

"Evaluating International And Domestic Tourist Satisfaction In Relation To Culinary Tourism In Haryana, India"

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ABSTARCT

This study explores the satisfaction levels of international and domestic tourists concerning culinary tourism in Haryana, India. Haryana state is increasingly recognized for its rich culinary heritage and diverse food offerings, attracting tourists interested in authentic local experiences. This research aims to assess the factors influencing tourist satisfaction, comparing experiences between international and domestic visitors. Utilizing surveys and interviews, the study gathers data on tourists' perceptions of food quality, variety, cultural significance, and overall experience. The findings indicate that while both groups appreciate the culinary offerings, differences in satisfaction levels emerge based on expectations, cultural background, and previous culinary experiences. The study concludes with recommendations for enhancing culinary tourism in Haryana, emphasizing the need for targeted marketing strategies and improved culinary experiences that cater to diverse tourist preferences.

Keywords: - Culinary tourism, Culinary Heritage, Tourist Satisfaction, Haryana

1.0 INTRODUCTION

Culinary tourism has become a significant aspect of the global tourism industry, attracting travelers who seek to experience authentic local cuisines and food cultures (Cohen, 2010; Hall & Mitchell, 2001). Defined as the pursuit of unique and memorable eating experiences, culinary tourism is often intertwined with cultural and social contexts (Hjalager & Richards, 2002). In recent years, regions like Haryana, India, have gained recognition for their rich culinary heritage, providing unique opportunities for tourists to explore traditional food practices and their cultural significance.

Haryana is known for its diverse agricultural landscape and vibrant food culture, which includes a variety of traditional dishes such as 'dal', 'bajra roti', 'kheer', and various dairy products. These dishes are deeply rooted in the state's history, reflecting the agricultural practices and social customs of the region (Nanda, 2016). As globalization influences culinary practices, many tourists are increasingly interested in immersive experiences that allow them to connect with local cultures through food. This growing interest presents an opportunity for Haryana to showcase its culinary offerings and attract both domestic and international tourists.

Understanding tourist satisfaction is critical in the context of culinary tourism, as it directly influences repeat visits and positive word-of-mouth referrals (Kwortnik & Thompson, 2009). High satisfaction levels not only enhance the overall travel experience but also contribute to the economic growth of the region by promoting tourism-related businesses. Various factors contribute to satisfaction, including food quality, variety, cultural authenticity, and the overall dining experience (Mak & Wong, 2000). Given that tourists have different expectations based on their cultural backgrounds and prior culinary experiences, it is essential to assess how these factors influence satisfaction levels among both international and domestic visitors (Kozak, 2001).

Previous studies have highlighted that international tourists may seek unique and novel experiences that reflect local culture, whereas domestic tourists often prioritize familiarity and comfort in their food choices (Baker & Crompton, 2000). This difference can lead to varying satisfaction levels, as international tourists may have heightened expectations for authenticity and uniqueness in culinary experiences. By comparing the satisfaction levels of international and domestic tourists, this research aims to uncover key insights into the dynamics of culinary tourism in Haryana.

The role of authenticity in culinary tourism cannot be understated. Tourists are often drawn to experiences that provide a genuine taste of local culture, making authenticity a crucial driver of satisfaction (Chhabra, 2010). In Haryana, traditional dishes and cooking methods play a vital role in attracting tourists. Understanding how well these elements are perceived can significantly inform satisfaction levels among different tourist groups.

Moreover, effective marketing strategies are essential for enhancing the visibility and appeal of culinary tourism offerings. Research suggests that targeted marketing efforts, particularly through social media and digital platforms, can significantly influence tourist choices and satisfaction (Chechi&Mazzocchi, 2019). By promoting Haryana's culinary heritage and unique experiences, tourism stakeholders can attract more visitors and enhance their overall satisfaction.

2.0 LITERATURE REVIEW

Culinary tourism, defined as the exploration of food and drink as a primary motivation for travel, has gained substantial attention in academic research and industry practices (Cohen, 2010; Hall & Mitchell, 2001). This section reviews relevant literature, focusing on key themes such as tourist satisfaction, the differences between international and domestic tourists, the role of authenticity, and marketing strategies in culinary tourism.

2.1 Culinary Tourism and Tourist Satisfaction

Tourist satisfaction is a critical element of culinary tourism, as it directly impacts future travel decisions and word-of-mouth recommendations (Kwortnik& Thompson, 2009). Research indicates that factors contributing to satisfaction include food quality, variety, service, and cultural immersion (Mak& Wong, 2000). High satisfaction levels enhance the overall travel experience and can lead to repeat visits, which are essential for the sustainability of culinary tourism in a given region.

Several studies have demonstrated the relationship between food quality and tourist satisfaction. For instance, Devesa, Laguna, and Palacios (2010) found that tourists prioritize the sensory aspects of food, including taste, aroma, and presentation, when evaluating their culinary experiences. Additionally, the study emphasizes the importance of local ingredients and traditional cooking methods in creating memorable dining experiences. This suggests that culinary tourism operators in Haryana should focus on authenticity and quality to enhance satisfaction levels among tourists.

