

# Role Of Food In Attracting Tourists Towards Popular Tourism Destinations In India: An Empirical Study

Tarun Gupta<sup>1</sup>, V. Shanthan. Kumar<sup>2</sup>, Dr. Shilpa Gopal<sup>3</sup>, Dr. Priyank Kumar Singh<sup>4</sup>

<sup>1</sup>Assistant Professor Faculty of Management Invertis University, Bareilly

<sup>2</sup>Assistant Professor Pendekanti Institute of Management, Hyderabad

<sup>3</sup>Assistant Professor Senior Scale Department of Commerce Manipal Academy of Higher Education  
Manipal

<sup>4</sup>Ph.D from Doon University, Dehradun  
DOI: 10.47750/pnr.2022.13.S09.302

## Abstract

Past few years have seen a rise in culinary tourism. Indian food has gained popularity around the world and is renowned for its distinctive tastes, spice and aromas. Worldwide, both national and international visitors have been drawn to our spices, breads, and desserts. If one does not partake in culinary pursuits and learn about the country through its own cuisine, their trip to India is indeed not fulfilled. Every Indian state has its own unique delicacy, but only a few of them are so pure that travellers travel there specifically to indulge their palates. Indian cuisine is distinctive and diversified. Beyond just flavour, it differs from the majority of the globe in terms of how foods are prepared, consumed, and presented. A beautiful fusion of heritage, culture, and affection can be found in Indian cuisine. The variety of Indian cuisine reflects the country's ethnic diversity. India's past, religion, trade, and populace culture are much more probable to have had an impact on its regional food cultures. Sample of 241 travellers were considered for present study survey to know the role and impact of food in attracting tourists towards popular tourism destinations in India. The study concludes that there is a significant impact of food on tourists towards popular tourism destinations in India.

**KEYWORDS:** Destination attraction, tourism destination, food, culinary tourism, tourists, India

## INTRODUCTION

The whole of the basic, standard, and enhanced products from which travellers obtain their experiences makes up the tourist attractions. In terms of sociocultural terminology, the relationship between the host and visitor creates a gastronomical triad that attracts people through regional cuisine and its preparations, practices, methods, customs, and living conditions. Food and food-related practices can boost the worth and attractiveness of a resort in a nearby cultural area. Destination cuisines have thus emerged as one of the most in-demand special components that contribute to a location's brand identity and establish its originality. Food fairs, food exhibitions and competitions, food funfairs, and other gatherings and fun activities that combine cuisine and culture are employed as tourist attractions in order to enhance the marketing and image of the place. In order to transform a straightforward location into a gourmet wonderland, the gastronomy triad is employed as a significant instrument (Mohanty, et al, 2020).

There's been extensive studies on the variables that affect travellers' decisions to travel and their attitude in relation to food consumption while travelling. The majority of reasons that people fly may be summed up by the act of eating—it includes leisure, thrill, escapism, knowledge, prestige, and living conditions. Researchers developed the terms push factors and pull factors, that describe variables that influence visitors' decisions about where to go on vacation and variables that inspire them to do so, accordingly. Researchers said that meal concurrently fulfils these two functions by drawing people away from their traditional dishes and food preferences and pushing them towards new and intriguing cuisines. As a result, food has become a significant part of the travel packages. Consumption pattern has an effect on travellers' action results as well. A significant factor in travellers' pleasure, memory, and desire to return is food. It offers tourists enduring tourism experiences including adventure, motivation, and cultural discovery (Updhyay and Sharma, 2014).

Kumar and Bakshi (2021) informed that the origins of Indian cuisines are firmly ingrained in Indian traditions since, over the span of evolution, every state has created its own distinct collection of delicacy utilising a broad variety of flavors, distinctive products, and distinctive methods of preparation. This research aims to see whether or not international visitors to India actually find Indian cuisine to be appetising. The study's findings showed that tasting Indian food significantly improved international visitors' impressions of India. Rich flavour and taste of foodstuffs, a satisfying dining experience, good worth for money, a diverse menu, a visually appealing menu, ample serving sizes, the usage of quality

ingredients, and a fair price of food products were all factors that contributed to favourable higher views. The data research suggested that Indian cuisine is a popular tourism draw among international visitors.

