



samvad

FOOD TOURISM

MAY 2017



WE CHAT
RADHIKA BATRA SHAH

A TEA SOMMELIER AND THE
FOUNDER OF 'RADHIKA'S FINE
TEAS AND WHATNOT'

FEATURED ARTICLE
**A RECIPE FOR FUTURE
INVESTMENT**

S.P. MANDAL'S

we school

ABOUT US



OUR VISION

“To nurture thought leaders and practitioners through inventive education”

CORE VALUES

Breakthrough Thinking and Breakthrough Execution

Result Oriented, Process Driven Work Ethic

We Link and Care

Passion

“The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.” - Alvin Toffler

At WeSchool, we are deeply inspired by these words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.

Emerging unarticulated needs and realities need a new approach both in terms of thought as well as action. Cross disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy-the mind’s eye needs to be nurtured and differently so.

We school has chosen the ‘design thinking’ approach towards management education. All our efforts and manifestations as a result stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

MESSAGE FROM THE DIRECTOR

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off and our readers seem to be hooked onto our magazine. At WeSchool we try to acquire as much knowledge as we can and we try and share it with everyone.



Prof. Dr. Uday Salunkhe
Group Director

As we begin a new journey with 2017, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge that you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have really assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and to be unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students, but also the society at large.

Wishing everyone a very happy and prosperous new year.

Prof. Dr. Uday Salunkhe,
Group Director

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the May Issue of SAMVAD for the year 2017!

SAMVAD is a platform for “*Inspiring Futuristic Ideas*” and we constantly strive to provide articles that are thought provoking and that add value to your management education.

With courses pertaining to all spheres of management at WeSchool, we too aspire to represent every industry by bringing you different themes every month. We have an audacious goal of becoming the most coveted business magazine for B-school students across the country. To help this dream become a reality we invite articles from all spheres of management giving a holistic view and bridge the gap between industry veterans and students through our WeChat section.

The response to SAMVAD has been overwhelming and the support and appreciation that we have received has truly encouraged and motivated us to work towards bringing out a better magazine every month. We bring to you the May Issue of SAMVAD which revolves around the theme of “Food Tourism”.

We hope you read, share and grow with us!

Hope you have a great time reading SAMVAD!

Best Wishes,

Team SAMVAD.

“The difficulty lies not so much in developing new ideas as in escaping old ones.”

John Maynard Keynes.

ACKNOWLEDGEMENT

Team SAMVAD would like to extend their heartfelt thanks to certain key members of the WeSchool family for their special efforts towards the making of this magazine.

We deeply appreciate the constant motivation & encouragement that our beloved **Group Director Prof. Dr. Uday Salunkhe** has always extended. His focus on the core values of Passion, We Link & Care, Result Oriented Process Driven Work Ethic and Breakthrough Thinking has formed the foundation of all the activities that we undertake as students of this esteemed institute.

We deeply appreciate the help and support given to us by;



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Thank You

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WECHAT

MS RADHIKA BATRA SHAH

Founder- Radhikas Fine Teas and Whatnots

Team Samvad

Q1. Could you please take us through your journey?

I passed out from Welingkar institute of Management and started working with McCann Erickson which was among the world's the top 10 agency, so it was a great honour to be part of that system because I had great people to work with. Two years after I interned and became a full-fledged Client interface executive, I became part of the whole structure in terms of strategy and worked with clients like Reckitt Piramal, Reckitt Benckiser, L'Oréal, Maybelline, brands like these. The agency specific experience was really great about printing, advertising, research. But I am the kind of the personality who gets restless, and there's always this energy and I want to learn more, so the best thing to do was to get on the client side.

I was lucky that I was part of Tata retail, they were at a point where they were opening a lot of flagship stores across the country. I was the youngest Assistant marketing manager, all of 26. It was a lovely experience because I was working with people like Simone Tata, Noel Tata, Himanshu Chakravarthy, and I had these fan girl moments before all of these great personalities, taking my artwork for approval to the Bombay House, the HO of the Tata's. Working with an MNC, you're learning every day, meeting different people, handling different moods, different systems but the Welingkar spirit was always there to never give in. Even if you are beaten down, you get up and give your best shot because you know you're there to prove that I am good too. I worked here for 3 years. So, total 5 years in the industry and again this bug to do



something of my own because you're working for others that too in marketing with 12 hour days where meetings start at 6 and you don't even realise the day is over. By the time I was married and I had a baby and I was guilty that I couldn't give her as much time.

One fine day I just quit for no reason at all and the whole system questioned me. Are you seriously leaving for your baby? So well partly it was true but partly, I wanted to figure out what I wanted to do with my future. I needed a sabbatical, so I quit and took one but like I said I could not just be sitting and doing nothing. That is when I started researching about tea and spices because it was an innate part of me. I love the flavours and smell. I can't say I am a great cook but I am great at figuring out a lot of flavours, blends and spices. I could sense there was a calling somewhere, I couldn't figure out what so I started studying the various Indian spices, what my mother does, how does she do it. I come from a Punjabi family, where food has to be delicious and tea has to be well brewed. My dad, from shipping industry got access to a lot of tea etiquettes, especially of Asia and specifically China. So, the rituals were imbibed in us since childhood.

Around 2003- 2004, I picked up my baby and went to the sacred gardens of China where the tourists don't go. Thankfully, my father had contacts in China, because language was a barrier then. I was very young and going alone with a baby is difficult, but my family was very much supportive. I had a great person to help me in the gardens with translations. Sometimes though, the language of tea is enough you just have to watch. You just have to experience it, from picking up leave early in the morning to the processing. There was great learning for about 2 years, which no school in the world can teach you. I came back to the country and was very clear that this is something that I want to do but in the organic space. In India, we only know our chai but I knew the significance of it in our culture. We all can relate to it.

