



# A case study on: Exploring values and attitudes of local Cuisine, Uttarakhand

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## Abstract

Uttarakhand a Himalayan state is also enriched with tasty and healthy cuisine. Varieties of food are prepared according to different regions of Uttarakhand, but the problem is that the cuisine of Uttarakhand is not as popular as other Indian states cuisine. This study intends to determine the local cuisine image by classifying the vital cuisine traits that are used by foreign tourists for their local food assessment. If cuisine develops at local level, include the inhabitants of local area, produce grown in particular area, their uses and way to use, preparation of meal by using local ingredients, serving of food in local style, eating, sharing of food in area bound way, etc. Further, they also positively evaluated four perceptual/cognitive dimensions of local cuisine, i.e. Food authenticity and culture; Emotional food image; Freshness & taste; and Nutritional value & digestibility. All the activities related to food of one particular area, group or community can be termed as cuisine. Same way food practices of any region are termed as regional cuisine; it not only confined to food, eating and serving but in all activities also includes social and cultural norms of region. In continuation to study cuisine and regional cuisine, study focuses on national cuisine, any cuisine can be called as national cuisine, a large geographical and demographical set-up, traditional and cultural practices of food, consumption, serving and sharing can be summarized in term 'National cuisine' only, requiring broader nomenclature to cover nations' cuisine, culture and food enjoyment . This paper raises the question regarding understanding of cuisine, regional cuisine and national cuisine term, attempt to review and present these words in broader, specified and culturally sound way. The paper will also present food image in not only in tourist perspective but also in real manners.

**Keywords:** Cuisine images, Regional Cuisine, Dimensions of local cuisine, Food authenticity.

**A brief introduction to Uttarakhand**

Uttarakhand is also known as “Land of gods’ or “Dev bhoomi” because of its rich religious value and religious tourism. The places like Haridwar, Rishikesh, Kedarnath temple, Gangotri, Badrinath and many more are worldwide famous for religious tourism. The Uttarakhand region is divided into two main parts GARHWAL REGION which include 7 district(Tehri, Chamoli, Pauri, Uttarkashi, Dehradun, Haridwar and Rudarparayag) and KUMAUN REGION which includes 6 districts (Nanital, Almora, Pithrogarh, Udamsingh nagar, Bageshwar and Champawat). People of garhwal region is called by name Pahari and people of kumaon region is called by name Kumauni.

Uttarakhand a Himalayan state is also enriched with tasty and healthy cuisine. Varieties of food are prepared according to different regions of Uttarakhand, but the problem is that the cuisine of Uttarakhand is not as popular as other Indian states cuisine. Every tourism places in Uttarakhand has its own value and attraction with varieties of food found according to different area. 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. Uttarakhand belongs to some of the holiest Hindu shrines and for more than a thousand years, pilgrims have been visiting this region in the hope of salvation and purification of sin. Being such an old pilgrimage destination the cuisine of this northern state has never received much attention. No region can be considered to possess a robust cooking cultural heritage if the cuisine is not up to mark. The culture of Uttarakhand has maintained a good standard of culinary system. The food has been cultivated in a more original way of ages which helps the locals to live a very healthy life in such tough conditions.

Pahari food should not be confused with Kashmiri or other high altitude regional cuisines of India. Pahari food is a distinct regional cuisine by itself that splits into two branches — Pahari food from the Garhwal region and Uttarakhand cuisine from the Kumauni region. While the roots of both branches are the same with a number of common dishes, there are distinct regional variations, sometimes in the style of preparation but mostly due to variations in locally available Ingredients. Eating out is not a norm among urban Pahari who prefer fresh, home-cooked food. The cuisine of both urban and rural Uttarakhand is unpretentious and based on easily obtained seasonal ingredients. Recipes are wholesome, effortlessly prepared and come to the table fresh of the flame, steaming hot and comforting. Pahari people are very hard working. They work long hours in unsociable climates and their diet needs to be flavorful, filling, nutritious and easily prepared. In a rural Pahari kitchen the day will begin with a hurried meal of mandua (finger millet flour) rotis or bhari rotis (thick rotis usually stuffed with dal) eaten with ghee and/or lehsun ki chutney, (made by pounding green garlic shoots with salt in a mortar). Sometimes family members might carry leftovers for the midday meal but more often than not, the next meal in the home will be at day’s end. The main meal of the day is usually made up of the Indian staple of rice and dal, supplemented by large quantities of leafy greens when in season. The meal could be enhanced with chutneys or pickles. recipes for dals – that being the main form of protein in the diet. While better known dals like arhar (toor), malka (masoor or red lentil split and skinned) and channa are consumed here, there is a predominance of urad dal in Pahari cuisine, which is served in a phenomenal number of variations. Whole urad roasted and ground makes chainsoo, a textured puree to be eaten with rice.

