

Market Potential and Consumer Perception of Tripuri Tribal Cuisine as a Sustainable Culinary Tourism Model

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Abstract

The research paper titled “Market Potential and Consumer Perception of Tripuri Tribal Cuisine as a Sustainable Culinary Tourism Model” is set in the context of the growing importance of culinary tourism worldwide. In recent years, tourism has shifted from simple sightseeing to experience-based travel, where food plays a central role in connecting tourists with local culture and traditions.

Indigenous and tribal food systems, such as Tripuri cuisine, are deeply rooted in local ecosystems, cultural heritage, and sustainable practices. These cuisines use locally available ingredients, traditional cooking methods, and minimal processing, making them environmentally sustainable and culturally significant.

Despite their richness, such cuisines remain underrepresented in mainstream tourism due to low awareness, lack of promotion, and limited accessibility. Tripuri tribal cuisine, known for dishes like Mui Borok and its use of bamboo shoots and fermented fish, has strong potential but has not been widely explored as a tourism product.

This study is therefore undertaken to examine consumer perception, evaluate market potential, and assess whether Tripuri cuisine can be developed into a sustainable culinary tourism model. It aims to bridge the gap between cultural heritage and tourism development while promoting economic opportunities and cultural preservation

1. INTRODUCTION AND RESEARCH FRAMEWORK

The main aim of the research is to analyze the topicality of Tripuri tribal food as a part of the larger publication of culinary tourism and sustainable development. With the changing times in recent years, tourism has taken a new turn to encompass more than just sight seeing, it has taken the form of immersion and experience and food has become one of the core aspects of tourism. Culinary tourism has not only amplified the experiences of tourists but it has also been a source of cultural exchange and economic development. In the mentioned context, indigenous food systems, in this case, indigenous tribal ones have a great potential, owing to their authenticity, sustainability and cultural richness (Richards, 2012).

This paper aims to place Tripuri tribal cuisine in the frame as a possible example of the sustainable culinary tourism through the analysis of the consumer attitudes, feasibility of the market, and its suitability to the idea of sustainability.

Culinary Tourism Idea and The World Growth

Culinary tourism, also known as food tourism has become a niche but fast growing sector of the world

tourism industry. It includes the experience of traveling and local eating and drinking; the consumption of local food and beverage is an important part of the trip (Hall and Sharples, 2003). Food has become more of a major motivating element in travel and not an activity as a back-off, as a result of the transition towards experiential tourism (Ellis et al., 2018).

Italies, Thailand and Japan are some of the destinations that have capitalized on their cuisine to attract tourists across the world thus benefiting local economies and culture creation. The increased demand in the genuine, local and traditional foods underscores a bigger tendency of consumer behaviour where customers are interested in experiential and culturally engaging experiences (UNWTO, 2017). This movement has provided the opportunity to see the lesser known cuisines such as the cuisines of the indigenous and tribal communities to have a place in the tourism industry.

Significance of Indigenous and Tribal Food Systems

The systems of indigenous and tribal food are strongly rooted in the local ecosystems, cultural practices, and traditional knowledge. Sustainable harvesting, little processing, as well as dependence on local available resources, are defining features of these food systems, which makes them intrinsically correlated with the principles of sustainable development (FAO, 2013). Tribal food systems focus on ecological balance, biodiversity and community based practices unlike industrialised food systems.

Moreover, native foods are very important in maintaining culture and distinctiveness. Food is also a source of tradition and it captures all the past, beliefs, and way of life of a community (Kuhnlein et al., 2013). Within the framework of globalization where cultural homogenization has become the main issue, the popularization of tribal cuisines can serve as a tool to preserve the culture, as well as provide the local population with economic benefits.

Although important, indigenous food systems have persistently been marginalised in the mainstream tourism and commercial products because they have little awareness, documentation and infrastructures.

Presentation on Tripuri Tribal Food (Tripura Background)

The northeastern state of India, Tripura, is made up of different tribal groups such as the Tripuri, Reang, Jamatia, and Chakma communities. The Tripuri community is one of them and as a culture of eating, they have a rich culinary heritage called Mui Borok or food of the people. Tripuri food is known by its simplicity, use of locally available ingredients and unique tastes, which are obtained through fermentation and natural herbs.