In 2005, with my husband's help and with the help of people from the UB group and Kingfisher who gave me great contacts in the tea industry. I realised that the India tea story is missing. I again went back to the drawing board and established contacts in the North East- Darjeeling, Assam, the seven sisters. Finally, I managed to convince Mr Sanjay Bansal, who is like the father of Indian tea revolution in terms of organic. He has converted sick Gardens to the flourishing ones now. Mr Bansal came down to Mumbai to meet me and said that they didn't do any domestic trade and that this business is focused more on exports. It seems he was right in that there is much that has been done in the past 12 years and yet we have a long way forward. It made business sense because educating people is a slow process. But we convinced him to partner with us as a domestic brand and helped us source best of the leaves from his gardens. You see for him we don't make business sense because we are not in tonnage we would be in a few Kilos. That's how my journey started and I learnt tasting and the entire sensory experience which no Tea school can teach you. For 3 years I learnt from 2003 to 2006, and I think that was the best experience.

Then I started a small tea store in Jogger's park in Bangalore called Teacup, which was a 200 sq.ft tea boutique. It was a place where one could enter, simply taste and buy. Once you enter there were tea books, tea ware, tea leaves and tea fruit-berries and such. I also got lucky because I got to meet Mr. Sanjay Narang who was a pioneer in food then. He started concepts like Dosa Diner and Pizzeria. He allowed me in his big kitchen which supplies to all the airlines. I worked with his patissiers, his staff and head chef for two months to curate food that could be paired with my tea- using rosemary, thyme, sage, scones and muffins.

From here on my journey actually began with a revolution of sorts as within two weeks of starting the store out of nowhere, a story covered by Sunday Mid-day headlined 'storm in a teacup' came out as I passionately showed around the store to media persons disguised as customers. At the time, my savings was used up and while my family was supportive, I had money either to source good tea or hire a PR, I chose the latter and decided if people like it they will come. So we had people coming from the suburbs and queuing up to get into a 200 sq.ft, 8 seater store to taste and buy.

But as they say with sudden success comes sudden failure. January, 2006 I started and by May 2006 my shop was shut, broken down. We had taken the shop on rent and a weird celebrity stylist couldn't take our success, we had commissioner of police come and tell us that we have to shut the shop. Everything was hand crafted, so I had great friends who agreed to keep the furniture in their offices and houses until I wrapped things up. I left the city. The only good thing that came out of it is that we got a lot of media attention because we were unique and that helped our goodwill. We continued to do home deliveries but that couldn't be our only source of income. Just two days before shutting down, I got lucky, I had a chef from Taj Lands End, Bandra, come into the store and enjoy the tea as a

customer. He liked it and came in with his sous-chefs and the director of Taj Palace, Mr Jawhar to invite me to talk to their staff about tea as they were planning to set up Pure, which is an organic concept. I had no help then, I went in with two cane baskets of my tea jars and my tea ceremony kit. I walked into Taj and for 2 hours I was there before 20 chefs and sous-chefs from Italy and all the other Taj hotels around Mumbai. At the end of 2 hours it was a fantastic feedback and appreciation. I got a new workable business model and we started pitching ourselves to corporates to conduct tea ceremonies. Our tea ceremonies that highlighted the tea's journey from the gardens to your cup with the sampling and tea appreciation became so popular that I started doing 3 a week.

Eventually, in 2011 we were invited by the Godrej group, when they were setting up Nature's Basket to come in and help the tea category. By now we were doing live tea appreciations in launches of brands coming to India like: Haagen-dazs and Yauatcha. It was now tea retail, tea ceremony and tea-infused food. Today in 2017 we are a part of every body's opening or launch or any important story, we customize and with my baristas we have a lovely story happening. Radhika's Fineteas and Whatnots, as suggested by Ms. Tanya Dubash was then launched in 2013 as a retail brand with signature rights. We now retail in 35 Nature's Basket across the country, via online stores-Snapdeal, Amazon, Scootsy. We are expanding with the Tata's now as part of the Gourmet West, Hypermart. Our teas are very exclusive high-end organic leaves, so you wouldn't find us in the local mom-n-pop stores. Now in our kitty we have 55 teas with teas from India, China, Sri Lanka and Turkey. So that has been my journey so far.

Q2. According to you at which stage is the Indian food tourism industry today? And what are its growth prospects?

We are at a very interesting stage right now to put it very simply. It's a revolution of sorts in the culinary chain, especially. Ironically, Indian

cuisine is very popular internationally. You can go to the remotest of countries in East Europe and still find an Indian restaurant there. Every summer, I go for tea etiquette training to Europe and after spending some 20-25 days, we miss home food. But I could be in a place like Prague and get Indian food, even in the suburbs. Essentially, I would say we are taking baby steps because we have so much to offer. We have such distinct, unique flavors with 29 states that are almost like 29 different countries. We have started very late because we've been burdened with what the West does all the time. For example, when turmeric and coconut becomes popular there, that's when we realize its importance here. We are so busy digging into quinoa and avocado, we forgot what we traditionally have here. But I am very happy that social media is emphasizing this self-discrimination by Indians of Yoga, Ayurveda or our food. Food tourism is at a very nascent stage and the youth today is doing a great job at increasing its popularity. That is what is pushing the tourism industry to work at a larger scale.

Q3. As a country with 29 states, what would be more beneficial to the food tourism Industry, state food tourism or Indian food tourism?

I would say, state food tourism. If we do the basic math here, one India vs 29 states. Like I said, each state in India is a country of its own. Therefore, each state is important to create that story. Let me go back to my personal experiences abroad. When people look at India, they think northern cuisine. Typically, what they know as our cuisine is the Golden Triangle. They don't go beyond, samosa, rotis, dal baati. Whether, I am in Frankfurt, Baden-Baden, Indian food is typically North Indian. It is very important for us as a country to showcase each state whether the target audience is International or national. It is now that we're going back to our roots. You will notice in the current trends with all the bloggers writing about 20 different Biryani during Eid,

with Top chefs partnering with these bloggers. Why are they doing that? They are doing this to ensure the different flavors in our own country are highlighted and Indian nationals too become aware of it. It all boils down to appreciating your traditions, from a wellness and healthy eating perspective. And nothing stands the test of time like Ayurveda. So, we Indian meals are very authentically prepared. It is just that its benefits have been forgotten. The tourism industry can be a catalyst to taking this forward rather than the West's appreciation.

