

**A Study on Role of South Indian Cuisine in Destination Marketing and
Restaurants in Coimbatore**

**Project submitted in partial fulfillment of the requirement for the Degree of
Master of Business Administration in Tourism and Travel Management**

By

**Jamuna.R
(21PTA010)**

Supervisor

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**Avinashilingam Institute for Home Science and Higher Education for
Women, Coimbatore-641043**

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**AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER EDUCATION
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Coimbatore, Tamilnadu, India**

PROJECT

Entitled the name of

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By

JAMUNA.R

Project Submitted To

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MAY 2023

CERTIFIED AS BONAFIED RESEARCH WORK

**SIGNATURE OF
THE HOD**

**SIGNATURE OF THE
EXTERNAL EXAMINER**

**SIGNATURE OF
THE GUIDE**

DECLARATION

I declare that the Project entitled “**A Study on South Indian Cuisine In Destination Marketing and restaurants in Coimbatore**” submitted by me for the degree of Master of Business Administration (MBA) in Tourism and Travel Management (MBA) in Tourism and Travels Management is the record of work carried out by me during the period from January 2021 to May 2023 under the guidance of **Dr.S.Bhuvaneshwari MBA, M.Phil, Ph.D** Department of Tourism and Travel Management , Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for award of any Degree, Diploma, Associateship, Fellowship, Titles in this Institution or any other University or other similar Institute of Higher Learning.

Signature of the Supervisor

Signature of the Candidate

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CHAPTER 1
INTRODUCTON
OBJECTIVE OF THE STUDY
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INTRODUCTION

The Definition of tourism is not a simple matter, as it is a complex industry made up of many different businesses, the common theme being that they provide products and services to tourists/visitors.

According to the United Nations World Tourism Organization (UNWTO), tourism entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors. Generally speaking, a visitor is classified as a (same)day visitor if their trip does not include an overnight stay and a tourist if it does include an overnight stay. The purpose of their trip can be for business, leisure or personal reasons, other than to be employed by a resident entity in the country or place visited.

Tourism refers to the activities of people traveling to and staying in places outside their usual environment for leisure, business, or other purposes. It is an industry that involves the movement of people from one place to another and encompasses a wide range of activities, such as transportation, accommodation, sightseeing, and entertainment.

Tourism can have significant economic and social impacts on both the destination and the traveler. It can generate employment opportunities, boost local economies, and promote cultural exchange and understanding.

Tourism is a dynamic industry that is constantly evolving, and it is influenced by various factors such as technological advancements, changing consumer behavior, and global events. As the world becomes more interconnected, the tourism industry is expected to continue to grow, providing new opportunities for destinations and businesses alike.

1.1 HISTORY OF TRAVEL AND TOURISM

Travel is as old as mankind on earth. At the beginning of his existence, man roamed about the planet's surface in search of food, shelter, security, and better habitat. However, with time, such movements were transformed into wanderlust. About five thousand years ago, climate changes, dwindling food and shelter conditions hostile invaders made the people leave their homes to seek refuge elsewhere like the Aryans left their homes in Central Asia due to climate changes. Perhaps, this leads to the development of commerce, trade, and industry.

Religion, education, and cultural movement began during the Hindu and Chinese civilizations. Christian missionaries, Buddhist monks, and others traveled far and wide carrying religious messages and returned with fantastic images and opinions about alien people. For centuries movement of people continued to grow due to the efficiency of transport and the assistance and safety with which the people could travel. By the end of the 15th century, Italy had become Europe's intellectual and cultural center. It represented the classical heritage both for the intelligentsia and the aristocracy. During the 16th century, travel came to be considered an essential part of the education of every young Englishman. Travel thus became a means of self-development and education in its broadest sense. The educational travel was known as the '**Grand Tour.**'

The industrial revolution brought about significant changes in the pattern and structure of British society. Thus, the economy of Britain was greatly responsible for the beginning of modern tourism. It also created a large and prosperous middle class. Because of remarkable improvement in transportation systems in the latter half of the 18th century and the first quarter of the 19th century, an increasing number of people began to travel for pleasure.

Travel was inspired initially by the need for survival (food, shelter, and security), the desire to expand trade, and the quest to conquer. As the transportation system improved, the curiosity for transforming the vast and virgin world into a close neighborhood created a new industry, i.e., **Travel and Tourism.**

However, the developments of rails, roads, steamships, automobiles, and airplanes helped to spread technology across the globe. Earlier travel was a privilege only for wealthy people, but with the industrial revolution, the scenario altogether changed. Transportation, as well as accommodation, became affordable to middle and working-class citizens. Essentially, with the development of jet travel, communication, new technology, tourism, and travel became the world's largest and fastest-growing industry. Travel and tourism have recently emerged as a dominant economic force on the global scene, accounting for more than 12% of total world trade and growing at 8 percent annually.

1.1.2 ORIGIN OF TOURISM

By the early 21st century, international tourism had become one of the world's most important economic activities, and its impact was becoming increasingly apparent from

the Arctic to Antarctica. The history of tourism is therefore of great interest and importance. That history begins long before the coinage of the word *tourist* at the end of the 18th century. In the Western tradition, organized travel with supporting infrastructure, sightseeing, and an emphasis on essential destinations and experiences can be found in ancient Greece and Rome, which can lay claim to the origins of both “heritage tourism” (aimed at the celebration and appreciation of historic sites of recognized cultural importance) and beach resorts. The Seven Wonders of the World became tourist sites for Greeks and Romans.

Pilgrimage offers similar antecedents, bringing Eastern civilizations into play. Its religious goals coexist with defined routes, commercial hospitality, and an admixture of curiosity, adventure, and enjoyment among the motives of the participants. Pilgrimage to the earliest Buddhist sites began more than 2,000 years ago, although it is hard to define a transition from the makeshift privations of small groups of monks to recognizably tourist practices. Pilgrimage to Mecca is of similar antiquity. The tourist status of the hajj is problematic given the number of casualties that—even in the 21st century—continued to be suffered on the journey through the desert. The thermal spa as a tourist destination—regardless of the pilgrimage associations with the site as a holy well or sacred spring—is not necessarily a European invention, despite deriving its English-language label from Spa, an early resort in what is now Belgium. The oldest Japanese *onsen* (hot springs) were catering to bathers from at least the 6th century. Tourism has been a global phenomenon from its origins.

Modern tourism is an increasingly intensive, commercially organized, business-oriented set of activities whose roots can be found in the industrial and postindustrial West. The aristocratic grand tour of cultural sites in France, Germany, and especially Italy—including those associated with Classical Roman tourism—had its roots in the 16th century. It grew rapidly, however, expanding its geographical range to embrace Alpine scenery during the second half of the 18th century, in the intervals between European wars. (If truth is historically the first casualty of war, tourism is the second, although it may subsequently incorporate pilgrimages to graves and battlefield sites and even, by the late 20th century, to concentration camps.) As part of the grand tour’s expansion, its exclusivity was undermined as the expanding commercial, professional, and industrial middle ranks joined the landowning and political classes in aspiring to gain access to this rite of passage for their sons. By the early 19th century, European journeys for health, leisure, and culture became common practice among the middle classes, and paths to the acquisition of cultural capital

(that array of knowledge, experience, and polish that was necessary to mix in polite society) were smoothed by guidebooks, primers, the development of art and souvenir markets, and carefully calibrated transport and accommodation systems.

1.1.3 NATURE OF TOURISM

Tourism as a socio-economic phenomenon comprises the activities and experiences of tourists and visitors away from their home environment and are serviced by the travel and tourism industry and host destination. The sum total of this activity experience and services can be seen as a tourism product.

The tourism system can be described in terms of supply and demand. Tourism planning should strive for a balance between demands and supply. This requires an understanding not only of market characteristics and trends but also of the planning process to meet the market needs.

Often tourists from core generating markets are identified as the demand side; the supply side includes all facilities, programs, attractions, and land uses designed and managed for the visitors. These supply-side factors may be under the control of private enterprises, non-profit organizations, and the government. New and innovative forms of partnerships are also evolving to ensure the sustainable development and management of tourism-related resources.

The supply and demand side can be seen to be linked by flows of resources such as capital, labor, goods, and tourist expenditures into the destination, and flows of marketing, promotion, tourist artifacts, and experiences from the destination back into the tourist generating region.

In addition, some tourist expenditures may leak back into the visitors generating areas through repatriation of profits of foreign tourism investors and payment for improved goods and services provided to tourists at the destination. Transportation provides an important linkage both to and from the destination.

For planning purposes, the major components that comprise the supply side are:

- Various modes of transportation and other tourism-related infrastructure.
- Tourist information.
- Marketing and promotion.
- The community of communities within the visitor's destination area.
- The political and institutional frameworks for enabling tourism.

The tourism system is both dynamic and complex due to many factors linked to it and because of the existence of many sectors contributing to its success. These factors and sectors are linked to the provision of the tourist experience and the generation of tourism revenue and markets.

The dynamic nature of the tourism system makes it imperative to scan the external and internal environment of the destinations on a regular basis so as to make changes when necessary to ensure a healthy and viable tourism industry.

Thus, it is now an accepted fact that tourism development can no longer work in isolation of the environment and the local communities, nor can it ignore the social and cultural consequences of tourism.

1.1.4 TOURISM PRODUCT

According to the World Tourism Organization

A Tourism Product is "A combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific centre of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle" (Product Development UNWTO).

Tourism product covers a wide variety of services including:

- Accommodation services from low-cost home stays to five-star hotels
- Hospitality services including food and beverage serving centers
- Health care services like massage
- All modes of transport, its booking and rental
- Travel agencies, guided tours and tourist guides
- Cultural services such as religious monuments, museums, and historical places
- Shopping

The North American Industry Classification System (NAICS) was jointly created

by the Canadian, US, and Mexican governments to ensure common analysis across all three countries (British Columbia Ministry of Jobs, Tourism and Skills Training, 2013a). The tourism-related groupings created using NAICS are (in alphabetical order):

- Accommodation
- Food and Beverage Services (commonly known as “F & B”)
- Recreation and entertainment
- Transportation
- Travel services

1.1.5 TYPES OF TOURISM

There are three basic forms of tourism: domestic tourism, inbound tourism, and outbound tourism.

Domestic tourism refers to activities of a visitor within their country of residence and outside of their home (e.g. a Brit visiting other parts of Britain).

Inbound tourism refers to the activities of a visitor from outside of country of residence (e.g. a Spaniard visiting Britain).

Outbound tourism refers to the activities of a resident visitor outside of their country of residence (e.g. a Brit visiting an overseas country).

The tourism industry in Britain is **primarily a private sector industry**, consisting of around 200,000 businesses, some very large including international hotel groups and airlines, as well as small and medium sized businesses, industry groups and bodies.

Domestic tourism is the core of businesses revenue (generally at least 80%, particularly outside of London), with demand peaking during the school holidays, particular Easter and Summer. Dealing with the demands of international visitors requires specialist knowledge, cultural understanding and investment.

1.1.6 IMPORTANCE OF TOURISM

Tourism and hospitality, which are inextricably linked to each other, are among the major revenue-earning enterprises in the world. They happen to be among the top employers too. There has been an upmarket trend in tourism over the last few decades as travel has become quite common. People travel for business, vacation, pleasure, adventure, or even medical treatments.

Tourism constitutes an important industry today. It has opened up new vistas for the play of economic emancipation. It provides a very potent contribution by strengthening and developing the financial resources of a country. Moreover, it is a process in which mutual material and mental benefits occur. Furthermore,

- Tourism fetches foreign exchange in the form of invisible exports, which results in the manifold progress of the nation.
- Tourism generates jobs. These employments are the main contribution of tourism to generating national income. But one should remember that employment in the tourism industry is often seasonal.
- Tourism often leads to the commercialization of art forms and especially handicrafts. Art items with cultural or religious meaning are sought by tourists as souvenirs. As more and more tourists visit a destination, souvenir production has increased, often leading to mass production. This production also generates income.

1.1.7 INDUSTRIES RELATED TO TOURISM

Over the years, tourism has become a popular global activity. Depending upon the nature and purpose of their travel, tourists, need and demand certain facilities and services. This has given rise to a wide range of commercial activities that have acquired industry proportions. Thus travel and tourism nowadays represent a broad range of related industries.

Hotels

Hotels are a commercial establishment that provides accommodation, meals, and other guest services. In the travel and tourism industry, the hotel industry plays a very significant role, as all tourists need a place to stay at their destinations, and require many more services and facilities to suit their specific needs and tastes.

Restaurants

Restaurants are retail establishments that serve prepared food and beverages to customers. In the travel and tourism industry, restaurants and other food and beverage outlets are very important as tourists like to experiment with the local cuisines of the places they are visiting.

Retail and Shopping

The retail industry is very important as tourists shop for their day-to-day necessities as well as look for mementos and souvenirs. In recent years, some cities in the world have been promoted as shopping destinations to attract people with a penchant for shopping by offering various products, such as garments, electronic goods, jewelry, and antiques. New York, Paris, London, and Milan in Italy are famous as fashion havens of the world.

Transportation

It is the movement of people and goods from one place to another. A well-developed transport industry, as well as infrastructure, is integral to the success of any travel and tourism enterprise.

Travel Agencies

A **travel agency** is a retailing business that sells travel-related products and services, particularly package tours, to customers on the behalf of suppliers such as airlines, car rentals, cruise liners, hotels, railways, and sightseeing.

Travel agencies play a very important role as they plan out the itinerary of their clients and make the necessary arrangements for their travel, stay, and sightseeing, besides facilitating their passport, visa, etc.

Tour Operators

A **tour operator** assembles the various elements of a tour. It typically combines tour and travel components to create a holiday. Tour operators play an important role in the travel and tourism industry.

Tourist Destinations

A tourist attraction is a place of interest for tourists, typically for its inherent or exhibited cultural value, historical significance, nature or building beauty or amusement opportunities. These are the basic fundamentals of the tourism industry.

Cultural Industries

Cultural or creative industries are responsible for the creation, production, and distribution of goods and services that are cultural in nature and usually protected by intellectual property rights. As tourists like to visit places of cultural significance and soak in the culture of the area, the cultural industry is very important to travel and tourism.

Leisure, Recreation, and Sport

Leisure or free time is a period of time spent out of work and essential domestic activity. Recreation or fun is spending time in a manner designed for therapeutic refreshment of the body or mind. While leisure is more like a form of entertainment or rest, recreation requires active participation in a refreshing and diverting manner.

1.2 CULINARY /GASTRONOMY TOURISM

As global tourism is on the rise and competition between destinations increases, unique local and regional intangible cultural heritage become increasingly the discerning factor for the attraction of tourists.

For many destinations, food-making as well as wine-making represent an integral part of their history and identity and have become the key element in the nation's brand image. Gastronomy and wine tourism represents an opportunity to revitalize and diversify tourism, promote local economic development, involve many different professional sectors and bring new uses to the primary sector. Hence, gastronomy and wine tourism contribute to promoting and branding destinations, maintaining and preserving local traditions and diversities, and harnessing and rewarding authenticity.

The Committee on Tourism and Competitiveness (CTC) of UNWTO defines **Gastronomy Tourism** as a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling. Along with authentic, traditional, and/or innovative culinary experiences, Gastronomy Tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes.

Culinary tourism is about food as a subject and a medium, destination and vehicle, for tourism. It is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being. It is about groups using food to "sell" their histories and to construct marketable and publicly attractive identities, and it is about individuals satisfying curiosity. Finally, it is about the experiencing of food in a mode that is out of the ordinary, which steps outside the normal routine to notice difference and the power of food to represent

and negotiate that difference. (p. 1) Long sees culinary tourism as an introduction to the “Other”—an encounter with food, ingredients, recipes, styles of food preparation, or food service that is part of a culinary system different than one’s own. The emphasis on the “otherness” of culinary tourism reflects Long’s background as a folklorist. However, taken literally, her definition is exclusive and narrow. In particular, limiting culinary tourism to food experiences belonging to another culture is needlessly restrictive.

Culinary tourism is a cornerstone of the modern travel industry. It directly contributes to both the hospitality industry and the overall economy. The development of food culture can help a tourist destination draw new visitors. Since food often reflects an entire nation’s eating habits, culinary tourism can teach visitors valuable cultural lessons.

Countries are often associated with particular foods – people will travel across the world to eat the best pizza in Italy or the best ramen in Japan. Every country and culture is an opportunity to try new and different foods. Culinary tourists are eager to learn more about different cultures through their foods.

Travel has been trending increasingly towards authentic experiences. People are more eager than ever to connect with the real roots of their visiting places. Food is always a significant aspect of any trip – no matter how tired you might be, you’re going to sit down and have something to eat.

Whether you sit down and dine at a restaurant or enjoy local street food, you’re likely to take photos and capture the experience to share with friends. Looking back on your trip, you’ll never forget the food you tasted and the adventure surrounding it.

1.2.1 INTRODUCTION TO SOUTH INDIAN FOODS

Despite the many formidable foods made within South India, relatively few dishes have gained substantial popularity in the states.

Most of the rich, buttery Indian dishes popular in the US, such as crispy naan, creamy butter chicken, and tasty samosas, originate from the Punjab region in northern India. While these dishes are undoubtedly delicious, they only represent a fraction of what India has to offer.

In contrast to wheat-based North Indian food, South Indian food dishes are generally lighter and revolve around a rice-based diet.

South India is home to many of the world's most coveted ingredients like curry leaves, peppercorns, tamarind, coconut, and chilies. Many dishes feature over a dozen different spices, allowing the spices to mingle and marry to create vibrant fireworks of flavor.

These dishes often prove a bit spicier than Northern Indian dishes, but don't let that scare you off. There are some delicious mild options featured on this list that serve as a fantastic introduction to the mouthwatering cuisine that South India has to offer.

