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**“A study on the Significance of Culinary Tourism and its impact on Diversified  
Maharashtrian Cuisine in Pune city”**

**Dr. Vijay Kulkarni<sup>1</sup>**

Professor - International Institute of Management sciences, Chinchwad, Pune

**Ms. Gauri Shah<sup>2</sup>**

Research Scholar - Pacific University of Higher Studies and Research, Udaipur

**Mr. Kiran Shende<sup>3</sup>**

Research Scholar - Tilak Maharashtra Vidyapeeth, Pune

**Abstract**

The state of Maharashtra has a range of diverse cuisines which variedly extends and differ across the state from North to South Maharashtra & East to West Maharashtra. It even differs to a large extent uniquely within families as each family has a unique and different set of combination of spices that cannot be matched with another comparing on grounds mild or spicy recipes. There is also an ample variety in Vegetarian and Non – Vegetarian foods as the Maratha Community eat Meat and eggs whereas the Brahmin community eats only vegetarian food. The Coastal belt savors the sea food cooked in coconut and the east enjoys a high spice savji diet. The community also prefers a varied Bread variety from Millet / Jowar / Rice flour bhakris to wheat rotis and certain special flour preparations in the form of Kombdi / Matnache Wade which is also a bread variant.

The increasing demand has introduced the unexplored cuisines of Maharashtra in attention, leaving people inquisitive to know more about the region, regional cuisine and the type of food. As the cognizance and inquisitiveness about different cuisines increases, many innovative types of experiences designed around different cuisines and culinary delights. This paper explores the exhaustive list of Maharashtra’s cuisine and discusses the varied range of spices, recipes and cultural importance of Maharashtrian food.

**Key words- Culinary tourism, Maharashtrian Cuisine**

**INTRODUCTION**

The culture of Maharashtra, which reveals itself in many ways, is also reflected in its local cuisine. Though most people are not very familiar with Maharashtrian cuisine and it has yet to find its way into five-star kitchens, there does exist a large and interesting culinary repertoire. The cuisine of Maharashtra has its own distinctive flavors and tastes. It can be divided into two major sections—the coastal and the interior. A major portion of Maharashtra, which lies on the coast of the Arabian Sea, is loosely called the Konkan and boasts of its own Konkani cuisine, which is a homogeneous combination of Malvani, Gaud Saraswat, Brahmin, and Goan cuisines.

Besides the coastal cuisine, the interior of Maharashtra—the Vidarbha area, has its own distinctive cuisine known as the Varadi cuisine. Maharashtrian or Marathi cuisine encompasses the cooking styles, traditions and recipes associated with the cuisine of the Marathi people from the state of Maharashtra in India. It has distinctive attributes of its own, but also shares much with the wider Indian cuisine. Maharashtrian cuisine covers a range, from mild to very spicy dishes. Wheat, rice,

jowar, bajri, vegetables, lentils and fruit form staples of the Maharashtrian diet. Peanuts and cashews are often served with vegetables. Traditionally, Maharashtrians have considered their food to be more austere than that of other regions in India. Meat has traditionally been used quite sparsely or only by the well off until recently because of economic conditions and culture.

The state of Maharashtra offers a wide range of themes including leisure, heritage, pilgrimage, eco, history for tourism industry in the state. It also offers various tourism circuits like water tourism, Deccan odyssey, adventure tourism etc. Policy makers, industry and researchers are paying considerable attention to the importance of the relationship between food and tourism in destination differentiation from competitors and in contributing to economic development. There is a vital role for food in broadening a destination's appeal; increasing visitor yield; enhancing visitor experience; strengthening regional identity; and stimulating growth in other sectors. Thus, food contributes to the overall sustainable competitiveness of a tourism destination.

People of Pune who cannot reach each and every corner of Maharashtra get an opportunity to explore Maharashtrian food and the food also gets recognition in the tourism market when these people recommend their guests or friends to experience the same.

Pune city is surrounded by many small villages with strong agricultural support so they also try to give the same experience to those who have been brought up in cities and never seen farms or rural life. This takes place during early winter when the new crops start budding; this season in Pune is very popular as Hurda (the tender greens of Jowar, Wheat, Bajara) party season. People travel to different farms, stay whole day, enjoy traditional Maharashtrian food along with Hurda and its accompaniments. This has become a whole year trend to visit farms and enjoy the rural food and the rural culture. This trend has opened many employment opportunities to the outskirts farmers of Pune apart from their regular income from farming.

There are many students who come to Pune from all corners of Maharashtra to study, as Pune is a well-known education hub of India. During their stay of 3-4 years, students often search for food closest to their home food. Consequently, locals eat the same food for a new experience. To serve to this growing need, Pune has many specialty restaurants, mess, thaali restaurants serving cuisines and delicacies from different parts of Maharashtra such as - Kolhapuri Katta, Khandeshi Zataka, Konkan Café, Nagpuri Specialty for affordable price and to fulfill the requirement of students. This provides convenience and home experience to these students, locals also get an income source by completing the demands of this sector.

