# Factors Influencing Culinary Tourism Destination Selection

[1] **Kuldeep Singh Gour,** [2] **Dr. Deep Kumar Mathur,** [3] **Dr. T. K Jain ,** [4] **Dr. Leena Sharma,** [5]**Siddhartha Meena**

[1] Research Scholar, School of Hotel Management, Suresh Gyan Vihar University, Jaipur
[2] Associate Professor, International School of Business Management, Suresh Gyan Vihar University, Jaipur
[3] Dean, International School of Business Management, Suresh Gyan Vihar University, Jaipur
[4] Head of Department, Assistant Professor, Department of Business Administration, St. Xavier's College, Jaipur
[5] Assistant Professor, School of Hotel Management, Suresh Gyan Vihar University, Jaipur
Corresponding Author: kuldeepsingh.gaur@mygyanvihar.com

**Abstract:-** *Increasing GDP of India, growing air connectivity, rise of low cost carriers, augmentation of urban middle class are some of the noticeable factors that have contributed to the growth of Indian outbound tourism. Rising income coupled with world class life styles often encourage Indian wanderers to shift their preferences from standard group tours to personalized luxurious vacations. Provided these are just a few components for travelling abroad, this present paper will evaluate the other related factors that are able to impact the choice of tourist destination in terms of Culinary heritage.*

**Keywords:** Tourist destination, Culinary, travelling, Choise factors.

## Introduction

Travelling is an activity that is inculcated in the origin of human being; to travel and see new places remains the best avenue since the human being first travelled in the 'Pre-Historic' period. The mixture of privatization and globalization has made this world a very small place and now commonly known as 'Global Village'. If we talk about Indians, they use to travel abroad for a specific reason and like further studies, jobs and even medical reasons, rather this scenario was before 1991 (*the year when New Industrial Policy was announced*) beyond that,

the tourism industry and the related dimensions have changed a lot. The tourism industry was also benefitted by the 'L.P.G.' (*Liberalization, Privatization and Globalization*) and people started to travel mostly for leisure. In recent time, tourism industry has been recorded as one of the fastest growing industry and contributing to a substantial level to GDP of the country. Kale from Thomas Cook (India) stated that, "India is one of the largest outbound travel markets globally. World Travel & Tourism Council's Travel & Tourism Economic Impact 2016 (shows) that the total expenditure on outbound travel in India was Rs 75,000 crore in 2015 and (is) projected to be Rs 160,500 crore in 2024".

As it is evident from the reports of **UNWTO (*United Nations World Tourism Organization*) 2018**; U.K.(*United Kingdom*), Germany and other developed countries and prominent tourist destinations of the world, accepted that the Indian tourists are the largest spender of money, as far as leisure is concerned. Increasing GDP of India, growing air connectivity, rise of low cost carriers, augmentation of urban middle class are some of the noticeable factors that have contributed to the growth of Indian outbound tourism. Rising income coupled with world class life styles often encourage Indian wanderers to shift their preferences from standard group tours to personalized luxurious vacations. While traveling to the international destinations, Indian tourists are among the world's highest

spending globetrotters. According to a recent statistics, the spending power of Indian globetrotter is estimated to be four times that of the Chinese and Japanese. Travel industry professionals strongly feel that the Indian middle class is on the move and set to fuel the global travel boom from Asia.

Another report from UNWTO (*United Nations World Tourism Organization*) in 2017, states that the Indian travelers are visiting countries like UK, Australia, Indonesia, Turkey, Oman, Sri Lanka, Maldives, etc. on conventional mode and Dubai, USA, Thailand, and Singapore on occasional mode. Apart from these countries eve Canada, Indonesia, Philippines, Mauritius, Jordan, Taiwan and Kenya are also witnessing significant rise in receiving Indian tourists4 . Different people prefer to visit different destinations because of varied stated as well as unstated reasons. Similar to all products and services, tourist destinations do strive for the limited time and resources available at the disposal of the consumers (tourists).

