



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

पाक पर्यटन समन्वयक

Culinary tourism coordinators organize food tours, cooking classes, food festivals and local-cuisine experiences for travellers. From dal-baati to laal maas, the Rajasthani thali powers this career.



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/hosp-7006

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

Culinary tourism coordinators organize food tours, cooking classes, food festivals and local-cuisine experiences for travellers. From dal-baati to laal maas, the Rajasthani thali powers this career.

2 At a glance

Minimum qualification	Bachelor's in tourism/hotel management
Work mode	Field + desk; local travel common
Demand	Growing; food tourism and experience-based travel trend
Top earning	Experienced coordinators/consultants ₹10-15 lakh/year

3 What you need

INTERESTS

- Interest in food and culinary culture
- Working with and for people
- Planning and organizing

ABILITIES

- Language and communication ability
- Understanding of relationships and logistics
- Creativity to craft new designs/experiences

KEY SKILLS

- Food tour and event planning
- Vendor/chef/hotel coordination
- Customer service
- Budget management
- Knowledge of local cuisines and food history
- Marketing and social media
- Awareness of food safety-hygiene (FSSAI)

4 How to get there

- 1 Complete Class 12 in any stream
- 2 Do a bachelor's in tourism/hotel management/culinary arts
- 3 Intern with hotels, tour companies or food events
- 4 Build a portfolio designing food tours/cooking classes
- 5 Optionally do a master's in tourism/hospitality

MAIN EXAMS

- NCHM JEE for IHM admission
- CUET (UG/PG) for university admission

5 Where to study

GOVERNMENT INSTITUTES

- Mohanlal Sukhadia University — Udaipur, Rajasthan (<https://mlsu.ac.in/>)
- University of Rajasthan — Jaipur, Rajasthan
- Jai Narain Vyas University — Jodhpur, Rajasthan
- Institute of Hotel Management (IHM) — Jaipur, Rajasthan

PRIVATE INSTITUTES

- International Institute of Culinary Arts (IICA) — New Delhi
- S.S. Jain Subodh PG College — Jaipur, Rajasthan

ONLINE

- IGNOU (tourism/hospitality programs) — Distance learning (<https://www.ignou.ac.in/>)
- SWAYAM (food and tourism courses) — Online (<https://swayam.gov.in>)

FEES

About ₹10,000-60,000/year at government universities; roughly ₹1-3 lakh/year at hotel management/culinary institutes.

SCHOLARSHIPS

- National Scholarship Portal (NSP) (<https://scholarships.gov.in>)
- Rajasthan SJE Scholarship Portal (<https://sje.rajasthan.gov.in/>)

- Vidya Lakshmi Education Loan Portal (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Hotels-resorts, restaurants-cafes, tour companies, food festivals, tourism offices

WORK CULTURE

Mixed field-desk; 6 days, 8-9 hours; busy in festival season; own food-tour business possible

WHO HIRES

- Hotel and resort groups (Taj, ITC, Oberoi)
- Travel agencies and OTA platforms
- Tourism department/RTDC events
- Food tour and experience companies
- Event and festival organizers
- Own cooking-class/food-tour startup

DEMAND (2026)

With experience-based travel trending in 2026, food walks, cooking classes and food festivals are booming; Jaipur, Udaipur and Jodhpur offer special opportunities.

7 Career growth

- 1 Tourism/food tour assistant
- 2 Culinary tourism coordinator
- 3 Senior tourism coordinator
- 4 Tourism/operations manager
- 5 Tourism consultant / entrepreneur

EARNINGS

Starting	₹3-5 लाख/वर्ष
Mid level	₹5-10 लाख/वर्ष
Senior level	₹10-15 लाख/वर्ष

Big hotel groups and a successful own food-tour brand can pay more.

8 The good parts · The challenges

The good parts

- Exciting mix of food, travel and culture
- Freedom to craft creative experiences
- Own business possible with little capital

The challenges

- Long hours on festivals and weekends
- Season-dependent income
- Coordinating many parties (chefs, hotels, guides) is stressful

9 Real-life journeys

Shashikala Sanadhya

Runs Udaipur's famous 'Shashi Cooking Classes', teaching Indian cooking to foreign tourists

Widowed and struggling, Udaipur's Shashikala Sanadhya started cooking classes from her home kitchen; today tourists from around the world come to learn Rajasthani-Indian cooking. A moving example of culinary tourism.

The Better India · <https://thebetterindia.com/324582/shashikala-sanadhya-gives-indian-food-cooking-lessons-for-foreign-tourists-in-udaipur/>

Ranveer Brar

Celebrated chef and TV host promoting Indian food culture worldwide

Learning from Lucknow's street kebabs, Ranveer Brar rose to become a MasterChef India judge and global food personality, promoting Indian cuisine through food trails and shows.

The Better India · <https://thebetterindia.com/370403/ranveer-brar-journey-the-buckingham-murders-kareena-kapoor-watch-video-celebrity-chef-lucknow-masterchef-india/>

10 Sources & further reading

1. Rajasthan career guidance portal - Culinary Tourism Coordinator — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%aa%e0%a4%be%e0%a4%95-%e0%a4%aa%e0%a4%b0%e0%a5%8d%e0%a4%af%e0%a4%9f%e0%a4%a8-%e0%a4%b8%e0%a4%ae%e0%a4%a8%e0%a5%8d%e0%a4%b5%e0%a4%af%e0%a4%95-culinary-tourism-coordinator/>
2. IITM - Ministry of Tourism institute — <https://www.iitm.ac.in/>
3. Rajasthan Department of Tourism — <https://www.tourism.rajasthan.gov.in/>
4. IGNOU tourism programs — <https://www.ignou.ac.in/>



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

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