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Editor's Note

Tourism is a global economic powerhouse, contributing significantly to the GDP of many countries and providing employment to millions. However, the environmental and social costs associated with traditional tourism practices have raised concerns about its long-term sustainability. Green and sustainable tourism investments offer a promising solution to this dilemma by fostering economic growth while protecting the planet and benefiting local communities.

Green and sustainable tourism investments encompass a wide range of strategies and practices aimed at minimizing the negative impacts of tourism on the environment and society while maximizing economic benefits. These investments focus on responsible resource management, community engagement, and the preservation of cultural and natural heritage. Investing in renewable energy sources such as solar panels and wind turbines can power hotels, resorts, and transportation services, reducing reliance on fossil fuels and decreasing greenhouse gas emissions. Sustainable tourism investments prioritize efficient waste management systems. Recycling, composting, and reducing single-use plastics are essential steps towards minimizing pollution.

Investing in the protection and maintenance of natural reserves and national parks ensures the long-term viability of tourism destinations while preserving biodiversity. Implementing water-saving technologies, promoting responsible water use, and protecting local water sources help conserve this precious resource.

Green and sustainable tourism investments prioritize hiring locally, empowering communities economically, and reducing income inequality. Supporting cultural heritage through investments in local arts, crafts, and traditions helps preserve the unique identities of tourist destinations. Sustainable tourism investments diversify the local economy, reducing dependence on a single industry and increasing overall resilience.

Green and sustainable tourism investments are not just an ethical choice; they are a smart economic strategy. By balancing economic growth with environmental preservation and social well-being, these investments create a win-win scenario for tourists, host communities, and future generations. As responsible stewards of our planet, it is our duty to support and encourage these investments, ensuring that tourism continues to thrive while safeguarding the natural and cultural treasures that make our world so beautiful.

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“AMRITSAR City of Gastronomy” From International Criteria to Local Practice

Harpreet Singh, Raj Kumar & Jaswinder Singh

Abstract

The culinary heritage of Amritsar is representative of the culinary traditions of Punjab and has garnered international prominence. The street food in Amritsar plays a crucial role as a vital component of gourmet tourism. In the city of Amritsar, a considerable number of tourists, along with the local residents, choose to patronize dining places that are not affiliated with their respective hotels or accommodations. The incorporation of indigenous gastronomy exhibits potential in enhancing sustainability within the tourism sector and promoting the growth of culinary tourism in the local area. A significant association between cuisine and tourism is seen. The peculiarity of the food is enhanced by the utilization of locally sourced materials and the incorporation of traditional appliances, which in turn generates attractiveness among tourists. Amritsar boasts a diverse array of street food restaurants, each renowned for its unique culinary delicacy that captivates the palates of discerning guests. Gastronomic tourism involves a diverse array of activities, including the discovery of specialized restaurants, street food vendors, and engagement in food festivals. Street cuisine has a pivotal role in both molding and reflecting diverse facets of culture, religion, caste, local culinary traditions, and the utilization of traditional culinary tools.

Gastronomic tourism surpasses the constraints imposed by cultural culinary practices. The recognition of towns, regions, or countries for their gastronomic offers is a prevalent phenomenon. Food consumption holds a crucial role in the realm of tourism, since each visitor normally engages in the consumption of three meals each day. Hence, the economic importance of food in the context of the tourism sector is substantial. Several nations, like Ireland, the Philippines, and Canada, are presently allocating significant resources towards the advancement of gastronomic tourism. The implementation of food tourism programs has yielded favorable results, seen in the increase in visitor expenditures and overnight accommodations.

The city of Amritsar is renowned for its culinary offerings, making it an attractive destination for gastronomic tourism. Tourists are drawn to Amritsar to indulge in its diverse and delectable food options.

