

A Review Paper on the Cultural and Historical Evolution of Food in Punjab

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Abstract – *These days tourism is the largest growing industry in the world and its demand is increasing day by day. The culture of Punjab is attracting more tourists from world over thereby bringing more revenue to the state and also to the country. The delicacies of the Punjabi food served in the heritage hotels and eateries show the cult of typical Punjabi taste. The soil of Punjab has been gifted by the nature producing rich harvesting products since the time of the ancient Harappan Civilization. Punjabi cuisine is the signature cuisine of the state and it has given its impact to the entire universe. The purpose of this study is to understand the rich taste of Punjabi food which depicts the age old culture of ancient Punjab and this study is based on secondary data.*

Key words: Punjabi, Food, Culture, Tourism.

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INTRODUCTION

Punjab is the land of five rivers and it is also one of the leading states of India in terms of infrastructure, sports and hosiery. The land in the Indian Punjab is ideal for growing wheat and rice. The Basmati rice is the most popular rice of Punjab and it also grows multiple crops like sugarcane, millet, barley, fruits and vegetables. Punjab is the oldest cultivation on the earth and people of Punjab enjoy their god gifted benefits like fertile soil that gives good cultivation. The state of Punjab is also famous for milk and milk products and these are used to prepare various Punjabi dishes.

CULTURAL AND HISTORICAL IMPORTANCE IN PUNJAB

The culture of Punjab has made a vast difference from the rest of the country because of its rich heritage, tradition, rich food and culinary skills. Punjab is well known for Sikhism, the world famous holiest place of Sikh shrines is in Amritsar known as Golden temple or Shri Harmandir Sahib. Punjab is one of the leading states of India which is well known for Sports goods, hosiery products and Infrastructure. Some of the famous tourist destinations in Punjab are: In Amritsar:- Golden Temple, Jallianwala bagh, Maharaja Ranjit Singh Museum, Wagah Border, Akal Takht, Gobindgarh Fort ; in Chandigarh:- Sukhna Lake, Rose Garden, Rock Garden and in Patiala:- Kaali Devi Mandir,

Sheesh Mahal, Moti Bagh Palace and Dukh Nivaran Gurudawara. Tourist in Punjab can enjoy the incomparable hospitality and warmth of the natives. In the Vedas the lives of the Aryans in Punjab is documented and surprisingly the ingredients mentioned over 6000 years ago are still in extant in Punjabi Cuisine like milk, ghee and curd.

IMPORTANCE OF PUNJABI CUISINE

The cuisine of Punjab is one of the most popular Indian cuisines and the Punjab region is situated partly in India and Pakistan. In Punjab the food is treated with respect because it is belived to be a gift of God. Punjabi cuisine has always been influenced by Mughal invaders. The Punjabi cuisine has a great variety of popular vegetarian and non vegetarian dishes which are prepared traditionally considering their culture. The main aim of the Punjabi cuisine is to satisfy the each and every taste buds of humans. The tandori cooking is very famous style of cooking used in Punjab, different preparations like tikkas, butter flavored chicken and famous breads like Naan, Tandori roti has also managed to create an interest outside the region and taking to the different places in the world. In Punjab, the style of cooking at homes is separate from outside foods like cooking in Hotels and Restaurants. At home people prefer to cook the food which contains less oil but in Restaurants Chefs prepare the food with butter, desi ghee to

enhance its taste and aroma even the use of spices is more in Hotels and Restaurants as compared with home cooking. The famous cultural and traditional Punjabi foods are: Amritsari Fish, Butter Chicken, Sarson Ka Saag, Makki ki Roti, Butter Naan, Patiala Lassi, Kheer, Tandoori Chicken, Dal Amritsari, Dal Makhani, Rara Chicken etc.

The spices used in the Punjabi cuisine are grounded in Ghotna, a kitchen equipment to grind and spices and other ingredients that are used in preparing the dishes. Onion, garlic and ginger are used widely to prepare various Punjabi dishes. Various other ingredients like vinegar, zarda (Coloring Agent), cumin, coriander, dried methi leaves and black pepper are used to enhance the taste and flavour of various dishes and pickles are also used to prepare many Punjabi cuisines. One of the famous dish is Achari Chicken made of chicken and pickles. And the pickle made of mango is the popular accompaniment with many Punjabi dishes like the various stuffed parathas, and Punjabi thali is one of most famous in all over the world because the tourist can taste variety of local food by ordering one thali. The Punjabi Cuisine has a huge variety of Non vegetarian and vegetarian dishes and it is liked by all the communities.

