

An Empirical Study Of Tourist Satisfaction And Loyalty In Gastronomic Tourism With Special Reference To Gujarat

Bhagyashree Dabi ^{1*}, Dr. Pooja Choudhary ², Rajesh Sharma ³

¹*Bhagyashree Dabi, Lovely Professional University, India. E-mail: shreedabi@gmail.com*

²*Dr. Pooja Choudhary, Lovely Professional University, India*

³*Rajesh Sharma, Lovely Professional University, India*

*Correspondence: Bhagyashree Dabi

Abstract

Introduction - Gastronomy is seen as a determining factor for attracting tourists for travelling destinations and it is now becoming an alternative tourism specifically focusing on the historical and cultural destination.

Objective -The intention of the study is to interpret the perception of the tourist and travellers who are travelling with the intention to seek new dimensions of heritage, culture with food of the destination along with their Gujarat hospitality services that encourage traveller toward gastronomy tourism.

Methodology - The descriptive research approach focuses on empirical study to determine the Tourist Satisfaction and Loyalty in Gastronomic Tourism. The sample size is 151 respondents who are willing to show their perception of gastronomic and related tourism activities.

Results - From a Gastronomic Tourism perspective and its role in tourist satisfaction and loyalty can be identified from all the components of gastronomic tourism like Uniqueness of the destination, Food Authentication, Value for Money, Cultural and the Food Diversity, Gastronomic experience, along with the Loyalty and intention to Revisit and impact of word of mouth over Gujarat Gastronomic tourism.

Keywords: Gastronomic Tourism, Tourist Satisfaction, Loyalty in Gastronomic Tourism, Gastronomic Experience .

1. Introduction

Gastronomy Tourism has become one of the most emerging ingredients of the tourism industry in recent years. With the developing tourism industry, food and beverage industry moving side by side and act's as one of the most significant components and symbols of leisure time activities and desire. Almost every tourist, all having beverages and food services in their accommodation, still prefers to eat outside to know about the local dishes and the culture prevails in their destination (De Jong, A et al., 2018). Gastronomy is seen as a determining factor for attracting tourists for travelling destinations and it is now becoming an alternative tourism specifically focusing on the historical and cultural destination. Culinary tourism is an integral part of the tourism industry and it interprets destination

history, inhabitant, and the landscape. It reflects the enriched experience based on the cultural and historical evidence of the destination place that is reflected from their food and hospitality services (Zargar, P., et al., 2021). This element also plays a significant role in flourishing financial, social, and community upliftment.

As the study mentioned Gastronomy tourism as (Mora, D et al., 2021)-

“visitation to primary and secondary food producers, food festivals, restaurants and/or specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel”

Gastronomic tourism is a diverse kind of drinking and dining experience that makes the destination travelling a satisfactory experience with delicious

food and beverages. To accomplish at most satisfaction among the travellers it is crucial to serve and formulate not only a number of dishes but also interesting and delicious cuisine (Nesterchuk, I et al., 2021). It has an enormous impact on consumer loyalty and intensifies their experience by improving the quality of country tourism services. From the perspective of food tourists, they are supposed to analyze the quality of food and services based on the parameter of their gastronomic experience covering the functioning that is the quality of the food, human covers the hospitality services, and the mechanical that embraces the physical environment of the tourism destination (Agyeiwaah, E et al., 2019). The conventional cooking practice that is effectively interconnected with the modern consumer has transformed the travelling destination into gastronomic experience and quality assurance to make the tourism and travelling journey satisfactory and full of loyalty (Berbel-Pineda, J. M et al., 2019).

1.1 Background

Gastronomic tourism identified several components from the food tourism development industry as it embraces the local heritage with culture, social, and economical ingredients and connected it with innovative and latest technology for promoting gastro-tourism that was advanced and maintained by fundamental infrastructure like appropriate transportation and safety (Ullah, N et al., 2022). Asian culinary has several uniqueness from a tourism perspective and has distinguished diverse culinary styles that have capabilities to strengthen the tourism sector and local habitat upliftment. This type of tourism industry also has a capability to enter connected local food, preserve traditional culture, attract tourism and support the regional economy and provide sustainable upliftment for the local people through providing satisfactory tourism experience and also providing white variety of opportunity for regional people (Mora, D et al., 2021). This work focuses on seeking information related to gastro-tourism and all the fundamental components that place significant rule on tourist perception.

