

POTENTIAL OF FOOD TOURISM IN THREE MAJOR CITIES OF PUNJAB

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ABSTRACT

Food tourism additionally referred to as Culinary Tourism outlined because the exploration of food for the motive of tourism. In India, food is evaluated as a sort of art that's continued once generation and its style is unrivaled with alternative regions (Kumar, 2018), however the style, texture, look and therefore the color of the food is completely different as compared thereto of alternative states. The province of Punjab is prestigious for its preparation, culture and history. The main purpose of this research is to determine the potential of food tourism in Punjab particularly the areas of Amritsar, Jalandhar and Patiala. The study is communicatory and aims at the outline of the state of food tourism in Punjab and also the perceptions of tourists towards it, the chosen analysis style is that the descriptive analysis style.

Keywords: Food Tourism, Punjab, Potential

1. INTRODUCTION

Food tourism additionally referred to as Culinary Tourism outlined because the exploration of food for the motive of tourism. In modern era, it's currently thought of as a vital part for the aim of tourism expertise (Ab Karim and Chi, 2010). The term dining out is fashionable among tourists similarly; food during this context is assumed to rank aboard scenery, climate and accommodation all of that plays a distinguished part for them while travelling to different places.

This additional signifies that food tourism is not solely restricted within the field of gourmand food. There exist varied renowned cities, nations or countries wherever food is fashionable and once it involves culinary tourism this idea have it presence not solely within the food culture however it involves many alternative fields. Such investment has shown effective results thereby, countries have determined to form potential changes with relation to culinary tourism product and promotion development (Malhotra, 2015). Tourists thus, pay an oversized quantity of cash on food connected activities.

Food could be a staggeringly imperative a part of the culture of a rustic. Therefore, from the economic perspective food is taken into account to be a psychological would like as a results of that nearly 100% of the tourists pay their cash thanks to food whenever they travel completely different places. it's been expressed in an exceedingly recent food survey report that the culinary art of Indian is placed among the highest ten countries within the whole world for serving the simplest food and it's being most popular by most travelers globally after they visit completely different states for holiday's Burke (2011). In India, food is evaluated as a sort of art that's continued once generation once generation and its style is unrivaled with alternative regions (Kumar, 2018). The style, texture, look and therefore the color of the food is completely different as compared to the alternative states. Additionally to the current the Indians cordial reception is summarized as legendary. On contrary to the current Sanskrit literature the three fashionable words "Atithi Devo Bhava" which means "the guest is actually your god". This implies that the guests area unit honored with due respect after they share their mealtimes with their several guests.

The people of Punjab during this state are sturdy that involves robust appetites still and therefore the food is symbolized here as Punjabi that embrace sizeable, straightforward and hearty bit. The people of Punjabi region even treat the food with respect as if it's a present of Gods. Punjabi tandoori chicken is one such item that's burned by the folks of Punjabis that is known everywhere the planet. They are many tourists who visit Punjab mainly because of its delicious food it prepares and it has absorbed some parts of its cuisine from external influences (Meruka India Tourism, 2018). Similarly, it's been notice due to its food day by day the Punjabi food is growing leaps and bounds thanks to the increase within the variety of Punjabi immigrants. The food during this state isn't solely relished by Non Resident Indian's (NRI's) however it's additionally being relished by the foreigners still (Chuang, 2009). Countries like North American nation and UK area unit currently thought of as Mini-Punjab thanks to the growing influence of the Punjabi culture that's gift a lot of

or less in these nations that's in term of either food or music. The main purpose of this research is to enhance the present conditions associated with food business in Punjab particularly the areas of Amritsar, Jalandhar and Patiala

It's been determined that although India is progressing with the idea of food business, there are many factors that are touching food business in geographical region. One among the most issues is security. It's been determined from many news reports, journals etc that many tourists had to face several security problems like decide pocketing, eve teasing of the foreigners are quite common practices within the areas of Patiala particularly. These problems are one among the main problems that are lowering down the speed of food business in geographical region. The lesser food business results in lesser economic growth of the actual space so the study is vital to search out the precise areas of the town wherever security and eve teasing of foreign tourists are common and increase the amount of security so tourists don't concern of coming back to the place.

As per Maity (2014) it's necessary for the tourists to feel safe before visiting an area and search out native foods. There even have been many instances that that food tourists were taken to utterly totally different location from the one they really wished to travel. Next issue is that the drawback of sanitation and solid waste management, wherever the tourists are found to be least interested to search out foods in dirty localities.