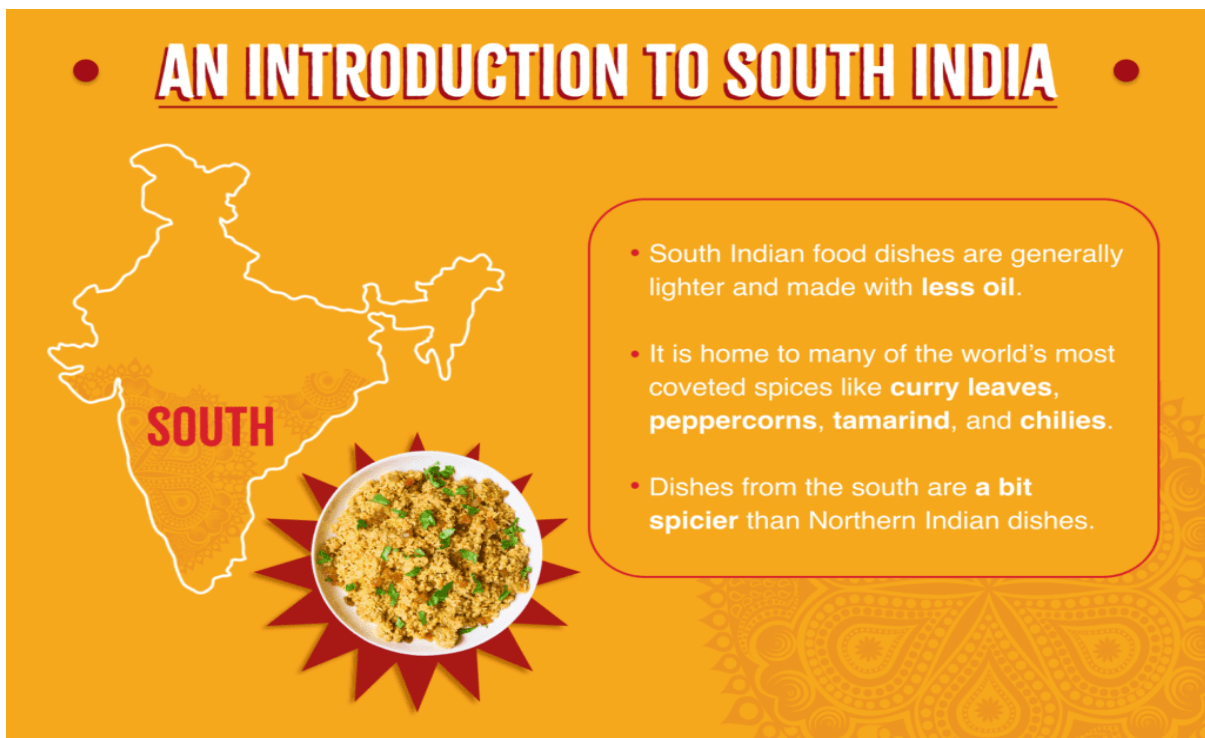


Figure 1.1

Southern India comprises of the states of Tamil Nadu, Andhra Pradesh, Karnataka, Kerala & Telangana which are well known for serving versatility cuisine around the world. Food is always a major constituent of tourism, motivating tourists to visit a specified place. Regional cuisine has the potential to enhance the level of satisfaction of a traveler if the service is up to the mark and the food served has its distinct authenticity. Both factors are crucial to food branding, which creates the peculiar image of a destination (Rand et al., 2003). South Indian food is very popular due to its versatility in India as well as other parts of the world. Almost every hotel in Delhi serves south Indian food as it is light, tasty and good for health.

Both the geography and cultural influence of the South has an influence on the region's cuisine. As with most countries, there are large regional differences and each state's cuisine can vary greatly even within a specific state. There are typically vegetarian and non-vegetarian dishes for all five states. Additionally, all regions have typical main dishes, snacks, light meals, desserts, and drinks that are well-known in their respective region.

South India has a hot, humid climate and all its states are coastal. Rainfall is abundant and so is the supply of fresh fruit, vegetables, and rice. Andhra Pradesh produces fiery Andhra cuisine which is largely vegetarian yet has a huge range of seafood in its coastal areas. Tamilnadu has Chettinad cuisine, perhaps the fieriest of all Indian food. This style too is largely vegetarian.

The southern part of India is famous for its various spices and also spicy foods. Its long past has witnessed the export of spices to many countries. Even the outsiders, generally the foreign invaders like the Dutch, the French and the English, who kept coming here over generations, are reported to be fond of these spices. Some of the chief varieties of spices produced here include cardamom, pepper, cinnamon, cloves and nutmeg.

The south India is equally famous for the availability of coconut, a wide variety of fishes and root tubers. The south Indian food is mainly rice, which the south Indian people love to have with a combination of Sambhar or curry.

A generous but at the same time a balanced use of spices is done here in most of the vegetarian and non-vegetarian dishes of this region. Similarly in most of the dishes that are prepared here the final tempering remains almost same, which includes a perfect mixture of oil, mustard seeds, curry leaves and red chilies etc.

Tamil Nadu, is one of the important states of South India. Besides its rich cultural past it reminds us that unique taste of yum cuisines such as Idlis, Dosas, Uttappam, Rassam, Sambhar and Vadaetc, which are extremely popular here and throughout the world as well.

Kerala, is another significant state of South India. In this state the staple food of localities is fish accompanied with steaming rice of usually large size grains. Here banana trees and jackfruit trees are very common in sight. The people here prepare special snacks with these fruits like banana chipsjackfruit chips, which are equally liked and appreciated by the outsiders who come here.

Andhra Pradeshis yet another mentionable state of South India. One can easily notice a clear Mughal impact on the cuisines of this state. The food mostly prepared here is believed to be

quite spicy and hot in nature. To mention a few famous eatables of this state the yummy grilled kebabs, kurmas and the delicious Biryani could be named.

1.2.2 BEGINNING OF SOUTH INDIAN CUISINE

India's unique blend of cuisines evolved through large-scale cultural interactions with neighboring Persia, ancient Greece, Mongols and West Asia. New World foods such as chilli peppers, tomatoes, potatoes and squash, introduced by Arab and Portuguese traders during the sixteenth century, and European cooking styles introduced during the colonial period added to the diversity of Indian cuisine. Indian cuisine has also influenced cuisines across the world, especially those of South East Asia. It is now one of the most popular cuisines across the globe, enjoyed not only among the large Indian.

South Indian cuisine is distinguished by a greater emphasis on rice as the staple grain, the ubiquity of sambar (also called saaru, a vegetable stew based on a broth made with tamarind and toovar dal) and rasam (also called rasa, a soup prepared with tamarind juice or tomato, pepper and other spices), a variety of pickles, and the liberal use of coconut and particularly coconut oil and curry leaves. The dosa, poori, idli, vada, bonda and bajji are typical South Indian favorites and are generally consumed as breakfast. Hyderabad biryani, a popular type of biryani, reflects the diversity of south Indian cuisine. Andhra, Chettinad, Tamil, Hyderabad, Mangalorean, and Kerala cuisines each have distinct tastes and methods of cooking. Each of the South Indian states has a different way of preparing sambar; a connoisseur of South Indian food can easily tell the difference between sambar from Kerala, sambar from Tamil cuisine, Sambar from Karnataka and pappu charu in Andhra cuisine. Some popular dishes include the biryani, ghee, rice with meat curry, seafood (prawns, mussels, mackerel) and paper thin pathiris from Malabar area. Tamil cuisine generally classifies food into six tastes: sweet (milk, butter, sweet cream, wheat, ghee (clarified butter), rice, honey); sour (limes and lemons, citrus fruits, yogurt, mango, tamarind); salty (salt or pickles); bitter (bitter gourd, greens of many kinds, turmeric, fenugreek); pungent (chilli peppers, ginger, black pepper, clove, mustard) and astringent (beans, lentils, turmeric, vegetables like cauliflower and cabbage, cilantro). Traditional Tamil cuisine recommends that all of these six tastes be included in each main meal to provide complete nutrition, minimize cravings and balance the appetite and digestion. A typical meal, served on a banana leaf, includes steamed rice along with a variety of vegetable dishes like sambar, dry curry,

rasam and kootu. Meals are often accompanied by crisp appalams. After a final round of rice and curds or buttermilk, or both, a meal is concluded with a small banana and a few betel leaves and nuts.

1.2.3 STYLE OF FOOD

By and large, South Indian cuisine is perhaps the hottest of all Indian food. Meals are centered around rice or rice-based dishes. Rice is combined with Sambaar (a soup-like lentil dish tempered with whole spices and chilies) and rasam (a hot-sour soup-like lentil dish), dry and curried vegetables, meat dishes, and a host of coconut-based chutneys and poppadums (deep-fried crispy lentil pancakes). South Indians are great lovers of coffee, which is usually a special type made with chicory.

1.2.4 STAPLE FOODS

No South Indian meal is complete without rice in some form or other. It's either boiled rice or Idlis (steamed cakes made from rice batter), dosas, or uttapams (pancakes made from a batter of rice and lentil flour). Daals (lentils) are also a part of most meals.

1.2.5 COMMON COOKING OILS

Because it is easily available, coconut oil is most commonly used for cooking and frying. Vegetable oils like sunflower and canola are also used and ghee is poured over rice during daily meals or onto special occasion dishes.

1.2.6 IMPORTANT SPICES AND INGREDIENTS

Typically, Southern Indian food will feature curry leaves, mustard, asafetida, pepper and peppercorns, tamarind, chilies, and fenugreek seeds. Huli pudi (also known as sambar powder) is also used to spice and flavor dishes.

1.3 POPULAR DISHES OF SOUTH INDIA

Well-known and loved foods include South Indian chicken curry Kulambu (South Indian fish curry) Idlis Dosas. South Indian cuisine includes the cuisines of the five southern states of India—Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Telangana—and the union territories of Lakshadweep, Pondicherry, and the Andaman and Nicobar Islands. There are typically vegetarian and non-vegetarian dishes for all five states. Additionally, all regions

have typical main dishes, snacks, light meals, desserts, and drinks that are well known in their respective regions. Some authentic and popular South Indian dishes that are sure to delight taste buds include Chakra Pongal, Sambar and Vadai from Tamil Nadu; Rava Idli from Karnataka; Kadala Curry and Appam from Kerala; and Kebabs and Biryani from Andhra Pradesh.

Traditionally, several dishes are served during the main meal that is typically savoured with rice as staple. These include:

1. Sambar or sambhar, a very popular South Indian stew that is prepared with lentils, vegetables and tamarind.
2. Rasam, a tamarind-based soupy dish prepared with tomato, cumin, pepper, chilli pepper and can also comprise of any combination of vegetables with lentils.
3. Kuzhambu, a gravy dish made of toor dal, urad dal, tamarind and other spices that can include different vegetables.
4. Thayir that is curd which when taken with rice is called 'Thayir Sadam' .

1.4 CHARACTERISTICS OF SOUTH INDIAN CUISINE

South India is known for its fluctuated scope of flavors, a considerable lot of which are being sent out to various countries for quite a long time. The main flavors delivered in South India are cinnamon, cardamom, nutmeg, cloves and pepper. The district is well known for a wide scope of zesty nourishments with each state contrasting others dominantly from the zestiness of food, its various assortments and strategy for cooking. The staple food of local people of the district including some Brahmin people group is rice which is best appreciated with Sambhar or curry. Altering of various South Indian dishes remains nearly the equivalent with essential fixings being mustard seeds, red chillies, curry leaves and oil among others. Accessibility of various root tubers, coconut and enormous assortment of fish has seen utilization of such things in different provincial dishes. Fixings like chana dal, urad dal, plantain, tamarind, ginger, garlic, coconut and snake gourd alongside new green chilies and dried red chilies are utilized broadly in planning South Indian cooking styles. Ragi (Eleusine coracana) likewise shapes a staple eating routine in southern Karnataka while in northern Karnataka and Telangana, jowar (Sorghum) and bajra (Pearl millet) are devoured broadly. South Indian cuisine is known for its unique flavors and diverse range of dishes that have gained immense popularity both domestically and internationally. South Indian cuisine

comprises of diverse culinary traditions from the four southern states of India - Tamil Nadu, Kerala, Karnataka, and Andhra Pradesh, each having its own unique taste and cooking style. Coimbatore, a city located in the southern state of Tamil Nadu, is known for its rich cultural heritage, vibrant festivals, and of course, its mouth-watering cuisine. The city has emerged as a prominent tourist destination in recent years, attracting visitors from all over the world. Coimbatore is also known for its hospitality and is home to several hotels, resorts, and restaurants offering a range of dining options.

The purpose of this study is to explore the role of South Indian cuisine in destination marketing and restaurants in Coimbatore. The study aims to identify the various factors that make South Indian cuisine popular among tourists and how it can be leveraged to promote Coimbatore as a destination. The study also seeks to understand the dining preferences and behavior of tourists in Coimbatore and how it impacts the local restaurant industry.

The study will be conducted through a combination of primary and secondary research. Primary research will involve the collection of data through surveys and interviews with tourists and local restaurants in Coimbatore. Secondary research will involve a thorough review of literature and online resources related to South Indian cuisine, destination marketing, and restaurant industry trends.

Overall, the study seeks to provide insights into the role of South Indian cuisine in destination marketing and the local restaurant industry in Coimbatore. The findings of this study will be useful for local restaurants in Coimbatore to understand the preferences of tourists and tailor their offerings accordingly, as well as for destination marketers to leverage the popularity of South Indian cuisine to attract more tourists to the city.

1.5 CULINARY TOURISM AS A SOURCE OF ATTRACTION IN TOURIST DESTINATION

Culinary tourism is a multidimensional concept. It goes beyond the simple idea of eating different foods. It includes the entire process ranging from food production and preparation to food consumption (Long, 2004). Culinary tourism has multiple definitions but is commonly defined as the individual's quest for distinctive, unforgettable, and authentic food experiences (Ellis et al., 2018; Henderson, 2009). Long (2004) defines culinary tourism as a process initiated by individuals to discover and explore the culture and the history of a location through its food traditions and events related to creating memorable experiences. For Hall and Mitchell (2001), culinary tourism refers to the “visitation to primary and secondary food

producers, food festivals, restaurants and specific locations for which food and tasting and/or experiencing the attributes of a specialist food production region are the primary motivating factors for travel” (p. 308). Some authors emphasize the cultural dimension of culinary tourism as travelers do also experience and learn about new cultures by tasting local foods and drinks (e.g., Corigliano, 2002; Richards, 1996). Therefore, culinary tourism involves tourists' integration of a new culture or a place by experiencing the local food culture. However, some authors argue that tourists have different motivations and attitudes toward food tourism activities (e.g., Hall, 2006; Hall & Mitchell, 2005). Hall and Mitchell (2005) state that there are three main profiles of culinary tourists that can be defined according to their interest in food: (a) occasional culinary tourists who can be involved in culinary food activities. However, these activities are not their principal motivation, (b) culinary tourists who focus on authenticity and embeddedness in the local culture and will select a destination based on both culinary and cultural aspects it represents, and (c) gourmet tourists who will organize their travel based on the selection of a limited number of internationally renowned restaurants and places.

Culinary tourism is also about creating social bonds and the quest for connections between individuals around shared values, social norms, and codes that shape experiences (Batat et al., 2019) where tourists are viewed as experiential actors seeking meanings through their pursuit for authenticity and uniqueness (Holbrook & Hirschman, 1982). By following cooking classes, discovering local farmers' markets, the culinary tourists become coactors of their own experiences and thus enhance the pleasure engendered by the lived experience through activities that surround food and which meet the requirements of sustainable tourism (Sims, 2009). However, although culinary tourism has solid connections with destination attractiveness and local food culture promotion, it is a field that remains understudied. Indeed, not all the areas and types of food tourism have been examined by researchers—for example, the role of luxury gastronomy that is highly symbolic and experiential consumption domain in food tourism. Culinary tourism may connect consumers with people and places where food is produced.

Development of culinary tourism helps build a brand that may aid a given region by drawing a larger number of visitors and more investment, and creating authentic visitor experiences.

Demand for local food products may affect the sustainable development of the tourism sector and host community by encouraging the use of sustainable practices (supporting diversity and ecological practices), supporting local economies (strengthening local producers in rural area communities), improving living conditions in rural areas, thus helping to maintain the natural environment and helping local communities survive.

1.6. INTERESTING FACTS ABOUT SOUTH INDIAN FOOD

The Base is Rice: Almost all the South Indian dishes are prepared with rice as the base ingredient.

Five States: South Indian food is the staple food of 5 states in India. The people of Kerala, Karnataka, Tamil Nadu, Andhra Pradesh and the state of Telengana, consume more South Indian food than the rest of India, combined.

Beyond Dosas and Idlis: South Indian food as we all think is pretty much dosas and idlis. But it is way beyond these and there a few popular South Indian dishes, that you wouldn't have even heard of, before. While the state of Andhra has Pesarattu, Upma and Pulihaara, Karnataka South Indian food is pretty unique and you will be surprised to know, that to boost the taste, they use sweeteners such as jaggery and palm sugar.

Coconut for Chutneys: Coconut is again used a lot, while preparing dishes in Kerala. The primary reason for Kerala using coconut as base is because Kerala is the top exporter of coconut in India and it is found in abundance across the state.

Distinct Features

South India is known for its varied range of spices, many of which are being exported to different nations for centuries. The most important spices produced in South India are cinnamon, cardamom, nutmeg, cloves and pepper. The region is famous for a wide range of spicy foods with each state differing others predominantly from the spiciness of food, its different varieties and method of cooking. The staple food of locals of the region including some Brahmin communities is rice which is best savoured with Sambhar or curry.

Tampering of different South Indian dishes remains almost the same with primary ingredients being mustard seeds, red chillies, curry leaves and oil among others.

Availability of different root tubers, coconut and huge variety of fish has witnessed use of such items in various regional dishes. Ingredients like chana dal, urad dal, plantain, tamarind, ginger, garlic, coconut and snake gourd along with fresh green chillies and dried red chillies are used extensively in preparing South Indian cuisines. Ragi (*Eleusine coracana*) also forms a staple diet in southern Karnataka while in northern Karnataka and Telangana, jowar (Sorghum) and bajra (Pearl millet) are consumed widely.

1.7 ECONOMIC VALUE OF FOOD IN TOURISM

Food service is a central component of tourism development and can have a significant impact on the economic success of tourism for destinations. Food expenditures constitute one-thirds of global tourism spending. According to the 2004 Restaurant 3 and Foodservice Market Research Handbook, the percentage of traveller expenditure attributed to food is as high as 50% . As an example, in Jamaica, tourists spend five times more on food per day than the average Jamaican (Belisle, 1984). Pyo, Uysal, and Mclellan (1991) argue that travellers are least likely to cut food expenses from their overall travel budgets, the components of which excluding food, include transportation, lodging, entertainment, and shopping. Their assertion highlights the centrality of food in the travel experience from an economic perspective. So does Laesser and Crouch's (2006) study, in which they found that when the enjoyment of food is at the forefront of the travel experience, it results in significantly higher expenditures.