Keywords: Amritsar, Food, Gastronomic Tourism, Tourist

Introduction

The academic discipline of gastronomy and gastronomic tourism encompasses the comprehensive examination of the complex dynamics of food, culture, and tourism. The subject matter comprises the mastery of proficiently creating and showcasing delicious and alluring cuisine, the unique culinary customs of particular geographical regions, and the scientific concepts that underlie the notion of pleasurable and nourishing consumption. A gastronome is a someone who possesses a profound understanding and exceptional expertise in the domain of gastronomy. Conversely, a gastronomist is an expert

who integrates theoretical knowledge with practical implementation in the scholarly investigation of gastronomy. The field of practical gastronomy involves the practical implementation and academic analysis of the methods, procedures, and display associated with the development, production, and provision of a wide range of culinary products and beverages originating from various locations worldwide. The discipline of theoretical gastronomy establishes a fundamental framework for the implementation of applied gastronomy. This concerns a methodology and framework that prioritizes the utilization of recipes, methods, and cooking guides. The

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field of food gastronomy is closely interconnected with the scholarly examination of food and beverages, as well as its historical roots. Technical gastronomy serves as the fundamental basis for practical gastronomy, offering a methodical and thorough framework for evaluating various gastronomic topics.

Gastronomic tourism primarily entails domestic travel, wherein persons visit different areas to engage in the consumption and exploration of distinctive food and beverage options, often derived from the local region. During the process of conducting a domestic analysis on leisure travelers in the United States, it was found that 17% of these travelers engaged in culinary-related activities. The International Culinary Tourism Association has projected a significant growth in the upcoming years. In the year 2018, the European region played a substantial role in shaping the market, followed by contributions from North America, APAC (Asia-Pacific), South America, and MEA (Middle East Africa), in sequential order. It is expected that the Asia-Pacific (APAC) region would witness significant growth throughout the predicted time period, principally driven by the increasing economies of APAC nations.

The Topic of Discussion Pertains to Amritsar.

Amritsar, previously recognized as Ramdasapur, is a municipality located in the north-western territory of India. The city of Amritsar in the state of Punjab functions as the administrative hub for the Amritsar district.

Based on the census statistics from 2011, the population of Amritsar was documented as 1,132,761 inhabitants. The city is located at a distance of 217 kilometers in the northwest direction from the state capital, Chandigarh. The geographical area under consideration is situated in close vicinity to the Pakistan Border, more specifically known as the Wagah Border, at an approximate distance of 28 kilometers from the urban center of Amritsar. The nearest major center is Lahore, located 50 km to the west, and it holds the distinction of being the second largest city in Pakistan.

Amritsar is widely recognized for its historical connection with Harmandir Sahib, sometimes referred to as the Golden Temple, which holds a prominent position as the primary religious and cultural center for the Sikh community. The Golden Temple, a significant Sikh temple of devotion, attracts a larger number of tourists in comparison to the Taj Mahal. The place in question attracts a significant number of visitors, with a weekday footfall over 150,000 individuals. This indicates a high level of popularity and visitation. Furthermore, it is noteworthy that this particular site is highly preferred by non-resident Indians (NRIs) residing in India. Furthermore, the city houses the Akal Takht, a prominent institution of temporal authority for the Khalsa, along with the committee responsible for the upkeep and conservation of Gurudwaras.

The economic sectors in Amritsar are mostly focused on tourism, carpets and fabrics, agricultural products, handicrafts, service industries, and light engineering. The urban center is widely recognized for its lavish gastronomic options, lively cultural legacy, and the notorious Jallianwala Bagh massacre that transpired in 1919 within the period of British imperial domination. Amritsar has been officially declared as one of the heritage cities as part of the HRIDAY (Heritage City Development and Augmentation Yojana) scheme, which was started by the Government of India.

The Study Aims to Identify and Analyze The Specific Objectives That Guide The Research.

1. To assess the gastronomic potential in the city of Amritsar
2. The objective of this study is to validate the characteristics that underlie the selection of culinary preferences among tourists in Amritsar.
3. The objective of this study is to examine the various elements that contribute to the long-term viability and success of gourmet tourism in the city of Amritsar.

