The Analytical Study For Identifying The Role Of Food In Developing New Ideas And Fusions Recipes By Indians And Chinese In The Country Of Singapore

Abstract

Tourism is a major part of the contemporary experience economy, in which food plays an important role. Food is a key part of all cultures, a major element of global intangible heritage and an increasingly important attraction for tourists. The linkages between food and tourism also provide a platform for local economic development, whenever the cultural interaction is taking place food and eating habits act as the mediator. The cultural exchange also increases possibility of culinary exchange; over the years it is proven again and again that a human being tries to accommodate his own eating habits and choices with the availability of the region and the specialties of those region and religion he is residing in. Comfort food is every human being's choice and right but when one settle away from his/her home or country it becomes difficult for them to adjust or acquire the eating habits of the native culture or people. Hence it always works in favour with the settlers that they try to store the necessary ingredients and find substitutes for other necessary but UN storable ingredients. Singapore is a developed but a manmade nation, it comprises of many cultures and many religions but native to same nation. Singapore
try to accommodate the peace loving heritage habits. Many Indians have settled in Singapore along with original Chinese residents and now they have become 100% Singaporean but some of their eating habits still go in their roots to India for e.g. a person running a food stall in one of the renowned market place food courts mixed Indian traditional tempering with Schezwan style noodles and tries to make the Schezwan sauce with Indian Kashmiri chilies instead of small Thai red chilies. This paper will help to understand that the fusion recipes sometimes are appreciated which may get created accidentally, sometimes forcefully and even some times necessary.

1. INTRODUCTION

A cuisine is a style of cooking known by the distinctive ingredients used, cooking equipment’s, techniques and daily and festive dishes made. Cuisine has always been associated with the culture and the geography of the region. Religious food laws have a strong influence on the cuisine namely Hindu, Islamic and Jewish. A particular region is known for its traditional regional recipes, the customs and availability of the ingredients combine to make these unique dishes.

There are various factors that have an effect on the eating habits or also could be mentioned as the geographical influence on a particular region’s cuisine:

Climate: It determines the native foods that are available in the region during the season or what could be more suitable as a diet pertaining the region. Climate also plays a major role where climatic conditions affect the fuel availability and hence need to adapt a cooking technique which would cook faster. Climate has been a major reason in adaption of various cooking techniques and styles. Foods preserved for winter consumption by smoking, curing, and pickling have remained significant in world cuisines

Economic conditions: It can affect the trade, distribution of food a cuisine is majorly influenced by the availability of ingredients through trade. Religious laws: restrictions/laws pertaining to eating habits or consumption of meat. Culinary Tourism is not related only to travelling but can be found in the domestic market also.

Food is an integral part of all cultures, a major part of global heritage and very important for a tourist as it is a matter of survival. Tourism has lot of potential for local economic development and food can become a novelty experience. Food and tourism benefit with each other which help in promoting the tourist destination. The eating experience provides people with a distinctive way of communication, where exchange of cultures and cuisines takes place. Culinary tourism also leads to heavy commercial profits increasing the value of a tourism destination. Food and drink are the most overlooked components of the visitor’s experiences. Travelers are not at their own home so to fulfill the basic needs of food, he or she is bound to eat out during travelling which automatically creates opportunities for new entrepreneurship development or careers which are a primary form of Culinary Tourism and this behavior is sometimes overlooked because we take eating as a normal and regular behavior.

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Culinary Tourism is an important new industry that weds two related but distant forms of hospitality food services and tourism. Hospitality business has an enormous under explored opportunity to make a significant impression on visitors with unique and memorable eating and drinking experiences. So food can be treated as both destination and means of tourism. Culinary Tourism can be experienced in any way or form of food, tasting, preparation, consumption, presentation, etc. Cooking methods, cultures, form of eating habits. Are all ways of tourism exploring and experiencing Culinary Tourism.

