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INDIGENOUS CUISINE AND GASTRONOMIC TOURISM:
EVIDENCE FROM MEGHALAYA (INDIA)
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

Consumer
Producer
Destination Development

Gastronomic Tourism Research Perspectives
PRIME GASTRONOMY MOTIVATORS

- SYMBOLIC
- CONTRAST
- EXTENSION
- PLEASURE
- OBLIGATORY
- INTERPERSONAL
- STATUS & PRESTIGE
- CULTURAL
- PHYSICAL

Mak et al. (2012)

Fields (2002)
The Influence of Convergence and Divergence on Food Consumption in Tourism (Mak et al., 2009)
• ‘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 Linage
• 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)
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
• 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
Thank You for Your Patience