

Enhancing Tourist Engagement Through Garhwali Cuisine: A Hybrid Approach to Promotion and Experience

Manoj Joshi^{1,2}, Atul Razdan^{1*}

¹School of Hotel and Tourism Management, Dev Bhoomi Uttarakhand University, Dehradun, Uttarakhand, India-248001.

²Email: joshimanoj89@gmail.com

*Corresponding Author: Atul Razdan

School of Hotel and Tourism Management, Dev Bhoomi Uttarakhand University, Dehradun, Uttarakhand, India-248001

ABSTRACT

Nowadays, gastronomy has become one of the important pull factors for tourist destinations and an attribute creating memories of destination. In the present time, tourists desire to explore cuisine which is not so popular, but it must be healthy and delicious. Garhwali cuisine, rooted in the cultural and ecological heritage of the Garhwal region in India, holds immense potential to attract tourists and enhance their experiences. This research walks around how the unique flavors, traditions, and health benefits associated with Garhwali cuisine can be leveraged to position it as a key driver of tourism. The present research aims to identify strategies that can enhance tourist arrivals in the Garhwal region and improve their experience with Garhwali cuisine by using various methods such as storytelling, food festivals, and digital promotion, which increase awareness of Garhwali cuisine among tourists. In this research paper we have created a multi-level questionnaire for taking feedback (survey) of the stakeholders and tourists who have recently visited the Garhwali area specifically Dehradun and Haridwar. It has been found that most tourists like Garhwali specialities like Faanu, Chainsu, Alu Moola Thechwani, Jhangore ki kheer, Garhwali mutton curry, wherever they tasted these delicacies. In our study we found that very few tourists have an idea of Garhwali cuisine and its delicacies, its nutritional benefits, and at the same time very few restaurants are serving these delicacies.

Keywords: Garhwali cuisine, Marketing strategy, Unique selling point, Tourist experience.

How to cite this article: Joshi M, Razdan A. Enhancing Tourist Engagement Through Garhwali Cuisine: A Hybrid Approach to Promotion and Experience. *Int J Drug Deliv Technol.* 2026;16(59s): 980-996. DOI: 10.25258/ijddt.16.59s.114

Source of support: Nil

Conflict of interest: None

INTRODUCTION

Uttarakhand is the 27th state of India and is one of the leading states of India in the tourism sector. Uttarakhand is situated at the foothills of the Himalayas and is divided into the regions of Garhwal and Kumaon. The Garhwal part of Uttarakhand provides distinctive natural and cultural tourism resources such as stunning scenery, sacred pilgrimage sites, adventure tourism (like trekking, river rafting, and skiing), health tourism (Yoga and wellness retreats in Rishikesh, etc.), and other varied tourist resources. The rich bio-diversity, religious importance, and adventure potential of the state make it a significant destination for international travelers[1,2]. The main organizations administering the tourism activities in the state is sought mainly by Department of Tourism, Uttarakhand Tourism Development Board (UTDB), and the local organization namely: Garhwal Mandal Vikas Nigam (GMVN). Tourism in gawhal area is said to be enhanced for past five years[3].

Based on report of Ministry of Tourism, In year 2023, India has reported Foreign Tourist Arrivals (FTAs) of 9.24 million (Jan-Dec) (Provisional) with a growth of

43.5% compared to the same period of previous year which represent Foreign Exchange Earnings (FEEs) of `2,31,927 crores (Provisional estimates) with a growth of 65.74%. Apart from as indicated by data provided by State/UT Governments and other available information with the Ministry of Tourism, Domestic Tourist Visits (DTV's) across the nation were 1731.01 million during the year 2022[4,5].

Food has long been recognized as an integral element of tourism, impacting visitor experiences and destination choice [6]. Culinary tourism has gained popularity over the last few years, with visitors choosing authentic and experiential food experience that connects them to local heritage and culture[7]. Whereas destinations all over the world are tapping into their cuisine heritage, the rich diverse regional cuisines of India provide a huge untapped potential for greater tourism involvement. Of these, Garhwali cuisine, which represents traditional dishes of Uttarakhand's Garhwal region, is severely underpromoted in mainstream tourism marketing despite its unique flavor, nutritional value, and cultural roots[7,8].

Garhwal, a hill region in the Indian Himalayas, possesses a distinctive cuisine shaped by geography,

rural economy, and tradition going back many centuries. Its local cuisine is characterized by locally grown grains such as finger millet (ragi), barnyard millet (jhangora),

and buckwheat, and native lentils, wild greens, and milk foods (Negi & Pande, 2020). Garhwali foods like Chainsoo (roasted black gram curry), Phanu (thick lentil preparation), and Aloo Ke Gutke (spicy potato) not only depict the local flavor but are also healthy due to their high nutritive value[9]. Despite its rich cultural heritage, Garhwali food is yet to be showcased as a major attraction in Uttarakhand's tourism industry. This invisibility is because of limited documentation, inadequate marketing, and the rise of mainstream Indian foodways within tourist discourses[10].

Marketing Garhwali cuisine can help to raise tourist interaction, particularly as global travel trends shift towards experiential and responsible tourism. Modern-day tourists crave more immersive cultural experiences through culinary encounters such as farm-to-table meals, food stories, and interactive cooking classes[11]. Destinations incorporating local cuisine into the tourism product more effectively not only create memorable tourist experiences but also assist in culinary heritage preservation and local economic empowerment[12]. For Garhwal, optimizing its cuisine as a core tourism resource has the ability to make the destination stand out in an otherwise competitive tourism landscape while catalyzing sustainable tourism development[13,14].

The effective promotion of Garhwali cuisine must be a combination approach involving various methodologies, including online promotion, experiential travel, and grassroots activity. Online platforms, including social networks, blogs, and video, play a crucial role in the shaping of traveler attitudes and inspiring gastronomic travel[15]. At the same time, experiential tourism, including culinary events, interactive tours, and heritage restaurants, can give tourists a hands-on experience of Garhwali food culture[16]. Additionally, empowering local stakeholders from farmers and chefs to restaurateurs can ensure authenticity and sustainability in offering regional cuisine[17].

This study aims to explain how a combined strategy—a fusion of digital and experiential marketing strategies—is most aptly used for the promotion of Garhwali cuisine along with enabling tourist interaction. Drawing on research of successful case studies, opinions of stakeholders, and customer preferences, the study will evaluate opportunities for positioning Garhwali food as a unique selling proposition for Uttarakhand's tourism industry. In addition, it will evaluate the challenges encountered in promoting a less familiar local dish and offer recommendations regarding strategies to

overcome the same. The findings of the present study will contribute to the greater

literature on food tourism and its impact on destination promotion, cultural preservation, and sustainable economic development[18]. With the intended inclusion of Garhwali cuisine in the tourist system, Uttarakhand can be marketed as a culturally rich and gastronomic destination. Application of innovative approaches for promotion and the active involvement of local communities can make Garhwali cuisine a hot product for domestic as well as foreign tourists[19,20].