The Significance of Food in Human Existence

The preservation of gastronomic history has been effectively enhanced by the efforts of UNESCO, which has actively promoted the universal significance of cultural landscapes, including those associated with food, that have been officially recognized and included in the World history List. Furthermore, it is worth noting that UNESCO has officially acknowledged the significance of culinary and traditional food practices as manifestations of intangible cultural heritage. These practices have been duly included in the prestigious Intangible Heritage List curated by UNESCO. In addition, UNESCO has played an active role in advocating for the recognition of gastronomy as a separate and unique category within the Creative Cities network. The Council of Europe has played a proactive role in the promotion of many European Cultural Routes, including initiatives such as the Olive Oil Route and Iter Vitis - the Ways of the Wine. These itineraries not only emphasize cultural features but also integrate gastronomic heritage as a substantial element. In accordance with the findings of UNESCO (2014), the culinary field has experienced a significant and profound transformation with the official recognition and support from the organization.

The Emergence and Development of Gastronomic Tourism in India

Gastronomic tourism, as defined by the World Food Travel Association (WFTA), encompasses the purposeful and enjoyable participation in distinctive and extraordinary food and beverage encounters, regardless of their proximity or remoteness. The importance of a

destination's culinary offerings, as demonstrated via its portrayal. The research on Food Tourism conducted by the United Nations World Tourism Organisation reveals that a significant proportion, namely over one-third, of visitor expenditures are dedicated to gastronomic experiences. The high salivary reaction in individuals is not only elicited by the awe-inspiring vistas, but also by the wonderful flavours. In conjunction with the captivating appeal of India's rich cultural past, there is a growing inclination among travellers to delve into the country's gastronomic customs. There is a growing trend among modern travellers to actively pursue the integration of two distinct yet captivating experiences, namely the act of travelling and the exploration of gastronomy. A multitude of culinary expeditions are presently being organised throughout the country, offering vacationers enduring gourmet encounters.

These excursions involve a wide range of culinary encounters, including dining at esteemed institutions, immersing oneself in lively food markets, experiencing local cuisines, and embarking on gastronomic expeditions lead by a proficient chef. Presently, there exists an increasing tendency among individuals who travel to actively participate in and deeply involve themselves in the indigenous culture of a particular urban area, as opposed to adopting a passive stance of solely visiting tourist sites.

The tourism sector in India is of considerable economic significance and is seeing substantial growth. Based on projections provided by The World Travel & Tourism Council, the tourism industry made a significant contribution of INR 7.4 trillion, which accounted for around 7.6% of the nation's Gross Domestic Product (GDP) in the year 2016. Moreover, it is noteworthy to mention that this specific industry has generated job prospects for roughly 40.5 million persons, constituting approximately 7.9% of the total employment statistics. Based on forecasts, it is expected that the sector would see a compound annual growth rate of 7.9% from 2013 to 2023. Based on the findings of the World Travel and Tourism Council (WTTC, 2012), it is anticipated that India will attain the third position in terms of the fastest-growing tourism industries among countries in the next decade. In 2011, India experienced a significant increase in the number of international tourists, totaling six million. This achievement resulted in India being acknowledged as the "world's leading destination" at the prestigious World Travel Awards in 2012. The adoption of the 'Incredible India' campaign and the aggressive efforts taken by various state tourism agencies have led to a notable increase in Foreign Tourist Arrivals (FTAs) in India. India has emerged as a significant contender in the international tourism sector, attracting tourists from both non-traditional and traditional source markets. The

present article from Travel Biz Monitor critically analyses the upward trajectory of Foreign Tourist Arrivals (FTAs) in India and the concomitant revenue earned over the past several years.

