

ZUTHO TOURISM

Veenit Sinha

Assistant Lecturer at Institute of Hotel Management & Catering Technology, Silvassa

Abstract: Zutho tourism is a unique dimension of cultural tourism. Although Nagaland is famous for its unique Tribal Culture & Traditions, however development of Zutho tourism likewise beer tourism with contribution of its unique brewing techniques and use of good quality raw materials earmarked for sale in Nagaland Territory. A thorough analysis is presented that How Zutho, the traditional rice beer can be used as a trend of Beer tourism or locally Zutho Tourism. It is also argued that the famous Hornbill festival of Nagaland which enjoy colorful performances, crafts, sports, food fairs, ceremonies and games can also be utilized as a platform to promote the traditionally important Zutho Beer on a Global Level as Zutho Tourism. The need of tourism is to make outline for the food/Beer Tourist to visit Nagaland like done in Germany Oktober festival. It would help to analyses and evaluate the impact of Zutho tourism in improvising the overall tourism of Nagaland/Northeast and hence economical growth on ground level.

Keywords: Zutho, Rice Beer, Beer Tourism, Hornbill Festival.

1. INTRODUCTION

Globally, Alcoholic beverages are beverages which are made out of barley, Malts, Fruits & Extracts etc, but rare alcoholic ingredients like Sake of Japan which is made out of Rice and famous for its strong taste and unique aroma. Zutho, The Naga beer which belongs to interiors of Nagaland and famous among the tribes as Celebration beer are made out of sticky Naga rice.

In today's world, Food tourism has emerged as one of the diversified extension to the tourism. Also it is called as Culinary or Gastronomic Tourism also. These tourists are specifically travelling to different location in search of getting unique experience of Food & Beverages of the destination. Although Food Tourism has not yet explored the liveliness of tribal and rural tourism in terms of traditional Food & Beverages available.

'Beverage Tourism' is one of the branch of Food Tourism and of significant importance with the expansion of wine tourism, whisky tourism, Tea & Coffee Tourism and famous Beer Tourism. Zutho Tourism is the tourism which brings cocktail of tourism to its tourist with a base of zutho (The traditional rice beer) along with other ingredients as Tribal, Culture and Rural tourism. The North Eastern states of India are inhabited by many tribes having versatile customs and lifestyles with difference in their preparation, serving and consumption style of rice beer. All tribes have their own age old rituals and traditional beliefs that they follow while preparing the traditional Rice Beer. Zutho tourism will be of unique blend of Special Interest Tourism which will give array to boost tourism industry in Nagaland.

2. TRADITIONAL PRDUCTION OF ZUTHO (THE NAGA RICE BEER)



Zutho with thick Creamy Foam
in Wooden Vessel



Zutho Traditionally served in Wooden Mug with
Bamboo Straws.

Zutho, a traditional Naga Beer from the tribes of Nagaland. A rice beer, which is made by soaking rice in water for 3 days and then is allowed to germinate for 3-4 days in summers and 01 week in case of winters. The rice is further powdered using wooden hammer. Hot boiling water is added to the rice powder and allowed to cool. Few rice grains with husk are kept separately with pieces of charcoal, and later the rice grains with husk are added to the mash liquid where it acts as the supplement of yeast to carry fermentation. The process of fermentation is carried out in wooden vessel for near about 6-7 days in cooler climate and 2-3 days in warm weathers. The top fermented creamy beer is called Zutseh which is strong in taste and smell. Further dilution with water is also done and the liquid is strained through bamboo basket which is called as ZUTHO.

3. ZUTHO TOURISM- A COCKTAIL OF TOURISM SEGEMENTS

Zutho tourism, the base of this tourism is traditional Beer, However Academic studies of Beer tourism in itself is at very young stage globally as the concentration of studies are limited to wine tourism. Zutho Tourism are able to play vital role in changing the mindset of tourist about the safety concerns to visit Nagaland, it will be able to help in enhancing image of the state. It will also help in contribution to local economic development. It will potentially strengthen the competitiveness of the destination for future business investments. Zutho Tourism is to categorize on the basis of the motivating factors involved for the targeted sectors of tourist.

First, Rice Beer (Zutho), its traditional method of production, storing and serving methodology are the primary motivators.

Second, The tribal culture and Rural tourism are the secondary motivator for the special interest tourists. At international level, the acknowledgement of Rural Tourism and Eco tourism as an important development intervention was initiated by the commission for sustainable development which encouraged international organizations and government to support it (Petroman, et al. 2010). Consequently, in response to the poverty focused form of tourism development has been promoted in the context of pro poor tourism (PPT) and sustainable tourism- Eliminating poverty. PPT refers to tourism that increases the net benefits for the poor (Holland, Burian & Dixey, 2003). Any tourism segment can be incorporated with pro poor tourism, but basic agenda has to improvise the bounding between tourism business and poor and to provide benefits to the poor.

4. HORNBILL FESTIVAL - INTERNATIONAL MARKETING TOOL FOR ZUTHO TOURISM



Hornbill Festival: Festival of Festivals to protect rich culture of Nagaland.