2. Literature Review

1. **Gupta (2018)** The role of regional cuisine in sustainable tourism development in India, emphasizing how local food can enhance cultural identity and economic growth. The study highlights the significance of food tourism in promoting regional diversity and attracting tourists[21,22]. Using case studies and qualitative analysis, the research identifies key factors influencing food tourism, such as authenticity, marketing strategies, and local engagement. The findings suggest that integrating regional cuisine into tourism policies can foster sustainability, preserve culinary heritage, and boost local economies. The study provides valuable insights for policymakers and stakeholders in the Indian tourism and hospitality sector[23].
2. **YILDIZ (2019)** The impact of culinary tourism on promoting local culture in Uttarakhand. The study highlights how traditional cuisines, such as Garhwali and Kumaoni dishes, contribute to cultural preservation and tourism growth. Using qualitative and survey-based methods, the research identifies factors influencing food tourism, including authenticity, storytelling, and local festivals. The findings emphasize the need for strategic promotion through food events, digital marketing, and collaborations with local communities. The study concludes that enhancing culinary tourism can strengthen regional identity, attract tourists, and support economic development in Uttarakhand's tourism sector[24].
3. **Richards G 2018** The potential of Garhwali cuisine in tourism, emphasizing its cultural significance and economic opportunities. Through qualitative analysis, the study highlights key traditional dishes, local cooking techniques, and the role of food in Garhwali heritage. The research identifies challenges such as limited promotion, lack of awareness,

and insufficient integration into tourism strategies. The authors suggest that food festivals,

storytelling, and digital marketing can enhance tourist engagement with Garhwali cuisine. The study concludes that leveraging culinary tourism can help preserve regional food traditions while boosting Uttarakhand's tourism sector and local economy[25].

4. **Okumus, Koseoglu, and Ma (2020)** bibliometric analysis of food tourism research from 1976 to 2019, mapping key trends, influential studies, and emerging themes. The study identifies the growing significance of food tourism in destination marketing, cultural heritage preservation, and economic development. Using citation and co-citation analysis, the authors highlight major research clusters, including gastronomy tourism, local food experiences, and sustainability. The paper suggests future research directions, such as digital marketing, food tourism's role in rural development, and consumer behavior analysis[26]
5. **Rachão S (2019)** examine the role of food tourism in regional development, emphasizing how local cuisines contribute to economic growth and cultural sustainability. The study explores the relationship between gastronomy, place identity, and tourism policies, highlighting case studies where food tourism has revitalized rural economies. The authors discuss challenges such as commercialization, authenticity concerns, and policy gaps. They propose strategies like farm-to-table initiatives, culinary festivals, and digital marketing to enhance food tourism's impact.[27]
6. **Kumar and Singh (2020)** explore the role of storytelling in enhancing gastronomic tourism in India. The study highlights how narratives about regional cuisines, traditional cooking methods, and cultural heritage create immersive tourist experiences. Using qualitative case studies, the authors analyze the impact of storytelling on tourist engagement, brand perception, and destination attractiveness. The findings suggest that integrating storytelling through guided food tours, digital content, and social media can significantly boost culinary tourism. The study concludes that storytelling serves as a powerful tool for promoting Indian regional cuisines, enhancing authenticity, and fostering sustainable tourism development[28].
7. **Gössling S (2020)** The intersection of food tourism and sustainability, highlighting key challenges and innovative solutions. The book explores how gastronomy can drive sustainable destination development by preserving culinary heritage, supporting local economies, and reducing environmental impact. The authors discuss critical issues such as food waste, ethical sourcing, and over-commercialization while presenting case studies on successful sustainable food tourism initiatives. The study emphasizes policy frameworks, technological advancements, and community engagement as essential components of sustainable gastronomic tourism[29].
8. **Joshi, Sharma, and Rawat (2021)** The role of local food festivals in promoting Garhwali cuisine and enhancing Uttarakhand's tourism industry. The study highlights how these festivals serve as platforms for cultural exchange, economic growth, and culinary heritage preservation. Using qualitative and survey-based methods, the authors analyze visitor experiences, marketing strategies, and stakeholder involvement. The findings suggest that food festivals increase tourist engagement, strengthen regional identity, and create opportunities for local businesses[30].
9. **Lopes R (2024)** The role of food festivals in event tourism, highlighting key trends, challenges, and future opportunities. The study explores how food festivals contribute to destination marketing, cultural preservation, and economic development. Using case studies and survey data, the authors analyze visitor motivations, festival management strategies, and the impact of digital promotion. The findings suggest that well-organized food festivals enhance tourist engagement, foster local pride, and support small businesses[31]
10. **Kim S (2021)** The relationship between local food and cultural identity in Himalayan tourism, with a focus on traditional cuisines. The study examines how food serves as a medium for storytelling, heritage preservation, and sustainable tourism. Using ethnographic methods, the authors analyze the role of Himalayan culinary practices in shaping visitor experiences and community engagement. The findings highlight the potential of local cuisines to enhance destination appeal while addressing challenges such as commercialization and authenticity preservation [32].
11. **Ingrassia M (2022)** Social media on food tourism, focusing on engagement and marketing strategies. The study explores how

- digital platforms influence tourists' perceptions, decision-making, and destination choices. Using case studies and data analytics, the authors highlight the role of influencers, user-generated content, and online reviews in shaping food tourism trends. The findings suggest that effective social media strategies, including visual storytelling and interactive campaigns, enhance tourist engagement and brand visibility[33,34].
12. **Bhatt A (2024)** The gastronomic heritage of Uttarakhand from a cultural tourism perspective, highlighting the significance of traditional Garhwali and Kumaoni cuisines. The study examines how local food contributes to the region's cultural identity and attracts tourists. Using qualitative research and case studies, the authors analyze the role of food in storytelling, destination marketing, and sustainable tourism development. The findings suggest that promoting Uttarakhand's culinary heritage through food trails, festivals, and digital marketing can enhance its tourism appeal[35].
 13. **Kumar Maurya V (2024)** The role of digital marketing in promoting regional cuisines within the tourism sector. The study highlights how digital tools, including social media, influencer marketing, and content-driven campaigns, enhance tourist engagement with local food cultures. Using case studies and data analytics, the authors explore effective strategies such as virtual food tours, targeted advertisements, and interactive storytelling. The findings suggest that digital marketing significantly increases visibility, preserves culinary heritage, and attracts global audiences[36].
 14. **Graham S (2020)** Emphasizing the role of authentic cuisine in enhancing tourist engagement. The study examines how immersive culinary experiences, such as cooking classes, farm-to-table dining, and food storytelling, contribute to a deeper cultural connection for tourists. Using case studies and qualitative research, the authors highlight the impact of authenticity on visitor satisfaction and destination appeal. The findings suggest that integrating hands-on gastronomic experiences into tourism strategies fosters cultural appreciation and sustainable tourism development[37,38].
 15. **Dixit and Pradhan (2022)** The role of traditional food tourism in destination branding across various Indian states. The study highlights how regional cuisines contribute to cultural identity, attract tourists, and enhance the overall appeal of a destination. Using case studies and survey data, the authors analyze the effectiveness of food festivals, culinary trails, and local markets in promoting gastronomic tourism. The findings suggest that integrating traditional foods into tourism campaigns strengthens brand identity and fosters sustainable tourism development[39,40].
 16. **Bhatt and Sati (2022)** Tourist perceptions of Garhwali cuisine using a mixed-method approach, combining qualitative interviews and quantitative surveys. The study explores how visitors perceive the authenticity, taste, and cultural significance of Garhwali dishes. The findings reveal that tourists appreciate the unique flavors and traditional cooking techniques but highlight the need for better promotion and accessibility. The study suggests that integrating Garhwali cuisine into mainstream tourism through food trails, digital marketing, and storytelling can enhance its appeal.
 17. **Jangra R (2021)** sustainable food tourism, emphasizing the role of local cuisines in economic empowerment in India. The study examines how culinary tourism can create livelihood opportunities for local farmers, chefs, and small businesses while preserving traditional food heritage. Using case studies and field research, the authors analyze successful models of integrating regional cuisines into tourism. The findings suggest that promoting local food through farm-to-table experiences, food festivals, and gastronomic trails fosters economic growth and community development[41].
 18. **Anton Martin C (2021)** the impact of culinary storytelling on food tourism, focusing on Himalayan cuisine. The study explores how narratives around traditional recipes, local ingredients, and cultural heritage enhance tourist engagement and destination appeal. Using qualitative research and case studies, the authors highlight the effectiveness of storytelling through guided food tours, digital media, and local chefs. The findings suggest that integrating storytelling into gastronomic tourism creates immersive experiences, strengthens cultural identity, and boosts visitor interest[42,43].
 19. **Okumus B (2021)** the role of digital influencers in food tourism marketing, focusing on their impact on consumer