Table. I Popular Punjabi Dishes

VEGETARIAN	NON VEGETARIAN
1) Dal Makhani	1) Butter Chicken
2) Dal Fry	2) Murgi te Ande da Saluna
3) Kadi	3) Amritsari Fish
4) Amritsari Kulcha	4) Tandoori Chicken
5) Amritsar daal Ladoo	5) Chicken Curry
6) Papad	6) Chicken Tikka
7) Wadiya	7) Keema Naan
8) Makki Roti and Sarson ka saag	
9) Amritsari Cholle	
10) Aloo wadiyan	
BEVERAGE	DESSERT
1) Patiala Lassi Sweet	1) Phirni
	2) Gur ka Halwa
	3) Pinni
	4) Besan ka Laddoo
	5) Khajur

DIFFERENT COOKING STYLES OF PUNJAB:

Different traditional cooking styles are still used by the villagers for cooking different authentic food like the Punjabi bhathi which is similar to a masonry oven. The Punjabi bhathi is made with bricks and clay and covered with a metal at the top. One side of the oven is open where wood and bamboo leaves are put to burn the fire. The traditional stoves in Punjab are called Chulla respectively and it is common to find ovens called band chulla and wadda chulla in the houses of Punjab. Another method of cooking food is by using traditional heating equipment in the form of a wood-burning stove that is made up of a metal fire chamber, an adjustable air controller and a fire base made of brick. One of the cooking styles that have become very popular is the tandoori style that is used for preparing various dishes in a clay oven called tandoor.

Tandoor: The tandoor which has become important equipment for preparing various Punjabi food items is a traditional clay oven tandoor that is commonly found in Punjabi households. A Punjabi tandoor is a bell-shaped oven which is place above the ground or set into the earth. Wood and charcoal are used to burn the fire of the tandoor. This cooking style has gained popularity everywhere. Different types of bread items like roti and naan as well as delicious meat dishes like tandoori chicken made out of roasting the chicken with other ingredients like spices and yogurt are prepared in the tandoor.

Madhani: It is called as wooden churner who is basically used in Punjab for churning out butter from cream

Chakla belan: They are usually made up of wood and the word Chakla is a small round platform of wood and the word belan is known as rolling pin. The main purpose is to make Indian breads.

Kadahi: It is a deep utensil made up of brass, aluminum etc. and it is used for deep frying like Pakodas, and other famous dishes like Kadahi chicken is also prepare in it.

Kadoo kas: The people of Punjab especially in village use this equipment for grating purpose like making puree of tomatoes which we use in making Butter Chicken.

Pauni: This is also known as skimmer spoon used for frying different foods.

Karchi: It is a big round spoon used for stirring and mixing food and also used in serving.

Patila: This is made up of brass and is basically used for sautéing, boiling and simmering and in making gravies and some chefs prepare chicken in it and add this in the restaurant menu termed as Patila Chicken

Dori danda: This equipment is useful for pounding chutneys and making powdered spices and it is made up of stone with a log of wood.

LITERATURE REVIEW

Upadhyay and sharma (2014) suggested in his study that tourists choice focus into five factors, namely food preparation, local food, taste and quality of food, and dining etiquettes, nutrition of food and aroma and cleanliness of the food.

Cai, Hong, & Morrison's (1995) mentioned in their study that the consumption of food by the tourist, showed that occupation was a important factor, and education was the most important

prognosticator for a tourist's expenditure on food at the destination.

Silberberg T.(1995),defines cultural tourism as visits by tourists from outside the community motivated as per their interest in the scientific, artistic, historical and heritage offerings of a community, region and Group

Everett. S, & Aitchison. C (2008): The study had examined the role of food tourism in developing and sustaining regional identities. The primary focus was on rural development pertaining to increase the tourism and identity. The research wants to focus on three major issues: To increase the tourist spending what is the role of food tourism, the probable role of food tourism in extending the tourist season and the re-examination of food tourist categorization within a sustainability framework.

