

Impact of Cuisine on Overall Tour Experience: A Study of North Indian Destinations

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Abstract India is regarded one of the major destinations of world, famous for its vast culinary trail. Food is one of the major attractions for travelers to select a destination. Overall tour experience is depended on several components of tourism and one of them is considered to be food offered at the destination. The selection of destination is even made by food lovers depending on the destination food image. Food is related to physiological and psychological needs of individuals and at destinations it is associated with other satisfaction factors related to experiences deriving from desired expectations to actual experiences. The current study was conducted by authors at prevalent tourist destinations of North India. These destinations offer local authentic food and other cuisine in demand. The destinations were selected looking at the number of visitors and the similarity in type of food served. A total of 550 tourists were surveyed during the study from various destinations of North India. The results reveal that good food experience contributes positively towards overall tour experience at North Indian destination. The six factors such as taste, palatability, serving temperature, presentation style, spices and condiments, portion size and garnish contribute the most in satisfaction derived from food experience.

Keywords: Destination, Food Experience, Palatability, Cuisine, Authentic

INTRODUCTION

The present paper tries to trace significance of North Indian Cuisine on overall experience of tourists on various destinations. Food the travel industry has turned into a subject of interest in the travel industry and the academic community. According to Future Market Insights (2022) the Indian culinary tourism market is estimated to reach US\$ 19, 127 Mn. Moreover, the Indian culinary market is forecasted to grow at 20.4% CAGR from 2022 to 2032. The representation of Indian culinary tourism market is nearly 6%-9% in global culinary tourism industry. The data certainly showcases that the Indian culinary tourism business will have significant growth in next decade. Culinary is even referred to cooking, tasting and eating food that influences tourism destination. Tourists are travelling to various destinations in country to even experience and enjoy wide range of cuisines and beverages. Food enthusiasts are travelling to study and

experience food cultures globally creating an elevation in food tourism in India. Further, disposable incomes are some other factors for enhancing growth in this direction. The food experience has turned into a fundamental piece of a vacation abroad for many travelers (Chen & Huang, 2016; Kivela & Crofts, 2005). Overall experience of a destination is a series of events both tangible and intangible that a tourist experiences at a destination and such series of events and experiences while eating out may include aspects such as local food and drink and other factors like service, atmosphere and mood associated with that destination. Furthermore, it is even evitable to understand the pre-meal experience decision of tourists that could be considered while analyzing overall satisfaction of meal experience and vis-a-vis overall experience at a destination. Food experience is a vital destination choice factor and an important aspect of tour experience (Chatterjee & Suklabaidya, 2021; Cohen & Avieli, 2004). Local cuisines uniqueness can enhance

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significantly the image of the destination (Kim et al., 2017) and further helps in fulfilling personal desire of individuals travelling with other notions while selecting a destination. Local foods are produced and consumed at local destinations enhancing the identity (Choe & Kim, 2018). Food is one of the products that attract tourists to a particular destination and if satisfied, the tourists are seen to return to the same destination (Alderighi et al., 2016). Zhao and Ritchie (2007) argues that food may contribute to the sustainable competitiveness of a destination as local cuisine adds value to a destination being a significant element and even food image related to local cuisine may be used as strong marketing tool (Quan & Wang, 2004; Du et al., 2009). Food is crucial component of the travel industry's items and is considered as a more significant trait to objective engaging quality than "convenience, environment and dazzling view" (Zainal, Zali & Kassim, 2010). Travelers destination decisions might be hugely impacted by culinary that is offered the authenticity of food and positive reviews of tourists, friend and relatives.

REVIEW OF LITERATURE

Culinary tourism could be a leading factor for promoting a destination that becomes prevalent for its regional authentic food and at the same time is significant factor for the overall experience of tourist at a destination. Lopez-Guzman et al. (2017) reveals that gastronomy is motivation in tourist arrivals in Latin America, highlighting importance of gastronomy at a destination. Satisfaction from local food at a destination is the pleasure range experienced at various stages of trip (Severt et al., 2007). Overall experience and food satisfaction are generally formed by comparing the expectations pre and post travel at a destination (Chen & Chen, 2010). The traditions of a destination in relation to food through aroma and taste play a significant role (Nguyen, Dang & Ngo, 2019). Many authors have revealed that local food experience has an impact on overall experience at a destination (Bukharov & Berezka, 2018; Perez Galvez et al., 2020; Uçuk, 2018). Bokuniewicz and Shulman (2017) have found a close correlation between tourism and culinary tourism by analyzing destination marketing campaigns worldwide. Food is an important factor in forming destination image, as food is found to be one of the strong attractions of any destinations (Stone & Migacz, 2016), moreover many tourists regard local food as core product of tourism destination (Lai, Khoo-Lattimore & Wang, 2018). Accordingly, (Ji et al., 2016; Chang et al., 2011; Hendijani, 2016; Seo & Yun, 2015; Pestek & Cinjarevic, 2014; Okumus et al., 2007; Ab Karim et al., 2011) opined that food served at the destinations affects the overall satisfaction during the tour and even become a reason for revisit. Furthermore, (Stajcic, 2013; Hammitt, Backlund & Bixler, 2006) state that food-related experience can form positive emotions and may change the perception of tourist of destinations.

