



GASTRONOMY TOURISM - A TOOL FOR PROMOTING JHARKHAND AS A TOURIST DESTINATION

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Abstract

Gastronomy has been an important attribute in development of niche travel & niche destination. Literature supports that there is a relationship between tourism & gastronomy yet the use of gastronomy as a tourism product has been concise to presentation & offering of local cuisines to tourists. Gastronomy tourism can be pull factor for many tourism market segments. Due to diverse geographical conditions in India not all states can avail the pre-tested 4S formula (sun, sand sea & sex) to promote tourism. Gastronomy tourism however can be unique tool to tourism development. The study was undertaken in Jharkhand which is the 28th State of Indian Union offering tribal gastronomy which can

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be a pull factor for not merely special interest tourists but also urban & International tourist population. Though Jharkhand was carved out of Bihar on 15th Nov 2000 however the region's rich history & culture goes thousand of years beyond its present stature. The various regional delicacies are influenced by culinary trend from neighbouring states e.g. Bihar, West Bengal, Orissa & Chhattisgarh still many of the local food & beverages are prepared in their own way which can be both a relishing as well as learning experience for gastronomy tourists.

Gastronomy & Tourism- an Introduction

Gastronomy is often referred to exclusively as the art of cooking and good eating; however, this can be considered as one part of this discipline. Some people also suggest that gastronomy is the study of the relationship between culture and food. The *Encyclopedia Britannica* (2000) defines gastronomy as: 'the art of selecting, preparing, serving, and enjoying fine food'. Originally gastronomy was for the nobility, but over time the concept has also come to include the 'peasant food' typical of regional and local cuisine. We can also say that one who is seriously involved in gastronomy is often involved in **tasting, preparing, experiencing, experimenting, researching, discovering, understanding, and writing about food**, and, usually but not exclusively, about beverage say wine. Thus it is very closely connected to beverages. Gastronomy often involves an understanding and appreciation of chemistry, literature, biology, geology, history, agronomy, anthropology, music, philosophy, psychology, and sociology. One can therefore argue that gastronomy is a complex, interdisciplinary activity (Jakša Kivela & John C. Crotts). Gastronomy & culinary are terms which are interchanged with each other. Etymologically, the word *gastronomy* is derived from Greek *gastros*, meaning stomach, and *gnomos*, knowledge or law. Culinary (*Culinaria*), on the other hand, describes a country's or region's dishes, foods, and food preparation techniques, which give rise to the country's or region's distinctive cuisine. So far in Indian tourism phenomena culinary is used extensively however the scope of gastronomy in Indian Tourism is a new area of study.

It's an old saying "The way to win one's heart is through stomach". Our sensory perceptions play a major psychological and physiological role in our appraisal and appreciation of food, as they do for other experiences at a destination. Quite often in Indian hospitality sector in organised sector the recipes are standardised & in unorganised sector the quality is many a times is a matter of question. Thus the tourists do get a culinary experience of tasting the food. However the exact participation & pleasurable experience of learning or making

the dishes themselves is missing. If this is added in case of food especially when dining out would be a pleasurable sensory experience, hence the pleasure factor or the "feel good" factor as a result of food preparation & consumption at a destination can be a "pull factor" and marketing and merchandising tool that must not be underestimated. For this reason, one can argue that tourists often place considerable emphasis on how they feel at a destination, and how they experience what the destination offers, by carefully selecting that special restaurant and/or food that might fulfil a particular personal desire (Richards, 2002).

Although many studies identify and address factors that affect destination choice and image, very few empirical studies address the role that gastronomy in pretext to tourism. Though majority of state & central tourism departments pay emphasis on culinary & tourism yet the relationship between gastronomy and tourism is affirmed in select social sciences literature, very few studies are reported in the hospitality literature that specifically address the gastronomy and tourism relationship.