- engagement and destination promotion. The study analyzes how influencers use social media platforms to showcase regional cuisines, share dining experiences, and shape tourist preferences. Using case studies and audience analytics, the authors highlight the effectiveness of influencer collaborations, visual storytelling, and user-generated content in boosting gastronomic tourism. The findings suggest that digital influencers significantly enhance brand visibility and consumer trust[43].
20. **Negi and Rawat (2023)** The revival of indigenous cuisines, focusing on Garhwali dishes as a means of promoting sustainable tourism. The study examines how traditional food practices contribute to cultural preservation, local economic growth, and environmental sustainability. Through field research and stakeholder interviews, the authors analyze initiatives such as farm-to-table dining, culinary festivals, and eco-friendly food production. The findings suggest that integrating Garhwali cuisine into mainstream tourism can enhance destination appeal while supporting local communities[44].
 21. **Lan L (2012)** Hybrid promotional strategies in food tourism, focusing on the integration of social media, events, and storytelling. The study explores how a multi-channel approach enhances tourist engagement with regional cuisines. Using case studies and digital analytics, the authors highlight the effectiveness of combining influencer marketing, food festivals, and immersive storytelling in attracting culinary tourists. The findings suggest that hybrid promotional strategies create stronger emotional connections with audiences and improve destination branding. The study concludes that a well-coordinated mix of digital and experiential marketing can significantly boost food tourism and cultural appreciation[45].
 22. **Wondirad A (2021)** examine the economic potential of Garhwali cuisine in Uttarakhand's tourism sector, highlighting its role in local economic development. The study analyzes revenue generation from traditional food experiences, including homestays, food festivals, and culinary tours. Using a mixed-method approach, the authors assess tourist spending patterns and stakeholder perspectives. The findings suggest that promoting Garhwali cuisine can create employment opportunities, support local farmers, and enhance regional branding[46,47].
 23. **Seth K (2024)** The culinary tourism landscape of India, focusing on the role of regional food cultures in shaping tourist experiences. The study examines how diverse cuisines contribute to destination attractiveness and cultural identity. Using a case study approach, the authors analyze food trails, local dining experiences, and government initiatives promoting regional gastronomy. The findings highlight the growing demand for authentic culinary experiences and the potential of food tourism in driving sustainable development[48].
 24. **Shukla and Nair (2024)** sustainable food tourism practices and their impact on regional cuisines. The study explores how eco-friendly culinary initiatives, such as farm-to-table dining, organic food sourcing, and minimal-waste cooking, contribute to preserving traditional food cultures. Through case studies and stakeholder interviews, the authors highlight the role of sustainable practices in enhancing local economies, reducing environmental impact, and promoting cultural heritage. The findings suggest that integrating sustainability into food tourism can increase tourist engagement and support community-driven gastronomy[49].
 25. **Naderi N, (2024)** consumer perceptions of authenticity in food tourism, with a specific focus on Garhwali cuisine. The study examines how tourists evaluate the authenticity of regional dishes based on ingredients, preparation methods, and cultural storytelling. Using survey data and in-depth interviews, the authors identify key factors influencing tourists' dining experiences and satisfaction. The findings suggest that authenticity plays a crucial role in enhancing the appeal of Garhwali cuisine, fostering deeper cultural connections, and increasing visitor loyalty[49].

The following literature gaps are identified: a lack of academic documentation of Garhwali cuisine, a general absence of organized marketing mechanisms, little or no integration of food heritage into the tourism conceptual framework, and low consumer awareness about the nutritional and cultural value of the cuisine. The present study will address the issues related to these existing gaps in the context of Garhwali cuisine. This research, therefore, investigates how Garhwali cuisine can become a cultural and wellness tourism

asset through a hybrid strategy of traditional experiential promotion and modern digital marketing to enhance tourist engagement and contribute to regional economic development.

3. Research Methodology

A mixed-method research approach integrates both qualitative and quantitative methodologies to provide a comprehensive understanding of a research problem. This combination leverages the strengths of both approaches, allowing for a more nuanced analysis[50]. In this study, qualitative methods, such as in-depth interviews and focus groups, were employed to gather detailed insights into participants' experiences and perceptions. Concurrently, quantitative methods, including

surveys and statistical analysis, were utilized to collect and analyze numerical data, identifying patterns and generalizable findings.

Start

- **Survey and Feedback Collection:**

Table no.1 shown as A multi-level questionnaire was designed to collect feedback from tourists and stakeholders, including restaurant owners, hoteliers, and local chefs, focusing on awareness, preferences, and experiences related to Garhwali cuisine[51]. The survey, conducted between 2018 and 2025, yielded the following insights

Table 1: Survey Results on Garhwali Cuisine Awareness and Preferences

Respondent Category	Awareness of Garhwali Cuisine (%)	Positive Experience (%)	Dining Interest (%)	Interest in Promoting Garhwali Dishes (%)
Tourists (N=500)	45	78	62	
Restaurant Owners (N=50)	55	70	68	
Hoteliers (N=30)	60	75	72	
Local Chefs (N=250)	85	90	80	

Sampling: table no 2 shown as in this study, data were collected from 250 tourists visiting Dehradun and Haridwar, two primary gateways to the Garhwal region. The sample was selected using a stratified random sampling method to ensure representation across various demographics, including age, gender, and nationality[52,53]

This approach enhances the generalizability of the findings to the broader tourist population visiting these areas. Table 2: Demographic Profile of Surveyed Tourists (N=250)=20

Demographic Variable	Category	Percentage (%)
Age Group	18–25	20
	26–35	35
	36–45	25
	46–55	12
	56 and above	8
Gender	Male	55
	Female	45
Nationality	Indian	70

The stratified random sampling method was chosen to capture a diverse and representative sample, reflecting the varied tourist demographics in Dehradun and Haridwar.