Lucy Long (2004) A culinary tourist is different from a leisure tourist because they do not have to leave their country or even their home; due to the fact that it is not only about enjoying the popular or regional food, but also about exploring other aspects of the food, the person who watches cooking shows or read cooking books can be a culinary tourist.

Hall and Sharples (2003) in his study he proposed the division of food tourism based on the interest in food as a travel motivation. The division is based on the following criteria: 1) The main interest in travelling is to visiting a famous specialty restaurant and food related activities is considered as cuisine tourism 2) The tourist indulge in certain food production related activities which directly resulted in culinary tourism,3) Because of difference in delicacies of urban and rural sector there is a low interest in food related activities 4) There is a very small division of tourist who only visit the places to taste and have the food rather than indulging in any food related activities

Hall and Mitchell (2005) say that the combination of food and tourism has opened wide roads to the advanced development avenues for the country as well as opening job opportunities at both the levels viz Tourism and food

Maity (2014) It is important for the tourists to feel safe before visiting any place and search out the traditional food. There are many examples that the food tourists were taken to totally different locations from the one they really wished to travel.

Ab Karim and Chi (2010) say that the foods that are distinctive and famous for its taste are suitable to be developed and also can be promoted as a tourism product.

Bessi re(1998) Famous food products offer the opportunity for the development of tourism through cuisine traveller , direct purchasing from the farm,

speciality restaurants food with special importance on local food.

The cuisine of a region can show its cultural or national identity (Frochot, 2003; Rand et al., 2003)

Food or Cuisine plays an important role when choosing a holiday destination and therefore food tourism has become an important part of the tourism industry (Everett, 2016)

(Stone & Migacz, 2016) says that from the past five years the percentage of the tourist who travel for the purpose to taste the cuisine of other places has increased and so does the importance of culinary tourism.

Tasting and experiencing local specialty food increases the knowledge of a destination and also attracts people to visit the different places as experiences with regional food and beverage affect the decision to visit and revisit a certain place of origin (Alderighi, Bianchi, & Lorenzini, 2016).

(Richards & Hjalager, 2002). says that food is not just a product that needs to be promoted but it is important to deliver more worth to the services, in order to make delicious culinary experience and for the tourist to remember it.

OBJECTIVES

- To study the role of regional Cuisine in the success of Punjab Tourism
- To review the progress & emerging issues of culinary tourism in Punjab.

The study is a review article and the data is collected from previous studies. The secondary data has been collected and a review of role of food in attracting tourism in Punjab has been studied.

CONCLUSION

Food plays a very important role in attracting the tourist to a particular destination. We can increase the tourism in any part of the country with local flavors because India has a unique culture and cuisine. This research paper aims to bring forward the concept of cultural and historical evolution of Punjab food and its role in developing Punjab tourism. It is observed that with the support of good facilities available and by providing good quality of food Punjab can be a sustainable tourism option. This will also help the farmers to gain more income by growing more vegetables and crops. This will also be a good profit earning for many specialty restaurants and even hotels who provides authentic food. There are many places in Punjab which are famous for its authentic food and which attracts large number of people from across the

globe especially for that food. Tourists when visit those places want to have that food as that has a significance to the region also.

RELATIONSHIP OF PUNJABI CUISINE WITH TOURISM OF PUNJAB

The Punjabi cuisine plays a very vital role in the cultural development of Punjab Tourism. People from different part of the world and of all races wish to visit this part of the world to especially taste the culinary specialties of Punjab. In Punjab places like Amritsar where people travel to taste famous Amritsari Kulchas, Amritsari Fish, Poori, famous Aam Papad, various varieties of non vegetarian dishes prepared in desi ghee and also pure desi ghee sweets which is famous world over and another place known as Malerkotla near to Patiala is also famous for its rich ancient heritage where muslims and hindus live like one community and is also famous for various tandoori non veg cuisine. The Punjabi food is so famous that all over the world there are specialty restaurants where only Punjabi cuisine is served but the taste, Ingredients and style of cooking is different in comparison to Punjab. So people want to travel in Punjab to taste the specialties and its authentic cuisine. So the Punjabi food also helps to increase the tourism in Punjab. Therefore, we can say that there is a very good relationship between Punjabi cuisine and Punjab Tourism.

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