

## ANALYZING POSSIBILITIES OF PROMOTING FOOD CULTURE OF RAJASTHAN THROUGH FOOD MUSEUM: A VIEW POINT

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### Abstract

*The relation between food and human is inseparable. The evolution of food is as old as human civilization. Food practices or food culture is one of the parameter to decide the richness of any region or locality. From ancient to contemporary times, food played a major role in the evolution of civilization and displaying food-related objects and artifacts is common in natural and history museums. As Lucy Long (American ethnologist) has defined food culture as “the practices, attitudes, and beliefs as well as the networks and institutions surrounding the production, distribution, and consumption of food”. Every region or nation is always proud of their food culture. Therefore they always look forward to preserve its food culture, practices and food heritage. Presently there are around 81 food museums in the world which acquaint with history, civilization and many modern approaches about food that helps the human to sustain their life. The food tourist, researchers, practitioners are always enthusiast and keen about such knowledge and try to preserve it for the generations to come. Food museums have frequently engaged with food heritage and culinary traditions.*

*The present study tries to create a view point with exploring the possibilities of promoting food culture of Rajasthan through food museum, as Rajasthan is the one famous destination in the itinerary list of the tourists and it's known for its vibrant food culture and heritage. Authors have utilized conceptual with review approach of methodology. This article will possibly add the new knowledge for advocating the strategies for promoting and sustaining the rich and diminishing food heritage of the state. This study showcases the modified model of food museum, its operation and approaches of food culture promotion. Moreover, the study would be beneficial for the policymaker to utilize literature and findings in setting up the food museum in the future and also to assess its characteristics, tasks, audience and modes of engagement; as such there are no food museums in the state.*

**Keywords:** Food Museum, Rajasthan, Food Culture, Food Heritage, Sustainable Development, Rajasthan Tourism

### The background

Museum is an institution that conserves artifacts, culture, history for the public knowledge; to showcase the past civilization of human being; living pattern through holding old residues, evidences and artifacts (Findlen, 1989). Museums is categorized into fine arts, historical museums, science and technology museums, museum house, archaeological museum and general /multi-disciplinary museums (Yasmin & Hanan, 2017). Emmanuel N.Arinze (president of commonwealth Association of Museums) in his public lecture at the National museum, Georgetown

(Guyana) expressed there is a need to redefine the concept of museum because of modernization and technological adoption in society. Museum must redefine the aim, mission, strategies and functions to act as tool to call attentions towards the actions and events that must encourage the society development. (Desai, 1999). Emily Duthie (2011) added on, museum as an institution aimed to encouraged, promote and foster culture that must sensitize targeted groups through programmes and activities. Museum is an interdisciplinary spaces highly interconnected with external contexts i.e. socio, political, economic and cultural which stands the cross road of history, culture and most importantly the roots of civilization. Most of the museums showcase art, history, agriculture, science, natural objects of fascination, historic and heritage sites etc. where many objects, artifacts, pictures depicts the journey of mankind (Garibaldi, R., & Pozzi, A. , 2021). In these museums many objects, artifacts, utensils, idols, weapons etc. somehow has the direct and indirect connection with the food and its preparation. According to Danielle Oteri (2019), "food" has become a popular subject in the world of arts and culture in recent years. In the recent years, particularly in the last decade, many countries, has opened food museums. As Lucy Long (American ethnologist) has defined food culture as “the practices, attitudes, and beliefs as well as the networks and institutions surrounding the production, distribution, and consumption of food”. Every region or nation is always proud of their food culture. Therefore they always look forward to preserve its food culture, practices and food heritage. Presently there are around 81 food museums in the world which acquaint with history, civilization and many modern approaches about food that helps the human to sustain their life (Brien). The food tourist, researchers, practitioners are always enthusiast and keen about such knowledge and try to preserve it for the generations to come. Food museums have frequently engaged with food heritage and culinary traditions. Some of the popular food museums of the world, as per Joey Havford (published in the ‘thetravel.com, 2019), top ten rank wise food museums of the world are given in the table mentioned below:

Table 1  
Top ten food Museums of the world

Sr. No.	Name of Food Museum	Place(Country)
	The Dessert Museum	Pasay area of the Philippines
	Instant Ramen Museum	Osaka, Japan
	Museu de la Xocolata	Barcelona region of Spain
	The Potato Museum	Blackfoot region of Idaho

	National Mustard Museum	Middleton, Wisconsin
	Jell-O Museum	LeRoy, New York
	Gingerbread Museum	Czech Republic
	Disgusting Food Museum	Los Angeles area of the United States & Malmo area of Sweden
	The Frietmuseum	Bruges area of Belgium
	The Museum of Ice Cream	San Francisco

(Source: Joey Haverford, *thetravel.com*, 2019)

Museums have the ability to bring people together locally as well as on a social and political level. Local museums serve as an excellent resource for learning about a certain region's history while also fostering a sense of place and community (museum next, 2023).

