
“A study on the importance of Food Tourism and its impact on Creating Career Opportunities amongst the Residents of Pune city”

Ms. Gauri Shah¹

Assistant Professor

AISSMS College of Hotel Management & Catering Technology, Pune

Mr. Kiran Shende²

Assistant Professor

AISSMS College of Hotel Management & Catering Technology, Pune

Abstract

The concept of Food tourism is taking shape and making its mark in the tourism Industry, as mentioned by Eric wolf this is a part of experience industry. Where the memorable experiences are counted as a worth of the industry preservice. Food is inseparable part of human's life and hence as long as life will sustain this industry will always have a hope to grow. Food tourism is always considered as a food experiences taken outside the tourism boundaries and within the tourism boundaries Pune is growing in all aspects and hence the tourism, of Pune is also growing which will create lot of new opportunities for Pune locals to improve on their food experience and share those experiences with the outside world. This whole process will indeed create lot many avenues of career opportunities for Pune residents. This paper focuses upon the fact that food tourism is a very sustainable way of establishing new career opportunities in any region, which also give recognition to the local cuisine. As observed in the paper Maharashtrian cuisine gets popularity due to growth in food tourism of Pune region.

INTRODUCTION

The global market is experiencing a wide range of transition in all areas i.e. trade, travel, education, culture, communication etc. This has resulted in a de-construction of all standard methodologies and re-formation of new patterns of life styles. The recent trend is to experiment a totally out of the box idea which is one of its kind and its creative abilities to explore the world. This has led to an afresh outlook of everything which once upon a time could have been unimaginable.

This paper presents to you, one such recent trend in the Food Industry which is known as Food tourism. This is also referred to as Culinary Tourism and focuses specifically on the study of various varieties of food available globally. It is obvious that to explore this variety it becomes essential for the researcher to travel across the globe and discover the cuisines. Hence, this involves extreme travelling and researching on the climatic conditions, cultural importance, habitat prominence, natural resources and various other factors which influence the emergence of these cuisines. Hence, the word Food Tourism or Culinary Tourism has emerged portraying the combination of Food & Tourism which has resulted the innovation of Food that are not so prevalent but truly magnificent and deserve popularity.

Now a day's Food Tourism plays a vital role in the tourism industry as it is one of the major factors for selecting a tourist destination. Eating out is most common for any tourist and more importantly they would want to explore the local and traditional cuisine. The above provides for such information and gives a gist of the destinations as we rightly say food says much about the people. Food is also believed

to be ranked next to the climate, accommodation, scenic attractions etc. A food tourist may follow their favorite food truck from region to region, make a catalog of restaurants across the globe to visit in their lifetime, or plan an entire vacation.

Food tourism does not mean that the tourist will only eat gourmet meals often, food tourists are in search of authentic or new culinary experiences some may like to explore new restaurants, while others may prefer street food. Food tourism is not about the type of food which a tourist eats it is about the fact that when you go to a new place you try to find out new food experiences.

The basic composition of a culinary tourism are five classes of activities which includes dining at restaurants known for its local cuisines, purchasing local food products available only in that region, tasting local beverages, dining at high quality restaurants, and dining at familiar chain restaurants and franchises.

Culinary tourism is the focus on food as an attraction for exploration and a destination for tourism. Although food has always been a part of hospitality services for tourists, it was not emphasized by the tourism industry until the late 1990s. It now includes a variety of formats and products – culinary trails, cooking classes, restaurants, farm weekends, cookbooks, food guides, and new or adapted recipes, dishes, and even ingredients. While most culinary tourism focuses on the experience of dining and tasting of new foods as a commercial enterprise, it is also an educational initiative channeling curiosity about food into learning through it about the culture of a particular cuisine, the people involved in producing and preparing it, the food system enabling access to those foods, and the potential contribution of tourists to sustainability. Long, L. M. (Ed.). (2004), Lexington: University Press of Kentucky.

Food Tourism could be one of the leading factors for popularizing an unknown destination which suddenly becomes widely prevalent for its food. It thus kindles the development of the regional, public economies. It results in diversifying the life style, generates employment opportunities, increases standard of living due to increased earnings and also results to urbanization of remote localities to a certain extent. Once the tourists are attracted to a destination, the public starts off with various methodologies of keeping the tourists engaged. It could be with the help of local sport or local games, traditional dances, jewelry popularization; outfits etc. The various other impacts are preserving the cultural heritage related to food and locality, improved standard of living, and attaining dignity and respect for the rich cultural heritage.

The Food Tourism as an Industrial aspect is stimulating innovation and engaging the customers in co-creation, it is bonding the global and local culture in various forms. There are developments seen through the formation of Fusion cuisines supported by elaborative narratives in the Menu cards connecting it to the cultural and local values. This also sensitizes the importance of values attached to food culture.

