



Exploring The Influence Of Haryanvi Festival Food On Tourist Satisfaction

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ABSTRACT

Tourist satisfaction is a critical variable in tourism and hospitality research worldwide, as it influences destination choices when tourists are selecting their destinations. Studies in gastronomy and tourism reveal that satisfaction with local food offerings depends on factors such as service quality, hygiene, health, food preparation, and authenticity. The present study is conducted to identify the attributes of Haryanvi festival food items that contribute to tourist satisfaction after experiencing them. The study examined how Haryanvi festival food influences tourist satisfaction across four major cities in Haryana, India. Using exploratory factor analysis and stepwise multiple regression with 431 respondents, six key dimensions of tourist satisfaction were identified: Food Experience, Food Quality, Innovation and Variety, Nutrition and Hygiene, Taste and Flavour, and Price. Among these dimensions, Food Experience emerged as the most significant, followed by Food Quality, Taste and Flavour, Nutrition and Hygiene, Price, and Innovation and Variety. The study recommended enhancing the overall dining experience for tourists by focusing on food quality and hygiene standards, also emphasizing on the importance of innovation while preserving the authentic flavours of Haryanvi food items. Transparent pricing policies were suggested to build trust among tourists, along with collaboration for sustainable tourism development in the region. These recommendations were highlighted as crucial for ensuring tourist satisfaction with Haryanvi food, ultimately aiming to provide a memorable and enjoyable experience for all.

Keywords: Haryanvi festival food, Tourist satisfaction, Food Attributes, Multiple regression, India.

Introduction

Haryana, with its array of attractions, is poised for significant expansion in tourism, aimed at job creation, poverty alleviation, and women's empowerment in an environmentally sustainable manner. The state is strategically positioning itself to maximize its cultural, natural, and technological capital. Efforts are underway to develop heritage sites, expand eco-tourism, promote medical tourism, and introduce agronomic tourism while preserving the environment and heritage. The government is actively fostering a conducive environment for private sector investment in tourism (Malik, Kadyan, & Balyan, 2013). Haryana's cuisine is a reflection of its cultural richness and simplicity. The people of Haryana predominantly prefer homemade, simple, and light meals cooked on traditional stoves like Chula or gas burners. However, there's a growing trend among the youth to adopt modern cooking equipment for convenience (Malik et al., 2013). Local cuisine plays a crucial role in attracting domestic and international tourists, showcasing the region's rich natural resources and culinary heritage. Annual events like the Surajkund Crafts Mela and Pinjore Heritage Festival celebrate local cuisine and art, contributing to the promotion of Haryana's cultural identity. Moreover, Haryana serves as a transit route for tourists visiting neighbouring states, presenting an opportunity to cater to their culinary needs (Malik et al., 2013). Despite its rich culinary tradition, Haryana has yet to fully explore the potential of gastronomic tourism. The state boasts a variety of mouth-watering dishes, reflecting its unique culinary heritage. Haryanvi

cuisine is known for its simplicity, with an emphasis on homemade ghee and traditional beverages like Thandai (Malik et al., 2013). The culinary landscape of Haryana is evolving, influenced by global culinary trends and increased exposure to culinary media. However, traditional culinary practices remain deeply rooted in religious beliefs, social identities, and family traditions (Malik et al., 2013). Food festivals play a vital role in showcasing the diverse culinary offerings of India, including those from Haryana. These festivals serve as platforms for culinary exchange, cultural celebration, and tourism promotion. In Delhi, renowned for its food culture, food festivals attract domestic and international tourists, contributing to the city's vibrant culinary scene (Belam, 2020). Moreover, festivals provide opportunities for local communities to share their cultural heritage and traditions with visitors, fostering a sense of identity and community cohesion. Additionally, experiencing local food enhances tourist satisfaction and enriches their overall travel experience (Hernandez-Mogoll et al., 2020). In conclusion, Haryana's culinary heritage is a valuable asset for tourism development, offering a glimpse into the region's rich cultural tapestry. By leveraging its culinary diversity through festivals and tourism promotion, Haryana can attract visitors, generate economic opportunities, and preserve its cultural heritage for future generations.

