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Molecular Chef! The Evolving Trend among Hospitality Students

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ABSTRACT

Combination of physics, chemistry, style and cuisine, produce an awfully attention-grabbing discipline on the sting of science, art and gastronomy known as molecular preparation or molecular gastronomy. Molecular gastronomy is often delineated during a myriad of various ways in which, however the best is to mention that the ensuing dish is what happens once science meets edible ingredients. This subcategory is really that of food science instead of preparation that is why many of us do not essentially comprehend it. It describes the method accustomed produce food that has been manipulated via its molecular composition, so as to change its kind, flavour, or texture. It's the culinary art discipline that uses the assistance of organic chemistry and chemistry processes for food and drink preparation. The goal of molecular preparation is to extend the pleasure in getting ready and overwhelming food and drinks.

This study is associate preliminary study as, this explicit analysis specifies the attention, awareness & acceptability of molecular gastronomy among hotel management students from Pune city. The findings of this analysis suggests that the hotel management students from Pune city are primed to settle for the idea but are not completely equipped for the same. The study conjointly suggests that the applying and implementation of the idea in Pune is feasible. This study also investigates the sustainability of the thought of involving local food with molecular gastronomy in restaurants from Pune city is possible.

KEYWORDS: Molecular Gastronomy, Culinary Institutes of Pune, Pune city, Hotel Management Students, Culinary science.

INTRODUCTION

The term Molecular Gastronomy was a fashionable term which was born in 1992. It helps to enrich the organoleptic properties (taste, colour, odour, and special features like touch and texture) of various cuisines by comprehending fashionable technology with change of physical state. We can say molecular gastronomy blends physics and chemistry to transform the tastes and textures of food which helps to achieve new and ingenious dining experiences. According to Michael BomFrøst, "The fantastic food writer Harold McGee, who on his website 'The Curious Cook' reveals the history behind the start of the term molecular gastronomy and its use. The first public introduction of the term molecular gastronomy was announced at an international workshop in Sicily in 1992 that was to be held at an old monastery, Erice."

Molecular gastronomy initially seemed to be a European phenomenon. Many established chefs did not accept molecular gastronomy as scientific gastronomic phenomena but labelled it as temporary style of cuisine. Though it's an old cuisine in western countries but it's very new in India. Jiggs Kalra is the man who introduced molecular gastronomy to Indian cuisine for the first time in India. He started Masala Library, to bring the gastronomical tradition in 2011. Molecular cuisine is still at a nascent stage in India.

OBJECTIVES OF THE STUDY

- To identify the awareness about molecular gastronomy among the hotel management students from Pune city.
- To understand their preparedness to accept the concept of molecular gastronomy
- To analyse the sustainability & practicability of the same from the students point of view.

LITERATURE OF REVIEW

1. Mathew carter and Professor Harmon featuring in the world press website have published a paper, on the 2011 edition, On "Molecular Gastronomy: Food of the Future?" The paper talks about the molecular gastronomy of food. The chef's information and history of them. The paper also have the zest of the well know chefs

interviews and opinion on molecular food applications. Many chefs specialized in food science are introduced from all over the world with a common intention i.e. to change the view of how the people in the world are only introduced to a small part of Molecular Gastronomy while there is a wide possibility of not only preparing food but also presenting it, that can be used to not only entice and suit the different food moods and for the pleasure of people.

