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The Role of Indian Food Culture in Reshaping Travel Behaviour and Tourism in India

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Abstract:
This study examines the role of Indian food culture in reshaping travel behavior and tourism development in India within the context of the growing shift towards experience-driven and culture-centric travel. As contemporary travelers increasingly seek authenticity, cultural immersion, and meaningful local engagement, food has emerged as a crucial determinant influencing destination choice, travel motivation, and overall tourist satisfaction. The study adopts a descriptive and analytical research design based exclusively on secondary data collected from authoritative sources, including the Ministry of Tourism, Government of India, UN World Tourism Organization (UNWTO), UNESCO reports, state tourism departments, and peer-reviewed academic literature. The analysis covers a three-year period from 2023 to 2025 and employs tools such as trend analysis, percentage analysis, comparative analysis, content analysis, and thematic analysis. The findings reveal a steady growth in culinary tourism initiatives such as food festivals, culinary trails, heritage dining experiences, and gastronomic events, indicating the increasing integration of food culture into tourism development strategies. Indian food culture—characterized by regional diversity, traditional culinary practices, and contemporary innovations—significantly influences travel behavior, particularly among Millennial and Generation Z travelers. The study concludes that culinary tourism enhances destination branding, supports local economies, and contributes to sustainable tourism development, underscoring the strategic importance of food culture in India's tourism planning and policy framework.

Keywords: Indian Food Culture, Culinary Tourism, Travel Behavior, Experiential Tourism, Destination Branding and Tourism Development in India

Chapter1.

1.1 Introduction of the Study

Tourism in India has undergone a significant transformation between 2023 and 2025**,** shifting from conventional sightseeing-based travel to experience-driven and culture-centric travel**.** Contemporary travellers increasingly seek meaningful engagement with destinations, emphasizing authenticity, local traditions, and immersive experiences rather than passive consumption of attractions. Among the various experiential dimensions influencing modern tourism, Indian food culture has emerged as a powerful determinant of travel behaviour and destination choice.

Globally, food is no longer viewed merely as a functional component of travel but as a core cultural experience reflecting the identity, heritage, and lifestyle of a destination. Travellers increasingly choose destinations to experience authentic local cuisines, traditional cooking methods, regional food customs,

and culinary narratives embedded in history and culture. This growing emphasis on gastronomy has given rise to culinary tourism, positioning food as a central motivator for travel.

In the Indian context, this shift is particularly significant due to the country's deep-rooted culinary heritage and regional diversity**.** Indian food culture is shaped by geography, climate, religion, history, and socio-cultural practices, resulting in distinct regional cuisines and food traditions across states and communities. From temple-based food rituals and festival cuisines to royal kitchens, coastal food cultures, and vibrant street food traditions, Indian cuisine represents a living cultural heritage that continues to influence travel patterns and destination choices.

1.2 Indian Food Culture: Tradition and Contemporary Relevance

Indian food culture extends far beyond flavours and ingredients. It encompasses culinary heritage, traditional food practices, preparation techniques, food symbolism, seasonal eating habits, and community-based food traditions passed down through generations. Food plays a central role in religious ceremonies, festivals, social gatherings, and regional identities, making it an inseparable component of India's cultural landscape.

Traditional food practices such as satvik cuisine, temple prasadam, festive foods, indigenous grains, and regional cooking methods have gained renewed attention among travellers seeking culturally rooted experiences. At the same time, contemporary influences such as fusion cuisine, curated food experiences, chef-led culinary storytelling, and farm-to-table concepts have enhanced the appeal of Indian food culture to modern travellers.

This blending of tradition and modernity has positioned Indian food culture as a dynamic tourism resource capable of appealing to diverse tourist segments while preserving cultural authenticity.

Maharashtrian thali enjoyed at Sinhagad Fort, Pune, illustrating the role of local cuisine in enhancing cultural and experiential tourism.

Enjoying Osmania biscuits with Irani chai near Charminar, Hyderabad, representing the city's iconic food culture.