This growing demand has brought the unexplored cuisines of Maharashtra in limelight, leaving people curious to learn more about the region and food. As the awareness and curiosity about different cuisines increases, many new types of experiences designed around different cuisines and culinary delights are popping up in the foods sector of the city. To enlist a few, 'Pune Magic' is a food tour organized by Incredible India. In this tour, the tourists visit a local home in Pune for an interactive cooking session and lunch/dinner. During the session, the hostess will answer all the queries of the tourists about Indian spices, cooking techniques or regional specialties.

'Pune Food Trails' are walking trails across the city to explore the traditional eating joints in Pune. They have food trails in the old city area and the cantonment areas of Pune

### Significance of the study

The aim of research is to bring recognition to the undiscovered rustic Cuisines of Maharashtra. With the help of growing culinary tourism of Pune it is surely possible, the cuisine of Maharashtra is an untold story to the world of culinary. This research will assist to understand how it is important to recognize the Maharashtrian diversified cuisine, which can offer many new avenues to culinary tourism to grow. This will also offer verities to the tourists of pune and adds on to their new experiences, as a part of revenue generation this a can be included as a new section in the specialty sectors of Food.

Tourism industry is an Experience intensive industry and therefore it is obvious that challenges pertaining to the tourist experience would be a key concern in this industry. However, it is observed that the major focus of Food venders have been towards the guest satisfaction and their likes and dislikes so many a times this happens at the cost of low focus on the regional foods growth, and development. to encounter this problem more efforts should be taken by the food venders, food tour operators and the locals of the region.

### Scope of the study

The study is conducted in the city of Pune and the agricultural surroundings of the Pune. This research will help to establish the concept of Culinary Tourism in the Pune region. The relation between Food and Tourism is actually well understood by the tourists as well as tour operators. Although the Pune region has lot of potential to develop as a culinary destination. Pune welcomes lot of varied tourists with different purposes of traveling, the intentions for travel is different but all of the tourist has one thing in common which is need of good food. The research will acknowledge the emergence of Culinary Tourism in Pune, many of the tourists who regularly visit Sinhgad Fort, Bhimthadi Jatra, Hurda Farms and many more events for food will get the understanding of the term Culinary Tourism. This research will help to identify various sides of Maharashtrian cuisines which can get some recognition through this research.

### Definition

Culinary tourism is any tourism experience in which one learns, appreciates, and consumes branded local culinary resources.

### Literature Review

1. **Parmjit Parmar (2015):** The author had posted the following views on growing Food Tourism, that there is a growing population of travelers that have become more interested in the various cuisines and cultures from countries all over the world, and are planning vacations specifically to incorporate Food trips.
2. **Ignatov and Smith (2006):** according to the study the term 'Food' can refer to ingredients, prepared foods, beverages, food production, motivations, activities, institutional structures, and Food Tourism itself. The scholars suggest that Food Tourism may be defined as 'Trips during which the purchase or consumption of regional foods (including beverages), or the observation and study of food production (from agriculture to cooking schools), represent a significant motivation or activity.' Food-related experiences include but may not be limited to: traditional or high quality dining experiences, food and Wine festivals and events, Food learning experiences - cooking schools, wine education, tasting/buying local products/farmers' markets, visitation to and/or tours of wineries and/or vineyards, wine tasting, observing chefs compete, eating/drinking at a hard-to-find 'locals-only' restaurant

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or bar, fruit picking, food trails (e.g. apple routes; beer routes), and walking in food streets and precincts in cities