2. John Cousins, Kevin O’Gorman & Marc Stierand in the International Journal of Contemporary Hospitality Management, have published paper on the phenomenon of molecular gastronomy, ISSN: 0959-6119, Vol. 22 Issue: 3, pp.399-415, doi: 10.1108/09596111011035972. The paper aims to explore the phenomenon of molecular gastronomy by conducting an empirical research focusing on the renowned Chefs. The paper focuses on the origins and the evolution of molecular gastronomy, followed by 18 phenomenological interviews with a snowball sample categorized by renowned world class chefs across Europe
3. Huiyong Wang & Jianming Wang in their journal of culinary science and technology volume 14-2016, issue 3 Pages 191-197 wrote a research paper on the topic “an analysis on the Influence of the Molecular Gastronomy on Chinese Cooking Development”. The paper summarizes on the concept and the characteristics of the molecular gastronomy and analysis on the links with the traditional Chinese cooking along with the development of the market prospect of China. At the same time, it also has to make an analysis on the impact of molecular gastronomy on Chinese cooking taking into consideration their education, food standard, and the scientific aspect of Chinese cooking.
4. John Cousins, Kevin O’Gorman, and Marc Stierand, (2010) in “International Journal of Contemporary Hospitality Management”, Vol. 22 Issue: 3, pp.399- 415, ISSN: 0959-6119 wrote a paper on “Molecular gastronomy: cuisine innovation or modern day alchemy”. The paper explores the phenomenon of molecular gastronomy by conducting an empirical research focusing on renowned chefs. It summarized the past culinary innovations, focuses on the origins and the evolution of molecular gastronomy
5. In recent decades, it is seen that local cuisines of exotic destinations have earned considerable attention in the hospitality and tourism industry (Cohen and Avieli, 2004; Galvez et al., 2017; Hall et al., 2003; López-Guzmán et al., 2017; Kim et al., 2009; Tsia and Wang, 2017; Sengal et al., 2015). Indigenous cuisine are those dishes that have been consumed locally or regionally for many generations and that have an ancestral back story. (Weichselbaum and Costa, 2009). The methods for preparation of these local specialties are passed down from generation to generation and have become part of the fabric of life in their respective communities. In some cases, these recipes are not formally documented, and are often associated with positive health benefits that always have local history (Weichselbaum and Costa, 2009). Though divergent views exist, scholars generally recognize that these local dishes that have an integral part in Indian culinary history that cannot be ignored in the quest to develop competitive destinations due to the significant roles they play in our tourists’ destination, decision making and experience.
6. Harrington (2005) classifies the factors that have an impact on the formation of gastronomic identity in two different dimensions as our culture and environment. While history’s ethnical diversity of trial and error, innovations, skills, traditions, beliefs and values constitute the culture category, geography, climates, microclimates, local products and the harmony of new products constitute the environment category. This context, with the effects of environment and culture, have a gastronomic identity that is created comprising of taste profiles, etiquettes, receipts, the integration of materials or techniques, the harmonization of wine and food, climatic zones and new world and old world styles in the art of winemaking. Thus, foods that are among the main components of gastronomic identity become the reflection of our social, cultural and natural features of a particular region (Lockie, 2001). According to Harrington (2005), during gastronomic identity formation a process of geography, climate, historical and ethnical diversity are the prominent factors. In historical process, migrations, battles, regional visits and discoveries taking place in the region and ethnical diversity that is formed with getting together of the communities from different cultures effect the gastronomic identity of region.

RESEARCH METHODOLOGY

Data collection: Primary data is collected through feedbacks, Questionnaires, and one to one interviews.

Sampling Techniques: This topic of research is associated with the Hotel Management Students, culinary professionals from India so the sampling technique followed is STRATIFIED RANDOM SAMPLING.

Sample Size: Questionnaires targeting responses of over 136 were collected from the population and the analysis for the same is done to support the objectives of this research paper.

Population: Hotel Management Students from Pune to understand their perception about chemistry between hotel management students & molecular gastronomy from Pune city

LIMITATIONS OF THE STUDY

- The study is conducted within the current state of affairs and therefore the opinions, perception and expectations of the respondents could dissent with time.
- The study is limited to hotel management students only.
- The study is limited to Pune city only.

RESULT & DISCUSSION

1.

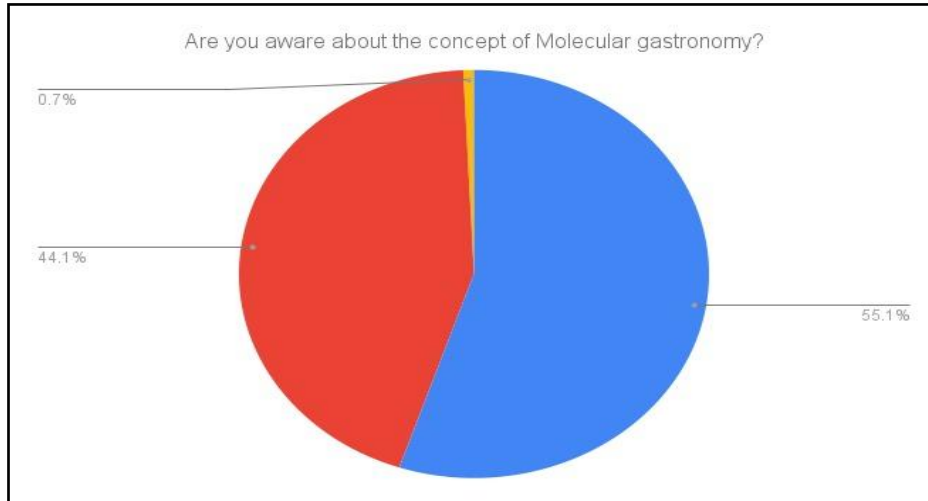


Figure 4.1. Awareness about the concept of Molecular gastronomy

It was observed from figure 4.1. that 55.1 percent of the participants are aware about the concept of molecular gastronomy, 44.1% are unaware of the concept where as 0.7% did not respond.