Review of Literature:

The purpose of this research was to review prior studies involving gastronomy and its linkage to tourism. Moreover, its purpose is to determine how gastronomy can be utilised to promote a State like Jharkhand and can it be argued that gastronomy is a viable alternative for new destinations that cannot benefit from "sun, sea, and sand" or natural or cultural resources. Unlike other travel activities and attractions, gastronomy is available year-round, any time of day, and in any weather. Jean Anthelme Brillat-Savarin (1755-1826), undertook the first formal study of gastronomy which was most eloquently published in *La Physiologie du gout* in 1825. It has been translated numerous times into English as *The Physiology of Taste*. Source: (Jakša Kivela & John C. Crotts)

Two hundred years ago the word gastronomy made its first appearance in modern times, in France, as a title of a poem published by Jacques Berchoux (1804). Despite the immense popularity attained by the word since then, Long (2004) first coined the term "culinary tourism" in 1998 to express the idea of experiencing other cultures through food and, incidentally, wine. (Desinano and Vigo 1994), used value chain, a common approach to tourism studies to analyse the accumulated needs of a tourist during the holiday (accommodation, catering, transport, information and entertainment) for the purpose of assessing, for example, the regional implications of tourism. In his classification of cultural attractions, Munsters (1994) identifies regional gastronomic routes as a specific cultural tourism product. Wolf (2002), however, defines culinaria and gastronomy

tourism as “travel in order to search for, and enjoy prepared food and drink . . . and unique and memorable gastronomic experiences.” This statement clearly suggests that when we talk about gastronomy we are not just focusing on food but also beverage. For seasoned travellers who have had many such holiday experiences,

For example, some hospitality organizations offer gourmet holidays to various destinations. For tourists, this means that the destination’s restaurants’ ambience and cuisine, and/or its vineyards, are legitimate sources of pleasure that generate emotions and experiences, it is hoped pleasant ones, that they are supposed to be having while on holiday (Kivela & Chu, 2001). It must be said, however, that such pleasure does not always have an enduring effect and that it does diminish over time. Also, although tourists often dine out in search of new taste and culinary experiences, or when they discover a new vineyard, they may also encounter disappointment from time to time: an eatery or wine that is a parody of the destination’s image, or what Finkelstein (1989) calls “manufactured images.” Nevertheless, an increasing number of tourist destinations are very sought after because of their unique gastronomy (Hjalager, 2002). These destinations are also known as the “foodie” and/or wine holiday destinations. Lifestyle and travel media also vigorously promote gastronomy, for example, magazines such as *Epicure* and *Gourmet*. In search of new recipes and taste sensations, both food critics and celebrity chefs scour the world for new and different gastronomy, rediscovering old, long forgotten recipes and discovering new ingredients and new culinary destinations.

Therefore, it is appropriate to say that the relationship between gastronomy and a tourist destination is symbiotic because the destination provides the food, recipes, chefs, and the cultural backdrop that make gastronomy an ideal product for tourist consumption (Fields, 2002; Richards, 2002; Scarpato, 2002). Simply stated, gastronomy is an inextricable part the holiday experience. Based on Cohen’s (1984) phenomenological categorization of tourist lifestyles, Hjalager (2003) offers a phenomenological model of culinary tourism experiences. The model of tourism and gastronomy lifestyles depicts tourist attitudes and preferences for food and beverage according to four categorizations—*recreational*, *existential*, *diversionary*, and *experimental* gastronomy tourists. The following section discusses the culinary tourism experience in the context of Hjalager’s model and highlights the variations in tourists’ dining-related behavior.

According to Hjalager (2003), the existential gastronomy tourists seek food and beverage combinations and eating experiences that foster (gastronomy) learning. For these tourists, food and beverage consumption does not only satisfy hunger and thirst but, important for them, such consumption means gaining in-depth

knowledge about the local or regional cuisine, wine, and beverages and of the destination's culture. Existential gastronomy tourists are unlikely to be found in typical tourist restaurants or crowded chain or popular restaurants. For these tourists, the holiday's success is measured by that special restaurant "where only the locals eat," or that special vineyard. These tourists actively seek simple and unsophisticated peasant food and beverage that is prepared with care and respect to tradition; for example, Portugal offers some great gastronomy retreats that attract the existential gastronomy tourist. The existential gastronomy tourists avoid expensive restaurants not only because of the price but also because of the extravagant décor and service that often happens.

The unique features of gastronomy tourism provided by the International Culinary Tourism Association's (2006, p. 1) Web site are,

- almost 100 per cent of tourists dine out when travelling, and each dining opportunity is a chance to get to know local food and people;
- dining is consistently one of the top three favourite tourist activities
- culinary or gastronomy art and wine tasting is the only art form that affects all five human senses—sight, sound, smell, taste, and touch;
- there is a high positive correlation between tourists who are interested in wine/cuisine and those interested in museums, shows, shopping, music and film festivals, and cultural attractions;
- interest in cuisine when travelling is not reserved to a particular age, sex, or ethnic group;
- unlike other travel activities and attractions, gastronomy is available year-round, any time of day and in any weather;
- more often than not, gastronomy tourists are "explorers"; and gastronomy is "experiential" as it satisfies new traveller demands for hands-on, interactive experiences.