Q4. Who according to you is the ideal target group to promote food tourism?

The youth, which is to say based on my brand's journey, the millennials. Because they are curious, precise and ask such smarter questions that the adults who may be a little stuck up sometimes. The right target group would therefore be them, because when they are convinced they could be good brand promoters as they form impressions. And it is also beneficial from the future perspective because moving forward they will be the ones giving us traction, conversion and business. Therefore, they are the right target group.

Q5. How do you think food travel shows help in the promotion of Food tourism?

Yes, these travel shows do make an impression but in today's world not only T.V but also internet is a huge part of promoting food tourism. For Eg: if I am in Hangzhou I happen to see a program on TLC but then you also have a plethora of things happening on the internet. So, of course all of these media sources make a lot of impressions and are important because they're doing what your travel agents did years ago but now this information is at the click of your fingers and more accessible. Even what the travel bloggers write, they create this sense of curiosity like a place like Baden-Baden wasn't even known and now it's on people's bucket lists because of its got

amazing thermal springs or Hangzhou that has Longjing tea, which is by far the purest green tea in the world. So, all these sources make a difference.

Q6. How do you think government involvement can catapult the industry's growth?

In the last 2-3 years, we've seen a lot of awareness of the culinary trends in terms of state-wise food festivals. Like I worked with Kerala tourism and the North-East government. We worked with south teas, promoted Keralan food paired with teas. I've done a lot of curation with these bodies. We have made a head start for sure by slowly doing these tourism-based activities to introduce our food. So, yes government initiatives would go a long way as it plays a very positive role because there is potential for a healthy blending of various people, food and cultures.

Q7. Food tourism can empower local industries and enable individuals to appreciate different cultures bringing the world together. What are your thoughts on the above statement?

Of course, it does. It's funny but when media says drink green tea, everyone starts gulping green tea. When media says drink white, they do just that. When we have such innovative programs in terms of food tourism like when the Master chefs came into the country and I had never seen such a huge queue for a chef, something you would see for a celebrity probably. That too 16-17 year olds. So, in India we have reached a stage, thanks to the blogger community and social media, we are aware of Lucknowi curations and the masalas that go in. Similarly, if I want to know the Kerelan ayurvedic rituals, like the spa teas we do for Kerala, where I see Russians coming in and being so enticed with the culture. There are tourists doing home stays in the north-east, simply plucking leaves, sensing, whiffing the leaves. So, there is a boom of cultures assimilating and we are becoming more empathetic and culturally

rich. It is essentially the experience since food has always been such a binding force for us humans.

Q8. What advice would you like to give students who aspire to enter the industry?

I think you shouldn't simply come into the industry because of your love for food, or that is easy to talk about food or retail it because you need a lot of passion to stay in business, not necessarily as an entrepreneur but in general because if you have passion for anything that you do in life- food, retail, entrepreneurship or an FMCG. You should come in with a very keen eye and be willing to explore and experience and not be stuck with a tunnel vision because we come with a lot definitions, brand ideas, sitting in our air-conditioned offices we don't go back to the roots. You should be willing to go out there and capture those rituals, food journeys, travel, learn, listen. It also very important to remember to not easily give up. It's very easy to just quit and do something else. Failure is inevitable and in time we learn how to handle it and use that as the springboard to your success. Because if you've not had a failure in life, then you've not taken any risks and lead a very boring life.

In this industry specifically, the world is your oyster, you must be ready to go out there and assimilate as much as you can, writing your notes, putting your ideas to action and not being inhibited by anything. If you have that zest, nothing can stop you.

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OPERATIONS

IMPACT OF FOOD TOURISM ON INDIAN GROWTH

Om Duseja, MMS 2016-18, Sydenham Institute of Management Studies

“Food is not rational. Food is culture, habit, craving and identity.” India consists of 29 states and 7 union territories and has a number of varieties of foods. Due to a huge diversity in the culture and the religion of the people the country enjoys an exposure to such delicious food items.

Generally the tourism industry generates the decent benefits for the host country and the tourist country. But in case of developing economies it can act as a primary factor to act as a tourism destination and hence attracting the tourists which can lead to economic development.

indirect taxes by collecting taxes on goods and services supplied

Employment Generation

The continuous expansion of the tourism industry has led to an increase in the employment creation. Tourism contributes almost 7% of the world's employment. Tourism can create jobs directly through hotels, restaurants, conveyance, etc. and indirectly by supplying goods and services. In 2016 the food tourism industry supported almost 4.3% of the total employment

Improvement of Infrastructure

Food tourism pushes the Government to improve the infrastructure conditions of the country like Roads, Public transport, etc. which is even necessary for a strong economic growth

Rise in the foreign exchange earnings

Tourism expenditures will generate income to the host country and bring more foreign exchange currency to India thereby increasing the reserves and hence stimulating the investment necessary to finance the growth in other parts of the economy

Push to the GDP

As the tourism leads to the improved Investing, Infrastructure, rise in employment, rise in Government revenues, etc. All these factors will give a push to the GDP of the India. In year 2016 the food tourism contributes almost 4% of the total GDP and it is expected to rise by 4.7% in 2017. Currently India is the world's 7th largest tourism economy in terms of GDP



Now when it comes to the point of the contribution of the food tourism to the growth of the Indian economy it has both the positive as well as the negative impact. First let's discuss some of the positive impacts

Positive Impacts

Rise in Government Revenues

Food tourism gives rise to the direct revenues by direct levies on tourists such as departure taxes and also generates

Increase in Exports

Food tourism also acts as a stage for the different food products to have an impact on the tourists and attract their attention which may lead to export of the food products and hence easing the CAD (Current Account Deficit) of the economy. Forecast says that the visitors generated close to 5.4% of the total exports in 2016

Protection of Environment

One of the most important factors responsible for the attraction of the food tourists is the ecological balance of the India. Generally the manufacturing industries spoil the ecological balance of the country but due to the foreign tourists the tourists centers like national parks, hill stations, sanctuaries, gardens, etc. are maintained and hence the ecological balance is also stable

As said that the food tourism also impacts the economy negatively. Let's discuss some of the negative impacts of food tourism.