The formulation of Tripuri cuisine is based on the use of key ingredients which include bamboo shoots, fermented fish (berma) and indigenous vegetables. Conventional methods of cooking such as boiling, steaming and use of minimal oil do not only increase the nutritional quality, but also capture sustainable food preparing processes. Among the dishes that are typical of this cuisine are Chakhwi, Mosdeng and Gudok.

Although the Tripuri cuisine is culturally and ecologically diverse, it has not been explored extensively as a culinary tourist destination in culinary tourism. Tripuri tribal food does not find its way into tourism policies and market constructs because unlike other regional cuisines in India, it is not well-known and has never been promoted in any way (Das, 2018).

Connection of food, culture and tourism

Food has been used as a strong channel between culture and tourism. It gives the tourists a chance to experience local traditions, customs and way of life in a physical and sensual way. Food events tend to be stories of culture that provide a revelation about who a region or locality is and what it has to say (Long, 2004).

Food as far as tourism is concerned, serves a purpose of destination branding and differentiation. Indeed, distinctive cuisines may make a destination more appealing, prolong the staying time, and boost the tourist expenditures (Bjork and Kauppinen-Raisanen, 2016). In the case of indigenous people, cultural representation and economic empowerment opportunities can be made through food tourism.

As an example, with the case of Tripuri tribal cuisine, its originality, sustainability, and cultural richness place the type of food as a potential resource in the culinary tourism segment. Nevertheless, it will be successful as a tourism model to the extent that consumers perceive it, are aware of it, and accept it in the market.

Research Problem

Although culinary tourism is gaining worldwide concern, tribal cuisines have and will still stay underrepresented and under-commercialised. This marginalisation is very pronounced especially in the example of Tripuri tribal food that has not gotten much concern among the policy makers, researchers or even the tourism industry itself.

The unavailability of empirical data on consumer perception is one of the major challenges. In analyzing the feasibility of any cuisine as a tourism product, it is important to understand how the consumers perceive these features in their tastes and authenticity as well as in health benefits and accessibility. Also, the potential of the Tripuri cuisine as a marketable product in the context of its demand, scalability, and its adaptability to the tourism systems are scarcely studied.

Research Gap

The existing literature on culinary tourism and indigenous food system offers useful information about their role in terms of cultural and economic importance. Nonetheless, the lack of integrated studies which simultaneously investigate: is quite significant.

- Consumer attitude to tribal dishes.
- Market viability and marketability.
- Sustainability aspects (environmental, cultural, and economical)

Particularly, regarding the Tripuri tribal cuisine, there is a lack of academic studies; most of them are descriptive studies, which do not provide empirical and analytical insights. The proposed research will fill this gap by becoming a comprehensive research that integrates perception analysis, market review, and sustainability analysis.

Objectives

- To examine how consumers perceive Tripuri tribal cuisine.
- To assess the potential of its market in the culinary tourism industry.
- To evaluate its sustainability as a model of tourism.

Research Questions

- What is the perception of the consumers towards Tripuri tribal cuisine based on taste, authenticity, and health value?
- What are the drivers of acceptance and market potential of the Tripuri cuisine?
- Can Tripuri tribal food serve to become a sustainable food tourism model?

2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

This section aims at providing a sound theoretical basis of the research through critical analysis of published literature on culinary tourism, sustainable tourism, indigenous food systems, and consumer behaviour in food-related tourism. This section will also focus on the formulation of a conceptual

framework that gives an understanding of how different factors will impact the consumer perception and, in turn, how market potential of Tripuri tribal cuisine is as a sustainable culinary tourism model.

Culinary Tourism Theory

Culinary tourism has become a major field in the experiential tourism where food serves as a cultural icon as well as a resource in tourism. Hall and Sharples (2003) define culinary tourism as a form of tourism that is driven by the need to experience the food culture of a destination and this may include activities like tasting the local cuisine, going to food markets and even attending food festivals. This view emphasizes experience and cultural aspects of food consumption in tourism.

Moreover, Long (2004) highlights that food is a passport to cultural identity and traditions as well as social practices. The culinary experiences will enable the tourists to interact with the local communities in a more personal and authentic way, hence improving the entire tourism experience. Ellis et al. (2018) build on this knowledge by describing various dimensions of food tourism, such as authenticity, novelty, and social interaction, all of which, to some extent, determine the satisfaction of tourists.

Theoretically, culinary tourism is directly related to the existence of so-called experience economy, wherein consumers enjoy memorable and immersive experiences and not consumption (Pine and Gilmore, 1999). In this regard, the traditional and indigenous cuisines are of great importance as they are unique and authentic thus they can be regarded as important assets in the tourism markets.