Split urad soaked, skinned and ground makes phanu, again to be eaten with rice and ghee. Split skinned and ground urad is also flavoured and fried into special pakodis or mixed with select vegetables and dried for use in the winter months. Tor (pigeon pea) and gehat (kulith or horsegram) are the other local dals. Local food also uses a lot of whole black soyabean called bhatt that is locally available. Vegetables are prepared when time permits, but usually the most commonly eaten vegetables are leafy green vegetables. Paharis eat a wide variety of green leafy vegetables, colocasia, mustard, chawli and radish greens, indigenous spinach called Pahadi Palak Leafy greens are usually cooked simply by stir frying the chopped leaves in smoking mustard oil that has been tempered with jakhiya, a mustard-like spice that has a nutty flavour and is indigenous to Pahari. Pahari cuisine gets its starch from wheat flour, finger millet flour, various strains of rice and millets prominent among which is jhangora (barnyard millet).

Food is cooked in mustard oil and ghee. Prominent flavorings are asafetida, chillies in their fresh and dry form, garlic and ginger. Festive food is another example. The most important among festive foods are the roat, arsa and urad pakori but pooris, kaddu ki subzi and alu-tamatar ka jhol are obviously North Indian adoptions. Sweetshops are another gastronomic landmark of Uttaranchal. They usually have famous Pahari sweets. One of these is, Jhungriyal ki kheer. It's a sweet dish made with Jhungriyaal- a kind of grain, ghee, milk, sugar and nuts. Finally saving the best for the last, it's the time to talk about my all-time favorite Arsa. The hospitality industry in both regions is facing increasing competition due to rapid changing economy and fast developing technology. The globalization in tourism industry has increased guest demands. Hospitality products and services users want the innovative foods and hospitality again and again without any repetition. Culinary professionals working in the industry must be able to remain innovative and attract new customers by satisfying their increasingly sophisticated demands.

### **Pahari Cuisine at a Glance**

According to dieticians, the Local food has many health benefits and is full of proteins, as it mainly comprises cereals, lentils and pulses. The usage of mustard oil makes it healthy for heart and is full of nutrients. The mild use of spices and oil makes the food less fatty and light to eat. Kandali ka saag also helps in warding off acute arthritis pain. Leafy vegetables and fiddlehead ferns (Lengda) are rich in iron and carbohydrate contents. The high fiber content and excessive use of coarse grains makes the food easily digestible. Farmers, on the other hand, are no more interested in growing koda and jhangora due to invading wild animals which destroy their fields and crops. Experts believe that the government can play an important role in channeling local produces from farmlands in the hill state and ensuring that they end up at the dining table of tourists presented as affordable food that is healthy in nature.

A typical Pahari fare will definitely include manduwe ki roti, Gehat ke paranthe, chainsu, faanu, mooli aur aaloo ki thinchodi, Bicchu Booti saag, Chholyan Rota, Bhatt ki chutney and jhungriyal ki kheer, among others.

### **Health Benefits of Pahari edible ingredients.**

- Local food is full of proteins as it mainly comprises of cereals, lentils and pulses

- Usage of mustard oil makes it healthy for heart.
- It is healthy and full of nutrients.
- Mild use of spices and oil makes the food less fatty.
- It is rich in iron as more leafy vegetables are consumed.
- High fiber content and excessive use of coarse grains makes the food easily digestible.

