

A Study On Customer Perception Towards Culinary Tourism

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ABSTRACT

This research is purely regarding the customers perception towards the culinary tourism in India. This paper is based on purely the data collected from the tourists who are mainly concentrated, enjoying and experiencing the culinary tourism. A complete review of literature has been collected regarding this topic. The sustainable ethical practices related to culinary tourism and the cleanliness and maintenance of food establishments are studied in detail among the selected customers from selected areas. Not only that, the factors effecting culinary tourism and cultural understanding and appreciation are paired together and was studied among the customers who experiences food tours in India. Comparison of tourist's level interest has been examined in order to seek an experience in looking food and beverage during their travel. This study will give a better understanding in the motives of people aim to experience a new thing related with local food and beverage in particular destination. It also reveals the factors effecting the tourism, sustainable practices and ethical values as well.

Keywords: Culinary Tourism, Sustainable development, Ethical practices

INTRODUCTION

Culinary tourism, sometimes referred to as Food tourism or Gastronomic tourism, is quickly expanding sector of the tourist business that centres on experiencing a place through its culinary offerings. Beyond just eating meals, this type of tourism entails taking part in unusual and fascinating food-related activities that offer a greater understanding of the customs, culture, and way of life of the destination. Culinary tourism has its roots in the desire to savour the true flavour of a destination through its food choices.

A region's history, geography, and social customs are all reflected in its food, which serves as a potent cultural identifier. Through engaging in culinary tourism, tourists can establish a closer connection with the local way of life, resulting in a more comprehensive and nuanced understanding of the location.

Culinary tourism encompasses a variety of activities, from dining at neighbourhood eateries and food markets to more engaged experiences like cooking workshops, wine tasting excursions, food festivals, and farm visits. Travellers can learn about regional ingredients, customary cooking techniques, and the histories behind famous meals by participating in these events. A number of causes, such as the increasing interest in food culture around the world, the impact of food-related media, and the desire for immerse travel, are contributing to the growth of culinary tourism. Culinary tourism offers a compelling means of satisfying the desires of passengers who are looking for more individualised and engaging travel experiences.

Gastronomic tourism has a lot to offer destinations. In addition to drawing a wide variety of visitors, it boosts regional economies by assisting small companies, conserving culinary traditions and generating employment possibilities. Destinations can stand out in a crowded market and promote sustainable tourism growth by investing in and showcasing their distinctive culinary attributes. A broad range of people are drawn to culinary tourism, including senior visitors looking for sophisticated and novel culinary experiences as well as younger travellers who are foodies. With the rise of social media and digital platforms, food bloggers, influencers and travel programs presenting delicious and unusual food from around the globe, culinary tourism has become even more popular. Potential travellers are more encouraged to discover new places for their gastronomic delights by this internet exposure. Culinary tourism is also closely related to other specialised tourism categories like Eno tourism, which focuses on wine tours and tastings, and Agri tourism which takes visitors

to farms and orchards to observe how food is grown and harvested. Because of these shared interests, complete vacation packages that cater to a variety of hobbies can be created, improving the overall appeal of a destination.

Furthermore, food tourism is essential for fostering cross-cultural dialogue and comprehension. Visitors get a greater understanding of the cultural norms and values of the host community when they indulge in the regional cuisine. In addition to enhancing the vacation experience and fostering mutual respect, this interchange increases its significance and influence. To sum up, culinary tourism is more than just trying out new cuisines; it also involves experiencing and learning about the cultural context in which these dishes are made and consumed. It provides a diverse travel experience that blends learning, amusement, and cultural immersion, making it a noteworthy and expanding sector of the travel business. Culinary tourism will surely continue to flourish as locations realize and enhance their culinary potential, providing rich and savoury.

Specialising on food and drink experiences, both locally and internationally is referred to as Culinary Tourism or Food tourism. Agri tourism is thought of as a subset of rural tourism, whereas culinary tourism is thought of as a subset of cultural tourism (cuisine is a manifestation of culture). Despite this distinction, culinary tourism and Agri tourism are closely related because agriculture is where the seeds of cuisines are found. Gourmet cuisine is not the only aspect of culinary and food tourism. Experience travel has a subgenre known as food tourism. Culinary tourism is not restricted by food culture, despite the fact that many cities, regions, or nations are well-known for their cuisine. Since most tourists eat three times a day on average, food is one of the main economic drivers of travel. Cooking lessons, food and drink tours, food and beverage festivals, speciality dining experiences, speciality retail shopping and visits to farms, markets and producers are all examples of food tourism activities.

In India, culinary tourism is a major factor in both tourism earnings and economic expansion. In comparison to other travellers, culinary tourists spend more on meals and associated experiences, which boosts the local economy and helps small-scale food enterprises, according to data from the Ministry of Tourism. Culinary Tourism also promotes community participation and cultural exchange since it allows tourists to engage with local chefs, food vendors and artisans while learning about their customs and way of life.

