

"A Study Of Promotional Activities Carried By Culinary Tourism Around Pune After COVID-19"

By

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Abstract

Eating is one of our physiological need even when at home or during travel. Hence to full fill this need food & beverage sector has step into tourism sector as Culinary Tourism. There are so many examples which shown that tourists spend major amount of their budget on food while traveling such as, Telfer and Wall [1] suggest that tourist spends 33% of total expenditure on food & beverage, while the Singapore Tourism Board (2007) marked that tourist spend more than S\$1.5 billion or about 15% of international tourists' total spending on Food & beverage.

Culinary destination is also considered as a one of the elements of cultural element of destination. But due to this pandemic situation government of India has announced a lockdown because of which hospitality & tourism sector suffered a lot globally & widely.

India draws million of tourist every year as "Athithi Devo Bhava" conviction which providing its Indian Hospitality services to the guest. That contributed about 9% of India's GDP. But during covid 19 situation hospitality sector which is unable to open & even after lockdown not having sufficient business. Hospitality industry has reopened with new normal i.e. with new rules & regulations.

This paper is the attempt to understand & explore the culinary tourism post covid 19 new normal of hospitality & tourism Industry of pune city. More over to study the promotional activities taken by culinary tourism of pune city.

Key Words-*Culinary tourism, covid 19, Promotional activities, Hospitality & Tourism Industry.*

Introduction

Since the beginning of 21st century lots of changes has taken place in tourism industry as well as within travel motivators. Now a day's holidays have shortened but more frequent where as previously it was larger but once in blue moon. Because of the same reason more and more destinations and trends are developing to safety, this new preference of tourism. Eating is one of the physiological needs even if at home or during the travel. Hence to full fill this need food & beverage sector had step into tourism, we can say food & beverage sector plays important role in tourism. These themes are shown in figure 1[2].

These themes are further divided into various aspects. World Food Travel Association, has identified 12 categories of Food Tourism experiences. They are presented in the following list (Alberta Culinary Tourism Alliance, 2013):

1. Cooking schools & classes
2. Culinary attractions
3. Culinary destinations
4. Culinary events
5. Culinary media
6. Culinary lodging
7. Culinary retail & grocery
8. Culinary tours, guides, packages & agents
9. Dine & drink establishments
10. Farms, ranches & farmers' markets
11. Food & drink clubs
12. Food manufacturers



Figure 1 : Food Tourism Theme

But Covid 19 pandemic has shown discontinuation, changes in tourism sector & has suffered a lot economically but now it reopened with new normal to control on pandemic situation. Change like never before food consumption and eating habits impacted as a result of all new normal about various things such as hygiene, personal safety & social distancing.

Objectives-

1. To explore culinary tourism after the covid 19 situation.
2. To study the promotional aspect of culinary tourism after the covid 19 situation.
3. To understand culinary Tourism promotional aspect in the city of pune.

Review of the literature

- **Food and the Tourism Experience: The OECD – Korea Workshop [3]** provides an analysis of food experiences data has collected from a wide range of countries and regions around the world. The purpose is to develop new knowledge on the relationship between food experiences and tourism that can support the development of policies, support marketing and branding activities. Food plays an important role in the development of tourism services, as it comprises 30% or more of tourist expenditure, and this money is regularly spent directly with local businesses. Tourists are gradually seeking local, authentic and novel experiences linked basically to the places they visit. foods can become unique elements of the brand image of places and help to create uniqueness on national & regional level. National culinary traditions remain strong, but as food becomes ever more globalised the authenticity of experiences is vulnerable. Tourists generally approach a country via an adapted version of its cuisine, cultural activities, etc.
- **Food and tourism - what is culinary tourism all about?**
To food tourism has many names in the tourism field. The most common names are food tourism, culinary tourism, cuisine tourism, gastronomy tourism, gourmet tourism, food and beverage tourism, rural tourism, cuisine travel, food and wine tourism, and taste tourism, which all include the idea of travelling to experience and taste food products[4]. Author defined culinary tourism as “during the trips travellers purchase or consumption of regional food (including beverages), or the observation and study of food production (from agriculture

to cooking schools) represent a significant motivation or activity. It states that foods express the variety and difference of a destination and that culinary tourism is the careful act of experiencing the region through its food and beverage. Moreover, it mentions the significance of food production and consumption and so the diversity of places where culinary products can be purchased and experienced [6].

