

EVALUATION OF CULINARY PRACTICES AGAINST THE PERCEPTION OF TOURIST AT THE HOST REGION

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ABSTRACT

This paper unfold the many dimensional aspect of the tourist perception that starts from the consideration of elements and then identification of factors which contributes in satisfactions level of tourists who visited and intended to have the dishes into different meal time at Rajasthan Places as destination weather urban or rural region. This study taken the sample as population 118 in numbers who submitted the views by questionnaire on likert scale showing Strongly Agree- Strongly Disagree from 5-1 point. Questionnaire also has some demographical aspect question like Age, nationality, purpose of visit, and then different factors related to perceptions and satisfactions set of questions which are tested on the cross processing summery and correlation by using Pearson principle. Then this data used for testing the hypothesis testing which shown the result for the alternative and null hypothesis.

Purpose: *The aim of the paper is to evaluate the culinary experience of the which involves concepts like tasting of food, learning of food by attending the workshop session, visiting the fairs & festivals, and having the meal along with host as well as in their authentic ambiance. As tourism involves many activities which are conducted by the host as per tourist motives which mainly includes leisure, studies & research, understanding the host cultural & tradition and many more. In today's practices, many of the tourist are also showing their keen interest in regards to receive the gain about the food practices which are coming from olden days (refer as Classical cuisine dishes) of the host. There are many of the dishes which are prepared into specific season, festivals and occasion at the host regions which help to enhance the enjoyment level up to next stage. This study considered the practices of Rajasthan region in all. As Rajasthan offers wide range tourism activates as Rajasthan constitute many geographical features from lushgreen to Thar Desert including the Stone Mountain, and cold places name as "MOUNT ABU" and the culinary practices of these places are differ from each other.*

Research Methodology: *This paper considered many manuscripts in the form of articles (international and national) which help to frame the objectives and hypothesis. This also paper mainly based on the experiences of the tourists who visit the Rajasthan as destination for different purpose. The views collected for the study with the help of structured questionnaires on the likert scale (5-1) and then these data run to validate the result by applying the different statistical tools either parametric and non parametric test then shown the result in a graphical and tabular for better understanding.*

Finding: *The authors found that every tourist spending a good amount of money under the head of meal during the trip. Even they allocate some amount for the experiences of host dishes prior to trip and gather valuable information and try their good efforts to explore that leisure as host dishes. Where as many of the tourists have ideas only about the urban region of Rajasthan food dishes. Merely not have good information about the rural food dishes.*

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Recommendation: After the study, authors find that many of the tourists are not aware about the urban rural host cuisine. Therefore, more promotional and ancillary services need to be develops for aiming the urban or rural tourism in Rajasthan.

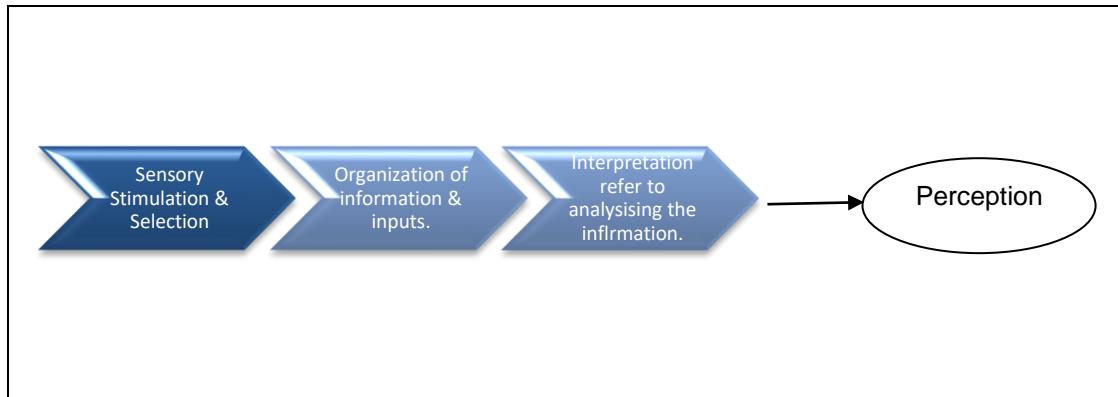
Keywords: Tourism, Cuisine, Cuisine Tourism, Cuisine Dishes Workshops, Tasting Host Dishes.