Negative Impacts

Inflation

Tourists demand for the goods and services and which often cause the price hikes that affect the local population as the income of the local people not increase proportionately. This leads to a higher inflation than expected and hence reduce the purchasing power and makes it difficult for the people to meet their daily basic needs

Employment volatility

As the frequency of the tourists visiting any country depends much on the time period and the conditions of the host and tourist country, hence the local population also suffers from the seasonal character of the jobs. This lowers the confidence of the local population resulting in economic instability

Less amount of quantity for locals

When the tourists visit the country the demand for any food product increases which obviously put pressure on the prices. Now when this food product starts getting export to tourist country the host country start having shortfall in supply as the manufacturers will prefer to sell in tourist country for better profits which will lead to rise in prices

Less useful for developing economies

Since most of the developing economies like India have food items belonging to the foreign franchise like McDonalds, Domino's, etc. the most part of the income received for the tourists goes back to the foreign countries, hence developing economies like India are left with only a part of the income received from the tourists. Sometimes the tourists demand the goods which are mostly imported by most of the developing economies and hence most of the income received is again paid back for imports leading to the import leakage. The average import leakage for most developing economies is close to 45%

Over dependence on tourism

Many states in the developing economies which have little ability to use other resources available for the growth of the state depend heavily on the tourism to boost the state economy. Such economies are always more exposed to risk due to a large dependence on tourism. Natural disasters, changing environment can have a significant impact on these economies

The above analysis provides a snapshot on the positive and negative impacts of food tourism on Indian growth. As said the foreign tourism can act as a catalyst for the growth if certain conditions are kept in control like some of the negative impacts discussed above.

Final Call

The tourism industry can act as a boon for the economy if the Government and the Tourism industry can act together to bring the proper balance between the Indian Growth and the tourism industry growth, so that neither should

impact in negative direction. Along with this the Government should also restrict the tourists from spoiling the tourist's places to keep attracting the tourists and to keep the ecological balance stable. Hence a well measured any type of tourism can improve the growth of the Indian economy.

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FINANCE

FOOD TOURISM- A RECIPE FOR FUTURE INVESTMENTS

Alamelu Somasundaram, PGDM Finance 2016-18, Loyala Institute of Business Administration, Chennai

Introduction

Food tourism in India, caters only to the niche segment in the country. This is one sector where the Asia-Pacific countries dominates the west. The tourism industry in India contributes momentarily to the Indian GDP. In 2016, this sector generated Rs.14.1 trillion, contributing 9.6% of the GDP. It is ranked 7th largest in the world with respect to its contribution to GDP. With well-diversified myriad cuisines, India tops the list when it comes to food. India has many food tourism activities around the year – cookery workshops, food tours, food fairs, and food events. There are 15 food festivals that are hosted in India around the year from the Great Indian Food Festival in Delhi in January, to the Sattvik food festival that happens in Ahmedabad in December. Restaurant week and Food truck festivals are held around the year across India.

However, Food tourism in India suffers from the lack of Cleanliness, Transport facilities, and Funding.

Yogesh Updhyay, and Dhiraj Sharma, in their article, “Culinary preferences of foreign tourists in India”, have figured out five critical factors to which the tourists are inclined to – food quality & taste, food preparation, localization of food and dining etiquettes, tradition and nutrition of food and food aroma. Out of the 5 factors mentioned, food quality & taste is of utmost importance.

Indian food has the quintessential taste – with its authenticity, and diversification. Every state in

India has a cuisine. Right from southernmost tip of Kerala and Tamil Nadu to north and northeast

Meghalaya and J&K, every state has its own way of cooking. There are many sub-divisions in every state. In Kerala, the cuisine of Kozhikode is different from that of Trivandrum. Not only the regional differences cause diversifications, but also the cultural and religious differences bring in the unique taste in food. On the other hand, when it comes to the other factors of gastronomic preferences – food quality, dining etiquettes and cleanliness, India lacks behind.

Comparison with other Asia-Pacific Countries: Singapore and Malaysia with less square meter of area attracts foreign tourists more than that of India. In 2016, the number of FTA in Malaysia is 268 lakhs, and that of Singapore is 164 lakhs. Despite having an area of 3287000km² which is 10 times greater than that of Malaysia, India lacks behind in tourism growth.

Also, there are countries where tourism contributes majorly to GDP and employment. Macau is one such nation where the tourism industry contributes to 46.7% of the total GDP. Also, the employment generated out of this sector in Macau is 51% of the total employment. On the other hand, India, with a GDP \$ 8.7trillion, almost 137.9 times that of Macau, and with a land spread 107770 times that of Macau, is lagging in tourism growth.

Robust Growth till FY16

Indian tourism industry serves to be the biggest employer and contributor to Indian GDP. The annual research report of World Travel and Tourism Council (WTTC) shows that the Tourism industry contributes 10.2% to World GDP, and it has generated 298 million jobs in 2016. Every tenth job in the planet is sourced by the tourism sector.

With respect to India

Indian Tourism is one of the wheels driving the GDP of India. It is one of the sectors that provides major source of employment. According to the annual report 2016-17 of the Ministry of Tourism, it accounted for 12.36% of the employment in the country in the year 2012-13. The number of Foreign Tourist Arrivals (FTA) in FY16 was 88.9 lakh, and which was up by 10.7% from FY15. The foreign exchange earnings for the same period witnessed a surge of 15.1%, and was at Rs.1,55,650 crore. This industry could be used as a tool by the Indian government to offset the static growth of the economy.