2. Literature Reviews

Gastronomy tourism demonstrating accelerating growth thus attains enormous attention from a

research perspective as several research works have taken place in the past few years covering the theme and sub-thematic phenomena. This type of tourism has become a fascination among travellers for selecting a tourism destination as it holds 15% of the travel market who travel because they want to explore the gastronomy of a particular destination (Ullah, N et al., 2022). This encourages a new type of tourism called Gastronomic Tourism. The research paper explores the tourist spot from a gastronomic perspective and travels motivation. The empirical study collected data from 325 samples covering the city of Seville, Spain. The finding shows that motivation has its roots in destination traits which emphasize selecting a place for destination vision that impact on traveller experience and perceived satisfaction (Berbel-Pineda, J. M et al., 2019).

The study (De Jong, A et al., 2018) provides a detailed description regarding gastronomy tourism by utilizing several literature to mapping and formula of framework that contains major subject areas with gastronomy tourism and its various studies. To explore the data that research utilizes secondary approach and collect literature from several dimensions of gastronomy tourism and its ingredients like tourism, leisure, hospitality, geography planning and developments. After keen exploration, the study provides certain recommendations also to enhance gastronomy. tourism specifically focusing on the area like development of critical and theoretical approach and enormous intention with sustainability. Another study (Mora, D et al., 2021) collected a sample of 445 travels and the analysis shows that there is a positive and significant impact of Culinary experience on gastro-tourists based on two factors like satisfaction and loyalty as well as there is interconnectivity with the experience and motivation among the gastronomic travels. All these components interlinked with each other as gastronomic experience motivates travellers to visit distinct food destinations that enhance their satisfaction and loyalty.

After analyzing several studies, the problem associated with existing research is the deficiency of empirical examination on correlation between motivation, experience satisfaction and loyalty with culinary tourism was profoundly illustrated in this research. The motive of the research (Agyeiwaah, E et al., 2019) is to determine the association among antecedent and consequences of

culinary tourist experience by utilizing structural equation modelling. To smoothly conduct the research, the data were collected from 300 international tourists from Thailand and proposed a structural model that shows direct and indirect interconnection among all the components of the study. The finding shows that there is a positive correlation between culinary tourist motivation and experience satisfaction. Another research (Rodríguez-Gutiérrez, P et al., 2020) also shows that satisfaction is associated with the experience of culinary tourists. The key element for the gastro-tourist is satisfaction and motivation; the more that travellers experience, the more they become satisfied and motivated for selecting a particular culinary destination. For this paper comprehensively interpret correlation among tourism and gastronomy by exploring Popayan, enlisted in UNESCO for its gastronomy as Creative City of Colombian region. Moreover, the research assesses the impacting elements of culinary motivation and incorporates satisfaction from gastronomy experience.

2.1 Research Gap

The study is to interpret the perception of the tourist and travellers who are travelling with the intention to seek new dimensions of heritage, culture with food of the destination along with their native hospitality services that encourage traveller toward gastronomy tourism. Several papers exploring gastronomic tourism identified several components from the food tourism development industry (Zargar, P., & Farmanesh, P., 2021) as it embraces the local heritage with culture, social, and economical ingredients and connects it with innovative and latest technology. for promoting gastro-tourism that is advanced and maintained by fundamental infrastructure like appropriate transportation and safety (Nesterchuk, I. et al., 2021). The research emphasises on the components related to experiences associated with gastro-tourism that intensify the feeling of satisfaction and loyalty. From the perspective of satisfaction and loyalty and its incorporation with gastro-tourism, the study addresses several parameters that cover the quality of food, services, related measures and others.

2.2 Research Question

1. To determine Gastronomic Tourism and related components?

2. To evaluate the tourism satisfaction and loyalty in Gastronomic Tourism?

2.3 Importance of the Study

The significance of the study is to identify gastronomic tourism comprehensively and its related components, prominently because gastronomic tourism attains a normal attention in the present scenario, because it has enormous capability to attract tourism. The market is also flourishing with an abundance of opportunities specifically for gastronomy tourism, which provides a new dimension for the tourism industry. The study is intended to explore gastronomic tourism and related components from a multidimensional perspective. This type of tourism has a normal capability of economic and cultural revitalization and is subsidized because of scientific literature research. However, with the transforming and emerging world, this concept attains normal attention in the present scenario. Additionally, with this, the study is also seeking to explore tourism satisfaction and loyalty in gastronomic tourism. To enhance the understanding by analyzing the perception and experience of the tourism, their satisfaction level and loyalty level they attain by perceiving gastronomic practice.