India & Gastronomy:

Age cannot wither... nor custom stale the infinite variety....

That is how Shakespeare would have undoubtedly put it....talking about Indian Cuisine, which, with its immense variety, has carved a niche for itself internationally. People from other parts of the world, especially in the West, simply adore Indian cuisine, despite the fact that a majority of its dishes are spicy, tangy and hot! Indeed Continental as well as American cuisine (save Mexican) is rather bland when compared to their Indian counterpart. Down the centuries, Indian spices have always lured the adventurous, sea-farers and explorers to come to India

and carry away bulk quantities to their native lands. All that is a part of our history now. These days' Indian restaurants could be easily seen in Europe and America. The diverse geographical condition of India provides variety of ingredients to give different flavours & variety in dishes. Regional dishes of north are invariably distinct from southern Indian sub continent. The dishes from eastern part of country have their own charm while central & western dishes do offer a great variety in taste amongst themselves. Great History of India has also a significant influence on regional specialities. Awadhi cuisine, Hyderabadi Cuisine are indeed the collection of exotic mouth watering dishes of great emperors & nawabs of ancient India. However the regional cuisine of princely state of Rajasthan enjoys popularity amongst big part of tourists visiting India. On the survey done by the authors to understand the use of gastronomy as a tool to promote tourism it was found that ten state tourism departments namely (Andhra Pradesh, Goa, Gujarat, Haryana, Jammu & Kashmir, Kerala, Maharashtra, Orissa, Rajasthan and Tamilnadu) are using gastronomy as a tool to tourism promotion. However the use of gastronomy is limited to information about cuisines of those sates. One important point to be noticed here is that these states are also amongst the most tourist attracting destinations in India.

(Table-1)

Ranks	Business/Trade	Leisure/Holiday	Religious/Pilgrimage	Social	Others	Total trips						
1	Rajasthan	21	Madhya Pradesh	30	West Bengal	124	Himachal Pradesh	825	Tamil Nadu	112	Assam	1905
2	Madhya Pradesh	28	Chattisgarh	37	Madhya Pradesh	166	Punjab	934	West Bengal	164	Chattisgarh	2071
3	Maharashtra	53	Rajasthan	51	Bihar	169	Assam	946	Gujarat	178	Gujarat	2182
4	Chattisgarh	54	Bihar	68	Orissa	186	Karnataka	1095	Andhra Pradesh	182	Himachal Pradesh	2188
5	West Bengal	59	Orissa	76	Chattisgarh	226	Gujarat	1172	Rajasthan	193	Andhra Pradesh	2192
6	Kerala	65	Jharkhand	86	Kerala	248	Andhra Pradesh	1387	Maharashtra	206	Uttar Pradesh	2202
7	Orissa	73	Uttar Pradesh	101	Assam	268	Chattisgarh	1439	Uttar Pradesh	210	Madhya Pradesh	2255
8	Tamil Nadu	79	Andra Pradesh	103	Rajasthan	266	Tamil Nadu	1474	Kerala	228	Karnataka	2276
9	Gujarat	89	Maharashtra	116	Uttar Pradesh	297	Delhi	1475	Madhya Pradesh	229	Punjab	2317
10	Uttar Pradesh	90	Haryana	132	Himachal Pradesh	338	Maharashtra	1489	Delhi	258	Bihar	2329
11	Bihar	101	Assam	149	Uttaranchal	361	Uttar Pradesh	1603	Karnataka	262	Maharashtra	2407
12	Andhra Pradesh	115	Kerala	209	Jharkhand	375	Uttaranchal	1526	Haryana	290	Orissa	2426
13	Jharkhand	116	West Bengal	220	Andhra Pradesh	406	Bihar	1639	Punjab	299	Tamil Nadu	2619
14	Karnataka	138	Uttaranchal	224	Punjab	432	Haryana	1601	Chattisgarh	316	Kerala	2649
15	Assam	167	Gujarat	268	Haryana	436	Orissa	1755	Orissa	336	West Bengal	2690
16	Delhi	188	Tamil Nadu	279	Gujarat	476	Kerala	1799	Assam	386	Haryana	2663
17	Haryana	203	Karnataka	282	Karnataka	600	Madhya Pradesh	1801	Uttaranchal	390	Uttaranchal	2698
18	Uttaranchal	206	Himachal Pradesh	308	Maharashtra	543	West Bengal	2022	Bihar	453	Rajasthan	2763
19	Himachal Pradesh	218	Punjab	319	Tamil Nadu	574	Jharkhand	2132	Jharkhand	472	Delhi	2869
20	Punjab	333	Delhi	346	Delhi	592	Rajasthan	2223	Himachal Pradesh	501	Jharkhand	3181
	All States	95	All States	153	All States	358	All States	1531	All States	240	All States	2379