- **Interviews:** In-depth interviews were conducted with local restaurant owners and chefs to understand the challenges in promoting Garhwali cuisine.
 1. **Ingredient Sourcing:** Difficulty in obtaining authentic, high-quality local ingredients due to limited availability and high transportation costs.
 2. **Chef Training:** Scarcity of chefs proficient in traditional Garhwali cooking techniques, necessitating investment in specialized training programs.
 3. **Consumer Awareness:** Low awareness and familiarity among tourists and locals regarding Garhwali dishes, leading to limited demand.
 4. **Perceived Value:** Traditional Garhwali cuisine is often undervalued, with consumers perceiving it as less sophisticated compared to other regional or international cuisines.
 5. **Marketing Limitations:** Insufficient marketing efforts and platforms to showcase Garhwali cuisine's unique attributes to a broader audience.
 6. **Menu Adaptation:** Challenges in balancing authenticity with modern culinary trends to appeal to diverse palate

Result and Discussion:

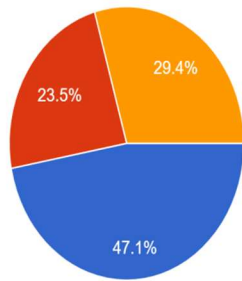
We looked at the different effects that tourists said they had on the questionnaire to learn more about their thoughts, preferences, and overall experiences. The analysis showed important things about how much people know about local food, how happy they are with it, how healthy and nutritious they think it is, and how regional food can affect their travel plans. Responses showed that most tourists were interested in trying traditional food because of its authenticity, taste, and cultural value.

The results also show that regional food plays a big role in making a place more appealing and keeping visitors interested. Tourists showed interest in food-related

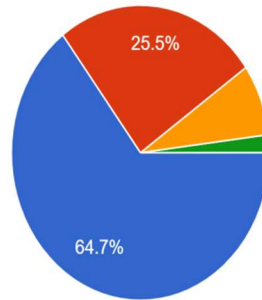
activities like eating out at local restaurants, going to food festivals, and taking culinary trails. This shows that there is a lot of room for growth in gastronomic tourism. Also, feedback showed that people were becoming more aware of the health and wellness benefits of traditional food practices, which supports the connection between indigenous cuisine and wellness tourism.

Overall, the results of the questionnaire show that strategically promoting regional cuisine can improve tourist satisfaction, length of stay, and the chances of returning. These results show how important it is to include culinary heritage in tourism marketing and destination planning if we want tourism to grow in a way that lasts.

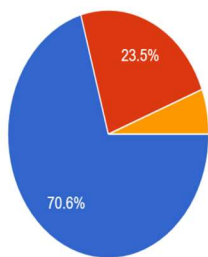
4.1 Tourist awareness and experience of Garhwali cuisine



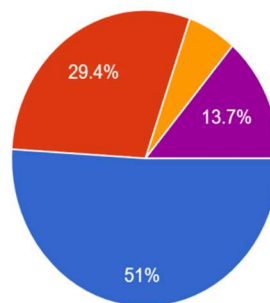
(a) Familiarity about Garhwali cuisine before visiting



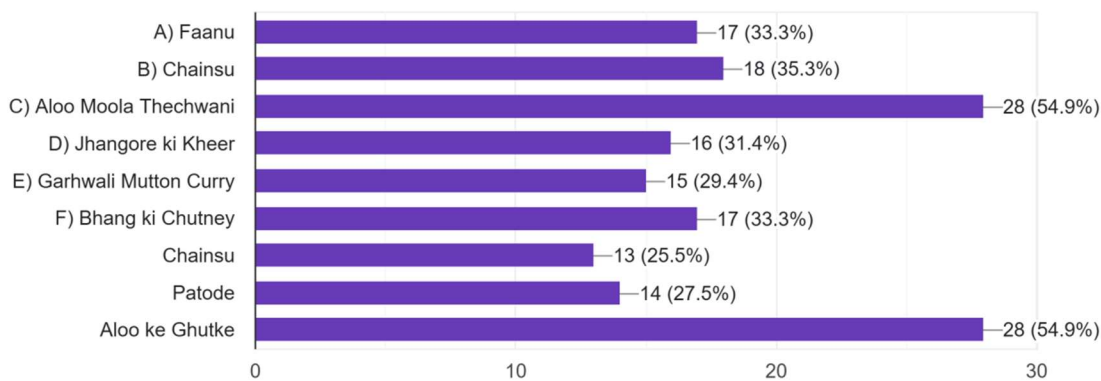
(b) Sources introduced Garhwali cuisine



(c) Specifically planning to experience Garhwali cuisine



(d) Rating of overall experience with Garhwali cuisine



(e) Preferred garhwali dishes by tourist

Figure 1-Tourist awareness and experience of Garhwali cuisine

Various surveys have been conducted to determine awareness and experience of different tourist coming from different state of India and other countries. Figure 1 depicts the feedback of several tourists (awareness and experience) of Garhwali cuisine. It can be seen that from figure 1(a) 47.1% of tourist have knowledge about garwhal cuisine while half of them have very little or have no idea about the cuisine, which shows garwhali cuisine is not marketed well among the tourist. However, garwhal is one the top tourist destination in India. figure 1(b) clearly shows 64.7% of tourist have knowledge about garwhal cuisine by family and friends and 25.5% by social media whereas role of food festival and tour operator is very less. Government has to increase their part to advertise cuisine among the tourist. Figure 1(c) depicts

after getting knowledge 70.6% tourist are planning especially to experience garhwali cuisine. It has been found that garhwali dishes are becoming push factor for tourist to visit the region and they are specifically planning their tours for it.

Figure 1(d) shows after experiencing the cuisine about 80% of the respondents have a good and excellent experience with garhwali cuisine and likes the dishes. In figure 1(e) It has been found that mostly dishes of Garhwal cuisine were liked by tourist equally, but dishes like Aloo ke Ghutke and Moole ki thechwani was preferred by tourist.