Fusion cooking can be defined as a combination of various forms of cooking which means different cuisines can be combined to make one meal experience or preparation of a dish with a cooking style that is native to a different region or use of certain spices or blends that is not a part of that cuisine. Pizza for example is a product native to Italy but made all over the world with the available equipment’s ingredients and the taste that would be savored by the region, another example would be the adaptation of Chinese cuisine by the world that would suit their palate. Travelers or Tourists have been a major cause for this fusion change as a matter of their survival. Chefs have adapted themselves to this change and work towards the advancement of the fusion cuisine. A Chef would always serve that would be liked by his guest maintaining as much authenticity probably possible.

Singaporean cuisine owes its origination to the Malaysian cuisine, it is highly influenced by the Indonesian, Indian, and predominantly Chinese, and the other subtle influences can be from other areas as Middle East, Thailand and Sri Lanka. Variety of influences on this cuisine is the impact of globalization

This globalization phenomenon on this cuisine found at various outlets and food courts, examples include Lau Pa Sat and Newton Food Centre, rather than Fine dining or regular restaurants. The reason being the food stall or hawker stalls which include a variety of foods from India, Korea, Japanese, Thailand Vietnam. These hawker centers are enough in number, serving at a cheap rate and holds a large customer base

Another example that can be stated from the chef’s point of view is that a Chinese chef can use Indian spice or spice blends or ingredients core to the country creating a fusion or an Indian chef replicating a Fried Noodle or a Manchurian dish

Adaptation of a cuisine or a food is the need to suit the dietary needs with the help of local produce in the region. An historical context to this is the early southern Chinese immigrants (Hokkien, Teochew, Cantonese, Hakka and Hainanese) who produced food with the available ingredients and cannot be termed as authentic Chinese Singaporean Chinese cuisine is largely based on the cuisines of the Hokkien, Teochew, Hainanese, Cantonese, and Hakka dialect groups which comprise mainly of Chinese population in Singapore.

2. OBJECTIVES

I. To understand the concept of parallel existence of Indian and Chinese cuisine in Singapore.

II. To analyze the food fusion between Indian and Chinese eating habits.
III. To find factors that affects the authenticity of Indian or Chinese cuisine.

IV. To find the contribution of Chinese and Indian Residents towards the development of Fusion cuisine of Singapore.

3. CONCEPTS

- **Indian Singaporean Cuisine**
  
  Indian Singaporean cuisine relates to the food prepared and established in Singapore that are derived majorly from the Asian culinary traditions. The great variety of Singapore food includes Indian food, with a major influence of Tamil cuisine and chiefly Tamil Muslim specialties, it is also found that North Indian food is gaining its popularity in the region. Indian dishes are modified to different stages, with a continual influence of Singapore culture, ingredients available locally, climatic conditions and eating habits. These cuisine modifications bought in a variety of dishes. A few examples to quote would be: Mee goreng, yellow egg noodles stir fried with ghee, tomato sauce, some chili, egg, vegetables, and various meats and seafood may be added
  
  Vegetable Pickle - Indian pickle.
  
  Nasi biryani - A Popular Indian Muslim dish of saffron rice and meat, sold at Indian and Malay restaurants and a must have dish at Malay weddings
  
  Curry – Indian Curry Veg / Non Veg a traditional dish can be found in Chinese as Chili crab, Laksa in Singapore

- **Chinese Singaporean Cuisine**
  
  Singapore Chinese cuisine is an adaptation of the Malay cuisine and has a wide influence of southern Chinese cuisine as well as Indonesian cuisines. The country of Singapore is basically a modern civilization have a major impact of Chinese culture as they were the original founders of this civilization, later on, various cultures settled down and prospered in Singapore, as a result Chinese Cuisine carries a major influence on the food culture of Singapore.
  
  **Examples:**
  
  Kari lemak ayam, a Peranakan chicken curry with a coconut milk
  
  Sambal kangkong, a dish of leafy green vegetables (water spinach) fried in sambal
  
  Satay bee hoon, thin rice vermicelli served with spicy peanut sauce
  
  Dimsums and Chicken and Rice an origin of Chinese cuisine has a distinct place in the Singaporean cuisine.

