



FOURTH UNWTO WORLD FORUM ON GASTRONOMY TOURISM

**BANGKOK, THAILAND
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INDIGENOUS CUISINE AND GASTRONOMIC TOURISM: EVIDENCE FROM MEGHALAYA (INDIA)

SAURABH KUMAR DIXIT , Ph. D

Associate Professor

Department of Tourism and Hotel Management,

North - Eastern Hill University, Shillong (Meghalaya), India

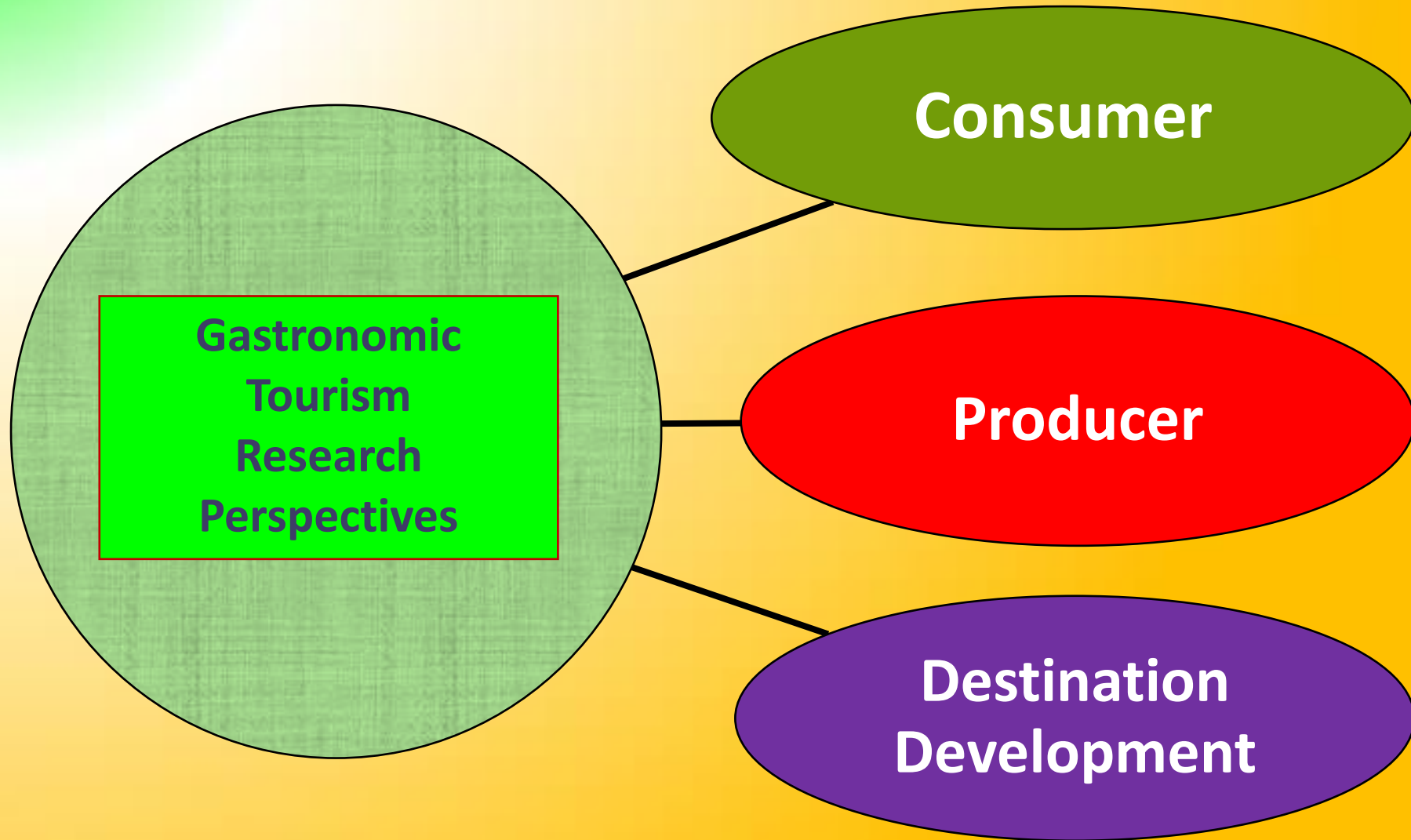
saurabh5sk@yahoo.com, saurabhdixit@nehu.ac.in