## Culinary delights of Rajasthan

Rajasthanis love their food which can be evidenced in the time and energy they put into their preparations. The cuisine of Rajasthan is primarily vegetarian and offers a fabulous variety of mouth-watering dishes. The culinary traditions here have evolved to suit the climate, availability of water, and other environmental factors of the area. Rajasthan is defined by its culture, and the culture is exemplified by its colour, festivity, significance and of course, spice, often literally from the diverse and exquisite cuisine here. The delicacies of the state are indeed some of the richest, unique and most loved preparations of India. Names such as Dal Bati Churma, Moong Dal ka Halwa, Ghevar, Rabdi and numerous more are popular all across, especially in North India, with their popularity spreading beyond the confines of the state, Your trip might be incomplete if you don't try the scrumptious dishes that the land has to offer, especially the Rajasthani thali. Jaipur, the capital city of Rajasthan, is famed for several things, be its famous Hawa Mahal, the warm and friendly locals or the forgotten havelis within the streets and also for its grand royal cuisine that is the eclectic mix of north Indian specialties, with an amazing blend of vegetarian and non-vegetarian for the bygone era of uniting kings and peasants with food. When visiting Jaipur, any culinary guide will list a number of dishes that need to be sampled, because as the saying goes, the heart and soul of a place is reflected in its food. Some of the Famous Culinary preparations which attracts culinary tourism are:

1. Dal Baati Churma 2. Laal Maas 3. Mohan Maas 4. Mawa Kachori 5. Mirchi Bada 6. Ker Sangria 7. Gate ki Khichdi 8. Rajasthani Sabji 9. Dil Khushal 10.

Boondo Raita 11. Rajasthani Kadi 12. Gatte ki Pulao 13. Churma Laddoos 14. Badam ka Halwa 15. Aam ki Laung This present study will try to evaluate the changes brought about in the selection of tourist destinations by the Indian tourists and at the same time this study will also analyze the role of culinary presentation in the choice of tourist destinations.

## Literature Review

Adomaitienė et al (2022) this study was based in Azerbaijan and the focus of the study was to identify the factors that were responsible to choose the same a preferred tourist destination by people in other countries. The study tries to find the relation between the choice of tourist destination and demography, sociology and cultural aspects of the tourists visiting the said country. Findings of the study stated that on the basis of demographic and social/cultural characteristics people get attracted towards a particular place and then on the other hand facilities and amenities at the tourist place, supporting infrastructure and courteous human resource are some of the most preferred qualities for choosing the country as a tourist destination.

Thiumsak (2021) this study was conducted to analyze the revisit frequency of tourists in Bangkok and plans to make another visit in future. The study included a sample of 200 tourist that have revisited the place second time. This study was based on primary data and factor analysis was conducted on selected parameters. Findings of the study stated that revisit to a particular tourist destination, including Bangkok, depends on the perception of the tourists and items like accommodation (*fooding and lodging*), experience of shopping, attitude and behavior of local residents, play a vital role in framing a positive perception of the tourists.

**Zyl et al (2017)** this study was based on evaluating publicity on digital formats in an informal manner. As a matter of fact the researcher has accumulated twitter, facebook, and other equivalent mediums for the sake of study. The findings of the study stated that prior to the development of smartphones and other related gadgets people who foreign countries use to write down or discuss their experiences by the way of word of mouth and motivated by these discussions other people decide to visit the pace. The same tradition is now followed on various digital platforms and even the word is spreading faster as people use to upload their DP's and profile pictures from the destination itself.

Ramkissoon (2015) this study was based on the image building of a given tourist place, for this the researchers have chosen top ten tourist destinations of the world and considered primary data for the same. The total sample for the study was around 500 respondents. Findings of the study stated that perception of the visitor use play major role in framing the image of a given tourist

*Correspondence to: Kuldeep Singh Gour, School of Hotel Management, Suresh Gyan Vihar University, Jaipur*
*Corresponding author. E-mail addresses: kuldeepsingh.gaur@mygyanvihar.com*

destination and components like amenities, infrastructure, hospitality, etc. use to play major role in this exercise.