2.4 Research Objectives

- To determine Gastronomic Tourism and related components.
- To evaluate the tourism satisfaction and loyalty in Gastronomic Tourism.
- To explore the correlation among Gastronomic Tourism and its influence over tourism satisfaction and loyalty.

2.5 Scope and Limitation

The scope of the study is to explore Gastronomic tourism; the research focuses on two prominent components like Uniqueness of the destination, Food Authentication, Value for Money, Cultural and the Food Diversity, Gastronomic experience; Loyalty, and revisit and word of mouth impact. These components depend on the experience obtained by the travel by visiting multiple culinary destinations covering the State of Gujarat of India. The significance of the study is to interpret the perception of the tourist and travellers who are travelling with the intention to seek new

dimensions of heritage, culture with food of the destination along with their native hospitality services that encourage traveller toward gastronomy tourism. The research also emphasizes components related to experiences associated with gastro-tourism that intensify the feeling of satisfaction and loyalty. Meanwhile, the study ignores other components like motivation for gastronomic tourism that acts as a limitation for the research. Another limitation of the research is focusing on Gujarat only while ignoring the other tourism attractive destinations of India.

3. Research Methodology

3.1 Research Method & Design

The study chose a qualitative methodology that is based on a descriptive approach to conduct the smooth analysis. The descriptive research approach focuses on empirical study to determine the Tourist Satisfaction and Loyalty in Gastronomic Tourism based on several components like Culture, Food, Uniqueness and others.

3.2 Research Approach

Under the quantitative research, the paper implemented a descriptive approach. This type of research framework relies on self-assessed questionnaires that involve gathering raw data from a sample survey, examining it, converting it through SPSS tool into useful information, and then presenting it in an appropriate and convenient way, to understand and interpret depending on the research question and objective.

The research uses a Random Sampling Method based on a primary approach that relies on standard questionnaires. These questionnaires need to provide answers in the form of arrangement and disarrangement for this specific method.

To explore the hypothesis, the study used the SPSS tool.

Hypothesis

H1: There is a significant relation among the travellers satisfaction, loyalty and Gastronomic Tourism.

H0: There is no significant relation among the travellers satisfaction, loyalty and Gastronomic Tourism.

4. Analysis of Study

In the demographic description, four types of questions are asked in the survey- age group, gender identity, occupational background of the participants and their qualification. The pictorial description of these four types of questions is described in the below section.

Sample Size

The sample size is 151 respondents who are willing to show their perception of gastronomic and related tourism activities.

Age Group

For effectively collecting the samples, the age group can be divided into 5 segments below 20 years, between 21 to 30 years, between 31-40 years, between 41 to 50 years and above 51.

Gender Description

The gender description can consist of male, female and transgender. Around 151 of the participants were willing to share their perceptions in the research survey. And the data shows that out of 151, 106 people belong to the male category and 44 participants are female participants while only one belongs to the transgender group.

Occupation Description

The occupation description is classified into four categories and tries to determine the participants who are working in these belonging categories as working professional, students, self employee, and others. The figure shows the number of participants and a related percentage of these categories.

Educational background

The educational background of the participant can be categorised into Graduate, Post- Graduate, Doctorate and others.

The description of Tourism related parameters-

To know the bracket of the travellers, the question was asked and the data shows that 46% of the participants were from the domestic tourism bracket, followed by 29% of the respondents who are from the international category while 25% of the responses are from Gujrat itself.

Purpose of visit-

To identify the purpose of travelling the data reveals that most of the travellers around 24.5% visit for special interest covering culture, food, heritage, and culinary activities, followed by the travellers who are visiting for business perspective are 15.2% and others are travelling for leisure as 15.2% of the responses. Several travels come to visiting there friend and relatives are 11.9%, while other for leisure business activities friend and relative and special interest tourism.