Health and Nutritional Awareness

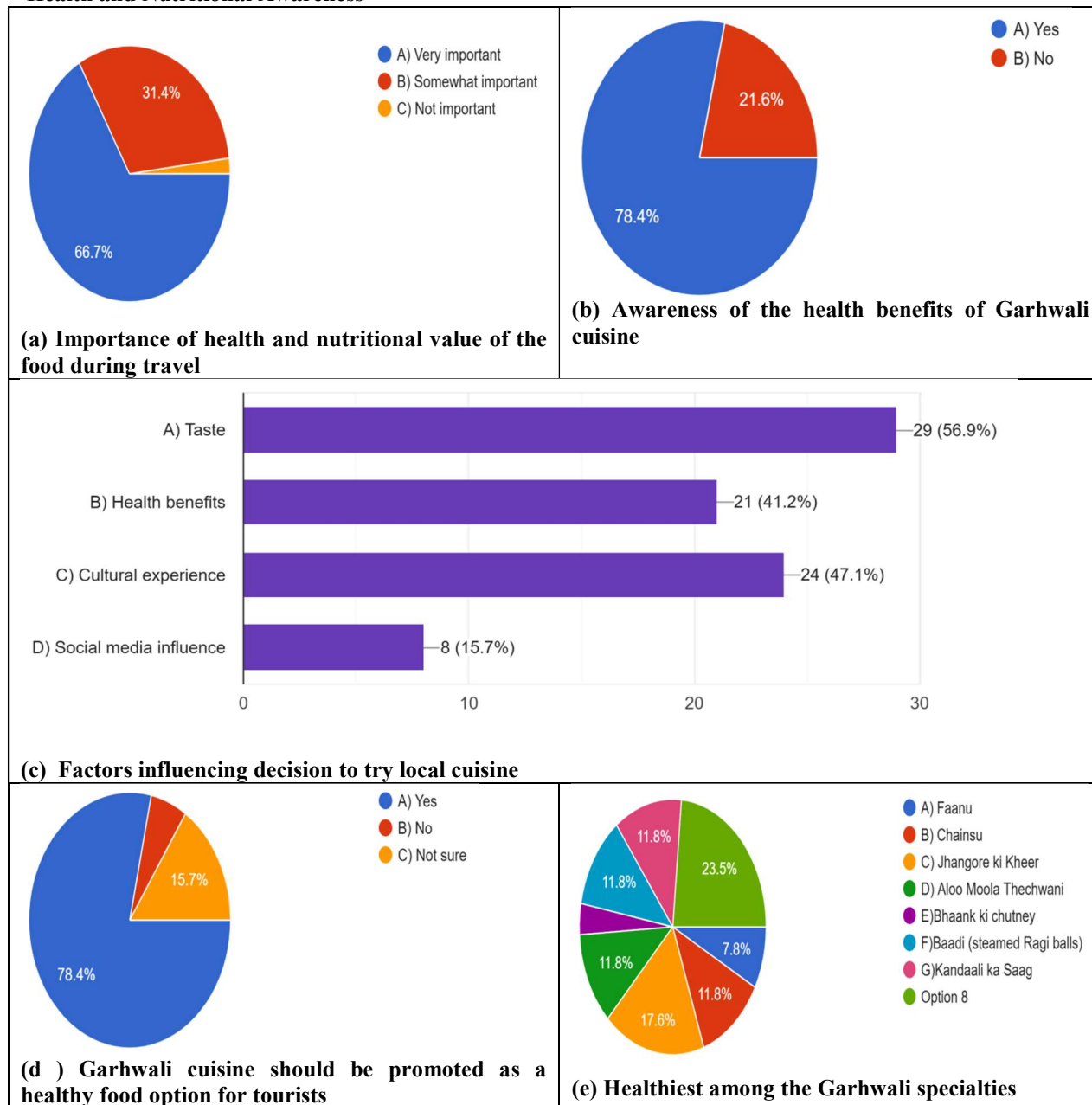


Figure 2: Health and Nutritional Awareness

Various surveys have been conducted to assess the level of health and nutritional awareness related to Garhwali cuisine among tourists visiting from different states of India as well as from abroad. Figure 2 illustrates the feedback collected from these tourists regarding their understanding and perceptions of the health benefits

and nutritional aspects of Garhwali cuisine. Figure 2(a) depicts a strong urge of tourists (66.7%) to know about the health nutritional benefits of regional foods as it motivates them to travel to that particular place. Figure 2(b) shows garhwali cuisine is well known for its health benefits and nutritional value among respondents

.About 78.4% of respondents knows the health benefits of ingredients used in garhwali cuisine. However Figure 2(c) shows that respondents have mixed approach toward the factors influence them to try local cuisine. Respondents feels health benefits, taste cultural influence and social media equally have an impact on

tourist to try local cuisine. Figure 2(d) suggests that majority 78.4% of respondents thinks garwhal cuisine must be promoted as a healthy opyion for food so that tourist not only visit garwhal for its beauty but for its cuisine which helps in wellness and rejuvenation of tourist.

Promotional and marketing strategies

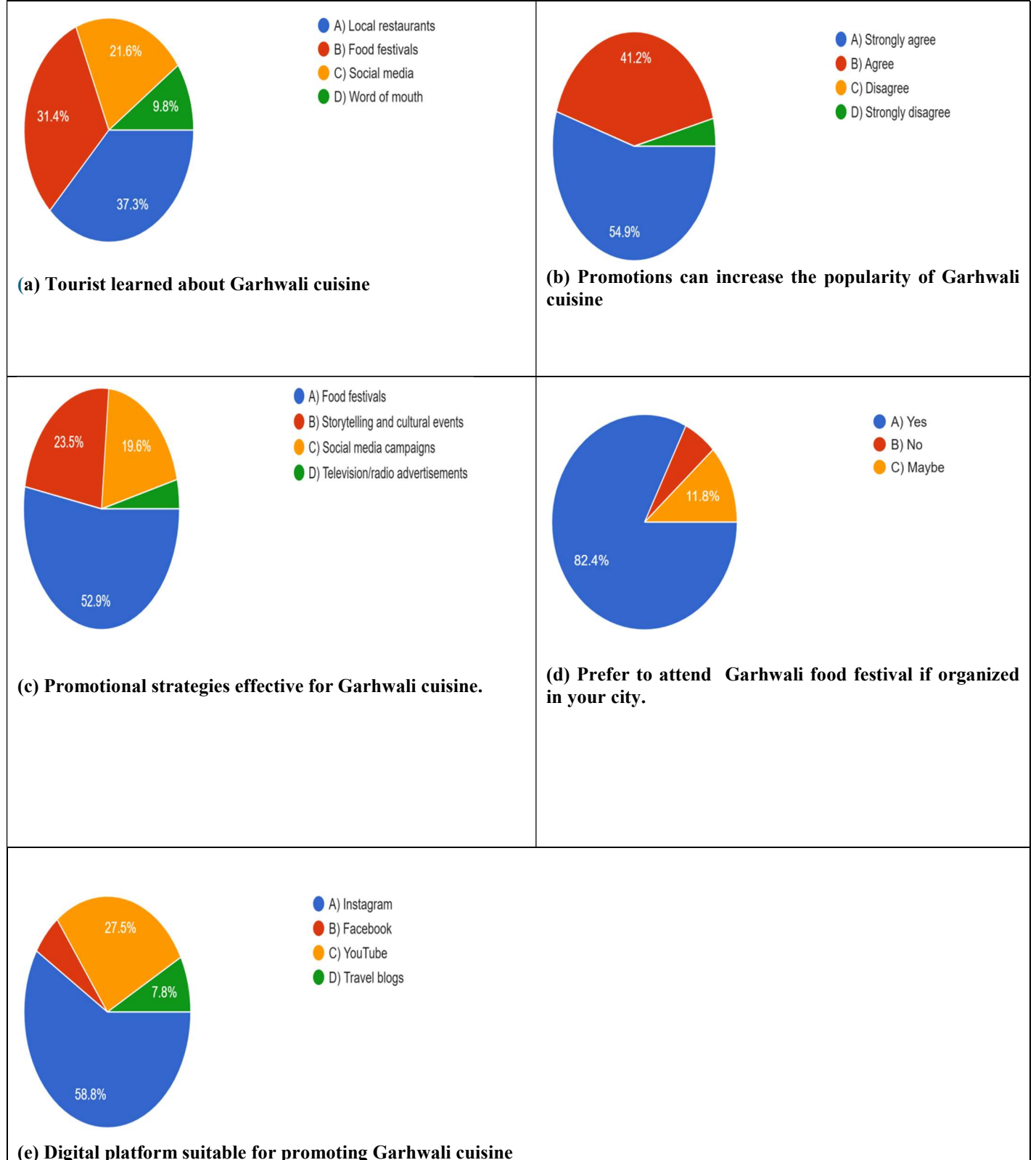


Figure 3: Promotional and marketing strategies

Multiple surveys have been carried out to identify the different promotional and marketing strategies, to promote

