



GASTRONOMIC SATISFACTION AS A DESTINATION VIABILITY IN HARYANA

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Abstract

Discovering a destination's culture and traditions through its cuisine is essential for travelers. A place's ability to transcend its cuisine can serve as a primary driver of travel decisions and influence the degree of happiness attained. The data gathered from both sources primary as well as secondary. Structure questionnaire were framed and distributed to different customer who visited in Haryana during their travel. Total 300 Questionnaire were distributed for data collection but the analyzed 280 questionnaire due to inadequate data.

In this research, we investigate the relationship between demographic profile of tourists and tourist satisfaction. We also examine tourists' attitudes towards culinary experiences and gastronomic satisfaction. The findings show that there is a positive correlation between tourists' demographic profiles and gastronomic satisfaction.

Key words: destination, tourist, satisfaction, gastronomic, demographic, regional cuisine, Tourism.

Introduction

Consumers today are becoming more interested in eating locally produced food. Farmers' markets, farm stores, and food nonprofits are among the places where people frequently buy these products, in addition to local retailers and supermarkets. Restaurants also provide cuisine made with locally sourced products. As per Sims (2009), native cuisine is nonetheless seen as both straightforward and unique. Every neighborhood food market is different (Richards, 2002). Local socioeconomic conditions, environmental factors, food types, and dietary preferences, as well as local culture and history, influence the variations. Hence, because of these

geographical differences, local food has developed as a lure for tourists (Smith and Costello, 2009; Tikkanen, 2007).

As a matter of fact, Gyimóthy and Mykletun (2009) point out that the importance of travelers seeking out culinary experiences and taste sensations is growing. According to Kauppinen-Räsänen et al. (2013), tourists may be drawn to local cuisine because of its novelty as well as its uniqueness and tradition. The local cuisine offered and the anticipated culinary-gastronomic experiences may, in fact, influence a traveler's decision to stay somewhere in particular. This is a destination trigger.

These studies have focused on topics such as traditional produce in restaurants, local

food as a way to differentiate destinations, brand identity building and marketing (Lin et al., 2011; Okumus et al., 2013), and the development of food products for tourism (Cohen and Avieli, 2004). Local cuisine, according to Kim et al. (2009), merits greater scholarly study because there are still many unresolved issues surrounding tourists' intake of local cuisine.

Culinary/ gastronomic tourism

The gastronomy culture has been impacted by the fundamental changes in our society. This way modern society eats food has been patterned and changed by factors such as migration, urbanisation, modernization, and globalisation (UNWTO, 2017). When it comes to the consumption of food and beverages, factors like flavor, price, health care, happiness, and ease have a direct impact on a behavior pattern as well as a statement of individual consciousness. This tourist behavior pattern varies when new places are visited because, of course, food is an integral aspect of any trip experience (Scott & Duncan, 2017). As a result of a recent independent study on food tourism, many academics now consider gastronomy tourism to be an important form of travel that involves a range of activities (e.g., cooking courses, food festivals). Any form of tourism activity can benefit from gastronomic experiences, and they can also appeal to a wide spectrum of potential customers. The World Tourism Organization's II Report on Gastronomy Tourism states that this industry "has immense promise in supporting local, regional, and national economies and increasing sustainability and inclusiveness" (UNWTO, 2017). It moreover creates a fresh opportunity to assist and revitalize the primary sector, which is principally represented by a variety of producers, dealers, chefs, etc. The term "culinary tourism" first appears in a text by Lucy Long in 1998. Gastronomic tourism is widespread and gaining popularity. It entails visiting

restaurants, food manufacturers, delicious food festivals, and other unique locations associated with particular foods, as well as tasting and learning how to prepare special food items and participating in culinary tourist attractions (Hall & Mitchell, 2005). Moreover, cuisine comes in third place among the top attractions for travelers, behind nature and cultural attractions (UNWTO, 2017). In addition to being a sign of success, culinary tourism enables producers and consumers to raise food from the status of plain nutrition to that of art and recreation (Bourdieu et al., 1984). The openness of people to explore other people's cultures is seen as a more positive view of culinary tourism (Long, 2004).