Punjabi Cuisine

The culinary customs of Punjab, a geographically expansive territory including both India and Pakistan, exhibit a strong association with Punjabi food. The culinary practices of the area demonstrate certain similarities with the gastronomic customs of Kashmir and other neighboring places. The culinary traditions of Punjabi cuisine demonstrate a notable degree of diversity and encompass several geographical variations. The culinary customs of the region are influenced by the enduring agricultural practices and rural lifestyle that have defined Punjab for a significant period of time. The gastronomic practices in question are upheld by the cultivation of locally procured staple crops. The majority of the prominent elements observed in Indian food, as it is presented to individuals who do not have Indian heritage, may be attributed to the Punjab region. The aforementioned elements encompass tandoor, naan, pakora, and vegetable meals that prominently showcase paneer. In the rural communities of Punjab, it is customary to utilize animal fats in the culinary preparation of meals. While Punjabi cuisine preparations are widely consumed in other regions of India and Pakistan, there are some food items that are exclusive to the Punjab region. Some examples of traditional Punjabi dishes are sarson da saag, tandoori chicken, and makki di roti. Rice, wheat, and dairy products are among the staple foods frequently ingested by individuals. The components utilized in this culinary preparation consist of clarified butter, sunflower oil, paneer, and butter.

Amritsari and Punjabi Food - A Culinary Journey:

Amritsari food and Punjabi food are both celebrated regional cuisines in India, originating from the Punjab region, which stretches across northern India and Pakistan. These cuisines are known for their rich and robust flavors, generous use of spices, dairy products, and a diverse range of dishes. Let's explore these cuisines from various angles:

Cultural Significance: Both Amritsari and Punjabi cuisines are deeply rooted in the culture and traditions of Punjab. They represent the heart and soul of Punjabi identity and hospitality.

Ingredients and Preparation: These cuisines often feature fresh and locally sourced ingredients, including an array of spices like cumin, coriander, turmeric, and red chili, which create the distinctive flavors.

Wheat is the primary grain in Punjab, giving rise to staples like roti (unleavened flatbread), paratha (stuffed or spiced flatbread), and various breads.

Use of Dairy: Punjab, often referred to as the "Land of Milk and Butter," places great emphasis on dairy products like ghee (clarified butter), butter, and yogurt in cooking and as condiments.

Vegetarian and Non-Vegetarian Offerings: Both cuisines offer a wide range of vegetarian and non-vegetarian dishes. Vegetarian favorites include saag (mustard greens), paneer (Indian cottage cheese), and various dals (lentil dishes), while non-vegetarian options feature chicken, mutton, and fish.

Tandoori Cooking: The tandoor, a cylindrical clay oven, is a hallmark of Punjabi cuisine. Tandoori dishes like tandoori chicken, naan (leavened flatbread), and kebabs are cooked in this oven, imparting a unique smoky flavor.

Street Food Culture: Both Amritsari and Punjabi cuisines have vibrant street food cultures. Street vendors offer a variety of snacks and quick bites, showcasing the diversity and deliciousness of these cuisines.

Festive and Celebratory: Meals in Amritsari and Punjabi cultures are often associated with celebrations, and lavish spreads are prepared during festivals, weddings, and special occasions.

Community Dining: Community dining is a significant part of both Amritsari and Punjabi traditions. Sharing meals with family and friends fosters a sense of togetherness.

Global Influence: These cuisines have gained international popularity, with Indian restaurants worldwide featuring Punjabi dishes. The global Punjabi diaspora has contributed to the preservation and evolution of these culinary traditions.

Famous Dishes from Punjabi Cuisine:

Butter Chicken (Murgh Makhani): A creamy tomato-based curry with tender chicken.

Tandoori Chicken: Marinated chicken cooked in a tandoor, known for its smoky flavor.

Paneer Tikka: Grilled or tandoori-marinated paneer cubes.

Chole Bhature: Spicy chickpea curry served with deep-fried bread.

Dal Makhani: Creamy lentil dish slow-cooked with butter and cream.

Sarson da Saag and Makki di Roti: Mustard greens curry with maize flatbread.

Aloo Paratha: Stuffed flatbreads with spiced potatoes.

Punjabi Samosa: Deep-fried pastries filled with potato and spices.

Rogan Josh: Flavorful lamb curry with aromatic spices.

Punjabi Lassi: Refreshing yogurt-based drink.

Both Amritsari and Punjabi cuisines offer a flavorful journey through the cultural and culinary heritage of the Punjab region. These cuisines are celebrated for their rich traditions, robust flavors, and their ability to bring people together in the spirit of warmth and hospitality.

