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A Study on Indian Fusion Cuisine to Improve the Guest Satisfaction in Delhi NCR

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In this research 66 respondents have been requested to fill the questionnaire to obtain the information about the role of Indian fusion cuisine towards guest satisfaction in Delhi NCR hotels.

This research will not only help in developing new techniques to explore new dishes but also will contribute to identify innovation and infusion in Indian cuisine.

Keywords: *fusion cuisine, guest satisfaction, innovative recipe.*

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I. INTRODUCTION

Indian cuisine, you will find many recipes that have been mixed and matched. Like Gujarati Barfi has a new form in South India – Pidi Kozhukattai. Every cuisine has done some mix and match and created a recipe history. We all need variety and fusion is able to provide us with the kind of variety we like to have in our food. It is the best compilation of various cuisines. It gives a new taste and new look to your existing recipes of a particular cuisine that you have been eating for ages. Fusion recipes are best for those who are always longing for new tastes every time for a new taste.

II. OBJECTIVES

- To study about fusion cuisine.
- To identify the innovation and infusion in Indian cuisine
- To study fusion Indian recipes.
- To study about the Indian dessert.

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- To bring the new techniques of making of cuisines.
- New procedures of making Indian cuisines will help generate more revenue in hotels.

Scope of the study

There is a change in technology and it is used by the food industry and popular in the food industry. This kind of study will help the chef's to come up with new ideas of making Indian cuisines.

III. RESEARCH METHODOLOGY

a) Research Design

This research is descriptive in nature as the study carried out the survey questioning, which is an attribute of descriptive research. Data Collection A researcher can use either secondary or primary or both the research methods to collect the information depending on the research need and depth of information & coverage needed. In this particular research, researchers have used both the primary and secondary research methods to collect the information.

b) Primary data

To collect the primary data researcher has made a questionnaire. Target Respondents: Customers.

c) Secondary data

S data was collected from the following sources:

- Website
- Newspaper
- Magazines
- Project Material.

Research methods can be put into the following three groups. First we include those methods which are concerned with the collection of data; these methods will be used where the data already available are not sufficient to arrive at the required solution. The second consists of those statistical Techniques, which are used for establishing relationships between variables. The group consists of those methods which are used to evaluate the accuracy of the results obtained. Research methods refer to the behavior and instruments used in selecting and constructing research techniques. Information from the internet, library research and analysis in the field.

IV. INDIAN FUSION CUISINE

a) Copycat Starbucks Matcha Espresso Fusion

It is a layered Matcha drink that you will instantly fall in love with. It has been dramatized with matcha mix, then vanilla beans drink, coconut milk & top layer is espresso shot. Don't forget to take a picture and put it on Instagram. This one will be really fun.

b) Motichoor Golgappe with Basundi Shots

And it's just wow! What a heroic entry on your table. Never think it's impossible because some mix & match are really unexplainable. I rest my case by putting the recipe here. Check out now.

c) Gulkand Strawberry Milkshake

Very fresh, sweet, subtle taste, natural and light milkshake for any time in the year. It can be your momma's drink or a treat to your sister. How about the idea?

Krupatti Coffee Krupatti Coffee is one of the healthiest forms of coffee. All the coffee lovers must try this unique fusion recipe. It is a popular drink in Tamil Nadu. It is an evening drink with your 5.00 pm snacks. You will not believe the chef has added palm jaggery in it which makes it the healthiest coffee on this planet.

d) Raspberry Shikanji

So Indians love spiced things and this is how the drink will satisfy you. This is a fusion drink with complete health benefits. This Shikanji is a spiced lemonade flavor added with lots of healthy ingredients like jaggery, cumin powder, mint, basil, ginger and lime juice. This is the perfect fusion to try in your diet.

e) Paan Milkshake

Having Paan Flavor with ice cream & desserts has been done for a long time. Now enjoy this fusion Paan milkshake. This milkshake will refresh your guest and refresh the meeting as well. The flavor is really awesome because it has been made with a twist.

V. INDIAN FUSION APPETIZERS

a) Tandoori Honey Lime Chicken

Plan a BBQ party at home with your guests and serve them fusion Tandoori Lime Chicken. The taste will just make your guest go in such a beautiful night feeling.



b) Dhokla Sushi With Bell peppers.

If you ever wonder how Indian sushi can go like then yes never forget to add dhokla with sushi. See we Indians find our way even in food. We are proud of this recipe and so you will be too. Try it with your guests.

c) Football Chicken

It is loved by all ages. So if your party has small kids also they will be just mesmerized with your food choice.