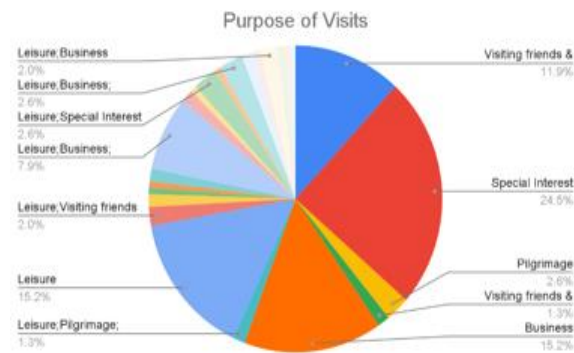


Fig 1: Purpose of Visit

The study is concerned with Gujarat travelling, so the question was related with which part of Gujarat do travellers visit the most. The study reveals that 46% of the participants visited Central Gujarat (Ahmedabad, Mahisagar) and so on. Followed by 21% who are visiting Kutch or Saurashtra region. As (Surat, Bharuch and Baroda) being a part of South Gujarat, the data shows that 19% of the tourists are willing to go there and the remaining 15% show their attraction towards North Gujarat covering the (Gandhinagar, Mehsana, Sabarkantha) and so on.

Reliability Test

The Cronbach Alpha was effectively used in this research in order to identify the reliability of the questionnaire. The following table depicts the questionnaire coefficient stability and the number

of items in the particular variable. As the table illustrates, the general stability of the research tool is 0.819. This means that the questionnaire has a high rate of stability and can be applied to perform the analysis.

Variables	Cronbach Alpha	No. of Item
Uniqueness of the destination	0.845	5
Food Authentication	0.829	5
Value for Money	0.789	4
Cultural and the Food Diversity	0.805	5
Gastronomic Experience	0.820	2
Loyalty	0.758	7
Revisiting and word of mouth	0.89	6
General stability	0.819	34

Table 1: Reliability Test

Hypothesis Test

To solve the hypothesis test- regression method is used.

The correlation model is applied to analyze the hypothesis testing, to acknowledge the relationship between variables and to determine the strength among the relationships.

H1: There is a significant relation among the travellers satisfaction, loyalty and Gastronomic Tourism.

The hypothesis thesis tests if there is a significant relation among the travellers satisfaction, loyalty and Gastronomic Tourism.

Factors	Uniqueness of the destination	Food Authentication	Value for Money	Cultural and the Food Diversity	Loyalty	Gastronomic Experience	Revisiting and word of mouth
Uniqueness of the destination	1						
Food Authentication	0.438	1					
Value for Money	0.438	0.383	1				
Cultural and the Food Diversity	0.473	0.594	0.497	1			
Loyalty	0.56	0.51	0.41	0.579	1		
Gastronomic Experience	0.38	0.54	0.48	0.45	0.56	1	
Revisiting and word of mouth	0.41	0.38	0.39	0.41	0.41	0.445	1

Table 2: Correlation Test for Hypothesis

The correlation determines the association between the variables. The correlation range lies between -1.0 to 1.0. correlation indicates a negative relationship among the variables when it demonstrates negative value or a value less than 1.

On the other hand if the value is greater than zero or having positive integers then it demonstrates positive association among the variables.

The Matrix table shows the correlation among all the variables and the maximum correlation was found among food authentication and cultural and food diversity as it holds the $r = 0.59$, followed by the loyalty and the uniqueness of the diversity accounts for correlation (r) = 0.56 and similar value was found in loyalty and gastronomic experience. The correlation between Cultural and food diversity and loyalty was identified as $r = 0.57$. Although, the table shows positive and significant correlation among all the variables and the highest correlation was illustrated above. This subsequently proclaimed that, there is a significant correlation among the travel satisfaction, loyalty and gastronomic tourism based on the parameters and the correlation value obtained by the Pearson correlation. Therefore the hypothesis (H1) is satisfied and accepted while the alternative hypothesis (H0) which proclaims that there is no significant relation among the travellers satisfaction, loyalty and Gastronomic Tourism is rejected.

Assessment related to the components related with Gastronomic Tourism-

1. Level of Quality of Uniqueness of the Food experience at Gujarat

The level of Quality of Uniqueness of the Food experience at Gujarat				
	Excellent	Fair	Good	Poor
Uniqueness	57%	3%	30%	1%
Tasting local food & Beverage	55%	5%	40%	0%
Food authenticity	66%	3%	29%	2%
Taste & Flavors	57%	5%	36%	2%
Food Accompaniments	57%	5%	35%	3%

Table 3: Uniqueness of the Food experience at Gujarat

The foremost component in order to identify the tourism satisfaction and loyalty in gastronomic tourism was the food experience and the uniqueness in it. The question was related to the uniqueness of the food experience in Gujarat consisting of 5 parameters like the uniqueness, tasting, local food and beverages; food authenticity; taste and flavour and food accompaniment.