Definition

Food and culinary tourism can be described as the active engagement in the exploration and indulgence of distinctive and enduring gastronomic encounters. Culinary tourism provides both local residents and tourists with an opportunity to authentically experience the unique flavours of our abundant province by incorporating travel with these gastronomic encounters.

Limitations of the Study

The study was conducted just using the data obtained from a survey with a restricted scope and range.

The study pertained to the current market situation, and the perspectives, evaluations, and forecasts of the participants may vary based on temporal factors, social standing, cognitive state, and geographic location.

The Impact of Amritsari Cuisine on Gastronomic Tourism in Its Early Stages

The district of Amritsar in the state of Punjab is widely recognised for its gastronomy, cultural heritage, and historical significance. Amritsar possesses an extensive infrastructure of public transit and communication. Several prominent towns within the district include Ajnala, Baba Bakala, and Majitha, among others.

Amritsar's tourism mostly caters to visitors with a keen interest in cultural exploration, ancient civilizations, spirituality, and significant historical events. Harmandir Sahib is well recognised as a prominent spiritual destination, attracting a substantial number of pilgrims and tourists on a daily basis, estimated to exceed 100,000 individuals (Lonely Planet, 2008). According to the India tourism statistics for the year 2017, Punjab experienced a notable increase of 18% in the number of domestic visitor arrivals over the year of 2016-2017. In 2017, the number of international tourist arrivals was recorded at 1,108,635. Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2019

Rank	State/UT	Foreign Tourist Visits (2019)	Percentage Share
1	Tamil Nadu	6,850,000	18.2%
2	Maharashtra	5,150,000	13.7%
3	Uttar Pradesh	4,730,000	12.6%
4	Delhi	4,490,000	11.9%
5	Rajasthan	3,870,000	10.3%
6	Kerala	3,690,000	9.8%
7	Goa	3,290,000	8.7%
8	Gujarat	2,030,000	5.4%
9	West Bengal	1,740,000	4.6%
10	Madhya Pradesh	1,040,000	2.8%
11	Punjab	310,000	0.8%

Source: State/ UT Tourism Departments

In Punjab a rapid increase in tourists is noticed from 2016 (Punjab tourism statistics, 2022)

Year-wise Tourist Visits in Punjab

Year	Tourist Visits to Amritsar (in lakhs)	Tourist Visits to Punjab (excluding Amritsar) (in lakhs)	Percentage Change for Amritsar	Percentage Change for Punjab (excluding Amritsar)
2015	29.50	1,550.00	-	-
2016	31.00	1,556.00	+5.08%	+0.39%
2017	32.50	1,583.00	+4.84%	+1.74%
2018	34.20	1,589.00	+5.23%	+0.38%
2019	35.70	1,625.00	+4.38%	+2.27%

Source- <http://punjabtourism.gov.in/Punjab.html#/StatisticsSurveys>

This table provides a consolidated view of tourist visits to both Amritsar and the rest of Punjab for the specified years, along with the percentage changes over the years. The popularity of Amritsar Food is growing leaps and bounds especially because of the rising number of Punjabi immigrants. Canada & United Kingdom are now known as an extension of Punjab and there is growing influence of Punjabi Culture in these regions whether it’s relating to music or food. Punjabi food is relished not only by NRI’s but even the foreigners.

Amritsari Food yn Social- Anthropoligal Perspective

Amritsari food is a popular and distinctive cuisine from the city of Amritsar in the Indian state of Punjab. Examining

Amritsari food from a social and anthropological perspective provides insights into the cultural, historical, and social aspects that have shaped this cuisine. Here are some key points to consider:

Cultural Significance: Amritsari food is deeply rooted in the culture of Punjab, reflecting the traditions and way of life of the people in this region. It’s an integral part of Punjabi identity and is often associated with warmth, hospitality, and celebration.