- **Food tourism: an emerging concept in Pune region**

In this paper researcher had shown connection between food & tourism with the help 12 categories [7]. Moreover, this researcher explains factors to explore food tourism as well as points to be consider to attract to the local people to explore their own food also outsides to explore the delicacies of local cuisine & its features. It also helps to understand food role to create marked impact on tourist mind.

- **Food & tourism synergies: perspective on consumption, production and destination development**

In this researcher mention that food can create motivational factors for travelling, searching, extraordinary experience. Factors that influence visits to destination. Researcher explain definition of food tourist is person who select travel destination to predict food experiences, also seeks out food, meals, food related activity. Researcher finally said that in destination image & loyalty development is depends on cooperation on the basis of interest shown by public & private companies, local culture, local food, local history plays important part of knowledge.

- According to “**Global Report on Food Tourism**” of the **World Tourism Organization (UNWTO)**, Food Tourism is commented as a fast-growing segment of tourism industry. In fact, many countries, tourist destinations, tourism stakeholders, tourist offices, event companies, tour operators and travel agents have familiar with the importance of Food Tourism in local, regional and national tourism development. It is observed in this survey that on Food Tourism used marketing promotion, using internet marketing tools, such as websites have been effectively utilized to promote Food Tourism in a particular destination.[8] (UNWTO, 2012)

- **Yogesh Updhyay& Dhiraj Sharma (2014)** The study had explored culinary preferences of foreign tourists through surveys conducted at various tourist spots in India, in order to identify dormant factors. the researcher had suggested that tourists’ preferences touch to five factors such as taste and quality of food, food preparation, localization of food and dining etiquettes, nutrition of food, and cleanliness. Also, union in foreign tourists was also explored on the basis of their responses. From the analysis, three segments were identified i.e. taste seekers, localization seekers and experience seekers. The study also had discussed the implications of the outcome for marketers and researchers.[9]

- Tourism can play a big role in reviving the economy hit by covid 19. PM Modi told chief ministers & pointed to the potential of domestic tourism as well as the opportunity to attract a large no of overseas travels so that union tourism & state could work together to speedup economic activities. To support this GOI also launched “Dekho Apna Desh” (See Your Country) a webinar series hosted by expert from the industry & focused on destinations like Delhi, Varanasi, Punduchery, Ladhakh, Kolkatta, Lucknow, Punjab, Goa, Rajasthan, Tamil Nadu, Bengal & North-East India.[10]

- **Shradha Shahania**after many months of intermittent lockdown, travellers are venturing out again. Opting for nature traits, favourite restaurants, joints, etc. where restaurateurs, owners of such places are brainstorming on ways to win their customers back while ensuring safety. Moreover, they are rethinking technology, reimagining menus and reworking business models, so you can walk through the door without fear. Hence, they are going to implement new things these are as follows,[11]

1. Hygiene will be the new delicious
2. Tech will play a big role
3. Menus will shrink with more emphasis on local produce and healthier meals
4. Crowded bars will be a thing of the past
5. Quick-service restaurant models will get a makeover
6. Takeaway for the win customers
7. Recreating your favourite restaurant dish at home with DIY kits.

Research Methodology:

It is a cross sectional study which explanatory in nature. It mainly involved secondary data collection. Secondary data has been collected from text book, research papers and websites. Some primary data source has been used from the information gathered from Questionnaire.

i) **Primary Data:** It is obtained from the various Culinary Tourism Sectors like Cooking schools & classes, Dine & drink establishments, (restaurants/Café/ Bar/Cloud Kitchen), Food manufacturers, Culinary destinations (Agro tourism/ wine tourism/ Farm Weekends/ HurdaCentres), Culinary tours, guides, packages & agents. There were respondents participated in the study and prescribed questionnaire emailed.

Following will be sample size for collecting data from Entrepreneur of Culinary Tourism Sector-

No of Cooking schools & classes	No of Dine & drink establishments	No of Food manufacturers	No of Culinary destinations	Culinary tours, guides, packages & agents	Total samples of research
4	8	5	1	1	19

ii) **Secondary Data:** The secondary data will include information from website of various agencies, literature, books, journal, newsletters & manual. Also references from newspapers articles, magazines will be collected & reviewed.