- **Fusion Cuisine**
  
  Fusion cuisine is cuisine that combines elements of different culinary traditions. Cuisines of this type are not categorized according to any one particular cuisine style and have played a part in innovations of many contemporary restaurant cuisines since the 1970s
  
  **Examples**
  
  Singapore Stir Fried Rice, Chinese Bhel, Szechwan pan cakes, Jalfrezi Chicken, Chow mein, Gobi Manchurian
4. METHODOLOGY USED

- **Data Collection:** Primary data is collected through Feedbacks, Questionnaires, and in person and e-interviews.
- **Sampling Techniques:** This topic of research is associated with Indian and Chinese resident as well as tourists in Singapore who experience the fusion cuisine of Singapore and hence RANDOM SAMPLING technique has been adopted.
- **Sample Size:** 40 Questionnaires were circulated to the population and the feedback analysis for the same is done to support the objectives of this research paper.
- **Population:** Educated, culinary students, self-employed people who gave their valuable feedback on the topic.
- **Scope:** The research paper is a study of “The role of Indian and Chinese Residents in Singapore, towards developing of the new fusion cuisine of Singapore”

5. LITERATURE REVIEW

i.) The rhetoric of Lao/French fusion: beyond the representation of the Western tourist experience of cuisine in the world heritage city of Luang Prabang, Laos


This article explores the intersections between the way the cuisine is represented, the contestations around these representations (what is included and excluded, the use of the past) and the Western cuisine experience of Luang Praban.


The article informs about efforts of Australian chefs and diners to redefine Asian cuisine and to offer fusion-based menus. Topics discussed include mix of south-east Asian flavours of Thai, Vietnamese and Malaysian cuisine offered at Sugarcane restaurant, Asian fusion menu of Darlings Supper Club restaurant which includes dessert dumpling and coconut creme brulee with pineapple gel, and views of chef Leigh Power, Sugarcane's owner Milan Strbac and Darlings' co-director Sam Astbury on the same.

iii.) The changing nature of the relationship between cuisine and tourism in Australia and New Zealand: from fusion cuisine to food networks.Authors: Hall, Michael Mitchell, Richard

The chapter argues that tourism has been a key component in the changes in Australian and New Zealand cuisine from both a demand and a supply perspective and examines the manner in which cuisine has now become a central component of the Australian and New Zealand tourism experience.

iv.) Menu Strategies: Hello Delhi [Fusion Indian Cuisine].Authors: Disbrowe, Paula

As boundaries between traditional cuisines continue to blur; a new breed of Indian cuisine becomes the hottest player on the fusion front.

v.) Restaurant notes: New food truck will feature Vietnamese, Asian-fusion cuisine
Authors: Larson, Cindy  
Source: News-Sentinel, The (Fort Wayne, IN). 09/30/2014. Accession Number: 2W61295266295  
Document Type: Article
New fusion cuisine flourishes in Baja California
Authors: OMAR MILLAN - Associated Press  
Accession Number: 3e6d1fe89ca4480bbfd65c2eb31115

vi.) I've been following progress on a proposed food truck business for what seems like a couple years now on Facebook. Vietnummy (go to Facebook and search on Vietnummy) will be the name of a food truck featuring Asian-fusion and Vietnamese food, such as Vietnamese tacos and Banh M.

vii.) New fusion cuisine flourishes in Baja California
Authors: OMAR MILLAN - Associated Press  
Accession Number: 3e6d1fe89ca4480bbfd65c2eb31115

viii.) Fusion dishes up modern 'honest' Kiwi cuisine
Source: Timaru Herald, The. 08/21/2012, p06.  
Document Type: Article
ISSN: 1170-0920 Accession Number: THL1208210006156004356-CM

Lindsay and his exceptional team offer South Canterbury diners a range of outstanding seasonal food that celebrates the bountiful harvests of the region, in simple elegant style, for patrons as they drink in the magnificent views across the bay to the Southern Alps.