2. LITERATURE REVIEW

From many studies the most options of food business is taken into account to be the enjoyment of an honest meal and a few drinks throughout a visit, therefore the most feature of food business is uptake whereas motion and enjoying the various varieties of food. Immersing oneself into the culture and heritage of a part is additionally another characteristic of food business. As per Upadhyay and Sharma (2014) that the essential characteristics of food business are being inquisitive about origin of merchandise since the tourists not solely specialize in the food however conjointly its origin. Journey is another characteristic of food business, wherever the tourists are liberal to style food of their selection and supply reviews consequently. Food business needs to be extremely loyal and it's of key importance and expected to be one in all the main characteristic of food business. Vasudeva (2014) observes that food tourists conjointly seek for authentic narratives regarding the food. The food tourists ask for authentic narrative regarding the history of the food and therefore the main purpose of the emergence of sure food, therefore food tourism includes the authentic and clear narration of food things. Food business conjointly takes in concern the actual fact of living sort of a native and skill the culture of explicit space together with their foods. Co-creation, collaboration curation falls beneath the characteristics of food business. Within the characteristics or dimension of food business, food photography plays a crucial role, since photography is that the solely means of attracting customers by that of publicity. The food tourism in India has been increased to an excellent extent with the foreign tourists visiting in India. Traveling for food has become an attitude of many Indians. Hall (2010) points out that one in all the main determinants of food tourism in India that the economic process and therefore the geographic location of the realm to be visited. One in all the main feature or dimension of food business is satisfying folks with food, therefore maintaining the food quality falls beneath the characteristics of food business. Food business largely depends on the agriculture, raw commodities, farm experiences of a rustic, therefore one in all the size of food business is to specialize in the country's agricultural condition and food statistics. Food festivals are one in all the foremost widespread dimension of food business since these helps within the publicity of the foods and also helps in obtaining an inspiration regarding the public's style and their opinion about food. Food festivals embody food of various varieties of food of various regions and it targets to draw in the maximum amount folks as they'll. The political affairs of a state or a rustic impact plenty on food business and are one in all the foremost vital options of food business.

The theory of planned behavior approach provides a man of science to stress on the food selection of the tourists. This approach is employed during this study to assess and observe the normal food getting behavior of the customers' after they are motion. Therefore, in words of Wądołowska, Babicz-Zielińska and Czarnocińska (2008) this theory are employed in order to assist the man of science to clarify the precise behavior that's being conferred by the tourer whereas choosing the various forms of food in geographic region. This attribute is believed to be an efficient predictor in regard to shopper behavior. The food in regard to temperament traits helps in examining the 2 traits they're sensation seeking and therefore the food nephobia that are along termed because the moderators that influence the customers' getting behavior towards ancient food from the cities like Patiala, Jalandhar and Amritsar.

The province of Punjab is prestigious for its preparation, culture and history. Some of the principle urban communities in Punjab are Amritsar, Jalandhar, Patiala, Pathankot and Ludhiana. Hall Sharples (2003) in his examination projected the division of food tourism in sight of the "significance of an unprecedented enthusiasm for food as a movement inspiration" The division depends on the related criteria:

- 1) The basic enthusiasm for heading out is to attending to associate degree eatery and food connected exercises is taken into account as gourmand tourism or preparation tourism.
- 2) The individual took an interest in food connected exercises as chunk of additional intensive scope of exercises is taken into account as cookery tourism.
- 3) A coffee intrigue is in contestable by support in food connected exercises merely to straighten one thing up or in light-weight of the actual fact that it are some things aside from what is expected is rustic and concrete tourism.
- 4) A fraction that demonstrates no enthusiasm for food connected exercises however has food as essential want in several styles of tourism the potential and prospects of food tourism in Punjab are going to be explored here.

Wolf (2002) portrays food tourism as essentially "head come in order to scan for, and appreciate, organized food and drink." This definition will likewise incorporate a supper within the place of an area, a visit to the native market, or attending to an area food occasion, as an example, angle showcase in Tampere. As per Tannahill (1988), it absolutely was not till the sooner than schedule to mid-nineteenth century and also the beginnings of the eatery business that trademark national and regional types of food and food and wine itself changed into a movement item. Be that because it might, the amount of voyagers UN agency took a particular enthusiasm for food and wine straight away was very little since movement was oftentimes hard, tedious and intensely pricey

As indicated by Sharples (2003), "the media while not a doubt form associate degree inevitable and obtrusive a part of culture that has tremendous impact on goal and place image, and additionally on style." This, as a result, has 'lifted' food from the domains of practicality and amity and hoisted preparation in significance within the gift western method of life, facilitating the modification of food and drink from a requirement to a standing product.

Hall and Mitchell (2005) say that the affiliation amongst food and tourism presents important open doors for possible country advancement; specifically, connecting the two will build occupations and increment offers of native deliver, and to boot build interrelationships, linkages and systems between partners.

Reza (2014) says that the market measure for culinary tourism for the foremost half dominated by the incoming and outward-bound individual that usually includes each one of the sections of tourism in light-weight of the actual fact that the vacationist once venture out ponders his food and settlement that are scarcely basic within the event that it's going to not be his motivation aside from the cookery, thus it's reliably a theoretical motivation behind cookery tourism is in happy type.

The culinary as part of tourism is squarely deliberately and in a very route hypothetically needed and demanded and to boot happy.

3. OBJECTIVES

1. To determine the potential of food tourism in Punjab.
2. To confirm dimensions underlying the choice of food preferred by tourists in Amritsar, Jalandhar and Patiala.