Significance of the study

The aim of culinary tourism is to tutor and encourage food and wine fanatics while giving the vacationer a chance to explore the local area and learn about local food fashions, cooking procedures and their food history. Tourists can do so by joining in a cultural immersion experience at preferred destinations around the globe. Culinary tripping and tour plans should include varied range of activities for research and innovation of local cooking, food sampling and food fashions. It could also involve the study of various beverages that differ from region to region or how they have evolved globally. Culinary travel encompasses of informative sessions about past culinary experiences and detailed study of processes

adopted by winery and brewery experts, touring to restaurants and food manufacturing joints. Such tripping also involves arranging of conferences and events with culinary experts or professionals and authors of famous cookbooks and traditional food tastings.

Scope of the study

As per the International Culinary Tourism Association, culinary tourism is emerging extensively every year. With a sound increase in awareness of growing food channels, tourism shows are featuring native and local cuisines, a number of food documentaries and culinary travel shows an increase in consumers traveling to various destinations just to enjoy a new food and wine experience. The rural or the not so popular areas of the world have scope for developing economies through historical, cultural, natural, and recreational assets. This could be used as a tool for popularizing their native tourism industry and enhancing economic development strategically. In fact, the rapport between free enterprise and tourism can be an important calculator for a healthy rural economy. A need for establishment of the understanding which influences a community's entrepreneurial "ecosystem" through tourism development is required. In order to facilitate the community's entrepreneurial "ecosystem" we need to identify factors which would shape the economy and make it easier to understand the survival of some rural communities the eradication or struggle that others undergo. This would also assist in identifying the effective practices and in short provide aid in creating sustainable models for planning commercial activities and facilitating a culture of revolution and creativity in populations that adopt them. In order to support the efforts of small business enterprises and commercial ventures that are included in rural tourism, the Center's Tourism and Entrepreneurship Program emphasizes on two streams of activity: gauging the entrepreneurial commercial systems and interacting with food and tourism entrepreneurs throughout the state.

Definition

Food / Culinary tourism is defined as the pursuit of unique and memorable eating and drinking experiences. By combining travel with these edible experiences, culinary tourism offers both locals and tourists alike an authentic taste of place in our bountiful province.

Limitations of the Study

- The study was purely based on the information received through the limited scope and purview of survey
- The study was relevant to the existing market scenario and the information, judgment and predictions of the respondents may differ accordingly with time, status, mindset and geographical zone.

Literature Review

Morten Boesen, Donna Sundbo & Jon Sundbo (2017): The study had investigated the question that why local food networks succeed or fail in collaborating with local tourism. The article had focused on entrepreneurial local food networks and their collaboration with local tourism. The study had emphasized on the actions and attitude logics of local food networks and tourism and whether their respective logics fit as a factor to explain why or why not development of local food concepts lead to increased local tourism.

Tommy Andersson & Lena Mossberg (2017): The study had addressed about the need for more awareness and knowledge about the growing number of food tourists. The basic objective was to describe the effects of enduring food involvement on consumer behavior with regard to food consumption and travel. The study had suggested five proposals about involvement having effects on

consumers' identities, attitudes, motivations and travel behavior and all were supporting the feedback taken for the survey. The research had practical implications about the destination management organizations and restaurants, as well as tourism attractions serving food, cannot ignore that a large segment of the urban population is highly involved in food. There were many good reasons to serve food that satisfies normal criteria for maintainable food, which is healthy and locally produced.

Travel Age West (2017) The article reports that according to World Food Travel Association's (WFTA) "2016 Food Travel Monitor Report," several American leisure travelers consider culinary activity to be motivation for visiting destination. Topics include Munch, a limited-edition, culinary-focused product launched by travel firm Contiki, views of Toni Ambler, global brand strategy director for Contiki, on how food serves as the original social networking experience and people engaged in food or beverage experience.

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 outcome of the research had suggested that tourists preferences converge into five factors i.e. taste and quality of food, food preparation, localization of food and dining etiquettes, tradition and nutrition of food, and food aroma and cleanliness. Additionally, convergence 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.

Anne-Mette Hjalager & Pia Johansen (2013) The study had investigated the feasibility of combining environmental protection and agricultural revitalisation strategy which includes food tourism in couple of national parks. The study had identified governance opportunities that could accommodate the well-being of both tourists and food producers, which had required a proactive role from the national park authorities, especially in marketing and development of event.

Shahrim Ab Karim & Christina Geng-Qing Chi. (2010). The study illustrates the food image of countries like France, Italy, etc. which are known for their popular cuisine. The outcomes revealed that in general, Italy had the most favourable food image and the highest potential to be visited in the future, a significant positive relationships was found between food image and visit objectives. The study also had confirmed that traveller's purchase decisions were significantly influenced by different types of information sources, the information would be principally useful for destinations interested in promoting culinary tourism.

Joan C. Henderson (2009): The purpose of the paper was to review the contribution of food to tourism with reference to importance of food tourism and the factors which are critical to its success. The study suggests that Food is the subject of various types of tourism product and is a common theme in marketing, by businesses and by destination authorities. Tourism in which food plays a primary or supporting role is already popular and has good prospects, but there are also challenges for the food and tourism industries to overcome, which may vary from destination to destination. The study reveals the opportunities that were suggested as well as problems to be resolved by suppliers and marketers if the potential of food tourism is to be fully exploited.