The data collected will then be analyse & interpreted quantitatively with the help of survey method result will be represented in the form of tables, graphs and quantitative tests.

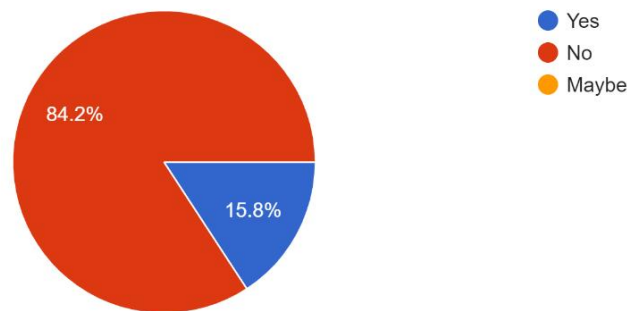
Data Analysis & Result

According to the data Obtained in the descriptive analysis, specifically in the culinary tourism Sector of different region of Pune District & with collaboration of secondary data. And this collected Data was analysed using basic and advanced analytical tools. This also includes the detailed analysis of the data which was conducted to fulfil objectives of the research. Mentioned below is the analysis which be presented graphically and in tabulated form for better interpretation. The collected data was analysed done by the collected facts of the study.

Culinary tourism is a major source of generating employment as well as revenue for the sector of tourism Industry. According to the survey which was conducted among the locals of Pune region and inbound, out bound Culinary tourists' places are reopened with new norms of the industry but due to slack business, there sale has not boost up yet.

Does your sale is similar like before COVID-19 ?

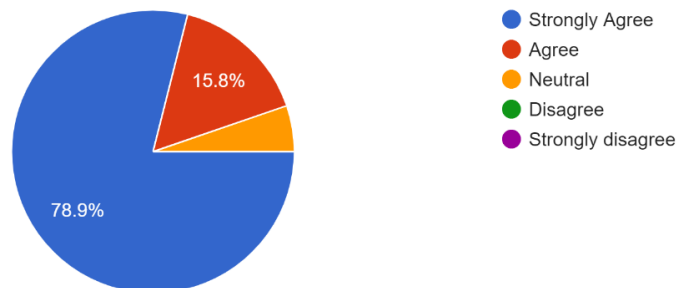
19 responses



Because of the expansion of tourism sector and rapid growth in number of travellers across the globe helps to boost the culinary tourism market. Several travellers plan vacations specifically to have culinary trips and explore diverse food cultures. They experience and learn about local cuisine. They spend around 50% of their holiday budget on culinary activities. This is one of the major reasons for the growth of culinary tourism. moreover, increase in popularity of wine, beer, and food festivals which promotes the culinary tourism. This is expected to drive the culinary tourism market in the next few years. But people spending power now a days has changed & they more concern about their hygiene & healthy food. So, while doing this research survey author shows that most of respondents i.e.94.7% entrepreneur said that customers are moving to those brands that they are confident of as far as hygiene practice are concerned.

People will move to those brands that they are confident of as far as hygiene practice are concerned.

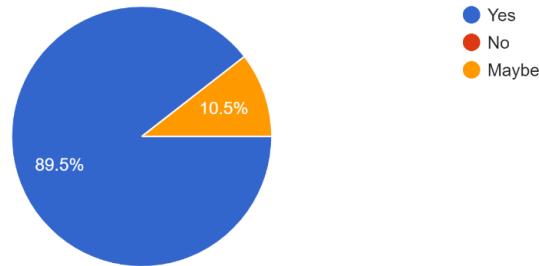
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Most of us consider that quarantine situation has negatively impacted the on marketing industry. But on the contrary, most of the brands in Hospitality & Culinary Tourism industry are shifting their focus on leveraging digital influencers to spread the right message related safety and health measures and to create awareness by using their knowledge of guidelines given by the WHO & Gov this was found when author conducted survey while doing this research 89.5% of the respondents are aware & ready to share guideline with their customer

Are you aware & ready to share guideline given by WHO & Gov.?

