



Culinary Tourism – An Empirical Study on Haryana

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Abstract: Food and drink are necessities for human survival; thus, they are required by all living things. Every region of India has its own ethnic cuisine and eating customs. A region's cuisine plays a vital role in revealing its traditions and legacy. While food has a significant role in an individual's experience, regional cooking contributes to local wealth and trading activities. The study's goal is to learn more about how stakeholders, food tourists, and visitors who are visiting Haryana to sample its new cuisine or food culture view the state and the services of hospitality that attract visitors interested in culinary tourism there. In order to ascertain visitor satisfaction in culinary tourism, the descriptive research approach relies heavily on empirical research. The primary data were framed as a form of questionnaire and analysed using SPSS software following the collection of visitor replies from specific Haryana destinations and secondary information via different research paper, publications, online journals etc. By using the study's methodology, it was possible to identify the expectations, attitudes, and satisfaction of tourists regarding eating local cuisine. The study shows that food has a significant role in shaping traveller's preferences for destination) as well as in their behaviour. The purpose of this study is to raise knowledge regarding visitor behaviour and experience among pertinent tourism stakeholders and food outlets. The limitation of the study was conducted in a limited part of Haryana. So more effective result it may be conducted in wider areas.

Key words: Tourist, Tourism, Culinary, Food, Destination, Stakeholders, Motivation, Haryana

1. Introduction

Nowadays, everyone is concerned about their health and values eating a variety of tasty but healthy foods. Tourism is an impressive industry within the hospitality sector. In addition to offering nutrition facts, culinary tourism heightens visitors' fascination with the local way of life in the destination. Since food is a fundamental component of culture, visitors must engage with it through culinary experiences [2]. At present, culinary products are in demand and frequently bring tourists to a place. Since it enables people to discover and sample the regional cuisine, many foodies are curious about the connection between food and tourism. Depending on the type and purpose of their visit, travellers require and demand specific infrastructure and amenities. Over time, tourism has grown in popularity worldwide. Restaurants and other food outlets play a crucial role in the travel and tourism sectors since travellers often experiment with the local cuisines of the destinations they visit [7]. According to researcher, travellers would want to sample local cuisine when travelling because it makes for a memorable experience [4].

Gastronomic tourism, in its broadest definition, is the search for exceptional and unforgettable gastronomic experiences of all types, usually when travelling, though it is also possible to engage in culinary tourism at home [8]. When consumers hear the term "culinary tourism," they frequently associate it with fine dining establishments like five-star restaurants or upscale vineyards. This is untrue because exaggeration and exclusivity are not specific to culinary tourism. The tourism industry in rural areas includes agri-tourism, and the tourism industry in cultural areas includes cuisine since cuisine is an expression of culture [9]

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The culinary tourism sector is relatively new. Travellers are often drawn to new and exotic cuisine, authentic foods from a specific region, or even comforting, reliable, and safe foods they are familiar with. The tourism industry thrives on offering the best outlets ambience experiences possible [1]. Thus, culinary tourism includes a variety of culinary pursuits, such as trying new dishes when travelling, dining at ethnic restaurants, and browsing cookbooks for inspiration. Researching culinary tourism in depth is still mostly unexplored.

2. Objectives

- To find out the awareness regarding visitors behaviour about Haryanvi food.

3. Literature Review

Although food comprises one of a man's most basic requirements, while the travels, his desire for food may be inspired by a number of different factors, depending on the viewpoint of that individual tourist [3]. Interest in trying out a certain dish or, to a lesser extent, a particular diet. It is worthy to mention that in India, there is a noticeable change in terms of language used, culture, customs and cuisine for every 50 kilometers. The diversity of food and its flavors is largely influenced by locational circumstances. In today's political environment, cuisine politics play a significant part in constructing a country's global reputation. Moreover, it will be the cherry on top to advertise the state as a culinary tourism destination on the global map [11].

Due to the growing trend of modern consumers searching for locally produced items and food, local food producers and service providers may be interested in the commercial potential. Nowadays, there is a push to highlight the cultural value of local food and activities, which benefits both hosts and guests [16]. The needs of visiting tourists are also met by local grocery stores. For them, the local food offers a gateway to a location's intangible heritage. This is an issue, especially for tourists who prioritize learning about the local food and culture while traveling and who believe that sampling the local cuisine adds significantly to their overall trip experience [14].

Tourism seeking authenticity and locality, as well as those seeking out unexpected experiences, may be drawn to a destination by its food and eating customs [15]. A destination may attract tourists based on its gastronomic offerings, such as fine dining at restaurants that have earned Michelin stars. A destination may also draw tourists with its unique food and specialties, like the Greek meal moussaka and the Indonesian delicacy satay. In this research, which found a substantial correlation between personality, preferred food specialty, and place, such as a specific area, supports this [9].

The food and eating customs of a place might attract tourists looking for authentic experiences as well as those seeking locality and authenticity [7]. Food may have a significant role in an iconic destination's design [10]. Interested tourists can sample local food and drinks on culinary trails that the Malaysian government has arranged. Travelers find the food trail to be a fun activity. The state government of Jammu and Kashmir may also design these kinds of trails for tourists, encompassing all the tiny towns and locations that provide the state's cuisine enthusiasts with something special. Activities of this kind assist the location in showcasing its own personality and its culinary features to tourists. In order to spread good word about the destination when they return to their home countries, they will talk about their experiences with others [9].