### Introduction and Literature Review

Nordic countries have highlighted the concept of food culture (Amilien, 2018). Fundamentally the word food culture is a combination of two words "Food" and Culture". Food is considered as a tangible consumable product used by human being for sustain as well as it informs about the social background and environmental situation. Whereas the word culture brings proportions of individual's ethics, knowledge, bearing social values etc for the reference for a group of people (Amilien, 2018). As per Mihalache food museums are sort of museums specializing in food (items) and food customs. Since 2000, an unprecedented number of food museums have been founded, and as of 2018, there are over 143 food museums that are currently available to the public. They feature a variety of displays showing regional foods, famous dishes, condiments, kitchenware, and raw materials (Zhou, 2018). As Lucy Long (American ethnologist) has defined food culture as "the practices, attitudes, and beliefs as well as the networks and institutions surrounding the production, distribution, and consumption of food". Every region or nation is always proud of their food culture. Food anthropology is always inspired from attitudes, beliefs and practices of production and consumptions (Anthropology of food, 2023). The idea of an exhibition with a culinary focus may seem novel, yet the connection between "Food and Museum" is by no means a recent development. Since its establishment in Switzerland in 1985, the Alimentarium Food Museum has served as the first food

museum in the world present a comprehensive and unbiased assessment of the different facets of the human diet (AFM, 2020). In the meantime, numerous nations have also given the food culture in their museums a great deal of admiration throughout the previous three decades. Currently, according to Maria Lotfi (2019), “there are many different kinds of food and drink museums around the globe. These museums don't just inform people about the history and culture of food; they also provide a pleasant experience for visitors because eating makes everyone happy”. Rajasthan state's culture and heritage is very rich and Rajasthan was formerly known as Rajputana, and its culture extends back to the time of the Kings. Over the years, Rajasthan has been ruled by a number of different kings, including Rajput, Maratha, and even Muslim kings. As a result, Rajasthan has a rich cultural diversity, carrying many stunning forts with a vast range in its architecture, language, customs and rich food legacy. In India, there is only one food museum in Thanjavur that is themed on food security of India to reciprocate ancient era. Looking to the potential of Rajasthan state's have rich heritage and culture, it will be imperative to preserve the same through food museum.

### **Research Objectives**

The study will focus on understanding the various concepts, evolutions of food museum with the below key objectives

1. To understand the key importance of food museum by exploring the ideas of food museum development from different established food museums.
2. To analyze possibilities of promoting food culture of Rajasthan through food museum.
3. To generate a viewpoint over development a food museum in the Rajasthan state along suggesting a suitable model for the food museum in Rajasthan.

### **Research Methodology**

This article utilized conceptual approach with generating a view point on the topic. As the topic is new and latest in the field culinary or gastronomy tourism, Author's search included the pertinent new articles and reports, however to develop the concept over evolution, definition, older articles have also taken in consideration. The major search was the high index peer reviewed article from the Scopus and web of science data base, as the reliability and dependability is always highest in these sources. Although in Indian context merely a few studies has been carried out. Concept of food museum has always been a major concern in European and related countries. Moreover, articles were accessed through Google scholar by the keyword search. The keywords in the search help readers to recapture the main ideas of the paper.

### **Discussions**

#### **❖ Food Museum**

The relation between food and human is inseparable. The evolution of food is as old as human civilization. As Ronald Barthes wrote, food is “a system of communications, a body of image, a protocol of usage, situation and behavior”. As per the Wikipedia food museum is a place that tell the story about the food that helps the human being to sustain in past. Food museum are considered as an integral

part of food heritage movement. Presently, all around the globe 81 food museums are there that depicts the history of food from pizza to potato (Brien). The prime targeted customers for the food museums are food lovers, tourist, historian, food bloggers, educationists, researchers etc. Food have strong appealing power that can exhibits in museums through stories telling narrations and animations on ancient food production techniques and on food human was sustained (Stone, 2020). Heineken Experience is one of the popular food museums in Amsterdam that attracts tourist to know about the beer brand Heineken and history of brewery. They organize tour and interactive exposition (amsterdam.info). LA Plaza Cocina in California Los Angeles is the first food museum inaugurated in 2022 to dedicate the Mexican food. It exhibits Maize: past, present and future through historical stories, art of cultivation and cultural importance (Artes, 2023). The Cup noodles museum Osaka Ikeda is popular noodle museum located in the city of Ikeda (Japan) as it's a birth place for instant noodles and instant chicken Ramen. It's established in the year 1999 to exhibits history of instant noodles and to showcase innovations & discoveries of past inventions related to noodles (osaka-info.jp). In our country India, Thanjavur (Tamil Nadu) is the first city having food security museum that inaugurated on 24 Nov 2021 that showcases the evolution of food from Mesolithic era along with the history of various methodologies used in ancient time for agriculture. Museum also exhibits food security history, procurement, storage & prevention, movement and distribution of the Food Corporation of India. They have invested all new technology ranges to attract customers from 3D movies to proximity sensors (Gangopadhyay, 2021).