Principles of sustainable Tourism.

Sustainable tourism refers to the tourism form that satisfies the present tourists and the host communities without harming the future opportunities (UNWTO, 2013). It is based on three fundamental pillars, which are; environmental sustainability, socio-cultural preservation, and economic viability.

Environmental sustainability in tourism focuses on the responsible use of the available resources, preserving the biodiversity, and minimizing the ecological footprints. These principles are inherent to indigenous food systems, which are based on local procurement and cultural norms (FAO, 2013). The aim of the socio-cultural sustainability is to preserve the local traditions, heritage and local identity which are commonly observed in the culinary practices. Economic sustainability, however, provides that the tourism should provide revenues and jobs to the local communities.

Recent literature points out that culinary tourism has the potential of playing a great role in sustainable development by enhancing local agriculture, aiding in the small scale producers, and maintenance of traditional knowledge systems (Richards, 2012). Sustainability would however, be attained by considering the careful integration of tourism activities into the local cultural and environmental context.

Food Systems and Cultural Preservation Indigenous Food Systems.

Indigenous food systems are a multi-faceted interaction of culture, environment and traditional knowledge. Such systems are also defined by the utilization of the resources that are locally available, conventional preparation techniques, and the community-based practices (Kuhnlein et al., 2013). They not only provide food but they are also part of cultural identity and heritage.

The importance of food as a means of cultural preservation has been a commonly recognized academic concept. Food practices are manifestations of cultural values, rituals, and continuity of history (Counihan and Van Esterik, 2013). With regards to tourism, the indigenization of local cuisines can aid in the preservation of these traditions, and at the same time, bring some economic gain.

Nonetheless, globalization and modernization is a great challenge to the existence of the indigenous food systems. The growing prevalence of standard and commercialized food practices does tend to marginalize

the traditional cuisines (Johnston and Baumann, 2015). In that sense, one of the possible strategies of cultural preservation and revival is the incorporation of indigenous food systems into tourism.

Food Tourism Consumer Behaviour.

Consumer behaviour is important in determining the potential of any tourism product including cuisine in the market. Food tourism has been shown to be affected by a mix of psychological, cultural, and situational factors in consumer choice.

Taste and sensual satisfaction are key factors of food acceptance because consumers are more inclined to the familiar taste and texture (Mak et al., 2012). But there is also the concept of novelty-seeking behaviour, especially among tourists who are convinced to venture into new and exclusive cuisine. The second important aspect is authenticity since tourists tend to relate traditional and native foods to authentic culture (Kivela and Crofts, 2006).

Health perception has become also a more significant element in food decisions and the consumers tend to favor organic, natural and minimally processed foods (Sims, 2009). These preferences are well suited to the cuisines of indigenous people, which tend to focus on natural ingredients and traditional methods of cooking.

Consumer behaviour is also affected by accessibility and availability. Although a cuisine is viewed positively, the absence or low availability may affect its adoption and expansion in the market. Besides, it is possible that consumer preferences and readiness to try new foods can be moderated by socio-demographic factors (age, education, cultural exposure) (Bjork and Kauppinen-Raisa, 2016).

Critical Gap Identification.

Although the body of literature offers significant information on culinary tourism, sustainability and consumer behaviour, there are some gaps that still exist. To begin with, there are no regional research works on smaller-known cuisines, especially the cuisine of Northeast India. The tribal cuisine of Tripuri, which is quite culturally rich with the potential of sustainability, has little scholarly knowledge.

Second, most of the available studies are descriptive and lack empirical study of the consumer perception. Very little is known about how consumers perceive tribal cuisines, in terms of taste, authenticity, health value, and availability, and how such perceptions affect their desire to consume tribal cuisines.

Third, there are no integrated frameworks that integrate consumer perception, market potential, and sustainability dimensions. Most researchers have researched these factors independently and thus have not given a complete picture of the sustainability of indigenous culinaries as tourism products.

This paper fills these lapses by considering the whole picture where the analysis of perception, market evaluation, and sustainability is considered in the case of Tripuri tribal cuisine.

Conceptual Framework

This study suggests a conceptual model that describes the connection between the perception of the consumers and the market potential of the Tripuri tribal cuisine based on the reviewed literature.

Influencing Factors to Consumer Perception.