Income and Population Growth – Contributing factors

Income, and population are the key-drivers of tourism industry. Income and population forecasts with respect to India:

Income – As per the initial forecast by Economic times in December 2016, India is to have highest salary in 2017. Also, according to Mercer's 2016 India Total Remuneration Survey, salaries were to increase by 10% across all sectors. The domestic spending on tourism has been increasing at a CAGR of 5.4% since 2008. Increase in income will lead to an upsurge in the proportion of disposable income. This, in turn, will lead to increased spending for tourism.

Population – India leads in Population in the world. NFHS (National Family Health Survey) 2017 shows that the fertility in India has decreased. Average children / family has come

down to 2.2 from 2.7. Since the Youth population is huge in India (average age of India being 29), population is likely to grow and reach 1.7billion by 2050. Population will continue to grow but in a slower rate. But the concern is, according to a report by McKinsey & Company on India's economic geography in 2025, the states - Madhya Pradesh, Uttar Pradesh, Bihar, Rajasthan, Haryana, and Himachal Pradesh will see a dramatic increase in population. Also, among the above, the 2 backward states would be Uttar Pradesh, and Bihar. These backward conditions of the states may hinder the infrastructure and other tourism development in those states.

Given the above parameters, Tourism industry can be expected to grow at a consistent rate till 2026.

A glance at the Government Plans

Focus of 12% annual growth rate by 12th Five-Year Plan: Under the 12th five-year plan, the Ministry of tourism has been provided with a fund base of Rs.15,345 crore which is a 211.13% hike since the 11th five-year plan. Every 1 million investment in Tourism industry leads to 78 job generation (one of the highest among the industries). The annual growth rate of Tourism sector was 8.1% during the 11th five-year plan, slightly higher than the overall economic growth in the corresponding period. Under the business-as-usual scenario, the sector is speculated to grow at 8.1% during 2011-21. The 12th five-year plan focuses annual growth rate of 12% (Source: 12th five-year plan report).

Improvement in ranking in T&T Competitiveness Report: As per the Travel and Tourism Competitiveness report, the tourism competitiveness index ranks India at 40th position in 2017, which jumped by 12 ranks since 2016. Among the Asia-Pacific countries, India is one of the 5 most improved countries in the index in 2017.

Swachh Bharat to fortify Food Tourism: One of the hurdles from which the food tourism in

India suffers is Cleanliness. The steps taken by the Prime Minister, Narendra Modi paves way to strengthen the cleanliness parameter in the Tourism segment. As a first step towards cleanliness, polythene bags are banned in India from Oct 2nd, 2016. It is also involved in improving the transportation facilities by constructing roads on an average of 17km per day.

Food tourism in India is gaining interest. The above parameters show the positive side of the coin. If this growth prospect continues in the same way, the industry will start generating more income than predicted.

Having seen the optimistic side of the industry, let's also look at the other side of the coin.

GST and Budget 2017-18 contracts food tourism growth: Restaurants play a vital role of food tourism. GST with 4 slabs namely – 5%, 12%, 18%, and 28%, presents a gloomy future for these restaurants. Restaurants with AC or liquor license or central heating will be charged 18%. Similarly, Restaurants without AC will be charged 12%. Restaurants with 5-star brand will be covered under 28% slab. This current GST tax rate poses a risk in the earnings metrics of the food tourism industry.

Though the 12th five-year plan has enough targets to accomplish, **Budget 2017-18** poses an unfavorable climate for the tourism industry. It has only 2 plans – creation of the five special tourism zones, and rejuvenation of the Incredible India campaign. Despite the increase in collective government spending in tourism at a CAGR of 6.8% since 2008, there is a lack of proper fund allocation, and plans for the tourism segment in India.

Given the above-mentioned factors, the growth of the industry is hampered by the new GST tax framework. The government should view the sector to be potential for the growth of the economy. Thus, the government needs to take extra care and augment its exceptional support to the industry to grow. Having seen the growth

numbers of the industry, it has the potential to outpace the current growth rate. It could prove to be a path of future growth stories. It is a viable option for investments provided the government tax rates, and fund allocation favors the industry.

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MARKETING

FOOD TOURISM MARKETING

Eklavya Attar & Sayli Gharat, PGDM Research & Business Analytics 2016-18, Welingkar Institute of Management,

Introduction Food Tourism:

It is a tourism experience in which we consume food and drink that reflects the local, regional or national cuisine.

It is one of the subcategories of cultural tourism. As the name suggests, it is a type of tourism in which the tourists try to explore the food of different places. Hence it is now considered an important component of the tourism industry.

Types of Food tourism:

1. Gourmet/ Gastronomy Tourism- The art or science of good eating.
2. Cuisine Tourism- Styles of food preparation.
3. Culinary Tourism- It is an extended version of Cuisine.

In addition to cuisine, it includes the social context in which food is acquired, prepared and consumed.

Impact of food tourism around the world

In 2012, according to the University of Florida report: "A Flash of Culinary Tourism." food services in the U.S. topped \$201 billion, nearly a quarter of all travel income. That makes food service the highest category of travel spends.

In the report titled 'An Analysis of the Travel Motivation of Tourists' from the People's Republic of China says that "Preferences in food are especially important to Asian people. The food factor is likely to hold Chinese tourists in their own country or at least have them remain in Asia rather than draw them to Europe."

Inbound tourism in India:

Tourism in India accounts for 7.5 per cent of the GDP and is the third largest foreign exchange earner for the country. The tourism and hospitality sector's direct contribution to GDP was USD 42.8 billion in 2015.

The direct contribution of travel and tourism to GDP is expected to grow 7.2 per cent per annum from 2015 – 25 to USD 85.6 billion.