*Figure: 1, Some stills of Thanjavur, (Tamil Nadu) museum*



*(Source: official website, www.fci.gov.in)*

#### ❖ **Component of Food Museum**

As per National Museum of the American People (NMAP), the Center for Advanced Studies of the American People which is engaged in housed museums, suggest the various component of any museum. However some of the major components may be (buildnmap, 2023):

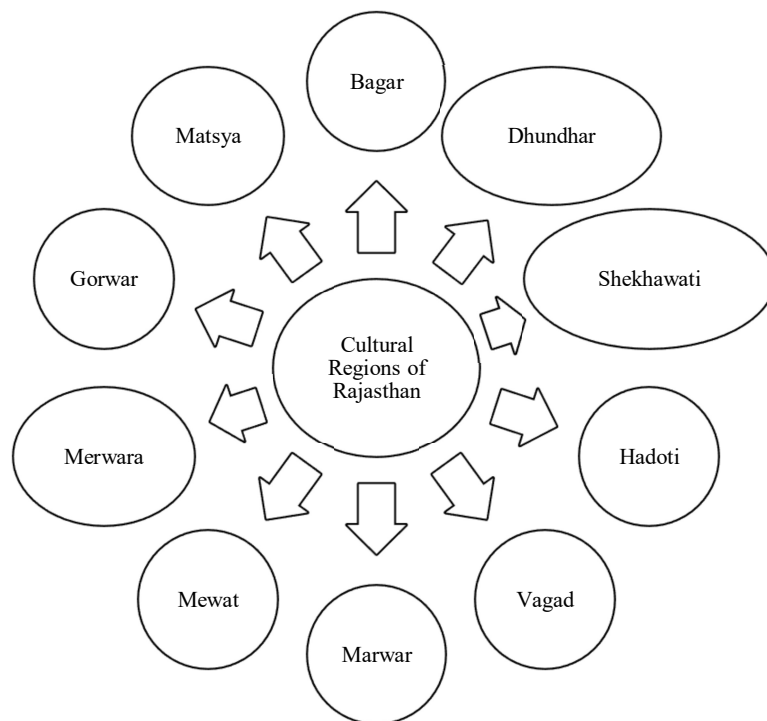
- **Genealogical center:** Genealogical centre could help to repository the genealogy information of ancestors past and present of families along with likes and dislikes about the food, food techniques, methods etc.
- **Collections:** The museum could make an effort to collect all authentic as well as significant objects, gifts, artifacts, historical evidence, manuscripts etc in the

premises of museum related to food. Curators would narrators the story related to the collection for the general public.

- **Archive and library of food migration and immigration:** The museum could have ancient history books, maps, documents, pictures evidence, oral histories, movies, videos, music, cultural art, and other related publication that can be available in one touch screen. The commission could investigate an archive and library of food migration and immigration.
  - **Education and resource center:** The museum should develop with the motive to provide education and became the research centre for all learned visitors.
  - **Special exhibitions:** As vital component of museum special exhibitions recent issues, art, undiscovered stories and new innovations.
  - **Film center:** All aspects related to food need to be converted into film and videos that could include documentary and fictional stories.
  - **Restaurants:** There could be a facility of food courts and restaurant for the visitors.
  - **Book store and gift shop:** Souvenirs and gifts shop plays an important role as it's considered as a source of income of museum.
- ❖ **Rajasthan & Significance of food Museum**

Rajasthan state is one of the famous destinations in the itinerary list of the tourists and it's known for its vibrant food culture and heritage. Rajasthan anthropology of food is inspired from caste, religions, lineage, geography of area, festivals/rituals, war, Mughal, Britishers, Rajputs, climate, eating habits and agriculture techniques (Bairwa & Patawari, 2021). Rajasthan is the seventh most populous and the largest state in terms of area in India. It has a boundary with Pakistan's provinces of Sindh to the west and Punjab to the northwest along the Sutlej-Indus River valley. It is located on India's northwesterly side, where it makes up the majority of the expansive and hostile Thar Desert (also known as the Great Indian Desert). Along with Punjab to the north, Haryana, Uttar Pradesh to the northeast, Madhya Pradesh to the southeast, and Gujarat to the southwest, it is bordered by these five other Indian states (wikipedia). As per the culture and food heritage, Rajasthan can be divided in to 10 prominent area/regions. Below mentioned figure shows the different cultural regions (rajasthan.gov.in).