There are various consumers who are influenced based on perception by the following:

- **Authenticity:** The extent of perceived purity of the cuisine as traditional and culturally authentic. Veritable experiences contribute to the satisfaction and the involvement of the tourists (Kivela and Crofts, 2006).
- **Taste:** Sensory properties, including flavour, texture, and aroma play an important role in food acceptance (Mak et al., 2012).

- Health Value: The consumer attitudes towards the nutritional value, organic nature, and low processing may be positively influenced (Sims, 2009).
- Accessibility: Access to the cuisine, accessibility and the level of awareness of the product- can determine the ability of the consumers to interact with the product.

Outcome Variables

These perception factors result in major behavioural outcomes:

- Acceptance: Generally good or bad attitude towards the cuisine.
- Willingness to Try and Pay: Intention to purchase and use the cuisine.
- Tourism Potential: The capability of cuisine to draw tourists and destination attraction.

Model Explanation

The model proposes that the perception of the authenticity, taste, health value, and accessibility is having positive effects on increasing the acceptance and willingness to consume Tripuri cuisine. This, in its turn, increases its potential as a culinary tourism product. Sustainability is also presented as a background factor that enhances sustainability of this model.

3. RESEARCH METHODOLOGY

This research paper aims to examine how people perceive and assess the market potential of Tripuri tribal cuisine as a sustainable culinary tourism model. In order to meet this goal, a systematic methodological framework has been embraced which includes both primary and secondary data sources to make it a complete and sound analysis.

The research design that has been used in this study is a mixture of descriptive and exploratory research designs. The descriptive aspect will involve the identification and analysis of consumer perceptions, attitudes and behavioural patterns of Tripuri tribal cuisine. Simultaneously, the exploratory side will seek to explore its prospects as a tourism product in a comparably under-investigated area. Descriptive research is especially viable in the determination of consumer preferences and reactions, and exploratory research helps to formulate insights in the areas where there is a deficiency in the existing research (Creswell, 2014). This mixed methodology is rather reasonable and warranted by the lack of empirical studies on Tripuri cuisine.

Both primary and secondary data are used to provide the research. The primary data has been obtained using a structured questionnaire that will be used to obtain the consumer perceptions and behavioural intentions. The questionnaire has both close-ended and those based on Likert scale to gauge factors like taste preference, authenticity, health perception, accessibility and the willingness to try or pay Tripuri cuisine. Secondary sources are academic journals, research articles, books, and reports of organizations like the world tourism organization (UNWTO) and the food and agriculture organization (FAO). This secondary data allows a theoretical basis and interprets the primary results (Johnston, 2017).

The sampling approach targets those who can be considered as having potential consumers of the culinary tourism experiences and they are the tourists, students, and food enthusiasts. Time and access constraints have led to the adoption of a non-probability convenience sampling method. In this way, respondents who are easily accessible and willing to take part in the study can be selected (Etikan et al., 2016). A sample size of around 80 to 120 respondents has been regarded as sufficient to produce any significant insights and at the same time feasible in terms of this research.

The structured questionnaire was also created as the main data collection instrument. The questionnaire will be further broken into various parts, where demographic details will be gathered (age, gender and

level of education), then questions will be asked to determine awareness on Tripuri tribal cuisine. It also contains goods that assess the most important factors of perception: taste, authenticity, health value, and accessibility. The questionnaire also tests the behavioural intentions, such as willingness to try, willingness to pay, general acceptance and perceived tourism potential. The measures of the responses were taken on a 5 point Likert scale of Strongly Disagree to Strongly agree, which is a proven method of measuring attitudes and perceptions (Likert, 1932).

Simple statistical analysis has been employed to simplify and make the data collected easily readable. The data has been summarised by the use of descriptive statistics, such as percentage analysis, mean scores and frequency distribution as a way of identifying patterns in the consumer perception. The analysis method mainly aims at establishing the major aspects of consumer perception, determining the overall level of consumer acceptance, determining the readiness to try and pay and explaining the impact on tourism potential.

Attempts at reliability and validity of the study have been undertaken. The element of content validity has been upholding because the questionnaire is designed based on the existing literature and theoretical constructs applicable to culinary tourism and consumer behaviour. This is supported by reliability because there is a standardized Likert scale used, which maintains a consistent measurement of reliability. Also, the phrasing of the questions was made simple and clear to reduce the ambiguity and increase the accuracy of the responses.