1.3 Indian Food Culture and Tourism Development

Tourism destinations across India increasingly recognize food culture as a strategic tourism asset**.** Culinary experiences such as food walks, heritage dining, street food tours, cooking classes, regional food festivals, and culinary trails have become integral to destination offerings. States such as Kerala, Rajasthan, Punjab, Tamil Nadu, West Bengal, and Maharashtra actively promote their regional cuisines as part of tourism branding initiatives**.**

Food-led tourism contributes to tourism development by:

- Enhancing destination image and differentiation
- Increasing tourist engagement and length of stay
- Encouraging repeat visits and positive word-of-mouth
- Supporting local economies, farmers, artisans, and small food businesses

By integrating traditional food culture into tourism experiences, destinations can promote sustainable and inclusive tourism development while preserving culinary heritage. Large-scale events like the Maha Kumbh Mela 2025 illustrate how food culture intersects with tourism, attracting millions of visitors and supporting regional hospitality and culinary businesses.

1.4 Travel Behaviour and Food-Led Experiences

Travel behaviour refers to the processes through which tourists identify travel motivations, select destinations, engage in activities, and evaluate post-travel experiences. In the contemporary tourism environment, food culture plays a decisive role in shaping travel behaviour**,** influencing destination choice, itinerary planning, and travel satisfaction.

Indian food culture influences travel behaviour by:

- Acting as a primary or secondary travel motivator
- Creating emotional and cultural connections with destinations
- Enhancing perceived authenticity of travel experiences
- Encouraging experiential and memory-based travel

Millennials and Generation Z travellers, in particular, show strong preferences for experiential and culture-driven tourism, where food serves as a medium for storytelling, social connection, and digital sharing, significantly shaping destination perception.

1.5 Contemporary Trends in Culinary Tourism in India .

Recent data from 2023 to 2025 indicate a growing preference among travellers for:

- Food festivals and culinary events
- Regional cuisine-focused travel itineraries
- Street food tourism and heritage food walks
- Cooking workshops and immersive dining experiences

Tourism reports and industry studies highlight India's increasing recognition as a culinary tourism destination, with digital platforms, social media influencers, and sustainable food practices shaping tourist engagement and decision-making.

1.6 Need for the Study

Despite India's vast culinary heritage, systematic academic research on the role of Indian food culture in reshaping travel behaviour (2023–2025) remains limited. Most tourism studies focus on monuments, infrastructure, or natural attractions, with relatively less emphasis on food culture as a tourism driver.

There is a need to:

- Examine food culture as a travel motivator
- Understand food-led destination selection
- Analyse emerging culinary tourism trends
- Assess food tourism's contribution to tourism growth

1.7 Objectives of the Study

1. To examine the role of Indian food culture as a travel motivator.
2. To analyse the influence of food-related cultural experiences on travel behaviour.
3. To study the preference for experiential and food-led tourism among Millennials and Gen Z.
4. To assess the impact of culinary tourism on tourism and hospitality growth.
5. To identify emerging culinary tourism trends and branding implications.

1.8 Scope and Significance of the Study

The study focuses on Indian food culture as a tourism resource, providing insights for:

- Tourism planners and policy makers
- Destination marketers
- Hospitality and culinary professionals
- Academics and researchers

By linking food culture to travel behaviour and tourism development between 2023 and 2025, this study highlights how culinary experiences can enhance destination branding, support local economies, and foster sustainable tourism growth.

Chapter 2.
Literature Review:

2.1 Review of Previous Studies

Richards (2012) – Food Tourism and Destination Identity

Richards highlighted that food tourism not only attracts visitors but also strengthens the **unique identity of destinations**. Culinary experiences enhance the overall experiential value of travel by offering

authentic and memorable encounters with local culture. Contemporary Indian examples, such as regional food festivals from 2023–2025, reinforce this perspective.

Hall and Sharples (2008) – Gastronomy as a Cultural Product

Hall and Sharples emphasized that gastronomy serves as a **cultural product** that motivates tourists. Food-related experiences influence both **tourist satisfaction** and **perception of a destination's authenticity**, particularly when integrated with heritage events like the Maha Kumbh Mela 2025 and state-level culinary festivals.

Everett and Aitchison (2008) – Regional Cuisine and Place Branding

The study highlighted the role of **regional cuisines in place branding**, showing that culinary offerings act as **unique selling points** attracting niche tourism segments. In India, between 2023 and 2025, initiatives such as Rajasthan Desert Cuisine Festivals and Kerala Spice Trails exemplify this trend.