Approach to the gastronomic tradition of Haryana

The local culture has grown into a more important supplier of new goods and activities to attract and entertain tourists as tourism locations compete more fiercely. Given that eating is an important component of travelling, and has developed into an essential component for cultural identity building in contemporary civilizations, gastronomy has a specific place in this. Tradition is an inheritance that is carried down through a society from one generation of people to the next. It includes information, abilities, customs, ethics, and rules. A method of food preparation and nourishment used in rural families up until the middle of the 20th century is referred to as "traditional food" (Alibabic et al., 2012). A broad category of food referred to as "traditional food" covers a range of items (spices, prepared foods, beverages), especially for certain nations or well-known tourist destinations. It all began with the opening of the first pizza parlour by Italians in the 1950s. It is clear that gastronomy is essential to the expansion of tourism, claims Dozier (2012). The rise of culinary tourism may present opportunities to use traditional methods as tactical means to communicate the excellence, diversity, originality of

regional goods and food. As a result, tourist destinations give top emphasis to developing strategies that will help define

development principles and produce culinary tourism products.

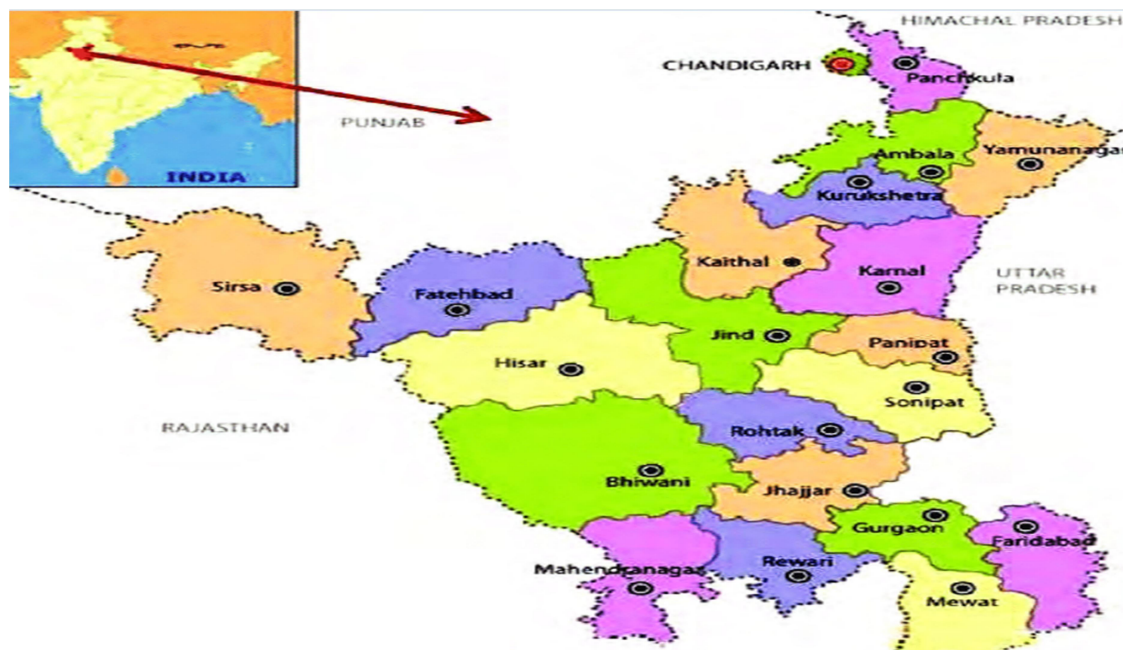


Fig. 1 Map of Haryana

(Source: <https://www.researchgate.net/figure/District-map-of-Haryana-India>)

Objectives of the study

- To know the relationship between demographic profile of tourists and tourist satisfaction.

