorer dalna, Daab chingri, chitol muthia, chashir payesh, patisapta etc. should be included in the menu to give a wide range of choice to the guest.

Hotel should take care that F & B service personnel must have good communication skills, authentic knowledge about the food, ingredients used, cooking methods, nutrient contents etc. The service personnel should explain the tourists if needed, about the taste, aroma, texture and ingredients used to prepare the dish.
To discuss about Culinary Tourism we have to recognize first 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 flavors 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 speed of transport and the guarantee of the freshness of products have opened new avenues for gastronomy. The gradual disappearance of taste-related cultural barriers is attributed to the fact that more and more people developed a taste for new flavors.

Furthermore, the recognition of the harmful effects of all manner of chemicals related to the food-processing industry and the little known but suspect consequences of GMO (genetically modified organisms) have oriented the public towards healthy bio-products, very frequently used in “authentic” gastronomy. Gastronomy has also found its place in environmental tourism.

We find ourselves in a way within the process of the “internationalization’ of taste. People’s mobility due to the advancement of transportation, and the appeal of new tastes, have both paved the way for the growth of culinary tourism and hence of tourism in general. The improvement of the standard of living in many countries has made gastronomy accessible to a larger number of people. Gastronomy now is not the preserve of the elite; it has become accessible to all budgets. Gastronomy no longer confines itself to just “eating good food”, it becomes a cultural hobby and an artistic leisure. To dine at the table of a great chef is to attend a great show and to participate in a memorable experience.

The Cuisine of India is characterized by its sophisticated and subtle use of many spices and herbs grown across India and also for the widespread practice of vegetarianism across its society. Considered by some to be one of the world’s most diverse cuisines, each family of this cuisine is characterized by a wide assortment of dishes and cooking techniques. As a consequence, Indian
cuisine varies from region to region, reflecting the varied demographics of the ethnically diverse Indian subcontinent. India’s religious beliefs and culture has played an influential role in the evolution of its cuisine. However, cuisine across India also evolved due to the subcontinent's large-scale cultural interactions with neighboring Persia, ancient Greece, Mongols and West Asia, making it a unique blend of various cuisines across Asia.

North Indian cuisine is distinguished by the proportionally high use of dairy products; milk, paneer, ghee (clarified butter), and curd are all common ingredients. Gravies are typically dairy-based. Other common ingredients include chilies, saffron, and nuts. North Indian cooking features the use of the "tawa" (griddle) for baking flat breads like roti and paratha, and "tandoor" (a large and cylindrical coal-fired oven) for baking breads such as naan, and kulcha; main courses like tandoori chicken also cook in the tandoor. Other breads like puri and bhatooora, which are deep fried in oil, are also common. Goat and lamb meats are favored ingredients of many northern Indian recipes. The Samoa is a popular North Indian snack. The staple food of most of North India is a variety of lentils, vegetables, and rote (wheat based bread). The varieties used and the method of preparation can vary from place to place. Popular snacks, side-dishes include bhujiya, chaat, kachori, jalebi, imarti, several types of pickles (known as achar), murabba, sharbat. Popular sweets include gulab jamun, peda, petha, kulfi, falooda, ras malai, gulkand, and several varieties of laddu, barfi and halwa. Some common North Indian foods such as the various kebabs and most of the meat dishes originated with Muslims’ incursions into the country.

South Indian cuisine is distinguished by a greater emphasis on rice as the staple grain, the ubiquity of sambar and rasam a variety of pickles, and the liberal use of coconut and particularly coconut oil and curry leaves. The dosa, poori, idli, vada, bonda and bajji are typical South Indian favorites. These are generally consumed as breakfast. Hyderabadi biryani, a popular type of biryani, reflects the diversity of south Indian cuisine. Andhra, Tamil, Hyderabadi, Karnataka, Andhra Pradesh and Kerala cuisines each have distinct tastes and methods of cooking.