Everett. S, & Aitchison. C (2008): The study had examined the role of food tourism in developing and sustaining regional identities within the context of rural regeneration, agricultural diversification and the creation of closer relationships between production and consumption in the countryside. The primary focus was on rural development issues pertaining to increasing tourism impacts and identity.

The study also had enhancement of environmental awareness and sustainability, an increase in social and cultural benefits celebrating the production of local food and the conservation of traditional heritage, skills and ways of life. The research also had appealed attention with regard to three major issues: the role of food tourism in increasing tourist spending, the potential role of food tourism in extending the tourist season, and the re-examination of food tourist typologies within a sustainability framework.

Bob McKercher, Fevzi Okumus & Bendegul Okumus (2008) The study had examined that whether food is a special interest or mainstream tourism product. The study had contend that a more complete approach is required to inspect food tourism within the context of other products in the destination to determine its worth. The study had suggests that consuming food may be a permeating activity for most visitors to sophisticated urban destinations and may not be representative of a specialist segment.

G. E Du. Rand, & E Heath (2006) the study had developed a framework and guidelines for developing and implementing food tourism, as this would enable destination marketers and entrepreneurs to optimise the tourism potential of local and regional food. To support the food tourism destination marketing framework the researcher had developed a couple of keys that would provide the stakeholders with a mechanisms to develop and implement food tourism. The study outlines the key components and an evaluation of the framework and tools that have been developed. However the guidelines and recommendations for the development, packaging and marketing of local and regional foods are postulated.

Lucy Long (2004) A culinary tourist differs from a normal or a traditional leisure tourist in so far as they do not have to leave their country or even their home; due to the fact that it is not only about eating, but also about exploring other aspects of the food system, a culinary tourist can also be a person who watches cooking shows or reads cooking books which offer mental journeys to other food worlds.

Priscilla Boniface (2003) the author had proposed that a destination wanting to attract Culinary tourists should consider several relevant points, the most important amongst them being to identify itself and the product clearly, to decide whether diversion or alteration of products is necessary to cater to the target market and to assess how the necessary dialogue and connection with the consumer can be made.

OBJECTIVES OF THE STUDY

1. To enumerate the various career opportunities created due to food tourism.
2. To understand the benefits of food tourism to the hospitality industry of Pune.
3. To analyze the factors influencing the sustainability of food tourism in Pune city.

Research Methodology

The various strategies adopted by the food tourists in the Pune region have been compiled by carrying out a rigorous survey across Pune Region. These strategies were floated in the form of questionnaires and the feedback was collected on the basis of this survey. This questionnaire was circulated amongst mixed samples from all work areas of the region. The sample types included managerial and other staff members which will cover almost all group of employees working in the service and corporate sectors. This survey was specifically carried out to evaluate the mind-set of the food tourist and the food venders to understand whether the concept of food tourism is also a better option to create various career and employment opportunity for the locals as well as the foodies of the region.

Type of Research: A descriptive research was used to study the various employment and career avenues opened and which can sustain if the food tourism of the region flourishes.

Methods of Data Collection

Primary data - was collected from the locals working in various service and corporate sectors around Pune city. Primary data was collected through survey in the following ways:

1. **Personal Interviews:** The answer was sought to a set of pre-conceived questions through personal interviews and the data was collected in a structured way.
2. **Questionnaires:** Considering the Reviews, and the additional inputs, one schedule was prepared it was a questionnaire designed for the inbound and out bound travelers of the Pune as well as foodies of the Pune residing in the region and exploring food of all corners

Secondary data – was collected from published / unpublished literature on the importance of Food Tourism and its impact in Creating Career Opportunities amongst the Residents of Pune city” latest references available from the journals, newspapers, research publications and magazines, past records and training reports of the food establishments, and other relevant sources like internet.

Questionnaire – Design and implementation: The questionnaire design was done with the aid of experts in statistical techniques and taking into account the measurement needs & objectives of the study. The questionnaire was administered to the sample population and sample size.

Sampling Techniques: For this study different employee from various star hotels in and around Pune city who are working at a Managerial level was taken into consideration. This involves a total of 74 samples from the manager level respondents from hotels of Pune city.

Data Analysis & Interpretation

The data collected was analyzed using basic and advanced analytical tools. This also includes the detailed analysis of the data which was conducted with the purpose of attaining the set objectives of the research. Mentioned below is the analysis which be presented graphically and in tabulated form for better interpretation. The Interpretation of the collected data was done by drawing inferences from the collected facts after the analysis of the study.

Food 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 tourists the employment and career opportunities offered by food tourism are many and sustainable. The respondents were from different age group and profession so that the feedback can be collected from all classes of people and possibly well-travelled people.

