



Durban's Indian Cuisine: Origins, Popularity, and Prospects for Developing Culinary Tourism'

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ABSTRACT This study is based on a PhD that researched the possibilities for culinary tourism as a marketing strategy for the city of Durban. The city has become famous for its regionalised cuisine³ types that Indians brought with them from India since 1860. There is a widespread assumption among locals in Durban that Indian Cuisine would be the most popular among the variety of cuisines in this cosmopolitan city. This paper is about this diversity in Durban Indian food, against the wider variation of cuisine types, and the potential it has to contribute towards the broader tourism framework of the city, with culinary tourism as an integral pillar of the city's destination marketing drive.