One of the major factors for selecting a tourism destination is food and it has been found that most of tourists wish to explore local cuisine that is traditionally authentic (Travel Age West, 2017). Moreover, food is considered to be next while ranking different components i.e., accommodation or attractions. (Babolian, 2016) demonstrated that the gastronomic experience can be a basic inspiration for visiting a specific objective. Tourists looking for authentic or new culinary experiences certainly have positive impact on overall experience of a destination depending upon satisfaction from consumption of food and the associated experiences. Furthermore, Sharma and Kaurav (2017) revealed that in developing countries such as Mexico, India, Malaysia, food plays a vital role in overall experience of tourists at a destination. Tourists look for different sort of cooking and the vital experiences while travelling and that makes food necessary fragment of traveller's acumens (Hall & Sharples, 2003; Long, 2004; Kivela & Crofts, 2006). The end experience of the tourists is even affected by the preparedness to pay more for trying local food (Sanchez-Canizares & Castillo-Canalejo, 2015). Food is considered central point to travelling and a gateway to another culture and leaves a lasting imprint of a destination post trip (Hall & Mitchell, 2002; Hall, Sharples & Smith, 2003; Henderson, 2009). Cuisine can create a pleasurable experience and at the same time acts as a window to the host culture (Batra, 2008). Moreover, food acts as a significant factor in determining satisfaction of tourist at a destination and motivates tourists to visit a particular destination (Henderson, 2009; Remington & Yuksel, 1998). Physical, cultural, interpersonal, and status and prestige are the four categories conceptualised as motivators for food consumption (Fields, 2002). On other hand, Shuai and Ning (2004) demonstrated that depending upon certain circumstances food consumption at a destination can be either supporting tourist experience or peak touristic experience. Many factors such as physical environment, exciting experiences, prestige, togetherness, sensory appeal, knowledge acquisition, health concerns, and escape from routine were identified as motivational factors for tourists influencing local food consumption at destinations (Kim et al., 2009). Similarly, Kim et al. (2019) during their study of Mizusawa Udon village of Japanese food tourists identified enhanced awareness, reminiscence and memories, textural seduction, heritage, media exposure, authentic cooking methods and foodways, prestige as key motivators.

RESEARCH METHODOLOGY

This present study is based on the results of a survey of 550 tourists from prominent North India Destinations. The destinations were selected looking at the number of visitors and the similarity in type of food served. The data was collected using a structured questionnaire. The data

for study was analyzed using SPSS software. The tourists were asked to rank these factors using a five-point Likert scale (range: 1 = least important to 5 = very important). Descriptive statistics percentage analysis, mean, standard deviation and Spearman's Ranked Correlation Coefficient are used for analysis. On the basis of Review of Literature 13 food attributes of North Indian cuisine were identified which indicates the food experience among tourist. Descriptive statistics for these food attributes are summarised in Table 1. For these food attributes the combined mean score was recorded 4.19 which indicated that these attributes consist an important place for selecting the food during travel. Multiple regression analysis was applied to understand the impact

of north Indian cuisine on overall tour experience at north Indian destination

OBJECTIVES OF STUDY

Impact of North Indian cuisine on overall tour experience at North Indian destinations.

Hypothesis

There is positive impact of cuisine on overall tour experience at North Indian destinations.