## Objective

The main objective of the study is to identify various factors that are being considered by people while selecting a tourist destination on the basis of culinary presentations. Then at the second level this study will also try to validate those reasons on the grounds of selected parameters.

## Hypothesis

$H_0$: Demographic characteristics are responsible for the choice of tourist destination with reference to Culinary Heritage.
$H_1$: Demographic characteristics are not responsible for the choice of tourist destination with reference to Culinary Heritage.

## Research Methodology

### Data Collection

The nature of this study is descriptive and based on primary data, as the study is based on the selection of tourist destinations hence the researcher has contacted 5 major Tourism and Travel agencies in the state of Rajasthan.

Total sample of the study appeared to be 100 respondents, this data was extracted from the records of selected Tourism and Travel agencies. Researcher has prepared a detailed questionnaire to contact the respondents and the mode of contact was face to face. In order to save the time and get precise responses, most of the questions were based on 5 point likert scale.

The companies which were selected for the study are:

- Nomad Travels
- Trinetra Tours (P) Ltd
- Cox and Kings (Jaipur)
- Thomos Cook (Jaipur)
- American Travels (Jaipur)

Along with the primary data some of the secondary data was also referred to get the concept of capital market and structure of the same, the different sources of the same were newspaper articles, journals, internet sources, etc.

### Sample Size
Data of 100 respondents was considered for the study.

### Statistical Measure
- Chi Square test.

## Data Analysis and Interpretation

## Test Results

| | Chi Square test (H1) | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | **Perception** | | | | | | | |
| | **On the basis of Age** | | | | **On the Basis of Income** | | | |
| | **Natural Attractions** | **Historical Places** | **Culinary Presentations** | **Heritage** | **Natural Attractions** | **Historical Places** | **Culinary Presentations** | **Heritage** |
| **Calculated Value** | .107 | .157 | .099 | .081 | .205 | .305 | 0.059 | 0.697 |
| **Table Value** | 2.544 | 2.057 | 3.01 | 2.113 | 1.253 | 2.113 | 1.997 | 2.019 |
| | **Image of Destination** | | | | | | | |
| | **On the basis of Age** | | | | **On the Basis of Income** | | | |
| | **Main sights** | **Lodging** | **Dining** | **Shopping and events** | **Main sights** | **Lodging** | **Dining** | **Shopping and events** |
| **Calculate** | 0.061 | 0.199 | 0.089 | 0.259 | 0.875 | .519 | .499 | .701 |

*Correspondence to: Kuldeep Singh Gour, School of Hotel Management, Suresh Gyan Vihar University, Jaipur*
*Corresponding author. E-mail addresses: kuldeepsingh.gaur@mygyanvihar.com*

| d Value | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Table Value** | 2.631 | 1.775 | 2.997 | 2.531 | 1.819 | 2.149 | 2.980 | 2.950 |

| | **Satisfaction** | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | **On the basis of Age** | | | | **On the Basis of Income** | | | |
| | **Revisit** | **Word of Mouth** | **Recommend** | **Activities** | **Revisit** | **Word of Mouth** | **Recommend** | **Activities** |
| **Calculated Value** | .815 | .513 | .497 | .537 | .499 | .255 | .397 | .069 |
| **Table Value** | 2.010 | 2.713 | 2.991 | 3.197 | 3.991 | 3.198 | 2.185 | 3.119 |

| | **Preference** | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | **On the basis of Age** | | | | **On the Basis of Income** | | | |
| | **Destination wedding** | **honeymoon** | **anniversaries** | **birthday** | **Destination wedding** | **honeymoon** | **anniversaries** | **birthday** |
| **Calculated Value** | .626 | .075 | .299 | .595 | .285 | .295 | .810 | .450 |
| **Table Value** | 2.190 | 2.975 | 4.980 | 2.690 | 3.195 | 5.195 | 1.125 | 2.185 |