3. **Lucy Long (2003)**: The literature was illustrated in the book and it appeared in Food Tourism, edited by the author in University Press of Kentucky, New York University. These publications included recipes to initiate the Food tourist to relive vibrantly remembered but passing travel experiences in rich sensory details. Even when food is not the main focus of travel, one must experience the food around the destination to understand the agro produce of the region, the culture and climatic conditions of the region which gives a memorable experience.
4. **Scarpato (2002)**: According to the author Gastrono-Researcher as a “Medium of cultural tourism” and as an important resource for destinations seeking to develop new quality tourism products and experiences. Food Tourism has been identified as an important component of the rapidly growing cultural tourism market. It is a new niche that can contribute to economic and community development as well as intercultural insights. While this latest recapitulation of Food Tourism offers new opportunities. The core concept of Food Tourism is actually very old. Thousands of years ago, merchants traveled abroad, looking for exotic and different foods and drinks to trade or to bring home. Spices, wine, fruits and other food products were often used as currencies in the past. Several recent studies have asserted that an increasingly significant number of tourists are identifying food as a key aspect of the travel experience and that they believe that experiencing a country’s food is essential to understanding its culture.
5. Local cuisine is the motivating factor in choosing a destination. The International Food Tourism Association states that on average, food travelers spend around \$1,200 per trip, with over one-third (36% or \$425) of their travel budget going towards food-related activities. Those considered being “deliberate” food travelers i.e. where Food activities are the key reason for the trip, these travelers tend to spend a significantly higher amount of their overall travel budget (around 50%) on food- related activities Food Events and Activities.
6. Food Tourism depicts the socio cultural aspect of food as it is a significant mode of cross cultural experience, as one can feel it on a sensory level rather than intellectual. Trend analyst and professional futurologist from Victoria University, had identified a number of social trends shaping the interest of people in Food Tourism in the existing and emerging Food Tourism destinations. Yeoman observes that growing affluence and increasing disposable income of people, results in increasing demand for prepared food, gourmet products, eating out and food with health benefits, which pressurize the entrepreneurs to produce high quality and varied products.
7. Food Tours in India For foodie tourists, customized Food tours based on Indian cuisine in Delhi, Agra, Jaipur, Jodhpur, Goa, Mumbai and a few other places on request are organized by various food tour planners. Their focus in these tours is to promote the authentic Indian food culture as enjoyed by locals in different regions of the country. They also offer cooking classes in selected cities.
8. Food Walks in India There are a number of food walks in a number of cities across India. Each region in India has a different culture and cuisine and these food walks are a great way of discovering the major as well as subtle aspects in one fun filled day tour package. These

are the great ways to explore and discover the uniqueness of India as a Culinary Destination and can be taken alongside with any other sightseeing tours.

9. **West India:** Food in West India is a mixture of North and South Indian cuisine, but in the coastal region of Goa and Karnataka bordering Arabian Sea you will come across some exotic cuisine heavily influenced by the Portuguese and Konkani (the locals of Goa and North Karnataka). Grated coconut, coconut oil and coconut milk are widely used in most of Konkani dishes. Due to wide availability of sea fish in Mumbai coast, delicious fish curries rule the western capital Mumbai. Pav Bhaji (battered bread served with vegetable curry), dhokla (steamed chickpea batter seasoned with mustard seeds) and bhelpuri rule the snack dish in Western India. Pork vindaloo is super hit in Goa. The influence of Portuguese cuisine is felt in Goan delicacies like Fish Recheado (a typical goan preparation influenced by Portuguese rulers), prawn balchao and spicy Goan sausages.

### OBJECTIVES OF THE STUDY

1. To find various varieties of Maharashtrian cuisine in the region of Pune.
2. To analyse the popularity of Maharashtrian Cuisine over other Cuisines.
3. To understand the significance of Maharashtrian cuisine to the city.

### Research Methodology

The various strategies adopted promoting the Maharashtrian cuisine with regard to the diversification has been compiled by carrying out a rigorous survey across the 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 employees from mixed categories 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 tourist and the vendors to understand whether the concept of Culinary.

**Type of Research:** A descriptive research was used to study the various factors pertaining to the diversified Maharashtrian cuisine for its popularity and significance, keeping the culinary tourism on the forefront.

### 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 255 samples from the manager level respondents from hotels of Pune city.

**Data Analysis & Interpretation**

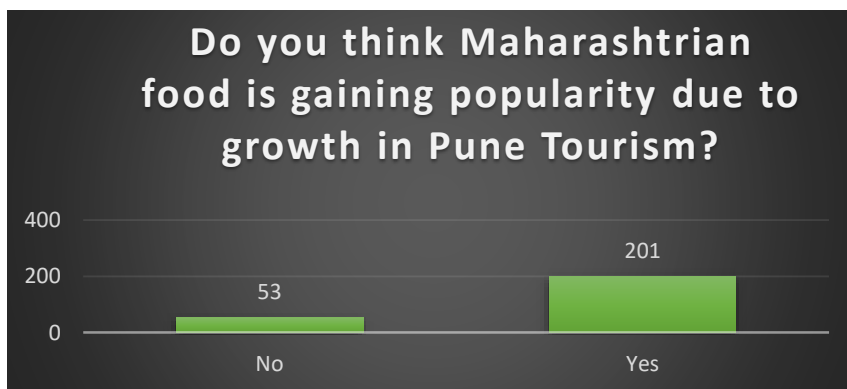
The data collected was analyzed using basic and advanced analytical tools. This also includes the detailed analysis of the data which was conducted with the purpose of attaining the set objectives of the research. Mentioned below is the analysis which be presented graphically and in tabulated form for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

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 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.