VI. INDIAN FUSION DESERT

a) Carrots and fudge cups filled with ice cream

Best fusion of carrot and vanilla ice cream – enjoy before it melts. Natively made Gajrela is a well-known dish frequently made on Vaisakhi. The encouraging sweet treat is frequently served warm with a scoop of frozen yogurt or MalaiKulf.

b) Quinoa Apple Kheer

Old love is a new love – kheer. Wealthy in cell reinforcements, fiber and minerals, it can assimilate bounteous measures of water, which makes it ideal for making kheer.



c) Turmeric Ice Cream

Turmeric is our old therapy in every house, especially by our moms. It is the most powerful antibiotic spice on the planet. So here we bring you the most powerful ice cream. Check out the wonderful recipe.

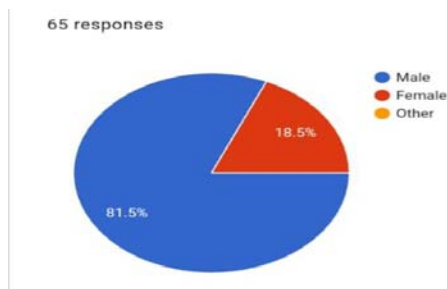
d) Avocado Kalakand

If you are new to listening to Kalakand then readers, I would like to tell you that Kalakand is a famous sweet dish recipe in Rajasthan. It is made with sweetened milk & paneer. This recipe has taken a new league by adding avocado in kalakand making it a healthy option.

VII. DATA ANALYSIS

As per the graph, 19.7% employees are under the age of 21 years.

Gender



As per the graph, 18.5% of females 81.5% male.

The hotel industry is considered to be the most important branch of tourism and the Most significant type of accommodation because of its ability to provide revenue and satisfy The needs of the guests. The innovations of the hotel were grouped according to The innovation activity and the source of innovation. From the literature review, one will get Detailed and justified analysis, according to Saunders et al (2007, p. 595). It gives the Literature's merits and faults commentary within a defined arena that mainly demonstrates Familiarity about the known facts of the research topic. Literature review is substantive findings From secondary sources, and theoretically and methodologically contributed towards research Objectives. It is basically a structurally consistent flow of logical ideas to preface the Research paper. Innovation is basically a positive change. Organization analyst has defined it as many ways as stated below:

In the hotel industry, there are major five elements where innovation takes place. It can be Product and service innovation, process innovation, logistics innovation, market innovation or institutional innovation.

Product and service innovations: For sustainable growth and to achieve remarkable bottom line, it is needed strategic development in the field of product and service innovation.

Process Innovations: New ways of services are created by the hotelier to offer to the customers. In the unique service delivery process, customers are also taken into consideration for new roles. Hotels are upgrading their flow of work process with adopting technology, like automated services for front and back office. Because of the process innovation there is improvement in the efficiency in the delivery of services to the customer.

Process Innovations in Information Handling (Logistics Innovation): The flows of information in the organization are now getting faster. Due to the busy schedule of guests, hoteliers are providing complete information on the internet so that it will be easier for them to book a

suite from a single window. Now hoteliers are managing supply chain relationships with travelling agents, courier services, and tourism so that it will be convenient for guests.

VIII. CONCLUSION

How India transforms itself during this time. I have spent many years feeding people lots of ice cream and desserts and being a part of all the merrymaking. I truly miss it now that I no longer live in the city. Indulging in good food and especially sweets is an integral part of any Indian festival. However, when a festival becomes a week-long celebration, it adds up to a lot of indulgence and calories. Eating out excessively does tend to be harsh on your body. For me, the way to anyone's heart is through the stomach and there is nothing more rewarding than cooking a meal for your loved ones and bonding over that. Homemade mishti can get you lots of brownie points. While the traditional mishti is always there, it is the Western desserts that appeal more to the younger generation. Get creative by blending in the best of both to make some innovative desserts with a desi touch and you will be a star. We all love our mishti doi but it's always nice to spruce it up a bit. Who doesn't like change? I often make a fruit parfait in a glass with layers of broken cake, mishti doi and fresh fruits. If you want to be healthier, You could use plain yogurt sweetened with a drizzle of honey or fresh fruit puree. Assemble your dessert as in the picture below. Cling wrap and refrigerate. You have a ready-to-serve dessert when guests drop by. You could make smaller portions in little shot glasses or elegant bowls too. If you are one of those health buffs who prefer to avoid white flour (maida), processed sugar and other such stuff, there are plenty of healthy desserts and cakes you can indulge in without breaking your routine. My little one has a sweet tooth and I end up baking all these healthy goodies for him which are low in sugar and free of preservatives and artificial add-ons. In fact, as the Pujas are also about school holidays and the kids are at home, baking is a great way to keep those little hands and minds busy. I hope I have inspired you to get cracking and bring out the dessert chef in you. Sometimes the simplest of dishes taste the best. Tea-based dishes and desserts are trending now. I have been working on some interesting tea-infused recipes with Karma Kettle, a India-based gourmet tea company. This is a delicate Earl Grey panna cotta, but you could do the same with regular black tea or a masala chai mix. This is my take on the narkel sandesh.

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