(Figure: 2, Cultural regions of Rajasthan)

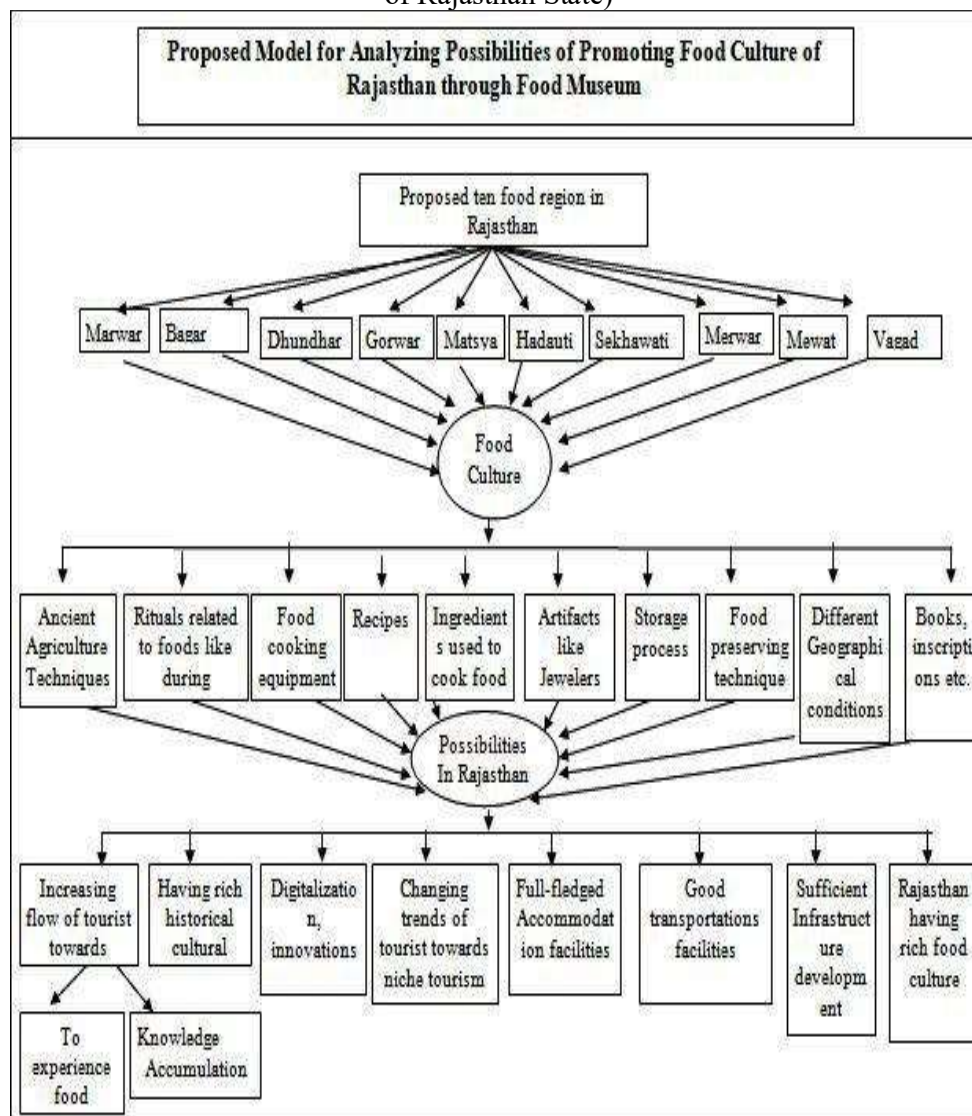


(Source: [www.rajasthan.gov.in](http://www.rajasthan.gov.in))

