

Local food in defining overall satisfaction: A comparative study between first time visitors and revisiting tourists in India

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Abstract:

Partly attributable to the gastronomic factor, the popularity of food is an attraction for tourists. Cultural, instructional and entertainment are the materials, arrangements, finished items and food conditions. However, no observational investigation shows why there is a disparity in terms of the food experience in a destination between first and frequent travellers or how the varied food experience influences the overall happiness of visitors when visiting a destination. In order to cope with the distance the data collected was subjected to statistical equations. Data was collected using a random sample of the tourists at Amritsar International Airport (Shri Guru RamDass Ji Airport) and different areas across Amritsar via the on-site survey questionnaire. The findings revealed significant variations in their food perception between the first and returned guests. Moreover, several analyzes of regression have shown that conventional food preparation is critical to the satisfaction of tourists both first visit and visiting again. In brief, the research is the first to analyze the effects on travellers first and revisit to replicate their encounters.

Introduction:

For several nations, tourism has been a significant economic income. To attract visitors, it is vital to be pleased with your unique travel experience to generate both words and intentions (Tam, 2000; Choi and Chu, 2001; Yoon and Uysal, 2005). Satisfied visitors were more likely to frequent the same location and give constructive reviews to friends and families (Chen and Tsai 2007), which might contribute to higher incomes in one region. As a consequence, many travel items have been launched to draw visitors, varying from physical or experiential.

Lopez-Guzman and Sanchez-Canizars (2012) indicated that the pursuit of new perceptions and stimuli in the visits to the customs and cultures of a specific destination is a growing impetus for modern visitors. Intensive tourism promotion campaigns centred on local food or cooking compatible with this (Hall et al., 2003; Kivela and Crofts, 2009). In reality, researchers have established food experience as a major source of visitor satisfaction (Smith, 1983; Ryan, 1997; Getz, 2000; Hall and Mitchell, 2001; Hall and Sharples, 2003; Ignatov and Smith, 2006). Rimmington and Yuksel (1998) indicate that the most influential consideration for Turkish visits is foodservice.

The potential of food is recognized as a cultural and entertaining occurrence (Hjalager and Richards, 2002; Zahari et al., 2009). Frochot (2003) proposed, from an artistic point of view, that a food encounter would represent representations of cultural experience, prestige and cultural identification. These cultural elements are traditionally evolved from the particular aspects of cuisine that can be found only in this specific destination. The highlight of the pioneering study of Mitchell and Hall (2006) is that gastronomy influences the social and cultural and economic past of cities and their residents. Therefore, food is part of its own history and customs. It represents a unique way of life in numerous regional areas and promotes rural culture and urban modernity. In the other side, food often provides a nice sensory pleasure that satisfies an enjoyable aspect of holidays, taking visitors to a destination (Smith, 1983; Kivela and Crofts, 2006). For, e.g. Smith (1983) commented that food experience in an atmosphere meets not just the physiological and psychological needs of visitors. In fact, travellers have enjoyed a full sensory taste, scent, contact, seeing and hearing experience (Getz, 2000).

Due to a rise in market share rivalry and a decline in demand, it is essential to understand better the triggers and determinants of the factors which could influence the retention of tourists. Travellers must find ways to render the food encounter worthwhile in order to make it unforgettable. It can logically be inferred from Getz's findings (2000) that food experience stressing the use of local food supplies and ingredients is essential, as are preservation and the demonstrations of traditional and ethnic cuisine practices, the enjoyment of the final products and the authentic experience in a given setting (Cohen and Avieli, 2004; Lopez-Guzman and Sanchez-Canizares, 2012). Sadly, minimal research has explored the impact on the happiness of visitors from different food encounters. Moreover, the variations between first-time and revisiting tourists in the effect of food familiarity were often neglected.

Past study has recorded the variations in the way visitors interpret, inspire and behaviour (Opperman, 1997; Lau and McKercher, 2004; Petrick, 2004; Okamura and Fukushige, 2010). For e.g., Opperman (1997) observed that tourists to New Zealand for the first time were far more involved than their counterparts. Lau and McKercher (2004) have commented on Opperman's findings (1997). They recorded that tourists to Hong Kong for the first time were inspired to explore and therefore engaged in various events. Instead, repeating guests have unique priorities such as shopping, dining and sharing time with family and friends. Because of the growing importance and multidimensional facets of food as a tourism commodity, this study aimed to bridge the gap by exploring the effect of food encounters on tourists in Malaysia. The study answered the following questions

- 1) Does the food experiences affect the overall satisfaction of tourists visiting Amritsar, Punjab?
- 2) Does the first time visitors and revisiting tourists vary substantially in the way they view their food views?