2.

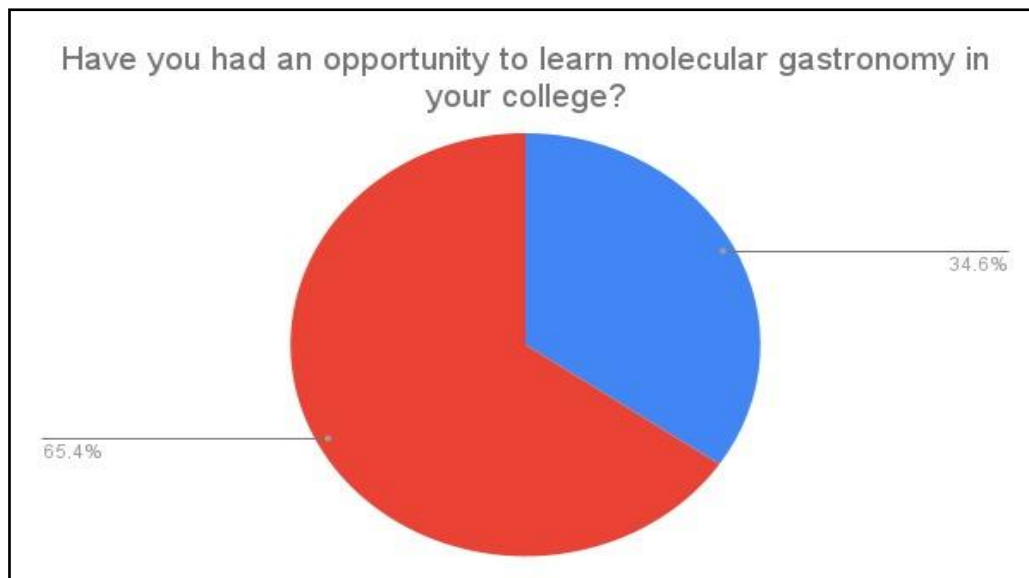


Figure 4.2. Opportunity to learn molecular gastronomy in your college

34.6% got an opportunity to study the concept of molecular gastronomy in their institutes where as 65.4% participants didn't get the opportunity to study Molecular gastronomy in their colleges.

3.

