

# Chapter 15

## Economic Resilience Through Culinary Tourism Strategies for Local Enterprises in Reference to Khamti and Mising Community of Assam

**Banani Saikia**

 <https://orcid.org/0000-0001-8998-9086>

*Assam Down Town University, India*

**Sudhanshu Verma**

*Faculty of Management Studies, Rohtas, India*

### **ABSTRACT**

*The Khamti and Mising communities of Assam have successfully navigated the challenges and opportunities of culinary tourism through strategic planning, cultural preservation, and adaptive prowess. They have transformed local businesses into resilient bastions through diversification, digital innovation, and investment in human capital. Despite infrastructural deficiencies and changing consumer behavior, these communities continue to preserve tradition while embracing innovation, fostering a harmonious synergy between economic prosperity, cultural authenticity, and environmental stewardship. Their story demonstrates the power of collaborative effort, innovation-driven resilience, and determination in a new era of prosperity in culinary tourism.*

### **1. INTRODUCTION**

Tourism around the world has been integrally woven with culinary experiences and has got the attention of many tourists who want to travel to other places to have an authentic experience of other cultures, adventure, and exploration Picard and Robinson (2006). Against this backdrop, the story of economic resilience in culinary tourism unfolds, focusing on strategic pathways open to local enterprises that need to navigate the complexities of the industry (Trippel et al., 2024). This chapter will be an introduction to

DOI: 10.4018/979-8-3693-7096-4.ch015

exploring robust strategies that enable local players to swim through the fluctuating market dynamics, changing consumer preferences, and unexpected challenges.

Culinary tourism is a combination of gastronomy and travel that goes beyond just being an act of sustenance to become a journey of self-discovery and connection on a higher level of enrichment (Ellis et al., 2018). In simple words, it includes the investigation of food and beverage being offered, culinary traditions, and local gastronomic cultures within destinations. As an experiential niche within the broad spectrum of tourism, culinary tourism has significant economic potential, driving visitor expenditures, stimulating local economies, and fostering socio-cultural exchange (Wondirad et al., 2021).

The economic landscape for culinary tourism is ever-changing, with opportunities for growth and innovation in this competitive industry. It is characterized by opportunities for prosperity alongside inherent risks and challenges (Saikia & Verma, 2024). Local enterprises in this domain have to be in a position to negotiate a battery of factors, including seasonality, competition, and shocks, which can make the business unsustainable and unviable (Robinson & Getz, 2016). Economic resilience has emerged as a strategic imperative to enable local entities to survive adversity, adapt to changing circumstances, and thrive in the face of uncertainty.

The chapter explores the connection between economic resilience and entrepreneurship in city regions for culinary tourism, highlighting the importance of entrepreneurship in sustaining a dynamic economy. It's a characteristic of resilient economies. The chapter develops a conceptual framework to highlight the link between economic resilience and entrepreneurship, suggesting its critical role in restructuring and adapting local economies argues that entrepreneurship promotes diversification and capacity building, traits. This chapter explores resilience definitions and their application in urban and regional economies. It advocates for an evolutionary perspective, focusing on the adaptive cycle model from panarchy theory.

The concept of resilience has gained attention due to the impact of disasters and disruptions on regional and local economic development (Gupta, 2019). Rapid catastrophic disasters pose different challenges than slow-paced stresses, and how these economies respond and adjust to disturbances can influence their development and evolution. However, there is no universally agreed definition of resilience in economics or social science, especially in regional or urban studies. The chapter focuses on the idea of resilience as an adaptive ability, which refers to the differential ability of a region's or locality's firms to adapt to changes and shocks in competitive, market, technological, policy, and related conditions that shape the evolutionary dynamics and trajectories of that region or local economy over time. Resilience refers to the ability of an entity or system to recover form and position elastically following a disturbance or disruption. Most uses of the term in regional or urban applications refer to this idea of the ability of a local socio-economic system to recover from a shock or disruption. However, there is much ambiguity surrounding the concept of regional economic resilience, including whether it should refer to the degree of resistance to that shock, whether it should retain its structure and function despite the shock, or whether it should change its structure and function rapidly and successfully in response to a shock. The ambiguity surrounding the concept of regional economic resilience is compounded by two definitions found in the ecological literature: engineering resilience, which focuses on the stability of a system near an equilibrium or steady state, and elasticity, which suggests the retention of the region's pre-shock structure and function.

The culinary tourism sector, a significant contributor to regional and national economies, has been severely impacted by the COVID-19 pandemic (Gupta, 2019). Government measures and increased requirements for closure and reopening have negatively affected the industry, leading to challenges such as survival, customer safety, workforce changes, and consumer preferences. Resilience is essential for

20 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:  
[www.igi-global.com/chapter/economic-resilience-through-culinary-tourism-strategies-for-local-enterprises-in-reference-to-khamti-and-mising-community-of-assam/363757](http://www.igi-global.com/chapter/economic-resilience-through-culinary-tourism-strategies-for-local-enterprises-in-reference-to-khamti-and-mising-community-of-assam/363757)

## Related Content

---

### Revising the Empirical Linkage between Renewable Energy Consumption and Economic Growth in Tunisia: Evidence from ARDL Model

Sekrafi Habib (2015). *International Journal of Sustainable Economies Management* (pp. 36-48).

[www.irma-international.org/article/revising-the-empirical-linkage-between-renewable-energy-consumption-and-economic-growth-in-tunisia/138243](http://www.irma-international.org/article/revising-the-empirical-linkage-between-renewable-energy-consumption-and-economic-growth-in-tunisia/138243)

### Does Food Image Influence Revisit Intentions Among Bleisure International Tourists?

Sidharth Srivastava, Savita Sharma and Swati Sharma (2025). *Smart Travel and Sustainable Innovations in Bleisure Tourism* (pp. 127-148).

[www.irma-international.org/chapter/does-food-image-influence-revisit-intentions-among-bleisure-international-tourists/358964](http://www.irma-international.org/chapter/does-food-image-influence-revisit-intentions-among-bleisure-international-tourists/358964)

### Analysis of the Impact of Corporate Governance on Sustainability for BIST Companies

Gokce Tekin Turhan (2023). *Considerations on Education for Economic, Social, and Environmental Sustainability* (pp. 262-278).

[www.irma-international.org/chapter/analysis-of-the-impact-of-corporate-governance-on-sustainability-for-bist-companies/323346](http://www.irma-international.org/chapter/analysis-of-the-impact-of-corporate-governance-on-sustainability-for-bist-companies/323346)

### Heat Stress Vulnerability among Indian Workmen

Joydeep Majumder, Priyanka Shah and Sunil Kumar (2016). *Handbook of Research on Climate Change Impact on Health and Environmental Sustainability* (pp. 61-80).

[www.irma-international.org/chapter/heat-stress-vulnerability-among-indian-workmen/140562](http://www.irma-international.org/chapter/heat-stress-vulnerability-among-indian-workmen/140562)

### Economic Value of Regulating and Cultural Ecosystem Services of Oasean Biome: Case Study in Middle Draa Valley

Ahmed Karmaoui (2016). *Economic Modeling, Analysis, and Policy for Sustainability* (pp. 307-326).

[www.irma-international.org/chapter/economic-value-of-regulating-and-cultural-ecosystem-services-of-oasean-biome/150108](http://www.irma-international.org/chapter/economic-value-of-regulating-and-cultural-ecosystem-services-of-oasean-biome/150108)