Review of Literature

The significance of food within the realm of tourism has been extensively explored, with various theories contributing to a nuanced understanding of this concept. Food is recognized not only as a fundamental physiological need but also as a pivotal aspect of cultural identity and a potent tool for promoting tourism, local development, and economic growth (Scott & Duncan, 2017). Maslow's hierarchy of needs underscores the foundational importance of food as a physiological necessity (Smith, 2017). Moreover, food is intrinsically linked to the shaping of national and ethnic identities, with language, attire, arts, and artifacts collectively defining a person's cultural identity. The nexus between food and tourism is underscored by its role as a decisive factor in destination selection (Tikkanen, 2007). Exploring a destination through its culinary offerings is believed to enhance the overall tourism experience, thereby fostering repeat visits (Yeoman, 2012). Festival foods, in particular, serve as significant elements of ethnic identities, symbolizing the culture and traditions of a region (Jones, 2015). The consumption of festival foods is portrayed as a means for attendees to connect with and appreciate specific ethnicities (Bankston & Henry, 2000). Specific examples from India further elucidate the link between food and festivals. Indian festivals serve as occasions for feasting, showcasing a diverse array of traditional dishes prepared to honor different occasions (ET Bureau, 2019). For instance, during Holi, a variety of cuisine is offered, with thandai emerging as a popular choice. Similarly, Janmashtami celebrations feature preparations such as milk flavored with saffron and almonds, reflecting the rich culinary traditions associated with Indian festivals. Delving into the specifics, Karnataka's festival foods and their nutrient compositions offer a deeper understanding of regional culinary practices. The majority of these food items are cereal-based, often roasted, baked in open pans, or boiled (Inamdar, Chimmad, & Naik, 2005). In summary, the literature underscores the multifaceted relationship between food and tourism, highlighting its role in destination selection, cultural identity formation, and enhancing the overall tourism experience. Specific examples from India further illustrate the rich tapestry of culinary traditions intertwined with festive celebrations.

Studies related to food and tourism relationship

The relationship between food and tourism has garnered significant attention in scholarly discourse, shedding light on various dimensions of this symbiotic connection. Pamukçu et al. (2021) emphasize that the local food experience serves as a gateway for tourists to immerse themselves in the culture of a region. Consequently, restaurant operators and food-service providers capitalize on local products marked with geographical indications to brand and market their cuisine, thereby fostering the development of gastronomic tourism in the area. Guruge (2020) further corroborates this assertion by affirming that engaging in culinary activities such as visiting renowned cuisine and gastronomy spots, attending food fairs, festivals, and cooking workshops constitutes integral components of gastronomic tourism. Regional gastronomy, as noted by Guruge, epitomizes local culture and heritage, with the authenticity of food acting as a catalyst for enhancing destination attractiveness. Niedbala et al. (2020) assert that tourists are drawn to food that mirrors the natural surroundings, culture, and traditions of their tour destination. Moreover, culinary activities centered on local products can catalyze entrepreneurship opportunities within the host community, thereby bolstering local economies. Everett (2019) underscores the evolving role of food in tourism, highlighting its multifaceted nature as a product that encapsulates place and identity. Privitera, Nedelcu, and Nicula (2018) expound upon this notion, illustrating that food tourism extends beyond mere consumption experiences to encompass a deeper understanding of local traditions, culture, and culinary heritage. This, in turn, enhances the competitiveness of a destination and influences tourist decision-making processes. Kocovski and Risteski (2018) accentuate the complexity of food's role in tourism, wherein it can serve as both a primary motive for travel and a complementary element to other tourist activities. Indigenous cuisine, as emphasized by the authors, facilitates profound insights into a destination's culture, fostering connections between locals and tourists. Shah and Shende (2017) delve into the economic implications of food-related businesses in tourism, noting that entities

such as street food stalls, local restaurants, and food tours thrive with the upsurge in tourism activity. The popularity of local dishes and authentic flavors not only satisfies tourists but also generates employment opportunities, thereby contributing to economic growth and sustainability.