The below frequency table will illustrate the feedbacks which can sum to the results whether the employment and career opportunities generated by food tourism are sustainable and do they have a progressive future

Table – 2. Frequency Analysis of Question 5,7,8,9

Sr. No.	Variables	Frequency		Percentage
		Yes	No	
Q.5	Food Tourism helps in creating Employment	74	0	100%
Q.7	Occasional food business provides Sufficient monetary gains	50	24	100%
Q.8	Only Food stall to sell specialties, is a good way of earning	23	51	100%
Q.9	Occasional food business gives more credit to local food	64	9	100%

Interpretation-In the Question 5 it was directly asked whether food tourism can generate employment and career opportunities for the local people of Pune on which all of 74 respondents have given assertive feedback stating YES. This proves that food tourism will contribute towards the Growth of the city as well as locals by generating good employment, entrepreneurship and career opportunities.

Fairs, festivals, jatra, seasonal agro tours etc. are the direct and indirect forms of food tourism. During this occasions lot of the food venders and nonfood venders put up stalls to sell the popular and local specialties to the visitors. Over the years it is proven that this can generate temporary business as well as revenue. At the same time this creates opportunities for temporary employment as well .50 respondents have agreed to this fact as now a days the number of exhibitions and fairs hosted by the city has also increased and these people can remain occupied for almost 6 to 8 months in a year. There are few places in the region of Pune where the food stalls serve only Specialties of the region but because these stalls are only at the specific destinations so they get less popularized hence the revenue generation becomes limited, at the same time if the tourists does not find the specialties offered by these stalls enough interesting then there are no other options available with the venders to offer the tourists so only 23 respondents said yes and 51 respondents said no for the food stalls. On the contrary when these local specialties are sold or served in big exhibitions or on festivals at prominent locations then these preparations have lot of demand and that bring the vendor good business as well as good revenue earning.64 respondents agree to this that occasional food business give more credit to the local specialties like Mande in Bhimthadi Jatra, Ukdiche modak durin Pune festival Ganesh utstav.

Following charts will explain various opinions about popularity of local foods and revenue generation at various points through the sale of local popular foods

Chart -1- Food Tourism helps in creating Employment

Do you think food Tourism helps in creating Employment?		
Yes	74	100%
No	0	0%

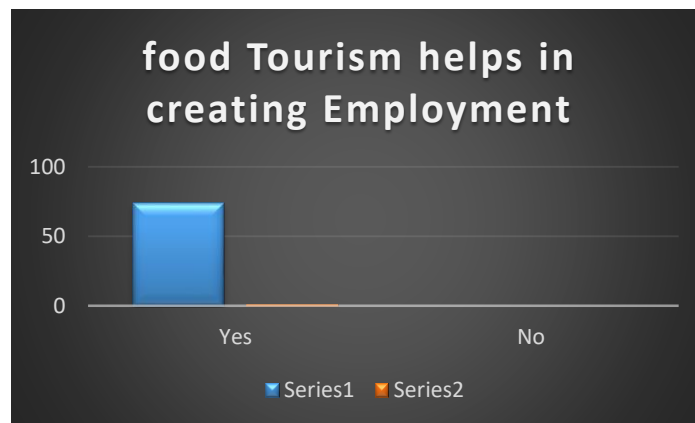


Chart 2- Occasional food business provides sufficient monetary gains

Do you think that the Occasional food business provides Sufficient monetary gains?		
Yes	50	68%
No	24	32.43%



Chart 3- Only Food stall to sell specialties, is a good way of earning

Only Food stall to sell specialties, is a good way of earning?		
Yes	23	31.10%
No	51	68.90%



Chart 4- Occasional food business gives more credit to local food

Do you think occasional food business gives more credit to local food?		
Yes	64	86.49%
No	9	12.16%



Table – 1 Frequency Analysis of Question 11

Sr. No	Variables	Frequency			Percentage
		Agree	Neutral [neither Agree nor Disagree]	Disagree	
	Factors influencing Sustainability of food tourism				
1	Popularity of Local food	59	10	3	100%
2	Good revenue Margins	36	28	5	100%
3	Authenticity	53	17	2	100%
4	Festive Specialties	51	17	1	100%
5	To break the monotony of daily Routine	48	20	2	100%
6	To explore new varieties	57	14	1	100%