The value of food in tourism from a host perspective and on a macro level, lies in the significant multipliers it generates. In addition to direct and indirect job creation, traveller spending on food helps stimulate agriculture and food processing industries. Meler & Cerovic (2003) emphasise the strategic importance of food in a nation's economy and maintain, "food has a specific preponderance in the establishment of a quantitatively and qualitatively satisfactory tourism industry". Citing Hall (2003), du Rand and Health (2006) also confirm that food tourism is essential to a destination's agriculture and economic development. In a similar vein, Telfer and Wall (1996) suggest, "increasing the amount of local food used in the tourism industry results in an expansion of backward economic linkages". Thus, it is evident that the tourism impacts resulting from food expenditure are substantial and wide-ranging. The value of food in tourism from a host perspective and on a macro level, lies in the significant multipliers it generates. In addition to direct and indirect job creation, traveller

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1.8. ABOUT COMBATORE

Coimbatore is the third largest city of the state, one of the most industrialized cities in Tamil Nadu, known as the textile capital of South India or the Manchester of the South India, the city is situated on the banks of the river Noyyal, Coimbatore existed even prior to the 2nd or 3rd century AD by Karikalan, the first of the early Cholas. Among its other great rulers were Rashtrakutas, Chalukyas, Pandyas, Hoysalas and the Vijayanagara kings. When Kongunadu fell to the British along with the rest of the state, its name was changed to Coimbatore and it is by this name that it is known today, in local Tamil language it is also called as Kovai.

In the rain shadow region of the Western ghats, Coimbatore enjoys a very pleasant climate all the year round, aided by the fresh breeze that flows through the 25 kms long Palakkad gap. The rich black soil of the region has contributed to Coimbatore's flourishing agriculture industry and, it is in fact the successful growth of cotton that served as a foundation for the establishment of its famous textile industry. The first textile mill came as far back as 1888 after that many textile mills were started and provided many employment opportunities to within as well as neighboring Districts. The result has been a strong economy and a reputation as one of the greatest industrial cities in South India.

There are more than 25,000 small, medium, large scale industries and textile mills are situated. Coimbatore is also famous for foundry and automobile industries, manufacturing of textile industry equipment's, spares, motor pump sets, wet grinders and varied engineering goods and services. The development of Hydro electricity from the Pykara Falls in the 1930 led to a cotton boom in Coimbatore.

Coimbatore serves as an entry and exit point to neighboring Kerala State and the very popular hill station of Udhagamandalam (Ooty) is 70 kms from Coimbatore. It is the disembarking point for those who want to take the Mountain train that runs from Mettupalayam just 35 kms

away from Coimbatore, regular bus services also available daily from Coimbatore to Ooty and other districts, towns and major cities.

Due to the presence of the mountain pass, major parts of the district benefit from the south-west monsoon in the months from June to August. After a warm, humid September, the regular monsoon starts from October lasting till early November. These monsoons are brought about by the retreating North-eastern monsoon. The average annual rainfall is around 700 mm with the North East and the South West monsoons contributing to 47% and 28% respectively to the total rainfall. Although this rainfall is not enough to sustain the needs of the city for the entire year, small rivers like the Siruvani and Atthikadavu fulfil the city's water needs. The Siruvani water is the second sweetest water in the world. This is because of large numbers of Amla trees present in the mountains where the Siruvani river originates. Coimbatore's primary industries are engineering and textiles. The district also houses the country's largest amount of hosiery and poultry industries. Most of the industries are run by entrepreneurs, often indigenous with family based or community financing. The city's industrial growth started in 1920's and accelerated after independence, without any government assistance or the entry of external industrial houses. The city serves as the homeground for most of the well known industrialists from Tamil Nadu. Of late, information technology companies have started opening offshore development centres in the city.

The soil is predominantly black, which is suitable for cotton cultivation, but it also has some red loamy soil. Coimbatore falls under the Class III/IV Seismic Zone, having experienced a 6.0 Richter scale earthquake in 1900. The Salim Centre for Ornithology and Natural History is located at Anaikatty in Coimbatore district.

1.9 TOURISM IN COIMBATORE

“Manchester of the South India”

Coimbatore District is very much known for its tourist attractions. There are number of places to visit in and around Coimbatore. Coimbatore district is one of the biggest districts in Tamil Nadu with lot of tourist attractions, shopping centres as well as religious places.

Coimbatore, also known as Kovai, is a bustling city located in the state of Tamil Nadu in South India. The city is known for its rich cultural heritage, pleasant weather, scenic beauty,

and unique cuisine. Coimbatore has emerged as a prominent tourist destination in recent years, attracting visitors from all over the world.

Tourism in Coimbatore is primarily driven by its natural beauty, historical significance, and cultural attractions. The city is surrounded by lush green hills, cascading waterfalls, and wildlife sanctuaries, making it an ideal destination for nature lovers and adventure enthusiasts. Popular tourist attractions in Coimbatore include the Marudamalai Temple, Dhyanalinga Temple, Siruvani Waterfalls, Kovai Kondattam Amusement Park, and the Anamalai Tiger Reserve.

In addition to its natural beauty, Coimbatore is also renowned for its unique cuisine, which is a blend of traditional Tamil Nadu and Kerala cuisine. The city is known for its famous south Indian dishes such as dosas, idlis, vadas, sambar, rasam, and biryanis, which are a must-try for anyone visiting the city.

Coimbatore is also a hub for textile and engineering industries, and the city is home to several business travelers who visit the city for meetings, conferences, and exhibitions.

To cater to the needs of tourists, Coimbatore has a range of accommodation options ranging from budget hotels to luxury resorts. The city also has a well-connected transportation system, making it easy for tourists to travel within the city and explore nearby attractions.

In recent years, the Coimbatore tourism industry has seen significant growth, and the city is continuously upgrading its infrastructure and facilities to enhance the tourist experience. With its rich cultural heritage, unique cuisine, and natural beauty, Coimbatore is poised to become a prominent tourist destination in South India.

Some of the major attractions of Coimbatore District are Aliyar Dam, Monkey Falls, Siruvani Dam, Cholayar Dam, Botanical Garden, Horticulture Farms and Vaitheki Falls. All these places are worth visiting. Coimbatore serves as an entry and exit point to neighbouring Kerala State and the ever-popular hill station of Udhagamandalam (Ooty). It is the landing point for those who want to take the Mountain train that runs from Mettupalayam, just 35 kms from Coimbatore.

From ancient temples to classy new buildings, from breathtaking mountains to jaw-dropping waterfalls, from mouth-watering cuisine to pleasant weather all year round, Coimbatore has everything you could possibly need to make for a perfect holiday experience. Coimbatore is home to a massive 112 feet tall statue of Lord Shiva, known as the Adiyogi Shiva Statue. Featured in the Guinness Book of World Records, this

architectural masterpiece is a very popular tourist spot in Coimbatore and stands as a symbol of self-transformation and inner peace.

Often termed as 'Manchester of South India', Coimbatore, the second-largest city in Tamil Nadu, is photographically situated on the banks of River Noyyal. Coimbatore, also known as Kovai, is a welcoming area with the backdrop of hustle-bustle and charm of activity and industry.

Camping and trekking are very popular things to do in Coimbatore, so if you're looking for a thrill, don't forget to check out the most exciting trekking trails that the city has to offer, such as the Dhoni Hills, the Vellari Mala, the Perumal Peak, and the Thalaiyar Falls trek. The official name of Coimbatore has been changed to **Koyampuththoor**. It was done to change the name of the city closer to its original name in Tamil.

Coimbatore is known for its diverse culture with a host of people from different parts of the country settled in the city. The city is now considered as a cosmopolitan hub. The city is a home to "Swamikannu Vincent" who gave the concept of 'Tent Cinema'. It also holds art, music and dance concerts in September and December. One can find many museums and art galleries that display the heritage of the city that was acquired from its colourful history. The "Mariamman" festivals at the city's numerous temples, devoted to the Goddesses of the Hinduism, are among the major festivals celebrated by the people. Rice is the staple food for the residents of the city. Most restaurants serve their meals on a giant banana leaf because it is considered as a healthy way to eat food. It is also believed that the banana leaf renders its distinctive flavour and enriches the taste of the dishes.

1.10 CUISINES IN COIMBATORE

Coimbatore cuisine is predominantly south Indian with rice as its base. However, the population of Coimbatore is multi-cultural due to the influx of migrant population from various regions of the country. Most locals still retain their rural flavour, with many restaurants serving food over a banana leaf. North Indian, Chinese and continental cuisines are also available. Mysore pak (a sweet made from lentil flour and ghee), idly, dosa, Halwa (a sweet made of different ingredients like milk, wheat, rice). The Annapoorna Gowrishankar Hotels is a gem of this region known for its high quality vegetarian food and their Sambar (

The sambar for all its branches around Coimbatore are prepared in a single large batch and then delivered to the branches, thus the taste remains consistent). Biryani is also popular among the locals. Apart from this Coimbatore has a very active street food culture, thanks to the migratory North Indian population that settled down here a few generation ago, in fact a streetfood that is popular all over Tamil Nadu The Kaazhaan has its origins here in Coimbatore, it is usually prepared by simmering deep fried mushrooms(usually chopped mushroom) in a spicy broth, until it reaches a porridge like consistency and served sprinkled with chopped onions and coriander leaves.

South India is home to many of the world's most coveted ingredients like curry leaves, peppercorns, tamarind, coconut, and chilies. Many dishes feature over a dozen different spices, allowing the spices to mingle and marry to create vibrant fireworks of flavor.

These dishes often prove a bit spicier than Northern Indian dishes, but don't let that scare you off. There are some delicious mild options featured on this list that serve as a fantastic introduction to the mouthwatering cuisine that South India has to offer.

Idli

One of the most popular dishes across the southern states, idli is made up of a delicious fermented lentil and rice batter. This mixture is steamed into circular molds that taste soft, tangy, yet pleasantly mild.

While idli is often paired with sambar (lentil and veggie thin stew) and coconut chutney, it can also be eaten on its own or even topped with a natural sweetener like coconut sugar.

This is the perfect dish to serve as an introduction to South Indian food and makes a great starting point for those with little spice tolerance.

Payasam

A speedy dish that can be made in less than twenty minutes, Payasam belongs to an ever-growing family of succulent sweets from South India. Payasam is a milk-based pudding made of vermicelli noodles toasted in ghee (clarified butter).

Featuring cardamom, toasted raisins, and nutty cashews, Payasam is a very popular culinary accompaniment during celebrations and festivals. If you ever visit South India, definitely look out for handmade Payasam as you make your way through the country.

There's no sweeter way to experience all this region has to offer.

Sambar

Sambar, a spicy lentil dish peppered with hot chilies

A spicy lentil dish peppered with hot chilies, sambar is a constant accompaniment to many of the sweet and savory dishes on this list.

Made up of crushed spices, sweet tamarind, hearty vegetables, and a creamy lentil base, sambar is best served alongside idli, dosa, vada, and steaming rice.

The dish is a staple in Burmese and Sri Lankan cuisines, made with salted fish and potatoes to form a meatier, starchier version that's no less tasty.

Dosa

Crispy, savory, and perfect for every time of day, a delicious dosa is one of the defining dishes of South Indian cuisine. This tasty treat is an incredibly thin, incredibly delicious crepe made up of fermented lentil and rice batter. We love dosas served alongside sambar and chutney. These savory snacks come in countless mouthwatering variations like kara dosa and sada dosa.

One of the most popular forms is a Masala dosa. These are savory, crispy, fried crepes filled with a delectable spicy potato mash. With ample opportunities to make each dosa your own, there's no end to the number of ways you can create a delicious dosa.

Vada

Vada a high-protein South Indian snack and comfort food.

High in protein, and effortlessly delicious, vada represents the peak of South Indian savory snacks and comfort food. Toasted from a thick batter of ground lentils, onion, cumin, and curry leaves, vada is at its best when eaten hot and crispy, dipped in sambar or rasam (thin soup), or served alongside coconut or tomato chutneys.

No worries if you can't finish your vada all in one eating session! Vada still tastes absolutely scrumptious even after a few days in the fridge or freezer.

Simply pop your vada in the oven at a high temperature and get back to munching on one of the finest snacks that South India has to offer.

Biryani

Mixing rice with zesty spices, crunchy vegetables, and hearty dumplings, Biryani is a delicious dish made throughout India dating all the way back to the Mughal Empire. While the origins of Biryani are hotly debated, this dish is popular all across India and has morphed into many different variations as it's spread across the subcontinent and made its way south.

It comes in many forms, from more vegetarian-focused recipes to spicy meat-based dishes like our delicious Chicken Biryani.

While every Biryani brings something special to the table, there's only one South Indian Biryani that makes this list — Hyderabad Dum Biryani. Originating from the second most populous city in Southern India, this unique dish is distinguished by its method of cooking — Dum pukht.

In this style, meats and veggies are sealed together with yogurt, par-cooked rice, and spices in a clay pot for hours. Providing ample time for the flavors to integrate, the dish perfectly encapsulates the unique combination of spices and flavors that embodies South Indian cuisine.

Masala Dosa

Found in many varieties and are similar to crepes, they're made from fermented batter of rice and black gram. Thin and crispy dosas are served hot with Sambar, a light spicy soup that's perfect for dipping, and an assortment of chutneys(sauces), condiments made from coconut, tomato, mint etc. Masala Dosa is the popular choice which is stuffed with fried onion and potato.

Uttapam

Considered as Dosa's fat cousin, it is made from the same type of batter but mixed with onion, tomato and cilantro (coriander), but tends to be thicker than a dosa and resembles more like a savory pancake.

Appam

This is a bowl-shaped pancake originated from Kerala and made from fermented rice batter. Served with coconut milk or korma (curry), made from vegetables and yogurt.

Rasam

A popular home remedy for sore throats and cold – Rasam is a light spicy soup made from vegetables and spices including tomato, tamarind and black pepper.

Hyderabadi Biryani

Made with basmati rice, vegetables or meat, onions, spices, lemon and saffron, this biryani has a unique flavour when compared to biryanis found in other states of India. The way of cooking and the spices used while making gives it an all together different taste.

Kerala Prawn Curry

The best of juicy prawns cooked in a coconut curry. This Malabar curry will surely knock your senses off! Mix this yummy curry with steaming hot rice and you would know what we mean.

Thali

What is special about thali is that it is a variety of dishes on one plate. It is like a buffet set on one tray! A South Indian inspired thali would have multiple best South Indian food dishes on the plate. It is the best way to try a variety of South Indian specialties.

A thali generally consist of rice, veggie dishes, chicken or lamb curry dishes, curd (yogurt), chutneys, and local deserts.

South Indian Filter Coffee

South Indian style coffee is made using a coffee filter and then sugar and hot, boiled milk is added to it. The mixing of the coffee with milk and sugar between the stainless steel tumbler and bowl forms a froth at the top.

1.11 RESTAURANTS AND FAMOUS FOOD IN COIMBATORE

Coimbatore is an urban hub where you can relish traditional South-Indian preparations, as well as indulge in the western influences over the food here. So while you can enjoy a South-Indian platter which has essentials like *Idli, Dosa, Chutney, Rice, Vada, Sambhar, Rasam, Upma, Sweet Pongal, Payassam* and more, you can also make the most of a number of coffee pubs and fast food joints here. Other popular items here are *Halwa, Biryani, Mysorepa (a sweet dish)* as well as delicacies of North-Indian, Chinese and Continental cuisines. Have a meal at Shree Annapoorna restaurant to get the taste of authentic Tamil cuisine.

South Indian food is different in all the four southern states, Coimbatore being a city in Tamil Nadu is famous all over the world for its Tamil food. There are many good south Indian restaurants in Coimbatore offering Tamil food which are both spicy and non spicy. Food in south Indian restaurants in Coimbatore is a bit more on the vegetarian side. Apart from idli, sambhar, dosa, vadai, rasam, utthapam etc, there are also sweet dishes like payasam, kheer, kesari etc. Non- veg dishes include chettinad pepper chicken, salted dried fish in sauce etc. Food is served on a banana leaf. South Indian restaurants in Coimbatore serve all these specialties with a price that won't hurt the pocket much.

List of South Indian Restaurants in Coimbatore

➤ Shree Anandhaas

❖ No 205 C & F, Opposite Kmch, Avinashi Road, Coimbatore Aerodrome, Coimbatore – 641014

❖ Timings: Sun to Mon 09:30 am to 06:30 pm

➤ Four Season Restaurant

❖ No 23-A, Karatumedu, Sathy Main Road, Saravanampatti, Coimbatore – 641035

❖ Timings: Sun to Mon, 07:00 am to 11:00 pm

➤ A1 Biriani Hotel

❖ 499 N.S.R. Road,, Shri Hari Hospital, Sai Baba Colony, Coimbatore, Tamil Nadu, India 641011

- ❖ Timings: Sun to Mon, 06:00 am - 10:00 pm
- **Sree Annapoorna Sree Gowrishankar Hotel**
 - ❖ Address: No 174 Sree Valli Complex, Nsr Road, Saibaba Colony, Coimbatore – 641011
 - ❖ Timings: Sun to Mon, 06:00 am to 10:00 pm
- **Velu Briyani Hotel**
 - ❖ Address: No 8/25, Railway Station Road, Annamalai Hotel Building, Coimbatore Central, Coimbatore – 641018
 - ❖ Timings: Sun to Mon, 10:30 am to 11:00 pm
- **Ratna Shree Anandhaas Hotel**
 - ❖ Address: No 8/36 A & B, Maruthamalai Main Road, Vadavalli, Coimbatore – 641041
 - ❖ Timings: Sun to Mon, 06:30 am to 10:00 pm
- **Sri Sampoorana Hotel**
 - ❖ Address: No 12, Opposite To District Court, Arts College Road, Coimbatore Central, Coimbatore – 641018
 - ❖ Timings: Sun-Mon, 11:00 am to 11:00 pm
- **RHR Restaurant**
 - ❖ Address: No 27 Rhr Buildings, Near Railway Station, State Bank Road, Coimbatore Central, Coimbatore – 641018
 - ❖ Timings: Sun-Mon, 07:00 am to 11:00 pm
- **A Chettinadu Mess**
 - ❖ Address: 7 Thudiyalur Road, Near Saranampatti Bus Stand, Saravanam Patti, Coimbatore- 641305
 - ❖ Timings: Sun to Mon, 5:00 AM - 11:00 PM
- **Chettinnadu house**

❖ Address: 9b, Opp to dena bank, Vcv layout, R S Puram, Coimbatore – 641002

❖ Timings: Sun-Mon, 12:00 pm to 10:30 pm

➤ **Sree Balaji Bhavan**

❖ Address: Opp To Lakshmi Theatre, Mettupalayam Road, Press Colony Post,
Veerapandi Pirivu, Veerapandi Periyanaickenpalaya, COIMBATORE – 641019

❖ Timings: Sun-Mon, 06:30 am to 10:30 pm

➤ **Geetha Canteen**

❖ Address: No 109, Near Hotel Alankar, Kalingarayan Street, Ram Nagar, Coimbatore –
641009

❖ Timings: Sun to Mon, 09:30 am to 06:30 pm

1.12. OBJECTIVE OF THE STUDY

Objectives of the study “**ROLE OF SOUTH INDIAN CUISINE IN DESTINATION MARKETING – STUDY OF RESTAURANTS IN COIMBATORE**” includes

- To identify the role of South Indian Cuisines in Promoting Culinary Tourism.
- To identify the Role of South Indian Cuisine in the Marketing of particular destination.
- To identify the Role of South Indian Cuisine at Restaurants in Coimbatore.
- To find out South Indian Cuisine’s potential as a promotional tool for travel decision making.
- To find out the influence of South Indian Cuisines attracts Travelers in India.