**1. Maharashtrian Food is gaining popularity due to growth in Pune Tourism**

Growth in Tourism is giving Popularity to Maharashtrian Cuisine	Respondents	Percentage
Yes	201	79.13%
No	53	20.87%

**Table No. 1: Popularity of Maharashtrian Cuisine**



**Chart No. 1: Popularity of Maharashtrian Cuisine**

**Observation:**

As per the above chart and table 201 respondents feel that Maharashtrian food is gaining popularity due to growth in Pune tourism and on the contrary 53 respondents feel that Maharashtrian food is not gaining popularity due to growth in Pune tourism. It was direct close ended question asked to the sample size respondents and from the answers we can conclude that almost 79.13% population feels

that there is growth in Pune tourism and parallel to that there is growth in popularity of Maharashtrian cuisine among the tourists of Pune.

**Interpretation:**

The above observations simply mean that growth in Pune tourism will have a direct impact on the growth in popularity of Maharashtrian food and culture. Due to the growth in Pune tourism more and more tourists are getting attracted towards the culture of Maharashtra and its brave and royal legacy, as well as many exhibitions are creating platforms for the self-help group ladies to come and sell their home-made delicacies which not many of the tourists are aware of.

**2. The participants were asked whether they recommend their guests to visit the Maharashtrian Restaurants to explore Regional Cuisine.**

Frequency of recommending Maharashtrian Restaurants to Guests	Respondents	Percentage
Always	158	62.20%
Sometimes	91	35.83%
Never	5	1.97%

**Table No. 2: Frequency of recommending Maharashtrian Restaurants to Guests**



**Chart No. 2: Frequency of recommending Maharashtrian Restaurants to Guests**

**Observation:**

As per the above chart and table 158 respondents feel that they would always recommend their guests to taste Maharashtrian cuisine during their stay in Pune. 91 respondents out of the population think they may not always recommend but definitely sometimes, which is more than half of the times of their stay in Pune. Whereas only 5 respondents said they would never recommend Maharashtrian cuisine to their guests.

**Interpretation:**

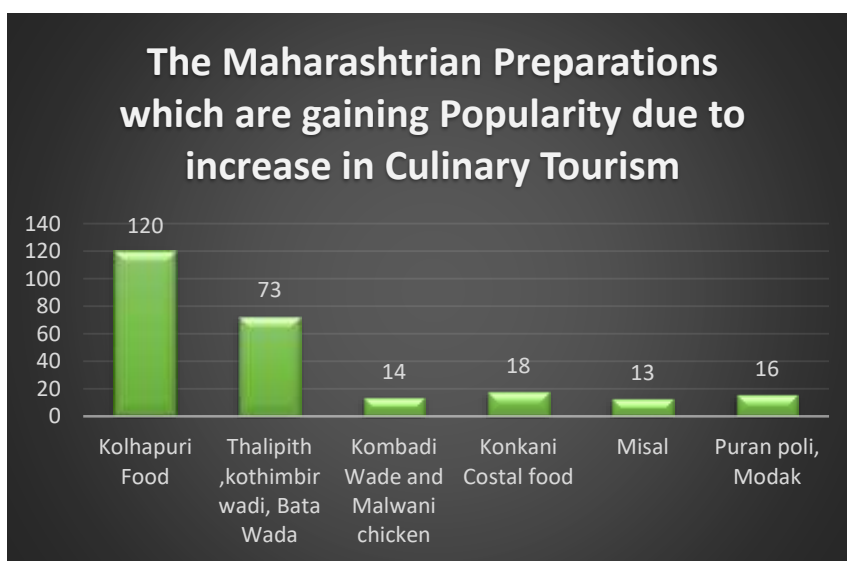
The researcher is also trying to find out whether the Pune citizens would help to make the Maharashtrian food popular among the tourists of Pune by recommending to their guests only Maharashtrian cuisine serving restaurants for dining. The feedback on this shows that the majority of the population would want to contribute towards the recognition of Maharashtrian cuisine and hence

they would take their guests to the restaurants or food outlets which allows them to explore different varieties in the Maharashtrian cuisine.

**3. Maharashtrian food is getting popular due to increase in Culinary Tourism**

Maharashtrian food getting popular due to increase in Culinary Tourism	Respondents	Percentage
Kolhapuri Food	120	47.2%
Thalipith, Kothimbir Wadi, Batata Wada	73	28.74%
Kombadi Wade And Malwani Chicken	14	5.5%
Konkani Coastal Food	18	7%
Misal	13	5.11%
Puran Poli and Modak	16	6.2%

