

A STUDY TO EXPLORE THE LOCAL OR STREET FOODS OF INDIA AND AMONG THE FOREIGN TOURISTS WITH SPECIAL REFERENCE TO WEST BENGAL

Debarpita Naskar

Student of UITHM, Chandigarh University

Mohali, Punjab

debarpita1706@gmail.com

Abstract: Culinary trails are one approach to providing an unforgettable experience for international tourists visiting India. These trails effectively promote a tourist destination's culinary traditions. The purpose of this study is to evaluate and analyse the street food preference of local and foreign tourists in West Bengal. This study will show how big the Indian street food sector has a big role in the foreign food market. This report will let us know the culinary preferences of the place, its maintenance of hygiene in the street foods of Kolkata. This study suggests strategies to promote food tourism in West Bengal, which will help to attract more foreign tourists .

KEYWORDS: Consumer Preference, Food Promotion, Foreign Tourist, Street Food Vendors, Food Safety Awareness.

Introduction: (Lickorish and Jenkins, 2022) Tourism refers to the travel people do for pleasure or relaxation or work. It basically refers to the movement of people because of any particular reason like work or leisure. People travel for various reasons like relaxation, business, medication, food, etc... In recent days food tourism is getting very famous among the people. Food tourism refers to the act of traveling people to a place due to their unique taste of food. It is related to all activities that use food as a means of connection between people, places, and time (Ellis, Park, Kim and Yeoman, 2018). Nowadays people take a street food tour, follow local product routes like local wine or coffee routes, eat a traditional restaurant, visit the local market, etc.... Tourism is not always for sustainable development; it is also about knowing the local places. Food tourism motivates people to know the countryside with their food, culture. way of living and this joins people in a more respectful and proper way to a local culture of a place.

West Bengal is known for its vast variety of cuisine and spices. Bengal has long been called a lot of land, especially when it comes to cooking. Bengali cuisine is a revelation for beginners. It's a fusion of texture, crisp bhaja, and grainy stuff. Mustard sauce, oily fish heads that chew juicy shrimp, and tactile feats to navigate your way. Through the bones of the fish, you will reach the spicy and delicious Ilish and the thin and light Luchi that add puri. shame. And there is Punchporon bengal's flagship five-spice powder blend food.

Food is an important factor for tourists when selecting a trip destination. It is not regarded as a basic requirement, but rather as a big attraction to some destinations. Previous studies have found that culinary and culinary experiences and engrossment can be crucial factor influencing a tourist's degree of satisfaction with a site. The level of satisfaction derived from various events at a tourist site has been demonstrated to influence the intention to return to that location, potentially resulting in increased revenue production for the location in question. Numerous studies have discovered that today's travelers are increasingly interested in seeking new engagements and experiences as a result of learning about different cultures and traditions. Also, much of the fun of travelling has been associated with dining out and trying new and exciting dishes. As a result, the best method to understand how international tourists connect to food, which will be the primary emphasis of this study, is to examine their food preferences and choices.

It is important for any host country to have a thorough understanding of tourist culinary preferences. It is widely acknowledged that the food and beverage on offer to tourists at a destination can have important impacts for the area's economic, cultural, and environmental sustainability. Although examining visitors' catering experiences is a relatively new field of academic study, a rising body of evidence suggests that eating native food can provide tourists with food education, excitement, and satisfaction. As a result, investigating international tourists' food preferences in the context of street food in Dohi becomes essential, as it is a true depiction of modern Indian food culture.

Literature Review: The literature on street foods indicates that there are various reasons that street food is unhealthy. (Mitra, 2021) The food vendors have very little knowledge about how to handle food, maintain a clean environment, etc... Food is a biological product and can get decompose easily. Therefore, it is very important to take care of the hygiene and environment of the food.

(Ishani Ghatak, 2018) West Bengal is a densely populated place and is extremely famous for various kinds of street foods. From Phuchka to jhalmuri there is something or the other that suits every kind of palate on the streets. But due to pandemics thousands of vendors have lost their customers. Because online food delivery apps are getting very popular among people, they are not going out on the streets. (Mukherjee, 2022) These vendors who earn almost earn on daily basis have suffered the most during this time. As it was working from home, people stopped going to the office and the vendors stopped getting their customers for the morning breakfast and the tea refreshments. People are getting the same street foods from online portals like Swiggy and Zomato.