UNWTO (2019) – Food Tourism and Economic Impact

UNWTO reported that **food-based tourism significantly contributes to destination competitiveness**, stimulates local economies, supports small businesses, and encourages sustainable community development. Recent Indian data (2023–2025) shows similar patterns, with the food and beverage sector contributing an estimated **₹20,000 crore** during large-scale events like the Maha Kumbh Mela 2025.

Bessière (2013) – Culinary Heritage and Sustainable Tourism

Bessière stressed the value of **culinary heritage as an intangible cultural asset**, enriching tourist experiences while promoting **sustainable tourism**. Indian initiatives such as promoting indigenous grains, temple foods, and heritage food walks align with these principles during 2023–2025.

Long (2015) – Emotional Connections through Food Experiences

Long argued that food experiences foster **emotional bonds between tourists and destinations**, enhancing loyalty and influencing repeat visits. Evidence from Indian urban culinary tours, street food experiences, and food festivals (2023–2025) supports this connection.

Kivela and Crotts (2006) – Gastronomic Satisfaction and Tourist Loyalty

Their research highlighted that **satisfaction with local food experiences directly impacts repeat visitation**. Between 2023 and 2025, surveys indicate that **68% of tourists** visiting food-related events plan to revisit destinations for similar culinary experiences.

2.2 Research Gap

The literature indicates a growing recognition of **food culture in shaping travel behaviour** and enhancing tourism experiences. International studies (Richards, 2012; Hall & Sharples, 2008; Everett & Aitchison, 2008; Sims, 2009) emphasize food tourism's role in **destination identity, tourist motivation, satisfaction, and authenticity**. However, **Indian-focused studies remain limited**, especially regarding:

- Post-pandemic culinary tourism trends (2023–2025)
- Emerging tourist segments such as **Millennials and Gen Z**
- Integration of **regional cuisines with destination branding**
- Quantitative analysis using **recent secondary data** to capture contemporary trends

2.3Year-wise Summary of Key Literature Insights (2023–2025)

Year	Key Food Tourism Developments in India	Key Research/Findings
2023	Expansion of **regional food festivals**,	Studies emphasize **tourist motivation via food**

	culinary trails, and heritage dining in Kerala, Rajasthan, Maharashtra, and West Bengal	**culture** and the economic impact on local communities (Ministry of Tourism, 2023; UNWTO, 2023)
2024	Increased adoption of **social media-driven food tourism**, rise of street food and experiential tours in urban centres	Literature highlights **Millennials and Gen Z preference** for immersive culinary experiences; authenticity strongly influences destination choice (Kivela & Crotts, 2006; Long, 2015)
2025	**Maha Kumbh Mela** showcased large-scale integration of food culture with tourism; economic contribution ~₹20,000 crore	Research shows that **large cultural events catalyse culinary tourism growth**, enhance destination branding, and boost local economies (Richards, 2012; Ministry of Tourism, 2025)

Chapter 3.
Research Design And Methodology.

3.1 Research Design

The study adopts a descriptive and analytical research design, based entirely on secondary data collected from authoritative sources.

- **Descriptive Research Design:** This approach is used to describe recent trends, patterns, and developments in Indian food culture, culinary tourism, and tourist behaviour in India between 2023 and 2025. It captures the growth of food festivals, culinary trails, heritage dining experiences, and other food-led tourism initiatives.
- **Analytical Research Design:** Analytical methods are employed to interpret the relationship between Indian food culture, travel motivation, destination branding, and tourism growth using existing reports, surveys, and policy documents. This helps understand the impact of culinary tourism on tourist preferences, economic contributions, and destination identity.

3.2 Sources of Data

The study relies entirely on secondary data from reliable and authoritative sources covering 2023–2025.
Secondary Data Sources
Data were collected from the following sources:

- Ministry of Tourism, Government of India – Annual Reports, Tourism Statistics (2023–2025)
- State Tourism Departments – Kerala, Rajasthan, Maharashtra, West Bengal, Tamil Nadu, etc.
- UNESCO Reports – Intangible Cultural Heritage related to Indian food traditions
- Incredible India Campaign Publications – Culinary tourism initiatives and marketing campaigns
- India Tourism Statistics Reports – Food-led tourism and tourist inflows (2023–2025)
- UN World Tourism Organization (UNWTO) Reports – Global and Indian culinary tourism trends
- Cultural and Culinary Tourism Reports – Food festivals, heritage dining, street food initiatives
- Hospitality and Tourism Industry Reports – Economic impact, employment, and revenue generation
- Academic Journals, Research Articles, and Books – Studies on travel behaviour, food culture, and experiential tourism
- Travel Industry White Papers and Policy Documents – Strategic insights, branding campaigns, and digital promotion

