

The Study of the Impact of Local Cuisine on the Growth of Hotel Management

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Abstract: *The hospitality industry is significantly influenced by culinary tourism, where local cuisine plays a pivotal role in attracting tourists and enhancing their overall experience. This study examines the impact of local cuisine on the growth of hotel management, focusing on how regional food culture contributes to customer satisfaction, brand differentiation, and revenue generation. With the increasing demand for authentic culinary experiences, hotels that integrate local flavours into their menus gain a competitive advantage. The research adopts a mixed-method approach, combining qualitative interviews with hotel managers and chefs, along with quantitative surveys from guests. The findings reveal that hotels promoting local cuisine experience higher occupancy rates, improved guest reviews, and increased repeat visits. Additionally, local food partnerships with farmers and artisans foster sustainable tourism, benefiting the regional economy. However, challenges such as ingredient sourcing, standardization of traditional recipes, and cultural adaptation persist. The study highlights best practices for hotels to effectively incorporate local cuisine while maintaining global standards. By leveraging local gastronomy, hotels can enhance their market positioning, attract food-centric travellers, and contribute to cultural preservation. This research contributes to the existing literature by providing actionable insights for hoteliers, policymakers, and culinary tourism stakeholders. The findings suggest that a strategic focus on local cuisine can drive long-term growth in hotel management, making it a vital component in hospitality marketing and operational strategies.*

Keywords: Local Cuisine, Hotel Management, Culinary Tourism, Guest Satisfaction, Sustainable Hospitality