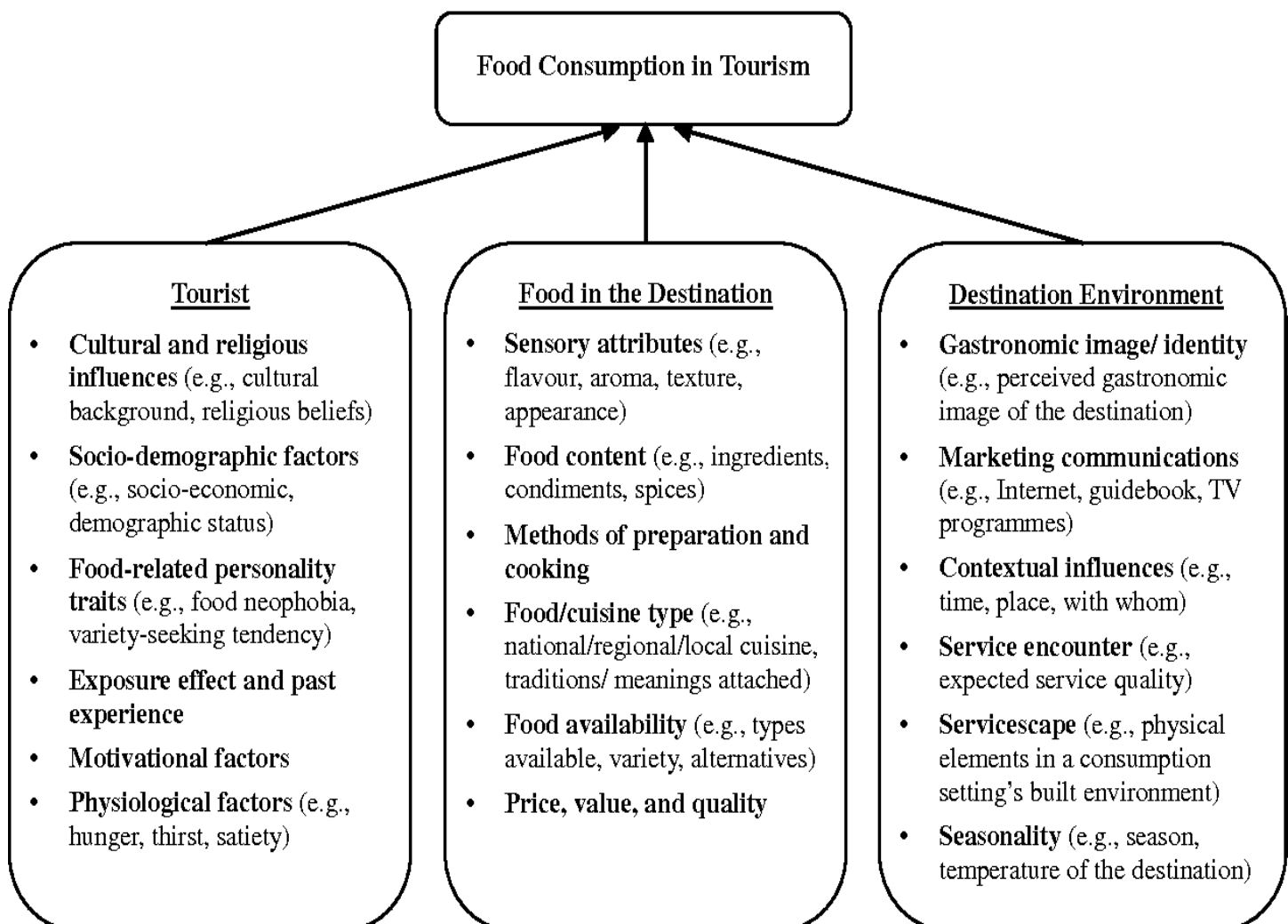
According to the Ministry of Housing and urban Poverty Alivation , there are 10 million street vendors in India and the number of street food vendors are more than 150000 in Kolkata .

(Chaterjee and Roy, 2022) Due to lack of work, people started following the work from home concept. As the customers of these vendors went missing the vendors started to diminish. The offices, local trains, local and foreign flights everything got shut down the people stopped coming to Kolkata. Kolkata has a huge historical reference and is a very good tourist destination. Even the foreign tourists used to visit here and these street foods were new to them. The market of these street

vendors used to get a huge profit from them, but due to the loss of these customers, the profit margin of these vendors has decreased a lot. With these drastic falls from March 2020, these vendors have to get back to their native places due to a lack of work. (Anjum Wara and Binata, 2022)

In this study, the authors have analysed the street food preference of the foreign tourist on the basis of age, religion, gender, education, living standard, place of birth and living standards . (Dutta and Dutta, 2021)

The preference of street food among the foreign travellers



(C.Y. Chang, 2022)

The Food consumption in tourism can be done due to various reason like cultural and religious reason , physiological reason , cuisine type , seasons , marketing popularity ,etc. As a tourist point of view the food consumption depends upon their cultural background , demographic status , eagerness to explore new places , hunger , etc... Then it also depends upon the destination . People want to explore the local food of a particular destination , want to see the methods or their local food preparation methods, then services provided , the specialty in the seasons and regions etc...

