

# A Study on Foreign Customer Concerns and Responses to International Cuisine in Ernakulam District

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## ABSTRACT

We should embrace our heritage through our cultures food but we should also become more informed about other cultures by trying their foods. It's important to remember that each dish has a special place in the culture to which it belongs, and is special to those who prepare it. Food is a portal into culture, and it should be treated as such. The results of this study are important when considering the international cuisine and the foreign response. Yeoman and McMahon –Beatte (2018, p.166).point out that considering the future “encourages students to search, define and negotiate their own understandings of the problem”. Thinking about the international cuisine may help students who will become future Hospitality managers to identify what is valuable (therefore is worth protecting and researching) about their own culinary capital.

**Keywords:** Cuisine, Food culture, Food heritage

## INTRODUCTION

We are grown up eating the food of our cultures. It becomes a part of who each of us is. Many of us associate food from our childhood with warm feelings and good memories and it ties us to our families, holding a special and personal value for us. On a larger scale, food is an important part of culture. Traditional culture is passed down from one generation to the next. It also operates as an expression of culture identity. Immigrants bring the food of their countries with them wherever they go and cooking traditional food is a way of preserving their culture when they move to new places.

Many open their own restaurants and serve traditional dishes. However, the food dose not remains exactly the same. Additionally, when immigrants sell food in another country, they do not only sell it to people from the same countries as them, but to people from different countries. Therefore, they have to alter the original dishes to cater to a wider range of customers with distinct tastes and flavour preferences. Alterations to original dishes can create new flavours that still retain the cultural significance on the dish.

### ❖ OBJECTIVES OF THE STUDY

- Understand the concept of international cuisine.
- Be able to identify given ingredients, their origin and history.
- Identify different types of world cuisine.
- Distinguish between types of world cuisine.

### ❖ DATA COLLECTION METHOD

The data for the study is collected from secondary data.

- **PRIMARY DATA:** Primary data was collected from the foreigners who visited Fort Kochi, a tourist destination in Ernakulam district, Kerala, India through Structured Questionnaire Method.
- **SECONDARY DATA:** Secondary data is the process of reprocessing and resumming collected information. Secondary data was collected from books, magazines, editorial, and official websites. It was also obtained from research papers, newspapers, project reports etc.

### REVIEW OF LITERATURE

Researcher has surveyed the some review-literatures and tried to know the Present state of knowledge.

1. **Montanari & Staniscia**(2009) stressed that food is not merely a source of nourishment: depending on production methods, food can also become a cultural reference point, an element of regional development and a tourist resource. This occurs with “local” food, representing a model of production and consumption which suggests a strong link with the region in which the food is produced.
2. **Amira**, (2009). In their study evaluates the role of local food in tourism promotion. It also focuses on economic development, exploring the potential for creating linkages between local food and tourism in the context of sustainable tourism practices. The research is based on a case study of the Republic of Maldives, a country which has gained success in the international tourism market by promoting the natural beauty of its tropical islands.
3. **Mykletun**,(2009) portrayed the changing status and use of a traditional Norwegian meal, Smalahove, in designing tourist experience through a mixed-method case study approach. Authors found that entrepreneurs in the Voss region had developed a new commodification approach to a culinary heritage.
4. **Henderson** (2010) shows that food hawking in Singapore, just as in many other countries, serves a number of purposes, including meeting local food needs and providing food experiences for tourists. Her research indicates that the government promotes food hawkers as “unique icons of Singapore”, but at the same time threatens the authenticity of hawking through regulation and control.
5. **Sengupta**, (2010) examines themes related to cooking, food, nutrition, and the relationship between dietary practice and health in late-nineteenth century and early-twentieth century Bengal, and argues that food and cuisine represented a vibrant site on which a complex rhetorical struggle between colonialism and nationalism was played out.
6. **Fernandes, C.** (2011) suggests that Viana do Castelo strengthened its creative spaces, and thus its creative energy, by preserving heritage buildings as well as constructing a cultural transformation through better building design to showcase the uniqueness of the destination. The objective of this

paper is to identify creativity strategies developed in Viana do Castelo for building the necessary infrastructure and environment in which creative tourism can flourish and to create awareness and share best practices with destinations facing similar challenges.

7. **Mohanram**(2011) examines the relationship between feast and famine, the logic of modernity and imperial rule. It juxtaposes two different ‘texts’ of British imperialism – the 1878 cookbook Culinary Jottings of Madras and the Madras famine of 1875–1878 – to examine the dynamics between feast and famine, not only under imperial rule, but also in the present.
8. **Hillel & Shani**(2013) study incorporates examples which illustrate its theoretical proposition regarding the need to substantiate authenticity by offering gastronomic products and experiences that faithfully communicate an intimate link between food, place and the local community. Furthermore, Bessi re,(2013) proposed the use of food to investigate the process of heritage construction or ‘heritagisation’ as an important issue for rural tourism promotion.
9. **Bali**,(2014) advocates that despite of multiple religions existence in India, the Hindu and the Muslim traditions have influenced Indian cooking and food habits as per their own culinary practices. Each and every invader came up with culinary innovations and it really took the shape of super specialty while mixed with Indian traditional practices if not fully at least a part.
10. **Sarkaret. al.**(2015) revealed that lentils and rice were the combinations of complementary nutritional elements consumed by Aryans (Sen, 2004). However, The study conducted by Sarkaret. al. further concluded that there is so much diversity in traditional health foods of India because the regional health foods have evolved according to the climate, culture, and cropping practices of a particular region. In order to preserve the food heritage authors’ recommended a national survey to document the existing food heritage.