OVERVIEW

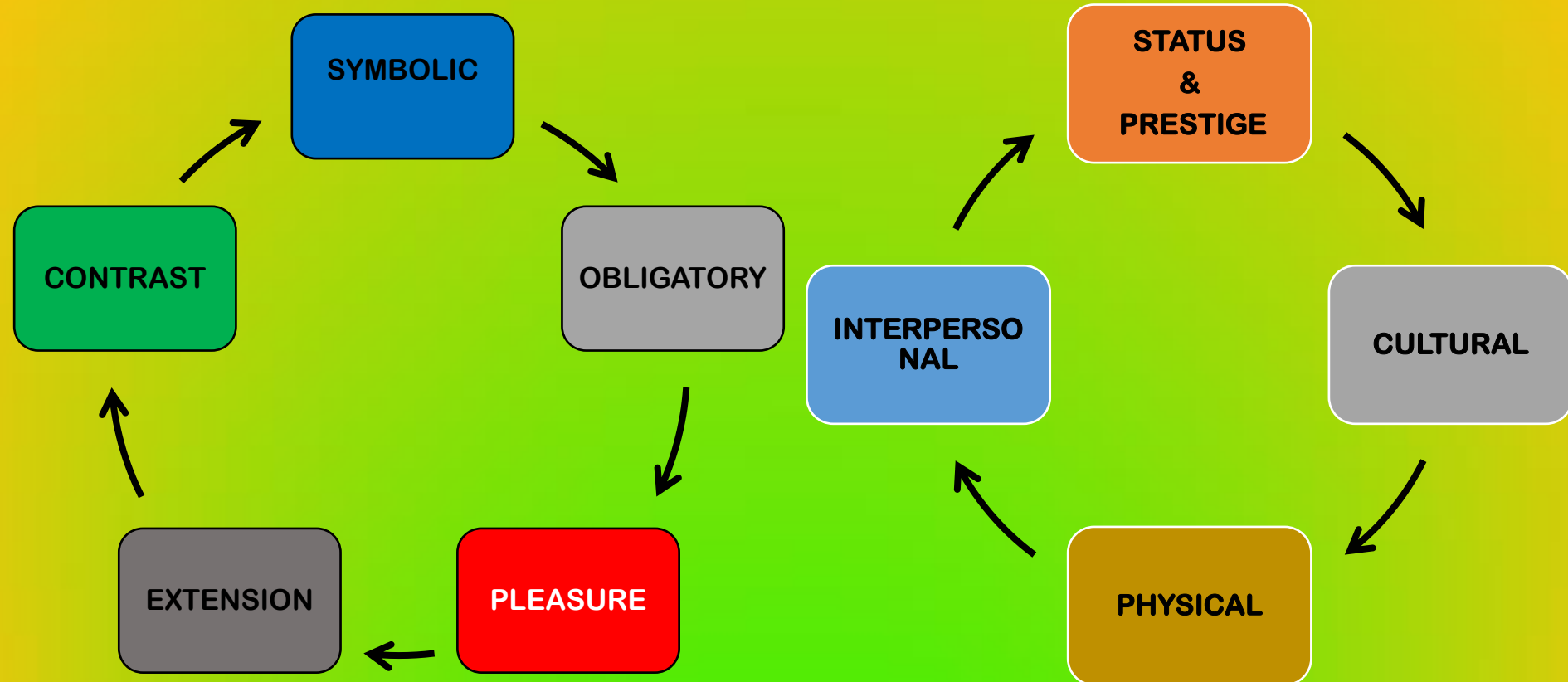
- 1) Prime gastronomy motivators
- 2) Tourist preferences for dining
- 3) Influence of modern food on indigenous cuisine
- 4) Sustaining the indigenous cuisine of Meghalaya