RESULTS AND DISCUSSION

Table 1: Descriptive Statistics on Overall Food Experience During the Travel at North Indian Destination

Food Attributes	N	Mean	SD	Variance
Quality of the food	550	4.40	.781	.610
Flavour and aroma of the food	550	4.30	.798	.637
Uniqueness of the food	550	4.08	.875	.766
Freshness of the food	550	4.43	.785	.616
Nutritive value of the food	550	4.16	.906	.820
Portion size of the food	550	4.14	.836	.699
Serving temperature of the food	550	4.23	.880	.774
Value for money	550	4.21	.890	.791
Presentation style of the food	550	3.95	.927	.860
Garnish used in the food	550	3.86	1.003	1.005
Spice and condiments used in the food	550	4.17	.881	.777
Taste and palatability of the food	550	4.32	.818	.669
Hygiene preparation of the food	550	4.32	.852	.726

Assumption of Multiple Regression Analysis

To test the hypothesis that is impact of food experience on overall holiday destination at North Indian destination, a step wise forward multiple linear regression analysis was performed. The data was tested for several assumptions before applying this test. The data was checked for outliers, random normal distribution error, linearity of data, homoscedasticity, multi-collinearity of data, independent errors and non-zero variance.

First of all, first assumption to apply regression was checked related with outliers the standard residuals were analysed to check the outliers. At 99% of confidence level if minimum value of standard residual is calculated below or equal -2.58 and if maximum value is equal or above 2.58 then the data have outliers. On the basis of the analysis of this data the values for standard residual were calculated which indicated that data have no outliers. (Std Residuals minimum = -5.441, Std. residual maximum = 2.349).

Residual Statistics

Table 2

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted value	1.81	4.96	4.24	.530	550
Residual	-3.126	1.487	.000	.588	550
Std. predicted value	-4.585	1.365	.000	1.000	550
Std. residual	-5.258	2.501	.000	.989	550

Note: a. Dependable variable: I am satisfied with my last tour due to my food experience at north Indian destination.

The data was further analysed for normal distributed residual. Homoscedasticity and linearity assumption. Histogram and normal probability plot (P-P plot) of regression standardized residual were analyzed for normal distribution residual. The histogram and P-P plot were analyzed for understanding the homoscedasticity and linearity assumption. For the present study the histogram of standard residual was found symmetrical and well-shaped, so it can be inferred that residual distribution is normal (See Fig. 1).

In the present study P-P plot of standardized residual dots lie almost along the diagonal line. Thus, it can be inferred that the residual was normally distributed (See Fig. 2). Further scattered plot was analyzed to understand whether data met the assumption of homoscedasticity and linearity. Scattered plot was also analyzed to understand whether the data met the assumption of linearity and homoscedasticity. The standardized residual value against scattered plot of standardized predicted value look like random array of dots evenly spaced around the line of confidence level which indicated that the data met the assumption of homoscedasticity and linearity (See Fig. 3).

Further the data was analyzed to understand the assumption of collinearity. For this correlation matrix was checked

and no contributing food attributes co related high with each other. For all contributing food attribute to overall destination experience, r was $<.9$. Similarly, variance inflation factor (VIF) and tolerance statistics was examined to understand the multi-collinearity. The assumption of multi-collinearity is not met when the value of all 13 contributing food attributes impacts were less than 10 and tolerance value were 0.2. The data also met with the assumption of non-zero variance as the predictors do not have variance of zero, thus the multi-collinearity was not found to be a concern for the study and met the assumption of regression analysis as well.

Further the Durbin-Watson test was checked to examine if adjusted residual were correlated or uncorrelated (i.e., that is independent of error). This Durbin-Watson test assesses the lack of auto correlation assumption. If the test statistic (d) is close to 2, residual is uncorrelated and the assumption of independent error is met. In this present study, Durbin-Watson was found to be 2.135, and thus met the assumption of independent errors.

Therefore, the data of the present study fulfill all the assumption and confirmed that is reliable to conduct multiple regression analysis.