## LITERATURE REVIEW

Due to its ability to capture a nation's tradition and way of living, cuisine plays a crucial factor in drawing visitors to a particular location. The choice of a location is significantly influenced by the food. A location's cuisine can also be labelled as cultural tourism. It is not just a fundamental requirement for tourists but it's also a cultural component that can enhance how a place is presented. A location's reputation can be shaped by its food culture. Additionally, culinary tourism promotes a location's social, economic, and ecological growth in addition to its visitor attractiveness. The establishment of roadside food stalls, huge food parks, themed restaurants, and also food stalls that serve authentic local dishes to tourists in an eco-friendly environment are some of the ways that Northeast India's tourism industry may boost tourism through the nation's diverse foods (Baruah, 2016).

Banerjee (2015) said that the preparation of Indian food, with its variety of curry, spices, and tastes, has always been considered an art form. Foreign travellers are increasingly being drawn into the Indian cooking by this artwork. The want to learn further about Indian culture, heritage, and living styles is one of the primary drivers of the trend's rising popularisation. The many flavors of India are vividly represented in the culinary fairs that take place there, along with the special treats and foods that are only available in the individual Indian states. International Mango Festival in Delhi, West Bengal Sea Food Festival, Gujarati Food Festival, etc. are a few of India's well-known food celebrations. An attraction, Khao Gali with street-food sellers, was added to Delhi Tourism's annual, week-long "Dilli ke Pakwaan" festival of gastronomic pleasures at Baba Kharak Singh Marg. Visitors from the United States, Great Britain, and Germany enjoyed unique tikki, jhaalmurhi, soyabean chaap, rumali roti and kadhai paneer, and specially marinated garlic kebabs.

According to a study by Amore and Roy (2020) 143 tourists now heavily consider food and gastronomy while planning travel decisions, making them an essential component of the location's reputation. Unsurprisingly, food has grown to be a potent instrument for advertising and tourist marketing. As suggested by researchers, locations might encourage regional food intake and experiences to set oneself apart from their rivals. Moreover, choices taken by travellers and consumption patterns can be influenced to eat regional dishes in a region. For example, this is seen with foreign visitors to South Korea 150, where both cognitive and emotive impressions of food establishments influence their choices for eating 151 venues in the nation. Comparable to how Slow 153 Food participants hunt for same cooking and food-related events while travelling, foreign visitors are inclined to search out food tourism experiences that mirror their leisure time routines at home.

The focus of Jaunsar Bawar's social and religious lifestyle is on foreign cultures and culinary customs. We only require the sounds of celebratory drums to get our kitchen utensils out and prepare a variety of unusual delicacies that the Jaunsari community refers to as "soul food." Since it reflects a nation's culture and way of life, food frequently might play a significant influence in drawing visitors to a particular location. The local cuisine is also seen as a component of cultural tourism. It is not just a fundamental requirement for tourists but also a traditional component that can enhance how a place is presented. The delectable cooking and generations old culture of Jaunsar Bawar could be considered one of the biggest major attractions and a promotional tool for the growth of the tourism sector in Jaunsar Bawar because every location in Uttarakhand has differing amounts of likeability that really can attract visitors from different regions of the world. The marketing of art, cuisine, and liquor in Jaunsar Bawar as a part of its tourist allure wasn't even in its infancy (Chauhan, et al., 2022). Tourism is being popular due to social media. Social media many and many to many communications which enables a viral spread of the message (Kudeshia and Mittal, 2015).