Method:

The well-framed questionnaire with three parts (food experience, happiness and socio-demographic) have been randomly circulated to tourists in the major tourist areas around Amritsar or to tourist attendees waiting for their departure from the international airport Amritsar for food experience during their holiday in Amritsar, India. The method was created from a literature analysis. The first segment assessed the qualities of the food encounter with six questions (take advantage of conventional training, usage of hand-held cultural tools, enjoy much of the local foodstuffs, provide a unique experience, improve food awareness and contribute to personal experience). The calculation from previous research has been implemented (Locker- Murphy and Pearce, 1995; Yuksel, 2001; Kivela and Crofts, 2006; Yu and Goulden, 2006; McKercher et al., 2008; Jalis et al., 2009; Yang and Wall, 2009). The other part, with three questions, assessed the general satisfaction of visitors from previous studies (enjoyment, satisfaction and happiness) (Yu and Goulden, 2006; Budruk et al., 2008; Jails et al., 2009; Kim et al., 2010; Sirgy et al., 2011). The third segment deals with the social and demographic existence and trends of visitors (gender, marital status, country of origin, age, frequency of travelling). The survey has been prepared in the English language only.

The data collecting took place between January and June 2014. Incomplete and missing answers have been eliminated,

In a subsequent study, 263 (79.95%) relevant questions were used to analyze the food interactions of travellers and their effect on their overall satisfaction. A t-test study was performed to assess if the ranking of the first time and revisiting guests on food experience were statistically substantially different. The differences of satisfaction, clarified by various qualities of food encounter for the first time and frequent guests, have been approached by multiple linear regression.

Results

Table 1 displays the characteristics of the respondents. 55.1% (n = 145) of the interviewees were visiting Amritsar, India for first time and 44.9% (n = 118) of the interviewees were tourists again. There was no substantial gap between the first time visiting tourists and revisiting visitors in terms of gender proportion ((1) =0.015, p=0.902). In fact, for both first-time visitors (55.2%) and re-visitors, visits were marginally higher (55.9%). This is not shocking as earlier reports have indicated that the tendency of men traveling abroad is higher than females (Jianakoplos and Bernasek, 1998; Sunden and Surette, 1998). There were negligible variations in marital status research findings ((2) =.324, p=.851). For both first-time (46.2% alone, 46.2% married and 7.6% widowed), and repeaters (45.8% alone, 48.2% married and 5.9% widowed) single and married visitors were equivalent. Clearly and married visitors were both equal. Two t-testers revealed a substantial disparity between first time and frequent tourists in terms of age (t(235)=- 2.023, p=.392). The first tourists (M=31,54 years old) appeared to be younger than the visitors (M=33,69 years old). This is in accordance with Lau and McKercher's (2004) and Crompton's (1984) results, which also revealed that first-time people would be younger than repeated guests.

Gender	Male	80 (55.2%)	66 (55.9%)	0.15	.902
	Female	65 (44.8%)	52 (44.1%)		
Marital status	Single	67 (46.2%)	54 (45.8%)	.324	.851
	Married	67 (46.257%)	57 (48.3%)		
	Separated/ widow	11 (7.6%)	7 (5.9%)		
Age		31.45	33.69	.735	.392
Country of origin	Africa	9 (6.2%)	7 (5.9%)	16.785	.032
	North Asia	5 (3.4%)	2 (1.7%)		
	East Asia	15 (10.3%)	13 (11%)		
	South East Asia	3 (2.1%)	15 (12.7%)		
	Middle East	20 (13.8%)	15 (12.7%)		
	Europe	79 (54.5%)	48 (40.7%)		
	Oceania	9 (6.2%)	14 (11.9%)		
	North America	3 (2.1%)	3 (2.5%)		
	South America	2 (1.4%)	1 (0.8%)		

Table 2. Means of food experience attributes for first-time and repeatvisitors

Foodexperienceattributes	First-timevisitor	Repeatvisitor	t-value	p
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enjoy traditional preparation	4.75	4.87	-.816	.415
using traditional utensils	4.86	4.85	.081	.936
enjoy most of the local foods	4.86	4.93	-.390	.697
unique experience	5.28	4.82	2.583	.010
enrich food knowledge	5.32	5.10	1.392	.165
add to personal experience	5.36	5.05	2.059	.041
overall satisfaction	5.77	5.77	-.006	.052

Attributes of food perception discrepancies between first-Visitors time and time

The mean of food experience qualities is presented in Table 2 for first time visitors: add to personal encounters (M=5.36), improve the food experience (M=5.32), experience special (M=5.28), appreciate more local food (M=4.86), using hands or chopsticks (M=4.86). Repeater guests should request: improved dining awareness (M=5.10), add to personal experience (M=5.05), appreciate local cuisine (M=4.93), enjoy conventional prep (M=4.87), use hands and chopstick (M=4.85), and experience special (M=4.82) on the other side. The order can be repetitive.