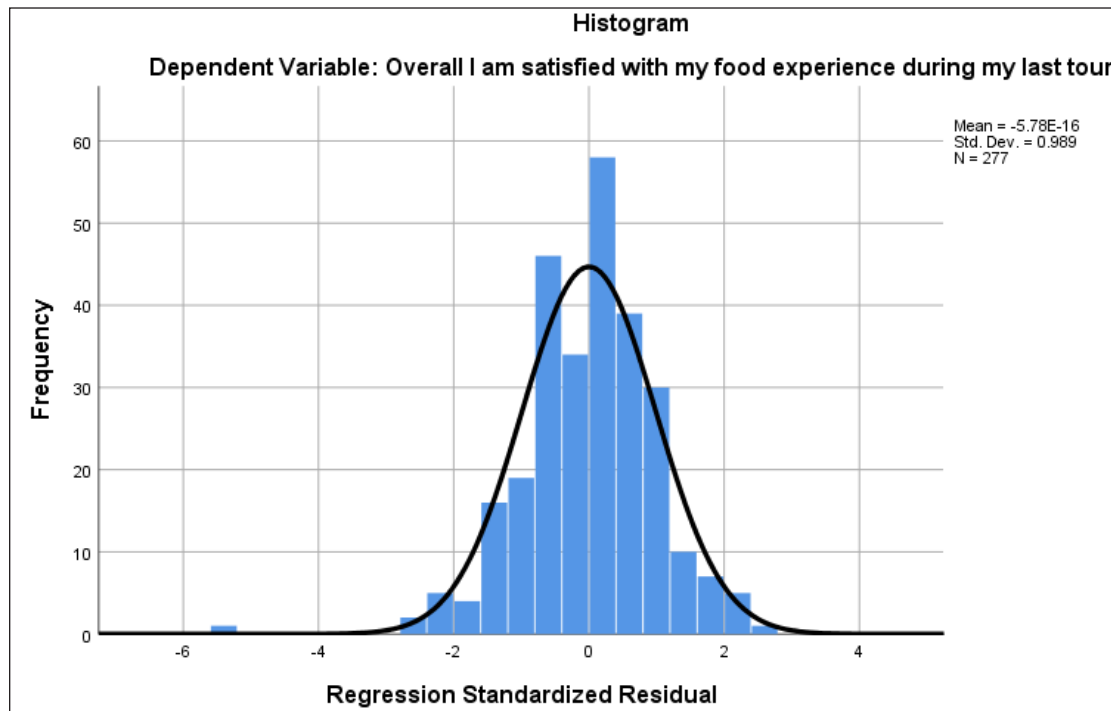


Fig. 1: Histogram of Normally Distributed Residual

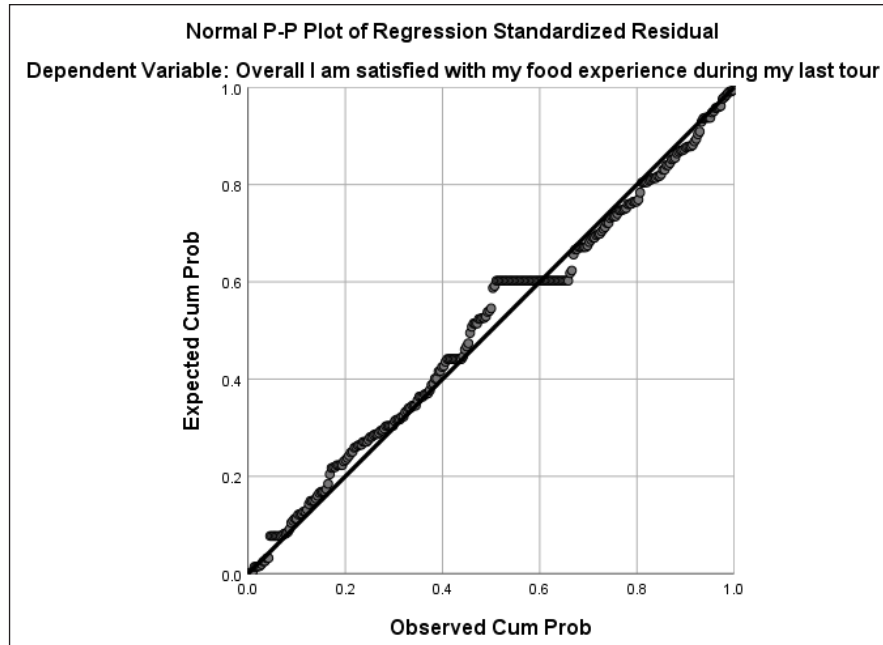


Fig. 2: Normal P- P Plot of Regression Standardized Residuals

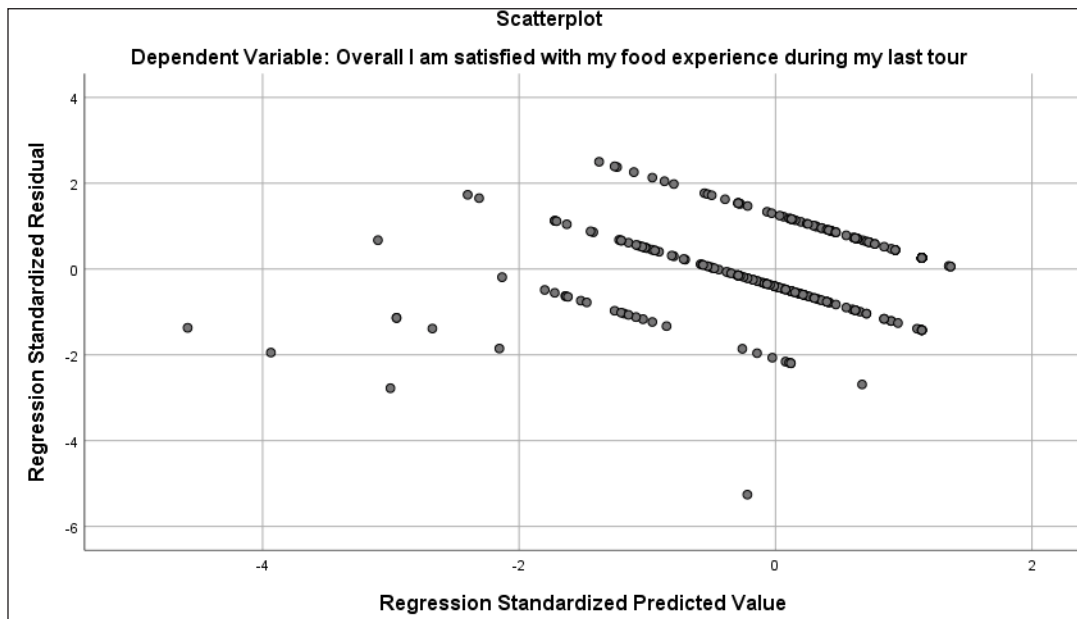


Fig. 3: Scatterplot of Standardized Predicted Values against Standardized Residual

Table 3: Collinearity Diagnostics for Step Wise Multiple Regression Analysis between the Determinants of Food Experience and Overall Tour Experience

Positive Impact Variable	Tolerance	VIF
Taste and palatability of the food	.471	2.121
Serving temperature of the food	.503	1.986
Presentation style of the food	.372	2.689
Spices and condiments used in the food	.474	2.111
Portion size offered	.617	1.622
Garnish used in the food	.371	2.695

Stepwise forward multiple regression analysis to identify most important food attributes positively contributing determinant in overall tour experience.

Stepwise forward multiple regression analysis was applied to identify the most positive contributing food attributes determinant in overall tour experience. Result of stepwise forward regression identify following 6 models

as contributing towards overall tour experience. Taste and palatability of the food, Serving temperature of the food, Presentation style of the food, Spices and condiments used in the food, Portion size offered, Garnish used in the food. The effect of these 6 positive food determinants and effect of these models were observed by examining. The R square value from the model summary Table 4 All the models were expressed by equation in table.