garwhal cuisine among tourist. Figure 3a shows mostly tourist are learning about garwhali cuisine through restaurants and food festivals which is 37.3% and 31.4% respectively. Some are getting information through social media which is 21.6% while word of mouth publicity is playing a very minimal role which is in the promotion of Garwhal cuisine. Figure 3b shows there is a mix chance to popularize garwhali cuisine through promotions. Majority 54.9% are in favour of the statement while 41.2% thinks garwhali cuisine cannot be popularize through promotions. Figure 3c depicts the different marketing promotional strategies which can be used to popularize garwhali cuisine. Majority 52.9% thinks organizing food festival is the best way to promote garwhali cuisine while storeytelling and cultural events which is 23.5% also can play role in promoting the cuisine. Social media campaigns and television advertisement unexpectedly got very less percentage which was 19.6 and other was negligible. Altogether this survey depicts the respondent believes cuisine can be popularize only by experiencing it not by promoting it in digital and social media platforms. Figure 3d shows majority 82.4% respondent are in favour to visit food festival if organized in their city which could be better way of promoting garwhali cuisine. Figure 3e shows currently Instagram is the better digital platforms 58.8% to promote garwhali cuisine while you tube, facebook and travel blog got very less mandate.

Culinary Experience and Satisfaction

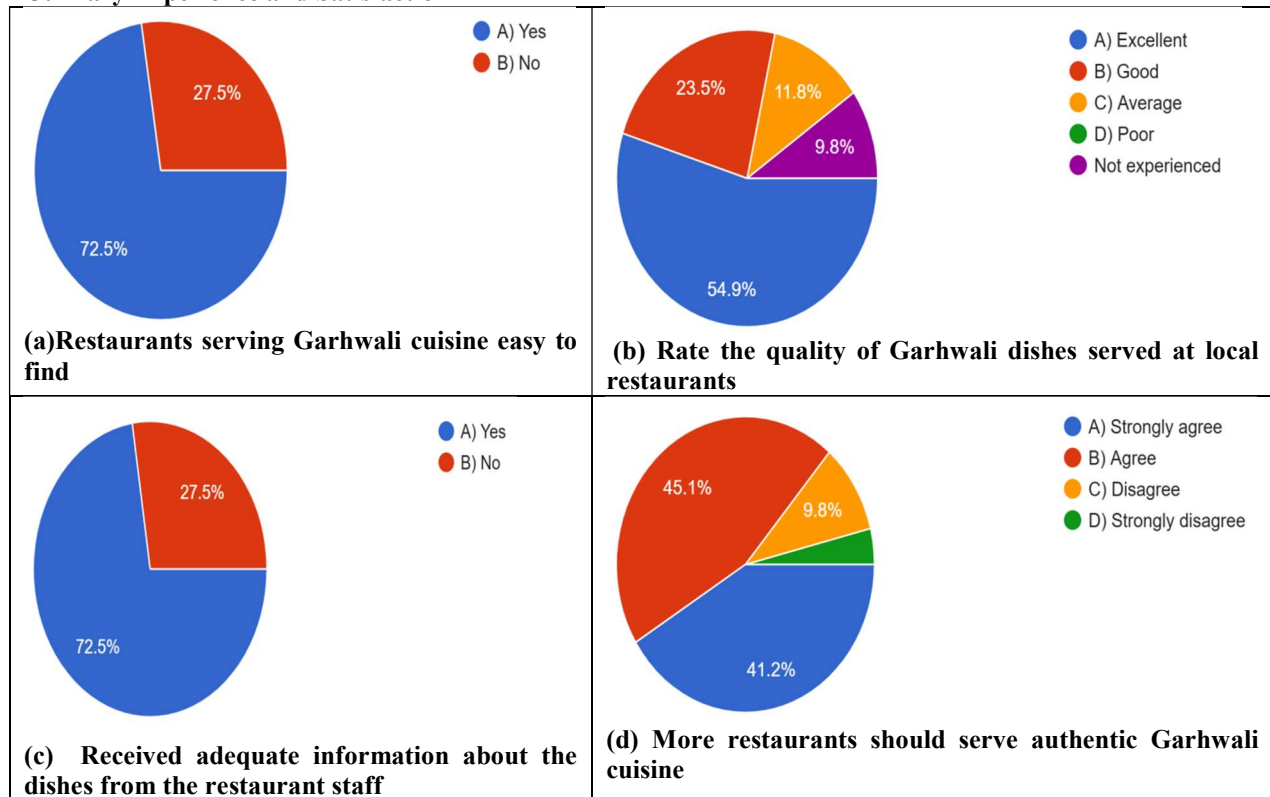


Figure 4: Culinary Experience and Satisfaction

Survey is conducted to know the culinary experience and satisfaction level of tourist after experiencing the garwhali cuisine. Figure 4(a) shows tourist are easily getting restaurants, about 72.5% who are serving garwhal food. In figure 4(b) tourist rated the quality of garwhali dishes served in local restaurants where 54.9% and 23.5% of tourist have excellent and good experience about food. Less number of tourist rated garwhali dish in restaurants Average and poor. Only 9.8% have no experience about garwhal food. Figure 4(c) shows majority about 72.5% tourist are receiving adequate amount of information about the garwhal dishes from restaurant staff. Figure 4(d) shows tourist strongly feels that more restaurant should be opened to serve authentic Garwhali cuisine.

To address these challenges, a multifaceted approach is necessary:

- **Encourage Culinary Tourism:** Promote Garhwali cuisine through food festivals, cooking workshops, and culinary tours in Uttarakhand. Collaborations between tourism boards and local businesses can highlight traditional dishes, attracting both domestic and international tourists.
- **Document Traditional Recipes:** Initiate projects to record and publish traditional Garhwali recipes, ensuring their preservation for future generations. This could involve creating cookbooks, digital archives, or video tutorials featuring local chefs and home cooks.
- **Enhance Digital Presence:** Local businesses should leverage digital marketing strategies to reach a broader audience. Utilizing social media platforms to share engaging content, collaborating with food bloggers and influencers, and implementing online ordering systems can significantly boost visibility and customer engagement

Recommendation

Proposed Strategies for Promotion

A hybrid approach integrating traditional and digital methods is recommended:

Promoting Garhwali cuisine requires a multifaceted approach that intertwines cultural heritage with modern marketing strategies. The following initiatives can effectively enhance the visibility and appreciation of this regional culinary tradition:

- a. Storytelling and Cultural Narratives**
Crafting engaging stories around Garhwali cuisine can captivate both locals and tourists. By delving into the history, traditions, and unique ingredients of Garhwali dishes, these narratives can be shared through blogs, social media platforms, and culinary websites. Highlighting personal anecdotes from local chefs or families preserves traditional recipes and fosters a deeper connection with the audience.
For instance, sharing the significance of dishes like *Kafuli* or *Phaanu* can provide cultural context and intrigue potential visitors.
- b. Food Festivals and Culinary Events:**
Organizing regional food festivals offers a

platform to showcase Garhwali dishes, attracting culinary enthusiasts and tourists. These events can feature live cooking demonstrations, tasting sessions, and workshops, allowing participants to immerse themselves in the culinary arts of Uttarakhand. Collaborations with local artisans and performers can enrich the experience, presenting a holistic view of Garhwali culture. Such festivals not only promote the cuisine but also stimulate the local economy by drawing visitors to the region.

