

A Study of Seafood - Tool to Develop Tourism in Malwan (Konkan, Maharashtra)

Mrs. Sneha Bhandare¹ and Mr. Samartha Shetty²

Lecturer, Food Production¹

Student – S.Y. B. Sc.²

Anjuman-I-Islam's Institute of Hospitality Management, Mumbai, India

Abstract: Malwan, nestled in the heart of Konkan, Maharashtra, is not only renowned for its breathtaking coastal beauty but also for its rich culinary heritage, particularly its delectable seafood offerings. This study delves into the potential of seafood as a catalyst for the advancement of tourism in this picturesque region. Malvani cuisine is an exquisite amalgamation of Konkani, Goan, and Karnataka influences, resulting in a palate that tantalizes taste buds with its unique flavors and spices. From succulent fish curries to delectable crab preparations, Malwan offers an array of seafood dishes that are a testament to the region's culinary prowess.

The availability of fresh, locally sourced seafood positions Malwan as an ideal destination for gastronomic enthusiasts and seafood lovers. The prospect of savoring authentic Malvani dishes draws food connoisseurs from far and wide, creating a significant tourism opportunity for the region. The seafood industry plays a pivotal role in the economic landscape of Malwan. With the surge in demand for seafood-based tourism experiences, local businesses, including fisheries, restaurants, and culinary enterprises, witness a boost in revenue and employment opportunities.

The culinary traditions of Malwan are deeply intertwined with the local way of life. By promoting seafood-centric tourism, the region not only preserves its cultural heritage but also offers visitors a genuine taste of the vibrant Konkan lifestyle. While the potential for seafood-based tourism in Malwan is immense, it is imperative to address concerns related to sustainable fishing practices, environmental conservation, and maintaining the delicate balance of marine ecosystems. Striking this equilibrium is crucial for ensuring the long-term viability of both the seafood industry and tourism sector.

Keywords: Malwan cuisine, seafood, tourism potentials, economic implications.

I. INTRODUCTION

Malwan, also spelled as Malvan, is a town and taluka located in Sindhudurg District, the southernmost district of Maharashtra State, India. It is renowned for the historically significant Sindhudurg Fort. The taluka includes villages like Angane Wadi Measure, Achra, Khalchi Devli, and more, with fishing and agriculture being the primary occupations. The staple diet of the locals revolves around fish curry and rice. Malwan is also known for its Alphonso mangoes and delectable sweets like Malvani Khaja and Malvani Ladoos.

The region has its unique culture, marked by its distinctive dialect and cuisine. The Malvani dialect, a blend of Konkani and Marathi, is widely spoken in Sindhudurg, parts of Ratnagiri, and Northern Goa.



Fig. 1

Malvani cuisine, prominent in the South Konkan region of Maharashtra and Goa, revolves around coconut, rice, and fish. While predominantly non-vegetarian, there are also many vegetarian dishes. The cuisine shares elements with both Maharashtrian and Goan culinary traditions. Coconut, in various forms, and a blend of spices, including dried red chilies, coriander seeds, and more, are key components. Dishes often incorporate kokum, dried kokam (amsul), tamarind, and raw mango. The Malvani masala, a blend of 15 to 16 spices, is a signature element. Fish dishes hold a special place in Malvani cuisine, and a notable drink is Solkadhi, made from kokum fruit and coconut milk.



Fig.2

Famous dishes include Kombdi vade, Mori masala, Solkadhi, Bangda fry, Malvani mutton curry, and more. The cuisine is celebrated for its rich flavors and coastal influence.

The relatively unexplored beaches and fishing villages along the west coast of India provide the backdrop for this unique culinary tradition. The region's seafood-based recipes, often with a coconut base, perfectly complement the coastal ambiance, making it an ideal destination for those seeking sun, sea, and sand.

