Food Motives in a Visitor Destination:
A Study on Domestic Tourist Visit

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Abstract

Objective - Gastronomy has emerged as a critical component in the promotion and development of tourism attractions. The present goal is to understand about satisfaction level of domestic tourists on cuisine in Kolkata region which add to the research literature on the link between cuisine and tourism in the Kolkata region by drawing on the experiences of domestic visitors.

Methodology - The technique is based on a questionnaire in quantitative research sent to domestic tourists/ visitors during their stay to Kolkata (Calcutta), the city of joy. Simple random sample was utilised in the study with n= 100, using a 7 (seven) point scale for convenience as population is not quantifiable because there is no statistic available on the actual number of domestic tourists/visitors that visit Kolkata for local food, which creates destination image. As the data are symmetric in nature, the compared t-test was utilised as an inferential statistical tool of parametric test to capture the satisfaction level of domestic visitors before and after consuming local food.

Findings - The findings indicate the occurrence of various visitor categories based on their choice of local gastronomy. There are three categories recognised, and the visitors' reasons for gastronomy vary depending on which section they belong to. Finally, the findings allow us to infer that visitor pleasure varies according to their attitude toward cuisine, as indicated by the three segments.

Implications & Conclusion - Tourist engagement has a favourable influence on tourists' perceptions of Kolkata. Throughout the study, tourists agreed that contact with locals gave them more information about which sights to visit and where to try traditional food. Such engagement fosters cross-cultural understanding and is crucial in the creation of a satisfying visitor experience. It contributes to the tourism stakeholders' planning and execution in an efficient and effective way.

Key words- *Gastronomy, domestic tourist, attitudes, cuisine, destination*

1.   Introduction

Visitors to every destination, no matter where it is located on the world, are drawn in large part by the quality and availability of the food and beverages that are served. In the literature on hospitality, food consumption is a key concept (Rousta&Jamshidi, 2020). Food has two purposes: it satisfies physical hunger and it calms the mind. Product and marketing tool for tourist planners and markers, no matter where they are located in the world (Henderson, 2009).The function of food varies from place to place, as do the fundamental and secondary causes of other phenomena (Henderson, 2009). It motivates as well as aids in the selection of a trip destination and the selection of a route(Henderson, 2009). Markers and planners might use the picture of a place's cuisine as a way to build loyalty among customers. The features of foods that are associated to tourists' pleasure are critical in determining that satisfaction.

Destination managers, researchers, and marketers all have an interest in food tourism since food consumption is such an important part of travel (Henderson, 2009;Robinson & Getz, 2014). According to historical records, numerous sites have strived to offer unique culinary experiences to tourists because food has always been a major draw for visitors (Cohen &Avieli, 2004; (Tsai & Wang, 2017). Local cuisine has the power to elevate the public's perception of a place since it embodies diverse national, regional, and individual identities (Bessière, 1998; Chang, Kivela, & Mak, 2010; Henderson, 2009). Researching how visitors' opinions of a location are formed and their future behaviour might be predicted by their food intake is an essential problem to investigate (Choe& Kim, 2018). It is thought that today's individuals are more receptive to the experience of eating a wide range of meals, and this influences their trip plans (Chen & Huang, n.d.). The value of a tourist's local food intake must be maximised at all costs in order to promote the local food (Choe& Kim, 2018); "Food Tourism Around The World," n.d.;Mak, Lumbers, Eves, & Chang, 2012). Food is increasingly a major component of destination marketing policies and strategies, especially as food tourism is becoming a major concern (Du Rand & Heath, 2006);(Tsai & Wang, 2017).A study by (Chen & Huang, n.d.) found that little research has been done on tourists' experiences with local food at various phases of their visit. (Choe& Kim, 2018) believe that because food perception is strongly impacted by visitors' own food culture, the impact of tourists' local food consumption value should be investigated in terms of travellers' cultural background. According to (Ottenbacher & Harrington, 2013), food is an artefact that may symbolise the local culture and give tourists a taste of the destination's unique lifestyle. As such it can be considered as reflecting some of the local characteristics (Robinson & Getz, 2014).