Literature review

Tourism and gastronomy

Due to their contribution to the GDP and their influence on the labor market, Tourism-associated operations significantly influence both social and financial development. In many nations throughout the world, tourism is major sectors of the economy that continues to be crucial. Although it fluctuated throughout time, this position has consistently been a significant contributor to economic expansion. In addition to supporting each other's initiatives, the tourist sector and other economic sectors have tight relationships. Because it is successful in

reducing unemployment, it has a significant impact on employment because it attracts surplus labor from other industries (Nica, 2011). The phrase "gastronomic tourism" describes vacations that are fully organised with the goal of trying the local cuisine or taking part in gastronomically associated excursions. Firstly, the term "gastronomic tourism" was recognized by Long (2004) to refer to the idea of experiencing different cuisines, beverages, and cultures that are linked with them. According to Wolf (2002), gastronomy tourism promotes travel for the purpose of enjoying prepared foods, libations, and other kinds of food-related tasks, producing a lovely and lasting gourmet experience. This assertion clearly states that culinary products include beverages that honor one's heritage and cultural identity in addition to foods.

According to Johns et al (2001), these interactions have the power to change travelers' dietary and beverage habits as well as deepen their awareness of the cultures of the new places and countries they are visiting.

Gastronomy and Satisfaction

For most individuals, including "culinarian," the word "gastronomy" may sound strange. Food is the primary focus of gastronomy, a study of numerous social, cultural, historical, literary, philosophical, economic, and religious topics. From a number of perspectives, local food is crucial. This appears to be the case not only for travelers who are very interested in cuisine and are genuinely invested in experiencing it but also for travelers who approach food and eating with a more laid-back attitude. In light of this, previous research suggests that the culinary-gastronomic fare consumed at tourist places influences both tourist pleasure and behavior (López-Guzmán & Sánchez-Canizares, 2012). A cultural tourist product's traditional elements are all satisfied by food, according to Scarpato (2002). The usual components of a vacation—sun, sea, and sand—it is an additional factor. The classic tourist experience can benefit from the addition of gastronomy, he continued, particularly for

those who are continuously seeking out new things to do and see.

Methodology

During this examination, a method of quantitative study was adopted. It looks at how regional cuisine affects holiday enjoyment and destination choice, along with the implicit hierarchy of features of regional cuisine that contribute to pleasant meal-related sensations. It uses statistical tools to explain food experiences as a travel incentive. López-Guzmán and Sánchez-Canizares (2012) used a similar research methodology to examine how tourists felt about regional cuisine.

Data collection

A questionnaire was given to visitors in particular locations in Haryana in order to gather the information for this study. The Pinjore Heritage festival, the international Geeta Mahotsav and Ratanvali fest draw visitors from across India. Visitors came to this festival to sample the local cuisine, take advantage of the special handicraft deals, and enjoy the cultural performances. According to the justification that the fair's attendees had various demographic profiles and a keen interest in travel-related topics, the fest was deemed an appropriate location for data collection. 280 people made up the sample size for this investigation.

Results

Table 1- Demographic Profile of the Tourists

Sr. no.	Particulars	Description	Frequency	Valid Percentage
1	Gender	Female	200	78.2
		Male	80	21.8
2	Age	Less than 25 years	185	40.3
		26-35 years	46	28.2
		36-45years	25	16.2
		Above 45 years	24	15.3
3	Marital status	Married	61	17.8
		Un-Married	219	82.2

4	Qualification	Metric	12	6.5
		Senior Secondary	115	23.9
		Graduation	107	25.5
		Post Graduation	46	44.1
5	Occupation	Self Employed	41	25.5
		job	185	42.6
		Business	24	15.9
		others	30	16
6	Income (Monthly)	below 20000	179	54.3
		20,000-30,000	60	26.2
		Above 30,000	41	19.5

The table 1 result shows the demographic profile of the tourists where column 1 represented Women made up 78.2% of the sample's responses, while men made up 21.8%, column 2 represented 40.3% of tourist were less than 25years age group, 28.2 % of between 26-35years age group, 16.2% of between 36-45 years age group and rest 15.3 % tourist above 45 years age group, column 3 represented the numbers of tourist 82.2% were unmarried and 17.8 % were married, column 4 highlight four qualifications is concerned, majority of tourist 44.1% were post graduation, 25.5%

were graduates ,23.9 % were senior secondary, and the rest 6.5% tourist have metric qualification, column 5 shows that tourists were engage in different occupation, 42.6 % in job, 25.5% tourist were in self employed, 15.9 % tourist were businessman's, and remaining 16% tourist were doing others occupations , and column 6 highlight that tourist's income, 54.3% tourist earn below twenty thousand per month, 26.2% tourist earn between twenty thousand to thirty thousand per month ,and rest 19.5% tourist earn above thirty thousand per month,.