Major contributors to Inbound tourism in India: Varied climate, **food**, landscape, beaches, monuments and museums, history and culture, shopping etc.

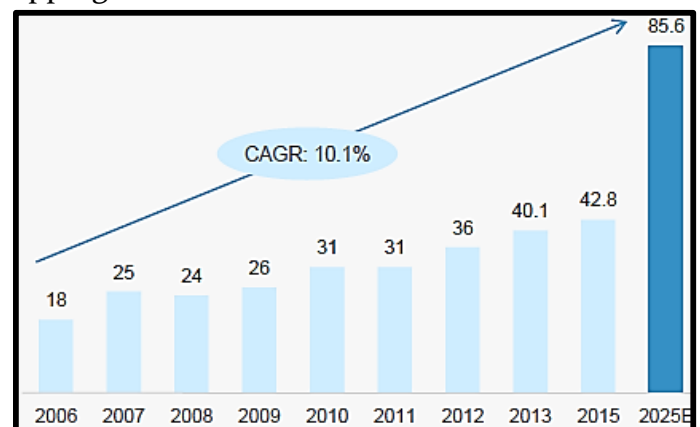


Fig 1: Contribution of tourism sector in India

Food and Tourism: An effective partnership

Hospitality Industry

Tourism Industry

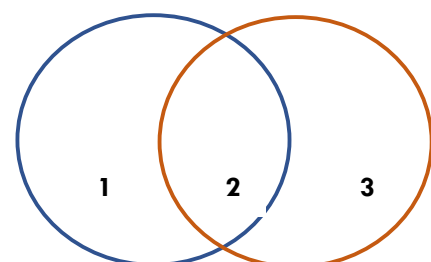


Fig 2: Relationship between the hospitality and tourism industry

Consider the above link between hospitality and tourism industry.

1. Institutional/ Welfare Catering
e.g. Hospital, Catering.
2. Commercial Accommodation Services
e.g. Hotels, Guest Houses
3. Transportation services
e.g. Car Rental, Airlines

As we can see from the above diagram that the common element between Hospitality & Tourism industry is food tourism.

Canadian Tourism Commission: Tourists increasingly realize that ‘experiencing a country’s food is essential to understanding its culture. Local food is an important element, adding to the range of attractions and the overall tourist experience.

Indian government in its annual report in 2008 envisaged, ‘ . . . India’s wide variety of traditional cuisines is a source of tourist attractions that can be packaged and marketed by developing ‘culinary tour routes’ for special category of tourists keen on authentic tastes and cuisines’.

Food tourism is being recognised as destination differentiation since it is considered as a win-win situation for both tourists and regions.

The factors that explain tourists’ motivation to travel and behavioural outcome related to consumption of food at travel destinations have been widely researched.

Food influences tourist activities such as excitement, relaxation, status and lifestyle, inspiration and cultural exploration which capture most of the tourists’ motivations to travel.

Research done on food suggests that food plays two important roles such as push and pull role i.e. ‘pushing people away from their familiar foods and eating patterns’ and ‘pulling them towards new and exciting foods’.

Road barriers to Food Tourism in India

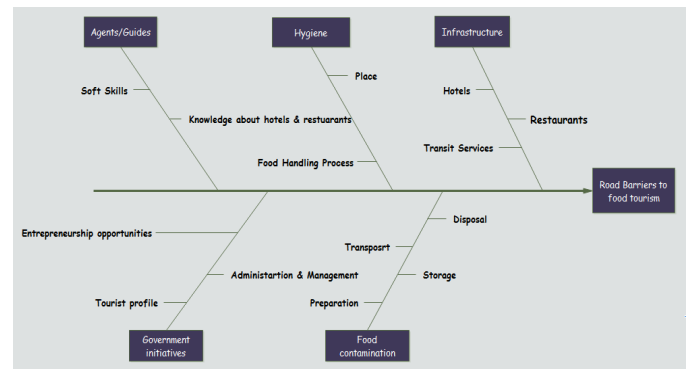


Fig 3: Cause and effect diagram showing road barriers to food tourism

Infrastructure:

It covers topics such as roads, hotels, restaurants etc. The type of infrastructure is of utmost importance since tourists are very much particular about their stay. Thus, the type of stay can be considered as the first step. Promoting food tourism follows later. Also, the poorly maintained roads, traffic jams etc. can actually cut the journey time, thus the number of places to visit.

Hygiene:

When we talk about food, hygiene is very important, we should have good hygiene practises such as place, food handling etc.

Agents or guides:

They ought to be properly trained and they should have proper information regarding all the hotels or restaurants.

They should be appointed based on the requirements, hiring more agents can make the cost of food tourism package too high in India.

Government Initiatives:

Like Incredible India! Government should start promoting food of various regions since it is now an important aspect of tourism sector. For e.g. hosting food and travel shows, initiating tea/coffee trails.

Lack of information about tourist profile. Poor Administration & management – In order to

effectively boost food tourism, it's important to have a proper profile of all the tourist staying in hotels also whether they are liking the food served to them such insights can help us to serve fusion food (food that is mix of their culture and local culture).

Lack of entrepreneurship opportunities also restrict youth to follow a career in Tourism such as opening a hotel resort or retail outlet to serve Tourism Industry in India.

Food contamination:

When we have visitors from different countries their health is of major concern hence proper measures must be taken when it comes to food storage, food preparation, and disposal.

Strategies to optimize Food Tourism in India

Planning:

Using statistical tools such as forecasting, clustering etc. one can understand the consumption style, arrival period of tourists belonging to a particular country and be prepared in advance this will ensure equilibrium in demand and supply.

Diversification of food:

The food industry of a particular region should offer diversified food options that are in line with the local culture. Thus food can play an important part in increasing that destination's appeal to the customers.