2.2 International vs. Domestic Tourists Culinary Satisfaction

Understanding the distinctions between international and domestic tourists is crucial for assessing satisfaction levels in culinary tourism. Research shows that international tourists often seek unique and novel experiences that reflect local culture (Baker & Crompton, 2000). In contrast, domestic tourists may prioritize comfort and familiarity, opting for traditional dishes they grew up with or that are widely available (Mak& Wong, 2000). This difference in expectations can lead to varying levels of satisfaction among these groups.

For example, a study by Chhabra (2010) highlights that international tourists tend to value authenticity and are more willing to try new foods, while domestic tourists often seek familiar flavors and dishes. This dynamic underscores the need for culinary tourism providers in Haryana to cater to both demographics by offering a blend of authentic local dishes and more familiar options.

2.3 Role of Authenticity in Culinary Tourism

Authenticity is a vital component of culinary tourism and significantly influences tourist satisfaction (Chhabra, 2010). Tourists are often attracted to experiences that provide a genuine taste of local culture, which is particularly relevant in regions like Haryana that have a rich culinary heritage. Authenticity can be reflected in various aspects, such as traditional cooking techniques, local ingredients, and cultural storytelling (Hjalager& Richards, 2002).

Research by Bruner (2005) suggests that authenticity is not just about the food itself but also encompasses the context in which it is presented. Tourists are more satisfied when they perceive their dining experiences as being rooted in local traditions and narratives. Thus, culinary tourism operators in Haryana should emphasize the cultural significance of their dishes and the stories behind them to enhance tourist satisfaction.

2.4 Importance of Marketing in Culinary Tourism

Effective marketing strategies play a crucial role in attracting tourists and enhancing their culinary experiences. Targeted marketing efforts, particularly through social media and digital platforms, have proven to significantly influence tourist choices (Chechi&Mazzocchi, 2019). In an era where travelers increasingly rely on online content for decision-making, culinary tourism stakeholders in Haryana must leverage these platforms to showcase their unique offerings.

Social media has emerged as a powerful tool for promoting culinary tourism. According to a study by Leung, He, and Bouchon (2016), visually appealing content, such as food photography and videos, can create a strong desire for culinary experiences among potential tourists. By curating engaging content that highlights local dishes and dining experiences,

Haryana's tourism stakeholders can enhance visibility and attract a broader audience.

Moreover, the role of food influencers cannot be overlooked. Influencer marketing in culinary tourism has gained traction as a means of building trust and authenticity (Zhang, 2020). Collaborating with food bloggers and influencers who have a genuine appreciation for local cuisine can help enhance the perception of culinary offerings in Haryana, ultimately leading to increased tourist satisfaction.

2.5 Assessing Tourist Satisfaction

A variety of methodologies have been employed in the literature to assess tourist satisfaction within culinary tourism, including surveys, interviews, and observational studies. For instance, a quantitative approach using structured surveys can provide measurable insights into tourist satisfaction levels and the factors that influence them (Oliver, 1999). On the other hand, qualitative methods, such as interviews, can offer in-depth perspectives on personal experiences and perceptions (Kwortnik & Thompson, 2009).

By adopting a mixed-methods approach, researchers can capture a comprehensive understanding of satisfaction levels among both international and domestic tourists in Haryana. This approach allows for the triangulation of data, enriching the findings and providing actionable insights for tourism stakeholders.

3.0 OBJECTIVE OF THE STUDY

1. To compare the satisfaction level of international and domestic tourist with relation to culinary tourism.

3.1 HYPOTHESES

H₀: There is no difference between satisfaction level of international and domestic tourist with relation to culinary tourism

H_a: There is a significant difference between satisfaction level of international and domestic tourist with relation to culinary tourism

1.1. 4.0 RESEARCH METHODOLOGY

This section outlines the research methodology for collecting data from tourists regarding their satisfaction levels with culinary tourism in Haryana. A mixed-methods approach will be employed, integrating both quantitative and qualitative methods to obtain a comprehensive understanding of tourist experiences.

4.1 Research Design

The study will utilize a descriptive research design to explore the satisfaction levels of international and domestic tourists in the context of culinary tourism. This design is appropriate as it allows for the collection of detailed information about tourist experiences and perceptions.

4.2 Target Population

The target population for this study includes both international and domestic tourists visiting Haryana specifically for culinary tourism. This will encompass a diverse range of tourists who engage in activities such as dining at local restaurants, participating in food festivals, and taking cooking classes.

4.3 Sampling Method

A purposive sampling method will be employed to ensure that participants meet specific criteria relevant to the study. Tourists will be selected based on their travel purpose (culinary tourism) and their nationality (international or domestic).