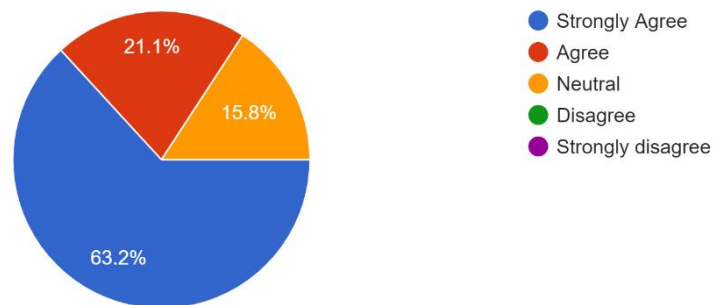
19 responses



With the kind of hit of COVID-19, Culinary Tourism industry has suffered, but it's not the end rather it's a new beginning so now is the time to responsibly work on impacting the mindset, call back our client. That why research ask respondent that is there Need of promotional activities to be carried out to cockup the loss of sale then 84.3% people said yes now its time has come to do showcase our features to grab the attention of the customer.

Need of promotional activities to be carried out to cockup the loss of sale.

19 responses

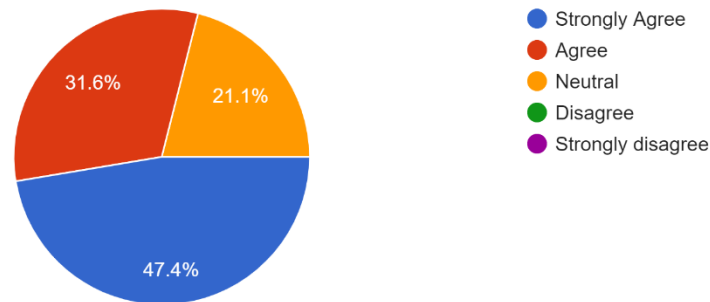


Furthermore, to know what are the things that necessary to concern about as entrepreneur then we asked for few options where restaurateurs, owners of such places are using brainstorming on ways to win their customers back while ensuring safety. Research shows that

a) 79% Restaurateurs aim to beef up their technology like never before to win the trust of customer& these technology like Livestreaming of kitchen, an app to order and pay, infrared cabinets to sterilize crockery and cutlery and dishwashing machines, etc

Restaurateurs aim to beef up their technology like never before to win the trust of customer

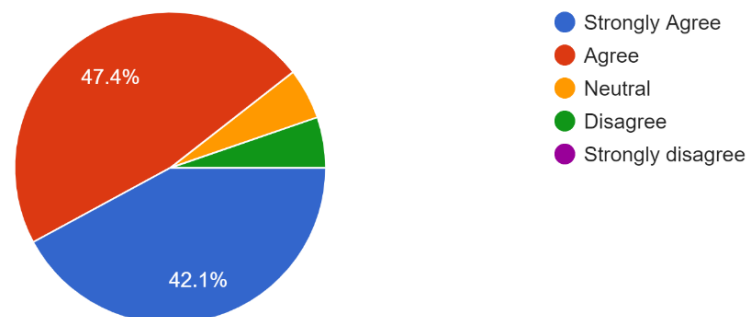
19 responses



b) in this lockdown many employees of culinary tourism have to face the problem & they got lay off from their jobs due to loss of sale of company. Hence to understand perception of company about Menus, staff due to tighter disposable income we asked them question in this survey & we found that 89.5% entrepreneurs want to shorten their menus.

Due to trimmed staff & tighter disposable income restaurateurs need to work on menu engineering & shorten their menus.

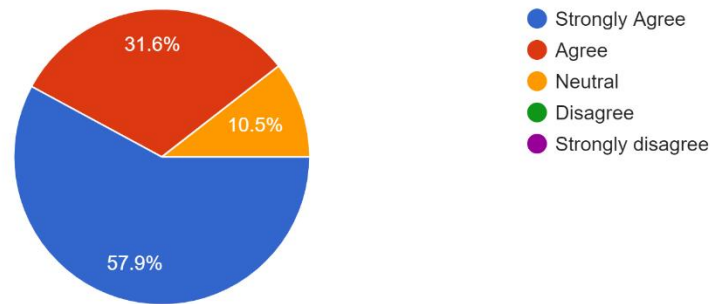
19 responses



c) if we want more customer to dine-in in our restaurant or take facilities of our product then we should minimal physical contact and introduce various contactless service, than research show us that 89.5% entrepreneur are insisting to provide tending contactless service to their customer.