Studies related to role of food in enhancing tourist experiences

The role of food in enhancing tourist satisfaction is a subject of considerable scholarly inquiry, with various studies shedding light on its multifaceted impact. Niedbala et al. (2020) advocate for the development of food trails, which involve integrating diverse culinary attractions into a cohesive product. These trails link specific regional products with other attractions such as food festivals, holidays, and historical events, thereby offering tourists an immersive experience while preserving the culinary heritage of the region. Kumar (2016) highlights the untapped potential of regional delicacies in capturing the local tourist market, emphasizing the need for effective marketing strategies. Live kitchen demonstrations at various cultural and festive events nationwide are proposed as a means to showcase local dishes and provincial cooking styles, thereby bolstering regional tourism. Richards (2015) underscores the profound connection between consuming local food and experiencing the local culture authentically. Tourists who indulge in local cuisine not only enrich their travel experiences but also contribute to the dissemination of culinary knowledge through word-of-mouth and online platforms. Moira et al. (2015) emphasize the importance of integrating local cuisine into various hospitality sectors, including hotels, restaurants, airlines, and cruise lines. Additionally, they advocate for the promotion of gastronomic tourism through initiatives such as food trails, farm visits, food festivals, and culinary workshops. Lee & Scott (2015) assert that food serves as a powerful motivator for tourists, often constituting a peak experience of their visit. Leveraging food-related attractions such as festivals, ethnic restaurants, and culinary events can significantly enhance destination branding and marketing efforts. Kalenjuk et al. (2015) stress the significance of authentic food experiences in satisfying tourists seeking novelty. They recommend that restaurateurs incorporate authentic dishes made with fresh local ingredients and traditional preparation methods to meet the evolving preferences of tourists. Horng & Tsai (2012) identify a plethora of culinary resources, including ethnic cuisine, food festivals, culinary workshops, and food markets, which can be leveraged to attract tourists. They advocate for the creation of food trails, itineraries, and tour packages to cater to the needs of culinary tourists effectively.

Studies related to role of food in tourist satisfaction

Ali et al. (2020) investigated the factors influencing tourist satisfaction, loyalty, and word of mouth in the selection of local foods in Pakistan. The study found that food quality, perceived environmental quality, perceived value, and service quality significantly impact tourist satisfaction. Liat et al. (2020) explored the chain effects of service innovation components on tourism destination loyalty, with a focus on the Middle Eastern tourism industry. The study highlighted the moderating role of religiosity in the relationship between service innovation, tourist satisfaction, and destination loyalty. Morris et al. (2020) examined tourist attitudes towards local food and its impact on destination choice, travel motivation, satisfaction, and authenticity. Wardi (2020) analyzed the influence of service quality, halal tourism, brand image, tourist satisfaction, and e-WOM on Muslim tourist loyalty in West Sumatra, emphasizing the role of tourist satisfaction in influencing loyalty. Kala and Barthwal (2020) found that the quality of food and service, ambience, and physical attributes of the restaurant significantly contribute to tourist satisfaction. Javed et al. (2020) assessed the mediating role of tourist satisfaction in the context of a famous zoo in the Czech Republic. Vuksanović et al. (2020) investigated the image of local cuisine in Vojvodina and its impact on tourist satisfaction with food experience in rural tourism. Abror et al. (2021) examined the antecedents of word of mouth in Muslim-friendly tourism marketing, highlighting the moderating role of religiosity on tourist satisfaction. Piramanayagam et al. (2021) studied the relationship between tourists' local food experiencescape, satisfaction, and behavioral intention in New Delhi. Pal (2020) explored the multifarious role of Indian food in tourism attraction and its impact on tourist satisfaction. Kim et al. (2022) investigated the effects of local food attributes on tourist dining satisfaction in Hong Kong, with a focus on the moderating role of food culture difference. Overall, the literature suggests that the quality of food, service, ambience, and cultural aspects play a significant role in influencing tourist satisfaction in various destinations, with factors such as religiosity and food culture also playing moderating roles in the relationship between service innovation, tourist satisfaction, and destination loyalty.