Sample Size: The target population for this study comprises tourists staying in hotels across various regions of Haryana, India. These tourists may include both domestic travelers from other parts of India and international visitors from different countries. The determination of the sample size for the study is based on statistical considerations aimed at achieving adequate power to detect meaningful effects and relationships within the data. Several factors are taken into account when determining the sample size, including the desired level of precision, the anticipated effect size, the variability of the outcome variables, and the available resources (e.g., time, budget, personnel). For this study, the sample size is 395 were taken in account.

5.0 DATA ANALYSIS

Nationality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Domestic	312	79.0	79.0	79.0
	International	83	21.0	21.0	100.0
	Total	395	100.0	100.0	

As exhibited in the above-mentioned table, majority of tourists are domestic, accounting for 79.0% of the sample, while international tourists constitute 21.0%. This distribution allows for a comparison between the satisfaction levels of domestic and international tourists regarding culinary tourism.

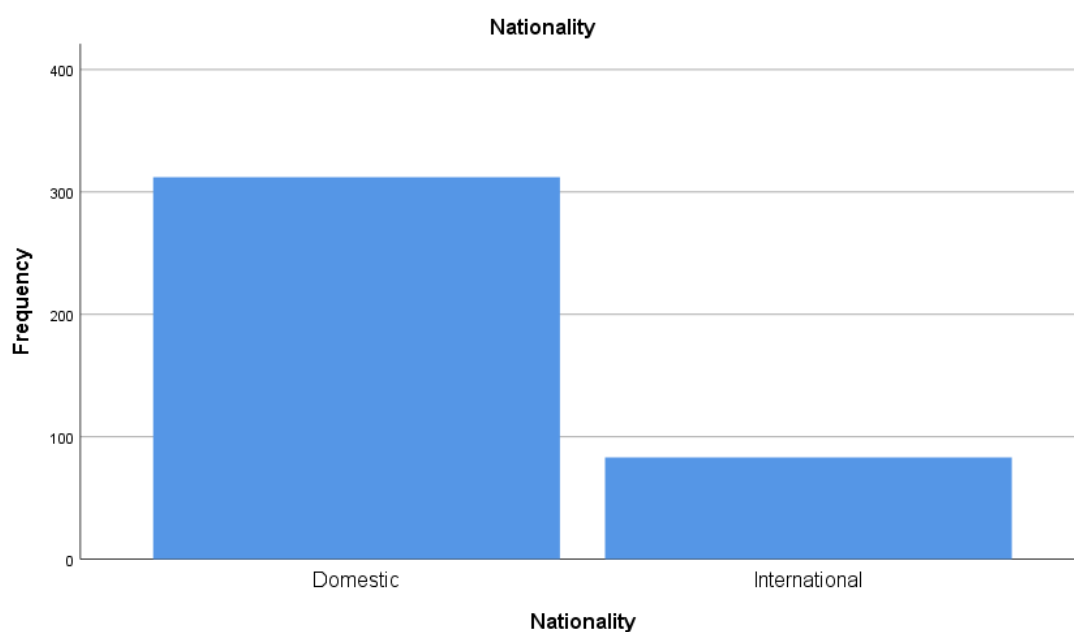


Figure: Nationality

Hypotheses Testing

One-Sample Statistics					
		N	Mean	Std. Deviation	Std. Error Mean
Nationality		395	1.21	.408	.021
Satisfaction Level in Culinary Tourism		395	23.39	5.051	.254

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Nationality	58.960	394	.000	1.210	1.17	1.25
Satisfaction Level in Culinary Tourism	92.025	394	.000	23.387	22.89	23.89

Interpretation: Based on the provided One-Sample Test results, the analysis indicates that there is a statistically significant difference between the satisfaction level of international and domestic tourists with relation to culinary tourism. The t-value is 58.960 for nationality, and the associated p-value is less than the typical significance level of 0.05, indicating strong evidence against the null hypothesis (H03). Therefore, the null hypothesis is rejected and it is concluded that there is indeed a significant difference between the satisfaction level of international and domestic tourists regarding culinary tourism.

1.1. 6.0 CONCLUSION

This study aimed to explore the satisfaction levels of international and domestic tourists in relation to culinary tourism in Haryana, India. As culinary tourism continues to grow in popularity, understanding the factors that contribute to tourist satisfaction becomes essential for enhancing the overall experience and sustainability of this sector. The findings from this research will not only provide insights into the current state of culinary tourism in Haryana but also inform strategies for its future development.

Present study also underscores the significance of culinary tourism in Haryana and its potential to enhance the overall tourism experience in the region. By understanding the factors that influence tourist satisfaction and addressing the needs of both international and domestic visitors, stakeholders can create more meaningful culinary experiences. This not only benefits tourists but also contributes to the economic and cultural vitality of Haryana. As culinary tourism continues to gain traction, the insights gained from this research will serve as a foundation for ongoing development and innovation in this exciting sector.

Ultimately, fostering a strong culinary tourism ecosystem in Haryana requires collaboration among local businesses, government entities, and communities. By working together, they can ensure that the rich culinary heritage of Haryana is celebrated and shared with the world, creating unforgettable experiences for all who visit.

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