**Table No. 3: Popularity of Maharashtrian Preparations**



**Chart No. 3: Popularity of Maharashtrian Preparations**

**Observation:**

As per the above chart and table 120 respondents feel that Kolhapuri food is getting more and more popular due to increase in the Culinary Tourism of Pune region, 73 respondents observe that Thalipith, Kothimbir Wadi and Batata Wada is getting more popular due to growth of Pune tourism. On the other side the other preparations like Konkani Coastal food, Malwani Chicken and Kombadi Wade, Misal are not so popular Maharashtrian Sweets Like Puran Poli, Modak are rarely available to non-Maharashtrian people either these can be tasted to someone’s personal event celebration or sweet mart hence they are not getting the deserve popularity due to growth in Pune tourism

**Interpretation:**

Recently Pune has been globally popular for the educational fares also sports. It is also internationally known for the festival in the IT sector also Pune city has made its mark on international level. Looking at these changes Pune is welcoming lot of national as well as international tourists. These all tourists would love to explore the local specialities and Maharashtrian cuisine at different places. The above mentioned items are listed after doing the survey about which are the most popular preparations in Maharashtrian cuisines. Kolpuri food which has a royal legacy as well as little flare in comparison to other specialities is getting more popular

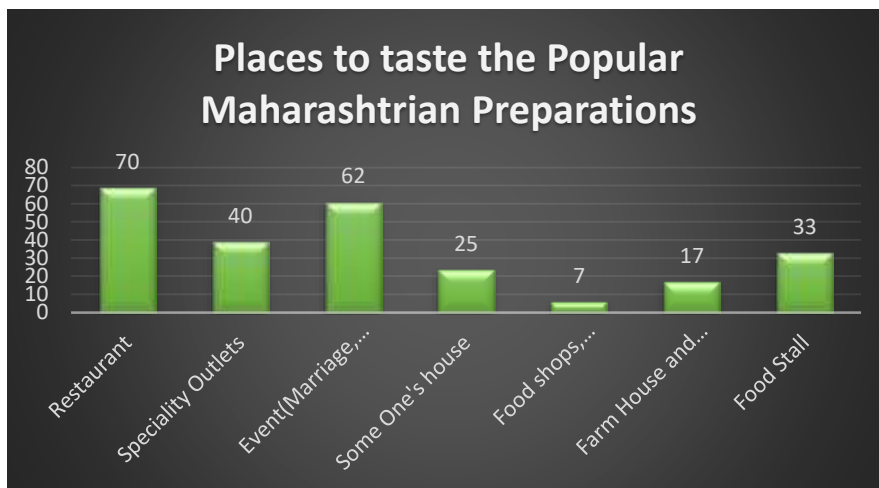


Kolhapuri preparations are available in all types of food selling outlets and it is also available in both veg and no vegetarian varieties. Other Maharashtrian preparations are not always easily available in shops, restaurants and food kiosks so not all tourists can explore these specialities that also is a concern for the other preparations not gaining comparatively popular.

**4. Which of the following places the respondents got to test the Maharashtrian Food which they find the best and popular**

Places to taste Maharashtrian Preparations	Respondents	Percentage
Speciality Restaurants	70	27.56%
Snack outlets	40	15.75%
Events	62	24.40%
Some ones House	25	9.84%
Food Shops, Meethai shops	7	2.75%
Farm house Resorts	17	6.69%
Food Stalls	33	12.99%

**Table No. 4: Places to taste Popular Maharashtrian Preparations**



**Chart no. 4: Places to taste Popular Maharashtrian Preparations**

**Observation:**

As per the above chart and table 70 respondents observed that Kolhapuri food and other popular Maharashtrian preparations they have tasted majorly in the speciality restaurants which serves only those. 62 responses have been received for events which means the majority population gets to taste these popular preparations during the personal as well as corporate and commercial events. 39 respondents replies that they have tasted popular Maharashtrian preparations on speciality snack outlets and also 33 respondents have tasted the popular Maharashtrian preparations on various food stalls which are exhibited in exhibitions or festivals etc. 25 respondents have eaten these food items at someone’s house whenever they are invited for the occasional meals or celebrations. 17 responses are for the farm house and resorts where specifically local food is promoted.

**Interpretation:**

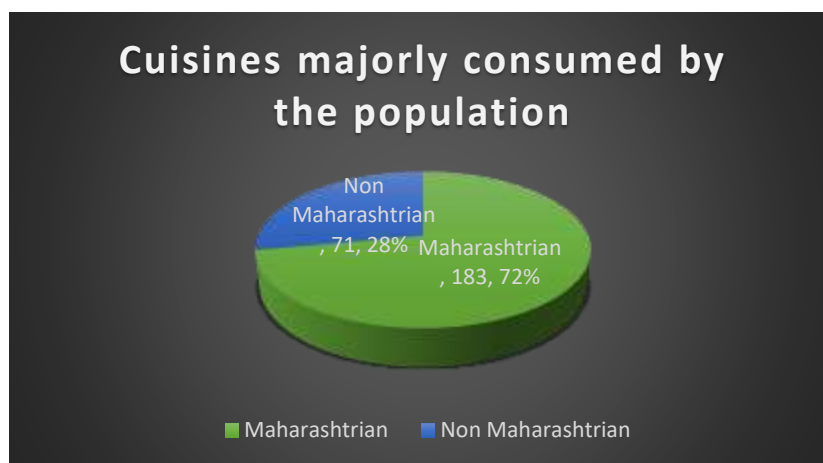
This question is interlinked with above question where the respondents were asked to vote for the preparation getting popularity due to growth in Pune tourism where they have consumed these preparations often in this the respondents selected where from the population including