These regions of the state have diversity in the cultural heritage. The food practice, cuisines are influenced by the neighboring states and physical diversities. However, most of the regions share the culinary heritage with neighboring regions of provinces. Western Rajasthan is almost 61% of the total hot arid zone of India. It's known as a Thar Desert. Western Rajasthan has irreversible land degradation and desertification. The geographical conditions of western Rajasthan make its food consumption culture different from others regions, as there is a scanty of rainfall, sandy terrains makes poor water yielding and elevated possible evaporation. However, many regions have abundance of physical resources, flora and fauna. Such as eastern and southern part viz, matsya, hadoti, gorwar, dhundhar and bagad regions of the state observe plenty of rainfall resulting healthy crop cultivations. Rajasthani food culture delighted non-vegetarians and vegetarians dishes in platters. Some most recognized and demanded dishes are Dal Bati churma, Mirchi ke pakode, ker sangri, Gatte ki sabzi, mawa kachori & so on (Culinary Tours of Rajasthan). In the rich culinary heritage towards, the rajputana culture and cuisine, signature dishes like Khad khargosh, Bhuna kukda, Lal Maans, Safed Maans, kebabs, tikkas etc. Moreover, Major production and consumption of crops are pearl millets, legumes (moth bean, moong bean, cluster bean and groundnut), kharif, wheat, chickpea, mustard, cumin and isabgol (Bhati TK, 2017). However, the due to infusion of the modern culture, cuisine of the state has also marked modifications and ancient and rich heritage of the state is diminishing day by day.

Now the food delicacy legacies is limiting to plates only in the renowned hotels and food service joints. In the sake of preserving the old food practices, ancient food culture and cuisine there must be provision to set up a food museum in the state. The mentioned models propose the promotion of food culture and legacy.

(Figure 1, proposed model for analyzing possibilities of Promoting Food Culture of Rajasthan State)



(Source: Author's self creation)

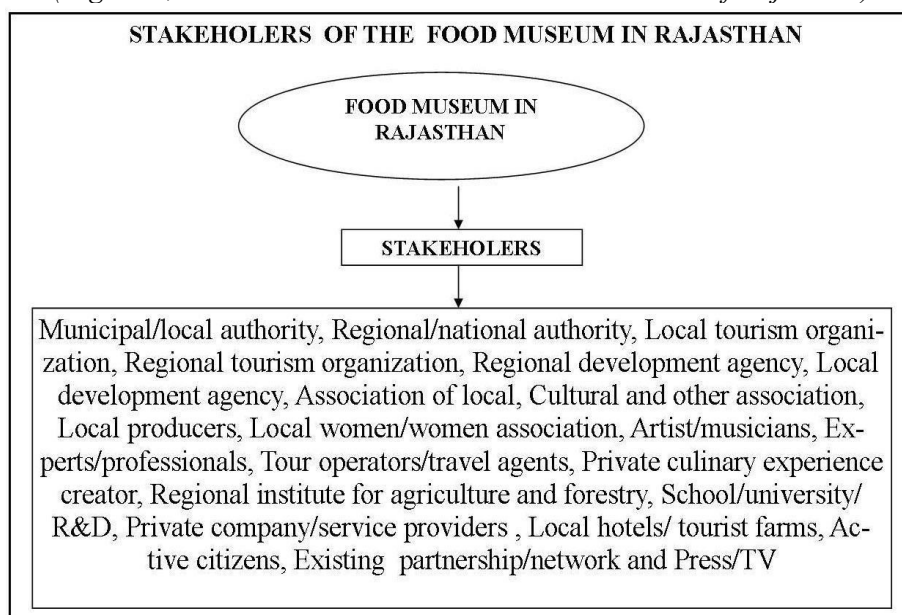
Authors proposes the model for promoting the food culture of the state, as the 10 distinguished regions of the state so much to offer for the visitors and researchers to explore in the food museum, where they can see, visualize ancient agriculture techniques, rituals during special occasions like food cooking equipments & techniques, recipes, different ingredients from ancient and modern period, artifacts related to cooking and related processes, various literatures and



demonstrations, hands on practices and lifelong experiences. The models also propose to promote the food museum through digitalization's modern techniques viz 3D, VR, robotics etc. as the state observe continuous flow of tourist with available modern and ultra facilities of catering. Moreover, over the years state has developed infrastructure facilities in terms of accommodation, transportation etc.

In the process of museum development, various stakeholders role will have an important impact. The stakeholders at all levels, as shown in given figure:4.

(Figure 2, Stakeholders Involved in the Food Museum of Rajasthan)



(Source: author's self compilation/creation)

The Model is shows the linkages between food museum and stakeholders. Involvement of stakeholders plays a driving force to make museum as a brand and recognized all around the world. Regional/national authority, Municipal/local authority, Local tourism organization, Regional tourism organization, Regional development agency, Local development agency, Association of local, Cultural and other association, Local producers, Local women/women association, Artist/musicians, Experts/professionals, Tour operators/travel agents, Private culinary experience creator, Regional institute for agriculture and forestry, School/university/R&D, Private company/service providers, Local hotels/ tourist farms, Active citizens, Existing partnership/network and Press/TV.