II. REVIEW OF LITERATURE

Montanari & Staniscia (2009)

Emphasizing that food serves as more than just sustenance, its production methods can transform it into a cultural touchstone, a catalyst for regional growth, and a tourist attraction. This dynamic is particularly evident in the concept of "local food," which embodies a distinct model of both production and consumption. It underscores a significant correlation between the advancement of tourism and the specific region where the food is cultivated.

Source: Sakshita Khosla, Updated May 04, 2018.

Jessica A. Gephart, in Encyclopedia of Food Security and Sustainability, 2019

Seafood plays a crucial role in ensuring global food security, offering both opportunities and challenges for sustainable food production. It stands out as one of the most extensively traded food items, providing a significant source of protein, vital fatty acids, and essential micronutrients. Recent years have witnessed notable developments in the seafood sector, marked by the rapid expansion of aquaculture, shifts in trade patterns, and a growing trend towards commoditization and vertical integration. This article provides an overview of the evolving patterns and trends in global seafood trade, underscoring the increasing worldwide reach of seafood, regional disparities in consumption patterns, and recent transformations within the global seafood industry. Additionally, the article delves into the implications of global seafood trade on both food security and environmental sustainability.

R. Tahergorabi, ... J. Jaczynski, in Handbook of Food Proteins, 2011

Seafood stands as a rich source of high-quality proteins, appreciated for both their nutritional benefits and functional attributes. This chapter commences with an exploration of the fundamental chemistry and nutritional significance of seafood proteins. It then delves into an elucidation of their practical functional characteristics, along with the various factors influencing them. Given the challenges posed by the over-exploitation of marine resources and the burgeoning global population, there is a pressing need to develop innovative processing methods for the efficient extraction of proteins from seafood and its processing by-products. This chapter also highlights emerging techniques aimed at enhancing protein recovery from seafood sources. Lastly, the chapter encompasses applications of seafood proteins and underscores the environmental considerations vital for the promotion of sustainable seafood production.

Geeta Sridhar, April 22, 2018

India boasts a diverse array of culinary traditions, each shaped by the unique geographical conditions of its respective region. When I first heard about Malvani cuisine, I was eager to give it a try. Originating from the region of Maharashtra, this cuisine also holds a special place in some parts of Karnataka. It can be best described as a delightful fusion of three distinct cultural influences: Konkani, Goan, and Karnataka. This delectable culinary style took form in the Sindhudurg district along Maharashtra's picturesque west coast. Known for its bold and spicy flavors, Malvani cuisine is steadily gaining popularity across the country.

Given its coastal origins, coconut and fish feature prominently in Malvani dishes. However, the cuisine offers a rich variety of options for vegetarians as well. Interestingly, Malvani cuisine has a fascinating history that includes special preparations tailored for Brahmins. As adherents of a strictly vegetarian diet, Brahmins abstain from all forms of meat, including fish.

D'Souza (2002)

According to the study titled "Fishing Woes to the Fore," it is asserted that the primary cause of the issues in the fishing industry stems from the indifferent approach of both Central and State governmental agencies. The Central Government has yet to pass a law for the implementation of a uniform ban period on fishing activities across the country. The study emphasizes that for optimal fishing yields in the state, there should not be more than 800 trawlers in operation.

The researcher observed that pollution caused by organic waste from industrial units, urban settlements, hotels, and shrimp farming activities has had a detrimental impact on the bio-productivity of Konkan's coastal waters. The main conclusion drawn from the study is that both the quantity and quality of fish in the state are gradually declining.