Table 2 - Correlation between “demographic profile of tourists and tourist satisfaction”.

Gender of tourist	Correlation	1	.023	.207**	-.074	.123*	.004	.034	-.067	.047	-.090	-.049	.120*	.010	-.188**
	Sig. (2-tailed)		.636	.000	.134	.013	.928	.001	.175	.340	.068	.323	.015	.842	.000
	N	410	410	410	410	410	410	410	410	410	410	410	410	410	410
Taste	Correlation	.023	1	.274**	.479**	.168**	.197**	.175**	.321**	.315**	.335**	.434**	.516**	.339**	.360**
	Sig. (2-tailed)	.636		.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	410	410	410	410	410	410	410	410	410	410	410	410	410	410
A	Correl	-	.2	1	.4	.0	.1	.1	.2	.2	.2	.1	.2	.3	.3

	ation	.207**	74**		79**	53	63**	59**	96**	89**	27**	79**	02**	46**	42**
	Sig. (2-tailed)	.000	.000		.000	.283	.001	.001	.000	.000	.000	.000	.000	.000	.000
	N	410	410	410	410	410	410	410	410	410	410	410	410	410	410
Color	Correlation	-.074	.479**	.479**	1	.292**	.451**	.440**	.386**	.366**	.402**	.410**	.247**	.412**	.315**
	Sig. (2-tailed)	.134	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	410	410	410	410	410	410	410	410	410	410	410	410	410	410
Visual Appearance	Correlation	-.123*	.168**	.053	.292**	1	.350**	.221**	.156**	.237**	.265**	.489**	.443**	.474**	.305**
	Sig. (2-tailed)	.013	.001	.283	.000		.000	.000	.002	.000	.000	.000	.000	.000	.000
	N	410	410	410	410	410	410	410	410	410	410	410	410	410	410
Nutritional Value	Correlation	.004	.197**	.163**	.451**	.350**	1	.340**	.287**	.372**	.307**	.509**	.214**	.436**	.335**
	Sig. (2-tailed)	.928	.000	.001	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	410	410	410	410	410	410	410	410	410	410	410	410	410	410
Method of Cooking	Correlation	-.067	.321**	.296**	.386**	.156**	.287**	.546**	1	.271**	.397**	.338**	.472**	.309**	.501**
	Sig. (2-tailed)	.001	.000	.000	.000	.002	.000	.000		.000	.000	.000	.000	.000	.000
	N	410	410	410	410	410	410	410	410	410	410	410	410	410	410
Value for money	Correlation	.047	.315**	.289**	.366**	.237**	.372**	.001	.271**	1	.180**	.505**	.333**	.501**	.328**
	Sig. (2-tailed)	.340	.000	.000	.000	.000	.000	.984	.000		.000	.000	.000	.000	.000
	N	410	410	410	410	410	410	410	410	410	410	410	410	410	410
Persona	Correlation	-.090	.335**	.227**	.402**	.265**	.307**	.421**	.397**	.180**	1	.279**	.348**	.233**	.455**
	Sig.	.0	.0	.0	.0	.0	.0	.0	.0	.0		.0	.0	.0	.0