Even while it is well accepted that tourists' preferences for local cuisine and tourists' satisfaction on local food have a significant impact on their perceptions of a location, little research has been done on how this influence manifests itself in actual behaviour.

This study examines how visitors' perceptions of their destination's cuisine, their attitudes toward local food, and their pleasure with local food have an impact on their future consumption habits and choices. It was decided to conduct this inquiry in Kolkata since it is a historical city, known as the City of Joy, and is known for its traditional Bengali food. Traditional Bengali cuisines and a bohemian lifestyle dominate Bengal's eating scene, making it a popular destination for tourists. To better comprehend Kolkata's food and tourism-related services and other destinations across the world, it's important to study visitors' local food consumption value and examine its influence on their destination food image, their local food attitude, and their behavioural intention.

2. Research Methodology

Diamond Harbour, South 24 Parganas, to Chandannagar, Hooghly was the research area. In West Bengal, the Kolkata region is the most popular domestic tourism destination, and it offers a wide range of attractions to entice travellers there. Domestic tourists, residents of the area, and others who enjoy food for both its size and its flavour are the primary customers of local cuisine. Nevertheless, for the sake of simplicity, the study's sample units only included domestic tourists. There were 120 people in the sample, but only 100 were actually used in the analysis. Hybrid (many) research methods were employed. Initially, qualitative research was done to gain a better understanding of how domestic visitors felt about local foods, and then quantitative methodologies were applied to quantify this information.

Interviews and structured questionnaires were the primary methods of data gathering. Interviews were employed for qualitative research, while questionnaires were used for quantitative approach.

The items in this survey were scored on a seven-point scale, with 1 denoting significant disagreement and 7 denoting strong agreement.

A team of professionals from the University of Calcutta's official language department in West Bengal translated the surveys from English into Hindi, Bengali, and Oriya. To ensure the translations were accurate, the Hindi, Bengali and Oriya versions of the items were translated back into English and compared to the original version in English. There was a pilot study with domestic visitors in Kolkata, West Bengal, using the measuring items that were reviewed by four academic specialists in hospitality. The survey was eventually performed in English, Hindi, Bengali, and Oriya after the questionnaire's language was slightly amended based on input from survey participants.

Purposive sampling was employed to narrow the group of qualified participants. Attractions including Kali Ghat, Dakhineswar Temple, Victoria Memorial Hall, and

Balur Math in Kolkata were randomly picked from a group of tourists. Although a total of 120 questionnaires were sent, only 100 questionnaires were included in the analysis since 20 questionnaires were deleted due to the large amount of missing data.

3. Literature review

Researchers used bibliometric analysis of the Scopus database to better understand the original journal articles they were investigating. Co-citation approaches have been implemented using VOSviewer software ("VOSviewer - Visualizing Scientific Landscapes," n.d.).Fig. No. 1 displays co-citations and references that have been cited. For example, in Figure 2, all key words appear in close vicinity to each other, while in Figures 3 and 4 the bibliographic coupling of papers is shown. Figure 5 depicts Bibliographic Coupling-Countries.