## Interpretation

In the above given analysis following characteristics of selected agencies are being considered:

i. **Age of the respondents**
ii. **Income of the respondents**

The on the other hand following factors are being tested by applying chi-Square test;

- **Perception**
- Natural Attractions
- Historical Places
- Culinary Presentations
- Infrastructure

**Image of Destination**
- Main Sights
- Lodging
- Dining
- Shopping and Events

**Satisfaction**
o Revisit
o Word of mouth
o Recommendations
o Activities

**Preference**
- Destination Wedding
- Honeymoon
- Anniversaries
- Birthday

As can be seen from the above given analysis of Chi-square test, in almost all the cases table value is more than the calculated value, this shows that the variation in the test values is minimum (all the components are being tested within the limits of 5% level of significance). Age and income are two basic parameters on which the selected variables are being tested. Analysis shows that perception about the tourist destination is one of the major factors while deciding on destinations, this is because of the reason that the general structure of a given tourist place includes natural ambience of the place like snow fall, special trees or natural events, etc. then at the second level image Then on the other hand image of the present destination is equally important, this includes the exclusive shopping, some out of the world sights and even specific dining. As far calculation is concerned, level of variation is high in case of perception as compared to image.

## Result

So this is clear from the above given analysis of data, that income and age of the respondents use to play a vital role

*Correspondence to: Kuldeep Singh Gour, School of Hotel Management, Suresh Gyan Vihar University, Jaipur*
*Corresponding author. E-mail addresses: kuldeepsingh.gaur@mygyanvihar.com*

in the selection of a tourist destination, as a matter of fact income and age are the prominent demographic factors while considering a tourist destination. Hence in the light of same null hypothesis '*Demographic characteristics are responsible for the choice of tourist destination with reference to Culinary Heritage.*' can be accepted and the alternate hypothesis can be rejected.

**Conclusion**

As can be witnessed from the growth of GDP and capital market of the country it can be concluded that the income of middle class is rising and in lieu of the same purchasing power of people is also rising. As an effect people are interested to visit tourist places in foreign countries. Understanding the factors influencing destination choice of Indian tourists visiting abroad has become critical for international destination marketers in order to develop and deliver unforgettable tour & travel experience to Indian outbound tourists. The present study is mainly intended to extract the underlying factors that are deemed to influence destination choice of Indian tourists visiting abroad. The findings of this study are based on data analysis undertaken with the help of exploratory factor analysis. This research study successfully extracted following factors that are considered to be imperative in determining destination choice of Indian tourists visiting abroad:

- Culinary Heritage
- Image of Destination
- Environment/Climate of destination
- Demographic characteristics of self
- Perception of destination
- Reason of preference