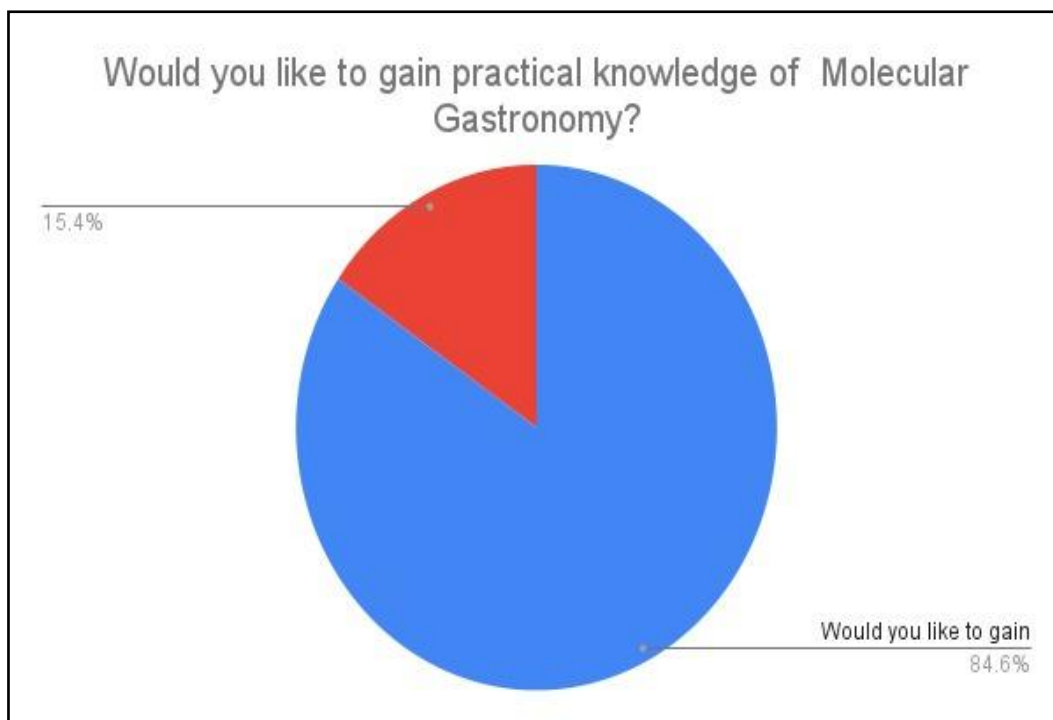


Figure 4.3. Obtaining practical knowledge of Molecular Gastronomy

84.6% individuals were interested in gaining practical knowledge on the above concept, 15.4% were disinterested in the same.

4.

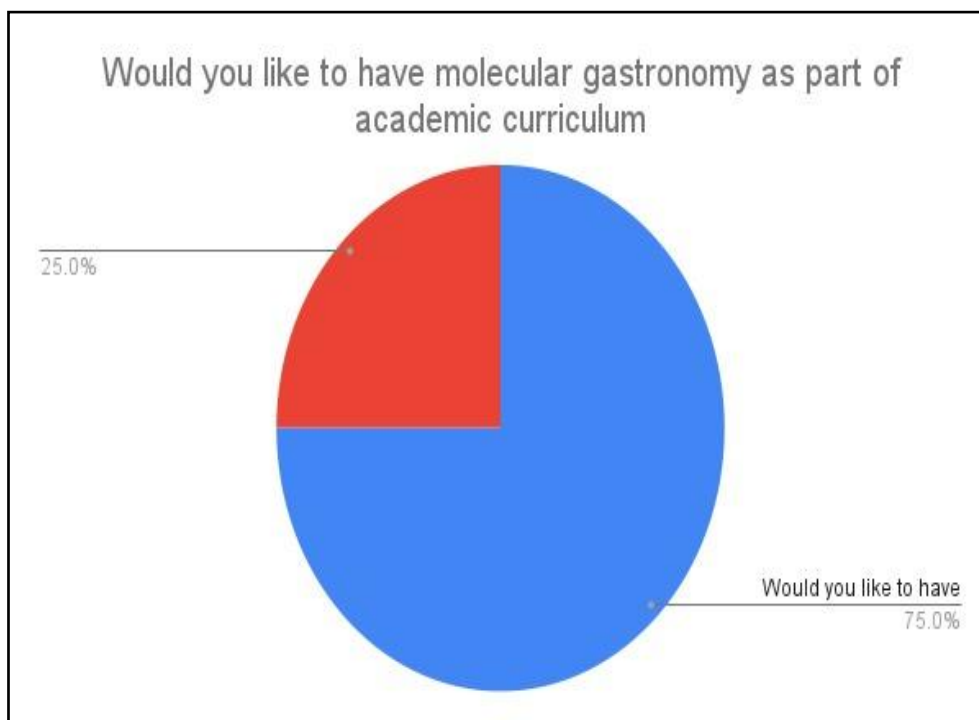


Figure 4.4. Opinion on molecular gastronomy as part of academic curriculum

It was observed that 75% of the students wanted Molecular Gastronomy as the part of their academic curriculum and 25 % were not very keen on it to be a part of the syllabus.

5.

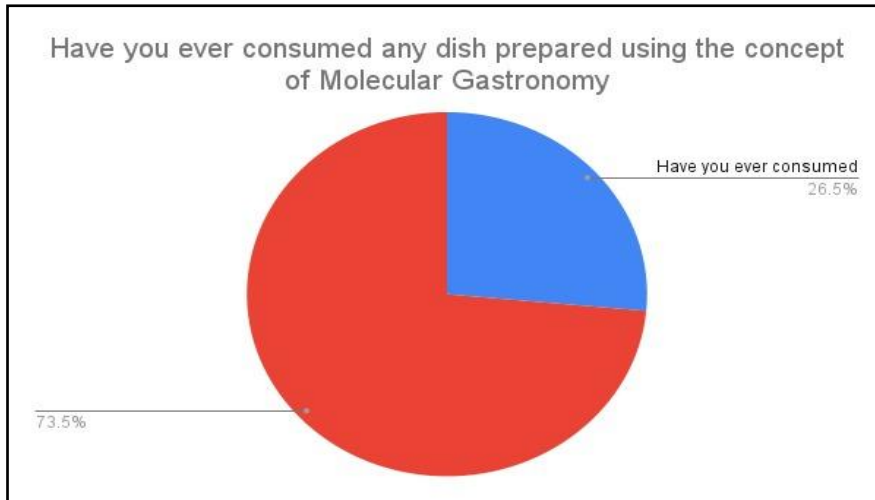


Figure 4.5. Consumption of products prepared using the concept of Molecular Gastronomy

6.