Figure-1, Co-Citation and Cited References
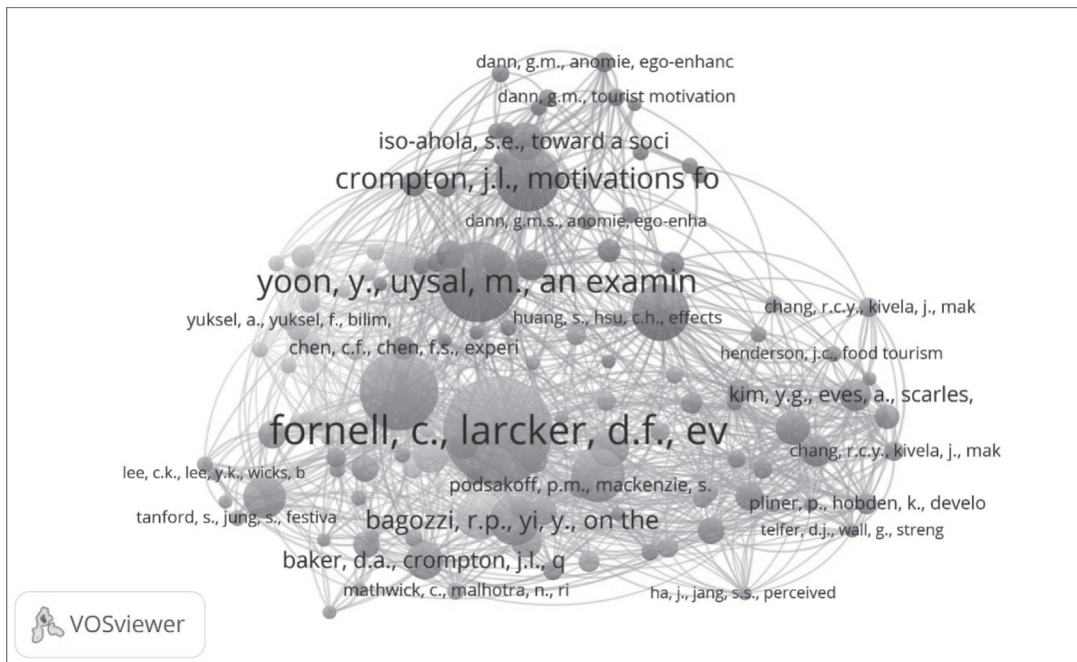
[Minimum number of citation of a cited references- 08, of the 51699 cited references, 126 meet the threshold but larger set- 125, total items- 125, cluster- 5, links-2867, and link strength-4743]

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Figure-2 Co-Occurrence and all Keywords

[Minimum number of occurrences of keywords -5 of 2682 key words, 146 meet the threshold, 146- items, cluster-8, links- 2173, total links strength- 3582]

Figure-3 Bibliographic Coupling- Documents

[Minimum number of citations of a documents-10 of the 621 documents, 142 meet the thresholds] Items- 145, cluster-7. Links, 3725, total links- 7711

Figure-4 Bibliographic Coupling-Sources

[Minimum number of documents of source- 5, minimum number of citations of source-5, of the 168 sources, 42 meet the thresholds] Items- 42, cluster-3, links- 858, total link strength-59236

Figure-5 Bibliographic Coupling-Countries

[Minimum number of documents of country- 3, minimum number of citations of a country-3, of the 86 countries, 50 meet the thresholds] [Items- 50, cluster-6, links-1222, total link strength-273737]

Food has an important role in tourism, as seen by the graphic above. Most developed countries throughout the world are interested in studying the impact of food imagery on tourism.

It was established by (Sheth, Newman, & Gross, 1991) that focuses on the consumption values that explain 'why consumers choose to buy (or use) a certain product (or why consumers prefer one product type over another)'. Consumption values, according to (Sin & Yau, 2001), are the weight customers give to a product or service.

Food flavour, meal sensory features, and food service quality are critical to fostering good sentiments among visitors (Choe& Kim, 2018). According to (Soutar& Sweeney, 2001), the value of quality is a cornerstone to long-term success and the single factor that reveals customers' attitudes. In addition to flavour and quality value, health is a significant consideration for travellers (Choe& Kim, 2018). The importance of health advantages to visitors' food intake has been established (Y. G. Kim & Eves, 2012). Tourists who are concerned about their health should be given health benefits, according to (Torres, 2002) . Tourists should be safeguarded from health hazards, particularly those linked to safety and hygiene concerns, in order to provide a good gastronomic experience at a place (Choe& Kim, 2018). According to (Y. H. Kim, Kim, & Goh, 2011), travellers are worried about the nutritional content of the food they eat while on the road and in their final destinations (Mak et al., 2012).