4. RESEARCH METHODOLOGY

The present analysis is a shot at discovering the issues and challenges related to food tourism and to determine the perception of travellers relating to food as tourist attraction in Punjab with specific relation to Amritsar, Jalandhar and Patiala. The analysis makes an attempt towards finding a particular outcome for the pre-defined objectives of the analysis. Hence, for this study positivism approach is taken into account to be most fitted. Since the analysis is informative in nature, makes an attempt to any probe a reality, and also the analysis can refer specific scientific proof, and logical reasoning would be needed for a similar, therefore data was collected from 380 tourists from various food outlets of Amritsar, Jalandhar and Patiala as per convenient.

5. RESULTS AND ANALYSIS

1. Is this the first time that you have visited Punjab?

From the table we conclude that out of 380 respondents, 52.9% response Yes and 47.1% response No for first time that you have visited Punjab. It is also represent in pie chart.

Part_1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	201	52.9	52.9	52.9
No	179	47.1	47.1	100.0
Total	380	100.0	100.0	

Table 1:- represent the frequency table for first times that have visited Punjab.

Part_1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 - 30	48	12.6	12.6	12.6
31 - 40	66	17.4	17.4	30.0
41 - 50	67	17.6	17.6	47.6
51 - 60	57	15.0	15.0	62.6
61 - 70	71	18.7	18.7	81.3
71 and above	71	18.7	18.7	100.0
Total	380	100.0	100.0	

Table 2:- represent the frequency table for age of respondent.

From the table it can be conclude that most of respondent are above 30 years.

2. Gender

From the table it can be concluded that out of 380 respondents, 48.7% are male and 51.3% are female

Part_1_3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	185	48.7	48.7	48.7
Female	195	51.3	51.3	100.0
Total	380	100.0	100.0	

Table 3:- represent the frequency table for gender.

3. Most of your visits to Punjab have been with?

From the table we conclude that out of 380 respondents, 26.6% are with spouse, 25.0% are with parents.

Part_1_4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Friends or relatives	98	25.8	25.8	25.8
Spouse	101	26.6	26.6	52.4
Work colleagues	86	22.6	22.6	75.0
Parents	95	25.0	25.0	100.0
Total	380	100.0	100.0	

Table 4:- represent the frequency of visits

Choice of food

The value for Cronbach alpha which in this case is .794 and reflects high reliability of the measuring instrument. Furthermore, it indicates high level of internal consistency with respect to the variable of choice of food.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.793	9

	Mean	Std. Deviation	N
1. Food Safety	4.00	1.041	380
2. Freshness	4.00	.993	380
3. Ambience of a food establishment	3.99	1.071	380
4. Should be value for money	3.96	1.116	380
5. Perceived quality	3.96	1.073	380
6. Perceived taste	3.99	1.090	380
7. Locally-Sourced Ingredients	4.02	.943	380
8. Representative of Punjabi Cuisine	3.93	1.094	380
9. Interesting or Unfamiliar Dishes	3.95	1.054	380

The KMO measures the sampling adequacy (which determines if the responses given with the sample are adequate or not) which is 0.802 i.e. high acceptable for factor analysis to proceed

Bartlett’s test is another indication of the strength of the relationship among variables. Bartlett’s test of Sphericity is significant (0.000) this means that correlation matrix is not an identity matrix.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.802
Bartlett's Test of Sphericity Approx. Chi-Square	799.162
df	36
Sig.	.000

The table of communalities which shows how much of the variance (i.e. the communality value which should be more than 0.5 to be considered for further analysis. Else these variables are to be removed from further steps factor analysis) in the variables has been accounted by the extracted factors.

Communalities

	Initial	Extraction
Food Safety	1.000	.512
Freshness	1.000	.334
Ambience of a food establishment	1.000	.536
Should be value for money	1.000	.593
Perceived quality	1.000	.565
Perceived taste	1.000	.585
Locally-Sourced Ingredients	1.000	.406
Representative of Punjabi Cuisine	1.000	.602
Interesting or Unfamiliar Dishes	1.000	.394

CONCLUSION:

Food assumes a key part in pulling in tourists to a specific goal as a result of its impression of a district's way of life and way of life. Cooking styles greatly affects explorer's choices while picking their goal. A various scope of organizations including homesteads, eateries, or claim to fame food stores, cooking school, visit administrators, bottling works, wineries, recorded attractions and numerous different organizations the nation over have benefited from their areas socially exceptional foods to draw in guests. Culinary of a goal are additionally ordered as a piece of social tourism and Food assumes a key part in pulling in tourists to a specific goal as a result of its impression of a district's way of life and way of life. Cooking styles greatly affects explorer's choices while picking their goal. A various scope of organizations including homesteads, eateries, or claim to fame food stores, cooking school ,visit administrators, bottling works, wineries, recorded attractions and numerous different organizations the nation over have benefited from their areas socially exceptional foods to draw in guests. Culinary of a goal are additionally ordered as a piece of social tourism.

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