

URBAN DEVELOPMENT
CHALLENGES, CONCERNS
AND
CONSIDERATIONS

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Urban Development: *Challenges, Concerns and Considerations*

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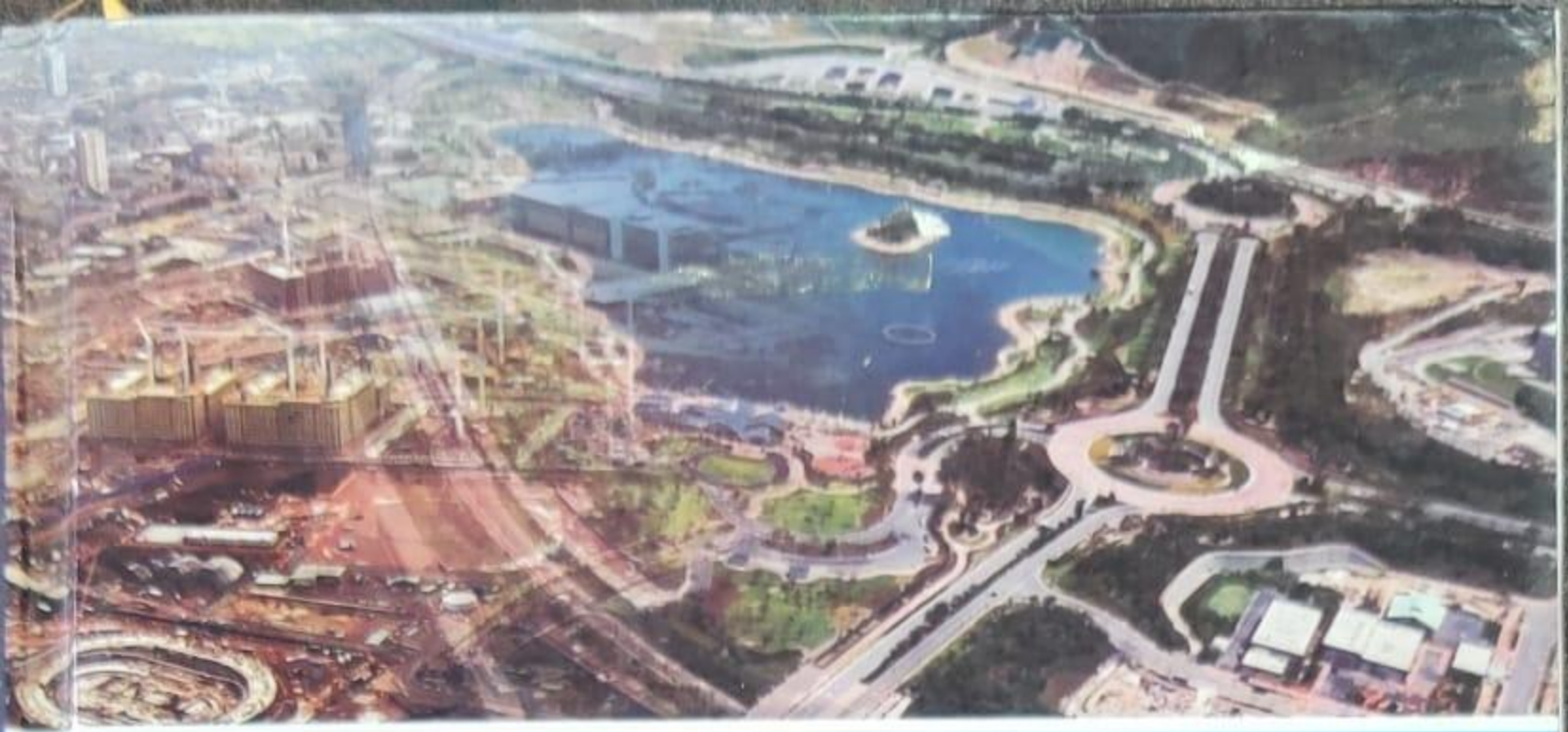
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along with friends as get together, change, celebrations etc.; family outing; as a result of out to take part or attend in social event, festivals or shows; or due to lack of system of having family meals. A series of cultural activities remain as a source of inspiration of dining out habit in Trivandrum city. But at the same time employment and deliberate choice of dishes remain as reason of such practice Ernakulam city (220 km away from Trivandrum). The former city is predominately inhabited by bureaucrats as being the administrative capital of the state. For whom changes in lifestyle may not always be favorable and that itself reduces the frequency of visiting so called specialized restaurants, rather tend to prefer economy restaurants. But in the recent years a couple of restaurants which serve foreign dishes were started in the city, mostly dedicated to serve Thai food, Italian and French dishes. In the later city, known for its business establishments, has the accessibility of world class shopping centres which attract the large amount consumers not for dining alone but for purchases and shopping also. Many are excited to visit these places and anxious to experience different tastes. The formality of its atmosphere and approach of the staff are enjoyed by most of the consumers, since they are addressed as 'sir'. The way staffs behave is referred as polite of doing favours and getting things done and every consumer enjoy the same. Some of the interviewees responded that they preference for the dining place itself is the source of pleasure in most of the cases. Choice of venue – restaurants – is a matter that are decided by the occasion, people accompanied, cost of food items, formality of staffs and the requirement of wearing formal/decent dress by the consumers etc., that are expected to keep the lower class and unwanted strangers away.

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Sunil John J • T. Subash • Biju S.K.



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**Breaking Structural Barriers
of Eating out Practices
Understanding the Emerging Forms
of Urban Pleasure**

— BIJU VINCENT

Abstract

Consumption is a social, cultural and economic process of choosing goods. Thus it can be simply defined as the process of using goods and losing its use value. The present study focuses on the eating out practices of Malayalee consumers. What it makes particular aspects of study is that there was special space for every kind of food in an average Malayalees' life. With the tremendous changes in the job markets and economy the middle class of Kerala is growing very fast unlike other states of India. They are emerging as the consuming community of the country. The present study is about the struggle over adaptation and distinctiveness of eating patterns of Keralites. The distinctiveness in the manner of food eating of people in different strata is very much attracted by the changing pattern of lifestyle of the people. A good many people are interested in following vegetarianism as trendy, which is believed to announce people's higher achievement in education and awareness about the art of healthy living. Choice of venue – restaurants – is a matter that are decided by the occasion, people accompanied, cost of food items, formality of staffs and the requirement of wearing formal/decent dress by the consumers etc., that are expected to keep the lower class and unwanted strangers away.

Introduction

There has been an explosion of social scientific interest in food in the last decade. Nutritionists, social policy advisors, anthropologists, agricultural economists and historians have always studied food habits, though for

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