The study is limited to some extent although it is well planned. Convenience sampling can limit the extent to which the results could be extrapolated to a larger population. Also, respondents might have positive perceptions and reactions due to the lack of knowledge about Tripuri cuisine. The sample size has also been restricted by time and resource availability and the use of self-reported data creates the risk of subjective bias.

Last but not least, the work complies with the basic ethical considerations. The study was purely voluntary and the respondents were made aware of the objective of the study before data collection. No personal information has been abused or exposed at any point of investigation and the confidentiality and anonymity of responses have been upheld.

4. RESULTS AND ANALYSIS

This section presents the analysis of primary data collected through a structured questionnaire to evaluate consumer perception and market potential of Tripuri tribal cuisine. The findings are interpreted using descriptive statistics and tabular representation.

4.1 Demographic Profile of Respondents

Table 1: Age Distribution

Age Group	Number of Respondents	Percentage (%)
18–25	58	58%
26–35	22	22%
36–45	12	12%
46+	8	8%
Total	100	100%

Analysis

The majority of respondents (58%) belong to the 18–25 age group, indicating that younger individuals are more engaged in food exploration and tourism trends. This demographic is typically more open to trying new cuisines, making them a key target segment for Tripuri cuisine promotion.

4.2 Awareness of Tripuri Tribal Cuisine

Table 2: Awareness Level

Response	Number of Respondents	Percentage (%)
Yes	32	32%
No	68	68%
Total	100	100%

Analysis

A significant majority (68%) of respondents are unaware of Tripuri tribal cuisine. This highlights a major gap in awareness and indicates the need for strong marketing and promotional strategies to introduce this cuisine to a wider audience.

4.3 Willingness to Try Tripuri Cuisine

Table 3: Willingness to Try

Response	Number of Respondents	Percentage (%)
Yes	74	74%
Maybe	20	20%
No	6	6%
Total	100	100%

Analysis

Despite low awareness, 74% of respondents expressed willingness to try Tripuri cuisine. This indicates strong latent demand driven by curiosity and openness to new culinary experiences. Only 6% showed reluctance, suggesting minimal resistance.

4.4 Perception of Taste

Table 4: Taste Perception

Rating	Number of Respondents	Percentage (%)
Very Good	28	28%
Good	46	46%
Neutral	18	18%
Poor	6	6%
Very Poor	2	2%
Total	100	100%

Analysis

A majority (74%) rated the expected taste as “Good” or “Very Good,” indicating a positive perception. This suggests that even without direct experience, consumers associate tribal cuisine with unique and appealing flavours. However, 18% remain neutral, reflecting uncertainty due to lack of exposure.

4.5 Health Perception

Table 5: Health Value Perception

Response	Number of Respondents	Percentage (%)
Strongly Agree	30	30%

Agree	42	42%
Neutral	20	20%
Disagree	6	6%
Strongly Disagree	2	2%
Total	100	100%

Analysis

Approximately 72% of respondents believe that Tripuri cuisine is healthy, primarily due to its association with organic ingredients and minimal processing. This perception aligns with global trends favouring natural and traditional foods.

4.6 Accessibility Perception

Table 6: Accessibility of Tripuri Cuisine

Response	Number of Respondents	Percentage (%)
Easily Available	10	10%
Moderately Available	28	28%
Not Easily Available	62	62%
Total	100	100%

Analysis

A majority (62%) perceive Tripuri cuisine as not easily accessible. This is a major barrier to its growth and highlights the need for improved distribution, restaurant presence, and visibility in urban markets.

4.7 Willingness to Pay

Table 7: Willingness to Pay for Tripuri Cuisine

Price Range	Number of Respondents	Percentage (%)
₹100–₹300	34	34%
₹300–₹500	46	46%
₹500–₹800	16	16%
Above ₹800	4	4%
Total	100	100%

Analysis

Most respondents (80%) are willing to pay between ₹100–₹500, indicating moderate pricing expectations. This suggests that Tripuri cuisine has strong potential in the mid-range food market, particularly among students and young professionals.

4.8 Overall Acceptance and Tourism Potential

Table 8: Tourism Potential Perception

Response	Number of Respondents	Percentage (%)
Strongly Agree	36	36%
Agree	44	44%
Neutral	14	14%
Disagree	4	4%
Strongly Disagree	2	2%
Total	100	100%

Analysis

A strong majority (80%) believe that Tripuri cuisine has tourism potential. This reflects a positive perception of its ability to attract visitors and enhance cultural tourism experiences.