Introduction

Tourism is the all time universal phenomena which every countries wants to be in this engagement due to numerous positive outcomes to host society. Tourism always supports the host communities for the enhancement of standards of living in term of dimensional aspect like uplift educational level, generation of revenue and most favorable employment generation. Many of the tourist's motives involves behind the indentations to visit the particular destination such as exploring the culture & tradition, enjoyment by involving in to recreational happening, attending the fairs & festivals, experiencing the host dishes and more.

As per the human being biological needs food plays the noteworthy role into human life. Various studies disclosed that tourists spend a fine amount of money as well as allocate the budget under the head of food at host destination it may be international, national or some time host dishes. Here, tourist's perception propelled in order to have the specific dishes into different meal time and in between.

Tourist Perception: Perception is the mind set which creates the willingness to join about the particular happening, to have something and generate the satisfactions against the pre-decided mind. Perception making process involve three stages as per below:



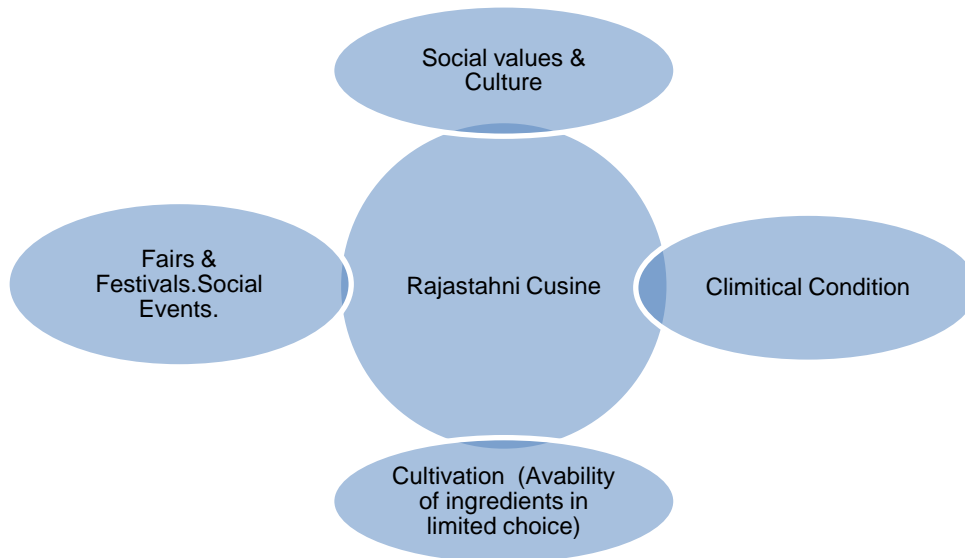
Source :<http://introtocompensource.ridgewater.edu/ModuleII/ModIIsect2.html#:~:text=The%20perception%20process%20has%20three,of%20the%20world%20around%20us.>

Along with that this can be classified into five based on sensory in order to understand in easy way as per chart:

Perception Classification As per Human Mindset Deals Affairs of Life				
Visual (Sight) Perception	Auditory (Listen) Perception	Olafactory (Smell) Perception	Haptic (Touch) Perception	Gustatory (Taste) Perception

Source: https://www.sagepub.com/sites/default/files/upm-binaries/53259_ch_3.pdf

- **Culinary Practices of Host Destination:** Culinary practice's of local deals with the popular dishes of the host society which reflect the tradition, cultural, religious belief and particular cooking and handling techniques of the key ingredients. For the study, Rajasthani Cuisine has taken into consideration.



Source : Author

The above smart chart clip shows the close components' of the Rajasthani Cuisine which have given the shapes to local Cuisine. Rajasthan's known in the as Paris of India in rest part of the world. Rajasthan offers many purposeful motives to tourist that taken into account for tourism industry such as rich culture, heritage, "Golden Desert" THAR, wildlife, which add on the relax, peace and leisure into tourist mindset.