Another important functional component is cost. (Bei & Simpson, 1995) found that price and quality are the most important considerations for customers when purchasing goods and services. Those who feel that Hong Kong tea cafés offer good value for money tend to have positive sentiments regarding the local food served there and are more likely to be pleased customers, according to (Lai, 2015). Customers who normally have a good attitude toward food are prepared to pay higher costs in order to safeguard their own interests ("Sustainable Consumption in Chinese Cities: Green Purchasing Intentions of Young Adults Based on the Theory of Consumption Values - Awuni - 2016 - Sustainable Development - Wiley Online Library," n.d.). According to (Yee, 2015) , the most popular food bloggers' comments were analysed and found that when tourists believe they are getting a good value for their money, they have a favourable opinion toward local food (Choe& Kim, 2018).

4.   Result and Discussion

Among the respondents, 70% were men and 30% were women, as shown in Table 1. Ten percent were under the age of 25, 20 percent were in the age bracket of 26 to 32, 30 percent fell within the range of 33 to 39, and 10 percent fell within the range of 40 to 47, with 30 percent of the participants being 55 years or older. According to the results of the survey, 40% of those who took part were single, while 60% were wed. 30% had a university degree, 20% had a college diploma, 10% had a primary, and 20%

had secondary education certifications. The demographic features of the respondents were comparable to those of travellers in previous research on food tourism, in which visitors were young and well-educated (Chen & Huang, n.d.;(Y. H. Kim et al., 2011).

Table No-1 Respondents' Profile

Measure	Items	Percentage	Frequency	Measure	Items	Per-centage	Frequen-cy
Gender	Male	**70.0**	**70**	**Income**	<= 20000	20.0	20
	Female	30.0	30		20001 - 30000	**50.0**	**50**
Age	<= 25	10.0	10		30001 - 40000	20.0	20
	26 – 32	20.0	20		40001+	10.0	10
	33 – 39	**30.0**	**30**	**Travel Mode**	With travel agency	30.0	30
	40 – 47	10.0	10		Self-service trip	**60.0**	**60**
	55+	**30.0**	**30**		Others	10.0	10
Occupa-tion	Busi-ness	30.0	30	**Marital Status**	Married	**60.0**	**60**
	Profes-sional Work	10.0	10		Un-mar-ried	40.0	40
	Govern-ment Employ-ees	**40.0**	**40**	**Food site vis-ited**	Street food site	**40.0**	**40**
	Student	20.0	20		Quick service restau-rant	20.0	20
Educa-tion	Primary	10.0	10		Hotel Restau-rant	10.0	10
	Second-ary	20.0	20		Recom-mended Restau-rant	20.0	20
	Diploma	20.0	20		Others	10.0	10
	Bach-elor	**30.0**	**30**				
	Master	10.0	10				
	Doctor-ate	10.0	10				

There were 30% commercial employees, 20% students, 10% professionals, and 40% government employees among the study's participants. Financially speaking, 20% of respondents earned less than or equal to INR 20,000 per month, while the majority of respondents earned between INR 20,001 and 30,000 monthly; 20% earned between INR 30,001 and 40,000, and 10% earned more than INR 40,001 per month, according to the survey. Street food sites were the most popular (40 percent), followed by Quick service restaurants, and recommended restaurants (20 percent each), and hotel restaurants and others accounted for the remaining 10 percent of their meals. Self-service trips (60 percent) and travel agencies (30 percent) were the most popular means of planning a vacation to the Kolkata area in West Bengal.

Table-2, Cross-tabulation of Tourists' Gender and Tourists' Age Group

<= 25 26 - 32 33 - 39			Tourists' Age group 40 - 47	55+			Total
Tourists' Gender	Male	Count	10	20	0	10	30	70
		% within Tourists' Gender	14.3%	28.5%	.0%	14.3%	42.9%	100.0%
	Fe-male	Count	0	0	30	0	0	30
		% within Tourists' Gender	.0%	.0%	100.0%	.0%	.0%	100.0%
Total		Count	10	20	30	10	30	100
		% within Tourists' Gender 10.0%	20.0%	30.0%	10.0%	30.0%	100.0%	