Table 4: Model Summary of Stepwise Regression Analysis between the Determinants of Food Attributes and Overall Tour Experience

Model	Equation	R	Rsquare	R square Adjusted	Durbin-Watson
1	$Y_e = a + b_1 x_1$	.567 ^a	.321	.319	
2	$Y_e = a + b_1 x_1 + b_2 x_2$	.623 ^b	.389	.384	
3	$Y_e = a + b_1 x_1 + b_2 x_2 + b_3 x_3$	.647 ^c	.418	.412	
4	$Y_e = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + b_4 x_4$	.656 ^d	.431	.423	
5	$Y_e = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + b_4 x_4 + b_5 x_5$	.663 ^e	.439	.429	
6	$Y_e = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + b_4 x_4 + b_5 x_5 + b_6 x_6$	.669 ^f	.448	.436	2.135

Y_e = Overall tour experience; a = constant (coefficient of intercept); $b_1 x_1$ = Regression coefficient Taste and palatability of the food; $b_2 x_2$ = Regression coefficient Serving temperature of the food; $b_3 x_3$ = Regression coefficient Presentation style of the food; $b_4 x_4$ = Regression coefficient Spices and condiments used in the food; $b_5 x_5$ = Regression coefficient Portion size offered; $b_6 x_6$ = Regression coefficient Garnish used in the food.

A close study of Table 4 Concluded that 6th regression model ($R^2 = .448$) it can be inferred that all 6 contributing determinants of food attributes explain medium contribution i.e., 44%. A good food experience is contributing positively in overall tour experience at North Indian destination.