A sequence of 2 T-tests found just 2 of the six properties of food knowledge: specific experience ($t(230)=2,583$, $p=0,010$) and apply to personal experiences ($t(2209)=2,059$, $p=1,031$). The first time visitor discrepancies are significant: unique experience ($t(230)=1,232$). Especially in the above two attributes, the first time visitors had higher scores.

Moreover, multiple linear regression research was conducted for first and repetitive tourists separately in order to evaluate the connection between different characteristics of the food experience and tourist satisfaction overall (Table 3). The regression study found that the only important factor to the happiness of first time guests was the conventional planning ($\beta=.212$, $p=.029$). About one fifth of the total variation was clarified by the overall model ($R^2=0.175$). In terms of food experience, the only factor explored in this survey was the overall happiness of visitors and other factors including transport and accommodation were omitted (Du Rand et al., 2003).

The outcome of multiple regression analysis showed that the two key qualities of food experience are positively linked to their overall satisfaction, with typical preparation ($\beta = 0,271$, $p = 0,019$) and hands / chopsticks ($\beta = 0,218$, $p = 0,037$). Similar to the first few months, about one fifth ($R^2=.177$) of the total variation was clarified in the overall model.

The analysis revealed many significant results taken together. First of all, food encounter is also a vital factor to a tourist's overall happiness. It accounts for close to a quarter of the overall success. The role of food in tourism has been recognized more and more (Hall et al., 2003). The findings of this study further reinforces the Malay Tourism Board's initiatives to encourage local cuisine and food through various activities, such as concerts, festivals, cooking classes and excursions to the food industry.

Secondly, the tourists to Amritsar, India for the first time and repeatedly have distinctly different viewpoints. For the first time, the culinary encounter is special and brings meaning to the personal experience. This is aligned with Gitelson and Crompton's assertion (1984) that travellers who come to their destination for the first time would be more inclined to search for diversity and unique cultural

experiences. Therefore, Amritsar, India does not unexpectedly contribute to its knowledge by the variety of ethnic goods available.

Thirdly, first time and revisiting tourists' happiness was not important, although for numerous causes, tourists were overall extremely pleased. The first time and revisiting tourists became intrigued by the cooking of typical cuisine.

As it is typically a ritual procedure (Cusak, 2000), it would be necessary to show new elements once it is finished, and therefore to have the guests replicate different encounters. Cohen and Avieli (2004) have indicated that often the style of preparing is a modern innovation aimed at impressing or enticing tourists. As a consequence, numerous food operators will exhibit various processes for processing of foods and also repeat visitors to different experiences.

Traditional utensils may be used as a more authentic way to consume or explore on a humorous basis or to prove one's abilities (Cohen and Avieli, 2004). It is considered as a difficult job (Kivela and Crotts, 2009). The willingness to implement these skills will also contribute to achievement and fulfilment.

	Foodexperienceattributes		First-timevisitors		Repeatvisitors	
	β	p	β	p		
enjoy traditional preparation		.212	.029		.271	.019
using traditional Utensils		-.115	.197		.218	.037
enjoy most of the local foods		.136	.182		-.034	.784
unique experience		.060	.578		-.129	.319
enrich food knowledge		.182	.158		-.014	.924
add to personal experience		-.014	.904		.156	.245

Table3. Regression model of food experience on overall satisfaction

Conclusion:

This study shows how food experience leads to tourists visiting Amritsar, India for their overall satisfaction. Results indicate that food is an extremely significant and successful way to draw visitors according to studies by Kivela and Crotts (2005) and Kim et al. (2010). The optimistic opinion of the first time visitors and revisiting tourists to Amritsar's food experience indicates that local foods can be used in comparison to other tourism items. For tourists to obtain details on Amritsar's diverse experience of food, more promotional materials such as brochures, catalogues and web pages should be accessible. The Indian Tourism organisations must have noted the diverse facets of the food encounters that draw tourists for the first time and replicate while developing its tourism strategy rather than utilizing a single scale, as a whole while emphasizing the conventional food preparation routine.

The first time visiting tourists are younger, arriving from other countries than Southeast Asia and Oceania, in terms of the socio-demographic variables. For destination managers, socio-demographic

knowledge is important to distinguish first and re-visiting tourists in order to carry out relevant personalized marketing initiatives.

Limitations:

The present research is not unregulated, however. Second, interviewees were questioned at the International Airport of Amritsar, India and some tourist areas of Amritsar. While the procedure could be legitimate, visitors who have made transit to other destinations were also interviewed. Future study at such sites will suggest performing surveys. Second, only the variations between tourists and visitors are discussed in the present analysis. A more successful promotion of tourism can therefore be modified since various societies have different food interpretation and appraisal frameworks (Nield et al., 2000; Riley, 2000). Furthermore, further studies should be conducted to explore the relative value of food experience for the satisfaction of other visitors.

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