The total economy of any nation can be greatly and significantly boosted by food tourism. Visitors are now more likely to want more regional cuisine since adopting it gives guests insight into the unique cultural and historical legacies of different traditions, which enhances the validity of the meals [12]. By beginning to offer food and beverages that are health-focused to present-day well-educated, affluent, well-traveled, long-living, and ecologically sensitive patrons, many establishments have taken the idea of sustainability to a whole new level [5]. Culinary tourism focuses on food as a draw for travelers and a place to explore. Food has always been a component of hospitality services for visitors, but until the late 1990s, the tourism industry did not place much emphasis on it. Cookbooks, food guides, restaurants, cooking trails, cooking classes, and new or modified recipes, dishes, and even ingredients are just a few of the many formats and items it offers these days. Culinary tourism is a commercial endeavour that primarily concentrates on the dining experience and food tasting, but it also serves as an educational tool that piques tourists' curiosity about food and helps them learn about the culture of the food they are eating, the people who produce and prepare it, the food system that makes those foods available, and how tourists can contribute to sustainability [6].

4. Research Methodology

Tourists who travelled specifically to Haryana to partake in its cuisine were the study's target audience. They are Indian visitors. Software called SPSS 22.0 was used to analyse all 216 of the data points. Rotated Component MatrixFactor analysis methods was used and to find out about overall sample Description and the people’s favourite Haryanvi regional cuisine, descriptive statistics were run. The data taken in the study is only for a limited period and that is limited to 216 respondents. The researcher used a questionnaire as a tool during the process of data collection. The random sampling techniques used for data gain.

5. Results and Discussion

Table 1. The Demographic profile of the respondent is summarized

Sr. no.	Profile	Frequency	Percentage	
1	Gender	Female	118	55 %
		Male	98	45 %
2	Age	20-30	72	33 %
		31-40	68	31 %
		41-50	46	22 %
		Above 50	30	14 %
3	Educational Level	Graduate	128	59%
		Non Graduate	88	41 %
4	Background of Tourist	Urban	127	59%
		Rural	89	41%

The demographic composition of the respondents, this survey found that 118 (55% of the population) were female, 98 (45%) were male respondents. According to the age distribution, 33% of respondents were the ages of 20 - 30, 31% were the ages of 31 to 40, 22% were the ages of 41- 50, and 14% were over the age of 50. 128 (59% of the sample group) were classified as graduates, while 88% of the responses were non-graduates. As per background of tourist 127(59%) were from Urban area and remaining 89 (41%) from rural area.

Table 2. Variables Related for visitors’ behaviour regarding Haryanvi food

Variables related to Components responsible for visitors behaviour regarding Haryanvi food	Components responsible for visitors behaviour regarding Haryanvi food
	Portion size
	Nutritional value
	Taste
	Local ingredients used
	Not much local food items reflect in the menu cards
	Cleanliness of production area
	Local food Flavour and aroma
	Food quality
	Cooking techniques
	Service staff’s behaviour
	Cleanliness of the service utensils

Table 3. Rotated Component Matrix related for component responsible for visitors behaviour regarding Haryanvi food

Rotated Component Matrix			
Components responsible for visitors behaviour regarding Haryanvi food	Component		
	1	2	3
Taste	.632		
Food quality	.625		
Portion size	.620		
Nutritional value	.616		
Local food Flavour and aroma		.558	
Local ingredients used		.544	
Not much local food items reflect in the menu cards		.537	
Cooking techniques			.756
Cleanliness of production area			.753
Service staff's behaviour			.750
Cleanliness of the service utensils			.649

Factor 1 Food value - This parameter contain four different variables, taste of the food that were placed in to this component .632, food quality .625, portion size .620 and nutritional value .616.

Factor 2 Regional Touch /availability- Total three variables were loaded in this factor local food flavour and aroma contains .558,.544 local ingredients used and remaining variable not much local food items reflect in the menu cards contain .537.

Factor 3 Personnel Touch - Three variables were loaded in this factor, which are, cooking techniques .756, cleanliness of production area .753, service staff's behaviour .750 and cleanliness of the service utensils .649.

6. Conclusion

Haryana cuisine is an integral part of the daily lives of its people. Food is both a physical need that visitors need in order to be satisfied and an attraction that gives travellers enjoyment and entertainment that creates feelings and experiences while they are on vacation [8]. Only gender was shown to be a significant demographic component, suggesting that female travellers in Haryana place a higher value on food's function during their trip. The age and educational attainment of tourists did not appear to have a major impact on their eating habits.

Travellers from urban, irrespective of their age or educational background, are likely to be enthralled and actively involved in the local cuisine and culinary-related events. Taste and food quality were found to be the most significant factors in this study as well. First off, the research supports the notion that food has a significant role in shaping travellers' preferences for destinations [13] as well as in their behaviour and level of enjoyment [4][3]. The research can also concentrate on utilizing traditional components in Haryana fusion dishes. The restriction has to do with where you live. It is crucial to note that the study was conducted in a few different parts of Haryana and that a practical stratified sampling technique was employed in the research. Therefore, if the sample size is expanded, the outcome can alter. The present study will be helpful for the researcher and stakeholders to conduct a research on a broader area in the future.

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