GASTRONOMIC TOURISM RESEARCH



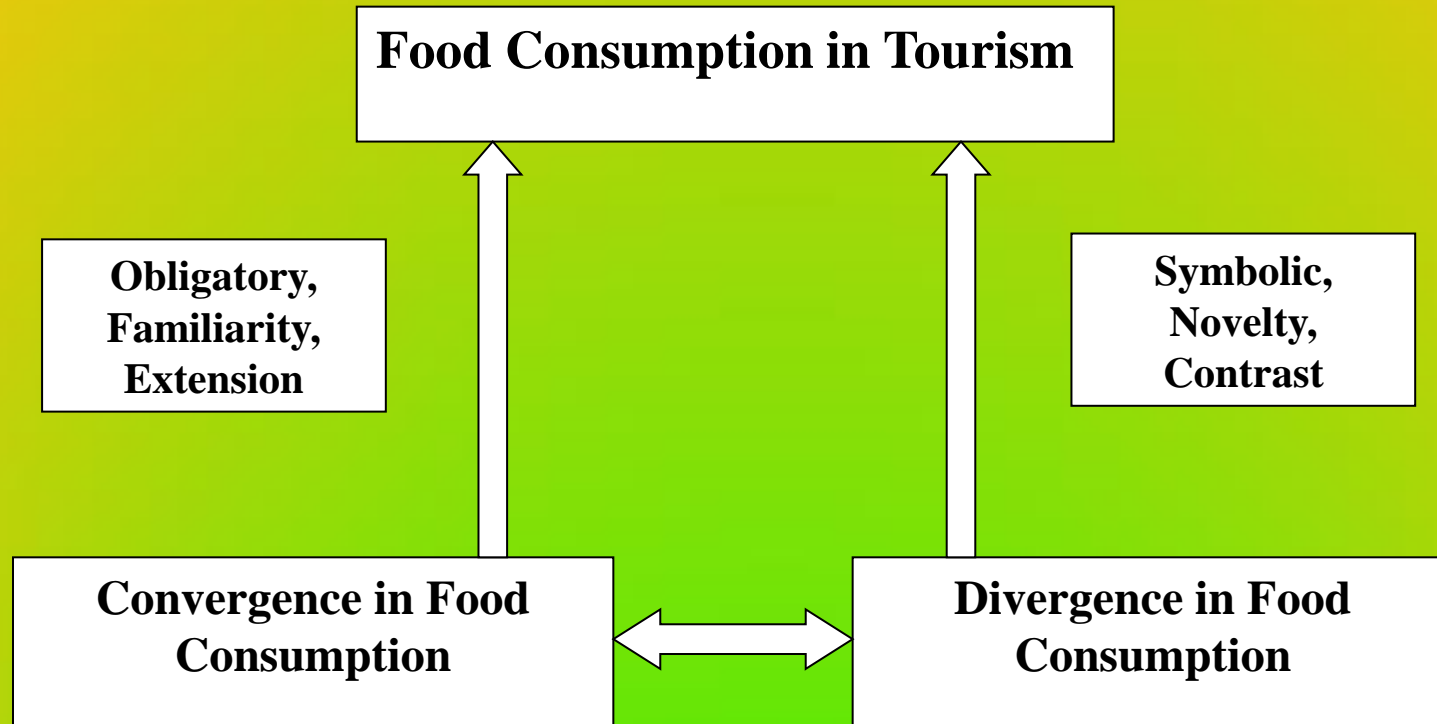
PRIME GASTRONOMY MOTIVATORS



Mak et al. (2012)

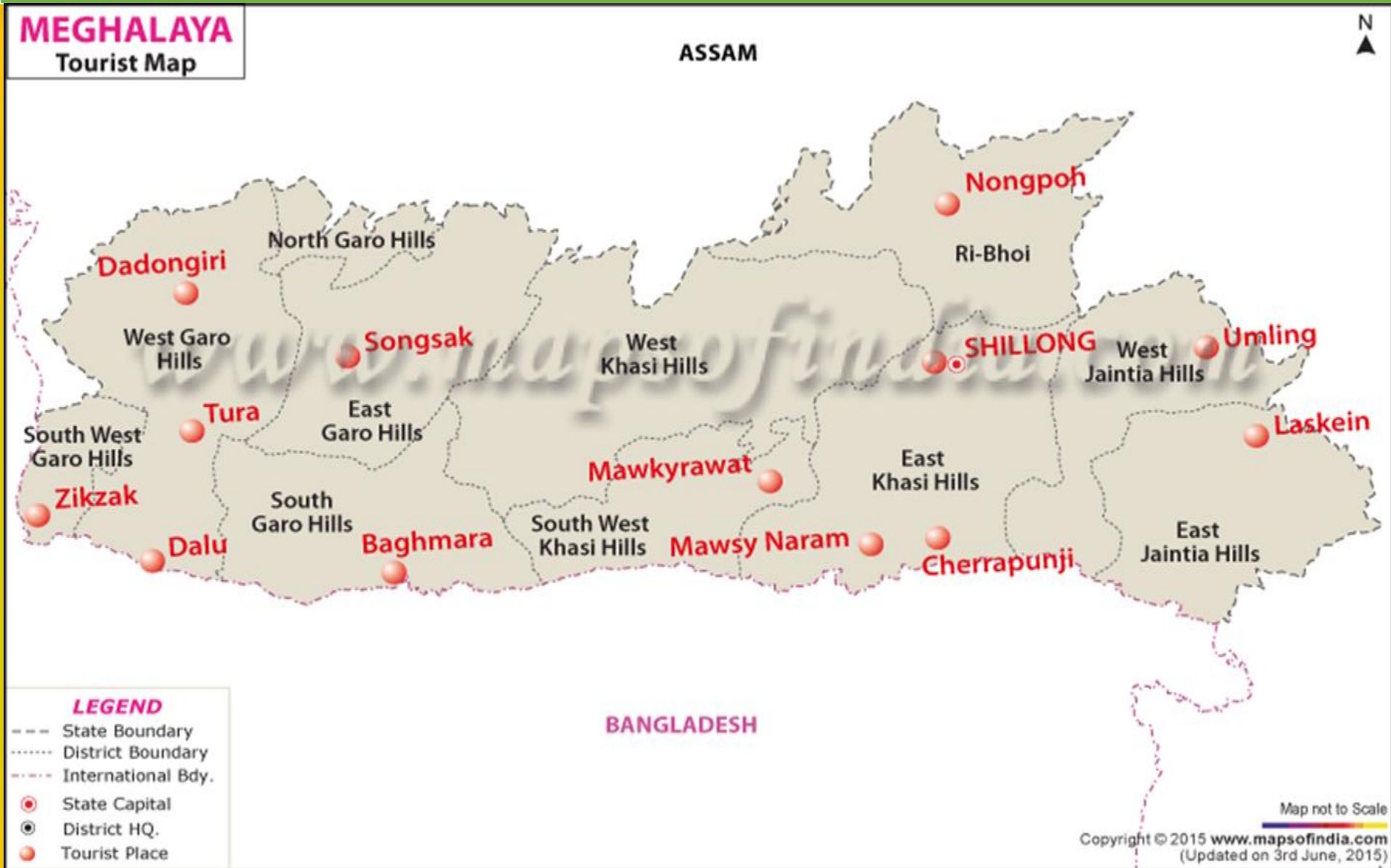
Fields (2002)