Relative Ranking of States by Tourists Per 1000 Trips – All India Source - Domestic Tourism Study. By National council of Applied Economic Research.

It has also been found that food holds third major share in tourist expenses. A total of close to 40 percent of average expenditure per trip is spent on food (including processed food), clothing and accommodation. The remaining 35 percent is accounted for by medicines, durable goods, gems and jewellery, etc. (Table-2) Thus contribution on food can be a good revenue generator. If gastronomy tourism used fully as marketing tool can trigger increase in revenue manifold. Also it is clear from the report generated by NCAER for Department of Tourism Govt. of India that a large part of tourist expenditure goes in transportation thus traveling long distances for food & gastronomy can not be a major hindrance in promoting gastronomy tourism. In terms of development of formal literature development of culinary. Ms. Krishna Arora, Thangam E Philip, Dr. B.K.Chakravarty have contributed various culinary books both for academic as well as practical purposes in India. In promotion of culinary to masses Sanjeev Kapoor, Tarala Dalal and other Indian authors have contributed books in the field of culinary. Hotel Industry in India has also a significant contribution in terms of gastronomy research development. Taj Group of Hotels, Oberoi's have their research & development sections which work to excel in the gastronomy. In the process of opening Udaivilas – an Oberoi Resort in Udaipur. The Pre – opening chefs explored the gastronomy of Udaipur & Rajasthan in order to provide authentic food to the guests. However actual participation in learning gastronomy by travelers/ guests is restricted to limited upscale hotels. Authors here believe that full benefits can be derived of gastronomy tourism only if it is practiced properly.

Table-2 (Average Expenditure per Trip in INR)

Items	Urban	Rural	All India
Transport	574	261	339
Accommodation	148	50	82
Food	230	124	150
Cloths	374	217	256
Processed food	59	42	46
Intoxicants	21	16	18
Durable goods	72	41	48
Footwear	41	28	31
Toiletries	33	25	27
Gems & jewellery	55	36	41
Books & magazines	14	8	10
Medicines	59	99	89
Others	363	214	251
Total	2043	1160	1389

Source- Domestic Tourism Survey by National Council of Applied Economic Research -2002-2003

Jharkhand State: Jharkhand is the 28th State of Indian Union. Carved out from erstwhile Bihar the region, rich history & culture goes thousand of years beyond its recent foundation. Jharkhand has 32 primitive tribal groups. Their art, music, culture, food, dances and other such things makes it a unique identity. The state has tumbling beauty, heavily forest hills, wildlife, flora & fauna, enchanting rivers & majestic waterfalls. Well endowed in mineral wealth Jharkhand is the country's foremost producer of iron ore, copper ore, mica & asbestos. The capital of the state is Ranchi which is a non Himalayan hill station. The state enjoys a salubrious climate extending tourists an invitation round the year. Various festivals like Sarhul, Dansai, Sohrai, Rohin Hal Punhya , Tusu & other such are celebrated round the year. Jharkhand is also a land of fairs. Various melas (fairs) e.g Kunda Mela (held during shivratri focusing on cattle sale) Kolhua Mela, Chatra Mela, Kundri Mela, Lawalong Mela, Bhadli mela and other such are organised from time to time. Besides above mentioned the state tourism department also organises Adventure fairs, tourism expos, shrawani mela (religious fair) in the state. The state has national parks & wild life sanctuaries in Betla, Palamau, Dalma, Hazaribagh offering their own moments of charm. Exquisite terracotta temples made up of burnt bricks & lime mortar with exteriors decorated from terracotta plates belonging to the late medieval age located at Maluti. Deoghar (abode of gods) Baidyanath Dham one of the 12 Jyotirlingas & the only kamnalinga in the country attracts about fifty lakhs odd pilgrims from all over the country. Jain temples at parasnath hills where 20 of the 24 Tirthankars (except Tirthankars Rishabhdev, Vasupujay, Neminath & Mahavir) were liberated from the cycle of birth & death in what is now known as Sammed Shikhar are the prime reasons of visit of Jain religious tourists. Besides above mentioned Jharkhand had places to discover, rejuvenate, retreat, adventure and heritage destinations. Truly as described by Jharkhand Tourism Department – "Jharkhand – Unspoilt by man or time" is a wonderful tourist destination. It's a complete destination both for the first time visitor & the return traveller. Despite all these pull factors Jharkhand doesn't enjoy a good share in tourism recipients & thus the income from tourism activity. May be that the pre tested 4S formula (Sun, Sand, Sea & Sex) does not fits in the tourism phenomena of the state. In order to trigger tourism activity the authors here felt the need of gastronomy tourism as a tool for promoting Jharkhand as a tourist destination.