Maharashtrian and non-Maharashtrian tourists and citizen.as explained in the above question the tourism of Pune is seeing lot of growth in business travellers, sports travellers, art and culture appreciating travellers. Lot of tourists attending events and functions due to the increase in the connections of the citizens of Pune. Hence Events and Speciality restaurants are the most common places for the tourists to explore Kolhapuri food as well as Thalipith, Batata wada, Kothimbirwadi wadi and etc.

**5. Identifying the major consumption of the respondents which can be either Maharashtrian or Non Maharashtrian**

Majority consumption of which Cuisine by the Population	Respondents	Percentage
Maharashtrian	183	72%
Non Maharashtrian	71	28%

**Table No. 5: Consumption pattern by Cuisine**



**Chart No. 5: Consumption pattern by Cuisine**

**Observation:**

As the scope of research is within the region of Pune, the Major respondents are well versed with the Maharashtrian Cuisine and Cultural so in their every day to day meal they all observe the influence of Maharashtrian Cuisine. 183 respondents regularly consume Maharashtrian cuisine in their day to day life which is 72% of the total population. 71 respondents consume Non Maharashtrian Cuisine in their day to day life which is 28% of the total population

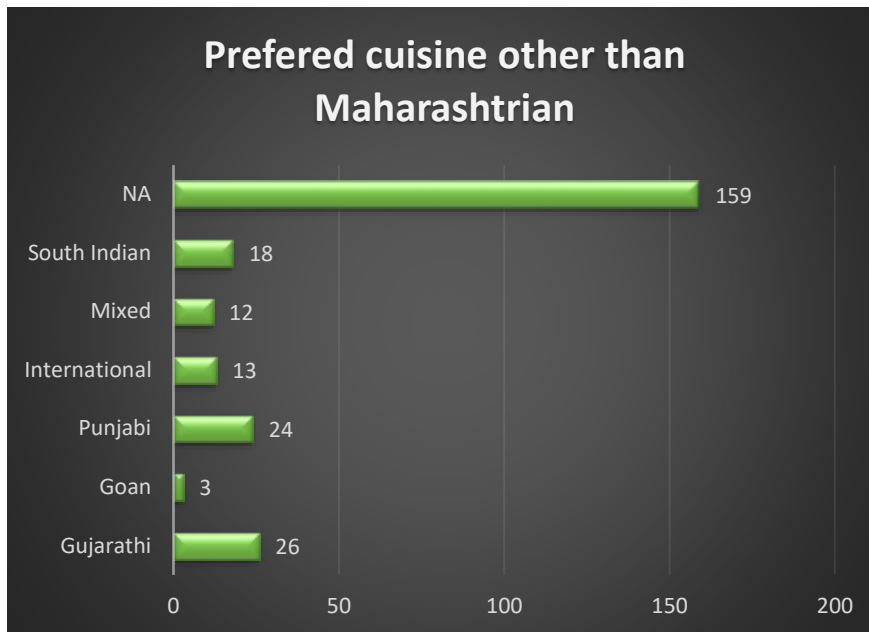
**Interpretation:**

Considering the above feedback it is very clear that the major consumption of the selected sample size population is Maharashtrian Cuisine, all though the popularity index of Maharashtrian cuisine is not so high among the tourists of the city. The research is also trying to identify why the cuisine being so common not getting popular among the tourism market but after interpreting the above response it is clear that the Maharashtrian cuisine has a remarkable influence on the regular eating habits of the population.

**6. Non Maharashtra consumers of the population prefer which cuisines**

List of preferred cuisines other than Maharashtra	Respondents	Percentage
Punjabi	24	9%
Mixed	11	5%
South Indian	18	7%
Goan	3	1%
Gujarathi	26	10%
International	12	5%
Maharashtrian	159	62%

**Table No. 6: Preference of Non Maharashtra by Cuisines**



**Chart No. 6: Preference of Non Maharashtra by Cuisines**

**Observation:**

This question is further a continuation of previous interpretation where the other popular cuisines for those 94 non Maharashtra consumers in their day to day meals. In this feedback 62% respondents that are 159 were not eligible for the question as their prepared cuisine is Maharashtra. 24 respondents prefer Punjabi Cuisine which is 9%. 26 respondents which is 10% prefers Gujarathi Cuisine. On the other hand 12 respondents prefer International Cuisine, 11 respondents prefer missed cuisine and 18 respondents like to have South Indian Cuisine in their day to day meals.