At Fusion the focus is on modern, 'honest' New Zealand cuisine, with a blend of New Zealand products and added international flavors.

This article states the impact of fusion cuisine on the United States, highlighting the opening of the Asia de Cuba restaurant in New York in November, 1997. It also states the details on the restaurant menu; Enthusiasm of fusion cooks; Comments from Arnold Eric Wong, chef-owner of Eos restaurant; Forecasts on the future of fusion cuisine.
Asian fusion cuisine rolls in at Umi Star: A new restaurant which blends different styles of traditional Asian cuisine with Southwestern and Southern California influences which is to open on North Campbell Avenue. The concept of the restaurant, located in the Campbell Avenue Shops, just north of East Grant Road, is to serve “a little bit of Asian street food with their own take on it,” said owner Jason Anderson. Umi Star (Umi means "sea" in Japanese) will feature unique dishes, including Japanese ceviche and hot dogs, in addition to a selection of street tacos, nigiri, sashimi and sushi rolls.


In this article the author discusses the use of the other countries' cooking style to enhance and balance the Japanese-American dishes of Marcia Hara, an executive chef at Illahe Hills Country Club in Salem, Oregon. The owner shares various countries’ cooking style with an intention to enhance the ingredients and flavors of her preparations. She also stresses on the importance of eating fresh foods as one method to promote the national campaign against obesity by U.S. First Lady Michelle Obama.


Over the years, Sri Lanka has developed its own taste brand of hybrid Chinese cuisine that caters to the taste appeal of the masses. While this form of fusion cuisine has been liked by many, purists will argue that using popular Sri Lankan spices and techniques to create traditional Chinese dishes will affect the authenticity of the traditional dishes. Some of the favorite fusion dishes are as follows:

Local favorites like pepper fried beef and chilli chicken Lobster with cheese and butter sauce and garoupa stewed with pickled cabbage. Mixed seafood braised with rice noodles in casserole was a warm introduction to the restaurant's identity. The lack of spice was jarring at first but the subtleties of the traditional spices that are incorporated in the dish helped define its unique taste. The green peppers and prawns truly brought the dish to life, although those elements seemed lost in the unnecessarily generous serving of noodles.

6. DATA ANALYSIS

I. 69.4 % Males and 30.5 % Females have contributed to the responses towards the topic
II. A total of 33.3% Chinese and 66.66 % Indians have contributed towards the topic
III. From the total Respondents 84.2% explore the local Singaporean cuisine
IV. The following is the responses of the cuisine preferred by the respondents

<table>
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<tr>
<th>Cuisine</th>
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<tbody>
<tr>
<td>Indian</td>
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Indo Chinese 21.1
Other 10.5

I. 67.9 % respondents enjoy twists or fusion of both cuisines while 32.1 do not.

II. 89.5 % respondents enjoy Chinese cuisine and 10.5 enjoy Indian

III. Following are the responses for common factors found in the Indian and Chinese Cuisine

   a. Chinese cuisines has more variety like spicy, non-spicy, sweet, salty and sour Indian cuisines mainly with spices and some spicy
   b. Chinese believe in retaining the color of food and creative presentations to a lesser importance in Indian food
   c. Both of them have good business, as people from both sides are in Singapore...
   d. Both the cuisines are aromatic
   e. Indian cuisines- Fried(oily) hot & spicy, with coconut milk or without the milk, yellow ginger or ginger taste Chinese cuisines, variety of flavor and taste, use lots of garlic, usually steam fish, non-spicy.
   f. Indian food too oily, vegetables overcooked but bread and rice is good Chinese food more varieties for non-veg and has exquisite dishes like shark's fin, abalone, and bird nests dessert.
   g. A few dishes and ingredient in common are Curries in Indian and stews in Chinese use of chilies, use of onion and coconut as thickeners in Indian food and starches in form of corn flour being used in Chinese food
   h. Both the cuisines have a few things in common, use of oil, blends of spices, use of vegetables along with meat, Spices
   i. The cooking period for Indian food is more compared to Chinese food who believe in maintaining the freshness of the vegetables