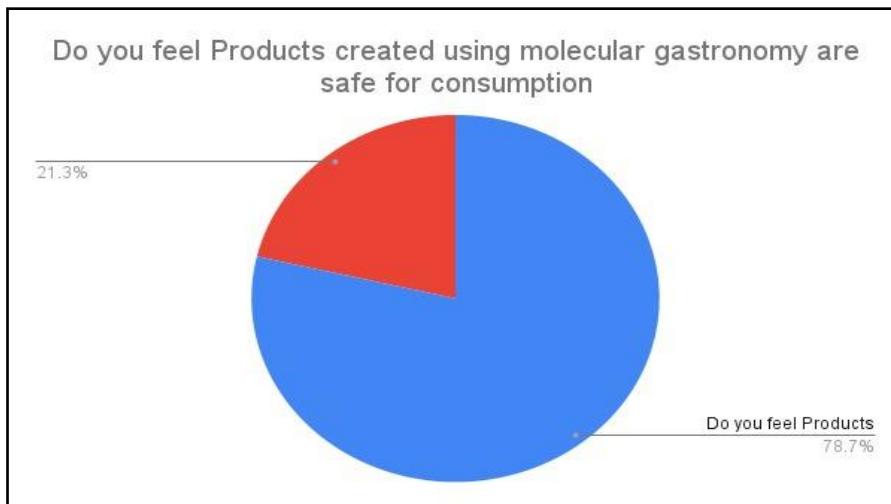


Figure 4.6. Opinion on consumption of Products created using molecular gastronomy

78.7% participants were of the opinion that products created using molecular gastronomy were safe for consumption whereas 21.3% thought it was unsafe for consumption.

7.

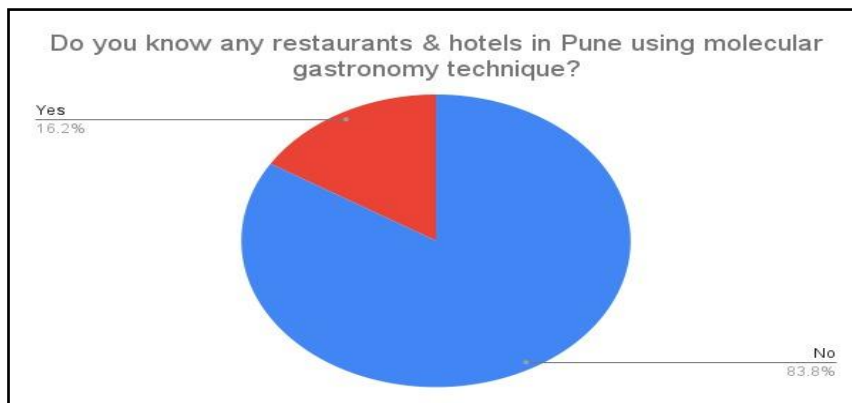


Figure 4.7. Information on Restaurants & hotels in Pune using molecular gastronomy technique

From figure 4.7. It was observed that 83.8 % of participants were aware and 16.2% not aware of any restaurant serving food prepared by using the molecular gastronomy technique

8.

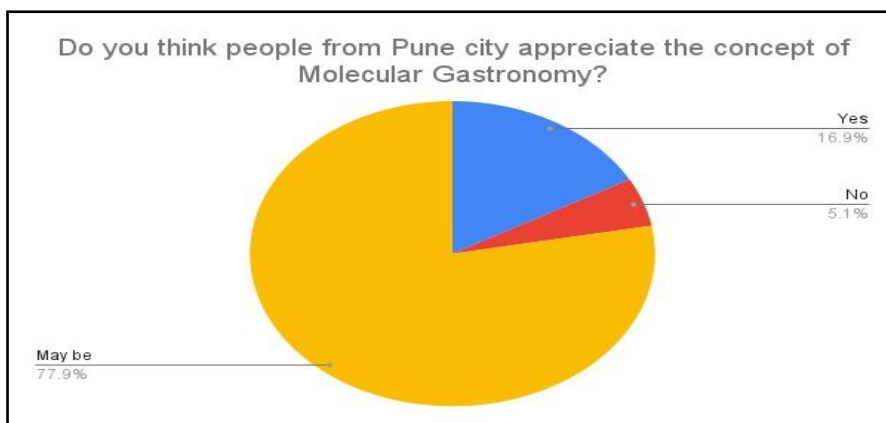


Figure 4.8. Opinion on appreciating the concept of Molecular Gastronomy by Pune'kars'

The figure 4.8 shows that 16.9 % participants confirmed that pune'kars appreciate the concept of molecular gastronomy as compared to the people who do not appreciate the same and that was around 5.1%. Maximum no. of participants were not very sure whether pune'kars enjoy and appreciate the food prepared using these techniques.