The major stakeholders identified in Rajasthan could be as suggested by(Mateja Šmid Hribar, 2021):

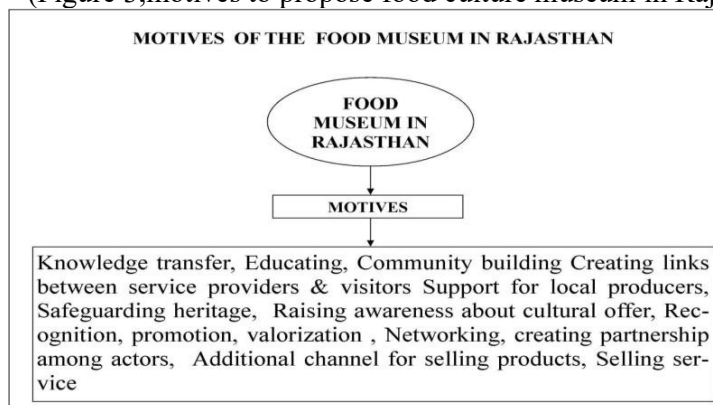
- Central and Regional Government that governs public bodies such as local council, municipality, tourism association and regional expansion agencies. They help in coordinating, organizing, funding and promotion of several events such as food festivals, food events etc.

- Local individual farmers, local farmer associations and cooperatives act as important stakeholders they provide locally produce ingredients and products to the museum.
- Food tourism entrepreneurs' individuals and associations provide their services to spread the education and knowledge about the local heritage and food culture to the visitors.
- Professional experts in food and cultural history like chefs, nutritionist, travel guides, blog writers, historian etc. as they can indulge their expertise in showcasing the food for effective.
- Local shopkeepers, kiosks, restaurant, hotels etc for providing lodging, boarding and food facilities.
- To make every destination accessible for the tourist tour operators and travels agencies act as service providers.
- Research and development departments, schools performed vital role in transferring knowledge.
- Chambers of export, trades, crafts, agriculture etc.
- Cultural artist
- Active citizens/local public
- Press/Media persons (Mateja Šmid Hribar, 2021)

❖ **Motives**

There is always motivation behind any work. As per the ICOM (International Council of Museum) explain Museum as a nonprofit institute that is developed in the society for conserving, preserving, and exhibits tangible as well as non tangible history with the motive to educate and spread knowledge about the past, present and future (icom museum). As per different authors food museums developed with the motive of knowledge transfer, education, Community building Creating links between service providers & visitors support for local producers, safeguarding heritage, raising awareness about cultural offer, recognition, promotion, valorization , networking, creating partnership among actors , additional channel for selling products ,Selling service etc. The following are mentioned below:

(Figure 3,motives to propose food culture museum in Rajasthan)



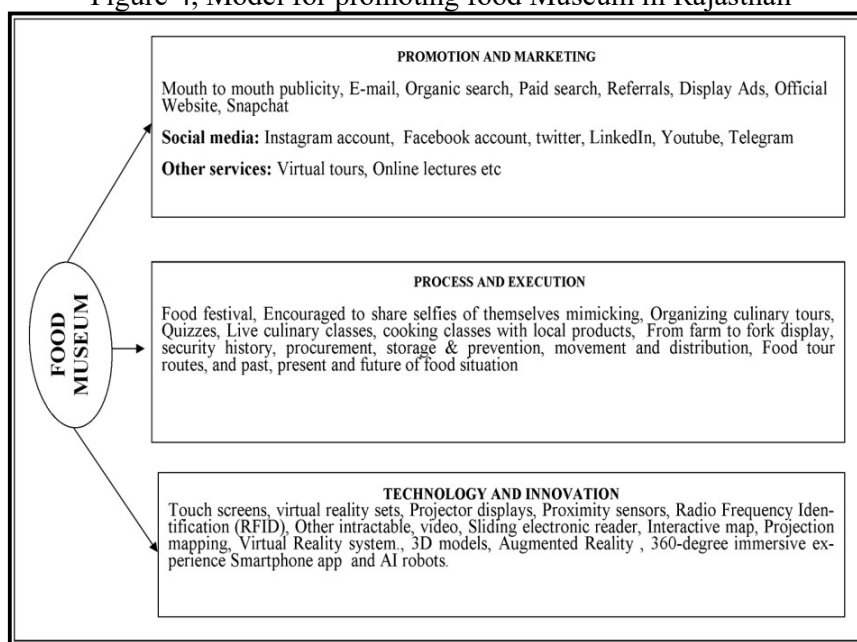
Source: Authors & as suggested by (Mateja Šmid Hribar, 2021)