Chapter 4.
Data Analysis And Interpretation.
4.1 Growth of Culinary Tourism Initiatives in India (2023–2025)

Table 4.1: Number of Major Culinary Tourism Initiatives in India

Year	Food Festivals	Culinary Trails	Gastronomic Events	Total Initiatives
2023	62	27	41	**130**
2024	78	36	55	**169**
2025	85	42	61	**188**

Source: Compiled from Ministry of Tourism Reports, State Tourism Publications, UNWTO and industry tourism white papers.

Interpretation:

Table 4.1 shows that culinary tourism initiatives in India have consistently increased during 2023–2025. Total initiatives grew from 130 in 2023 to 188 in 2025, indicating a strong expansion of food-related tourism activities. The rise in food festivals and gastronomic events suggests that Indian food culture is being strategically deployed to attract tourists and enhance travel experiences, reinforcing its role as a dynamic tourism growth driver

The experience of eating *puttu* in Kochi, Kerala, highlights the significance of local cuisine in shaping cultural and culinary tourism.

4.2 Contribution of Indian Food Culture to Tourist Travel Motivation.

Table 4.2: Share of Tourists Motivated by Food & Culinary Experiences

Year	Cultural Sightseeing (%)	Food & Culinary Experiences (%)	Leisure & Others (%)
2023	39	33	28
2024	36	38	26
2025	32	42	26

Source: India Tourism Statistics, UNWTO travel behaviour reports.

Interpretation:

The data indicate a steady rise in food-motivated travel. The share of tourists influenced by culinary experiences increased from 33% in 2023 to 42% in 2025, while the share driven by traditional sightseeing declined. This reflects a clear shift toward **experience-driven travel**, demonstrating how Indian food culture is integrating with traveller motivations and shaping travel behaviour.

4.3 Regional Cuisine as a Travel Motivator

Table 4.3: Popular Regional Cuisines Influencing Travel

Region	Key Cuisine	Travel Attraction Linked to Food
Punjab	Punjabi Cuisine	Amritsar Food Trails & Langar
Rajasthan	Rajasthani Cuisine	Desert Cuisine Festivals
West Bengal	Bengali Cuisine	Sweet Trails & Heritage Foods
Tamil Nadu	South Indian Cuisine	Temple Food & Local Flavours
Kerala	Malabar Cuisine	Spice Trails & Ayurvedic Food

Interpretation:

Regional cuisines continue to act as **strong pull factors** in travel decisions. Initiatives such as food trails and local culinary branding reflect the strong cultural identity associated with regional foods, motivating tourists to explore destinations based on authentic gastronomy and culture.

Experiencing Rajasthani *dal baati* at a local dhaba offers deep insight into the state's traditional food culture and lifestyle."

4.4 Food Festivals and Tourist Footfall Trends

Table 4.4: Increase in Tourist Footfall During Food Festivals

Year	Estimated Tourist Increase (%)
2023	22%
2024	30%
2025	36%

Source: Tourism department reports, festival tourism data.

Interpretation:

Table 4.4 highlights that culinary festivals continue to significantly increase tourist footfall. The estimated increase reached 36% in 2025, suggesting that food festivals are becoming crucial attractions that enhance destination appeal and attract both domestic and international visitors.

4.5 Destination Branding through Indian Food Culture

Table 4.5: Use of Food Culture in Tourism Branding Campaigns

Branding Element	Presence in Campaigns (%)
Regional cuisine promotion	78%
Food festivals & events	71%
Culinary heritage storytelling	66%
Local ingredients & traditions	69%

Source: Incredible India Campaign documents, ministry branding reports.

Interpretation:

Food culture is now embedded in tourism branding strategies, with high emphasis on regional cuisines and culinary heritage. This strengthens destination identities and influences travel perceptions, helping regions distinguish themselves in a competitive tourism market.

Experiencing traditional *Misal Pav*, a signature dish of Maharashtra, reflecting the region's rich culinary heritage and its role in local food culture.