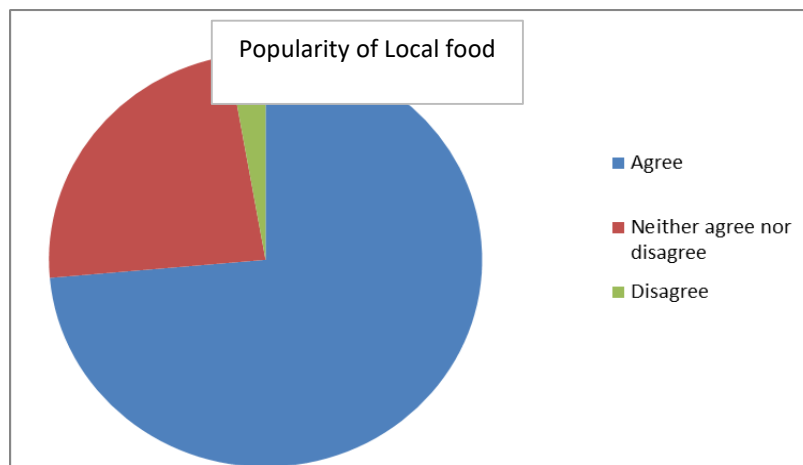
Interpretation-

The above frequency table is important to understand whether food tourism concept is a sustainable concept or no, if there is noticeable growth in the food tourism of Pune region then directly or indirectly there will be growth in the employment and opportunities of entrepreneurship in the region of Pune. The above table shows that 59 respondents believe that popularity of local food in the national or international tourism industry will defiantly increase the sustainability of food tourism as most of the travelers' in spite of their varied travelling purposes would love to explore the popular local specialities. at the same time 36 respondents said that food business has good revenue margins in comparison to other small business so indirectly it will have good revenue earned for the tourism region of Pune. The foodie tourists are well versed with the knowledge of food around the world they are well explored with different types of food so it is very important to maintain the authenticity of the regional local food so that the food itself can gain the popularity in the sector for food tourists. Same is reflected in the opinions of the respondents around 53 respondents mentioned that authenticity of food is important to maintain the sustainability of food tourism. 51 respondents strongly believe that festive specialties of the region will create lot of opportunities for the food lovers to travel frequently to the Pune and explore these festive specialties during the festive seasons. The foodies or gastro professionals would always love to explore new in the market and in the world of gastronomy, this will keep them motivated to bring out their best using the experience. The knowledge and experience of new food will make them aware of latest trends and innovation, hence 57 respondents supported to the fact that exploring new varieties will improve the sustainability of the food tourism in the region of Pune. 48 respondents believe that lot of people will explore different food just to break the monotony of the regular routine food habit and when they explore new and different food they become food tourists and indirectly they promote food tourism and indirectly when they promote food tourism they help in sustaining the food tourism in the region of Pune.

Following pie charts will explain the factors and how they can affect the sustainability of food tourism in the region Pune

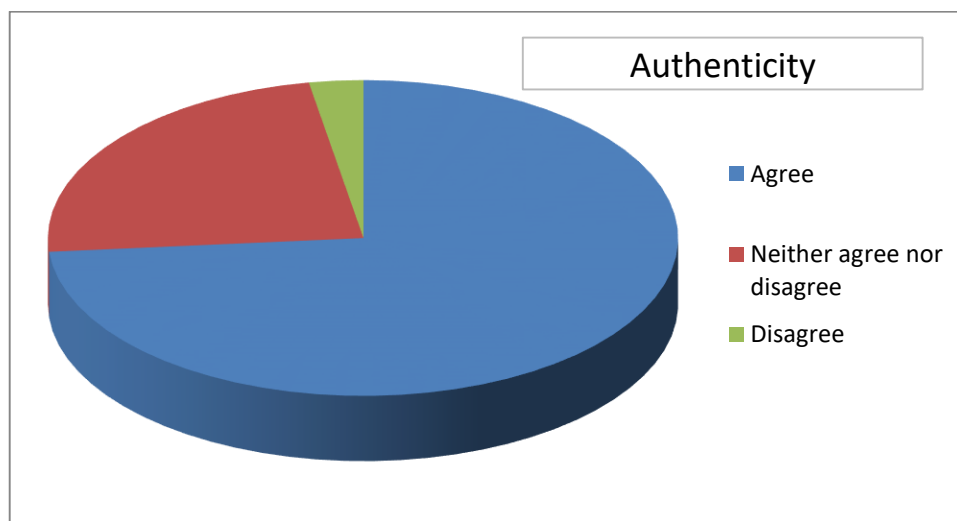
Pie Chart -1. Popularity of local food affects the sustainability of food tourism

Popularity of local food affects the sustainability of food tourism in the region of Pune			
Agree	53	73.60%	
Neither agree nor disagree	17	23.60%	
Disagree	2	2.80%	