The culinary tourist who visited the Rajasthan region feels more pleasure when he/she involved himself/ herself into more culinary experiences that deals with tasting of dishes, attending the workshops of local dishes, having food dishes at pilgrim places as "PRASAD", active participation in to live cooking along with the host and then have Rajasthani dishes along with host in the same Rajasthani ambiances./

- **Rajasthani Dishes Perception Formation:** In present days, many of the literature and effective promotion are available and done on the one touch that is "E-Platform". This is only possible as the ear known for Information & Technology. Tourists use this platform very frequently prior to visit the destination that helps the visuals perception formation as well as helps to aware some of the sense related concern of human being. With the assistance of E-platform, Tourist frames the list of dishes of Rajasthani region for their different meal times.
- **Literature Reviewed:** Previous studies play a significant role into the study which given the valuable direction for writing this paper. And later helps to design the hypothesis for the paper in order to give the effectiveness. Some of the studies disclose about the different aspect of the tourist attributes for host cuisine in term of experiencing and satisfactions of tourists.

As per the study, the culinary practices of the host region showcase the policies about the culinary heritage of the local, this study was conducted on the region of Turkey about the food dishes of the multitude region (Giovanelli, 2018). Author, lay down the tourist attributes towards the goods as well as dishes served into the retail and festivals of the local events. This study consider the events of USA and Canada about the authenticity of trade practices into food dishes and supply chain contribution into food business during the event into tourist satisfactions (Chhabra, 2005).With the help of this paper author shared about the views regarding the passing of culinary practices from generation to generation along with serving the guest as tourist who ever visited the region or home to show case their cultural , religious values and heritage concern with host society(Alibabić et al., 2012).According to author, Heritage dishes helps to generate the revenue and employment into the local society by serving the

guest in form of tourist at large which add on into dimensional way to destination society such as standard of livings, increase into education level and encourage stop emigration from one place to another place (Sims, 2009).

This article express the enjoyment level of the tourist increase when they learnt about the local dishes from the host community by actively participations into workshops as well as live cooking session along with host gastronomic artist. This act as a brand formation for the particular destination in International and national tourism market (Luoh et al., 2020). Here author, elaborate the two new approaches of culinary tourist, first concern with the group of activities related to food as primary motives of culinary tourist divided into four segment; opportunistic, uninterested culinary tourist, accidental, and deliberate and the another one is food related attributes of tourist at home, traveling and mainly culinary tourist activities such as culinary balanced, culinary oriented and familiarity oriented tourist. Author also describe that culinary tourist is equally important for the tourism industry as other interested tourist with different motives (Yun et al., 2011). As per the author study gastronomic tourist offers the excellent level of satisfactions among the tourist which helps to act as a one of the brand element for the destination in international & national level of tourism industry, author study also shown the higher number of scale to Cuisine tourism in process of branding formation concern with destination (Berbel-Pineda et al., 2019). The study revealed the factors related to the food tourism at host destination in concern with food dishes and tourist perception against the tourist satisfactions, this study was conducted in IRAN via collecting the views from 891 in number (Rousta & Jamshidi, 2020). With this study author, focus about the cooking classes which offers the world class excellent experience gain by the tourist at the host destination organized in the home as well as food outlets. This also helps to promote the other allied businesses into the destination in term of transportation, lodging and creates the best understanding about the heritage cooking (Kokkranikal & Carabelli, 2021).

According to the author, food of the locals are always neglected in many of the studies whereas numerous of literature of tourism given the brief about the lodging and ancillary services of the destinations, author conducted a significant study at Istanbul and taken into account of tourist views regarding the satisfaction about the local dishes he suggested through study about the strong promotion and marketing strategies in favors of food tourism in to different level of tourism industry (Sengel et al., 2015). As per the study food tourism is the assists for any of the destination which needs to be placed into the tourism market as a product for destination, writer of the paper has considered 27 studies as literature reviews (Rachão et al., 2019).

Therefore, on the basis of the literature reviews presented into paper offered dimensional views concerning with food tourism which often change with the culinary tourism or gastronomy tourism.

- **Objective of the Paper:** this article written on the basis of the satisfactions of the tourist especially culinary tourist via considering the perception of Tourist as guest at host destination by having the dishes into different meal time.
- **Hypothesis of the Study:** On the basis of the above literature reviews and objective the hypothesis are framed into words which are following in regards of satisfactions against the perceptions of the tourist.
- **Alternative Hypothesis:** Satisfaction against perception of culinary tourist is significant.
- **Null Hypothesis:** Satisfaction against perception of culinary tourist is not significant.