Studies related to Indian cuisine and tourism

Keshari (2021) highlights the diverse culinary traditions found within different communities across India, particularly evident in specific regions. These communities engage tourists through immersive culinary experiences such as food trails, cooking classes, restaurant visits, and food festivals, providing them with first-hand encounters of local flavours and techniques. Awasthi, Dhar, and Lomte (2020) argue that the culinary practices intertwined with local culture in India play a crucial role in preserving the cultural identity of each region. Gastronomic heritage, comprising traditional local dishes, indigenous ingredients, and cooking methods, serves as a cornerstone of cultural tourism in these areas. Prabhu (2018) attributes India's emergence as a prominent culinary tourism destination to the ingenuity of chefs, the vibrancy of regional restaurants, and the expertise of food professionals. International visitors to India are enamored by the vibrant spices and myriad flavors of Indian cuisine, appreciating its diverse benefits. Kumar (2016) notes the global popularity of

Indian cuisine, with its unique flavors and spice profiles being embraced by various foreign cultures. Indian masalas, naan bread, and sweets have become synonymous with Indian culture, enticing international tourists who seek to delve into India's rich history and heritage through its renowned regional dishes. Duttagupta (2013) asserts India's trajectory towards becoming a premier food tourism destination in Asia. Enthusiastic food enthusiasts from around the globe flock to India to savour the tantalizing array of dishes from every corner of the country, offering resoundingly positive feedback on their culinary experiences.

Objectives of the Study

The study was conducted to identify the dimensions of tourist satisfaction with regards to Haryanvi festival food items and determine the impact of each dimension on tourist satisfaction. To achieve the two objectives, a null hypothesis was formulated i.e. *H₀₁: There is no significant impact of Haryanvi festival food items on the overall satisfaction of tourists.*

Research Methodology

The current study was conducted in four major cities of Haryana state in India, namely Gurgaon, Faridabad, Rewari, and Mahendragarh. The study was based on primary data and the data collection was done through the survey questionnaire with close ended questions. Non probability convenience sampling was applied for collecting samples, as it was not possible to involve all the elements of the study population for survey. The target population for the study involved domestic tourists who had consumed Haryanvi festival food items in different events and festive celebrations during their visit to cities of Haryana. A total of 439 tourists were approached and provided with the survey questionnaire to complete. Out of these, 431 respondents filled out the questionnaire completely and accurately. Subsequently, the collected data was prepared and entered into IBM SPSS software version 26 for analysis.

Results and Analysis

First of all, an exploratory factor analysis was carried out on 17 attributes of Haryanvi festival food items, identified through the rigorous review of literature. The proportion of variance between the variable was checked through Kaiser-Meyer-Olkin (KMO) test which showed that the KMO value (0.762) was greater than 0.7 meaning that the variables had enough shared variance. Furthermore, the p value for Bartlett's test of sphericity was found to be significant ($p < .05$) that showed presence of correlations among variables. The factor analysis was then performed using principal component analysis as the extraction method. Varimax rotation with Kaiser normalization was selected to maximize the sum of variance of the squared loading of factors.

Table 1: Eigen values and Variances

Total Variance Explained				
Factors extracted	No of variables	Extraction Sums of Squared Loadings		
		Total	% of Variance	Cumulative %
Food Experience	5	3.658	21.517	21.517
Food Quality	3	1.604	9.438	30.955
Innovation and Variety	4	1.426	8.391	39.346
Nutrition and Hygiene Hygiene	2	1.241	7.298	46.644
Taste and Flavor	2	1.136	6.683	53.327
Price	1	1.090	6.412	59.739

It is evident from the statistics of table 1 that the factor analysis generated six new factors which covered all the seventeen attributes of Haryanvi festival food items. The six new dimensions generated were having eigen value greater than 1 and explained 59.73% of variance among the variables. These dimensions were named as: Food Experience, Food Quality, Innovation and Variety, Nutrition and Hygiene, Taste and Flavor and Price.

Table 2: Rotated Component Matrix with factor loadings

Attributes of Haryanvi festival food items	Components with factor loadings					
	F1	F2	F3	F4	F5	F6
Portion size	.795					
Ingredients used in preparation	.766					
Palatability	.723					
Presentation of Food	.698					
Quick Service while Dinning	.554					
Hygienic Preparation of Food		.727				

Value for Money		.713				
Freshness of Food		.694				
Innovation in Food			.755			
Fusion in the food items			.703			
Availability of variety			.548			
Food Serving Style			.413			
Nutritional Value				.776		
Hygiene & Cleanliness of Eating Place				.770		
Aroma and flavor					.802	
Taste					.731	
Price						.839

Table 2 shows the rotated component matrix with factor loading and six new variables that covered all the seventeen attributes of Haryanvi festival food items, explaining the correlation between the new dimensions identified and the attributes of Haryanvi festival food items. After identifying the new dimensions and naming them a stepwise multiple regression was applied to see how these newly generated dimensions of Haryanvi festival food items influenced the satisfaction levels of the tourist who consume these food items.