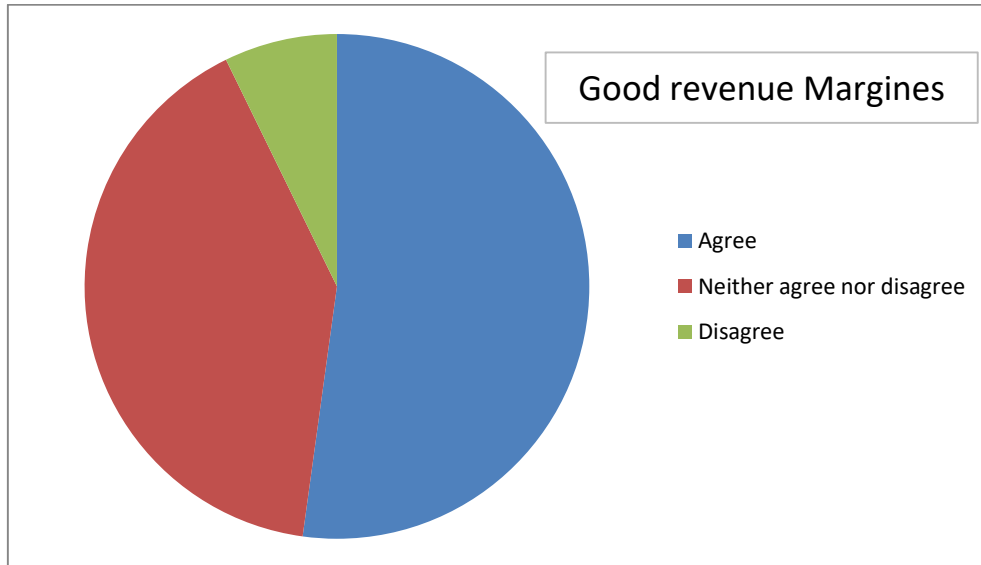
Pie Chart - 2. Authenticity of local food affects the sustainability of food tourism

Authenticity Rate the factors influencing sustainability of food tourism in Pune			
Agree	53	73.60%	
Neither agree nor disagree	17	23.60%	
Disagree	2	2.80%	



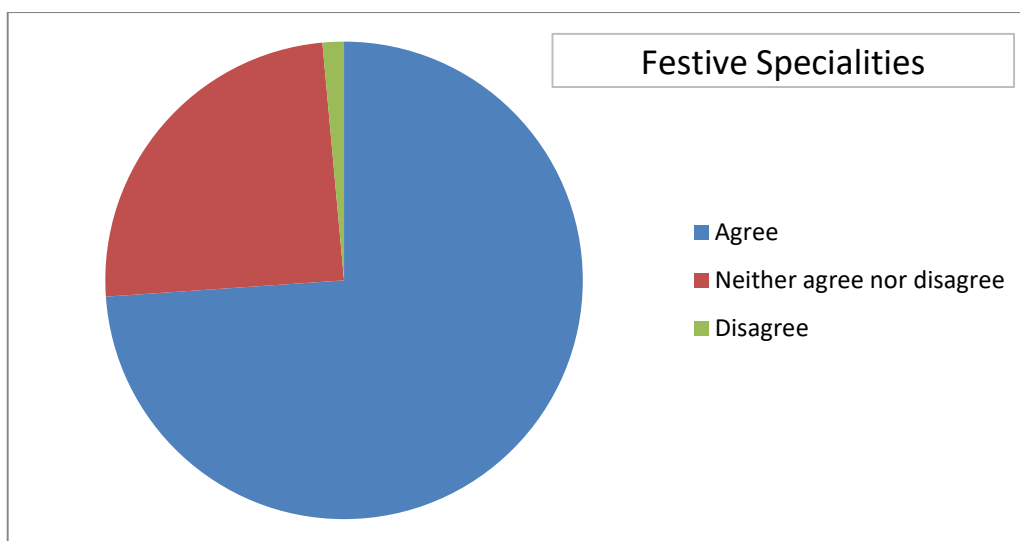
Pie Chart – 3. Authenticity of local food affects the sustainability of food tourism

Good revenue Margins Rate the factors influencing sustainability of food tourism in Pune		
Agree	36	52.20%
Neither agree nor disagree	28	40.60%
Disagree	5	7.20%



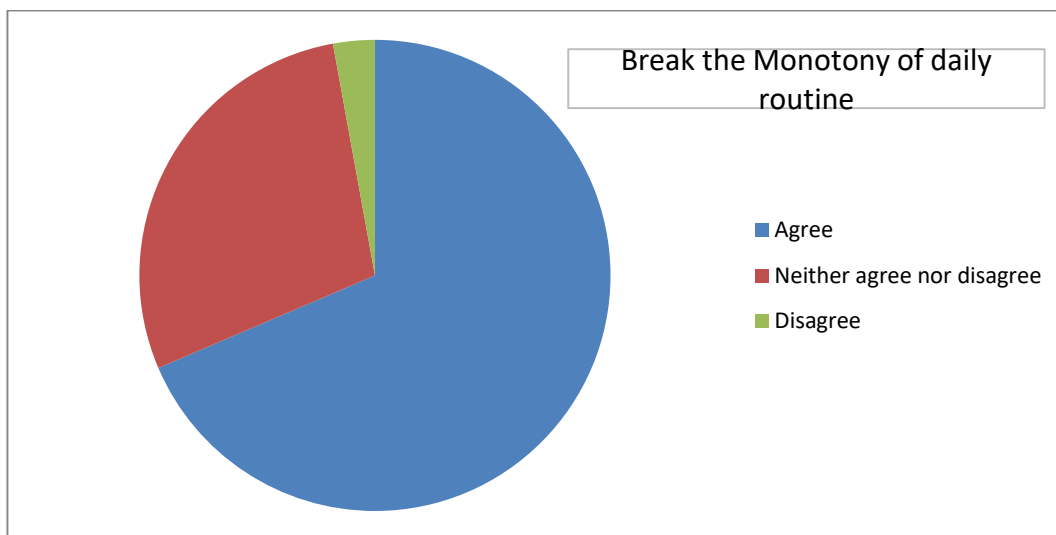
Pie Chart – 4. Festive Specialties affects the sustainability of food tourism