1.13. NEED FOR THE STUDY

The purpose of this study is to elaborate how South Indian Cuisine and its promotion of culinary tourism has influence people to consume food and drinks in restaurants and variety of ways than they might have otherwise. Although restaurants is a popular in spreading information on tourism and culinary, however not many studies have explored its opportunities and challenges with regards to contemporary issues in tourism. The South

Indian Cuisine can increase promotion of culinary tourism and destination marketing as well as tourists' food knowledge.

Researchers have discussed the role of food in tourism with special reference to sustainable and economic development of any destination. Food can be treated as an image branding but in a very positive way. A satisfied tourist after their tour definitely recommends the food and destination which motivates others to visit the destination and try the regional food. Hence, food provides a special identification of a destination (Duarte Alonso et al., 2018). Tourists have an interest in local and regional food. Keeping that in mind the destination maker used the food as a source of attraction. Food is used as branding, advertising and marketing tool for destination sustainability. Regional food always plays a role for destination development as well as economic growth for a particular area or region. Travelling attributes include the location of place visited, other facility that include accommodation, service, ambience and many more. But food is always a source of motivation for the overall tourist experience. As Food from the South part of India has a unique taste with a different flavour, it has a tendency to attract tourists. Tourism is directly associated with food as a basic need during travel. The quality of food served at the destination attracts tourists and help them to enjoy culture with food. Food-related cultural traditions are experiences that are often sought after by modern tourists. Promotion of tourist destination is directly based upon quality of food served. Consuming local food is always a new experience for tourist. By the means of consuming local food one can explore the culture of the place and that always becomes a memorable experience for a long time.

1.14. SCOPE OF THE STUDY

The study focuses on understanding the major influence of role of South Indian Cuisines in Destination Marketing. As tourism industry can be linked with any industries directly or indirectly, food is also a main factor in tourism. The importance of cuisine can't be avoided while traveling to different destinations. So, in this study, the main focus is on analyzing the ways of influence which has a significant effect on tourism industry.

The study also tries to find out the role of South Indian Cuisine's Restaurants in Coimbatore in making tourists to take destination decisions in connection with the cuisine of that particular place and also give awareness about the preservation of traditional or local cuisines. It also aims to analyze the future market growth according to the increased interest towards South Indian Cuisines.

1.15. LIMITATIONS OF THE STUDY

The present study has been conducted within a semester of academic curriculum and the respondents' size is limited to 200 only. There is a lack in ascertaining valid or relevant information for the respondents. Some of the respondents were hesitant to give proper responses which will affect the overall study. Most of respondents of the study are limited to the age group of 20 to 50yrs old. As culinary tourism is a wider concept, information gathered will be limited to an extent in the study. Respondents of the study are having different experiences from very different restaurants which will in turn make a sizable change in the data of the study.

CHAPTER 2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

A literature review is a search and evaluation of the available literature in your given subject or chosen topic area. It documents the state of the art with respect to the subject or topic about which it is writing about. A literature review shows your readers that you have an in-depth grasp of the subject; and that can understand where own research fits into and adds to an existing body of agreed knowledge (Kothari,2004).

2.1STUDIES RELATED TO LINK BETWEEN ROLE OF SOUTH INDIAN CUISINE

Vinod Kumar, Garima Parkash (2016) This study discusses the importance of regional food as a major attraction for tourists and its role in promoting a specific destination. The study focuses specifically on South Indian food and aims to collect primary and secondary data to help hoteliers make strategies for promoting regional cuisine in Delhi. The review literature emphasizes the need to attract international tourists by promoting regional food and provides insights into the potential benefits of such promotion. The study is based on a close-ended, well-structured questionnaire and various e-resources and published articles. Overall, the review literature highlights the significance of regional food in tourism and its potential impact on promoting a specific destination.

Gerrie E. du Rand Ernie Heath Nic Alberts (2003) This study reveals that the role of food in the marketing of destinations has been largely overlooked until recently, both globally and locally. However, local food has the potential to enhance sustainability in tourism, contribute to the authenticity of the destination, strengthen the local economy, and provide environmentally friendly infrastructure. This paper focuses on the utilization of food as a key or supportive attraction by destination-marketing organizations in South Africa and presents key findings from a preliminary study. The paper aims to provide guidelines for future development of destination marketing strategies that highlight local food as a key attraction. Overall, the review literature emphasizes the importance of incorporating local food into destination marketing and highlights the potential benefits for sustainability, authenticity, and economic growth.

Moushumi Banerjee (2015) This study highlights the significance of tourism programming in the successful management and development of a tourism-oriented economy. Proper

programming can help reduce negative effects and improve and preserve tourism markets in an area or state. Food is one of the main factors that tourists consider when choosing a destination, as acknowledged in a 2000 international conference on cuisine and tourism in Cyprus. Local meals play a leading role in impressing tourists and increasing their numbers. India, with its diverse and mind-stirring backdrops, offers an excellent opportunity for food tourism. According to the World Food Travel Association (WFTA), food tourism is defined as the pursuit and enjoyment of unique and memorable food and drink experiences, both far and near. The literature emphasizes the importance of incorporating food into tourism programming and promoting food tours as a growing trend in the tourism industry.

Mohd Hairi Jalis (2016) This study suggests that the relationship between local cuisine, tourists, and destinations has gained significant attention from tourism scholars in recent years. Studies have mainly focused on how local cuisine influences tourists' motivation to travel, extends their period of stay, and provides a competitive advantage for a tourist destination. However, less attention has been paid to the "how and why" of integrating local cuisine into international destination marketing. This thesis aims to investigate how the Malaysian Government has integrated local cuisine into its destination marketing strategies. It specifically focuses on the policy environment within the tourist industry administration, the experiences, roles, and activities employed, strategic marketing initiatives developed, and the way Malaysian cuisine is represented by the Malaysian Government. Incorporating local cuisine into a multicultural identity has been a deliberate strategy adopted by the Malaysian Government to market itself as an international tourist destination. To achieve this outcome, the Malaysian Government has had to develop a clear understanding of the role of local cuisine in the construction of its destination identity. The literature highlights the importance of understanding the relationship between local cuisine, tourism, and destination marketing strategies to promote sustainable tourism development and enhance the tourism industry's economic benefits.

Wayan Lanang Nala (2016) This study explores the relationship between gastronomic tourism and destination branding in the city of Samarinda, Indonesia. The study focuses on identifying the typical culinary of Samarinda and its potential to support the branding of the destination from the gastronomic tourism perspective. The study uses a descriptive qualitative method, with data collected through literature review, questionnaire, and interviews with key informants. The findings indicate that Nasi Kuning and Nasi Bekepor are the two culinary specialties that can be considered the identity of typical Samarinda culinary brand using the

concept of Gastronomic Tourism. The study also highlights the potential of these culinary products to fulfill the elements of Food, Culture, and History, which can influence the brand positioning and image of Samarinda as a tourist destination. Overall, the study provides valuable insights into the role of local culinary in destination branding and its potential to attract domestic and foreign tourists to a destination.

Dr. Suvarna Sathe , Mr. Amit Khare (2016) This study discusses the emerging trend of gastronomic tourism, which is becoming a popular alternative to traditional tourism. The paper focuses on defining and conceptualizing the term 'gastronomic tourism', which refers to the act of travelling to a destination to experience its food culture. The paper highlights the importance of food in a tourist's travel experience and suggests that gastronomic tourism can become a significant motivator for tourists to visit a destination. The researchers note that while gastronomic tourism has the potential to drive tourism development, it is not being marketed effectively. The study also explores the relationship between gastronomy and culture, as well as the role of gastronomy in tourism marketing and development. The researchers rely solely on secondary data to carry out their analysis.

Dr. Ananya Mitra (2016) This chapter discusses the use of taglines in culinary tourism destination marketing and how they are evolving in response to changing industry protocols, particularly in light of the COVID-19 pandemic. Taglines are catchy phrases that aim to capture the attention of the target audience and associate the phrase with the product being promoted. The chapter highlights the importance of taglines in promoting culinary tourism destinations and identifies some of the new concepts and themes that are expected to emerge in post-COVID tourism taglines, such as safety, healing vacations, personalized experiences, and one guest one guide. Overall, the chapter provides valuable insights into the role of taglines in culinary tourism marketing and how they are evolving to meet changing consumer preferences and industry protocols.

Kunal Seth , Nimisha Seth (2016) This study reveals the relationship between tourism, local food systems, and community development. As food is an essential aspect of human survival and a growing interest in gourmet experiences, it is crucial to develop local food systems to prevent food insecurity and empower communities. Tourism can be a tool for feasible development in deprived areas, especially in rural regions, by creating community-based tourism initiatives and livelihood projects. Local culture, including food, skills, and

techniques, can be utilized as tourist attractions and resources for tourism, promoting communal advantages. The paper also emphasizes the importance of local culture as a resource for tourism, rather than solely a tourist attraction, and highlights the role of community-based tourism in the broader strategy for rural living diversification.

Eshita Gurung , Uma Pandey (2016) This study discusses the growing importance of food as a central element in destination branding and marketing. In India, food and family are considered to be of utmost importance, and every community in India has its traditional dishes, spices, and cooking techniques. However, food tourism is still in its nascent stage in India and can be a potential tool to boost tourism if marketed properly. The study aims to investigate the role and significance of food in destination marketing from an Indian perspective. The research focuses on the top 10 Indian states according to domestic tourist arrivals and reviews their destination marketing efforts through their tourism websites. By analyzing the marketing strategies of these destinations, the study can identify potential areas of improvement and formulate effective marketing strategies to promote food tourism in India.

Srilekha Bhattacharya (2016) This study reveals on the potential of food tourism in Assam, highlighting the richness and variety of the state's cuisine and how it can create opportunities for locals to engage in the tourism and hospitality industry. It will explore the traditional importance attached to local food and showcase its specialties, including street foods and beverages. The research aims to demonstrate that food tourism is a sustainable way to establish new career opportunities while recognizing and promoting local cuisine. The study will also compare the status and popularity of food tourism in Assam with other Indian states. The manuscript will provide an overview of the current situation in gastronomic tourism in India, specifically in Assam. The research will use qualitative and quantitative data interpretation through observations, documents, surveys, and face-to-face interviews with the help of simple random and convenience sampling. The expected outcome of the study is to create awareness of the importance of local cuisine and its potential to transform Assam into a food tourism paradise.

Deeksha Poddar , Jai Jain1 , Shweta Upamanyu (2016) This study reveals that Travelling is an important aspect of life that provides people with new experiences and memories. Whether for business or leisure, it is an opportunity to explore new places and cultures. Local food and culture are essential elements of travel, as they offer a glimpse into the diversity of

the destination. For leisure travellers, vacation is a break from the daily routine and an opportunity to indulge in relaxation, exploration, and fun with family or friends. Local tourist attractions, interactions with locals, and trying local cuisine are all part of the leisure traveller's to-do list. This exploratory study aims to examine the impact of promotional activities for the upliftment of local food through leisure travellers. A questionnaire was distributed to leisure travellers to understand their preferred activities and their contribution to the promotion of local food. This study provides valuable insights into the promotion of local food and how it can be leveraged to enhance the tourism experience.

Abhimanyu Awasthi (2016) This study focuses on exploring the impact of tourism on local food, culture, and tourism behaviors from a post-COVID-19 perspective. The COVID-19 pandemic has significantly affected the tourism sector, and destination marketing is expected to play a crucial role in reviving the tourism industry. The study aims to understand the scope of marketing touristic places to attract tourists, with a focus on the contribution of tourism to society's development and the livelihood of locals. The study also explores the potential for tourism to reshape the economy and provide employment opportunities to society. The manuscript aims to analyze the impact of the pandemic on tourism and how it affects the behavior of tourists towards food and local culture. The key variables for the study were explored from literature, and a survey questionnaire was designed by consulting tour and travel industry experts and academicians.

Dabi and Sharma (2022) This study aims to investigate the perspectives and experiences of tourists in Gujarat regarding their exploration of different dishes and cuisines. It seeks to explore the traditional Gujarati delicacies, fusion dishes, and global cuisines available in Gujarat, and how they are perceived by tourists. The study will provide insights into the gastronomic tourism potential of Gujarat and the diversity of its food offerings, highlighting its strengths and opportunities in this area. By understanding the preferences and experiences of tourists in Gujarat, this study will help to enhance the promotion and marketing of Gujarat's gastronomic tourism, as well as providing recommendations for improving the quality and variety of food offerings.

Sahoo (2020) This study explores the relationship between food and tourism in India by collecting data from 390 domestic tourists through a questionnaire. The study is conducted in two phases, with the first phase consisting of initial exploratory interviews and a literature

review to conceptualize and develop the questionnaire. The second phase involves the collection of data using multiple scaling techniques, with responses analyzed using percentage analysis method. The study found that despite the low ratio of food travelers in India, the desire to taste new delicacies and the love for food influence them to travel long distances. Additionally, cuisine of a destination influences the travel decisions of over 60% of the tourists surveyed, and the desire to taste local regional delicacies plays a major role in overall tourist satisfaction. Furthermore, 87% of the tourists expressed interest in visiting food tourism destinations in their next tour, provided they are offered competitive prices, indicating the demand in this segment. Overall, the study highlights the significance of food tourism and its potential to impact travel decisions and satisfaction.

2.2 STUDIES RELATED TO LINK BETWEEN CULINARY TOURISM AND DESTINATION SELECTION

Prakash, Jyoti. (2020) This study explored the framework in culinary tourism as a means to strengthen tourism in the eastern-coastal region, i.e., Odisha. In 1998, Lucy Long was the founder of culinary tourism and gave a new segmentation in the tourism industry. It is believed that for every tourist's food is the utmost experience which they opt during their travel and which can be accessible to explore the culture of the region for which we do have to travel (Long, 2004). Odisha always has its essence extant in a cheesecake. i.e., chenna poda means roasted cheese in Odiya language, is a desert made from home-made cottage cheese and jaggery which has always been in every Odiya's heart. Every household in Odisha has its variation touch to the preparation of local food delicacies which has always been an enigma for the local as well as the tourists. This study has begun from a hypothesis that Odisha has yet to use culinary as a tourism tool to create a destination image for the locals and international travelers. Also, we studied that the study states that proper marketization should be undergone to showcase the variations in Odiya cuisine. The paper also showed the ways which Odisha can establish to attract and preference towards the local and international tourist.

Rawal, Yashwant & Takuli, Sundeep. (2020) This paper reveals the significance of culinary tourism in promoting and developing a tourist destination. The paper emphasizes the connection between food and tourism, and how local cuisine can be a crucial factor for

tourists in choosing their destination. The paper mentions various businesses, including farms, food outlets, and catering colleges, which can benefit from the promotion of local cuisine. The study also categorizes culinary tourism as a part of cultural tourism, which can positively represent a destination. The paper emphasizes the importance of using local food consumption for the development of a destination image. Furthermore, the paper focuses on Uttarakhand, a region in India, and highlights the various natural beauties that can attract tourists from different countries and places. The paper suggests that the rich and delicious food of Uttarakhand, which is also rich in medicinal values, can be used as a promotional tool for developing tourism in Uttarakhand. Overall, the paper emphasizes the need to recognize the importance of culinary tourism for the development of a destination.

Islam, Md & Boro, Aswajit. (2019) This paper discusses the potential of Mongolia's culinary tourism industry and how it can contribute to the country's economic development. Mongolia is a landlocked country with many tourism resources, and its authentic and delicious cuisine is one of its unique features that can attract foreign tourists. The paper explores the current status of Mongolia's culinary tourism industry and highlights some of its shortcomings. The authors also suggest marketing strategies that can be used to promote Mongolian cuisine and attract more tourists. In addition, a SWOT analysis is presented to provide a comprehensive understanding of the strengths, weaknesses, opportunities, and threats associated with Mongolia's culinary tourism industry. Overall, the paper provides valuable insights into the potential of Mongolia's culinary tourism industry and the steps needed to develop it further.

Laura Lindenfeld & Linda Silka (2011) This study reveals, the authors explore the culinary renaissance happening in Maine and how it is creating a unique food destination. They highlight the importance of creativity and entrepreneurship in this convergence of culture and tradition. The paper also emphasizes the potential of this culinary movement to create jobs, protect assets, and support community values. Through case studies and interviews with local food businesses, the authors illustrate how the food industry in Maine is contributing to the local economy and culture. They also discuss the challenges and opportunities for sustaining this culinary renaissance in the long run. Overall, this paper provides valuable insights into the intersection of food, culture, and entrepreneurship in creating a vibrant culinary tourism industry.

Shahrim Ab Karim & Christina Geng-Qing Chi (2010) This study investigated the food image of France, Italy, and Thailand, and its influence on travelers' visit intentions and

purchase decisions. The study surveyed members of online travel and food groups, with a total of 294 individuals responding. The results showed that Italy had the most favorable food image and the highest potential for future visits. Additionally, the study found a positive relationship between food image and visit intentions. The study also revealed that different types of information sources significantly influenced travelers' purchase decisions. The findings provide valuable insights for destinations interested in promoting culinary tourism. Overall, this study highlights the importance of food in shaping travel decisions and offers guidance on how destinations can leverage culinary tourism to attract more visitors.