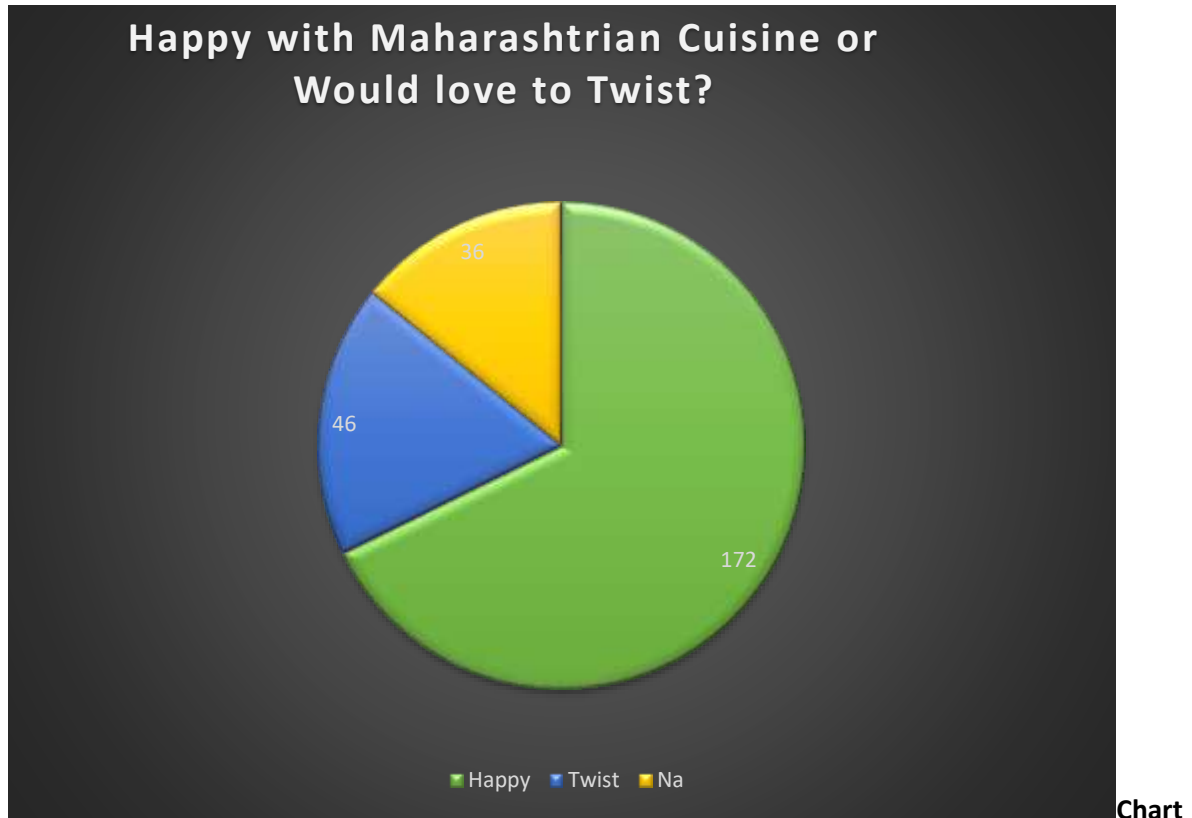
**Interpretation:**

This confirms once again that the most popular and preferred cuisine for the citizens of Pune is Maharashtra. After Maharashtra it is Punjabi (North Indian), Gujarathi as Gujarathi cuisine is very much closer to the Maharashtra palate.

**7. The respondents were asked whether they are happy with Maharashtrian cuisine or they would like to twist it**

Respondents are Happy or they love twisted Maharashtrian Cuisine	Respondents	Percentage
Happy	172	67.7%
Twist	46	18.1%
NA	36	14.1%

Table No. 7: Satisfaction of Respondents with Maharashtrian Cuisine



**No. 7: Satisfaction of Respondents with Maharashtrian Cuisine**

**Observation:**

As per the chart and the table above 172 respondents out of selected population are happy with the Maharashtrian Cuisine, which is 67.7% of the total responses received. 46 respondents replied that they would love to enjoy the twisted Maharashtrian Cuisine, which is 18.1% of the total responses received. 36 respondents regularly consume Maharashtrian Cuisine so they had a neutral response on the question.

**Interpretation:**

This question is particularly framed for the respondents who consume Maharashtrian cuisine every day and hence the researcher tried finding out whether the varieties offered in Maharashtrian cuisine can keep the consumer happy forever or little twist made in the preparations are more appealing this will help the researcher to conclude the popularity of Maharashtrian cuisine.