Although there is a lot of promise in India's culinary tourism industry, there are a number of obstacles that must be overcome in order to take full use of the benefits. In order to improve the entire culinary tourist experience, there are a few areas that need to be addressed: infrastructure development; requirements for sanitation and food safety; and the promotion of lesser-known regional cuisines. Additionally showcasing India's culinary diversity to a worldwide audience and drawing in food-loving tourists looking for genuine culinary adventures can be accomplished by utilising digital platforms and social media marketing.

India's culinary tourism attracts both foodies and tourists with its enticing combination of flavours, scents and cultural experiences. With its rich culinary history, expanding appeal worldwide and potential for economic expansion, India is well-positioned to become a culinary tourism powerhouse, providing a mouth-watering experience for visitors keen to discover the subcontinent's culinary treasures.

OBJECTIVE OF THE STUDY

- To find out the factors that engage in Culinary tourism, such as food experiences or seeking authenticity.
- To know the customer satisfaction with their culinary tourism experiences, including food quality, variety and affordability.
- To identify the integration of sustainable practices within culinary tourism experiences.

HYPOTHESIS OF THE STUDY

- There is a positive relationship between the perceived cultural exploration and satisfaction levels of culinary tourists.
- There is a significant relationship between the factors effecting the culinary tourism and cleanliness and maintenance of food establishments.
- Implementation of sustainable practices in culinary tourism contributes to the long term resilience and attractiveness of destinations.

SCOPE OF THE STUDY

Culinary tourism is often referred to as food tourism or gastronomic tourism, which has emerged as a dynamic and rapidly growing sector of the tourism industry in recent years. Culinary tourism provides visitors with an unparalleled chance to delve deeply into the heart and soul of a location through its food traditions, flavours and culinary heritage. It is rooted in the age-old tradition of discovering new cultures through their cuisines. Culinary tourism is essentially a journey of inquiry, discovery and emersion into the diverse fabric world of gastronomy- It is about more than just eating. Culinary travellers aim to explore world's culinary landscapes by engaging all five senses, from enjoying street food specialities in vibrant markets to indulging in exquisite dining experiences at various restaurants. Here the area of this study deals with the perception of customers towards the culinary tourism in India.

REVIEW OF LITERATURE

Kiralova & Hamameh (2017), he had used arithmetic mean and sample co-efficient of variations to assess local gastronomy as a tool of food tourism development.

Prada – Trigo (2017), under his research he applied the Mann-Whitney test to evaluate the perception of residents and visitors to a territorial product.

Montanari & Staniscia (2009), recognising the potential of food had a factor of regional development, the European union established in 1992 two legal instruments aiming the protection of regional food, namely Protected Designation of Origin (PDO) and the Protected Geographical Indication (PGI). These legal instruments are implemented in order to respect specific traditions and to attest the quality of food since the progressive industrialisation of the food production resulting from the globalisation had contributed to the re-territorialisation of food.

Spilkova & Fialova (2013), it has have a strong association with the regional development, since a great majority of PDO and PGI products come from the less favoured areas.

Rinaldi (2017), Food, place and tacit knowledge involved in the process of creation of typical products, therefore it represents the site's history which embedded in a conservationist ideology, using cultural-historical as well as as geographical qualifiers of typicality.

James & Halkier (2014), according to the tourism perspective, policy makers have tried to connect food and tourism, fundamentally through destination branding, providing new food tourism experiences and pushing supermarkets and restaurants in supplying local food products.

Tsai (2016), under this research regarding culinary tourism an applied structural equation modelling is used in order to model behavioural intention in consumption of local food.

LIMITATIONS OF THE STUDY

- A significant portion of the study may be impacted by intrinsic data gathering restrictions.
- The responder's hectic schedules made them hesitant to provide their valuable information.
- The time consuming is most important limitation faced during the collection of data.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Under this study, exploratory research design is conducted. The data collected from 50 respondents from different places in India. Convenience sampling method is used under non probability sampling method for collection of data.

DATA COLLECTION

Here, both the primary and secondary data are collected for the purpose of completing the for this research. And the secondary data is collected from different books, journals, articles and websites related to tourism from google.

ANALYSIS AND INTERPRETATION

For the purpose of data analysis and interpretation, a new software was used known as SPSS(Statistical Package for Social Science). Karl pearson's correlation co-efficient is used to analyse the data which is in between -1 and +1.