Objective:

- Newly built state of Jharkhand must be having some regional specialities in terms of Gastronomy – To know about regional gastronomy of Jharkhand.
- Use of gastronomy as a tool to market Jharkhand as a tourist destination.

Research Methodology:

The paper is an exploratory research, which has been concerned with the analysis of available data as well as generation of primary data in terms of identification of regional cuisine. The study has been carried out in the state of Jharkhand. Districts including state capital Ranchi, Deoghar, Jamshedpur and Hazaribagh have been surveyed by visiting their Hotels, population in suburbs & rural areas. To know their regional gastronomy. The random sampling technique has been adopted and Jharkhand has been the Universe.

Findings:

The below mentioned findings of the research were surprisingly with terrific results giving in-depth information about regional gastronomy. Though the influence of cooking styles of Bihar, Orissa, Chattisgarh and West Bengal was dominant yet few Specialities could be traced out i.e. *Phooto*, *Khukri*, *Bamboo Shoot*, *Pumpkin Flowers*, *Rice*, *Sal Leaves*, *Chana Peas*, *Urad Dal*, *Aloo*, *Mutton*, *Ginger*, *Gram Flour* are few key ingredients of typical Jharkhandi Cuisine. The state has got a lot of authentic food to be offered to the tourists. *Phooto* is tiny, pearl white; chewy is generally available in the monsoons. *Phooto* is cooked with onion, garlic, ginger, turmeric & salt with cardamom & black pepper tastes well with both rice & parantha's. *Khukri* can be considered to be a distinct cousin of *Phooto*. It looks gorgeous with a flounce in its torso & long shapely roots. They resemble to Chanterelle Mushrooms. It is woody & has meaty flavour. A typical Jharkhandi meal includes *Dhuska*, which is a thick salty pancake made up of urad dal & rice. *Dhuska* batter is left to ferment in the sun & then deep fried in oil. However on text it may appear similar to a dosa but tastes very different. It is generally offered with spicy potato or tangy mutton and no curry is served. *Chilka* is worth comparable to crepe suzette. It is a rice & lentil pancake also served in many local restaurants. *Sal Leaves* available in abundance in state (*Sal* is the state tree of Jharkhand). *Urad Dal*, *Rice*, *Ginger Juice* & salt are wrapped triangularly in *Sal* leaves and steamed for about 25 Minutes makes a *Dudku Roti*. *Bamboo shoot pakoras* are relished by the people in state. *Bamboo shoots* are soaked in water for about one week and then deep fried in besan batter gives a tangy taste in form of *pakoras*. *Beng Saag*, is also one of the typical Jharkhandi Meal. *Beng* literally translates into Toad that is heart shaped & grows near river. *Nanki Bari* with eggplant, tomato chutney, stale rice soaked overnight, *Pumpkin Flowers* fried in besan batter are also included in a Jharkhandi Meal. In sweet dish *dakkan dabba* is served which is made of rice cooked in a special earthen pot without oil. They look like round stout puris floating in milk however tastes fantastic. *Thikur*, *Dudhouri* & *Arsa* is also included in desserts. *Arsa* is generally dry, brittle fried sweet & adorned with sesam seeds. No food can be

complete without beverages. How about if we say that Jharkhandi's have their home made scotch. Perhaps it can be said *handiya* is to tribals what scotch is to hip. *Handiya* could be seen in almost every house. It is white, tangy, whey-like drink that is generally accompanied with roasted *chana* or *peas*. One can easily find women sitting under trees in haats, local markets with large earthen or aluminium pots & recycled beer/ alcohol bottles offering home made *handiya* at a nominal cost.