Ingredients and Preparation: The cuisine is known for its use of fresh and locally sourced ingredients. It typically includes generous amounts of dairy products, spices, and wheat-based products. Common ingredients include ghee (clarified butter), paneer (Indian cottage cheese), various dals (lentils), and a variety of spices.

Community and Sharing: Food in Amritsari culture plays a central role in fostering a sense of community and togetherness. Meals are often shared with family and friends, and large gatherings with feasts are common during festivals, weddings, and other special occasions.

Religious Influences: Amritsar is home to the Golden Temple, one of the holiest Sikh shrines. The langar (community kitchen) at the Golden Temple serves free meals to thousands of visitors daily, emphasizing the Sikh values of equality and community service. This religious influence has shaped the culture of sharing and providing food to those in need.

Street Food Culture: Amritsari cuisine is renowned for its street food. Dishes like Amritsari kulcha, chole bhature, and various types of kebabs are popular street food items. Street food vendors are often seen as a symbol of entrepreneurship and contribute to the local economy.

Gender Roles: Traditionally, women in Punjab play a significant role in the preparation of meals. Cooking is seen as an essential skill, and family recipes are passed down from one generation to the next. However, changing societal dynamics have also led to shifts in gender roles, with more men taking an interest in cooking.

Global Influence: Amritsari cuisine has gained popularity worldwide, with Indian restaurants featuring these dishes in many countries. The global diaspora has contributed to the preservation and evolution of these culinary traditions.

Economic Aspects: The food industry in Amritsar, including restaurants, street food vendors, and agricultural production, has a significant economic impact. It provides employment opportunities and supports the livelihoods of many residents.

Health Considerations: The high use of dairy and fats in Amritsari cuisine has health implications. It’s essential to consider how dietary choices impact public health and the changing patterns of diet and lifestyle.

Changing Food Practices: Like many other regions, Amritsari food practices have evolved over time due to

urbanization, globalization, and changing lifestyles. Fast food and processed foods have become more prevalent alongside traditional dishes.

In conclusion, studying Amritsari food from a social and anthropological perspective reveals a rich tapestry of culture, tradition, and community values. Food is not just sustenance; it is a reflection of history, identity, and the evolving dynamics of society. Understanding Amritsari cuisine in this context helps us appreciate its significance beyond the plate.

The Mega Kitchen in the Golden Temple is a Notable Culinary Establishment.

The urban hub of Amritsar is home to the Golden Temple, which is often referred to as Harmandir Sahib. The mentioned establishment is of great importance as a Gurdwara and is highly esteemed as a site of sanctity within the Sikh community. The edifice was initially constructed in the year 1604, followed by a further rebuild in 1764.

Individuals are afforded the opportunity to engage in gratis meals at this particular establishment, with the average individual being capable of availing themselves of this service. The Golden Temple, situated in the city of Amritsar in western India, is notable for its provision of a complimentary dining facility that caters to a substantial number of individuals each day. This undertaking entails the distribution of 200,000 Indian flatbreads, 17 quintals of lentils, and lunches for 150,000 individuals. Significantly, on weekends, the quantity of individuals receiving benefits rises to 250,000, whilst prominent festivals such as Bhasaki, Diwali, and Gurburab experience a notable increase in the number of receivers, reaching one million. Several elements contribute to the distinctive operation of the free kitchen located at the Golden Temple. The langar, a communal meal practised in Sikhism, is a perpetually ongoing activity in which a significant amount of food is cooked on a daily basis. On average, the culinary process involves the utilisation of roughly 150 quintals of wheat flour, 16 quintals of rice, 17 to 30 quintals of lentils, and 800 kg of ghee, which is a form of clarified butter. The Mega Kitchen consistently offers complimentary meals to hospitals and orphanage homes located within District Amritsar.