FOOD CONSUMPTION MODEL



**The Influence of Convergence and Divergence on Food Consumption in Tourism
(Mak et al., 2009)**

MAP OF MEGHALAYA (INDIA)



INDIGENOUS COMMUNITIES OF MEGHALAYA

- **‘Indigenous people’ refers to a cultural group in a particular ecological area**
- **Follow traditional food Systems**
- **Ethnic communities of Meghalaya: Khasis, Jhantias, and Garos**
- **Matrilineal system of Family Lineage**
- **Rapid dietary change of indigenous peoples**

INDIGENOUS CUISINE OF MEGHALAYA

- **Important part of culture, identity, and heritage**
- **Meat centric : Pork, Beef, Mutton, Game, Chicken, Fish**
- **The food differs among different communities**
- **KHASI CUISINE:** Made from rice, ginger, turmeric, onion and Fermented Soyabean 'Tungrymbai'
- **Jadoh:** Red hill rice cooked with pork stock



Khasi Snacks (Putharo, Pusla and Pukhlein)



PUMALOI

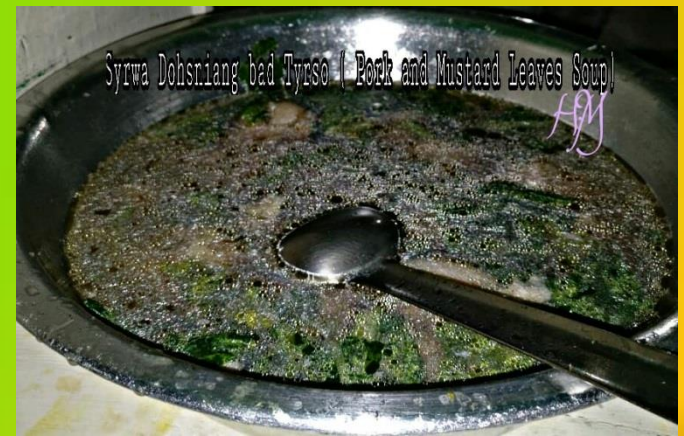
INDIGENOUS DELICACIES OF MEGHALAYA

- GARO CUISINE: 'Nakham Bitchi' (a hot spicy soup of fish)
- Preserved fish or meat
- JAINTIA CUISINE: mushroom dishes
- Mushrooms are commonly known as Tit
- mixed with pork and add black sesame seeds



ACADEMIC AND PRACTICAL IMPLICATIONS

- Travelers visit tourism destinations to taste unique and authentic gastronomic products
- Gastronomic tourism can create distinctive unforgettable travel experience
- Connecting tourists with local culture and landscape
- Contribute in sustaining the indigenous *Khasi* food



NORTH-EAST INDIA - A PARADISE STILL UNEXPLORED

*Thank You
for
Your Patience*