IV. The following is feedback on the various factors that affect the authenticity of Indian or Chinese cuisine

   Availability of ingredients 57.9%
   Palate of the consumer 26.3%
   Influence of other cultures 31.6%
   Popularity of the cuisine 36.8%
   Convenience 42.1%
   Likes and/or Dislikes of consumers 31.6%
   Allergies and Health concerns 15.8%
   Choice of Vegetarian/ Non vegetarian 57.9%
   Religious and Regional influence 26.3%

V. 68.4% respondents believe that fusions or innovations are created due to need and 26.3% do not believe.

VI. 89.5% respondents say that they play an important role for new fusion food to get established or popular compared to 10.5 % who do not believe in the same
Following is the opinion of respondents on the role played by people of Indian and Chinese origin in creating fusions in food in Singapore

a) Fusion food can be created by anyone as long as one understands the peculiarity of each and merge them into something that is acceptable by both and palatable enough for even non-Chinese and non-Indians

b) It's goods that there is fusion of cuisine between Indian and Chinese because these are the biggest population in the world.

c) Both were instrumental in getting their base food palette to Singapore and then few explored it and created a fusion.

d) There is a lot of different fusion cooking involving a fusion of Chinese and Indian cooking in all the market corners of Singapore. When you taste the food you clearly know it's not the first time you taste something like it.

e) Young people want to have change of food compared to the traditional food cooked by their parents. As traditional food sometimes take too long to prepare and also the ingredients are difficult to obtain or prepare so fusions food suits their taste bud.

VII. Cultural Influence

a) People always like to try something new

b) As the people in Singapore has exposed to variety of food from various races not just only Indian and Chinese, thus, the acceptance of taste of fusions food by the people is important

c) Personally should have no fusion. Authentic Indian food should not be modified.

d) This is consumer driven market hence market has to be according to need of customers. If you don’t want and cannot change then maybe you have to restrict to only those people who likes that food.

e) There is not much scope of fusion in Singapore because people prefer Malay, Chinese, Thai, and Indian as authentic but they make mini samosas with Chinese vegetables moist stuffing which keeps its taste different from both the cuisines.

f) Maximum population being Indian and Chinese that's why the proportion of fusions is more

g) For example Indians took the paratha and Chinese likes the egg so they started selling egg paratha

7. CONCLUSION

The concept of parallel existence was proved with a response from 69.4 % Males and 30.5 % Females out of which, 33.3% Chinese and 66.66 % are Indians from the total Respondents and 84.2% explore the local Singaporean cuisine. The following is the responses of the cuisine preferred prove the impact of existence on both the cuisines over the respondents

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As per the survey analysis Fusion food is enjoyed by 67.9% and 89.5 % respondents enjoy Chinese cuisine and 10.5 enjoy Indian. To state a few common factors in both the cuisines are cooking ingredients- oil, spice (chili, ginger, garlic), cooking methods- boiling, steaming, frying and maintaining the textures and consistency- curries and stews, flavors- sweet spicy salty and sour. The availability of ingredients and choice of vegetarian and non-vegetarian have a maximum impact over with 57.9% each, followed with convenience, at 42.1%, influence of cultures and likes or dislikes with 31.6 %, palate of the consumer, religious and regional influence at 26.3 % and allergies and health concerns at 15.8% are the various factors that affect the authenticity of both the cuisines. As both the countries are the biggest population in Singapore has an impact over the food culture and thus a fusion was created to suit the palate. The food made with the local available resources and ingredients does not always match to the traditional taste but would not taste bad, for example Indians took the paratha and Chinese likes the egg so they started selling egg paratha.

8. REFERENCES

[15] Richard Cutting-Miller rrcm@resonanceco.com 2014 Travel & Tourism Trends by chris fair,