Festive Specialties Rate the factors influencing sustainability of food tourism in Pune]		
Agree	51	73.90%
Neither agree nor disagree	17	24.60%
Disagree	1	1.40%



Pie Chart – 5. To break the monotony of daily Routine exploring new food affects sustainability of food tourism in Pune

To break the monotony of daily Routine exploring new food affects sustainability of food tourism in Pune		
Agree	48	68.60%
Neither agree nor disagree	20	28.60%
Disagree	2	2.90%



Pie Chart – 6. Explore new food varieties as food tourist affects the sustainability of food tourism

To explore new varieties as a food tourist Rate the factors influencing sustainability of food tourism in Pune]		
Agree	57	79.20%
Neither agree nor disagree	14	19.40%
Disagree	1	1.40%

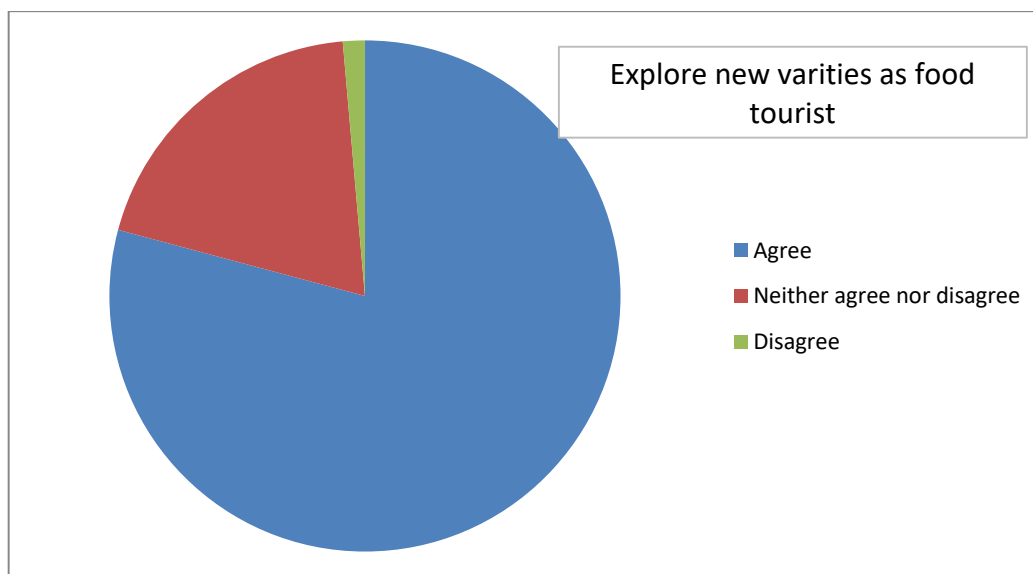


Table – 3 Frequency Analysis of Question 6

Sr. No	Variables	Frequency	Percentage
As a result of Food tourism, following avenues of business are generated			
1	Food Stall	43	100%
2	Mobil Canteen/Cafeteria	33	100%
3	Online food Services	28	100%
4	Fairs and festivals	40	100%
5	Agro Tourism	38	100%
6	Restaurants	31	100%
7	Dhaba	36	100%
8	Mess and Khanawal	24	100%
9	Other{Kiosks, Speciality outlets, Packaged foods, food trucks, Chaupaties, Cooking Classes, Food tours etc}	46	100%

Interpretation-

Whenever the food tourism of any region flourishes then the many more supporting business also grow, the researcher tried to find out the facts which are the supporting business have a direct impact in the growth due to food tourism. Question 6 which says that due to food tourism the different business avenues are generated and which of them are more significant, the highest impacted supporting business according to the survey is Food stall for which 43 respondents have supported. In the next line it is other food business like Kiosks, Speciality outlets, packaged foods, food trucks, Chaupaties, Cooking Classes, Food tours etc. which has 46 respondents support. 40 respondents gave a feedback that the fairs and festivals organized in the region attract lot of tourists and that gives recognition to the local food and hence it's a business it self. 38 respondents said that agro tourism also has impact in the growth due to increase in food tourism as it is a type of tourism in itself but incomplete without food at the same time it is seasonal. 36 respondents believe the dhaba culture is also getting popular due to food tourism in Pune as it is a new concept for the locals of Maharashtra. 31 respondents observe that the specialty as well as local restaurants also get benefited due to increase in the food tourism. Pune being Oxford of western India lot of students from the corners of the country as well as world come to Pune for the studies so this city witnesses lot of different cuisine serving mess and khanawal set ups which indeed indirectly form of food tourism and it will grows the tourism will grow for the region.