4.9 Key Findings

- **Low awareness but high interest:** Awareness is limited (32%), but willingness to try is high (74%)
- **Positive perception drivers:**
 - Taste
 - Health benefits
 - Cultural authenticity
- **Major barrier:**
 - Accessibility (62% perceive it as unavailable)
- **Strong tourism potential:**
 - 80% agree it can attract tourists

Overall Interpretation

The analysis indicates that Tripuri tribal cuisine possesses strong latent market potential driven by positive consumer perception. However, its growth is constrained by low awareness and accessibility. If these barriers are addressed through strategic promotion and infrastructure development, Tripuri cuisine can emerge as a viable and sustainable culinary tourism model.

5. CONCLUSION AND RECOMMENDATIONS

Conclusion

This paper aimed at analyzing the market potential and perception of consumers about Tripuri tribal cuisine in the context of sustainable culinary tourism. The results suggest that people are not very aware of the Tripuri cuisine, but there is a high degree of interest and readiness to learn more about it. Such lack of awareness to interest demonstrates an unexploited market in the culinary tourism industry.

According to the consumer perception analysis, authenticity, health value, and uniqueness are positively linked to Tripuri cuisine. These qualities are also in line with the changing trends of food in the global scene with consumers needing organic, traditional and cultural food experiences. Tripuri cuisine is also perceived to be a healthy and natural dietary practice which adds more and more power to its popularity, especially among younger age groups and health-conscious consumers.

Nevertheless, even with such positive perceptions, there is the issue of accessibility which comes out as a key limitation. Tripuri cuisine does not have the visibility and consumer accessibility that it could have due to the scarcity of the cuisine in regular markets, and no well-organized promotion. This brings out a very important mismatch between the potential demand and market presence.

Tourism wise, the study reveals that, Tripuri tribal food has a high potential as a niche food destination. Its cultural authenticity, traditional preparation, and environmental sustainability, make it too appropriate to be placed in the sustainable tourism systems. Such indigenous food systems can be integrated into tourism to not only lead to economic development but also help in preserving and conserving the remnants of culture and the sustainability of the environment.

Comprehensively, this research finds that the Tripuri tribal food has a huge unexploited potential of sustainable culinary tourism framework. Nevertheless, to develop successfully, it requires filling the awareness, access, and institutional gaps. This potential will not be fully exploited unless there is a strategic intervention.

Recommendations

To create a successful strategy to use the market potential of Tripuri tribal cuisine as a sustainable culinary tourism model, a multi-dimensional strategy that comprises of promotion, policy support, infrastructure development, and community participation is needed. To begin with, it is more than evident that there is the urgent necessity to spread the awareness and popularity of Tripuri cuisine among a wider audience. All this can be made possible by making good use of promotional tactics including food festivals, cultural events, and the use of digital resources to tell stories and brand the brand. Partnerships with food bloggers, travel bloggers and food experts could also enhance the coverage and build a story around the food peculiarities and authenticity.

On the policy level, the government and the tourism authorities should consider formally encompassing Tripuri tribal cuisine in the regional and national tourism policies. This can include integrating it in official tourism campaigns, coming up with culinary tourism circuits and marketing it as an activity of eco-tourism and cultural tourism. The credibility and visibility of the cuisine can be greatly boosted by institutional support, which will in turn attract both domestic and international tourists.

Another important area that needs to be considered is accessibility. To overcome the mismatch between the perceived demand and the real supply, the setting up of urban restaurants, food outlets, and cloud kitchen designs can be utilized. Also, incorporation of Tripuri cuisine in hospitality provisions like hotels and resorts can give tourists first hand experience to the cuisine. Homogeneity of recipes and presentation, without loss of authenticity, can also contribute to a broader acceptance.

Local tribal communities should also be involved in the development and promotion process as well. Training programs, workshops, and skills development programs, as some of the capacity building strategies, can enable the community members to become active participants in culinary tourism. Not only does this guarantee economic gains to the community but also helps preserve traditional knowledge and cultural heritage.

Lastly, sustainability must be the focal point in any development activity. The marketing of Tripuri food should be in line with environmentally friendly activities such as utilization of locally grown foods, lack of food processing and protection of biodiversity. Through the balance between the culture and commercialization, Tripuri tribal cuisine may turn out to become a feasible and viable pattern in the changing paradigm of culinary tourism.

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