Lin, Yi-Chin. (2009) This chapter focuses on residents' attitudes toward using local cuisine and culinary establishments to promote destination branding in Taiwan. The study identified three distinct groups of residents: indifferent, ambivalent, and supportive. The supportive group expressed the most interest in promoting culinary cuisine to international tourists, while the ambivalent group was conservative in making recommendations about local food. The indifferent group had the lowest level of support for using culinary tourism. The study found that residents were likely to recommend local snacks at night markets and seafood-based cuisine at Chinese restaurants to international tourists. The chapter concludes with recommendations for developing effective destination branding strategies through culinary tourism.

Mahak Agrawal, Monisha Juneja This study reveals to explore the popularity of South Indian dishes among tourists visiting southern India, specifically in Bangalore, the capital city of Karnataka. The researchers developed a structured questionnaire after conducting an extensive literature review, and data was collected through convenience sampling via Google questionnaire from March to May 2021. The findings revealed that South Indian cuisine is not only tasty but also healthy, with extensive use of rice and suji in its preparation. Moreover, the study identified that South Indian dishes are still popular among the sample, indicating opportunities for entrepreneurs to venture into the South Indian food business by improving the menu and introducing new variants of existing dishes. Overall, this study highlights the potential for the development of culinary tourism in southern India through the promotion of South Indian cuisine.

Srinidhi K. Parthasarathi (2022) This article focuses on the unique and diverse vegetarian food culture of South India, which has been maintained for generations. The article explores

the reasons behind this consistency and similarities in food habits amongst the South Indian states. The study draws on traditional Hindu texts to understand the role of food-related ideologies in the evolution of South Indian cuisine. Ethnographic data was gathered to showcase the vegetarian food varieties in the region. The study shows that there is a strong influence of tradition in the evolution of vegetarian food in South India, and that there is a great extent of similarity amongst the different communities in the region. The article highlights the importance of understanding the cultural and historical context of food habits in the development of culinary tourism.

Chef Gunjan Goela(2022)This study highlights the evolution of Indian cuisine in the context of a global gastronomic revolution, where chefs are experimenting with traditional Indian flavors and international techniques. It emphasizes the importance of food in preserving social and cultural heritage and attracting tourists interested in exploring different cuisines. The paper explores how this culinary innovation in Indian cuisine is leading to the development of a new category of tourism-based solely on food. It suggests changes that the Indian Hospitality Industry can make to cater to this section of tourists and ensure they are satisfied with their experience. Overall, the article emphasizes the significance of culinary tourism and its potential to contribute to the growth of the Indian hospitality industry.

Jacinte Bessière(2002) This study reveals how food and gastronomy are used to redefine and transform local identity in rural France, and how they are employed in local rural tourism. The paper highlights how gastronomy plays a role in promoting farm products and meeting the needs of consumers, local producers, and actors in rural tourism. The authors examine the meaning of food from a theoretical perspective, with a focus on the desire for authentic experiences. The study emphasizes the importance of actualizing, adapting, and re-interpreting elements from the past to build up regional heritage and combine conservation with innovation. Local development is viewed as a process of territorial and heritage construction, and culinary heritage is considered an important resource for local action. The paper provides a case study of the Haut Plateau de l'Aubrac in central France, where the re-creation and valorization of gastronomic knowledge and skills are closely linked to local development.

Ms. Monika.B.A (2019) This study focuses on the food image of Mangalore, a city known for its popular cuisine. The study used an online survey to gather data from 69 tourists,

including both domestic and foreign visitors, using random sampling. Additionally, six people from government and non-government tourism organizations were interviewed. The study found that Mangalore had a favorable food image and high potential for future visits. The research also revealed a significant positive relationship between food image and visit intentions. The study highlighted the importance of different information sources in influencing travelers' purchase decisions. The article concludes with implications and recommendations for destinations interested in promoting culinary tourism. This research could be valuable for those interested in developing culinary tourism in their region.

Karan Berry (2014) This paper discusses the growing importance of culinary tourism as an integral part of the travel experience. It highlights how dining and food are considered significant activities by a high percentage of travellers. The paper explores the potential of local food to enhance sustainability in tourism, contribute to the authenticity of the destination, strengthen the local economy, and provide for environment-friendly infrastructure. The paper also examines how destination marketing campaigns around the world show a strong connection between tourism and food, and how the Indian food industry is expanding its arena to cater to the increasing demand for culinary tourists. The research methodology involves an in-depth literature study and survey through a well-structured questionnaire. The paper concludes by presenting the current scenario of culinary tourism in Punjab and offers suggestions for improving and expanding this sector. Overall, the paper provides valuable insights for the tourism industry in promoting culinary tourism and its potential for local economic development.

Anna Stalmirska (2017) This study focus to explore the use of food as a cultural resource in destination marketing in selected destinations in Yorkshire, England. It aimed to address the gap in knowledge and develop recommendations for destination marketers and industry stakeholders to use food more effectively at the destination level. The study used an embedded single-case study with multiple units of analysis, focusing on four destination marketing organizations at regional and local levels. The research aimed to provide insights into how food can be used as a marketing tool for destinations, with a focus on emerging Western destinations. While food-related tourism marketing has mainly been researched from the demand-side and Asian perspectives, this study aimed to contribute to the literature on the supply-side of food-related tourism marketing.

Ishak, F. A. C. (2018) et al., This article emphasizes the significance of local food products in promoting rural tourism destinations. It highlights that local food not only provides a memorable experience for travelers but also helps to develop a connection to the place and create diverse tourist experiences. The article argues that local food products are considered a symbol of traditional cultural heritage in rural areas and can provide financial support to the local community's well-being. However, the involvement and support of local communities are crucial for promoting tourism products in rural destinations. The article recommends that key stakeholders and relevant authorities must recognize the potential of local foods in promoting their destinations and contribute to the local economy's sustainability competitiveness. Overall, the article suggests that using local foods as a determinant for rural tourism destination development can benefit both tourists and the local community.

CHAPTER 3

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

3.1 METHODOLOGY

Research Methodology defines what the activity of research is how to proceed and how to measure progress and what constitute success. The dictionary defines research as a studious inquiries or examination especially and investigations experimentation aimed at the discovery and interpretation of fact piratical application of such a new or received theory of law. The purpose of research is to discover answer the questions through the application of scientific procedure

Research Methodology in a way so systematically solve the research problem. Why the research has been undertaken and what research problem has been identified. What data has been used and such question are answered when a well structure methodology concerning the search problem is devised.

Definition

According to PM Co "Research in honest,exhaustive, intelligent searching for facts and their meanings or implications with reference to given problem. The product or findings of a given pieces of research should be an authentic. verifiable contribution to knowledge in the field studied."

3.2 RESEARCH DESIGN

A research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine relevant to the research purpose with economy is procedure. In this study exploratory research design has been used.

3.3 SAMPLING DESIGN

A sample design is a definite plan for obtaining a sample for obtaining a sample from a given population. It refers to the technique or a procedure the researcher would adopt in selecting items for the sample. Sampling design deals with the method of selecting items to be observed with the given study.

3.3.1. Sample Size

Sample size denotes the number of elements selected for the study. For the present study 200 respondents were selected.

3.3.2 Sample Procedure

The sampling procedure used is simple random sampling.

3.4 DATA COLLECTION

3.4.1 Questionnaire

A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of form. The respondent filled the multiple-choice questions and Likert's ratings scale questions

3.4.2 Questionnaire Design

The structured questionnaires consist of mainly two kinds of questions:

- Multiple choice questions
- Rating scale question

3.5 SOURCE OF DATA

3.5.1 Primary Data

Primary data are that which a collected a fresh and for the first time and thus happens to be original in character. In this study questionnaire is a collect the primary data.

3.5.2 Secondary Data

Published data and the data collected in the past by other parties are called secondary data. The secondary data may be obtained from many sources, including literature, industrial surveys, newspaper, internet and magazines.

3.6 TOOLS USED FOR ANALYSIS

Primary data collected through questionnaire. Questionnaires used as the primary research instrument were distributed to respondents for their feedback. From the collected back questionnaires further coding and analysis was done for each question to reach at to the findings suggests and thus come into the conclusion for the study. The scaling techniques used in the research method for the questionnaire are five-point liker's scale. It considered of the points like strongly agree, agree, neutral, disagree and strongly disagree. The statistical analysis was done thing SPSS version 21.0

3.6.1 Frequency

Frequency analysis is a descriptive statistical method that shows the number of occurrence of each response chosen by the respondents. When using frequency analysis, SPSS Statistics can also calculate the mean, median and mode to help user analyze the result and draw conclusions.

3.6.2 Mean

Mean, also known as arithmetical average, is the most common measure of central tendency and be defined as the value which we get by dividing the total of volume of various given items I series by the total number of items can be worked out as:

$$\text{Mean (or } \bar{X}) = \frac{\sum X_i}{n} = \frac{X_1 + X_2 + \dots + X_n}{n}$$

where \bar{X} = the symbol used for mean (pronounced as X bar)

Σ = symbol for summation

X_i = values of the items

$X, i=1, 2, \dots, n$

N = total number of items

Mean is the simplest measurement of central tendency and is a widely used measure. Its chief consists in summarizing the essential features of a series and in enabling data to be compared. It is amenable in algebraic treatment and used in further statistical calculations. It is relatively stable measure of central tendency.

3.6.3 Descriptive Statistics

Descriptive statistics are commonly used for summarizing data frequency or measures of central tendency (mean, median and mode).

3.6.4 ANOVA

Analysis of variance (abbreviated as ANOVA) is an extremely useful technique concerning researches in the fields of economics, biology, education, psychology, sociology, and business/industry and in researches of several other disciplines. This technique is used when multiple sample cases are involved. ANOVA is essentially a procedure for testing the difference among groups of data for homogeneity. There may be variation between samples and also within sample items. The basic principle is to test for differences among the means

of the populations by examining the amount of variation within each of these samples, relative to the amount of variation between samples.

3.6.5 One Way ANOVA:

1. To obtain each mean of each sample $X_1, X_2, X_3, \dots, X_k$ when there are K samples

2. Work out the mean of sample mean as follows:

$$\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_k}{\text{No of samples (k)}}$$

3. To find out the sum of squares for variation between the samples (SS)

$$SS = n_1(X_1 - \bar{X})^2 + n_2(X_2 - \bar{X})^2 + \dots + n_k(X_k - \bar{X})^2$$

4. To find Mean Square (MS)

$$MS = \frac{SS \text{ between}}{(k-1)}$$

5. So sum of squares within groups can be written as:

$$SS \text{ within} = \sum (x_{1i} - X_1)^2 + \sum (x_{2i} - X_2)^2 + \dots + \sum (x_{ki} - X_k)^2$$

Where $i = 1, 2, 3, \dots$

6. Mean square within sample:

$$MS \text{ within} = \frac{SS \text{ within}}{(n-k)}$$

7. Sum of squares for total variance:

$$SS \text{ for total variance} = \sum (X_{ij} - \bar{X})^2$$

Where $i = 1, 2, 3, \dots, j = 1, 2, 3, \dots$

$$SS \text{ for total variance} = SS \text{ between} + SS \text{ within}$$

8. F ratio worked out as

$$F \text{ ratio} = \frac{MS \text{ between}}{MS \text{ within}}$$

3.6.6 KMO AND BARTETT'S TEST

The first step in factor analysis is to determine if the data has the required characteristics. Data with limited or no correlation between the variables are not appropriate for factor analysis. We will use three criteria to test if the data are suitable for factor analysis: Bartlett, KMO, and Collinearity for each variable

The KMO and Bartlett test evaluate all available data together. A KMO value over 0.5 and a significance level for the Bartlett's test below 0.05 suggest there is substantial correlation in the data. Variable collinearity indicates how strongly a single variable is correlated with other variables. Values above 0.4 are considered appropriate. KMO measures can also be calculated for each variable. Values above 0.5 are acceptable.

3.6.7 RELIABILITY TEST

Reliability measures the overall consistency of the items that are used to define a scale. Reliability analysis allows studying the properties of measurement scales and the items that compose the scales. The Reliability Analysis procedure calculates a number of commonly used measures of scale reliability and also provides information about the relationships between individual items in the scale. As a result, we are given sample size, number of items and reliability coefficients. Model- Alpha (Cronbach) is the most popular.

Cronbach's Alpha	N of Items
.925	25

TABLE 3.6.7.1

From the table 3.6.7.1, it is clear that the alpha value of the scales included in the study is above 0.6 which I considered as reliable value supporting the scale.

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 DEMOGRAPHIC PROFILE

4.1.1 GENDER OF THE RESPONDENTS

Gender	Frequency	Percentage %
Male	79	39.3
Female	122	60.7
Total	201	100.0

Table No 4.1.1

The above table shows that 60.7% respondents are female followed by 39.3 % of respondents are male. The majority of respondents are female.

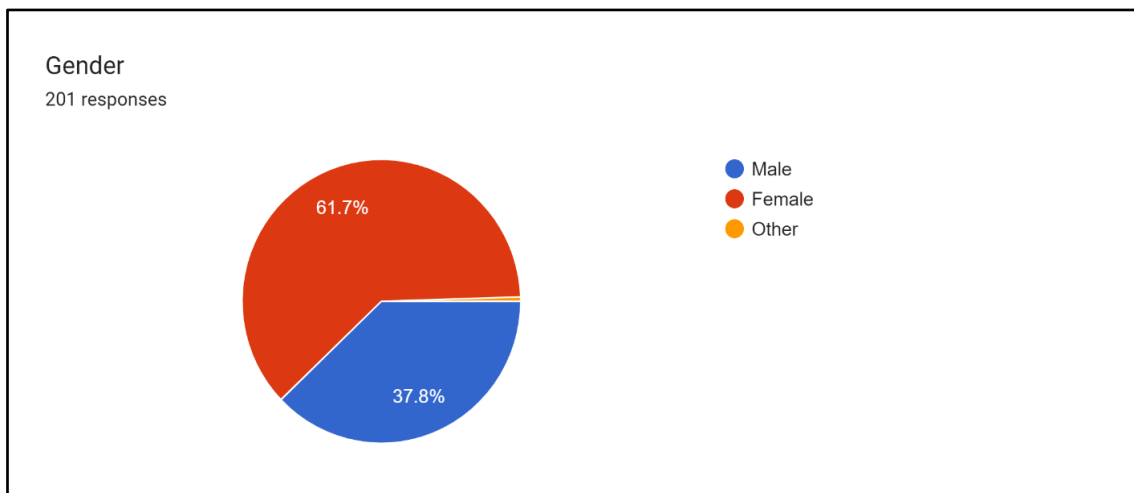


Figure No 4.1.1

4.1.2 AGE OF THE RESPONDENTS

Age	Frequency	Percentage %
20-25	89.0	44.3
26-35	45.0	22.4
36-50	33.0	16.4
Above 50	34.0	16.9
Total	201.0	100.0

Table No 4.1.2

The above table shows that 44.3% respondents are in the age group of 20-25 followed by 22.4 % of respondents are in the age group of 26-35 followed by 16.4% of respondents are in the age group of 36-50 followed by 16.9% of respondents are in the age group of 50 above. The majority of responders are in the age group of 20-25.

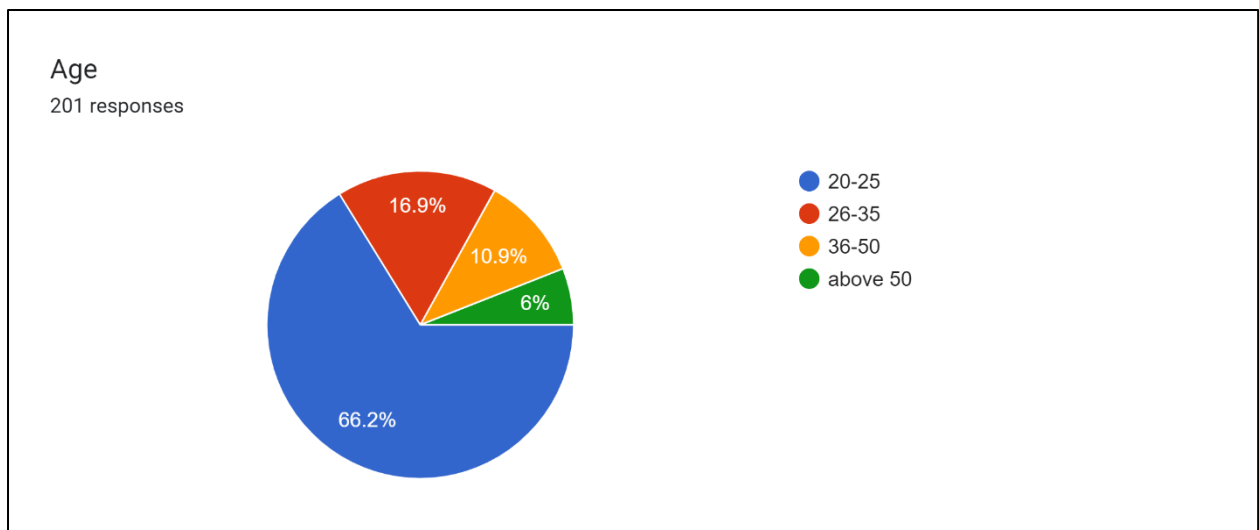


Figure No 4.1.2

4.1.3 PLACE OF ORIGIN OF THE RESPONDENTS

Place of Origin	Frequency	Percentage %
Tamilnadu	105	52.2
Kerala	33	16.4
Karnataka	33	16.4
Other Indian states	30	14.9
Total	201	100.0

Table No 4.1.3

The above table shows that 52.2% respondent are in the origin of Tamilnadu followed by 16.4% of respondents are in the origin of Kerala followed by 16.4 % of respondents are in the origin of Karnataka followed by 14.9% of respondents are in the origin of other Indian state. The majority of respondents are in the origin of Tamilnadu.