L. Jack, B. Read, in Chilled Foods (Third Edition), 2008

Seafood holds a prominent place within the chilled product range, and an increasing number of individuals are opting for fish as a nutritious alternative to meat. It encompasses a wide variety of categories including fin and ground fish (such as haddock, plaice, cod, tuna), gastropods (like periwinkles and sea-snails), crustacean shellfish (including crab, lobster, shrimp), and bivalve molluscan shellfish (oysters, cockles, clams, mussels). Seafood is available in various formats, with fish commonly sold as fillets or as a prepared product. Chilled products often feature a combination of fish and crustaceans. Additionally, cooked crustacean products, breaded seafood, prepared seafood in sauces, as well as salted, smoked, sushi, surimi, pickled, or fermented fish are all popular options for seafood consumption. Chilled seafood and seafood products may either be fresh (iced) or may have undergone freezing and thawing before processing or sale. The low-fat content in many seafood species, along with the beneficial effects of n-3 polyunsaturated fatty acids found in oily (pelagic) fish, are particularly significant for health-conscious individuals, especially in regions where cardiovascular disease is prevalent. Maintaining high hygiene standards, efficient logistics, and robust quality systems are vital in this industry, as fish and shellfish are susceptible to spoilage throughout the supply chain.

III. DATA ANALYSIS AND INTERPRETATION

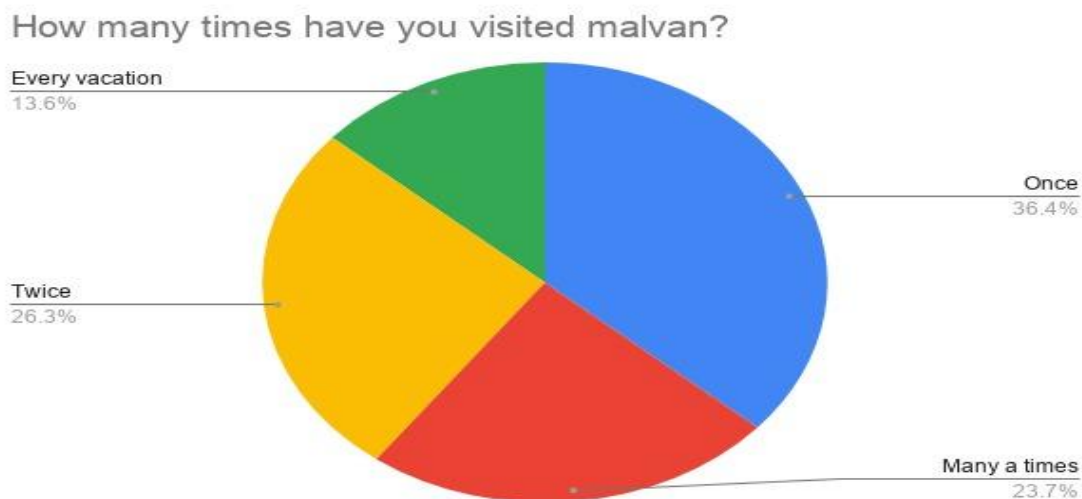


Fig. 3

Interpretation:

- 36.4% of the respondents visited Malvan Once.
- 26.3% of the respondents visited Malvan Twice.
- 23.7% of the respondents visited Malvan many a times.
- 13.6% of the respondents visited Malvan every vacation.

What options in non Vegetarian meals do you prefer? (Tick min 3 options)