Edible Medicinal Plants	Ailments	Edible Medicinal Plants	Ailments
Tulsi	Purifier	Neebu	Dandruff, Hair Disorders
Kali-Mirch	Sore Throat	Badam	Pregnancy
Sarson	Joint Pain, Measles	Adrak	Paralysis, Carbuncles
Jhangora	Jaundice	Lahsun	
Muli		Aam	Heat strokes
Bel	Heat Stroke	Saunf	Stomach Disorders
Neem	Blood Purifier	Haida	Nasal Disorders
Awala	Anemia	Anar	Anemic
Jau	Ear Disease, Ring Worm	Amrood	Intestine disorders

**Table no- 1 Health Benefits of Pahari edible ingredients**

### **Objectives of Study**

Objective in mind The traditional Pahari food, known for its medicinal and nutritional value, has not been able to hit the popularity chart due to lack of awareness and failure of successive governments to promote it since the formation of a separate state of Uttarakhand about 15 years ago. Although the state government has declared the Pahari food as Rajya Bhoj (state food), it is yet to pass a Government Order (GO) in this regard. The food of Uttarakhand is not spicy but full of diverse flavours and colours and is easy to prepare. The region is known for its mixed food culture with rice as a staple food. A study was planned with the find out the special features of Pahari cuisine and its importance in growth of domestic tourism and its importance in human diet.

### **Literature Review**

- The role of cuisine is one of the most important components related to tourist experiences and plays 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)
- Previous studies identified that regional food festivals can play an important role not only in economic development (du Rand et al., 2003; du Rand and Heath, 2006; Cela et al., 2007)
- Each region Cuisine has its own identity in the field of culinary art. Which becomes the forefront for tourist? Cuisine of an area has power to promote tourism. Aggressive marketing of indigenous food

products is very necessary to start with. Growth of tourism involves 4 factors, Attraction, Accommodation, Accessibility, Amenities. (Silpi Rani Baruah, 2016)

- There are total of fifteen pulses and grains legumes grown in the region, but some pulses like Black Soybean ( Bhat), Horsegram, Blackgram and cowpeas are produced well in the terraces ( Mehta, Negi, Ojha, 2009)
- “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)
- According to World Food Travel Association’s 2016 Food Travel Monitor Report, most American leisure travellers consider culinary activity to be motivation for visiting destination. World Food Travel Association’s(WFTA) (Chen, 2017)
- The Pahari cuisines of Uttarakhand have highly power to heal and nurture the human life in the most purified form.( Vinod Negi and Prabhu Kumar , 2017)
- 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).
- 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 Kumaoni cuisine lost to the pressure of ‘popular’ demands.

### **Research Methodology**

An exploratory research design was followed to carrying out this study. Primary data will be collected on the basis of field investigation in Uttarakhand. The primary data was based on questionnaire and field survey, whereas, secondary data was collected from published and unpublished records and reports of various sources like internet, journals, reference material, and books. The Sample Size is 100 units. The data was collected on the basis of Stratified random sampling.

Convenience sampling was used to collect data from resident of Local region (Uttarakhand), the survey was carried out with 100 respondents from different age group interest in Local Cuisine & Tourism. The questionnaire was designed on the basis of the literature review mean Cuisine; questionnaire was measured on a Yes, No & Not Sure. Further, to maintain the anonymity of the respondents, limited demographic information such as gender, age, marital status, educational qualification, and occupation was asked from the participants.

### **Results and Discussion**

The Demographic Profile of Respondents A total of 100 questionnaires was used for data analysis. 44 percent of the respondents were male and rests were female. 20 percent of the responses were from the aged group between 21-40 years old, followed by 36 percent from age group 41-60 years old and 44 percent respondents were above 60 years. 65

percent of them are married and rests of them were single. 12 percent of the respondents were students, 56 % were self-employed and rests were service. Table: - 2 present the demographic profile of the respondents.

