

# Promoting Local Food for Sustainable Tourism - Case Study Darjeeling City

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## **Abstract**

Gastronomy tourism provides an opportunity to generate benefits that can improve the local economy, socio-cultural aspects, and environmental protection. The purpose of this study was to examine the Gastronomy tourism activity in Darjeeling City and its contribution to the development of a sustainable tourism experience. The selection of this issue is based on the possibility of a culinary tourist boom in the hilly regions of Northern West Bengal, specifically in Darjeeling, and Kalimpong districts. The study employed qualitative approaches and utilised the triangulation data collection method. By engaging the local population, gastronomy tourists, the food business, and local government. The SWOC data analysis approach and flow model analysis technique were employed to produce the findings. The study reveals that the gastronomy tourism identity in Darjeeling City is shaped by the acculturation of Chinese, Tibetan, Nepali, and Indian cultures. This fusion of cultures, along with factors such as the availability of food ingredients, culinary skills, societal norms, religious beliefs, and the distinct flavours influenced by cultural and social influences, contribute to the gastronomic experience in the city. Gastronomy tourism activities in Darjeeling city provide tourists a sustainable and enriching experience. These products have the ability to serve as symbols of Darjeeling as a tourism destination. This study aims to make a valuable contribution to the advancement of tourism and can serve as a useful reference for building effective tourism development strategies in the city of Darjeeling.

Keywords: Gastronomy tourism, Culinary tourism, sustainable experience, Socio-Cultural, Darjeeling.