

A Study of Culinary Tourism in Konkan Region Except Mumbai

¹**Dr. Hajare Prakash J.**

Head, Department of Geography,
Rayat Shikshan Sanstha's
Karmaveer Bhaurao Patil College,
Vashi, Navi Mumbai.400703.
Email: hajarepj2104@gmail.com

²**Mrs. Shaila P. Hajare**

Lecturer in Geography,
ICLES' Motilal Jhunjhunwala
College, Vashi, Navi Mumbai
Email: hajaresp9284@gmail.com

ABSTRACT

Culinary tourism or Gastronomic tourism or Food tourism refers to trips made to destinations where the local food and beverages are the main motivating factors for travel and tourism. Culinary tourism tends to be largely a domestic tourism activity; all tourists to an area will require food, while people traveling further away from their homes whether for work, to shopping or for leisure activities. The people of Maharashtra regard their food as '*Anna he poornabrahma*' which means '*anna*', or food is equal to '*Brahma*', or the creator of the universe. Every district of Maharashtra has unique feature of culinary. This paper is an attempt made to show the culinary is differing from place to place and how it is savour. Konkan is known as the Heaven on the earth of Maharashtra, which has a great history, culture and tradition. Konkan is a coastal strip of land bounded by the Western foot of Sahyadri Mountain and the Arabian Sea on the west. Konkan area consists of Palghar, Thane, Raigad, Ratnagiri and Sindhudurg districts. Every district of Konkan has unique attraction of culinary like sol-kadhi, kolambi che Kaalvan (prawns curry), Promfret Fry, Fish curry, Chicken, Mutton, Phanasachi bhaji and some sweet culinary. So, experience of Konkan is incomplete without tasting of its delicacies.

Key words: Culinary tourism, Culinary in Konkan, Sol-Kadhi, delicacies

1. INTRODUCTION

Each Indian state offers its own set of delectable cuisines and Maharashtra is no exception. The state offers several mouth watering cuisines that are in demand across the country and various parts of the world. The people of Maharashtra regard their food as '*Anna he poornabrahma*' which means '*anna*', or food is equal to '*Brahma*', the creator of the universe. In other words, it means food is God, thus it should be worshiped. Maharashtrians also believe in offering their food first to the lord as a thanksgiving ritual for all that he has given. Every districts of Maharashtra has various types of food styles and different cooking methods. All spicy as well as sweet food is different in taste. Generally, tourists prefer to Konkan for tourism, first of all they think about which fish is very tasty, and they take savour. Konkan railway introduces ethnic food stalls on major railway stations on its route for the delight of travelling passengers to promote the sale of local delicacies. Due to varied landscape, the culinary heritage of Maharashtra too varies from the golden sands of the Konkan, the gentle Deccan plateau, to the scorching heat of Vidarbha in the east. Maharashtrian foods are heavily dependent on the seasons - raw mango (kairi), kokum and coconut make their appearance in the heat of summer, deliciously crispy gram-flour batter coated and deep fried vegetables in the monsoon and rich sesame and

jaggery based sweets in the winter. Fish curries, Rice Bhakari (roti) and rice is a staple in the Konkani people. The cuisine of the Konkani is made with coconut, spices and coriander. They are prepared in deep vessels. Tamarind and Raw Mango is often used to tender the curry a sour twist. The culture of Maharashtra equates Brahma, the Universe's creator to food, as a result of which Maharashtra has a culture of offering food first to god. On the occasions of festivals and fairs, special sweets are offered to gods. The traditional cuisine of Maharashtra is as distinct as its culture and people. With a taste of its own, the state of Maharashtra boasts of a cuisine unique to their culinary etiquettes. There is also a very wide variety in their cuisine, which ranges from spicy to plain. It has something to please everyone's taste buds. Rice, wheat, jowar, vegetables, bajra, lentils and natural fruits are the stand out elements in this cuisine. Vada Pav and Misal are favorite food of all Maharashtrians. The staple diet includes, rice, Dal, chapattis and a vegetable dish generally accompanied by pickle for taste.

2. OBJECTIVES

1. To study the relationship between culinary and the tourism attraction.
2. To identify the best culinary tourism destination.
3. To study the intension of tourist to attract the destination.

3. RESEARCH METHODOLOGY

The study is based on secondary data which is collected through tourism books, journals, Newspapers, tourism magazine, internet etc.

4. STUDY REGION

The Konkani region refers to a narrow belt between Sahyadri Mountain and Arabian Sea, which is length near about 720 km. It is also known as a land of Lord Parshuram and is a part of Maharashtra. Konkani consists of five districts, to the North Palghar and Thane district, at the center Raigad district and towards south Ratnagiri and Sindhudurg districts. The total geographical area of Konkani is 30,125 sq.kms. It occupies 15,395,382 people as per 2011 census, which is distributed in 47 Tehsils of Konkani region. The geographical location of Konkani is 15° 37' N to 20° 20' N latitude and 72° 45' E to 73° 48' E longitude. Konkani is bounded by Div- Daman and Gujarat to the north, to the east Nasik, Ahmednagar, Pune, Satara, Sangli and Kolhapur districts, Goa state lies to the south and Arabian Sea towards west. Mumbai district it includes Bruhn Mumbai and Navi Mumbai is already well developed in terms of varieties of cuisines, accommodations, 5 and 3 star hotels, resorts, transportation, industrialization, commerce and trade, educational etc. Mumbai is the capital of Maharashtra state. Maximum people migrated towards from other states like Uttar Pradesh, Madhya Pradesh, Bihar, West Bengal, Rajasthan, Gujarat, Panjab, Haryana, and South India. Hence it is very difficult to collect such information. That is why I am excluding Mumbai region.