**Table 2 .Descriptive Statistics of Respondents**

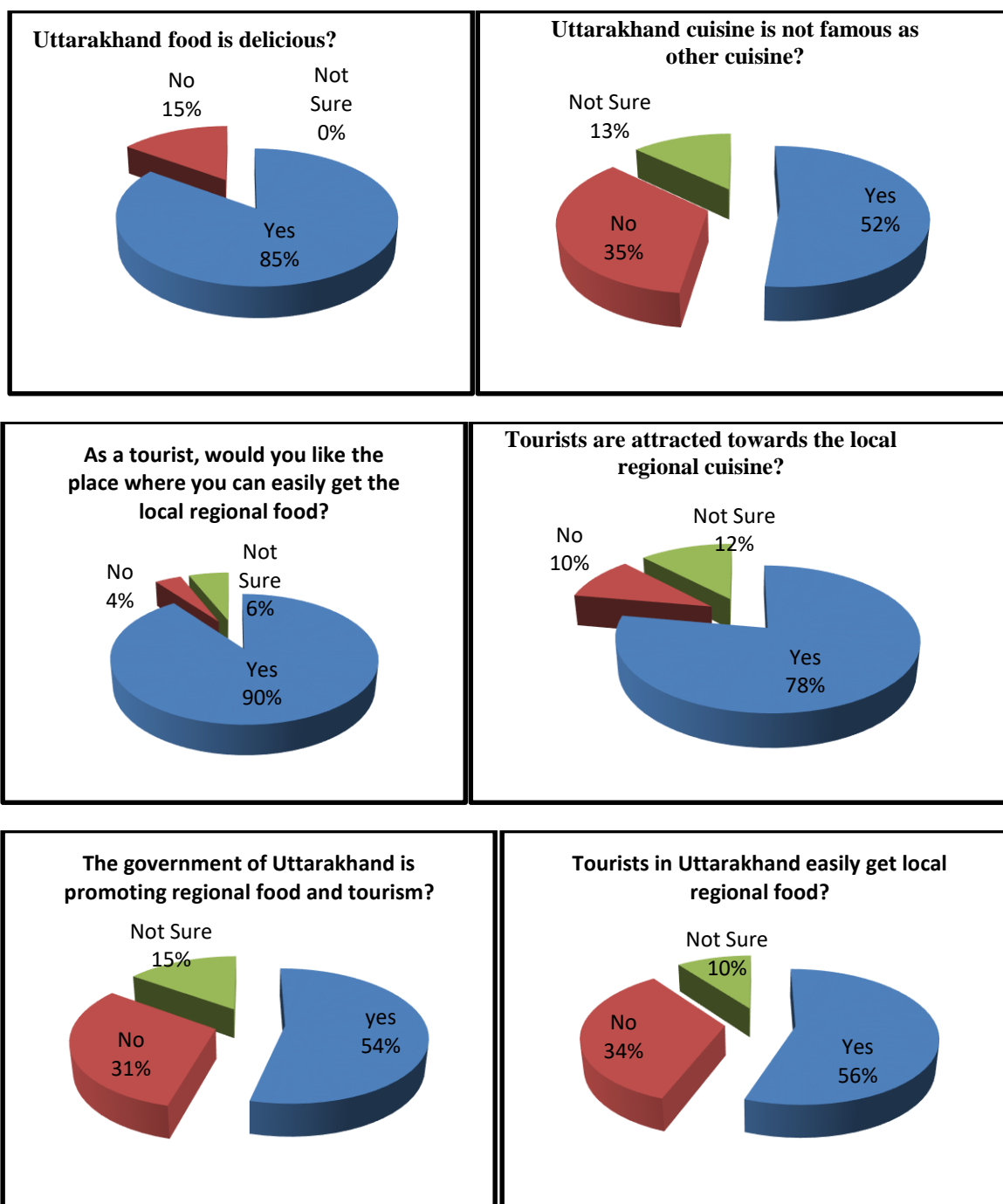
Measure	Value	Frequency	Percentage
<b>Gender</b>	Male	44	44%
	Female	56	56 %
	<b>Total</b>	<b>100</b>	<b>100 %</b>
<b>Age</b>	21-40	20	20 %
	41-60	36	36%
	61- above	44	44%
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Marital Status</b>	Married	65	65%
	Single	35	35%
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Occupation</b>	Student	12	12%
	Self- employed	56	56%
	Service	32	32%
	<b>Total</b>	<b>100</b>	<b>100</b>

QUESTIONNAIRE	Yes	No	Not Sure
Uttarakhand food is delicious?	85%	15%	0%
Uttarakhand cuisine is not famous as other cuisine?	52%	35%	13 %
As a tourist, would you like the place where you can easily get the local regional food?	90%	4%	6%
Tourists are attracted towards the local regional cuisine?	77.78%	10.10%	12.12%
The government of Uttarakhand is promoting regional food and tourism?	54%	31%	15%
Tourists in Uttarakhand easily get local regional food?	55.56%	34.34%	10.10%