- c. Restaurant Collaborations:** Encouraging partnerships between local restaurants, hotels, and culinary institutions can lead to the introduction of special Garhwali menus. These collaborations can involve training chefs in traditional cooking methods and sourcing authentic ingredients, ensuring the dishes remain true to their roots. Highlighting these menus during specific times, such as cultural weeks or festivals, can pique interest and provide diners with an opportunity to explore Garhwali flavors.
- d. Digital Marketing Campaigns:** Leveraging digital platforms is essential in today's interconnected world. Utilizing social media channels, influencer partnerships, and video storytelling can significantly boost the visibility of Garhwali cuisine. Sharing high-quality images, recipes, and cooking tutorials can engage a broader audience. Collaborating with food bloggers and influencers who resonate with diverse demographics can further amplify the reach. Additionally, creating dedicated websites or mobile applications featuring Garhwali recipes, restaurant locators, and event calendars can serve as valuable resources for enthusiasts.
- e. Integration with Tourism Packages:** Collaborating with travel agencies to incorporate Garhwali food experiences into Uttarakhand tourism packages can provide tourists with an authentic taste of the region. This integration can include guided food tours, cooking classes, and visits to local markets, offering a comprehensive culinary journey. Such experiences not only enrich the tourist's visit but also create lasting memories associated with Garhwali culture.

Limitations of the Study

This study is limited to data collected from Dehradun and Haridwar. These areas may not reflect the entire Garhwal region. Although the sample size offers useful insights, it remains relatively small and may not fully capture the diverse views of different stakeholders. Data collected from 2018 to 2025 may show changes in tourism trends over time. The varying levels of awareness about Garhwali cuisine among respondents could affect the accuracy of the feedback. The study only examines Garhwali cuisine and does not include comparative analysis with other regions. Additionally, relying on self-reported and interview-based responses introduces some subjectivity. Resource and time constraints also limited the possibility of large-scale promotional experiments and long-term analysis.

Scope for Future Research

Future research could extend beyond Dehradun and Haridwar to include other Garhwali districts such as Tehri, Pauri, and Chamoli for a broader understanding of the region. Comparative studies between Garhwali cuisine and other regional cuisines like Kumaoni or Himachali could offer deeper insights into cultural food tourism trends. Researchers might use long-term studies to observe changes in tourist perceptions and the effectiveness of marketing over time. Experimental studies involving food festivals, digital campaigns, and storytelling could measure real-time engagement from tourists. In addition, using advanced statistical tools and AI-based sentiment analysis on digital platforms could improve understanding of consumer behavior toward regional cuisines.

References:

- 1 Chopra B, Khuman YSC, Dhyani S. Advances in Ecosystem Services Valuation Studies in India: Learnings from a Systematic Review. *Anthropocene Science* 2022 1:3 1(3), 342–357 (2022).
- 2 Kapruwan R, Saksham AK, Bhadoriya VS, Kumar C, Goyal Y, Pandey R. Household livelihood resilience of pastoralists and smallholders to climate change in Western Himalaya, India. *Heliyon* 10(2) (2024).
- 3 Ministry of Tourism India's Ranking in the Travel and Tourism Development Index.
- 4 INDIA Tourism Statistics 2023 Ministry of Tourism Government of India.
- 5 Chandani Arya, Jyoti Joshi, Deepak. Production of ragi and its prevalence aspects in almora district (uttarakhand). *EPRA international journal of agriculture and rural economic research* 1–7 (2022).

- 6 Ahmad Shariff SNF, Omar M, Jalis MH, Indriastuti M. Exploring the Impact of Malaysia's Culinary Heritage on Tourism and Economic Development. *Environment-behaviour proceedings journal* 9(30), 139–144 (2024).
- 7 Massacesi C, Lovelock B, Carr A. Gastronomic tourism: collaboration between food communities of practice and hospitality providers from the Italian Dolomites. *Food, Culture and Society: An International Journal of Multidisciplinary Research* 1–21 (2025).
- 8 Long B, Yusof NS, Azmy MM. Factors Influencing the Sustainability of Food Tourism Destinations: Evidence from the World Heritage Site of Guilin. *Sustainability* 16(22), 10027–10027 (2024).
- 9 Gautam N, Sharma N, Ahlawat YK, Sharma N. Formulation of Health Boosting Foods by Exploring the Microbial Wealth Harboring in Ethnic Food System of Indian Himalayas. *Flavour Fragr J* (2024).
- 10 Haq SM, Khoja AA, Waheed M *et al.* Food ethnobotany of forest resource in the high-altitude Himalaya Mountains: Enhancing the food sovereignty of ethnic groups. *For Policy Econ* 164 (2024).
- 11 Tabassum S, Khalid HR, Ul Haq W *et al.* Implementation of System Pharmacology and Molecular Docking Approaches to Explore Active Compounds and Mechanism of Ocimum Sanctum against Tuberculosis. *Processes* 10(2) (2022).
- 12 Chandani Arya, Jyoti Joshi, Deepak. Production of ragi and its prevalence aspects in almora district (uttarakhand). *EPRA international journal of agriculture and rural economic research* 1–7 (2022).
- 13 Haq SM, Khoja AA, Waheed M *et al.* Food ethnobotany of forest resource in the high-altitude Himalaya Mountains: Enhancing the food sovereignty of ethnic groups. *For Policy Econ* 164 (2024).
- 14 Tabassum S, Khalid HR, Ul Haq W *et al.* Implementation of System Pharmacology and Molecular Docking Approaches to Explore Active Compounds and Mechanism of Ocimum Sanctum against Tuberculosis. *Processes* 10(2) (2022).
- 15 Dwivedi S, Singh V, Mahra K, Sharma K, Baunthiyal M, Shin J-H. Functional foods in the northwestern Himalayan Region of India and their significance: a healthy dietary tradition of Uttarakhand and