Further with the intention to test whether the model is significant fit of the data overall tour experience. To test the significance of regression model sum of square of mean (SS_M), sum of square of residual (SS_R), F-ratio, df and probability value of all models are given in Table 5. All the regression models explain a significant amount of the variation in the outcome variable. However, in the 6th model SS_M value is largest as compared to other five models. SS_R value is smallest as compared to other five models. This implies that 6th regression model of food attributes has made a big improvement in prediction of the outcome variable and explained a significant amount of variance in overall tour experience, $F(4.123) = 270$, $P < 0.05$, $R^2 = .448$, R^2 adjusted = .436.

Table 5: ANOVA for Stepwise Forward Regression Analysis between Determinants of Food Attributes and Overall Tour Experience

Model	Regression (SS_M)	Residual (SS_R)	df	F	Significance
1	55.466	117.329	1,275	130.003	.000 ^b
2	67.136	105.659	2,274	87.050	.000 ^c
3	72.263	100.531	3,273	65.412	.000 ^d
4	74.455	98.339	4,272	51.485	.000 ^e
5	75.929	96.865	5,271	42.485	.000 ^f
6	77.386	95.408	6,270	36.270	.000 ^g

Further to understand the individual contribution determinants of food attributes in tour satisfaction (outcome) for the 6th regression model, unstandardized b value along with significance value of t were taken into consideration. As the unstandardized b values of all predictors are positive indicating positive relationship between determinants of food attributes and overall tour experience. The analysis shows that in this model all food determinants significantly predict overall tour experience.

Taste and palatability of the food significantly predict overall tour experience [$b = .217$, $t(550) = 3.412$, $p < .05$]; serving temperature of the food [$b = .148$, $t(550) = 2.585$, $p < .005$]; presentation style of the food [$b = .228$, $t(550) = 3.611$, $p < .005$]; Spices and condiments used in the food [$b = .157$, $t(550) = 2.654$, $p < .05$]; Portion size offered [$b = .126$, $t(550) = 2.319$, $p < .05$] and Garnish used in the food [$b = -.119$, $t(550) = -2.031$, $p < .05$] (see Table 6).

Next to have a better insight into the ‘importance’ of each individual determinant of food attributes in the model, standardized beta values labeled as Beta, (β) are taken into consideration. The analysis inferred that in the regression model, ‘presentation style of food’ ($\beta=.268$) is the most important contributing food attribute in overall holiday destination followed by ‘Taste and palatability of the food’

($\beta=.225$), followed by ‘Spices and condiments used in the food’ ($\beta=.174$), followed by ‘Serving temperature of the food’ ($\beta=.165$), followed by ‘Portion size offered’ ($\beta=.134$), Garnish used in the food has a negative Standardized coefficient that indicates the decrease in the dependent variable for a unit change in the independent variable.

Table 6: Predicators of Food Experience at Holiday Destination in Significant Regression Model

Model	Unstandardized β	Coefficient Std. Error	Standardized Coefficient	t	Sig
Constant	1.056	.224		4.720	.000
Taste and palatability of the food	.217	0.64	.225	3.412	.001
Serving temperature of the food	.148	0.57	.165	2.585	.010
Presentation style of the food	.228	0.63	.268	3.611	.000
Spices and condiments used in the food	.157	0.59	.174	2.654	.008
Portion size offered	.126	0.55	.134	2.319	.021
Garnish used in the food	-.119	0.59	-.151	-2.031	.043

CONCLUSION

North India is famous for its various local authentic cuisines and is appreciated and in demand worldwide. The current study is based on analyzing impact of cuisine on overall experience of tourists at a destination. Various factors are responsible for attraction and revisit of travelers to a destination and food plays significant role in overall satisfaction of tour experience on North India destinations. The 550 tourists responded for the survey and a structured questionnaire was used to collect data from prominent destinations. Many authors have inferred in various researches that food is a vital component in contributing to overall satisfaction at a destination and prestige, authenticity, variety of food, local touch, culture and traditions associated, etc., are some factors that contribute to food satisfaction. The present study results inferred that all 6 contributing determinants of food attributes explain medium contribution i.e., 44%. A good food experience is contributing positively in overall tour experience at North Indian destination. Further with the intention to test whether the model is significant fit of the data overall tour experience. Factors like taste and palatability, serving temperature, presentation style, spices and condiments, portion size and garnish of food have shown positive contribution in enhancing overall experience besides other factors of satisfaction at various destinations of North India.

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