Gupta, et al. (2020) discussed that a structured questionnaire scale was used in a one-on-one discussion with 586 departing international visitors at the international airport in New Delhi as part of the report's application of the site intercept method. The analytical hierarchical process model and Chi-square statistics were used to analyse the preferences of international visitors for local street cuisine. According to research, among all the Indian street dining options, international visitors from all over the world preferred chicken tikka. Additionally, it was discovered that Dahi bhalla was more popular among European and American tourists than those from Oceania and Africa due to its mild taste. Galouti kebab was discovered to be particularly popular among tourists from Oceania and Africa, whilst Vada Pav was more popular with visitors from Asia. Although European and American visitors preferred Galouti kebabs, travellers from Oceania and Africa tended to steer clear of Chole Bhature.

Saqib (2019) found that just at midst of the 2018 peak seasons, surveys for self-completion were given to visitors to the Region of Kashmir. The levels were derived from two reliable sources. Factor analysis was one of many statistical approaches used to statistically examine the information from 479 completed surveys. Kashmir's tourist industry has a chance to develop into a culinary tourist attraction thanks to the uniqueness of Kashmiri cuisine. The indigenous food received high marks, which means that tourists may find Kashmiri cuisine to be appealing. Thus, Kashmir must implement a successful positioning strategy to market Kashmiri local cuisine globally in order to boost favourable perceptions and visitor pleasure.

Ahluwat, et al. (2019) opined that the food served in the pristine setting of Uttarakhand's valleys and mountains is brimming with genuine tastes. Without an overwhelming flurry of flavors, both Kumaoni and Garhwali dishes maintain their authenticity to the unique flavors of the dish. All meal recipes are nutrient-dense and provide a dizzying array of wealth advantages because they are infused with different herbs, grains, grains, and cereals. Haridwar, Dehradun, Nainital, TehriGarhwal, and Kedarnath are five popular tourist spots that draw visitors from all over the world. These locations are also ready for the quick growth of slow food tourism in Uttarakhand since they already have the necessary tourism infrastructure, including such hotels and very well equipped travel agencies. The growth of slow food tourism in such locations thus demonstrates a large room for development, according to study results that indicate that many accommodations and eateries at some of these tourist attractions offer slow cuisine.

Shah and Shende (2017) proposed that food tourist industry is always regarded as an eating experience that is chosen to take outside of the limits of tourist industry, but even within those limits, tourist industry in Pune is expanding in all directions, that will give local residents in

Pune many fresh chances to expand their culinary skills and share that knowledge with others. The study's main results suggest that the viability of the culinary tourism sector and the acceptance of regional cuisine will increase visitor numbers to the area, that will increase profits and create a huge number of new job options.

Kumar and Rana (2016) suggested that food is considered to be a great blessing in Punjab, where it is revered. Due to the increasing number of immigrants from Punjab, Punjabi cuisine is becoming more and more well-known. Using a convenient-cum-judgment quota sampling technique, the information was gathered using a hybrid strategy of descriptive and exploratory study. According to research, 60% of visitors to Patiala come to enjoy the cuisine. Locals prioritise local cuisine and spend significantly more upon it.

Raina, A. and Sandilyan, P.R. (2021) Study is focused on Jammu and Kashmir. The participants in the survey region are contacted through convenient sampling, and the answers to a rationally constructed survey are recorded accordingly. To gauge the impact of regional cuisine on a location's attractions, the data obtained is applied with statistical methods. A survey was distributed to local business owners in Jammu and Kashmir, including those of small hotels, dhabbas, and hotel managers and owners, for this reason. It is decided that adding local fare to the lists of eateries at a popular tourist location can be quite advantageous for the proprietors in a number of ways. The cost-effectiveness and development of an unforgettable gourmet experiences for visitors would benefit them.

## OBJECTIVE

1. To know the role of food in attracting tourists towards popular tourism destinations in India.
2. To know the impact of food on tourists towards popular tourism destinations in India.

## METHODOLOGY

Sample of 241 travellers were considered for present study survey to know the role and impact of food in attracting tourists towards popular tourism destinations in India. The surveyed was conducted with the help of a structured questionnaire. The researcher had collected the primary data through random sampling method. Data was analysed and evaluated by mean and t-test.