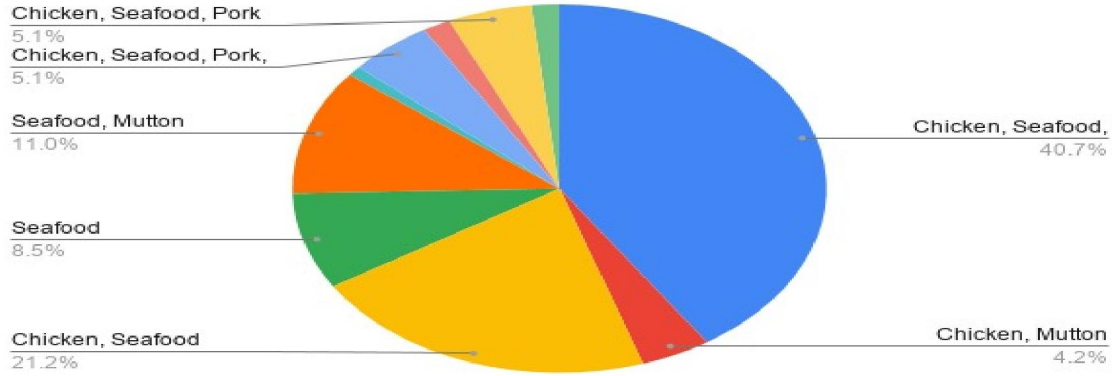


Fig.4

Interpretation: -

- 40.7% response prefer chicken and seafood.
- 11.0% response prefer seafood and mutton.
- 8.5% response prefer only seafood.
- 5.1% response prefer chicken, seafood and pork.
- 4.2% response prefer chicken and mutton.

Would you like to visit Malvan for relishing the exquisite authentic seafood dishes?

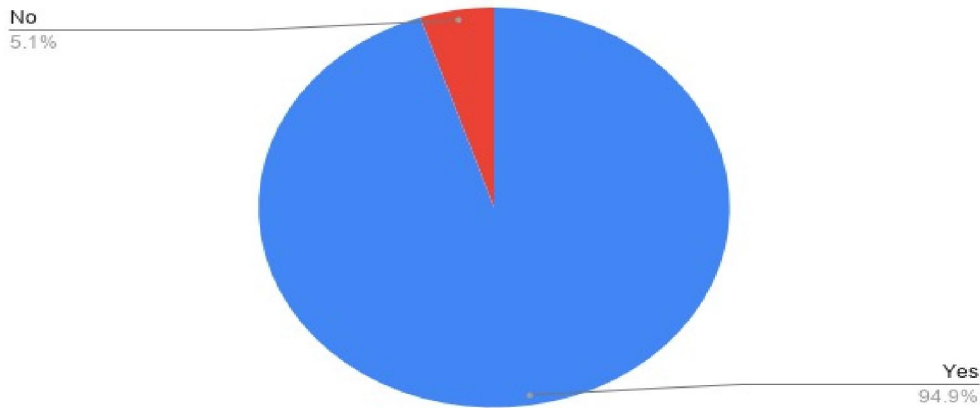


Fig. 5

Interpretation: -

- 94.9% response would like to visit Malvan for relishing the exquisite authentic seafood dishes.
- 5.1% response disagree with this.

As a tourist do you feel, seafood festivals at Malvan will attract you to make your travel plans to this place?

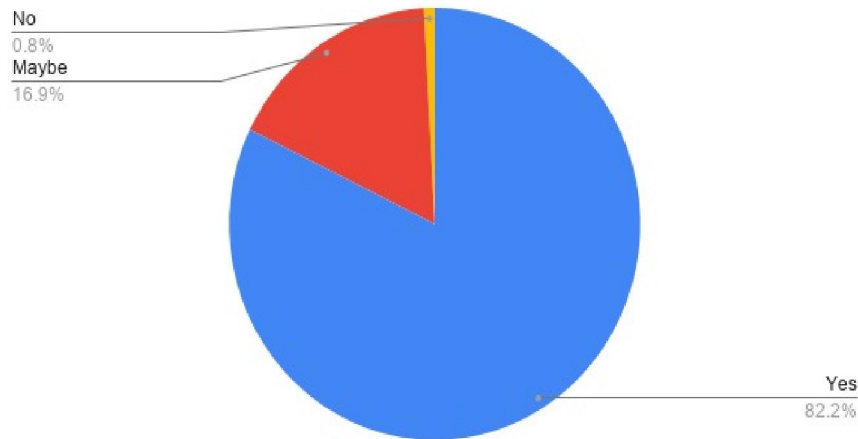


Fig.6

Interpretation: -

82.2% respondents feel seafood festivals at Malvan will attract you to make your travel plans to this place.