Data Analysis

This part of the study plays and contribute imperative role. This part analysis the different aspect for the study such as demographic, perception and satisfied mind set elements of tourist as guest at the host region concerning with culinary practices.

Table 1: A Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	27	22.9	22.9	22.9
	31-40	12	10.2	10.2	33.1
	41-50	19	16.1	16.1	49.2
	51-60	20	16.9	16.9	66.1
	60 plus	20	16.9	16.9	83.1
	Below 20	20	16.9	16.9	100.0
	Total	118	100.0	100.0	

Inferences

The above table shows the demographic aspect of age group who contributed in the study in regards to views about the experiences to culinary dishes. Here the age group is divided into 6 in number (20-30, 31-20, 41-50, 51-60, 60 plus and below 20) in percentage 22.9, 10.2, 16.1, 16.9, 16.9, 16.9 respectively.

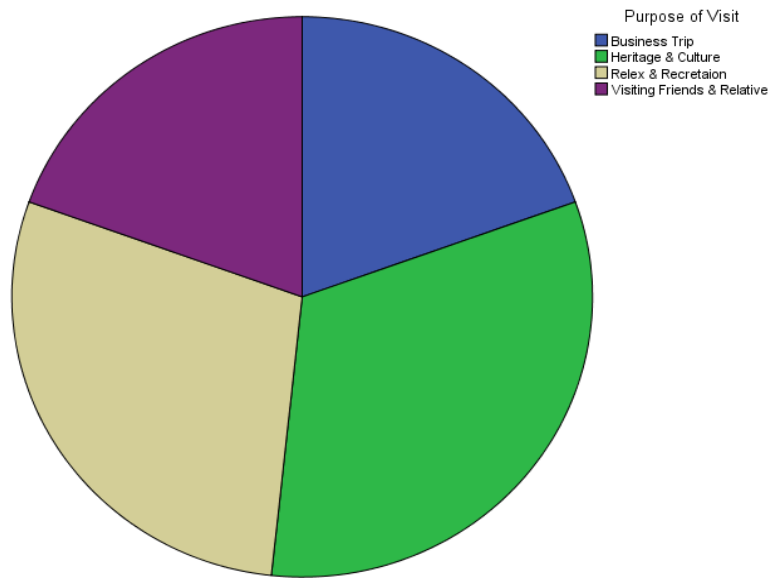
Table 2: M Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	59	50.0	50.0	50.0
	Unmarried	59	50.0	50.0	100.0
	Total	118	100.0	100.0	

Inferences

The table shows the married and unmarried status in equal figure who submitted their views in to study.

Graph 1: G Purpose of Visit



Inferences

Many of the motivational purpose encourage tourist who visit the Rajasthan region mainly with reason Business trip, Heritage Culture, Relax & Recreation and Visiting Friends relatives. The above graph shows the major aspect consider by the tourist to visit Rajasthan is to see& understand the heritage & culture, then the pleasure by involving them self into Relax and Recreation, Where as business trip as well as visiting friends relatives are in same approximately.

Table 3: CPS Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Nationality * Wants to taste the local dishes	116	98.3%	2	1.7%	118	100.0%
Profession * Wants to taste the local dishes	116	98.3%	2	1.7%	118	100.0%
Nationality * Excellent experience received	115	97.5%	3	2.5%	118	100.0%
Profession * Excellent experience received	115	97.5%	3	2.5%	118	100.0%

Inferences

The table disclose the cross processing summary of nationality & profession with the wants to taste the local dishes and in concern with experience in the term of excellent remarks by the visitors as tourist.