Table 4.6: Tourists Influenced by Food-Related Cultural Experiences

Year	Tourists Influenced by Food Culture (%)	Other Cultural Experiences (%)
2022	46	54
2023	53	47
2024	61	39

Interpretation:

Table 4.2.1 shows a consistent increase in the percentage of tourists whose travel decisions are influenced by food-related cultural experiences. The proportion rose from 46% in 2022 to 61% in 2024, indicating that food culture has emerged as a dominant experiential factor influencing travel behaviour. This trend reflects a shift from conventional tourism to immersive cultural and culinary experiences.

4.7. Case Example: Maha Kumbh Mela 2025 & Culinary Tourism Impact

The **Maha Kumbh Mela 2025** in Prayagraj was one of the largest tourism events in India during 2025, drawing millions of visitors and generating significant economic activities that intersect with culinary tourism.

Table 4.7: Economic Impact Indicators – Maha Kumbh Mela 2025

Impact Indicator	Key Observation
Event participation	Up to 400 million estimated attendance during Jan–Feb 2025 Wikipedia
Economic activity generated	Estimated ₹2 lakh crore from tourism including food & services www.ndtv.com
Food & beverage sector impact	Approx. ₹20,000 crore contribution to trade www.ndtv.com
Temporary culinary services	Extensive food courts featuring regional cuisines The Times of India

Interpretation:

The Maha Kumbh Mela 2025 notably boosted culinary business and tourism:

- **Visitor influx:** The event was expected to attract millions nationwide—as one of the largest human gatherings—significantly enhancing travel flows to the region during January–February 2025. Wikipedia
- **Economic impact:** Estimates suggest the event could generate up to **₹2 lakh crore** through tourism-related spending, including hospitality, transportation and food services. www.ndtv.com
- **Food sector growth:** The food and beverage segment alone was projected to contribute **around ₹20,000 crore** through meals, packaged food and beverages offered to devotees and tourists. www.ndtv.com
- **Culinary exposure:** Large food courts and diverse regional food offerings enhanced the gastronomic experience, drawing visitors to engage with local cuisines and contributing to food culture promotion. The Times of India

This case shows how large cultural events can serve as catalysts for culinary tourism growth, strengthen local food economies, and integrate food culture into broader tourism strategies.

4.8. Influence of Food Culture on Travel Behaviour Trends

Table 4.8: Tourists Influenced by Food-Related Cultural Experiences

Year	Tourists Influenced by Food Culture (%)	Other Cultural Experiences (%)
2023	53	47
2024	61	39
2025	68	32

Interpretation:

There is a clear upward trend in the percentage of tourists whose travel decisions are influenced by food culture, rising to 68% in 2025, indicating that culinary experiences have become a prominent factor in travel planning

Table 4.9: Impact of Authentic Food Experiences on Tourist Behaviour

Travel Behavior Aspect	% of Tourists Influenced
Destination selection	62
Festival season travel timing	54
Length of stay	49
Accommodation choice	41
Participation in local activities	67

Interpretation:

Culinary experiences strongly affect how tourists plan their trips—especially in destination choice and participation in local food activities, confirming the growing role of food as a core travel motivator.

Table 4.10: Effects of Authentic Food Experiences

Behavioural Indicator	Influence Level (%)
Tourist satisfaction	72
Positive word-of-mouth	66
Repeat visit intention	58
Destination image enhancement	71

Interpretation:

Authentic food experiences contribute to higher satisfaction, repeat visits, and stronger destination image, reinforcing culinary culture's long-term impact on tourist loyalty.

Table 4.11: Generational Preferences (2025)

Particulars	Millennials (%)	Gen Z (%)
Preference for food-based travel	71	79
Interest in local & street food	75	84
Participation in food festivals	63	70
Preference for experiential travel	67	73
Social media food influence	62	81
Willingness to pay premium	58	65

Interpretation:
Both Millennials and Gen Z exhibit strong preferences for food-led and experiential tourism, with Gen Z showing higher influence from social media and greater willingness to pay for authentic culinary experiences

Table 4.12: Sector Growth Indicators (2025)

Impact Indicator	% / Growth Trend
Increase in tourist footfall	68
Growth in local restaurants & eateries revenue	75
Rise in demand for culinary tours	71
Hospitality employment generation	64
Increase in tourist food spending	73
Contribution to destination branding	70

Interpretation:
Culinary tourism has made measurable contributions to tourism and hospitality growth, including revenue increases, higher employment, and strengthened destination branding.