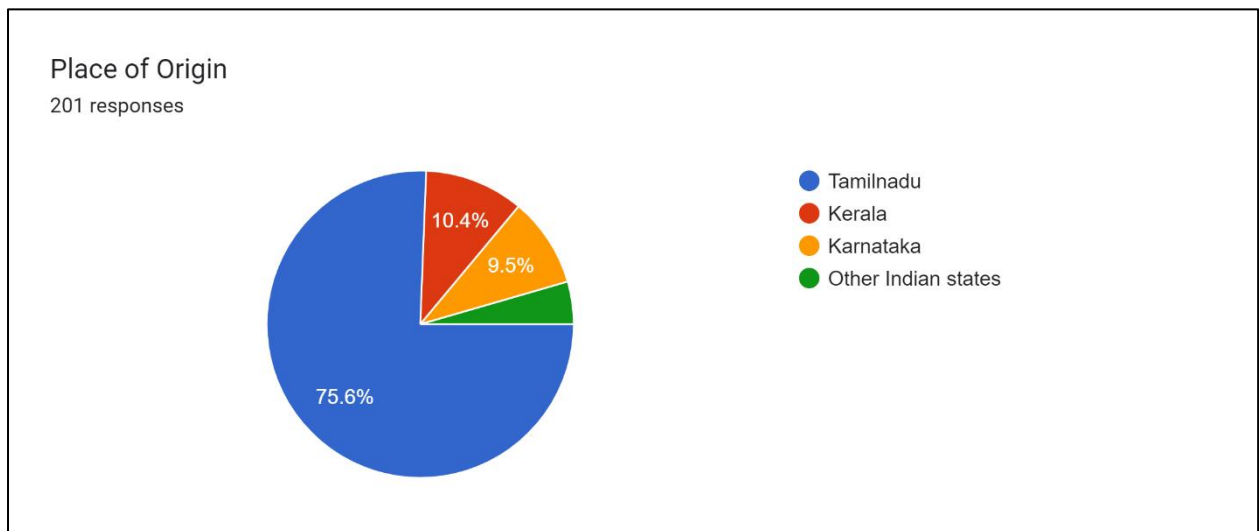


Figure No 4.1.3

4.1.4 EDUCATION QUALIFICATION OF THE RESPONDENTS

Education Qualification	Frequency	Percentage %
Graduate	69	34.3
Post Graduate	72	35.8
Diploma	30	14.9
Others	30	14.9
Total	201	100.0

Table No 4.1.4

The above table shows that 35.8% respondent are Post Graduate followed by 34.3% of respondents are Graduate followed by 14.9 % of respondents are Diploma followed by 14.9% of respondents are others. The majority of respondents are Post Graduate.

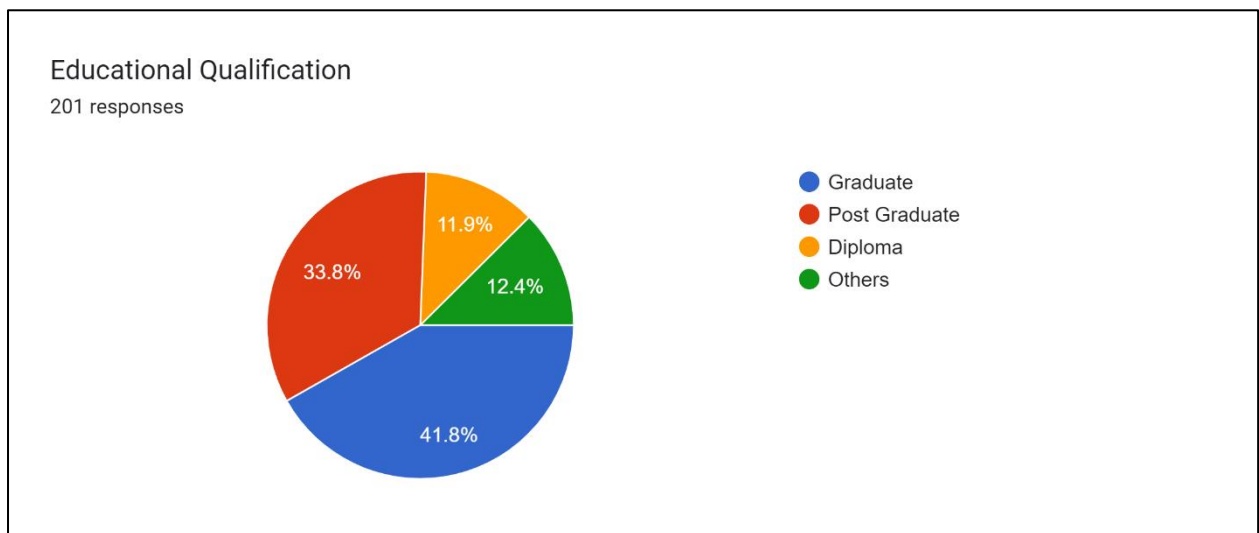


Figure No 4.1.4

4.1.5 OCCUPATION OF THE RESPONDENTS

Occupation	Frequency	Percentage %
Student	96	47.8
Government	17	8.5
Private	56	27.9
Self Employed	19	9.5
Retired	13	6.5
Total	201	100.0

Table No 4.1.5

The above table shows that 47.8 % of respondent's occupation is student followed by 27.9 % respondents' occupation is private followed by 9.5 % responders' occupation is self-employed followed by 8.5 % responders' occupation is government followed by 6.5 % responders' occupation is retired. The majority of responders occupation is student.

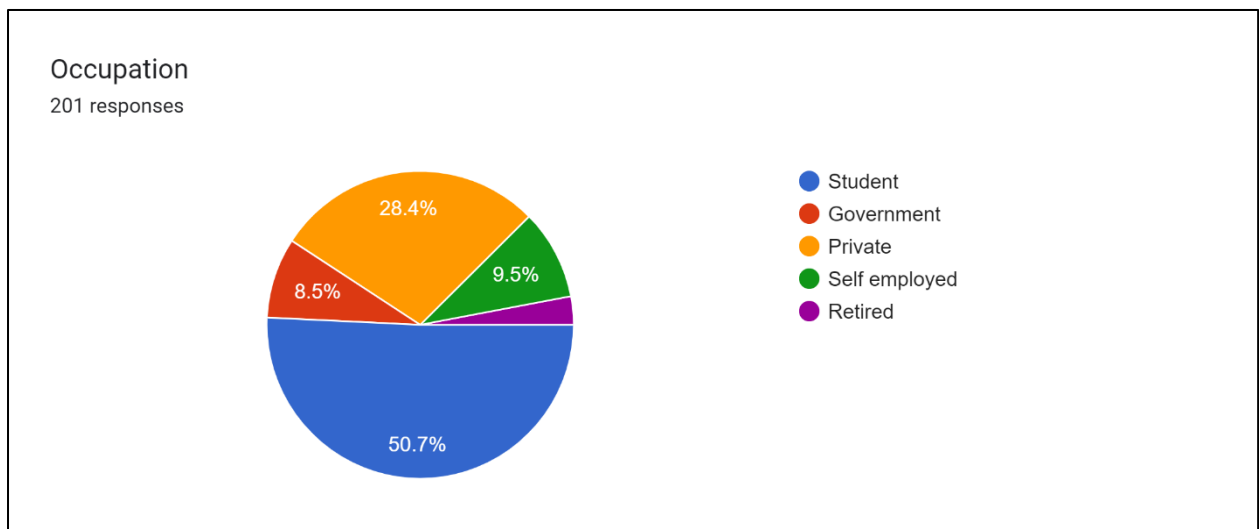


Figure No 4.1.5

4.1.6 MARITAL STATUS OF THE RESPONDENTS

Marital Status	Frequency	Percentage %
Single	144.0	71.6
Married	57.0	28.4
Total	201.0	100.0

Table No 4.1.6

The above table shows that 71.6 % respondents are single followed by 28.4% respondents are married. The majority of responders are single.

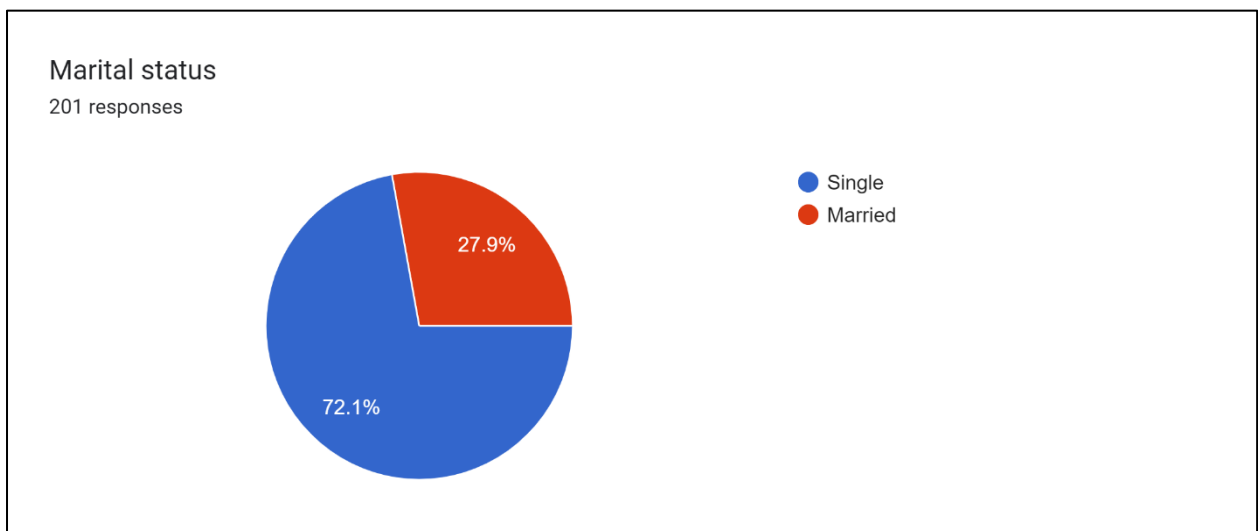


Figure No 4.1.6

4.1.7 FAMILY TYPE OF THE RESPONDENTS

Family Type	Frequency	Percentage %
Nuclear Family	125	62.2
Joint Family	76	37.8
Total	201	100.0

Table No 4.1.7

The above table shows that 62.2 % respondents are in nuclear family followed by 37.8 % of respondents are joint family. The majority of responders are nuclear family.

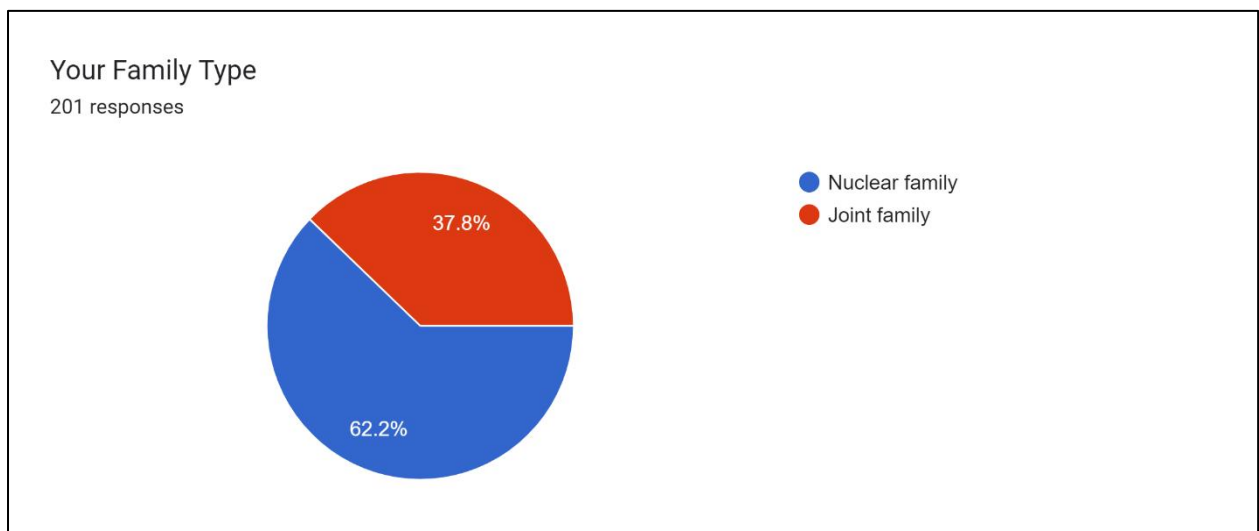


Figure No 4.1.7

4.1.8 INCOME OF THE RESPONDENTS

Income	Frequency	Percentage %
25,000-50,000	105	52.2
50,000-1,00,000	52	25.9
1,00,000-2,00,000	44	21.9
Total	201	100.0

Table No 4.1.8

The above table shows that 52.2 % respondents annual income is Rs25,000-50,000 followed by 25.9 % respondents annual income is Rs.50,000 to Rs.1,00,000 followed by 21.9 % respondents annual income is Rs.1,00,000 to Rs.2,00, 000.The majority of responder's income are 25,000-50,000.

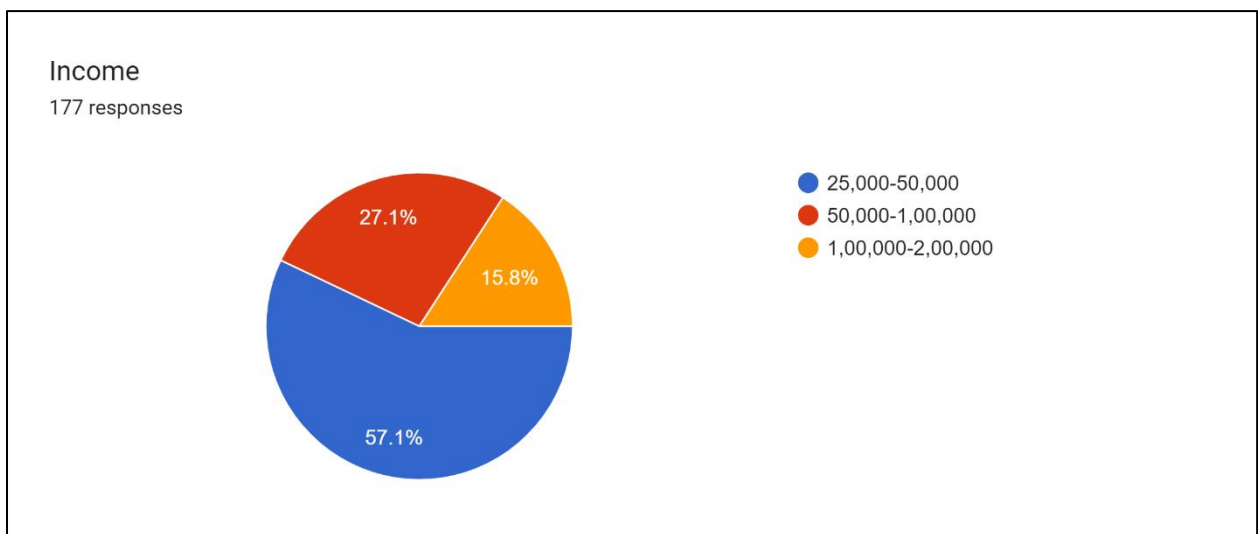


Figure No 4.1.8

4.1.9 MEMBERS IN FAMILY OF THE RESPONDENTS

Members in Family	Frequency	Percentage %
2 and Below 2	14	7.0
3-4	108	53.7
5-6	51	25.4
Above 6	28	13.9
Total	201	100.0

Table No 4.1.9

The table shows that 53.7% respondents family members is 3-4 followed by 25.7% respondents family members is 5-6 followed by 13.9% respondents family members is above 6 followed by 7.0% respondents family members 2 and Below 2. The majority of respondents family members are 3-4.

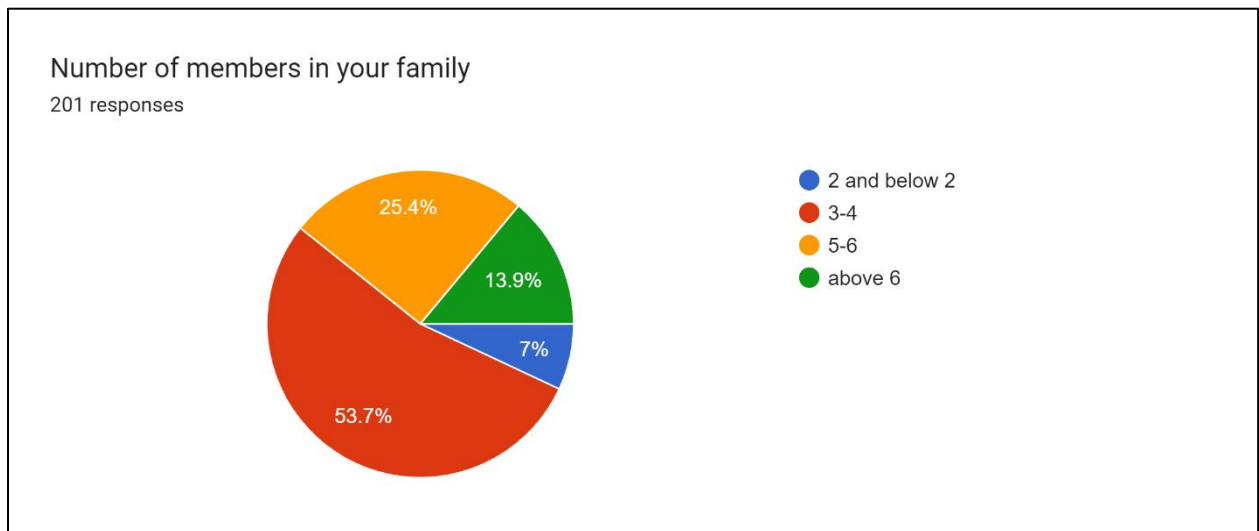


Figure No 4.1.9

4.1.10 FREQUENCY OF EATING AT A RESTAURANT IN A MONTH

Frequency of eating at Restaurant in a Month	Frequency	Percentage %
0-1 times in a month	62	30.8
1-2 times in a month	98	48.8
2-3 times in a month	41	20.4
Total	201	100.0

Table No 4.1.10

The above table shows that 48.8% respondents frequency of eating at restaurant in a month is 1-2 times in a month followed by 30.8% respondents frequency of eating at restaurant in a month is 0-1 times in a month followed by 20.4% frequency of eating at restaurant in a month is 2-3 times in month. The majority respondents frequency of eating at restaurants in a month is 1-2 times in a month.