**Table No-3 Questionnaire**



**Fig 1:- The bar graph represents the analysis (on the basis of percentage) of Uttarakhand Cuisine**



**Analysis of Taste and Nutrition of Uttarakhand Cuisine**

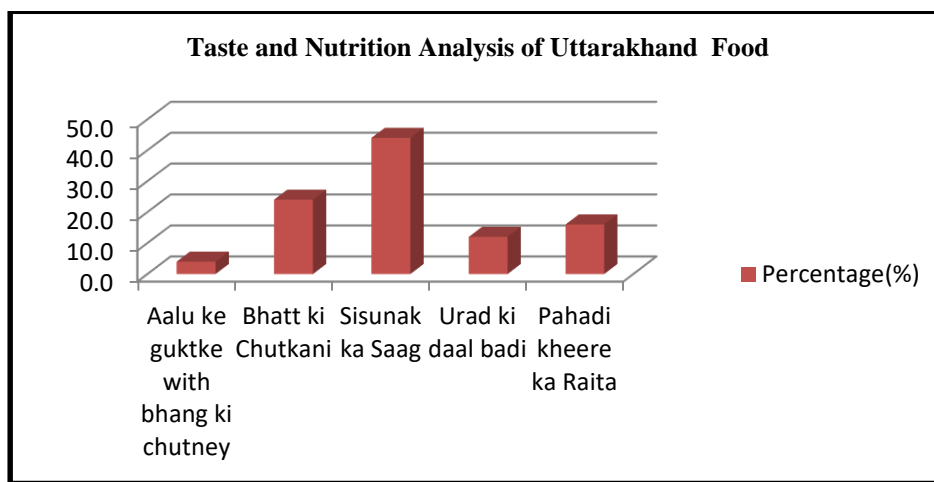
Analysis of the most nutritious food in the Uttarakhand cuisine was done. According to the respondents the nutrition analysis of Uttarakhand cuisine was done and they were asked about the most nutritious Uttarakhand cuisine considering the nutritive value of Uttarakhand cuisine. Table No 2 reveals that the importance of Uttarakhand cuisine and the preference of Uttarakhand cuisine on the basis of the nutritive value, According to this study the respondents preferred to consume sisuna ka saag , the percentage of the preference was 44% the highest percentage among all the Uttarakhand cuisine. In Uttarakhand region green leafy vegetable was commonly used and 61% population of 35-55 age groups were consuming it during 1960 -70 but its routinely consumption progressively decreased to 28% population after1990. During 1960 -70, 2-3 days in a week and weekly consumption was among 27% and 7% population respectively which increased to 42% and 21% population respectively after 2000. Fortnightly consumption was among 2- 6% population whereas monthly consumption was only among less than 3% population. In the present study of the

respondents considered aloo ke gutke with bhang ki chutney 4% and Pahadi kheere ka Raita 16% as the most nutritious dish in Uttarakhand cuisine, 12 percent of the respondents considered Urad daalbadi as one of the nutritious food. Soybean as less preferred to be consumed 24 % of the respondents' preferred Bhatt ki Chutkani as the nutritious food. Overall it was accepted by most of the respondents that Uttarakhand cuisine is the nutritious food to be consumed consisting of the major and minor nutrients

**Table No- 4 Shows Taste and Nutrition Analysis of Uttarakhand Food**

Nutrition Analysis of Uttarakhand Food	
Pahari Food	Percentage (%)
Aloo ke gutke with bhang ki chutney	4
Bhatt ki Chutkani	24
Sisunak ka Saag	44
Urad ki daalbadi	12
Pahadi kheere ka Raita	16

**Figure: 2 The bar graph represents the analysis (on the basis of percentage) of the taste and nutritive value of Uttarakhand food**



**Recommendation**

- By promoting Pahari Cuisine the government can create better cultural awareness among tourist.
- Kumaun Mandal Vikas Nigam (KMVN) and Garhwal Mandal Vikas Nigm (GMVN) may play important role involving local community to promote home stay concept, where tourist can enjoy the traditional culinary preparation.
- 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.
- As CSR, hospitality management institutes should organize Food festival in different locations in celebration with government officials to create awareness among local people too who can be our future ambassador in promoting Pahari Cuisine cuisine.



- Hospitality management Institutes students could be the brand ambassador in cultural awareness among tourist travelling to different destination in Pahari/ Local region of Uttarakhand.

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