

The Prospect of Promoting Gastronomic Tourism in Meghalaya: A Review

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Abstract: Gastronomic Tourism is the type of tourism that involves tourists eating local food and engaging in local food related activities. Food forms an important part of any culture which is also evident in the Khasi culture of the Khasi tribe of Meghalaya. The Khasi culture is an attractive tourism product with its dances, festivals, attires, religious practices and so on, however, Khasi food is not yet celebrated as a cultural tourism product. Tourists who visit Meghalaya often miss out on eating Khasi food because of many reasons which are mentioned in this paper. This paper employs content analysis and anecdotal approach towards achieving the objective of projecting the prospective aspects of gastronomic tourism promotion in Meghalaya. Therefore, Khasi food has the prospect to be promoted as a cultural tourism product of Meghalaya which would consequently allow gastronomic tourism in Meghalaya to be branded as an image and promoted for tourism development in the state.

Keywords: gastronomic tourism, prospect, Meghalaya, Khasi culture, Khasi food

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