Despite such a variety in Jharkhandi food the dominance of Bengali, Orriya & Bihari food is very well accepted & appreciated in the state. However the limitation factor is that only a limited number of restaurants & other F&B Outlets promote Jharkhandi food thus many a times visitors are unable to relish the food of state. It is projected that the tourist inflow is going to grow many fold & thus the requirement of food outlets would be there. The hosting of National Games in 2007 & projections of Bihar State Tourism Development Corporation & Jharkhand State Tourism Development Corporation in their 20 years prospective plan would surely increase tourist traffic.

Table-3

Year	Domestic	Foreign	Total
2002	3843992	4022	3848014
2003	3959312	4102	3963414
2004	4078091	4184	4082275
2005	4200434	4268	4204702
2006	4326447	4354	4330800
2007	4456240	4441	4460681
2008	4589927	4529	4594457
2009	4727625	4620	4732245
2010	4869454	4712	4874166
2011	5015537	4807	5020344
2012	5166003	4903	5170906
2013	5320984	5001	5325984
2014	5480613	5101	5485714

Table-3 (Contd.)

Year	Domestic	Foreign	Total
2015	5645031	5203	5650234
2016	5814382	5307	5819689
2017	5988814	5413	5994227
2018	6168478	5521	6174000
2019	6353533	5632	6359164
2020	6544139	5744	6549883

Source:- Preparation of 20 years Perspective Plan For The state of Jharkhand
Final Report March 2003 By- ORG-MARG RESEARCH LIMITED NEW DELHI

Projected Traffic flow in the State The above projection is based on the tourist visits at prime tourist locations of the State as received from Bihar State Tourism Development Corporation, which used to look after all the tourist spots of the State of Jharkhand, prior to the separation from Bihar.

Source:- Preparation of 20 years Perspective Plan For The state of Jharkhand
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Effective use of gastronomy can be used as a tool to promote the state tourism & can be a good revenue generator to the host population.

Conclusion & Suggestions:

Though many efforts have been done by State Tourism Department, Jharkhand Tourism Development Corporation and other organisations in order to trigger tourism in Jharkhand below mentioned are few suggestions which could be used to promote the state tourism by gastronomy tourism.

- Developing of Menu on Regional Cuisine & implementing in State Tourism Development run hotels & restaurants. Also promoting it in other commercial restaurants.
- Designing & implementation of a package tour in order to suit needs of gastronomy tourists. Being on vacation/ tour tourists availing opportunity to

learn regional gastronomy in the hotels or local restaurants involving more of active tourist participation.

- Organising camp tours in wild Jharkhand and implementing local gastronomy.
- Setting of Hotel Management Institutes in state in order to provide trained manpower to meet needs of future.
- Making gastronomy tourism feasible for domestic & mid- segment tourists.
- Conducting/ Granting research programmes to promote & know more about gastronomy of State.
- Display of cuisine on state tourism Department's Website so as to provide a wide accessibility of state's cuisine worldwide.
- Training of Staff of Hotels run by JTDC for new programmes.
- Effectively using menu engineering to promote state cuisine & maximise sales as well as revenue.
- Developing literature on state gastronomy & proving popularity to it.
- Using promotional tools & seeking help of agencies to promote gastronomy.
- Making F&B outlets trendy, appealing & adding latest growth, ingredients & recipes in order to compete with growing MNC's.
- Making provision of self contained accommodation for recreational gastronomy tourists.
- Special Provision for diversionary gastronomy tourists who generally dislike exotic foods

As the 4S formula doesn't suit much in Jharkhand Gastronomy Tourism can be viable alternative for state & other new destinations. Gastronomy can add value to the tourist experience and is associated with quality tourism for travellers in search of new products and experiences that yield a high level of satisfaction, wine tourism being a good example. Gastronomy and wine have created demand for short and/or weekend holidays; In this context, foodservice industries State Tourism Department must accept that the role of gastronomy in modern tourism. These gastronomy tours should specifically focus on food and food culture, beverage indigenous cuisine, dining out, cooking, and shopping for foods at local markets. Gastronomy is often the driving force behind the revival of tourism for destinations that are struggling for one reason or another. Jharkhand can explore the potential of gastronomy tourism to trigger tourism activity.

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