- Food museum helps in increasing food tourism thereby increasing in the domestic and foreigners guest arrival that helps in generating the revenue.
- To meet the demands of tourist more infrastructure development will going to take place that will be economic development for the tourist destination (Gayatri et.al., 2022).
- Food museum will able to depart education regarding culture, food history, characteristics of Rajasthan's food, authentic true stories associated with regional Rajasthan cuisine and to provide knowledge on regional dietary habits and nutritious practices used in ancient time to the general public .
- Food museum could create multiple job opportunities for local to international stakeholders, small investors to big investors, government to private institutions of Rajasthan.
- Due to social media platforms there is a chance of wide promotion of Rajasthani traditional culture and there is a hope for the cultural safeguards' that are in endanger could get re- birth and focus.
- Via food museum concept the local and regional administration will able to develop community and economic values for cultural heritage.
- Increase in tourist arrival can lead to strengthen the local communities and boost local development (Museums and Local Development).
- The museum will depict the importance of food in past, present and future that make clear understanding about the food safety and security that tend to food safety.

❖ **Promotion of Food Museum and culture**

For promoting any new concept, there is need for continuous strategy to introduce a new process or any program. Authors have developed a model illustrated in figure no. with the concept of reaching general public via different media for the promotion & marketing. For holding the engagement of public and make their visit attractive by applying various process & executions. This models consists of three parts i.e. promotion & marketing, process and execution and technology and innovation. In last authors attempted to show the different and latest technology & innovations to exhibits the museum.

Figure 4, Model for promoting food Museum in Rajasthan



(Source: authors self model creation)

### I.Promotion & Marketing

The above figure shows the ways to practically implementing in food museum in Rajasthan. The promotion and marketing of food museum can be done through various channels that includes mouth to mouth publicity, approaching distinguished through E-mails, organic search (its search engine that give unpaid search services to the users for asking any queries), some information could be posted on paid search engine that could be charged on pay per click advertisement (Organic Search). Referral marketing recommendation act can be used in tailored referral programs through electronic word of mouth and mouth to mouth. Display advertisement could reach to majority of customer easily while they are surfing online, visualizing you tube, using cellular phone devices and apps (google ads). Food museum must develop official website for present all the services and information related to food culture museum. This web portal is governed by Rajasthan government (raj.gov.in) for the general public from where tourist can gather all related information from a single window (India.gov.in, 2023). Government can use any app after research. As per the Hrag Vartanian(2014) Los Angeles Country Museum of Art (LACMA) was the first museum to implemented Snap Chat that is followed by Blanton Museum of Art (Austin), the Georgia Museum of Art, Museum of Contemporary Art (Chicago) and the San Francisco Museum of Modern Art have also adopted this media for promotion. This app is very popular among millenials and generation Z as it has certain features with which users can use interact with virtual stickers and augmented reality objects. In addition the user can jargon infused captions referencing from internet memes and other pop culture touchstones (Snapchat, 2022) & (Vartanian, 2014).

The organizer could use other social media platforms that are the most common and most famous among all the age groups. Instagram, Facebook, twitter,

LinkedIn, Telegram etc. are the examples that could be used; these digital Medias have large number of users as they are considered as user friendly. Virtual tours have the capacity to engage clients in learning experiences that they will get in the real world. It's basically for those who all are not able to physically present at the particular place as well as for those who want to know about the place before visiting it. Numerous of museum in the world have adopted this concept to approach number of clients virtually. List of Museum have virtual tours are: The British Museum (London), Guggenheim (New York), Pergamon Museum (Berlin) etc. Online lecture can also motive and educate the general public about the importance of food museum, food culture, culture and so on important subjects.

## II. Process and Execution

As shown in figure no: 5, the process and executions could be done to attract general public, young students, professional chefs, and other stakeholders through organizing food festival. It is proposed to have perfect selfie points with cultural experience as in traditional museum photography is not allowed because of



Figure 5, exhibits the pictures of pop-up selfie points of the wanderfood museum that makes this museum very famous among the foodies, kids and young generations. Source: <https://www.klook.com/en-IN/activity/6879-wonderfood-museum-penang/>

security, copyrights and protection issues. Some food museum are using pop-up and interactive props to attract youth, as Wonder food museum is known for its pop-up selfie points (SER, 2020). Food museum could introduce culinary tours in all through the stages starts from anthropology, traditional cooking methods, special occasions, local delicacies, preserving, and storage methods and so on. Most of the food museums have adopted culinary tours such as Gaziantep culinary museum (Turkey), Food security Museum (India) etc. The engage and create education quiz competition may be organized online and offline. Demonstration of cooking classes with local products could ignite the interest of visitors and even in some occasions their participation can also be done. The model exhibits ancient techniques of food storage & prevention methods, distribution method (Garibaldi, 2020). Food museums could represents past, present and future situation related to foods in Rajasthan. Various methods can be used to showcase through storytelling, videos, short visual clips, books etc.