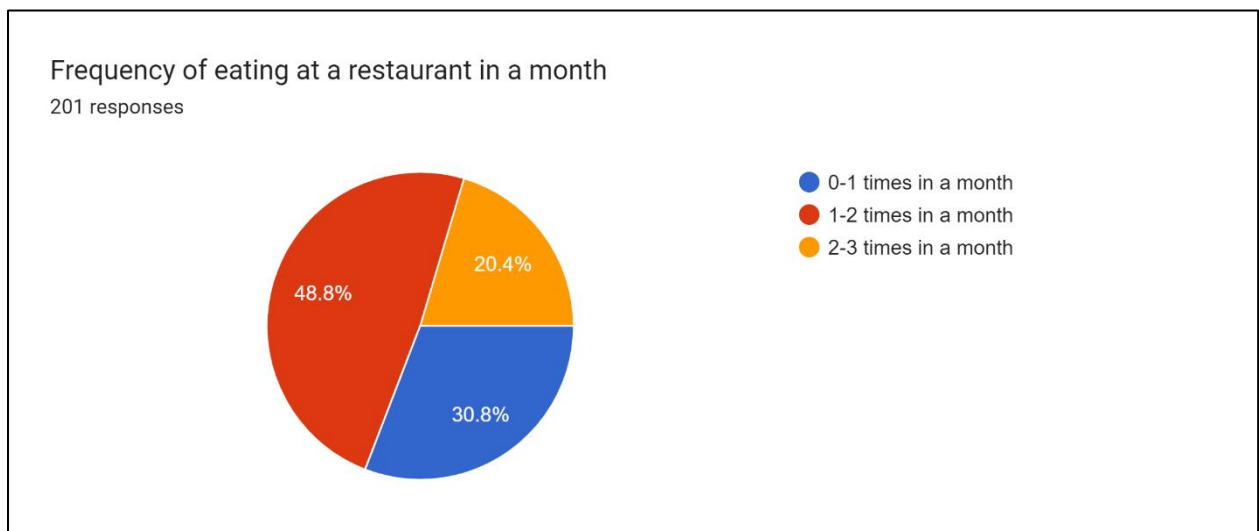


Figure No 4.1.10

4.1.11 FOOD YOU GENERALLY PREFER EATING OUT WITH FRIENDS AND FAMILY

Food you generally prefer to eat with friends and family	Frequency	Percentage %
South indian cuisine	106	52.7
North indian cuisine	31	15.4
Continental cuisine	24	11.9
Chinese cuisine	7	3.5
Fast food	33	16.4
Total	201	100.0

Table No 4.1.11

The above table shows that 52.7% respondents food they generally prefer eating out with their friends and family is South Indian Cuisine followed by 16.4% respondents food they generally prefer eating out with their friends and family is Fast Food followed by 15.4% respondents food they generally prefer eating out with their friends and family is North Indian Cuisine followed by 11.9% respondents food they generally prefer eating out with their friends and family is Continental Cuisine followed by 3.5% respondents food they generally prefer eating out with their friends and family is Chinese Cuisine. The majority of respondents food they generally prefer eating out with their friends and family is South Indian Cuisine.

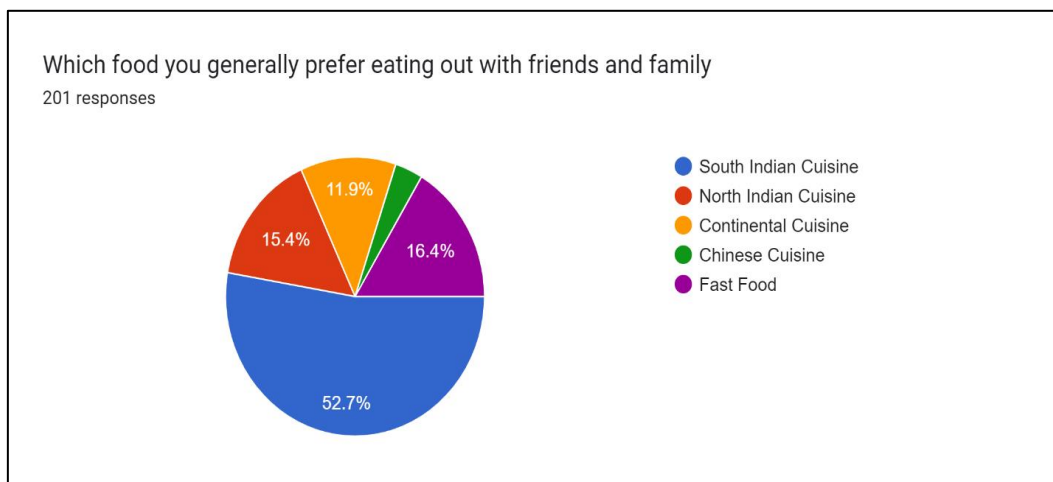


Figure No 4.1.11

4.1.12 PREFER TO DINE IN WITH FAMILY AND FRIENDS WHILE GOING OUT

Prefer to dine in with family and friends while going out	Frequency	Percentage %
Ethnic food stall	71	35.3
Fast food outlet	55	27.4
Multi-cuisine Restaurant	75	37.3
Total	201	100.0

Table No 4.1.12

The above table shows that 37.3% respondents Prefer to dine in with family and friends while going out is Multi-cuisine Restaurant followed by 35.3% respondents Prefer to dine in with family and friends while going out is Ethnic food stall followed by 27.4% respondents Prefer to dine in with family and friends while going out is Fast food outlet. The majority of respondents Prefer to dine in with family and friends while going out is Multi-cuisine Restaurant.

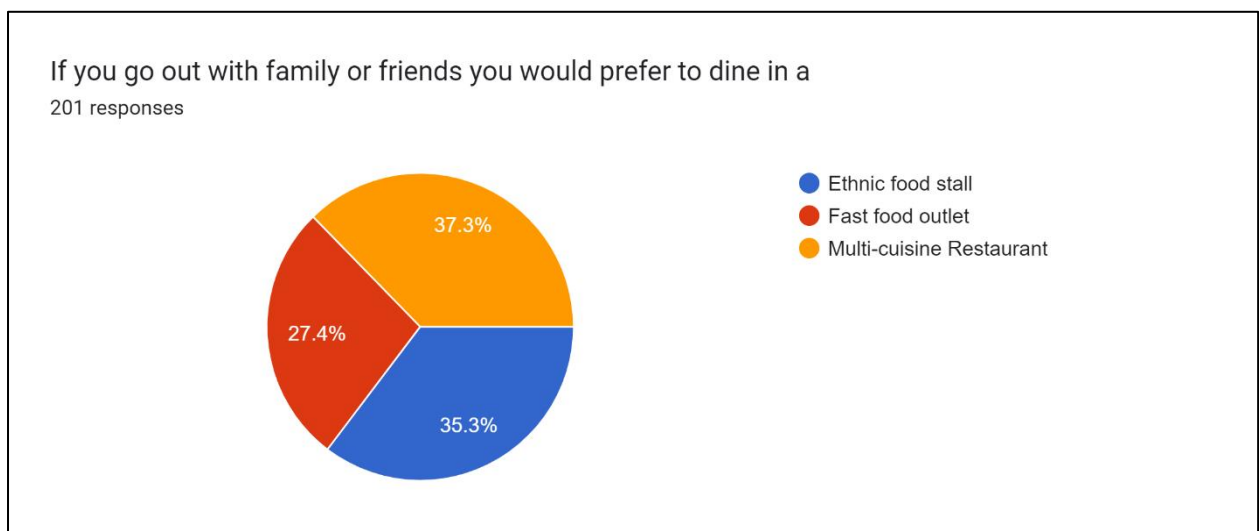


Figure No 4.1.12

4.1.13 PREFERENCE OF FOOD

Preference of Food	Frequency	Percentage %
Vegetarian	65	32.3
Non Vegetarian	136	67.7
Total	201	100.0

Table No 4.1.13

The above table shows that 67.7% respondents Preference of Food is Non Vegetarian followed by 32.3% respondents Preference of Food is Vegetarian. The majority of respondents Preference of Food is non-Vegetarian.

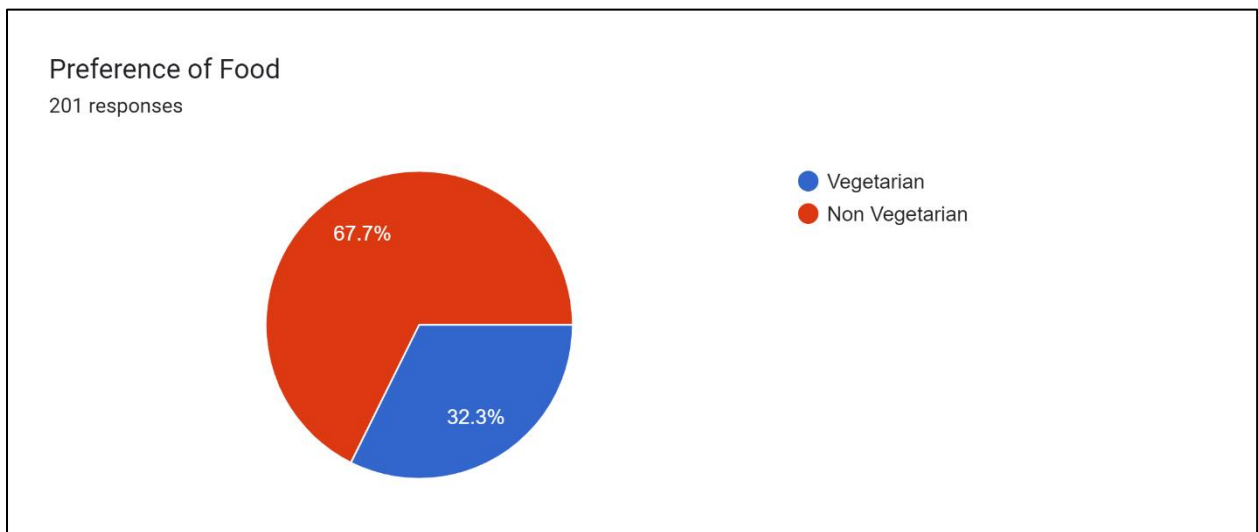


Figure No 4.1.13

4.1.14 TYPE OF SOUTH INDIAN MEAL YOU PREFER

Type of south Indian Meal you Prefer	Frequency	Percentage %
Breakfast	24	11.9
Lunch	54	26.9
Dinner	51	25.4
All the above	72	35.8
Total	201	100.0

Table No 4.1.14

The above table shows that 35.8% respondents Type of south Indian Meal they Prefer is all the above followed by 26.9% respondents Type of south Indian Meal they Prefer is lunch followed by 25.4% respondents Type of south Indian Meal they Prefer is dinner followed by 11.9% respondents Type of south Indian Meal they Prefer is breakfast. The majority respondents Type of south Indian Meal they Prefer is all the above

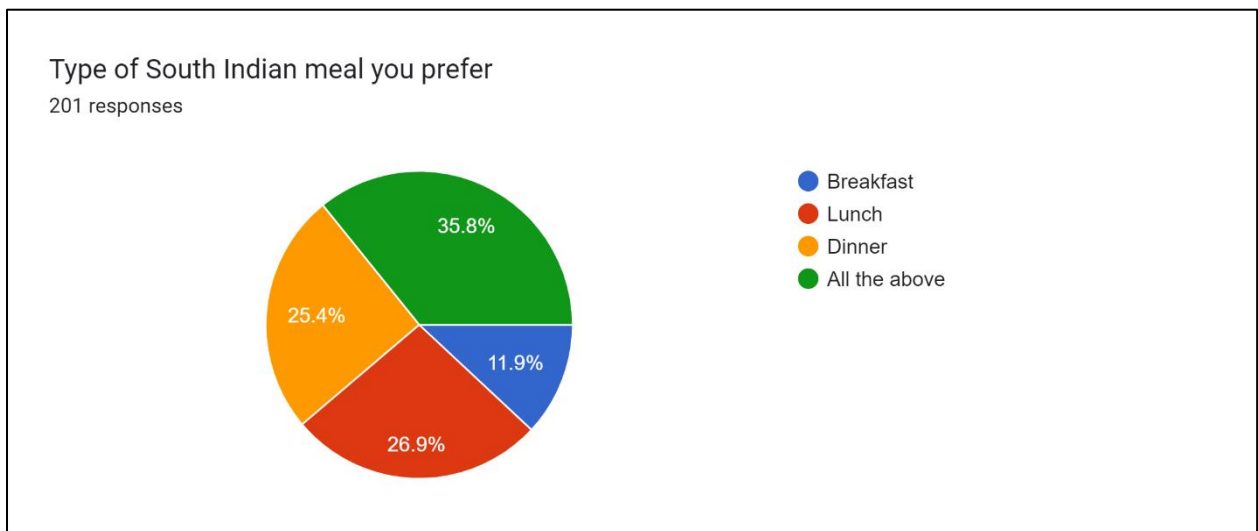


Figure No 4.1.14

4.2 DESCRIPTIVE STATISTICS

Factors	N	Minimum	Maximum	Mean
Eager to try new, exotic and local food	201	1.00	5.00	4.58
I consider myself as a culinary tourist	201	1.00	5.00	3.78
Like to travel to certain holiday destinations	201	1.00	5.00	4.47
South Indian food plays role for tourist retention.	201	1.00	5.00	4.15
The tourists prefer to have fusion cuisine.	201	1.00	5.00	3.97
Food is the motive of my Travel	201	1.00	5.00	3.57
The restaurants offer variety of menu options	201	1.00	5.00	4.42
Satisfaction with South Indian food is Good	201	1.00	5.00	4.29
Food served in restaurants was authentic	201	1.00	5.00	4.33
Marketing has an impact of preference of food	201	1.00	5.00	4.30
South Indian food is most likely food as compared to other	201	1.00	5.00	4.31
Restaurant compliments the food acts as a marketing tool.	201	1.00	5.00	4.31
Marketing strategies are based food choices	201	1.00	5.00	4.35
I prefer destination based on the restaurants	201	1.00	5.00	4.22
Food is kept as a centre point in the destination	201	1.00	5.00	3.77
Interested in trying local food in Coimbatore	201	1.00	5.00	4.38
Coimbatore for South India Cuisine Destination	201	1.00	5.00	4.36
South Indian Cuisine promote culinary tourism	201	1.00	5.00	4.35
Enjoy eating South Indian Cuisine	201	1.00	5.00	3.94
Friends to prefer South Indian Cuisines	201	1.00	5.00	4.25
Satisfied with Coimbatore Gastronomy	201	1.00	5.00	4.40
Felt variety cooking method	201	1.00	5.00	4.25
Experienced a variety of Southern Cuisines in Coimbatore	201	1.00	5.00	4.27
Felt crave on any Southern Cuisine	201	1.00	5.00	3.80
Marketing has impact on the food preference of tourist	201	1.00	5.00	3.87
Valid N (listwise)	201			

Table No 4.2.1

The above table (4.2.1) shows that descriptive statistics on the factors mean value. The mean range value from 4.58 to 3.57. In the scale factor denote 1 mean lowest value and 5 mean highest value. In this descriptive table 4.58 is highest range value of table which denotes South Indian Cuisines has positive Influence Eager to try new, exotic and local food. Whereas lowest value is 3.57 which means South Indian Cuisines has negative Influence on Food is the motive of my Travel.

4.3ANOVA

4.3.1TO EXAMINE THE GENDER OF THE RESPONDENTS TOWARDS THE FACTOR SOUTH INDIAN CUISINES IN DESTINATION MARKETING

Factor	Gender	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
Eager to try new, exotic and local food	Between Groups	.073	1	.073	.089	.766	Accepted
	Within Groups	163.360	199	.821			
	Total	163.433	200				
Satisfaction with South Indian food is Good	Between Groups	.130	1	.130	.179	.672	Accepted
	Within Groups	144.467	199	.726			
	Total	144.597	200				
South Indian food is most likely food as compared to other	Between Groups	.043	1	.043	.046	.003	Rejected**
	Within Groups	184.982	199	.930			
	Total	185.025	200				
Prefer destination based on the restaurants	Between Groups	.224	1	.224	.227	.634	Accepted
	Within Groups	196.174	199	.986			
	Total	196.398	200				
South Indian Cuisine promote culinary tourism	Between Groups	.010	1	.010	.011	.004	Rejected**
	Within Groups	171.791	199	.863			
	Total	171.801	200				

Table No 4.3.1

The above table clearly shows that there is no association with gender and Eager to try new, exotic and local food, Satisfaction with South Indian food is Good, prefer destination based on the restaurants while there is association between gender and South Indian food is most likely food as compared to other, South Indian Cuisine promote culinary tourism.

4.3.2 TO EXAMINE THE AGE OF THE RESPONDENTS TOWARDS THE SOUTH INDIAN CUISINES IN DESTINATION MARKETING

Factor	Age	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
Eager to try new, exotic and local food	Between Groups	6.646	3	2.215	2.784	.042	Rejected**
	Within Groups	156.786	197	.796			
	Total	163.433	200				
Satisfaction with South Indian food is Good	Between Groups	7.568	3	2.523	3.627	.004	Rejected**
	Within Groups	137.029	197	.696			
	Total	144.597	200				
South Indian food is most likely food as compared to other	Between Groups	9.537	3	3.179	3.569	.015	Rejected**
	Within Groups	175.488	197	.891			
	Total	185.025	200				
I prefer destination based on the restaurants	Between Groups	7.704	3	2.568	2.681	.001	Rejected**
	Within Groups	188.694	197	.958			
	Total	196.398	200				
South Indian Cuisine promote culinary tourism	Between Groups	9.962	3	3.321	4.042	.915	Accepted
	Within Groups	161.839	197	.822			
	Total	171.801	200				

Table No 4.3.2

The above table clearly shows that there is no association with age and South Indian Cuisine promote culinary tourism while there is association between age and Eager to try new, exotic and local food, Satisfaction with South Indian food is Good, South Indian food is most likely food as compared to other, I prefer destination based on the restaurants.

4.3.3 TO EXAMINE THE EDUCATION QUALIFICATION OF THE RESPONDENTS TOWARDS THE SOUTH INDIAN CUISINES IN DESTINATION MARKETING

Factors	Education Qualification	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
Eager to try new, exotic and local food	Between Groups	3.295	3	1.098	1.351	.259	Accepted
	Within Groups	160.138	197	.813			
	Total	163.433	200				
Satisfaction with South Indian food is Good	Between Groups	10.340	3	3.447	5.057	.002	Rejected**
	Within Groups	134.257	197	.682			
	Total	144.597	200				
South Indian food is most likely food as compared to other	Between Groups	6.598	3	2.199	2.428	.067	Accepted
	Within Groups	178.427	197	.906			
	Total	185.025	200				
I prefer destination based on the restaurants	Between Groups	6.220	3	2.073	2.148	.096	Accepted
	Within Groups	190.178	197	.965			
	Total	196.398	200				
South Indian Cuisine promote culinary tourism	Between Groups	14.171	3	4.724	5.903	.001	Rejected**
	Within Groups	157.630	197	.800			
	Total	171.801	200				

Table No 4.3.3

The above table clearly shows that there is no association with educational qualification and Eager to try new, exotic and local food, South Indian food is most likely food as compared to other I prefer destination based on the restaurants while there is association between educational qualification and Satisfaction with South Indian food is Good, South Indian Cuisine promote culinary tourism.