Hornbill festival, the festival of festivals are celebrated every year at Naga Heritage Village, KISAMA (about 12 km from Kohima), which is celebrated between 1st to 10th December every year. The aim of this festival is to revive and protect the rich culture of Nagaland and display its extravaganza and traditions. The festival includes tradition Naga Morungs exhibition, Flower and food Stalls, Herbal medicine stalls, Musical concert, Indigenous games, Miss Naga beauty contest, Naga wrestling, Hornbill International Rock Festivals etc. However within the limelight of such large amount of events at one place, the Zutho, ancient rice beer of Naga's has taken a corner area within the whole week long event. There has to be a way to analyze How to promote Zutho Tourism as a product in Hornbill festival in order to provide yearlong tourist inflow into the territory. Zutho tourism is to be marketed by stamping beer with tribal themes and peculiar rice beer culture can be developed and hence enhancing the distinctive characteristics of tribal localities for tourism development. Zutho tourism can be brought into limelight on a similar way as beer tourism is promoted in various parts of Europe. In Europe Beer tourism is strongly linked with heritage tourism. It is also famous that beer tourism in Germany is an integral aspect of understanding the culture and cuisines of locales as long as the long traditional histories of brewing and of breweries. Every year Germany attracts around millions of tourist, same way beer festival in Prague(Czech Republic) attracts around million tourists. On the same pattern, if Zutho tourism is promoted during

Hornbill Festival, then probability is more that it will attract millions of tourists. The major objectives of Hornbill festival is to stimulate, protect, sustain and promote the richness of the Naga Heritage & tradition and Zutho can be one of the prime product to harness that goal. In Present situation, Hornbill festival is attended by the people of within the state of Nagaland along with few hundreds of domestic tourist and handful numbers of foreign tourists, but if Zutho is promoted well then millions of tourist will be seen in Nagaland in near future.

5. TOURISM-POLICY OF NAGALAND, HINDRANCES & THE UNRAVELEMENT

The figures available with Tourism department, Nagaland shows that the total domestic tourist visiting Nagaland is 13000 to 15000 thousands every year and that of foreign tourist are 200 to 300 per year so far, as per the data available of the last 5 years.

The study shows that the Brand Nagaland 'Tourist Home' has the following hindrances:-

- General perceptions among the tourist regarding security, Law & order issues.
- Travel restrictions, ILP for domestic visitors.
- Poor Communication linkage within the state for communicating to the tourism.

The unravelement of the following hindrances in promoting tourism can be sorted out by:-

First, The government of Nagaland, Tourism department has made village and Tourism development board, the VTDS should focus on uniforming the human resource development of the state who, after getting proper training should primarily focuses on promoting experiential/Rural tourism of the state. Nagaland's Tribal, Rural and Zutho tourism are the source to the gateway of Hidden Paradise.

Second, it is important to create awareness about the potential of tourism and there by generates the growth of tourist friendly culture by participating in all tourist fairs in Pan India as well as potential foreign countries tourist. This will help in changing the general conception of tourist about security issues of the state.

Third, As Restricted Area Permit (RAP) and Protected area permit (PAP) has been removed from Nagaland since 1st January 2011 to boost tourism. Also Nagaland tourism department can look into scrapping of Inner Line Permit (ILP) for Zutho Tourists or else can also plan for on the spot ILP Facility to boost the domestic tourism inside the state.

6. CONCLUSION

Zutho Tourism is new and peculiar of its kind. The development of Zutho tourism in Nagaland must be organized. The varied objectives to realize Zutho Tourism has to work together to hit this single goal. The varied objectives viz. *the participants*, the various tribes of the state plays vital role as they are the one who attracts the Zutho tourist towards the Tribal & Rural Culture along with the ancient traditional style of producing, storing and serving ZUTHO, the rice beer. *The Promoters*, the Nagaland, Tourism department to promote 'Tourist Home' in a vivid way on a global level through 'Hornbill Festival' and various tourism fairs. The study of Zutho Tourism will help in enhancing Tourism and hence in local economic development of the state.

REFERENCES

- [1] Nandita Nath, Sushanta Ghosh, Lovely Rahaman, David Lalbhovika Kaipend & BK Sharma :- An overview of Traditional Rice Beer of North East India:- Ethenic Preparation, Challenges & Prospects.
- [2] Teramoto Y, Yoshida S & Vedu S, Characteristics of a Rice Beer (Zutho) and a yeast isolated from the fermented product in Nagaland.
- [3] Anshumali Pandey :- Beer Tourism Development in Silvassa.
- [4] Bujdoso. Z & Szucs. C (2012a) : A new way of Gastronomic Tourism:- Beer Tourism, Acta Turistica Nova.
- [5] Bujdoso. Z & Szucs. C (2012b) : Beer Tourism from Theory to practice. Academica Turistica.
- [6] Arkotong Longkumer: As Our Ancestors once lived: Representation, Performance and constructing a National Culture amongst the Nagas of India.
- [7] Caffyn A (2010): Beer Tourism, A relationship worth fostering, Tourist Insights, February.

- [8] Tatongkala,orchestrated celebration:- Performing Reconstructed Identity in the Hornbill Festival of Nagaland.
- [9] <https://www.mea.gov.in>
- [10] <https://tourism.nagaland.gov.in>
- [11] Anshumali Pandey: Rural Tourism Development in Silvassa.
- [12] Petroman,C Palade, S, Petroman, I, Popa, D.orboi, M.,D., Paicu, D. & Heber. L (2010) :- Managerial Strategies for the conservation of rurality in Rural Tourism. Scientific Papers:- Animal Science and Biotechnologies, 43(2), Romania.
- [13] Hollan, J. , Burian, M. & Dixey, L. (2003) :- Tourism in Poor Rural Areas (Diversifying the product and expanding the benefits in Rural Uganda & Czech Republic). “PPT working paper No. 12. <https://www.proport> (accessed September 18, 2010)