Correlations

			CLEANLINESS AND FOOD SUSTAINABLE PRACTICES	AND ETHICAL PRACTICES
CLEANLINESS MAINTENANCE	AND	FOOD	Pearson Correlation	1
			Sig. (2-tailed)	.760**
			N	<.001
SUSTAINABLE PRACTICES	AND	ETHICAL	Pearson Correlation	50
			Sig. (2-tailed)	50
			N	1
				<.001
				50

** . Correlation is significant at the 0.01 level (2-tailed).

The above analysis is based on the two variables such as the sustainable and ethical practices and cleanliness and food maintenance of food establishments in culinary tourism. Here, the relationship between the two variables are moderate positive correlation. It means that both the variables moving on the same direction positively. In this, correlation of the two variables lies in 0.760.

Correlations

		FACTORS EFFECTING CULINARY TOURISM	CULTURAL UNDERSTANDING AND APPRECIATION
FACTORS EFFECTING CULINARY TOURISM	Pearson Correlation	1	.482**
	Sig. (2-tailed)		<.001
	N	50	50
CULTURAL UNDERSTANDING AND APPRECIATION	Pearson Correlation	.482**	1
	Sig. (2-tailed)	<.001	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

This analysis is also based on two variables that are factors effecting culinary tourism and cultural understanding and appreciation. Here the two variables are also moving on the same direction that means moderate positive correlation. The pearson's correlation under this analysis is 0.482.

FINDINGS

- Travellers are looking for the real culinary experiences that give them a true sense of the culture they are visiting. Using local ingredients and preparing food authentically are highly prized.
- Good customer perceptions are greatly influenced by the quality and variety of food that is offered. Travellers value a variety of food options that suit a range of budgets and tastes, from upscale dining to street food.
- A lot of travellers are looking for engaging and instructive activities like market trips, culinary workshops and food excursions. They gain a deeper comprehension of the regional cuisine culture through these engaging hands-on activities.
- Online reviews and social media platforms have a big impact on consumer choices. Culinary tourism experiences have the potential to generate interest and bookings due to positive evaluations, visually engaging imagery and influencer recommendations.
- Culinary methods that are sustainable are becoming more and more popular. Travellers are drawn to locations that highlight environmentally friendly procedures assist regional farmers and encourage sustainable dining options.
- It is well known that culinary tourism has a positive economic influence on nearby towns. It helps preserve culinary traditions, promotes neighbourhood businesses and generates employment. Because both parties gain from the partnership, visitors are more satisfied because they believe they are making a positive impact on the local economy.
- To draw in a large crowd, it is imperative that gastronomic experiences be easily accessible. This includes having multilingual tour guides, easy to understand information and simple booking procedures. Culinary activities that are easily accessible and well organised are highly valued by tourists.
- culinary tourists are likely to visit locations that can guarantee safety, hygienic conditions and cleanliness. These results imply that locations hoping to benefit from culinary tourism should concentrate on providing genuine, excellent and varied culinary experiences; they should also use social media to promote their offerings too.
- Traveller's experiences with food frequently leave them with lasting memories and deep emotional bonds. They get a sense of happiness and pleasure from eating together, trying new foods and engaging in regional culinary customs, all of which enhance their impression of the place.
- Culinary experiences involving local communities are highly valued by tourists. Visits to neighbourhood festivals, community kitchens and family run farms offer a genuine glimpse into the way of life in the area and promote a sense of belonging and respect.
- The role of innovation in food is that customers looking for something special and unforgettable are drawn to innovative culinary experiences like fusion cuisine, food and drink pairings and modern takes on classic dishes. Innovative dining experiences and food presentation can improve patron perception.

CONCLUSION

In conclusion, Consumer's perceptions of culinary tourism are becoming more positive due to their increased desire for distinctive, real and immersive culinary experiences. Beyond the typical tourists attractions, travellers aim to delve deeper into the local customs and cuisines, which provide a more profound

understanding of the places they visit. A number of things are driving this trend, such as the popularity of food-related media, the impact of social media, and the global trend towards experiencing travel. The genuineness of the culinary experience, the excellence and originality of the cuisine and the general ambience of the dining area are important factors influencing the way customers perceive a business. Visitors place a high importance on engaging with local chefs, taking culinary classes, and visiting local markets as these activities help them better understand and appreciate the cuisine of the area.

Furthermore, via supporting small enterprises and maintaining culinary traditions, culinary tourism makes a substantial economic contribution to local communities. Destinations that make the investment to promote their distinctive culinary offerings stand to gain more satisfied and engaged visitors as the demand for these experiences rises.

To sum up, culinary tourism presents a potent means for places to set themselves apart and draw in discerning visitors. With an emphasis on quality, authenticity, engagement, sustainability and efficient advertising, destinations may cultivate favourable customer attitudes and propel growth within this dynamic industry. This strategy benefits both the visitors and hosts by improving the tourism experience while also preserving cultural assets and boosting local economy.

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