9.

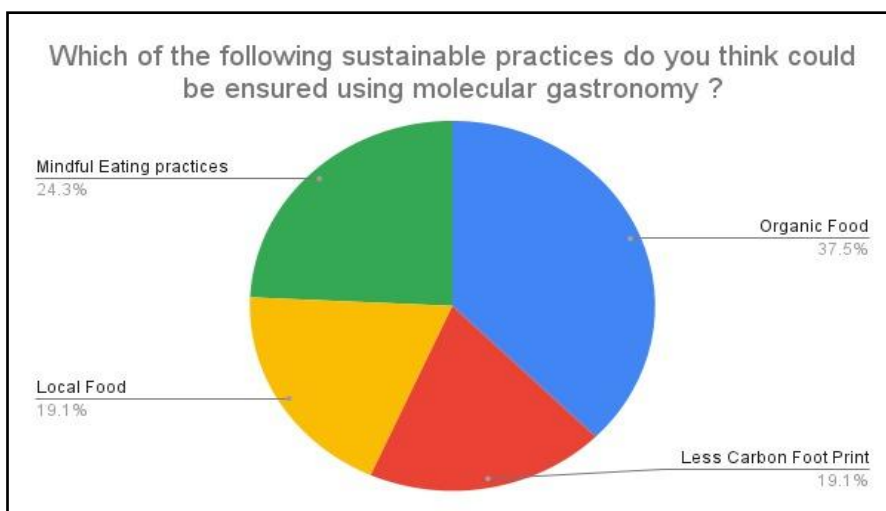


Figure 4.9. Views on ensuring sustainable practices using molecular gastronomy

10.

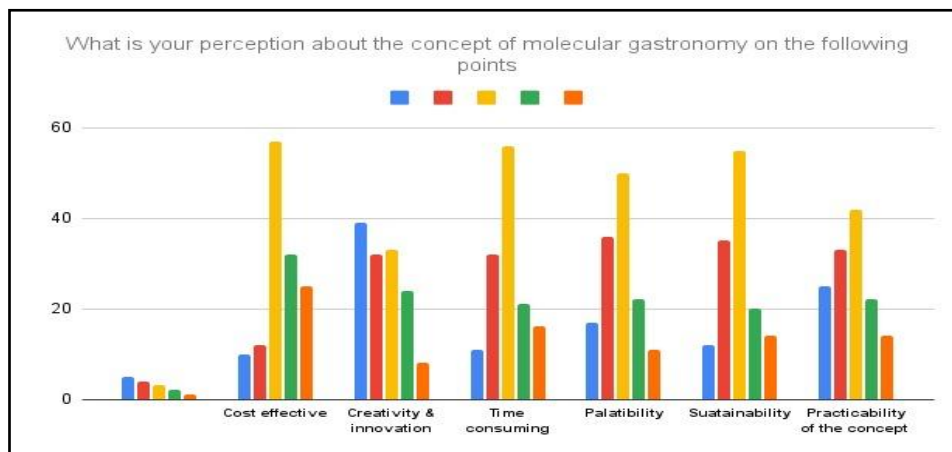


Figure 4.10. Perception about the concept of molecular gastronomy



CONCLUSION

So from the above questioner we can see there is a majority of students that are interested in learning about the upcoming trend of the ever changing molecular play in today's growing and an ever evolving art of culinary talent that has been brought into the market by various chefs and restaurants.

We can also see that there are a no. of people that will be interested in not only learning the technique of molecular gastronomy but will also like to experience it first hand as paying customer for the experience to be felt wowed and pampered.

Even when we see at Fig 4.10. We can see that there is a max range of people that are keeping an open view of the concept of the future in molecular gastronomical changes that can be introduced in to the hotel industry.

Not to forget the interest of various hotels and restaurants willing to invest the introduction of these molecular changes bringing them into a newer market opening them to a wider range of competition that can not only boost sales but also attract a wider range of customers.

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