**4.3.4 TO EXAMINE THE OCCUPATION OF THE RESPONDENTS
TOWARDS THE SOUTH INDIAN CUISINES IN DESTINATION
MARKETING**

Factor	Occupation	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
Eager to try new, exotic and local food	Between Groups	7.264	4	1.816	2.279	.062	Accepted
	Within Groups	156.169	196	.797			
	Total	163.433	200				
Satisfaction with South Indian food is Good	Between Groups	6.018	4	1.504	2.128	.003	Rejected**
	Within Groups	138.579	196	.707			
	Total	144.597	200				
South Indian food is most likely food as compared to other	Between Groups	1.587	4	.397	.424	.791	Accepted
	Within Groups	183.438	196	.936			
	Total	185.025	200				
I prefer destination based on the restaurants	Between Groups	7.113	4	1.778	1.841	.122	Accepted
	Within Groups	189.285	196	.966			
	Total	196.398	200				
South Indian Cuisine promote culinary tourism	Between Groups	20.526	4	5.132	6.649	.000	Rejected**
	Within Groups	151.275	196	.772			
	Total	171.801	200				

Table No 4.3.4

The above table clearly shows that there is no association with occupation Eager to try new, exotic and local food, South Indian food is most likely food as compared to other I prefer destination based on the restaurants while there is association between occupation and Satisfaction with South Indian food is Good, South Indian Cuisine promote culinary tourism.

4.3.5 TO EXAMINE THE MARITAL STATUS OF THE RESPONDENTS TOWARDS THE SOUTH INDIAN CUISINES IN DESTINATION MARKETING

Factor	Marital Status	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
Food is the motive of my Travel	Between Groups	10.219	1	10.219	7.509	.007	Rejected**
	Within Groups	270.835	199	1.361			
	Total	281.055	200				
South Indian food plays role for tourist retention.	Between Groups	5.260	1	5.260	4.999	.026	Rejected**
	Within Groups	209.377	199	1.052			
	Total	214.637	200				
Marketing has an impact of preference of food	Between Groups	.331	1	.331	.414	.520	Accepted
	Within Groups	158.953	199	.799			
	Total	159.284	200				
Food is kept as a centre point in the destination	Between Groups	.118	1	.118	.127	.722	Accepted
	Within Groups	185.355	199	.931			
	Total	185.473	200				
Marketing strategies are based food choices	Between Groups	4.956	1	4.956	5.483	.020	Rejected**
	Within Groups	179.850	199	.904			
	Total	184.806	200				

Table No 4.3.5

The above table clearly shows that there is no association with marital Status and Marketing has an impact of preference of food, Food is kept as a centre point in the destination, while there is association between marital status and Food is the motive of my Travel, South Indian food plays role for tourist retention, Marketing strategies are based food choices.

4.3.6 TO EXAMINE THE INCOME OF THE RESPONDENTS TOWARDS THE SOUTH INDIAN CUISINES IN DESTINATION MARKETING

Factor	Income	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
Food is the motive of my Travel	Between Groups	8.776	2	4.388	3.191	.043	Rejected**
	Within Groups	272.278	198	1.375			
	Total	281.055	200				
South Indian food plays role for tourist retention.	Between Groups	13.361	2	6.680	6.572	.002	Rejected**
	Within Groups	201.276	198	1.017			
	Total	214.637	200				
Marketing has an impact of preference of food	Between Groups	.214	2	.107	.133	.875	Accepted
	Within Groups	159.070	198	.803			
	Total	159.284	200				
Food is kept as a centre point in the destination	Between Groups	.107	2	.053	.057	.945	Accepted
	Within Groups	185.366	198	.936			
	Total	185.473	200				
Marketing strategies are based food choices	Between Groups	.539	2	.269	.289	.749	Accepted
	Within Groups	184.267	198	.931			
	Total	184.806	200				

Table No 4.3.6

The above table clearly shows that there is no association with income and Marketing has an impact of preference of food, Food is kept as a centre point in the destination, Marketing strategies are based food choices while there is association between income and Food is the motive of my Travel, South Indian food plays role for tourist retention.

**4.3.7 TO EXAMINE THE FREQUENCY OF EATING OF THE
RESPONDENTS TOWARDS THE SOUTH INDIAN CUISINES IN
DESTINATION MARKETING**

Factor	Frequency of Eating	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
Food is the motive of my Travel	Between Groups	5.220	2	2.610	1.874	.156	Accepted
	Within Groups	275.834	198	1.393			
	Total	281.055	200				
South Indian food plays role for tourist retention.	Between Groups	2.700	2	1.350	1.261	.286	Accepted
	Within Groups	211.937	198	1.070			
	Total	214.637	200				
Marketing has an impact of preference of food	Between Groups	2.160	2	1.080	1.361	.001	Rejected**
	Within Groups	157.124	198	.794			
	Total	159.284	200				
Food is kept as a centre point in the destination	Between Groups	5.425	2	2.712	2.983	.004	Rejected**
	Within Groups	180.048	198	.909			
	Total	185.473	200				
Marketing strategies are based food choices	Between Groups	3.219	2	1.610	1.755	.176	Accepted
	Within Groups	181.587	198	.917			
	Total	184.806	200				

Table No 4.3.7

The above table clearly shows that there is no association with frequency of eating and Food is the motive of my Travel, South Indian food plays role for tourist retention, Marketing strategies are based food choices while there is association between frequency of eating Marketing has an impact of preference of food , Food is kept as a centre point in the destination.

4.3.8 TO EXAMINE THE PREFERENCE OF FOOD OF THE RESPONDENTS TOWARDS THE SOUTH INDIAN CUISINES IN DESTINATION MARKETING

Factor	Preference of Food	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
Food is the motive of my Travel	Between Groups	10.523	1	10.523	7.740	.006	Rejected**
	Within Groups	270.532	199	1.359			
	Total	281.055	200				
South Indian food plays role for tourist retention.	Between Groups	7.157	1	7.157	6.864	.009	Rejected**
	Within Groups	207.480	199	1.043			
	Total	214.637	200				
Marketing has an impact of preference of food	Between Groups	.342	1	.342	.429	.513	Accepted
	Within Groups	158.941	199	.799			
	Total	159.284	200				
Food is kept as a centre point in the destination	Between Groups	1.893	1	1.893	2.052	.154	Accepted
	Within Groups	183.580	199	.923			
	Total	185.473	200				
Marketing strategies are based food choices	Between Groups	5.259	1	5.259	5.829	.001	Rejected**
	Within Groups	179.546	199	.902			
	Total	184.806	200				

Table No 4.3.8

The above table clearly shows that there is no association with preference of food and Marketing has an impact of preference of food , Food is kept as a centre point in the destination while there is association between preference of food and Food is the motive of my Travel, South Indian food plays role for tourist retention, Marketing strategies are based food choices.

4.4 KMO and Bartlett's Test

4.4.1 KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.899
Bartlett's Test of Sphericity	Approx. Chi-Square	2.376E3
	Df	300
	Sig.	.000

Table No 4.4.1

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy dataset is 0.899, indicating that the dataset is suitable for factor analysis. Additionally, the Bartlett's Test of Sphericity shows a significant value of approximately 2.376E3 with 300 degrees of freedom and a p-value of 0.000, indicating that the variables are significantly correlated, further supporting the suitability of the dataset for factor analysis.

4.4.2 Communalities

Factors	Initial	Extraction
Eager to try new, exotic and local food	1.000	.702
I consider myself as a culinary tourist	1.000	.747
Like to travel to certain holiday destinations	1.000	.670
South Indian food plays role for tourist retention.	1.000	.717
The tourists prefer to have fusion cuisine.	1.000	.770
Food is the motive of my Travel	1.000	.593
The restaurants offer variety of menu options	1.000	.508
Satisfaction with South Indian food is Good	1.000	.777
Food served in restaurants was authentic	1.000	.633
Marketing has an impact of preference of food	1.000	.697
South Indian food is most likely food as compared to other	1.000	.680
Restaurant compliments the food acts as a marketing tool.	1.000	.545
Marketing strategies are based food choices	1.000	.564
I prefer destination based on the restaurants	1.000	.752
Food is kept as a centre point in the destination	1.000	.556
Interested in trying local food in Coimbatore	1.000	.513
Coimbatore for South India Cuisine Destination	1.000	.646
South Indian Cuisine promote culinary tourism	1.000	.710
Enjoy eating South Indian Cuisine	1.000	.669
Friends to prefer South Indian Cuisines	1.000	.642
Satisfied with Coimbatore Gastronomy	1.000	.673
Felt variety cooking method	1.000	.638
Experienced a variety of Southern Cuisines in Coimbatore	1.000	.652
Felt crave on any Southern Cuisine	1.000	.471
Marketing has impact on the food preference of tourist	1.000	.641
Extraction Method: Principal Component Analysis.		

Table No 4.4.2

These communalities indicate that the extracted components account for a substantial amount of the variance in the variables, with most variables showing a high level of commonality with the extracted components.

CHAPTER 5
FINDINGS
SUGGESTION
CONCLUSION

FINDINGS

The following findings were made from the data collected above

- Among the respondents 60.7% of the respondents identified as male, while 39.3% identified as female
- The majority of respondents were belonging to the age group of 18-25 years(44.3%). 52.2% of the respondents were from Tamil Nadu.35.8% of respondents have completed post graduation. 47.8% of respondents are students. 71.6% of the respondents were single.
- 62.2% of the respondents belongs to nuclear families. 52.2% of the respondents had an income level of 25,000 to 50,000. 53.7% of the respondents belonged to families with 3-4 members. 48.8% of the respondents have a Frequency of eating at Restaurant 2-3 times a month. 52.7% of the respondents prefer South Indian food while eating out with their friends and family.
- 37.3% of the respondents prefer to dine in with family and friends while going out. 67.7% of the respondents prefer Non Vegetarian. Type of south Indian meal you prefer The majority of respondents prefer all the above south indian meal they prefer35.8%.
- By using descriptive statistics for the study on role of south indian cuisines in destination marketing and restaurants in coimbatore, the mean value ranges from 4.58 to 3.57.

Applying ANOVA, it is observed that,

- There is significant difference between gender and South Indian food is most likely food as compared to other, South Indian Cuisine promote culinary tourism. There is no significant difference between gender and Eager to try new, exotic and local food, Satisfaction with South Indian food is Good, I prefer destination based on the restaurants.
- There is significant difference between age and Satisfaction with South Indian food is Good, I prefer destination based on the restaurants. There is no significant difference between age and Eager to try new, exotic and local food, South Indian food is most

likely food as compared to other, South Indian Cuisine promote culinary tourism.

- There is significant difference between educational qualification and Satisfaction with South Indian food is Good, South Indian Cuisine promote culinary tourism. There is no significant difference between educational qualifications and Eager to try new, exotic and local food, South Indian food is most likely food as compared to other, I prefer destination based on the restaurants
- There is significant difference between occupation and Satisfaction with South Indian food is Good, South Indian Cuisine promote culinary tourism. There is no significant difference between occupation and Eager to try new, exotic and local food, South Indian food is most likely food as compared to other, I prefer destination based on the restaurants.
- There is significant difference between marital status and South Indian food plays role for tourist retention. There is no significant difference between marital status and Food is the motive of my Travel, Marketing has an impact of preference of food, Food is kept as a centre point in the destination, Marketing strategies are based food choices.
- There is significant difference between income and South Indian food plays role for tourist retention. There is no significant difference between income and Food is the motive of my Travel, Marketing has an impact of preference of food, Food is kept as a centre point in the destination, Marketing strategies are based food choices.
- There is significant difference between frequency of eating of respondents and Marketing has an impact of preference of food, Food is kept as a centre point in the destination. There is no significant difference between frequency of eating of respondents and Food is the motive of my Travel, South Indian food plays role for tourist retention, Marketing strategies are based food choices.
- There is significant difference between the preference of food of respondents and Marketing strategies are based food choices. There is no significant difference between the preference of food of respondents and Food is the motive of my Travel, South Indian food plays role for tourist retention, Marketing has an impact of preference of food, Food is kept as a centre point in the destination.
- By using factor analysis it is found that the Kaiser-Meyer-Olkin measure of sample adequacy proves to be 0.899 which is above 0.6, a measure enough to carry out the factor analysis. The Bartlett's test of Sphericity also proves to be significant to process with factory analysis.

SUGGESTION

- The research based on the present study has few suggestions to make the study on role of south indian cuisine in destination marketing and restaurants in coimbatore effective and more sustain.
- Based on the results, it appears that South Indian cuisine plays an important role in attracting culinary tourists to Coimbatore.
- To capitalize on this, restaurants in the area should continue to offer authentic and diverse menu options, while also utilizing their food as a marketing tool.
- Marketing strategies should focus on promoting the unique aspects of Coimbatore's gastronomy and how it contributes to the overall travel experience.
- This can be done by highlighting the local food culture in the city's marketing campaigns, organizing food festivals and events, and encouraging local restaurants to serve authentic South Indian cuisine.
- Collaboration between restaurants and local food producers can also help in promoting the region's unique culinary offerings and boosting the local economy. Coimbatore can establish itself as a must-visit destination for food enthusiasts and promote sustainable tourism in the region.

CONCLUSION

- South Indian cuisine plays a significant role in destination marketing and the restaurant industry in Coimbatore. The study found that tourists are eager to try new, exotic and local foods, and consider themselves as culinary tourists.
- They prefer destinations with good food options and are interested in trying local cuisine. Therefore, promoting the local South Indian cuisine can attract more culinary tourists to Coimbatore.
- It is also essential for restaurants to focus on their marketing strategies and use food as a marketing tool to attract more tourists.
- Overall, the promotion of South Indian cuisine in destination marketing and the restaurant industry can have a positive impact on the tourism industry in Coimbatore.
- Destination marketing organizations can collaborate with restaurants to create food-centric campaigns that showcase the unique and diverse cuisine of the region.
- These efforts can help Coimbatore become a leading culinary tourism destination in South India.

CHAPTER 6

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CHAPTER 7

ANNEXURE

QUESTIONNAIRE

Dear Respondent!

I, **Jamuna.R** pursuing MBA Tourism and Travel Management from Avinashilingam Institute for Home science and Higher Education for Women, Coimbatore, and conducting research titled "**A STUDY ON ROLE OF SOUTH INDIAN CUISINE IN DESTINATION MARKETING AND RESTAURANTS IN COIMBATORE**". Therefore, a survey is being undertaken to study the opinions. I request you to spare your valuable time in filling this questionnaire. All the information that you provide will be used for Academic and Research purpose only.

Place:

Thank You.....

1) Gender:

- a) Male []
- b) Female []
- c) Others []

2) Age:

- a) 20-25 []
- b) 26-35 []
- c) 36- 50 []
- d) above 50 []

3) Place of origin:

- a) Tamilnadu []
- b) Kerala []
- c) Karnataka []
- d) Other Indian State []

4) Educational qualification:

- a) Graduation []

- b) Post Graduation []
- c) Diploma []
- d) Other []

5) Occupation:

- a) Student []
- b) Government []
- c) Private []
- d) Self- employed []
- e) Retired []

6) Marital Status:

- a) Single []
- b) Married []

7) Your Family Type:

- a) Nuclear family []
- b) Joint family []

8) Income

- a) 25,000 – 50,000 []
- b) 50,000 to Rs.1,00,000 []
- c) 1,00,000 to 2,00,000 []

9) Number of member in the family

- a) 2 and below 2 []
- b) 3-4 []
- c) 5-6 []
- d) above []

10) Frequency of eating at the restaurant in a month?

- a) 0-1 times in a month
- b) 1-2 times in a month
- c) 2-3 times in a month

11) Which food you generally prefer eating out with friends and family

- a) South Indian cuisine
- b) North Indian cuisine
- c) Continental cuisine
- d) Chinese cuisine
- e) Fast food

12) If you go out with family or friends you would prefer to dine in a

- a) Ethnic food stall
- b) Fast food outlet
- c) Multi-cuisine Restaurant

13) Preference of Food

- a) Vegetarian
- b) Non Vegetarian

14) Type of South Indian meal you prefer

- a) Breakfast
- b) Lunch
- c) Dinner
- d) All the above

15) Kindly tick the appropriate answer:

Strongly Disagree-1, Disagree -2, Neutral-3, Agree-4, Strongly Agree-5

S.NO	QUESTIONS	Strongl y Agree (5)	Agree (4)	Neutra l (3)	Disagree (2)	Strongl y Disagre e (1)
1	While on holiday ,I am eager to try new, exotic and local food					
2	I consider myself as a culinary tourist (interested in cuisine related activities)					
3	I Would like to travel to certain holiday destinations because of the culinary it has to offer (Domestic and International)					
4	South Indian food plays an important role for tourist retention.					
5	The tourists prefer to have fusion cuisine.					
6	Food is the motive of my Travel					
7	The restaurants offer variety of menu options					
8	My level of satisfaction with South Indian food is significantly Good					
9	I felt that the food served in restaurants was authentic					
10	Marketing has an impact of preference of food of the tourist					
11	I consider that South Indian food is most likely food as compared to other regional food					
12	The ambiance of the restaurant compliments the food acts as a marketing tool.					
13	The marketing strategies are based on the South Indian food choices of tourists					
14	I prefer destination based on the restaurants					
15	Food is kept as a centre point while deigning the destination					

16	Interested in trying local food and beverages in Coimbatore					
17	I recommend Coimbatore for South India Cuisine Destination					
18	I believe South Indian Cuisine promote culinary tourism in Coimbatore					
19	I enjoy eating South Indian Cuisine					
20	I often suggest my Friends to prefer South Indian Cuisines					
21	Satisfied with Coimbatore Gastronomy					
22	Felt variety cooking method					
23	Had experienced a variety of Southern Cuisines in Coimbatore					
24	Felt crave on any Southern Cuisine					
25	Marketing has impact on the food preference of tourist					

SUGGESIONS IF ANY _____

THANK YOU