- Himachal Pradesh. *Journal of Ethnic Foods* 11(1) (2024).
- 16 Dwivedi S, Singh V, Mahra K, Sharma K, Baunthiyal M, Shin J-H. Functional foods in the northwestern Himalayan Region of India and their significance: a healthy dietary tradition of Uttarakhand and Himachal Pradesh. *Journal of Ethnic Foods* 11(1) (2024).
- 17 Nurwitasari A, Gaffar V, Wibowo LA, Sultan MA. Gastronomy Tourism Promotion: The Uniqueness of Culinary Attraction and Storytelling. *Society* 12(2), 943–960 (2024).
- 18 Singh P, Najar AH. Regional food as the catalyst for cultural tourism in India. *Strategies for Promoting Sustainable Hospitality and Tourism Services* 84–96 (2020).
- 19 Gautam N, Sharma N, Ahlawat YK, Sharma N. Formulation of Health Boosting Foods by Exploring the Microbial Wealth Harboring in Ethnic Food System of Indian Himalayas. *Flavour Fragr J* (2024).
- 20 Chandani Arya, Jyoti Joshi, Deepak. Production of ragi and its prevalence aspects in almora district (uttarakhand). *EPRA international journal of agriculture and rural economic research* 1–7 (2022).
- 21 Haq SM, Khoja AA, Waheed M *et al.* Food ethnobotany of forest resource in the high-altitude Himalaya Mountains: Enhancing the food sovereignty of ethnic groups. *For Policy Econ* 164 (2024).
- 22 Gautam N, Sharma N, Ahlawat YK, Sharma N. Formulation of Health Boosting Foods by Exploring the Microbial Wealth Harboring in Ethnic Food System of Indian Himalayas. *Flavour Fragr J* (2024).
- 23 Gupt A. Role of Food in Attracting Tourists Towards Popular Tourism Destinations in India: An Empirical Study. *INFORMATION TECHNOLOGY IN INDUSTRY* 6(1) (2018).
- 24 YILDIZ M, ARIKAN SALTİK I. KÜLTÜR ZEYTİNYAĞI MÜZELERİ ÜZERİNE BİR ARAŞTIRMA. *Journal of Recreation and Tourism Research* 6(2), 147–160 (2019).
- 25 Richards G. Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management* 36, 12–21 (2018).
- 26 Okumus B, Koseoglu MA, Ma F. Food and gastronomy research in tourism and hospitality: A bibliometric analysis. *Int J Hosp Manag* 73, 64–74 (2018).
- 27 Rachão S, Breda Z, Fernandes C, Joukes V. Food tourism and regional development: A systematic literature review. *European Journal of Tourism Research* 21, 33–49 (2019).
- 28 Singh P, Najar AH. Regional food as the catalyst for cultural tourism in India. *Strategies for Promoting Sustainable Hospitality and Tourism Services* 84–96 (2020).
- 29 Gössling S, Scott D, Hall CM. Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism* 1–20 (2020).
- 30 Joshi NC, Rawat GS. An integrated approach for the identification and prioritization of areas based on their livelihood vulnerability index: a case study of agro-pastoral community from Western Indian Himalaya. *Mitig Adapt Strateg Glob Chang* 26(6) (2021).
- 31 Lopes R, Hiray DrA. Impacts Of Cultural Events And Festivals On Cultural Tourism. *Journal of Advanced Zoology* 174–179 (2024).
- 32 Kim S, Choe JY, King B, Oh M, Otoo FE. Tourist perceptions of local food: A mapping of cultural values. *International Journal of Tourism Research* 24(1), 1–17 (2022).
- 33 Ingrassia M, Bellia C, Giurdanella C, Columba P, Chironi S. Digital Influencers, Food and Tourism—A New Model of Open Innovation for Businesses in the Ho.Re.Ca. Sector. *Journal of Open Innovation: Technology, Market, and Complexity* 8(1), 50 (2022).
- 34 Ingrassia M, Bellia C, Giurdanella C, Columba P, Chironi S. Digital Influencers, Food and Tourism—A New Model of Open Innovation for Businesses in the Ho.Re.Ca. Sector. *Journal of Open Innovation: Technology, Market, and Complexity* 8(1), 50 (2022).
- 35 Bhatt A, Chamola K, Rawat SS. Cuisine of Uttarakhand Preserving Regional Culture and Enhance Tourism. *Journal of Sales, Service and Marketing Research* 30–35 (2024).
- 36 Kumar Maurya V. ‘THE ROLE OF DIGITAL MARKETING IN PROMOTING CULTURAL TOURISM: A DESCRIPTIVE STUDY OF UTTAR PRADESH’. *International Journal of Research in Economics and Social Sciences(IJRESS) Available*

- 14 (2024).
- 37 Anton Martin C, Camarero Izquierdo C, Laguna-Garcia M. Culinary tourism experiences: The effect of iconic food on tourist intentions. *Tour Manag Perspect* 40, 100911 (2021).
- 38 Graham SC. Authentic Culinary Tourism Experiences: The Perspectives of Locals. *Journal of Gastronomy and Tourism* 5(2), 65–82 (2020).
- 39 Dixit SK, Prayag G. Gastronomic tourism experiences and experiential marketing. *Tourism Recreation Research* 47(3), 217–220 (2022).
- 40 Singh P, Seal M. Exploring the role and contribution of gastronomy tourism in community development and destination promotion. *Gastronomic Sustainability Solutions for Community and Tourism Resilience* 112–124 (2024).
- 41 Jangra R, Kaushik SP, Saini SS. An analysis of tourist's perceptions toward tourism development: Study of cold desert destination, India. *Geography and Sustainability* 2(1), 48–58 (2021).
- 42 Anton Martin C, Camarero Izquierdo C, Laguna-Garcia M. Culinary tourism experiences: The effect of iconic food on tourist intentions. *Tour Manag Perspect* 40, 100911 (2021).
- 43 Okumus B. Food tourism research: a perspective article. *Tourism Review* 76(1), 38–42 (2021).
- 44 Negi V. Review of Tourist Experiences on Garhwali Cuisine as Haritage Tourism:-A Case Study of Garhwal Region, Uttarakhand. (2023).
- 45 Lan LW, Wu W-W, Lee Y-T. Promoting Food Tourism with Kansei Cuisine Design. *Procedia Soc Behav Sci* 40, 609–615 (2012).
- 46 Wondirad A, Kebete Y, Li Y. Culinary tourism as a driver of regional economic development and socio-cultural revitalization: Evidence from Amhara National Regional State, Ethiopia. *Journal of Destination Marketing & Management* 19, 100482 (2021).
- 47 Bhatt A. A study of the unexplored cuisine of Uttarakhand and its role in culinary tourism promotion. *International Journal of Tourism and Hotel Management* 6(1), 01–07 (2024).
- 48 Seth K, Kumar Choudhury D, Dutta R. Role of Regional Cuisine in Tourist Perception: A Case Study of Gujarat, India. 5(1) (2024).
- 49 Naderi N, Naderi N, Boo HC, Lee KH, Chen PJ. Editorial: Food tourism: culture, technology, and sustainability. *Front Nutr* 11, 1390676 (2024).
- 50 Makian S, Nematpour M. *Typologies of mixed methods research designs in tourism and hospitality*. Edward Elgar Publishing (2024).
- 51 Wondirad A, Verheye G. Does gastronomy determine visitors' holiday destination choice? Empirical evidence based on a mixed-methods research approach. *Cogent Food Agric* 9(2) (2023).
- 52 Thelen T, Kim S. Towards social and environmental sustainability at food tourism festivals: Perspectives from the local community and festival organizers. *Tour Manag Perspect* 54, 101304 (2024).
- 53 Chandani Arya, Jyoti Joshi, Deepak. Production of ragi and its prevalence aspects in almora district (uttarakhand). *EPRA international journal of agriculture and rural economic research* 1–7 (2022).
- 54 Dwivedi S, Singh V, Mahra K, Sharma K, Baunthiyal M, Shin J-H. Functional foods in the northwestern Himalayan Region of India and their significance: a healthy dietary tradition of Uttarakhand and Himachal Pradesh. *Journal of Ethnic Foods* 11(1) (2024).
- 55 Ranjana Sharma. Rediscovering the Lost Cuisines of the Himalayas: A Study on Traditional Culinary Practices, Cultural Heritage and their Potential for Sustainable Tourism. *International Journal for Multidimensional Research Perspective (IJMRP)* 2(9), 73–85 (2024).
- 56 Makian S, Nematpour M. *Typologies of mixed methods research designs in tourism and hospitality*. Edward Elgar Publishing (2024).
- 57 Citation: Molina-Azorín, JF and Font, X (2015) Mixed methods in sustainable tourism research: an analysis of prevalence, designs and application in.