2. Level of agreement of Food Image during Gastronomic Tourism

The level of agreement of Food Image during gastronomic tourism					
	Strongly Agree	Agree	Undecidable	Disagree	Strongly Disagree
Food display is visually appealing	61%	33%	5%	0%	0%
Authentic menu presentation	50%	44%	4%	1%	1%
curious to try local authentic food products	60%	34%	4%	1%	1%
Healthy & Nutritive	50%	38%	8%	3%	1%
Hygienic presentation	50%	38%	5%	1%	5%

Table 4: Food Image during Gastronomic Tourism

The components associated with food image during gastronomic tourism consist of food image and level of agreement among the travellers, food display is visually appealing, authentic menu presentations reveal the traditional description of the food, As a tourist, travellers are always curious to try local authentic food products and so on appropriately depicted in the figure.

3. Level of agreement of Value for Money during Gastronomic Tourism-

The level of agreement of Value for Money during gastronomic tourism					
	Strongly Agree	Agree	Undecidable	Disagree	Strongly Disagree
The restaurant/ food joints offers a variety of menu options	66%	30%	2%	1%	1%
Food is reasonably priced and value for money	46%	46%	6%	1%	1%
Quality and price is as per expectations	55%	36%	7%	1%	1%
Food Value is comparatively less in Gujarat	52%	34%	7%	2%	5%

Table 5: Value of Money during Gastronomic Tourism

Money being one of the most crucial components in any domain, when it comes from travelling and tourism perspective it acts as a vital component for choosing the destination. In order to identify the value for money during gastronomic tourism, the question is divided into 5 parameters. This shows in the figure appropriately.

4. Level of Agreement of Culture & Food Diversity during Gastronomic Tourism

The level of agreement of Culture & food diversity during gastronomic tourism	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Gujarat has many historical and cultural heritages sites to visit	71%	28%	1%	0	0
Gujarat has unique lifestyle and custom	57%	37%	6%	0%	0%
Gujarat historical culture is unique	63%	33%	3%	0%	1%
Experiencing local food gives me an opportunity to increase my knowledge about different local cultures	56%	39%	3%	1%	1%
I am keen to know about the local Gastronomic culture and Food	62%	33%	3%	1%	1%

Table 6: Culture & Food Diversity during Gastronomic Tourism

When the component related to culture and food diversity was asked from a gastronomic tourism perspective. The component was divided into several sub categories like Gujarat has unique lifestyle and custom, it has enriched historical cultural heritage to visit, uniqueness and its historical culture, travellers willing to move more about gastronomic culture and food, as it provides an opportunity to enhance their knowledge. All these data are appropriately discussed in the figure.

5. Level of Agreement of Loyalty index of a tourist

The Loyalty index of a tourist [I'll recommend this destination for its gastronomy and local cuisine]	Definitely	Probably	Possibly	Definitely Not	Probably not
I'll recommend this destination for its gastronomy and local cuisine	70%	25%	4%	1%	
New food experiences are important to the overall satisfaction	57%	38%	3%	1%	1%
Gujarat local food experience has a long-lasting impact	66%	24%	8%	1%	1%
I think gastronomic tourism might be the primary reason to visit Gujarat	48%	39%	6%	2%	5%
I really enjoyed my food experience in Gujarat	70%	23%	5%	1%	1%
My level of satisfaction with the gastronomy has been significantly Good	56%	31%	9%	3%	1%
I tend to repeat a visit to a tourist destination if I like it	69%	22%	5%	1%	3%

Table 7: Loyalty index of a tourist

Loyalty among gastronomic tourism is one of the independent variables and a most vital ingredient in the research. The loyalty index of a tourist is a question which is bifurcated into 6 sub-categories, like whether a traveller will repeat a visit if they like a tourist destination, travellers recommend destination for tourism, Overall satisfaction with the gastronomy has been significantly good, travellers enjoy food experiences in Gujarat among others are depicted in the figure.

6. Level of Agreement of Gastronomic Experience importance Index.

Gastronomic experience importance Index	Important	Very Important	Moderately Important	Slightly Important
How important are gastronomic experiences for you when you choose a destination for your trip	27%	70%	2%	1%
How important is gastronomy for you in relation with the satisfaction of your trip	38%	59%	3%	0%

Table 8: Gastronomic Experience importance Index

In order to identify the gastronomic experience, the question was associated with two components. The first one was how important the gastronomic experience is when a traveller chooses a destination for a trip, and the second one was how significant the gastronomy experience is for tourists and their satisfaction with the trip. The figure depicts the participants' perceptions.