## **Popular International Food Cuisine in Ernakulam District**

### **FRENCH CUISINE**

French cuisine has evolved extensively over centuries. Rich cuisine usually accompanied by a number of wines .There is many dishes that are considered part of nation’s national cuisine today. French cuisine developed throughout the influenced by the many surrounding cultures of Spain, Germany and Belgium, in addition to its own food traditions on the long western coastlines of Atlantic, the channel and inland. French cooking away from its foreign influences and developed France’s on indigenous style Cheese and fines are a major part of the cuisine.

### **ITALIAN CUISINE**

Italian cuisine is Mediterranean cuisine consisting of the ingredients , recipes and cooking techniques developed across the Italian peninsula since antiquity, and later spread around the world around together with waves of Italian diaspora .significant changes occurred with the colonization of the America and the introduction of potatoes , tomatoes capsicums ,maize and sugar beete. Many dishes that were once regional have proliferated with variations throughout the country. Italian cuisine offers an abundance of taste and is one of the most popular and copied around the world.

### **SPANISH CUISINE**

Spanish cuisine consists of the cooking traditions and practices from Spain.olive oil is heavily used in Spanish cuisine .it’s forms the base of many vegetable sauce (known in Spanish as sofrito).Herbs most commonly used include parsley, oregano, rosemary and thyme .The use of garlic has been noted as

“common to all Spanish cooking .The most used meats in Spanish cuisine include chicken, pork, lamb and veal .Fish and seafood are also consumed on regular basis

### **TURKISH CUISINE**

Turkish Cuisine is always a pleasant surprise for the visitor. In addition to being the refined product of centuries of experience, Turkish Cuisine has a very pure quality. The variety and simplicity of the recipes and the quality of the ingredients are guarantees of delicious meals. Kebabs are dishes of plain or marinated meat either stewed or grilled. Almost every district of Anatolia has its own kebab specialty. Lamb is the basic meat of Turkish kitchen.. It can be cooked with onions, garlic and tomatoes and served cold as Imam bayildi (imam fainted). A delicious Turkish specialty is Pilav, a rice dish which is difficult for the inexperienced cook to prepare.In the Black Sea region of Turkey they make a great dish with rice and smallfish: Hamsili pilav. Another interesting dish from the same region is Mirolooto. Börek are pies of flaky pastry stuffed with meat, cheese or potatoes. The delicious Turkish natural yoghurt is justifiably renowned.

### **THAI CUISINE**

Since the explosion in tourism to Thailand in the 1980’s Thai food has established a foothold as one of the world’s leading schools of the culinary arts. It is one of the 5 most popular food types globally, the others being Indian, Chinese, French, and Italian. When you visit Thailand, although it is possible to enjoy western food, historically there were many Szechwan influences in Thai cuisine, although over the centuries many other influences have affected Thai food. In a more distant past, Buddhist monk brought an Indian touch, and southern Muslim states influenced the cooking in the south of Thailand. Much later, Thai food was influenced by European cuisine after contact with Portuguese missionaries and Dutch traders.

### **MEXICAN CUISINE**

Mexican cuisine consists of the cooking cuisines and traditions of the modern country of Mexico. Its earliest roots lie in Mesoamerican cuisine. Its ingredients and methods begin with the first agricultural communities such as the Maya who domesticated maize, created the standard process of maize nixtamalization, and established their food ways (Maya cuisine). Successive waves of other Mesoamerican groups brought with them their own cooking methods.

### **FINDINGS**

- 100 respondents , majority customers availing quality foods
- Among the respondents’ mostly visit grand and quality hotels like Grand Hyatt , Kochi Marriott and Fort Kochi Restaurants
- Majority of the respondents’ are were of opinion that the level of satisfaction of food was good
- The most sold out food products are traditional food items of cochin
- The good number of respondents has the opinion that having more international cuisine in Kochi.
- Among the respondents the majority customers mainly search for domestic food rather than international cuisine
- Customers were mostly satisfied with the service management.

- We observed that restaurant and hotels have good manners and service while having interaction with foreign customers and in food service.
- We observed that the customers having a smile in face while having the food
- They are also opinion that more restaurants and hotels should be in the Ernakulum district
- Many respondents' feel that being safe and happy in hotels and restaurant
- We observed that the customers are more in men number and females are less.
- Majority of the respondents face some language issue while dealing with local
- They are satisfied with the food availability and taste

## SUGGESTIONS

- Be honest, straight forward and approachable while dealing with customers
- The correct address and information must be provided
- You must knowledge about the international cuisine and its available place
- You should be aware of the basic languages and wanted information
- Cuisines is all about quality and taste it should be protected
- It essential to have good service management and knowledge about different languages in hotels and restaurant
- Cuisine world having high competition so constant change and new innovation in food items to stay on top
- The biggest challenges for the cuisine are quality, taste and service management while interacting with customers. Also maintain a good reputation in market and world

## CONCLUSION

The results of this study are important when considering the international cuisine and the foreign response .Yeoman and McMahon –Beatte (2018, p.166).point out that considering the future “encourages students to search, define and negotiate their own understandings of the problem”. Thinking about the international cuisine may help students who will become future Hospitality managers to identify what is valuable (therefore is worth protecting and researching) about their own culinary capital The research also reminds one of the importance of food for place identity and as a valuable marketing and promotional vehicles for countries and culture. However also appears to show that the international cuisine exposes you to new food experiences which can lead to great understandings in the food culture

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