Correlations

		Information received prior to visit Rajasthan region about the classical dishes	Willingness to Perceive information about Rajasthani dishes	Wants to taste the local dishes	Excellent experience received	Allotted the specific budget on local food dishes	Learn about the host destination dishes
Information received prior to visit Rajasthan region about the classical dishes	Pearson Correlation	1	-.001	-.118	.068	-.082	.047
	Sig. (2-tailed)		.994	.213	.476	.381	.617
	N	116	116	114	113	116	114
Willingness to Perceive information about Rajasthani dishes	Pearson Correlation	-.001	1	.217*	.080	-.044	.057
	Sig. (2-tailed)	.994		.020	.398	.637	.545
	N	116	118	116	115	118	116
Wants to taste the local dishes	Pearson Correlation	-.118	.217*	1	.000	-.006	.092
	Sig. (2-tailed)	.213	.020		.996	.949	.328
	N	114	116	116	113	116	114
Excellent experience received	Pearson Correlation	.068	.080	.000	1	-.070	-.175
	Sig. (2-tailed)	.476	.398	.996		.456	.064
	N	113	115	113	115	115	113
Allotted the specific budget on local food dishes	Pearson Correlation	-.082	-.044	-.006	-.070	1	.075
	Sig. (2-tailed)	.381	.637	.949	.456		.423
	N	116	118	116	115	118	116
Learn about the host destination dishes	Pearson Correlation	.047	.057	.092	-.175	.075	1
	Sig. (2-tailed)	.617	.545	.328	.064	.423	
	N	114	116	114	113	116	116

*. Correlation is significant at the 0.05 level (2-tailed).

Inferences

The information in concern with correlation is reveal about the different information at above table which follows the Pearson Correlation Sig.(2-tail) with significance level at the 0.05 level(2-tailed) shows the remarkable result among the different considerable factors.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Information received prior to visit Rajasthan region about the classical dishes is the same across categories of Rajasthani Dishes satisfaction as per perception .	Independent-Samples Kruskal-Wallis Test	.150	Retain the null hypothesis.
2	The distribution of Willingness to Receive in formation about Rajasthani dishes is the same across categories of Rajasthani Dishes satisfaction as per perception .	Independent-Samples Kruskal-Wallis Test	.867	Retain the null hypothesis.
3	The distribution of Wants to taste the local dishes is the same across categories of Rajasthani Dishes satisfaction as per perception .	Independent-Samples Kruskal-Wallis Test	.666	Retain the null hypothesis.
4	The distribution of Excellent experience recieved is the same across categories of Rajasthani Dishes satisfaction as per perception .	Independent-Samples Kruskal-Wallis Test	.016	Reject the null hypothesis.
5	The distribution of Alloted the specific budget on local food dishes is the same across categories of Rajasthani Dishes satisfaction as per perception .	Independent-Samples Kruskal-Wallis Test	.172	Retain the null hypothesis.
6	The distribution of Learn about the host destination dishes is the same across categories of Rajasthani Dishes satisfaction as per perception .	Independent-Samples Kruskal-Wallis Test	.271	Retain the null hypothesis.
7	The distribution of Ambiance in which Rajasthani Food Enchance your experience is the same across categories of Rajasthani Dishes satisfaction as per perception .	Independent-Samples Kruskal-Wallis Test	.020	Reject the null hypothesis.
8	The distribution of Rajasthani Food Dishes Placing in the in the in Menu at ease is the same across categories of Rajasthani Dishes satisfaction as per perception .	Independent-Samples Kruskal-Wallis Test	.368	Retain the null hypothesis.
9	The distribution of Rajastahni Food dishes are expensive is the same across categories of Rajasthani Dishes satisfaction as per perception .	Independent-Samples Kruskal-Wallis Test	.444	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Inferences

Table shows about the status of hypothesis; alternative and null hypothesis by using the independent Samples Kruskal- Wallis Test with significance level of 0.05. The testing shows that only two stands for the rejection of null hypothesis that are related to the satisfaction deals with tasting of dishes as well as the concern with the ambiance rest of the elements stand in favor of null hypothesis.

Conclusion

The study revel the many important aspect about the perception formation and level of satisfactions in regards to host cuisine dishes considers by the Tourist as guest into host region. The information in form of data were collected trough structure questionnaire on the likert scale then applied the statistical tools applied through using the SPSS to validate the study result. After analyzed the demographic on frequency as descriptive statistic aspect of age, purpose of visit, marital status present into tabular and graphical way. Few of the elements are tested through correlation by using the Pearson correlation sig.(2 Tailed) and hypothesis test on the independent sample Kruskal- Wallis Test with sig. 0.05 level disclose result either accepted or rejected null hypothesis.

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