7. Intention to revisit Gujarat as Gastronomic tourism Destination and Word Of Mouth-

Intention to re-visit Gujarat as Gastronomic tourism Destination & Word Of Mouth	Definitely	Probably	Possibly	Definitely Not	Probably not
Gujarat rich gastronomic heritage inspired	69%	21%	9%	0%	1%
Gujarat food and culinary culture, promoted in international arenas	62%	32%	4%	1%	1%
Gujarat flavor mapping should be constructed and supported with tour programs and events	63%	29%	6%	1%	1%
Strategies towards gastronomic tourism should be initiated by the Ministry of Culture and Tourism	60%	31%	5%	2%	2%
I believe that Gujarat, with its actual gastronomic heritage, is a state of high potential for gastronomic tourism	62%	24%	11%	1%	2%
Active role in the promotion of gastronomic Tourism of Gujarat	55%	31%	6%	3%	5%

Table 9: Revisit Gujarat as Gastronomic tourism Destination and Word Of Mouth

When the question was related to visiting and the impact of word of mouth over Gujarat as a gastronomic tourism destination. The question was divided into 6 distinct parameters like Gujarat, rich heritage inspired the traveller; the food and culinary culture should be promoted in the international arena; the government should take initiative to promote gastronomic tourism-related

strategies; and so on. These parameters are clearly depicted in the figure.

8. Experience of Travellers and their perception to act as a Savour for Gujarat gastronomy.

After my experience, I think I'll come back to Gujarat to savour its gastronomy again	No. of Participants	Percentage (%)	Valid (%)
Definitely	92	60.93%	61%
Definitely Not	1	0.66%	1%
Possibly	19	12.58%	12%
Probably	35	23.18%	23%
Probably not	4	2.65%	3%
Grand Total	151	100.00%	100%

Table 10: Experience of Travellers

One of the prominent questions was after experiencing the gastro-tourism related activities in Gujarat, the travellers come back to Gujrat to savour its gastronomy again. The finding shows that 61% of the participants showed their favour to definitely with 23% of the participants who showed their favour to probably.

5. Results

The result section comprehensively discusses all the significant parameters that cover Gastronomic Tourism and related components. The segment also provides a keen observation and interpretation of the tourism satisfaction and loyalty in Gastronomic Tourism.

- *For Uniqueness*- The finding reveals that 57% of the participants showed excellence remark for uniqueness, 55% showed excellence for tasting local and food beverages, 66% of the responses showed excellence for food authority, and 57% of the participants exhibited excellence for taste & flavour and food accompaniment.
- *Food Visual appealing and traditional description in menu*- 61% of the participants strongly agreed with 33% who agreed that food display is visually appealing, 50% of the participants with 44% who strongly agreed and agreed that authentic menu presentations reveal the traditional description of the food.

- *Local Authentic Food* - As a tourist, travellers are always curious to try local authentic food products; from this perspective: 60% of the participants strongly agree with 34% who agree with this feeling. When the concern related to health and nutrition comes to the traveller's mind.
- *From a Healthy, Nutritive and Hygienic perspective*- 50% of the data revealed that 50% were strongly in agreement with 38% who had a belief that the food image reveals the health and nutritive quality. When the question was asked related to the hygienic presentation, the data shows 50% of the participants strongly agreed with 38% who agreed with the notion.
- *Quality with Price*-To meets the expectations of the travellers dependent on quality and the price; 55% strongly agreed with 36% who agreed that the pricing suitably fit with their expectations.
- *Reasonable and Value for Money*- 66% strongly agreed with 30% of the participants who agreed that restaurant or food provides various kinds of offers in its menu with the context. Further, for reasonable price and value for money, around 46% of the participants strongly agreed, and the same amount of responses agreed that the food was worth it.
- *Loyalty through revisit and satisfaction*- 69% of the participants definitely agreed with 22% who are probably repeating a visit if they like a tourist destination. 56% definitely agreed with 31% who probably agreed were overall satisfied with the gastronomy.
- *Loyalty through Food Enjoyment and Long Lasting Impact*- 70% definitely agree and 23% show they're probably agreed regarding their enjoyment with Gujrati, food and cuisine experiences of Gujarat. Gujarat local food experience has its long-lasting impact as 66% of the participants definitely believe this with 24% of the participants who probably believed.
- *Food Experience and Recommend the destination*- New food experiences play an important role for overall satisfaction and the data shows that 57% of the participants definitely feel this with 38% who are probably feeling this. The traveller recommended a destination for its gastronomy and local cuisine, revealing that 70% of the participants definitely favoured this and 25% probably favoured this.
- *Gastronomic Experience*- 70% of the travellers found that the gastronomic experience is very important when a traveller chooses a destination for a trip, and 59% of the responses indicated that

gastronomy experience is very important for the satisfaction with respect to trip.