## FINDINGS

Table below is showing general details of the respondents. In total 241 respondents, males are 60.6% and females are 39.4 percent. 32.0% of the respondents are below 38 years of age, 39.8% are 38-45 years of age and rest 28.2% are above 45 years of age. 28.2% of them are business travellers, 24.5% are leisure travellers, 33.6% are special interest travellers and rest 13.7% travels with other purpose.

**Table 1 General Details**

Variable	Respondent	Percentage
<b>Gender</b>		
Male	146	60.6
Female	95	39.4
<b>Total</b>	<b>241</b>	<b>100</b>
<b>Age (years)</b>		
Below 38	77	32.0
38-45	96	39.8
Above 45	68	28.2
<b>Total</b>	<b>241</b>	<b>100</b>
<b>Kind of traveller</b>		
Business travellers	68	28.2
Leisure travellers	59	24.5
Special interest travellers	81	33.6
Others	33	13.7
<b>Total</b>	<b>241</b>	<b>100</b>

**Table 2 Role of food in attracting tourists towards popular tourism destinations**

S. No.	Statements	Mean Value	t value	p value
1.	Every Indian state has its own unique delicacy that attracts travellers to travel there specifically for food	3.21	3.317	0.001
2.	Food and food-related practices increase attractiveness of a resort for cultural experience	3.11	1.749	0.041
3.	Food fairs and festivals combine cuisine and culture to attract tourist and enhance the marketing and image of the place	3.13	2.100	0.018
4.	Food helps in location's brand identity and establishes its originality	3.10	1.582	0.057
5.	Traditional dishes and food preferences push tourist towards new and intriguing tourist destinations	3.15	2.413	0.008
6.	Taste of Indian food improves international visitors	3.20	3.163	0.001
7.	Reputation of any location and tourist destination is shaped by its food culture	3.19	3.033	0.001

8.	Culinary tourism promotes a location's social, economic, and ecological growth in addition to its visitor attractiveness	3.17	2.726	0.003
9.	Roadside food stalls, huge food parks and themed restaurants serve authentic local dishes to attract tourists	3.23	3.643	0.000
10.	Food has grown to be a potent instrument for advertising and tourist marketing	3.18	2.901	0.002

Table above is showing different role of food in attracting tourists towards popular tourism destinations in India. The respondent says that Roadside food stalls, huge food parks and themed restaurants serve authentic local dishes to attract tourists with mean value 3.23, Every Indian state has its own unique delicacy that attracts travellers to travel there specifically for food with mean value 3.21 and Taste of Indian food improves international visitors with mean value 3.20. It is also found that Reputation of any location and tourist destination is shaped by its food culture with mean value 3.19, Food has grown to be a potent instrument for advertising and tourist marketing with mean value 3.18, Culinary tourism promotes a location's social, economic, and ecological growth in addition to its visitor attractiveness with mean value 3.17 and Traditional dishes and food preferences push tourist towards new and intriguing tourist destinations with mean value 3.15. The respondent also says that Food fairs and festivals combine cuisine and culture to attract tourist and enhance the marketing and image of the place with mean value 3.13, Food and food-related practices increase attractiveness of a resort for cultural experience with mean value 3.11 and Food helps in location's brand identity and establishes its originality with mean value 3.10. Further t-test shows that all the statements are significant (with the value below 0.05) except Food helps in location's brand identity and establishes its originality (significance value 0.057).

## CONCLUSION

Location appeal can be described as the level to which a place meets the touristic aspirations of its tourists in regards to factors like leisure activities, food and lodging, culturally diverse, naturally beautiful, and several other facilities. Additionally, a location's appeal is influenced by a variety of elements that aren't strictly attractive, such as infrastructures, political uncertainty, calamity readiness, currency exchange, etc. Analyzing the charms or the attractions as experienced by people drawn to them can be used to gauge one's beauty. Even so, several academics have argued that beauty is a subjective trait that locations do not possess; rather, a location is only considered appealing if and only if travellers find it to be so.