Western India has three major food groups: Gujarati, Maharashtrian and Goan. Maharashtrian cuisine has mainly two sections defined by the geographical sections. The coastal regions, geographically similar to Goa depend more on rice, coconut, and fish. The hilly regions of the Western Ghats and Deccan plateau regions use groundnut in place of coconut and depend more on jowar and bajra as staples. Gujarati cuisine is predominantly vegetarian. Many Gujarati dishes
have a hint of sweetness due to use of sugar or brown sugar. Goan cuisine is influenced by the Portuguese colonization of Goa. For instance, beef and pork are consumed there, due to the Portuguese presence. Popular and well known dishes from Goa include the vindaloo (which means *garlic wine* in the Portuguese language), originally a sour and spicy pork curry, but which more recently are consumed with any meat. Pork sorpotel is also a Portuguese influenced Goan dish. This dish consists of thin pork sausages mixed with onions, and is usually eaten on its own, unlike other Indian dishes which are eaten with rice and Indian breads.

East Indian cuisine is famous for its desserts, especially sweets such as rasagolla, chumchum, sandesh, rasabali, chhena poda, chhena gaja, and kheeri. Many of the sweet dishes now popular in Northern India initially originated in the Bengal and Orissa regions. Apart from sweets, East India cuisine offers delights of posta (poppy seeds).

Bengal is a delta crisscrossed by numerous rivers, big and small. As a result, fish is abundant and almost a secondary staple to be eaten with rice. Rui (a variety of carp), Ilish (a type of shad), Koi (a kind of perch), freshwater shrimp, and other fish too numerous to list, are cooked with a mind-boggling variety of ingredients and techniques. No traditional Bengali meal is complete without a fish dish. Meat and chicken, if they are served, generally follow the fish dishes.

Bengali food has inherited a large number of influences, both foreign and Indian, from both a turbulent history and strong trade links with many parts of the world. Bengal is fairly ancient; it was originally a Dravidian and tribal society that was extensively settled upon by the Aryans during the Gupta era, it fell under the sway of various Muslim rulers from the early thirteenth century onwards, and was then ruled by the British for two centuries. Traditional Bengali cuisine is not too spicy, not too faint. General ingredients used in Bengali curries are mustard seeds, cumin seeds, black cumin, green chillies, cumin paste, mustard paste, curd, nuts, poppy seed paste and cashew paste and are preferably cooked in mustard oil. Curries are classified into bata (paste), bhaja (fries), chochchoree (less spicy curries) and jhol (thin spicy curries). These are eaten with plain boiled rice or ghonto (spiced rice). Traditional Bengali breakfast includes doi-chirey, doodhmuree with fruits. Fish is widely consumed in Bengal.

Like South India, rice is the staple grain in Bengal too. A regular meal consists of many side dishes made of vegetables. The most popular vegetable dish of Bengal is Sukto, aloo posto; deep fried, shallow fried and mashed vegetables are also very popular. Fish frequently features in a regular
meal. In western parts of Bengal, more connected with the rest of India and dominated by the mega city of Kolkata since the late eighteenth century, Kolkata is the gateway to Asia pacific region and again it is the connecting point between eastern and south Indian state. The delta is thinner there, with fewer rivers and more open plains. There is significant commerce with the rest of India, leading to a flow of spices, ingredients and techniques. The food is much richer with various spices, the presentations are more elaborate and a significant feature of the cuisine is a vast array of sweets based on milk and sugar - the result of both better supply and the influence of traders from the milk belts of Gujarat and Benares. While fresh-water fish is still common, mutton is more common among the Muslim population than beef and dried fish is nearly unknown. Wheat makes its appearance alongside rice, in different types of breads such as loochis, kochuris and porotas. Though mustard paste is extensively used, mustard oil is abandoned in favor of groundnut oil or refined vegetable oil. There's a greater use of coconut, both in cooking and in desserts.