6. Conclusion

Subsequently, parameters and the data extracted from the research methodology in a comprehensive manner shows that the prominent gastronomic tourism and related components are the Uniqueness of the destination (the uniqueness, tasting, local food and beverages; food authenticity; taste and flavour and food accompaniment); Food Authentication (food quality and traditional touch, healthy and hygiene content of food and the cuisine) and the Value for Money (restaurant or food providing various kinds of offers, reasonable price, the quality and the price and Gujrat provide comparatively low /cheap food). Along with this, the Cultural and the Food Diversity (like the historical and the cultural evidence of Gujarat, its unique lifestyle and customs, experience of local food that provide opportunity to enhance knowledge about local culture and the customs). All these components have a positive impact on the gastronomic experience as data and the hypothesis proved this effectively.

From a Gastronomic Tourism perspective and its role in tourist satisfaction and loyalty can be identified from all the components of gastronomic tourism along with the Loyalty(food enjoyment, food experience, Gujarati food being the primary reason for visit and long-lasting impact of destination (food, tradition, culture, historical impact) and the intention to Revisit (Gujrat, rich heritage inspired the traveller; the food and culinary culture should be promoted in the international arena; the government should take initiative to promote gastronomic tourism-related strategies and so on. All these ingredients have a vital and significant impact on increasing Gastronomic tourism in Gujarat.

6.1 Future Scope

The future perspective of the research is, the study also pays attention to other tourism destinations with respect to gastronomic tourism activities from Indian grounds. Moreover, also covering the elements like motivation for gastronomic tourism.

References

- [1]. Agyeiwaah, E., Otoo, F. E., Suntikul, W., & Huang, W. J. (2019). Understanding culinary tourist motivation, experience, satisfaction, and loyalty using a structural approach. *Journal of Travel & Tourism Marketing*, 36(3), 295-313.
- [2]. Berbel-Pineda, J. M., Palacios-Florencio, B., Ramírez-Hurtado, J. M., & Santos-Roldán, L. (2019). Gastronomic experience as a factor of motivation in the tourist movements. *International Journal of Gastronomy and Food Science*, 18, 100171.
- [3]. De Jong, A., Palladino, M., Puig, R. G., Romeo, G., Fava, N., Cafiero, C., ... & Sjölander-Lindqvist, A. (2018). Gastronomy tourism: An interdisciplinary literature review of research areas, disciplines, and dynamics. *Journal of Gastronomy and Tourism*, 3(2), 131-146.
- [4]. Mora, D., Solano-Sánchez, M. Á., López-Guzmán, T., & Moral-Cuadra, S. (2021). Gastronomic experiences as a key element in the development of a tourist destination. *International Journal of Gastronomy and Food Science*, 25, 100405.
- [5]. Nesterchuk, I., Balabanyts, A., Pivnova, L., Matsuka, V., Skarha, O., & Kondratenko, I. (2021). Gastronomic tourism: Features and development tools.
- [6]. Rodríguez-Gutiérrez, P., González Santa Cruz, F., Pemberthy Gallo, L. S., & López-Guzmán, T. (2020). Gastronomic satisfaction of the tourist: Empirical study in the Creative City of Popayán, Colombia. *Journal of Ethnic Foods*, 7(1), 1-12.
- [7]. Ullah, N., Khan, J., Saeed, I., Zada, S., Xin, S., Kang, Z., & Hu, Y. (2022). Gastronomic Tourism and Tourist Motivation: Exploring Northern Areas of Pakistan. *International Journal of Environmental Research and Public Health*, 19(13), 7734.
- [8]. Zargar, P., & Farmanesh, P. (2021). Satisfaction and Loyalty in Local Food Festival: Do Switching Barriers Matter?. *SAGE Open*, 11(4), 21582440211050382.