Following charts will explain how food tourism can help different food business and create more avenues of revenue and employment generation

Chart -1- a result of Food tourism, following avenues of business are generated



Observations and Discussions

The first and foremost observation is that the concept of food tourism is well established in the region of Pune but still there is lot of scope for the tourists to aware themselves about the concept to become food tourists. The awareness about food tourism is still lacking. Pune being cultural representative region of Maharashtra it is important that this region takes sincere efforts towards making local food and specialties more popular among the inbound travelers of the region. Pune is also known as oxford of the western India hence it welcomes lot of international as well as national students from all corners and food is one of their basic need for daily routine ,hence it becomes easy for Pune tourism to reach to all possible religion and region so that the Maharashtrian food gets the deserve recognition. While doing this directly and indirectly Pune opens lot of different opportunities in the food sector and service sector for employment and career .at the same time it will open lot of opportunities for the entrepreneurship growth of the food tourism industry. The observations are listed as follows

1. All sectors of service and corporate industry people, all age group people believe that, food tourism creates many opportunities for the employment and careers
2. As a result of food tourism different other business also get more opportunities of revenue generation, in effect the business grows and creates more job or employment for the locals.
3. Food Stalls, Mess, Restaurants, Specialty outlets, Kiosks, Stalls at exhibitions, Food tour operators, local food venders and many more business are indirectly growing as the tourism of the region develops and increases
4. Sometimes the occasional food business give more revenue that the regular set ups like food stall of specialties during the fairs and jatras, food supply during wedding and festive seasons etc.
5. researcher also observed that there is lot of scope for the food in the Agro tourism and it can get lot of revenue to the rural areas around the Pune and it will get popularity to the local Maharashtrian cuisine as well
6. It was observed that few thing do influence the sustainability of food tourism of the Pune region. These include:
 - Popularity of Local food
 - Authenticity of the local cuisine and culture
 - Good revenue Margins of the supporting business
 - Festive Specialties served or sold by the venders at all possible places

- To explore new varieties lot of tourists make conscious efforts provided they get enough avenues to explore
- To break the monotony of daily Routine many locals and foodies explore different food which helps in food tourism growth

Findings

According to the graphical representation shown in the above graphs about the talent retention management for hotel industry, below mentioned were some of the interpretations that were drawn from the analysis:

1. Majority of the respondents were agreeing upon the provision of a better exposure to the tourists and more advertisement will help the food tourism to grow in the region of Pune
2. The provision of Food, at various tourists destinations with lot of more and more varieties will improve the status of the Maharashtrian cuisines popularity
3. The food vendors to undertake more aggressive marketing strategies to increase their food business which indirectly will bring lot of revenue to the industry the tourism Industry should conduct several in-house activities for the tourists to offered them every time new experience
4. Hotels should offer new varieties to their food tourists to explore new, new cuisine of the regions will bring curiosity in the tourists' mind which will make them visit again and again and helps in repetitive business, this will help in sustaining the industry.
5. The key findings of the research says that the sustainability of the food tourism industry and the popularity of local food will bring more tourists to the region which indeed will get more revenues and the growth will open lot of many more employment opportunities
6. Many side and supporting business to the tourism industry are growing because the food tourism industry is growing

Recommendations and Suggestions

1. Create more awareness about the food tourism and help the foodies to explore more and more as often as possible.
2. Food is a major part of any ones routine and life hence little extra efforts taken by the food vendors can make the Maharashtrian cuisine more and more popular
3. It is important to sponsor different cultural and festive shows hosted in the region , that will bring lot of business and credit for the local food
4. It is important to improve the packaging and selling of the local foods at the different tourists destinations
5. Pune hosts big international event during Ganapati utstav and witness lot of national and international tourists , if some theme lunches and dinners can be organized then that can bring the popularity to local food at the same time it will gain lot of revenue.
6. Pune tourism Industry should undertake different promotional activities and organize food fairs and exhibitions to promote local food and food vendors, this will bring a positive growth in their business.
7. The food vendors of the Pune region should do aggressive marketing and advertisement of their specialities on different social Medias as well as at different events of the city.
8. Government should encourage new entrepreneurs with more affordable interest rate and facilities to come forward and venture different new ideas about food business to promote food tourism and local cuisine.

Conclusion

As per the research and the analysis done by the researcher on the concern topic of food tourism helps in generating employment and career opportunities following are the conclusions drawn

1. Food tourism growth is directly linked with the growth in employment generation of the region and food sector
2. Sustainability of food tourism in depend on the sustainability of local food and its popularity
3. Occasional food specialty selling and festive food businesses also gain enough profit am revenue
4. All supporting business of the food industry and all businesses of food industry are indirectly depend on the growth of food tourism for the future prospects
5. Similarly, food tourism growth is directly depend on the growth of the regional food industry

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