Concept of fusion of local and guest food:

Local Food can be modified as per the taste preference of the visitors giving rise to concept of fusion food. This will not only help to promote Indian food but also will help tourists to enjoy the flavour of their country food.

Preservation system:

Cold storage supply chain must be given importance since it increases the life of perishable goods and also it helps to keep food items fresh for a long time.

Supply Chain:

It plays a very important role in optimising the process of providing adequate quantity of food and in time delivery of vegetables, fruits etc. An efficient supply chain system saves lot of time also helps to serve customers well.

Development of networks and clusters:

Formal or informal networks and clusters of organisations and individuals, if developed will help in the overall food tourism and ultimately the economic development of a region or country.

Hotel Industry:

Adequate number of hotels & restaurants to ensure equilibrium in demand and supply.

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HUMAN RESOURCES

FOOD TOURISM AND THE HUMAN RESOURCES INDUSTRY

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Food tourism - A shift from the traditional holiday structure of just sightseeing. Food tourism is a holiday planned keeping food as the essence of the vacation. It involves exploring the local culture of a given place by means of food habits and trying to trace its roots in the history so as to have a complete picture of the place one spent the leisure time in.

When it comes to factually assessing the shift in the traditional holiday ways, the statistics of the food tourism industry in the 2015-16 survey indicates that around 60% of the families consider food to be a very important part of their holiday. Rather than just sightseeing, people prefer going out on the streets and actually exploring the culture.

This calls for the travel and tourism industry to change the way in which they actually advertise themselves and plan tour packages for various thrill seekers who come to them. That when the HUMAN RESOURCE element comes into picture. The people employed in the tourism industry ought to make a systematic effort to include food tour in addition to the sightseeing plans.

The Human Resource can be integrated in this industry in so many ways, the following to name a few.

1. Designing holidays

Unless one does not know the mindset of a holiday-goer, he or she can never design a package exclusively meant for them. This is possible only when the designated HR person goes out and speaks

with various tourists about their food habits, their tastes and preferences and their expectations from the vacation.

2. Voicing out the shift -

Not everyone might be aware of such new kinds of tours. This can be something that they always wanted and voicing it out in the right way so as to let them know about it is in very basic words, the work of the people who deal with the tourist i.e. the HR person!

3. Attractiveness throughout -

Once people take such a holiday package, their expectations will obviously be higher and to stand out on those, it's very important that the tour guides know the place to be explored in and out and know how to interact with the local people so that the tourists go back home happy and satisfied.

There also are various other fields related to food tourism like visiting local homes to catch the essence of how the culture grows from the very heart of the home. Thus this field involves interacting with people and getting to know them, something that Human resource people are well aware of.

It can be said that the food industry is one such industry which will never sink in the waters and the role of HR in this sector will never go down the drain because holidays and getaways are things that can never be replaced with technology!

The HR division has a long way to go here.

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GENERAL MANAGEMENT

FOOD TOURISM FUTURE

Satish Konar, PGDM 2016-18, Welingkar Institute of Management & Anagha Kale, MMS 2016-18, SIES

“There is no love sincerer than the love of food.”
— **George Bernard Shaw, Man and Superman**

As this awesome quote makes it clear. Sustenance is something we flourish and love. A genuine foodie can simply identify with it. What makes a man foodie, who are foodies? What's the reason? So there's no copyright in titles, and no sovereignties in neologisms yet a foodie is essentially a man who is wild about nourishment, who loves to taste distinctive sustenance, who stays in it. Post 2009, Web has changed the diversion play in general, Facebook developed, Twitter came in, online networking took a blast and in later past we have seen numerous sustenance drifters turning out.

As society has advanced, the consumption of both food and tourism has changed. In 1950, 25 million tourists took an international holiday, by 2050 it is predicted to rise to about 4 billion. The way travellers started travelling for food, the food also started travelling cutting the boundaries of nation. Today you can taste new cuisine every day for two weeks straight without repeating cuisine in top cities of USA.

Besides, Food Tourism incorporates into its talk moral and practical esteems in light of the region, the scene, the ocean, nearby culture, neighbourhood items, realness, which is something it has in the same manner as flow patterns of social utilization. In this article, we have tried our best to portray the importance of FOOD TOURISM in near future

What we thought is to meet experienced people from this industry and take some inputs which we can share with you in this platform.

We were lucky to have conversation with *Prof. Dr. Mohasina Mukaddam, Head, Dept of History* and *Ms. Saylee Rajadhyaaksha, A regular food blogger*. Here are few excerpts from the conversation.

Q 1. In the advertisement of state tourism, advertisement doesn't feature food as a main aspect what can be the reason behind it?

A. Mohasina ma'am (M) - So, Maharashtra government should take initiative in promoting food tourism, something concrete has to be done in order to organise food tourism as a sector, In state of Maharashtra, , tourism is exceptionally down when contrasted with Rajasthan and MP. In Banaras and Kerala, there are numerous families who direct 'Remain over and cook' Idea. They are doing it on small scale, so there are many Foreigners coming down (who are actually aware of the food culture, they do their basic homework), so to serve them the right authentic Kerala food and showing them the heritage Kerala owns be it Thullal or Padayani. So make them feel distinctive.. Food is food but it's our idea that makes it feel different and yes advertisement and promotional activities play an important role.

Sayali (S) - We Indians being more peculiar about food, about local produce how can we channelize the same enthusiasm in foreign travellers is one

thing we should think of, because food or food culture is an integral part of the culture. But it is still not included in “tourism advertisements of state government”. Perhaps food is not seen as important to them.

Q 2. Starting a stay at authentic guest houses with local cooked food can be a part of tourism or not? How extensive it is?

M: Home stay or authentic cooks are getting popular these days, which are converted into restaurant, they cook it in front of you, gastro tourism, and In fact they take tourist with them for buying fish, vegetables. It is good business and max people are 10 or so, in Konkan areas they have breakfast. Scalability is good, a mass moment would actually work

S: This is a very good way and something which will help the industry move.