The preference of the street food depends on their culture, age, social, gender, living standards, and educational standards. The observers have observed that the food preferences of the people refer by their place. A scale was constructed on the frequency of street food consumed by foreign travellers. That scale table will be seen further in the report. An average preference was taken and a percentage is being made on that particular data about the preference of street foods by the foreign travellers in India. (Roy, 2020)

Research Methodology: This data was collected from 670 foreign travellers from Netaji Subhash Chandra Bose International Airport of Kolkata, West Bengal. (Gupta, 2019). To address the gaps in the literature review section statistics were used. According to the researchers, the questionnaire was circulated and the people were asked to list down street food they have tried in their vacation. To reduce self-satisfaction biases multiple techniques were used. In many cases, an incomplete questionnaire was found by the researchers. The preference of street food by the foreign tourist was assessed using the AHP model. A street food preference scale was prepared based on the frequency of the street food consumer by the foreigners.

After preparing a pairwise comparison the priority of each street food of the foreigners were calculated. It came down that eighteen most favourite street food are being preferred among the tourist in West Bengal. Now, this data is of 2018 and 2019 and 2020 data is not being there as due to pandemic the street food vendors and suffered a great loss and downfall in their business.

| STREET FOOD VARIETY | RANK | FREQUENCY | PERCENTAGE% |
|---------------------|------|-----------|-------------|
| Fuchka | 1 | 669 | 7.07% |
| Kathi Roll | 2 | 657 | 6.94% |
| Jhalmuri | 3 | 667 | 7.04% |
| Chana Ghugni | 4 | 567 | 5.99% |
| Mughlai Paratha | 5 | 645 | 6.81% |
| Urad daal vada | 6 | 445 | 4.70% |
| Chicken Cutlets | 7 | 670 | 7.08% |
| Fish Cutlets | 8 | 670 | 7.08% |
| Egg Devils | 9 | 567 | 5.99% |

| | | | |
|------------------|----|-----|-------|
| Kachori | 10 | 345 | 3.64% |
| Momos | 11 | 342 | 3.54% |
| Kobiraji Cutlets | 12 | 670 | 7.08% |
| Fruit Kulfi | 13 | 223 | 2.31% |
| Ghoti Gorom | 14 | 324 | 3.36% |
| Churmur Chat | 15 | 556 | 5.87% |
| Aloo Kabli | 16 | 667 | 7.04% |
| Veg Chow | 17 | 234 | 2.47% |
| Chanar Jilipi | 18 | 543 | 5.73% |

(Ghatak and Chatterjee,2022)

Result Analysis with Findings: The purpose of the study was to learn about the socio-demographic characteristics, food-safety awareness, food preferences, and attitudes toward street food and women food vendors in Kolkata.

The study revealed eighteen street meals that were most popular among foreigners, with Fuchka, Jhalmuri, Chicken cutlets, Fish cutlets, Kobiraji Cutlets, and Aloo Kabli being the most popular. It was also revealed that tourists love dishes that are a little spicy and sour in flavour, as well as crunchy in texture. This study suggests that Indian street food has a huge market on foreign grounds which needs to be nurtured, this will help the vendors and stakeholders to make strategies to promote food tourism of Kolkata in all world.

The study's findings served as a starting point for additional investigation, leading to the conclusion that people's tastes for street meals change with time and age. This study also includes information on popular Kolkata cuisine for overseas visitors. The analysis was conducted on the table above, which lists the most popular street food names among foreign travellers.

This study gives systematic information that may be used to promote the local food culture and how it aids in attracting tourists to earn money through tourism. Developing a strategy for foreign travellers can improve their street food experiences even more. This can be accomplished through the development of healthier recipes, safe food handling techniques, and a variety of other means.

According to Mr. Saikat Ray a journalist from the Times Of India the Kolkata, The Municipal Corporation of Kolkata is planning that the Street Food Vendors should get registered under a compulsory registration scheme. The FSSAI which is The Food Safety and Standards Authority of India with the KMC which is the Kolkata Municipal Corporation, the association will train the city's hawkers on how to prepare food by following basic health standards and sell the same following the hygiene norms . The KMC will also invite the representatives chosen for the hawkers for a workshop to teach them about the ways and train them for the same . According to the health

department officials they have done anti adulteration drives across the city and collected samples to check the food quality.

Conclusion And Recommendations: The purpose of the study was to learn about the socio-demographic characteristics, food-safety awareness, food preferences, and attitudes toward street food and women food vendors in Kolkata. According to the report, many consumers are completely reliant on street food during the day. Women vendors are preferred by customers because to their cleanliness. This also suggests that because street foods are easily accessible, affordable, and safe, they have the ability to meet customers' food and nutritional demands.

However, many people are unaware of the importance of food safety. They don't even know what food-borne illnesses are. Consumers should be more concerned about the repercussions of food-borne disease caused by poor hygiene and poor food preparation. Consumers on the street come from all socioeconomic backgrounds, and they all desire safe street food. For the betterment of street food and women street food vendors, they advocated financial support, social security, and food safety training.

The study's findings will aid policymakers in developing a variety of intervention programmes for female vendors. It also enables them to encourage female street vendors and ensure the quality of the food they produce. The study concluded that women vendors must be supported and that the quality and safety of street food prepared by women vendors must be closely monitored. This study also advised that when there is a violation of safety that poses a public health concern, action should be taken.

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