Contactless service is trending due to health concern

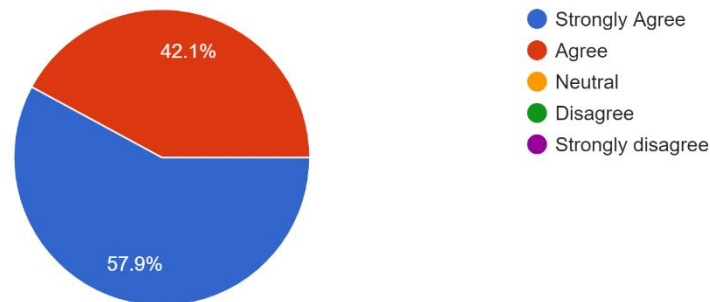
19 responses



d) many restaurateurs are thinking beyond simply stuffing figures in empty chairs just to promote social distancing, they believe in taking the practical steps, while still delivering a great customer experience by just a small rearrangement of seating area. this research also shows that 100% restaurateurs agreed to do rearrangement of their seating area.

There is need to rearrange seating arrangement for social distancing

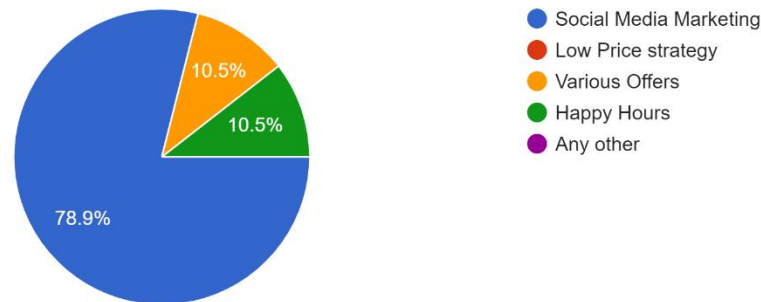
19 responses



Times are tough for all the industries but for Hospitality Industry it's the toughest. As this Pandemic situation has left customers scared and restaurants need to win the trust back with their new strategies. So, to grab the attention of the customer they need to use suitable marketing strategy that all culinary tourism brands should move onto. So, we ask one question to respondents to understand what type of marketing they are planning for then we found that 78.9% people wants to do social media marketing as its platform which delivered to n number of people. & we can grab the attention then it follows by 10.5% people wants to give various offer in terms of discounts, buy one get one, accompaniment offers, etc then it follows by 10.5% people wants to serve in happy hours to bridge the gap between rush hours & floppy hours. 5% people wants to promote Agro tourism and organic ingredients used in restaurant.

What are the promotional activities you are carrying out??

19 responses



Conclusion

To sum up this survey, it is observed that Tourism is a multi-dimensional activity and basically a service industry. In future Culinary Tourism will be the largest sector of Tourism industry in terms of tourism receipts, business growth only we need to focus on few things. These are

- Customers are more concerned about their hygiene & healthy food. So, customers are moving to those brands that they are confident of as far as hygiene practice is concerned. Hence entrepreneurs need to focus & follow hygiene practices.
- Restaurateurs should aim to beef up their technology like never before to win the trust of customer & these technologies like Livestreaming of kitchen, an app to order and pay, infrared cabinets to sterilize crockery and cutlery and dishwashing machines, etc.
- Due to trimmed staff & tighter disposable income, restaurateurs need to work on menu engineering & shorten their menus.
- In this situation, restaurateurs should follow trending things like contactless service to cut back on the business loss.
- To promote social distancing, need to rearrange seating area.
- Last but not the least, should use various promotional activities such as Social Media Marketing, Low Price strategy, Various Offers, Happy Hours, others like Branding of commodities, New value-added products, taking help of influencers of the industry such as bloggers, celebrity chefs, etc. & promote Agro tourism and organic ingredients used in restaurants. And recreating your favourite restaurant dish at home with DIY kits.

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