**References**

1. Anuar, A., Ahmad, H., Jusoh, H., & Hussain, M. (2012). Understanding the Factors Influencing Formation of Tourist Friendly Destination Concept. Journal of Management and Sustainability, 2(1), 106-114.
2. Bédiová, M., & Ryglová, K. (2015). The Main Factors Influencing the Destination Choice, Satisfaction and the Loyalty of Ski Resorts Customers in the Context of Different Research Approaches. Acta Univ. Agric. Silvic. Mendelianae Brun, 63, 499-505.
3. Gill, H., & Singh, N. (2011). Exploring the Factors that Affect the Choice of Destination for Medical Tourism. Journal of Service Science and Management, 4, 315-324.
4. Mishra, A. (2013). A Study of the Factors Influencing Cultural Tourists' Perception and Its Measurement with Reference to Agra. The IUP Journal of Marketing Management, 12(4), 42-64.
5. Ramkissoon, H., Uysal, M., & Brown, K. (2011). Relationship between Destination Image and Behavioral Intentions of Tourists to Consume Cultural Attractions. Journal of Hospitality Marketing & Management, 20, 575-595.
6. Seyidov, J., & Adomaitienė, R. (2016). Factors Influencing Local Tourists' DecisionMaking on Choosing a Destination: A Case of Azerbaijan. Ekonomika, 95(3), 112-127.
7. Sotiriadis, M., & Zyl, C. (2013). Electronic word-of-mouth and online reviews in tourism services: the use of twitter by tourists. Electronic Commerce Research, 13 (1), 103–124.
8. Thiumsak, T., & Ruangkanjanases, A. (2016). Factors Influencing International Visitors to Revisit Bangkok, Thailand. Journal of Economics, Business and Management, 4(3), 220-230.
9. Tomiš, N., Kovaţeviš, B., Berber, N., & Miliš, N. (2014). Factors Influencing the Motivation of Young People When Choosing a City Destination in Europe – a Case Study From Esbjerg (Denmark). European Researcher, 69(2), 414-428.
10. Vajčnerová, I., Šácha, J., & Ryglová, K. (2013). The Impact Of Factors Influencing Destination Quality On Overall Customer Satisfaction. Acta Universitatis Agriculturae Et Silviculturae Mendelianae Brunensis, 61(7(2), 2917-2922.
11. V. S. Lin, R. Mao, and H. Song, (2015) "Tourism expenditure patterns in China," Annals of Tourism Research, vol. 54, pp. 100–117.
12. H. Oppewal, T. Huybers, and G. I. Crouch, (2015) "Tourist destination and experience choice: a choice experimental analysis of decision sequence effects," Tourism Management, vol. 48, pp. 467– 476.
13. L. Jin, Y. He, and H. Song, (2012) "Service customization: to upgrade or to downgrade? An investigation of how option framing affects tourists' choice of package-tour services," Tourism Management, vol. 33, no. 2, pp. 266–275.
14. J. Ashwell, (2015) "Going bush? Factors which influence international tourists' decisions to travel to remote Australian destinations," Tourism Management, vol. 46, pp. 80–83.
15. G. Prayag and C. Ryan, (2012) "Antecedents of tourists' loyalty to mauritius: the role and influence of destination image, place attachment, personal involvement, and satisfaction," Journal of Travel Research, vol. 51, no. 3, pp. 342–356.
16. N. K. Prebensen, E. Woo, J. S. Chen, and M. Uysal, (2013) "Motivation and involvement as antecedents of the perceived value of the destination experience," Journal of Travel Research, vol. 52, no. 2, pp. 253–264

*Correspondence to: Kuldeep Singh Gour, School of Hotel Management, Suresh Gyan Vihar University, Jaipur*
*Corresponding author. E-mail addresses: kuldeepsingh.gaur@mygyanvihar.com*

17. B. M. Josiam, D. L. Spears, S. Pookulangara, K. Dutta, T. R. Kinley, and J. L. Duncan, (2015) "Using structural equation modeling to understand the impact of Bollywood movies on destination image, tourist activity, and purchasing behavior of Indians," Journal of Vacation Marketing, vol. 21, no. 3, pp. 251–261.

18. R. Pinky Pawaskar and M. Goel, (2016) "Improving the efficacy of destination marketing strategies: a structural equation model for leisure travel," Indian Journal of Science and Technology, vol. 9, no. 15, pp. 1–11.

19. H. Zhang, X. Fu, L. A. Cai, and L. Lu, (2014) "Destination image and tourist loyalty: a meta-analysis," Tourism Management, vol. 40, pp. 213–223.

20. J.-H. Huang and K.-H. Peng, (2012) "Fuzzy Rasch model in TOPSIS: a new approach for generating fuzzy numbers to assess the competitiveness of the tourism industries in Asian countries," Tourism Management, vol. 33, no. 2, pp. 456–465.

*Correspondence to: Kuldeep Singh Gour, School of Hotel Management, Suresh Gyan Vihar University, Jaipur*
*Corresponding author. E-mail addresses: kuldeepsingh.gaur@mygyanvihar.com*