### III. Technology and innovations

The present era devoted to digitalization, technology and innovations. To display the different phases of food and culture of Rajasthan start from the history till present, farm to fork, storage to distribution and protection for future could be showcased by using technology and innovations. Some technologies and innovations, presently used by food security museum in India are touch screens, virtual reality sets, Projector displays, Proximity sensors, Radio Frequency Identification (RFID), Other intractable, video, Sliding electronic reader, Interactive map, Projection mapping, Virtual Reality system., 3D models, Augmented Reality , 360-degree immersive experience Smartphone app and AI robots (Thakur, 2021).

#### Location for Museum

As authors analyze various the potential and possibilities in Rajasthan, suitable location is also need to consider. As the major food culture regions of the state are situated in centre of the state. Presently, looking towards the infrastructural development and tourist influx some of the major cities, may be taken in consideration are Jaipur (capital city) of the state with best air connectivity and it's a center, capital of Rajasthan as well as it's a major city in golden triangle, Jodhpur, Kota and Udaipur. However, looking towards the government's development pattern and tourist destination's carrying capacities, other cities, preferably among the newly developed desert triangle may be most suitable. Below figure of the desert triangle shows the four locations i.e. Mandawa (in Shekhawati region), Bikaner, Jaisalmer and Jodhpur in Marwar belt. In process to opinionating, either Jaisalmer or Jodhpur may be given the priority. Jodhpur is now developed recently as one world's destination wedding hub in the recent years.



Figure 6, Desert Triangle of Tourism in Rajasthan, Source: rajasthan.gov.in

Further, the authors show confidence in this related subject because there is continuous increase in tourist arrival post covid in Rajasthan. As per the financial express 2022 there is a 90.4% increase in domestic tourist whereas 1.64 lakh foreign tourists arrived in State (PTI, 2022). There could be two major reasons for which the gastronomy tourist is increasing as to experience authentic food and for taking knowledge of the food culture (S. Kim, 2020). Increasing use of digitalization is playing an important role in approaching and interacting with patrons that helps in building brand loyalty, and advertising (Maurer, 2021). After pandemic there is a shift of tourism towards niche tourism to experience uniqueness (BUNGHEZ, 2021). State is having sufficient number of accommodations to accommodate the

tourist arrival from globe as well as from other states of India. Rajasthan take the pride of having Asia's best hotels and all international brands to meet to desires of international tourist (Hotels in Rajasthan). Rajasthan is having strong air and land connectivity with other states of our country. Rajasthan is having three international airports (Jaipur, Udaipur and Jodhpur) as well as domestic airport facilities (Transportation in Rajasthan, 2022).

### Conclusion

Food and culture are interwoven (Lush, 2022). Presently, many themed and specialized food museums are opened in the world with the thought to promote, educate and to preserve the food culture and cultural heritage of ancient era (SER, 2020). A museum devoted to preserving and presenting the history, culture, and evolution of human dietary practices is known as a "food museum," as the name suggests. For instance, the Alimentarium Food Museum in Vevey, Switzerland, has as its declared aim to construct a museum of human food from throughout the world and to encourage public awareness of past and present concerns with human food (Alimentarium Food Museum, 2020). Food Museum in Rajasthan could preserve and promote the food culture as many of the food museum that are already present in the world are getting popularity among the youngsters, professionals, researchers, educationist and other stakeholders.

The development of food museum will not only preserve the indigenous food culture and heritage of the state but it will add the economic, social and political benefits to the state. Now in the modern scenario of politics, gastronomic politics also taking place a major role in the building image of any nation in the world. Further, to promote the state as culinary tourism destination on the world map, it will be an icing on the cake.

### Limitations and Scope for Further Study

The present study on analyzing the possibilities of promoting food culture of Rajasthan through food museum is a conceptual and presented as viewpoint. However, for going deeper in the insights on actual implementation of idea and process, one needs to conduct a pilot study with a primary data, where better understating with actual facts and figures may be shown. Authors are in process to conduct such study in the future with micro variables of the study.

Authors recommend the implications of this study for managers as well as government body stakeholder to work on such project to revive the diminishing and adulterating food heritage of the state. Preservation of old age food traditions, practices is the need of the hour.

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