

FOOD FESTIVAL AT GLOBAL VENUES, A STRATEGIC TOOL TO PROMOTE INDIAN TOURISM

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Abstract

Strategic planning is as a process of analyzing its strength and weaknesses in its current and prospective markets. Strategic planning also evaluates the present situation and decides where it wants to reach. The strategic planning defines the activities and action plans to achieve its aims. Marketing campaigns of tourism are the action plans based on the strategic planning for tourism development. 'Campaign' describes about the co-ordinated programme of marketing activity in general field of promotion and distribution, designed to influence and mould customers behavior. The Ministry of Tourism, Government of India, designs the national policies for the development and promotion of tourism in India. Food is the sense of identity and has got a kind of cultural power in it. Food is one of the essential elements of the tourist experience. Food brings in bondage amongst the people. Viewing, all the preceding facts, researchers, decided to take up a study on the topic entitled, "Food Festival at Global Venues. A Strategic Tool to Promote Indian Tourism". The main objectives of the study is to find out the ways in which the Indian Food festivals could be organized

abroad to promote the Indian Tourism. The paper has been, divided into the following sections: Introduction, Objectives, Methodology, Review of Literature, Discussion, Conclusion and References.

Concept of Indian food festival is to showcase the diverse exotic Indian cuisine, vast cultural heritage, the rich customs and traditions of preparing and serving food. Food festival would present the diverse use of ingredients, providing information of medicinal value of the ingredients and its essential requirements for human body.

KEY WORDS: *Tourism, Marketing, Event Management, Cuisine, Festival*

I. INTRODUCTION

Tourism has today, emerged as the fastest growing industry in the world. Tourism is a major engine of economic growth and an important source of foreign exchange earnings in many countries, including India. It has great capacity to create large scale employment of diverse kind, from the most specialized to the unskilled and hence can play a major role in creation of additional employment