The study explores different the role of food in attracting tourists towards popular tourism destinations in India in which it is found that Roadside food stalls, huge food parks and themed restaurants serve authentic local dishes to attract tourists, Every Indian state has its own unique delicacy that attracts travellers to travel there specifically for food, Taste of Indian food improves international visitors, Reputation of any location and tourist destination is shaped by its food culture and Food has grown to be a potent instrument for advertising and tourist marketing. The study concludes that there is a significant impact of food on tourists towards popular tourism destinations in India.

## REFERENCES

- Ahluwat, M., et al. (2019). Slow Food and Tourism Development: A Case Study of Slow Food Tourism in Uttarakhand, India: *Geo Journal of Tourism and Geosites*, Vol. 26 (3), Pp 751-760
- Amore, A. and Roy, H. (2020) Blending foodscapes and urban tourists capes: International tourism and 2 city marketing in Indian cities
- Banerjee, M. (2015). Food Tourism: An Effective Marketing Tool for Indian Tourism Industry: *International Journal of Science Technology & Management*, Vol. 4 (2), Pp 26-35
- Baruah, S.R. (2016). Promotion of Culinary Tourism as a Destination Attraction of North-East India: *International Journal of Interdisciplinary Research in Science Society and Culture (IJIRSSC)*, Vol 2 (1), Pp 201-209
- Chauhan, H., et al (2022). Role Of Food & Cultural Tourism in Developing a Destination Brand – Study of Jaunsar Bawar a Tribal Land.: *Journal of Positive School Psychology*, Vol. 6 (4), Pp 11613 – 11620
- Edward, M. and George, B.P. (2008). Tourism Development in The State of Kerala, India: A Study of Destination Attractiveness: *European Journal of Tourism Research*, Vol. 1 (1), Pp 16-38
- Gupta, V. et al (2020). Street foods: contemporary preference of tourists and its role as a destination attraction in India: *International Journal of Culture, Tourism and Hospitality Research*, Vol. 14 (1), Pp 136-154
- Kudeshia, C., & Mittal, A. (2015). Social Media: An Eccentric Business Communication Tool for the 21st Century Marketers. *International Journal of Online Marketing*, 5(2), 37-57. doi: 10.4018/ijom.2015040103
- Kumar, A. and Rana, V.S. (2016). Food as an Attraction for Tourism: A Study of Patiala City, Punjab: *IICMR Research Journal*, Vol.11 (1), Pp 7-11
- Kumar, S. and Bakshi, I. (2021). Perception of Indian Cuisine as a Tourist Attraction: A Study on Foreign Tourists visiting India: *ARTHAVAAN*, Vol. 4 (1), Pp 67-75
- Mohanty, P.P. et al (2020). Food, Culture and Tourism: A Gastronomy Trilogy Enhancing Destination Marketing, case study of Odisha, India: *International Journal of Tourism & Hospitality in Asia Pacific*, Pp 15-30
- Raina, A. and Sandilyan, P.R. (2021). Local Food And Destination Attraction: A Case Study Of Commercial Food Establishments In Jammu And Kashmir Ut: *Sambodhi*, Vol 44 (1), Pp 4-10
- Saqib, N. (2019). A positioning strategy for a tourist destination, based on analysis of customers' perceptions and satisfactions A case of Kashmir, India: *Journal of Tourism Analysis*, Vol. 26 (2), Pp. 131-151
- Shah, G. and Shende, K. (2017). "A study on the importance of Food Tourism and its impact on Creating Career Opportunities amongst the Residents of Pune city": *International Journal of Research in IT and Management*, Vol, 7 (3), Pp 192-208
- Singh, P. and Najjar, A.H. (2020) Regional Food as the Catalyst for Cultural Tourism in India: Pp 84-96
- Updhyay, Y. and Sharma, D. (2014). Culinary preferences of foreign tourists in India: *Journal of Vacation Marketing* 2014, Vol 20 (1), Pp 29–39