Daily consumption of raw material at golden temple kitchen

Sr. No.	Material	Quantity
1	Dal	17 quintals on week days 30 quintals on week ends
2	Onion	25 kg / quintal
3	Atta	150 quintal- 2lac rotis
4	Rice	16 quintals
5	Vegetables	20 quintals
6	Milk	1500 ltr
7	Tea	2500 to 3000 ltr
8	Masala	5 kg / quintal
9	Ghee	800 kg

Source- Field survey

The kitchen facility employs a combination of firewood, LPG gas and electronic bread machines for the cooking process. It is estimated that the facility consumes around 100 LPG cylinders and 7,000 kilogrammes of firewood on a daily basis. The kitchen is overseen by a crew consisting of 550 personnel, who receive support from a considerable number of supplementary volunteers.

Furthermore, volunteers are responsible for the work of sanitising the 300,000 plates, forks, and bowls that are utilised in order to facilitate the provision of nourishment to individuals. The culinary offerings are limited to vegetarian options, and the financial sustainability is reliant on contributions received from a worldwide network of supporters.

The Present Study Aims to Identify and Analyse The Popular Street Food Outlets in Amritsar, A City Renowned for Its Culinary Traditions.

Name of Outlet	Specialty
Giani tea stall	Tea
Makhan da dhaba	Fish amritsari
Sunder meat shop	Mutton
Ahuja's Kesar Wali Lassi	Lassi
Beera Chicken	Chicken
Adarsh Meat Shop	Mutton Chaap
Kanha Sweets	Pinni
Pick n move	Mutton tikka with gravy and kulcha

Source- Field survey

The Amritsari Cuisine is Renowned for Its Assortment of Popular Dishes.

Street Food	Beverages & Cold Desserts	Non-Vegetarian	Vegetarian	Sweets
Tawa puri Nutri kulcha Alloo kulcha Bhija kulcha Pokare kulche Bhutere choole Satpura Matti cholle Lucchi	Lassi Phirni Kheer Kulfifalooda Fruit cream	Butter chicken Fish Amritsar Chamber chicken Chicken tikka Fish tikka Sari Khorare Poot kalaji Tawa chicken Tandoori chicken Mutton tikka with gravy	Dal Amritsari Amritsari Aloo-wadi Dal Fry Makki Di Roti-Sarsonsaag Kadipakoda Chana Masala	Motichoor Ladoo Khjoor Mung dal halwa Gajjar halwa Patisa

Source- Field survey

Research Methodology

The research design employed in this study is characterised by an analytical approach, focused on gathering factual information. The research methodology mostly relies on qualitative techniques. The collection of primary data involves the utilisation of questionnaires and personal interviews as methods to get comprehensive information from both visitors and staff members of specific food establishments. The objective is to obtain extensive insights on the unique meals offered and the potential appeal to tourists in relation to the cuisine being served at these establishments.

Secondary data is obtained by accessing a range of online sources, including websites, culinary journals, magazines, and newspapers. The examination of marketing strategies employed by various food establishments include the analysis of their routine and promotional menus, brochures, websites, banners, and print and electronic media advertisements. The data gathering device for this study includes a meticulously designed questionnaire. The interview questions are designed in a manner that elicits relevant responses regarding the extent and nature of the influence of Amritsar's cuisine on tourists during their visit to the city.

Conclusion

In conclusion, it can be inferred that...

Street food plays a significant role in gastronomic tourism, a form of travel when individuals purposefully visit different destinations to indulge in and appreciate the distinct culinary delicacies drawn from the local area. The international acclaim that Amritsar has garnered for its street cuisine establishes it as a highly appealing

location for culinary tourism. Tourists commonly exhibit a notable level of contentment with the indigenous street food offerings, particularly with regards to esteemed local specialties like as tawa puri, alloo kulcha, nutri kulcha, amritsari machhi, kulche-chhole, chole-bhature, lassi, and various confectioneries.

Amritsar should undertake requisite measures to accommodate the prospective growth of culinary tourism by improving its infrastructure in terms of public transit, accommodations, healthcare facilities, and dining establishments like restaurants, food stalls, and dhabas. Furthermore, it is imperative that the focus be placed on the allocation of resources towards the establishment of public amenities such as Sulabh Shauchalya, efficient drainage systems, and enhanced hygienic practices, with the aim of conforming to global benchmarks.

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