	(2-tailed)	68	00	00	00	00	00	00	00	00	00	00	00	00	00
	N	410	410	410	410	410	410	410	410	410	410	410	410	410	410
locally –sourced	Correlation	-.049	.434**	.179**	.410**	.489**	.509**	.262**	.338**	.505**	.279**	1	.514**	.607**	.434**
	Sig. (2-tailed)	.323	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	410	410	410	410	410	410	410	410	410	410	410	410	410	410
Spices & condiments	Correlation	-.120*	.516**	.202**	.247**	.443**	.214**	.238**	.472**	.333**	.348**	.514**	1	.412**	.528**
	Sig. (2-tailed)	.015	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	410	410	410	410	410	410	410	410	410	410	410	410	410	410
Originality/Authentic	Correlation	.010	.339**	.346**	.412**	.474**	.436**	.228**	.309**	.501**	.233**	.607**	.412**	1	.441**
	Sig. (2-tailed)	.842	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	410	410	410	410	410	410	410	410	410	410	410	410	410	410
Ambience	Correlation	-.188**	.360**	.342**	.315**	.305**	.335**	.455**	.501**	.328**	.455**	.434**	.528**	.441**	1
	Sig.(2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	410	410	410	410	410	410	410	410	410	410	410	410	410	410

Variables are listed below:

1. Gender
2. Taste
3. Aroma
4. Color
5. Visual Appearance
6. Nutritional Value
7. Method of Cooking
8. Value for money
9. Personal touch
10. locally –sourced Ingredients
11. Originality/Authenticity

12. Ambience

From the above analysis it is evident that there is a relationship between demographic profile of tourist and tourist satisfaction that two/ Three significantly positive. Hence, objective of the study and null hypothesis is accepted.

The result of figures 2 and 3 shown 94% tourist known about the Haryanvi food. 29% of tourist came there others purposes, 43% tourist enjoy the Haryanvi food, 22% tourist came in to explore Haryanvi

food,15.2% cultural Heritage and only 10% tourist came for natural attraction and only 9.8 % tourists came for others purposes. 37% they prefer to eat Haryanvi

food in a week, 26% tourist prefer to eat 7-14 days, 17% tourist prefer Haryanvi food in a month.



Fig. 2- Tourist know the Haryanvi food

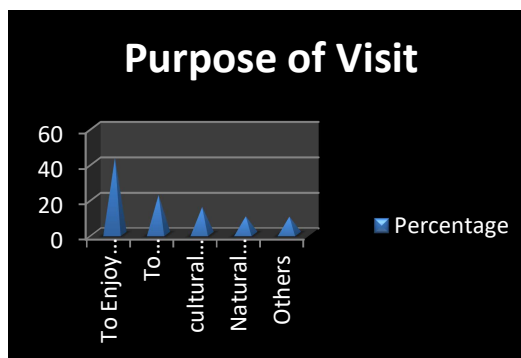


Fig. 3- Purpose of tourist

The result of figure 4 and 5 shown tourist like Haryanvi food because of taste, aroma, flavor, eye appeal and etc. They are strongly agreed with taste, visual appearance and nutritional value. They agree with aroma, color and preparation

style or serving style of the dish. The most of the tourist prefer to eat some local dishes at Dhabas and Restaurant like chaaj ,mixed dal, Bathua ka raita, boora ghee and churma . Rarly they preferred aloo bajre ki roti and bajare ki khichdi .