5. RELATIONSHIP BETWEEN CULINARY AND TOURISM

Konkani is well known for its natural beauty and is fast emerging as a favorite tourism destination for tourists. Konkani greenery, coconut trees, beautiful virgin beaches, waterfalls, mountains and lush green valley's will definitely provide a rich and pleasant experience for the traveler.

6. CULINARY TOURISM IN KONKAN

Konkan cuisine is of two categories one is Kokanasatha Brahmin and second is Non-Brahmin. Konkan region is a naturally gifted of the states. The people are literate and they are a generally loving people who are helpful and friendly towards tourists. Konkani people mainly depend on fishing and agriculture. But most of people help to develop tourism in the Konkan region.

Brahmin people are used a little spicy food and they make more use of coconut based ingredients like Varan- Bhat (rice), butter, sol-kadhi, Aamras (Mango Juice), Basundhi, Shrikhand etc. They are always eating sweet after lunch and dinner. The main staple food of non-Brahmin is Fish and rice. All dishes of fishes like Bangada, Pamphlet, Surmai, Gitada, Halwa, Prawns, Crab, Lobster, etc are made with very spicy masalas like charcoal grille onion, chopped masalas, with red chillie, coriander, tamarind and Kokan (Amsul),

Those who visit to different places in Konkan always experience. It is incomplete without tasting of its delicacies. Culinary like Phanasachi Bhaji, Kaaju Usal, steamed modak, Kolambi Bhaji, Prawns curry, Aamras, etc. Therefore tourist visit again and again in Konkan region,

MALVANI CULINARY

Malvan town is located to western part of Sindhudurg district. Malvani cuisine is the standard cuisine in the Konkan region of Maharashtra. The Konkani food or cuisines famous for its mouth watering delicacies and also known as Malvani cuisine. It is predominantly non-vegetarian. Many tourists visit in this district because of Sindhudurg district' is fully developed with tourism products and many places are attract the tourists like

Sindhudurg Fort, Tarkarli Beach, Scuba diving, Devbag, etc. They have tasted variety of fishes. Therefore large number of tourists attract towards South Konkan.

FESTIVALS AND CULINARY TOURISM

The main objective of festival is to explore and promotion of Konka rich culture, tradition and festivals. Some of the Main Festivals celebrated in the Konkan area are: Diwali, Dassera, Gudhi Padwa, Ganesh Chaturthi, Narali poornima, Holi, Nag Panchami and Makar Sankranti. They make different food dishes on the occasion of these festivals. For Gudi Padwa, Dassera, Nagpanchami, Holi- Puran Poli, Makar Sanskrati- Shengdana Chatni, Til-Gul, Diwali- Shankar Pali, Karanji, Laddu, Halwa, Chakali, Phoha Chivada, Also Puran Poli etc.

GANESH CHATURTHI

The Konkani people are a hearty and festive people by nature. Their love for celebration is deeply rooted in their culture. Every cuisine of Konkani is must to savour. Ganesh Chaturthi r Ganesh Jayanti or Maghi Ganpati are the biggest festivals in Maharashtra. Especially in Konkan region Chakarmani people (Those who are staying in Mumbai) go to their native places in Konkan. There are seven types of Modak like Traditional Modak, Paneer Modak, and Modak with nuts and poppy seeds. Baklava, Chocolate and Gulkand and Mawa modak, Ukadee che Modak are tastier than the above ones. Konkani people prepare these varieties of Modak on the occasions of Chaturdesy of under the also arrange Astahyanayak Yatra .

MAHOTSAV & FESTIVALS

Paryatan mahotsav and food festivals help to boost the tourism industry. In Konkan, Every district or tourist places have organized Paryatan Mahotsav and food festivals. Also organize Konkan Bhumi Pratisthan and Konkan Vikas Mahamandal organizes exhibition for Tourism Attraction. In Konkan, varieties of food at different places are served. Thousands of people visit during this Exhibition. Murud-Janjira Paryatan Mahotsav, Elephanta Mahotsav, Malvan Food Festival, food festival, Konkan Mahotsav, Agri- Koli Community Mahotsav, Sindhudurg **Paryatan Mahotsav**, etc are organized. In Konkan region. These This Mahotsav and festivals are the one kind of publicity for Tourism promotion. These festivals have given an opportunity to visitors to taste the delicacies of the Konkan region.

CONCLUSION

The cuisine of Konkan has its own distinctive flavors and tastes. Konkani cuisines which are homogeneous combination of Malvani and Saraswat Brahmin and non-Brahmin cuisines. Culinary which is a special image of a area, plays a vital role in attracting tourists to various destinations. Whole Konkan has its unique characteristics of food. The experience of Konkan is incomplete without tasting of food. Thus Culinary or cuisine and food festivals and Paryatan Mahotsav are the sources to promote tourism industry in Konkan region.

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