16.9% respondents think maybe seafood festivals at Malvan will attract tourists to make your travel plans to this place.

0.8% respondents disagree with this.

IV. CONCLUSION

Malvan stands as one of Maharashtra's renowned tourist spots, attracting visitors from all walks of life. It's safe to say that a majority of tourists have experienced the charm of Malvan at least once. One of the main draws for tourists is undoubtedly the delectable seafood, known for its freshness and affordability. This is why seafood tends to be the preferred choice over other meats in Malvani cuisine. Malvan, situated in Konkan Maharashtra, is sought after for its picturesque beaches, cozy homestays, ancient shore temples, and of course, its coastal cuisine.

The town comes alive in the early mornings and late afternoons, as fishermen bring in their bountiful catches from the sea. Malvani cuisine, a culinary gem of this region, is highly acclaimed for its distinctive flavors and techniques. Malvani cooks employ an array of whole spices and spice blends to enhance the flavors of their various seafood dishes.

Despite the abundant availability of seafood, the organization of seafood festivals in this area is surprisingly limited. Introducing such food festivals to showcase local ingredients could not only boost employment opportunities but also draw more tourists to Malvan. Tourists in Malvan have a penchant for seafood, thanks to its freshness and budget-friendly prices. This preference often leads them to choose seafood over other meats in the Malvani cuisine.

The dominance of seafood in Malvani cuisine, owing to its extensive coastline, sets it apart from other culinary traditions in Maharashtra. This unique feature attracts numerous tourists eager to savor a diverse range of seafood dishes.



Fig. 7

BIBLIOGRAPHY

- [1]. Kobayashi-Hillary, Mark (2005). Outsourcing to India: the offshore advantage (2. ed.). Berlin [u.a.]: Springer. p. 43. ISBN 9783540239437.
- [2]. Prof. Sanjay Agnihotri (27 May 2012). "पापलेट, कोळंबी, सरंगा, सोलकडी..." [Pâplet, Kolambi, Saranga, Solkadhi]. Sakal (in Marathi). Archived from the original on 24 September 2015. Retrieved 29 June 2015
- [3]. Kapoor, Sanjeev; Kapoor, Alyona (2003). Simply Indian. Mumbai: Popular Prakashan. p. 75. ISBN 9788179911150.
- [4]. Chapman, Pat (2007). India--food & cooking: the ultimate book on Indian cuisine. London: New Holland. p. 40. ISBN 978-1845376192
- [5]. Kapoor, Sanjeev; Kapoor, Alyona (2000). Sanjeev Kapoor's Khana khazana : celebration of Indian cookery. Mumbai: Popular Prakashan. p. 35. ISBN 9788171546800.
- [6]. Dalby, p.67.
- [7]. Adamson (2002), p. 11.
- [8]. Adamson (2004), pp. 45–39.
- [9]. "ASFIS List of Species for Fishery Statistics Purposes". Fishery Fact Sheets. Food and Agriculture Organization. Retrieved 22 July 2012.
- [10]. Rudloe, Jack and Rudloe, Anne (2009) Shrimp: The Endless Quest for Pink Gold FT Press. ISBN 9780137009725.
- [11]. Includes crabs, sea spiders, king crabs and squat lobsters
- [12]. Includes lobsters, spiny-rock lobsters
- [13]. Kershaw 1988, p.67
- [14]. "Seal Hunt Facts". Sea Shepherd. Archived from the original on 11 October 2008. Retrieved 24 July 2011.
- [15]. www.thehindu.com
- [16]. Food.ndtv.com
- [17]. Batra, K.L. (1989): "Problems and prospects of tourism", Printwell Publishers, Jaipur 302004
- [18]. Bhatia A.K (1982): "Tourism Development, Principles and Practices", sterling Publishers Private limited, New Delhi 110016
- [19]. Batra K.L (1989): "Problems and Prospects of tourism" Printwell Publishers, Jaipur 302004