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Table-3, Cross-tabulation of Tourists' Gender and Tourists' Monthly Income Group

			<= 20000 20001 - 30000	30001 - 40000	40001+			Total
				Tourists' Monthly Income Group				
Tourists' Gender	Male	Count	10	50	10	0		70
		% within Tourists' Gender	14.3%	71.4%	14.3%	.0%		100.0%
	Female	Count	10	0	10	10		30
		% within Tourists' Gender	33.3%	.0%	33.3%	33.3%		100.0%
Total		Count	20	50	20	10		100
	% within Tourists' Gender	20.0%	50.0%	20.0%	10.0%	100.0%		

Table-4, Crosstabulation of Tourists' Gender and Tourists' travel mode

			With travel agency Self-service trip	Others			Total
				Tourists' Travel Mode			
Tourists' Gender	Male	Count	30	30	10		70
		% within Tourists' Gender	42.9%	42.9%	14.3%		100.0%
	Female	Count	0	30	0		30
		% within Tourists' Gender	.0%	100.0%	.0%		100.0%
Total		Count	30	60	10		100
	% within Tourists' Gender	30.0%	60.0%	10.0%	100.0%		

Table-5, Crosstabulation of Tourists' marital status and Tourists' Age Group

			<= 25	26 - 32	33 - 39	40 - 47	55+	Total
Tourists' Marital status	Married	Count	10	20	10	10	10	60
		% within Tourists' Marital status	16.7%	33.3%	16.7%	16.7%	16.7%	100.0%
	Un-married	Count	0	0	20	0	20	40
		% within Tourists' Marital status	.0%	.0%	50.0%	.0%	50.0%	100.0%
Total		Count	10	20	30	10	30	100
		% within Tourists' Marital status	10.0%	20.0%	30.0%	10.0%	30.0%	100.0%

Table No. 2 (Crosstabulation of Tourists' Gender and Tourists' age group with percentage), Table No. 3 (Crosstabulation of Tourists' Gender and Tourists' monthly income group with percentage), Table No. 4 (Crosstabulation of Tourists' Gender and Tourists' travel mode with percentage), Table No. 5 (Crosstabulation of Tourists' marital status and Tourists' age group with percentage), and Table No. 6 (Crosstabulation of Tourists' marital status and Tourists' monthly income group with percentage) were presented in tabular form.

Table-6, Cross-tabulation of Tourists' Marital Status and Tourists' Monthly Income Group

			<= 20000	20001 - 30000	30001 - 40000	40001+	Total
Tourists' Marital status	Married	Count	20	40	0	0	60
		% within Tourists' Marital status	33.3%	66.7%	.0%	.0%	100.0%
	Un-married	Count	0	10	20	10	40
		% within Tourists' Marital status	.0%	25.0%	50.0%	25.0%	100.0%
Total		Count	20	50	20	10	100
		% within Tourists' Marital status	20.0%	50.0%	20.0%	10.0%	100.0%

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5.   Conclusion

(Robinson & Getz, 2014) argue that food tourism, which has been around for a long time, is still undeveloped as a subject of academic inquiry in the highly competitive worldwide tourist industry. Understanding visitors' requirements, preferences, and wants is critical to the success of hospitality enterprises in terms of food consumption (Santich, 2006). Therefore, the hospitality industry must have a thorough understanding of the characteristics that encourage visitors to eat more and enjoy their meals (Mak et al., 2012). This study was an attempt to react to the need for further research into demand and contributed to the TCV in the tourist sector. Content and thematic analysis were used to determine the level of satisfaction felt by tourists. "Food taste/meal quality," "pleasant behaviour of the food server," and "environment" were among the most critical buzzwords in this study. In spite of the study's limitations, why domestic visitors choose local food despite a lack of promotion of the local food is still a mystery. For the benefit of the ordinary people in the region, it is necessary to do extensive research into the subject matter. Marketers and event organisers may benefit from this research by better understanding consumer profiles and key terms associated to tourists' satisfaction with local cuisine.

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