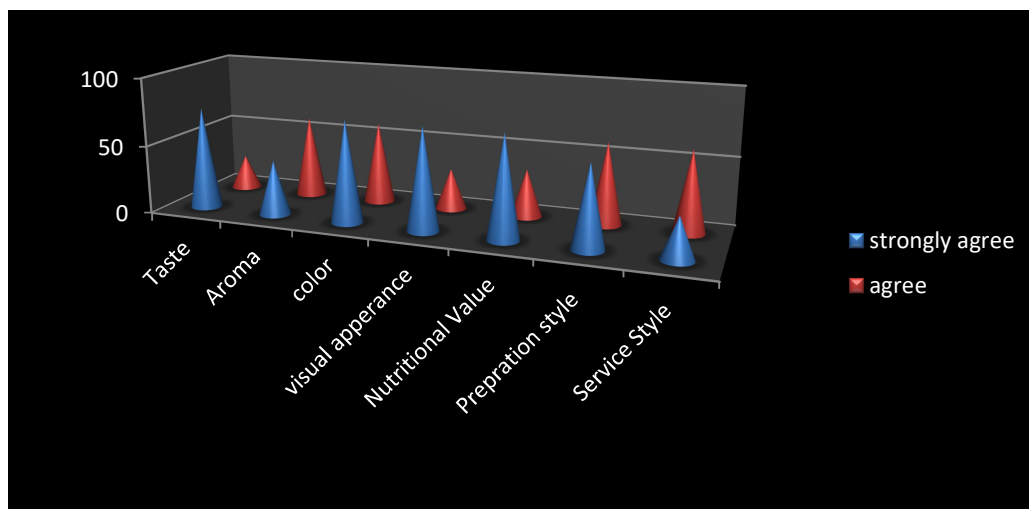


Fig. 4 -Tourist like Haryanvi food because of

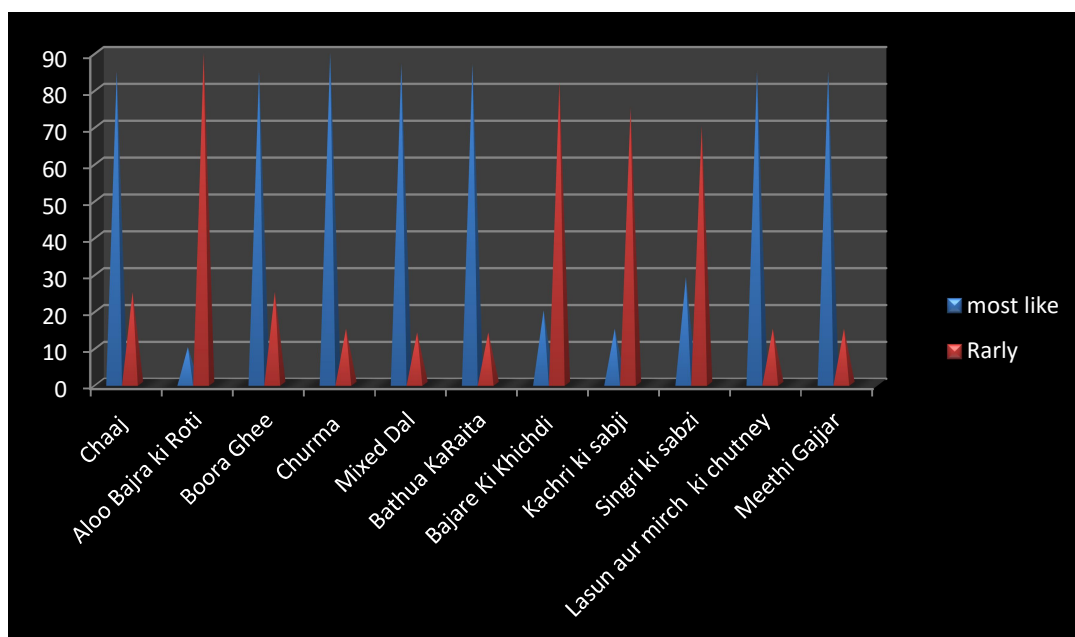


Fig. 5 -Tourists preferences of Haryanvi food

Conclusions

One of the most effective draws for differentiating and consolidating tourist locations is local cuisine. This results from the transcendence that some travelers experience due to the destination's distinctive culinary culture. In this regard, many tourist destinations are concentrating on a particular sort of traveler who uses the local cuisine as a primary (or secondary) factor in selecting a location. Also, some gourmet tourists visit a location because of the region's fame for its cuisine. The findings of this study, which made use of structural equation modeling, showed that greater gastronomic motivation significantly influences greater visitor satisfaction through the mediating effect of the visitor's culinary attitude between motivation and satisfaction with regard to the culinary custom of Haryana. The study comes to the conclusion that the presence of an attitude towards the culinary experience adequately explains how motivations affect enjoyment. The impact of gastronomic motivation on culinary satisfaction is reinforced when gastronomic criteria are given more weight in the decision-making process. This mediating impact thus implies that guests' views on food memories when choosing a place to visit affect the inspiration-satisfaction interaction with the regional food.

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