Q 3. Why can't or why are travel agencies not getting into food tourism and do you feel they have scope? What possible hurdles you feel our travel agency is facing in terms of food tourism. (Agencies like cox and king, Thomas cook are some giant agencies who can easily enter the market but not doing so)

M: Initially they tried a lot to start with this business of food tourism, they approached for some time, but they couldn't succeed as there was no government support and scalability nut there are many startups like food wanderers , Autheticcook who are coming up taking the risk and going forward to make this business a viable one.

S: This is important because I believe that, we Indian consider Indian foods as only food of Punjabi or South (especially Tamil) meal. Possibly because we aren't aware about the cuisine, like how many of us know the popular dish of Uttaranchal? There are so many different types of cultures that can be found in India. Originally, it is necessary to remove the limitation of Punjabi or Tamil dishes amongst Indians. Tourism companies should take

initiative for this. Because now the new generation of food is enjoying the concept of food tourism. Many people make different trips to deliberately eat and organize themselves. I think Tourism companies are afraid to experiment.



Source – Authenticcook , specialised home cook in Marathi style.

Even water and rice grown at different places can make differences, so at times one can feel different taste of the same dish (ex Idlis made at Mumbai are different from Bangalore), interestingly in Bangalore, Andhra food is more popular. To develop

So to conclude from the above, **Infrastructure, Presentation and cultural blend with perfect marketing strategies** would work in favour of food tourism. Let's take example of Dhabbas or some khau gallis which can be a potential future in Food tourism.

- Dhabbas give fresh food, you have to project it in a better way. This is one way we can increase the footfalls. Also Dhabbas have this unique feature of providing quality and good quantity, homely type food.

- “Khau gallis “ again are a favourite spot for many youths and college going students, they are being popularised in social media a lot, Hygiene and ambience is the only concern of such places.



Source: Google , Churchgate khau galli

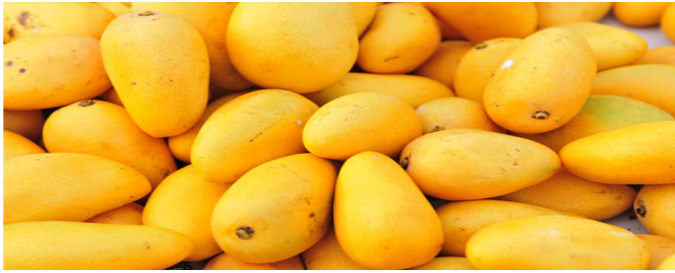
- Stay over and cook can also become a good business opportunity.

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NEWS CORNER

Team Samvad

UP Tourism Department Celebrates Mango Food Festival



Source: everythingcebu.com

Mango Food Festival was celebrated in Uttar Pradesh last month. A 3rd generation restaurant owner Abid Ali Qureshi had not thought of adding mango to his famed Biryani or experimenting with murg mango kebabs and mango seekh kebabs. However, when Qureshi prepared his wares by gelling two of Lucknow's most loved items Dussehri mango and Awadhi food, not only him but even the customers enjoyed the experimentation.

Mumbai Among Top 5 Food Destinations in India

The list of top five cities in India endorsed for food has been topped by Amritsar, followed by Hyderabad, Delhi, Mumbai and Bengaluru.

Booking.com released data, which showed that internationally, Asian and South American flavours feature highly in the top 10 foodie favourite destinations with Greece, Australia and Spain also included. Hong Kong, with its famous dim sum, Sao Paulo with Brazilian barbeque and Tokyo, whose restaurants have accrued more Michelin stars than New York and Paris combined top the list.

Top 10 cities globally has been topped by Hong Kong, Sao Paulo, Tokyo, Athens, Kuala Lumpur, Melbourne, Bangkok, Granada, Las Vegas and Buenos Aires.

75% Tourists Would Travel to a Destination Known for Food Tourism



Source: fodors.com

Booking.com has revealed that when choosing their next travel destination, the majority (75 per cent) of global travellers would only travel somewhere known for its food tourism.

It's millennials who are the most keen to combine travel and food, with 79 per cent of travellers between the ages of 18 and 34 considering travelling somewhere only that's specifically known for its gastronomic delights.

Almost one in 10 (eight per cent) people have travelled in the last year for fine dining and seven per cent for wine experiences. Millennials are most keen on seeking out food passions whilst travelling, with one in 10 (10 per cent) combining street food with travelling, compared to four per cent of those travellers aged over 55.

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CALL FOR ARTICLES

We invite articles for the July 2017 Issue of SAMVAD.

The Theme for the next month: July 2017 - **“Solar Business”**

The articles can be from Finance, Marketing, Human Resources, Operations or General Management domains.

You may also refer to sub-themes on Dare 2 Compete.

Submission Guidelines:

- Word limit: 1000 words or a maximum of 4 pages with relevant images.
- Cover page should include your name, institute name, course details & contact no.
- The references for the images used in the article should be mentioned clearly and explicitly below the images.
- Send in your article in .doc or .docx format, Font size: 12, Font: Constantia, Line spacing: 1.05' to **samvad.we@gmail.com**. **Deadline for submission of articles: 25th August, 2017**
- Please name your file as: <Your Name>_<title>_<section name e.g. Marketing/Finance>
- Subject line: <Your Name>_<Course>_<Year>_<Institute Name>
- Ensure that there is no plagiarism and all references are clearly mentioned.
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A photograph of a traditional Japanese garden. A wooden bridge with a curved railing made of logs spans a pond. The pond is filled with water, reflecting the surrounding greenery and the bridge. Several lily pads float on the water's surface. The background is a dense wall of green trees and foliage, with sunlight filtering through the leaves, creating a dappled light effect. The overall atmosphere is peaceful and natural.

“Do not go where the path may lead, go instead where there is no path and leave a trail.”

Ralph Waldo Emerson

Image sources: <http://all-free-download.com>

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