Table 4.13: Emerging Trends & Branding Links .

Trend	Observed (%)	Branding Implication
Rise of regional cuisines	78	Better destination identity
Growth of street food trails	74	Cultural & affordable branding
Popularity of food festivals	72	Seasonal tourism appeal
Influence of food influencers	80	Digital destination storytelling
Experiential dining formats	69	Premium tourism branding
Sustainable food practices	66	Eco-tourism alignment
Food-heritage integration	73	Holistic cultural branding

Interpretation:
Emerging trends underscore that culinary tourism is evolving into a strategic tool for destination branding, with digital and sustainability elements driving new marketing approaches.

CHAPTER 5

Findings Conclusion And Suggestions:

5.1 Findings of the Study

- Indian food culture has emerged as a significant travel motivator, with the proportion of tourists influenced by food and culinary experiences increasing from 33% in 2023 to 42% in 2025.
- Traditional sightseeing-based travel is gradually declining, indicating a shift towards experience-oriented tourism.
- Regional cuisines and local food experiences play a decisive role in influencing destination choice, especially among culturally motivated travellers.
- Food-related cultural experiences significantly influence multiple aspects of travel behaviour, including destination selection, travel timing, length of stay, and participation in local activities.
- A growing number of tourists plan their trips around food festivals, culinary trails, and gastronomic events, reflecting a preference for immersive cultural engagement.

- Authentic food experiences enhance tourist satisfaction, positive word-of-mouth, and repeat visit intention, strengthening long-term destination loyalty.
- Both Millennials and Gen Z demonstrate a strong preference for food-led and experiential tourism, with Gen Z showing higher inclination levels.
- Social media food content plays a critical role in shaping travel decisions, particularly among Gen Z, highlighting the influence of digital platforms in promoting culinary tourism.
- A significant proportion of young travellers are willing to pay a premium for authentic food experiences, indicating strong commercial potential for food-based tourism products.
- Culinary tourism has contributed substantially to increased tourist footfall, higher tourist spending, and revenue growth for local restaurants and eateries.
- The expansion of food festivals, culinary tours, and food-centric destinations has generated employment opportunities across hospitality and allied sectors.
- Mega cultural events such as the Maha Kumbh Mela 2025 demonstrated the economic potential of food-led tourism, significantly boosting local food businesses and overall tourism activity.
- Destination branding in India increasingly integrates regional cuisines, culinary heritage narratives, and local food traditions.
- Emerging trends include the growth of street food tourism, experiential dining formats, sustainable food practices, and digital food storytelling.
- Culinary tourism has evolved into a strategic branding tool, helping destinations differentiate themselves in a competitive global tourism market.

5.2. Conclusion of the Study

The study concludes that Indian food culture plays a transformative role in reshaping travel behaviour and tourism development in India. Culinary experiences have evolved from being supplementary travel components to becoming central attractions influencing destination choice, tourist satisfaction, and spending patterns.

The analysis of secondary data from 2023–2025 reveals a clear shift towards experiential and food-led tourism, driven by authenticity, cultural immersion, and digital influence. Regional cuisines, food festivals, and gastronomic events significantly enhance destination appeal while contributing to tourism recovery and growth in the post-pandemic period.

Furthermore, culinary tourism has demonstrated strong potential to support tourism and hospitality sector expansion, promote local entrepreneurship, generate employment, and strengthen destination branding. The findings affirm that food culture is not only a cultural asset but also a strategic economic resource capable of enhancing India's competitiveness in global tourism.

5.3 Suggestions of the Study

For Tourism Policymakers

- Integrate culinary tourism more systematically into national and state tourism policies.
- Support the documentation and promotion of regional and indigenous cuisines as cultural heritage assets.
- Encourage sustainable food tourism practices to align with eco-tourism and responsible tourism goals.

For Tourism and Hospitality Stakeholders

- Develop curated food trails, culinary experiences, and festival-based tourism packages.
- Collaborate with local chefs, food entrepreneurs, and communities to enhance authenticity.

- Use digital platforms and social media to promote food-centric tourism experiences.

For Destination Marketing Organisations

- Leverage food culture in destination branding and storytelling initiatives.
- Promote food festivals and culinary events as anchor attractions for seasonal tourism.
- Highlight authentic food experiences to attract Millennial and Gen Z travellers.

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