

CULINARY TOURISM - A PRAGMATIC EXAMINATION OF THE DESTINATION'S CUISINE

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ABSTRACT

The total contribution of Travel & Tourism to GDP was, 9.4% of GDP in 2017, and is forecast to upward thrust by means of 7.5% in 2019 and to upward thrust via 6.9 % pa to 9.9% of GDP in 2028. Presently shares among four to six percent of the gross home product and is one of the maximum vast monetary sources to the country (Wilkerson, 2003). According to world travel and tourism council (WTTC), the tourism enterprise is likewise the 7th largest private organization and one among the most important retail/provider segments in the nation (WTTC, 2017). Leisure journey accounted for greater than 88 percent of the general tourism sales. In 2017 and 2018, WTTC stated that travel costs have been INR15240 billion respectively. In 2017, the total expenditure increased to INR32052 billion because of growth in home tourism (WTTC2017). As the Indian economy stepped forward, WTTC fore casted that travel fees would boom through eight percentages in 2019.

Tourism locations throughout India are competing to draw extra vacationers and to increase their tourism arrivals. In order to lure greater tourists, destinations make use of various promotional gear and advertising strategies with a purpose to efficaciously increase the wide variety of site visitors. Some locations entice greater visitors than others. As reported through ITDC (2017), Rajasthan, Gujarat, and Kerala are the pinnacle 3 locations within India. Destinations that can provide appealing and fairly perfect merchandise draw more travelers.

KEYWORDS: *Tourism, Cuisine, Destination, Sustainability*