### Observations and Findings

According to the graphical representation shown in the above graphs below mentioned are findings based upon the interpretations that were drawn from the data analysis:

1. The local food of Pune is a diversified Maharashtrian cuisine which is lacking in the global popularity in spite of having lot of potential.
2. Maharashtrian cuisine is rich at the same time it is a simple rustic cuisine, the rural food of Maharashtra offers varieties at every 100 km.
3. Maharashtrian cuisine is lacking in the branding for its own identity in the culinary industry. There should be aggressive promotional measures taken by the vendors to promote Maharashtrian cuisine nationwide.
4. Pune being a cosmopolitan metro city welcomes many non Maharashtrian residents by birth or by career preferences. This non Maharashtrian population incorporates the flavors of local produce in their day to day meal, which proves that Maharashtrian cuisine is getting the appreciation.
5. The influence of Maharashtrian cuisine on the non Maharashtrian residents of Pune is very much measurable because they do visit the specialty restaurants. At times they explore Maharashtrian food at fairs, farm visits, exhibitions or during the Pune festival which is an international festival hosted by the city of Pune during Ganesh Utsav.
6. Maharashtrian food is influencing the non Maharashtrian food by the various Maharashtrian celebrity chefs like Vishnu Manohar, Nilesh Limaye, Shailendra Kekade etc. who demonstrate various Maharashtrian specialities in their shows.
7. Maharashtrian cuisine is also preferred by the guests and in-bound tourists of the Pune region. This was confirmed in the responses collected by survey.
8. Popularity of Maharashtrian food can be increased with the help of local people which in return benefits them. Kolhapuri food, Maharashtrian rural food, Konkani food etc can be served in the specialty restaurants.
9. The non Maharashtrian locals are having noticeable influence of Maharashtrian cuisine in their day to day meal.
10. Maharashtrian food has a significant impact on the non-Maharashtrian locals of Pune region. The non-Maharashtrians of Pune region who have been residing in Pune for more than a decade have incorporated a lot of Maharashtrian food habits and ingredients in their day to day meals. Many of the north Indian community locals have started using peanuts and coconuts in their regular meals. After settling in Pune for a long period the locals have influenced the eating habits of non-Maharashtrians of Pune.
11. At the end the findings which are drawn with the extensive research on culinary Tourism of the Pune region show that the emergence and awareness about the concept is well established. The Maharashtrian cuisine is trying to make its mark on the minds of tourists of Pune as well as the non-Maharashtrian of the region.

### Conclusion

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

1. The main results of this research, conducted through a cluster analysis indicate that the main characteristics that define Maharashtrian food are highly valued, in general, by all the groups analyzed, thus reinforcing the importance of the gastronomy of the place, and its presentation, as part of the experience in a particular destination.
2. This research contributes to the concept of sustainability, as one of its main conclusions is that the potentiating of local cuisine as a tourist product involves strengthening local economies.
3. Close relationship between local agriculture and tourism, clearly enhancing the environment in two different ways:
4. Increasing the level of both food venders and tour operators taking more efforts to reach out to as many as culinary tourists to increase the demand of culinary tourism in the region of Pune.
5. The other way, is necessary to guarantee respect for tradition and the values that make up the authenticity of the Maharashtrian community who influence the eating habits of non-Maharashtrian communities of the city. In fact, the use of the local and seasonal agricultural products (more respectful of the environment) and the cultural heritage associated with the concept of Maharashtrian popular food of the city of Pune are considered some very valued elements.
6. Definitely, market segmentation is the way through which these preferences of tourists can be included to allow the development of Sustainability, an appropriate marketing strategy and to ensure the continuous growth and sustainability of the local Cuisine
7. This entire process will help to make the Maharashtrian cuisine popular, once the cuisine is popular it will give recognition to its culture and people and it will have a special position in the overall economy of the region
8. The City of Pune exhibits the biggest agricultural fair known as Bhimthadi Jatra which helps in promotion of rural Maharashtrian food specialties, the tourists of pune also plan special visits to the agricultural farms around pune to experience the tender produce of season known as Hurda. For which people planed their tours especially around winter season.
9. One of the major attraction is the Sinhgad fort which is flooded with tourists during monsoon to enjoy the hot Onion khekada bhaji and steaming serve of Jhunka Bhakari which is very typical Maharashtrian preparations enjoyed all around the corners of Maharashtra.
10. Maharashtra is very famous for its unique sweet specialties like Ukadiche Modak, Pooran Poli, and Mande etc. during the international festival of Pune Ganesh Utsav where tourists come from all corners of the world the tourists get to enjoy theses festive delicacies which have a mark able memory of their visit.

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