But before applying the test, data was tested for all the assumptions of regression analysis. Residual statistics analysis for outliers showed that the minimum value of standard residual was -2.21 and maximum value was 3.071 postulating that the collected data had no outliers. It was confirmed from the bell shaped and symmetrical histogram for regression standard residual and normal P-P plot for regression standard residual that residuals were normally distributed. A scatterplot showing a random array of dots indicated a straight line linear relationship between the variables and a constant variance of the residuals in the regression model. The values of test statistic for Durbin Watson test analysis (table 3) was 1.789 which was closer to 2 confirming that the residuals had no autocorrelation among them.

Table 3: Model summary for Stepwise multiple regression between Haryanvi festival food items and tourist satisfaction

Models	R	R ²	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.637	.406	.404		.35995	1.789
2	.810	.656	.654		.27429	
3	.888	.789	.787		.21501	
4	.951	.905	.904		.14476	
5	.979	.958	.958		.09599	
6	.983	.966	.965		.08702	

The stepwise multiple regression applied after checking all the assumption for the test created six new models based on the impact of Haryanvi festival food items on tourist satisfaction. The analysis of proportion of variance, as evident from table 3, indicated that the 6th regression model had R²=.966 and contained all six new factors describing 96.6 % of the maximum total variance for tourist satisfaction explained by the dimensions of Haryanvi festival food. Furthermore, the F-statistic (1988.257) with p-value 0.000 from table 4 indicated that the 6th model was statistically significant.

Table 4: ANOVA for stepwise multiple regression between Haryanvi festival food items and tourist satisfaction

Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.955	1	37.955	292.946	.000
	Residual	55.583	429	.130		
	Total	93.539	430			
2	Regression	61.339	2	30.670	407.662	.000
	Residual	32.200	428	.075		
	Total	93.539	430			
3	Regression	73.799	3	24.600	532.127	.000
	Residual	19.740	427	.046		
	Total	93.539	430			
4	Regression	84.612	4	21.153	1009.442	.000
	Residual	8.927	426	.021		
	Total	93.539	430			
5	Regression	89.623	5	17.925	1945.368	.000

	Residual	3.916	425	.009		
	Total	93.539	430			
6	Regression	90.328	6	15.055	1988.257	.000
	Residual	3.210	424	.008		
	Total	93.539	430			

The ANOVA statistics (table 4) for stepwise multiple regression between tourist satisfaction and dimensions of Haryanvi festival food revealed that in the 6th model the value of sum of squares of mean was highest (90.328) and the value of sum of squares of residual was lowest (3.210) which indicated that 6th model explained a significant amount of variance in establishing the impact of attributes of Haryanvi festival food items on the tourist satisfaction.

Table 5: Model summary of individual impact of Haryanvi festival food items on tourist satisfaction

Model		B	Std. Error	Beta (β)	t	p
6	(Constant)	3.323	.004		792.840	.000
	Food Experience	.302	.004	.645	71.697	.000
	Food Quality	.235	.004	.504	55.997	.000
	Taste and Flavor	.171	.004	.366	40.726	.000
	Nutrition and Hygiene	.159	.004	.341	37.871	.000
	Price	.108	.004	.232	25.739	.000
	Innovation and Variety	.040	.004	.087	9.653	.000

Table 5 shows the individual contribution of each dimension of Haryanvi food of the 6th model towards the tourist satisfaction regarding Haryanvi festival food items. To understand the individual contribution of each dimension of Haryanvi festival food, standardized beta value and t values of the 6th model were observed. The p-value of the slope coefficients of t statistics (792.840) was less than 5% significance level ($p=0.000$) which meant that significant relationship was observed between the attributes. Looking into the unstandardized coefficients, for every one-unit increase in the independent variable (Food Experience) there was .302 increase in the dependent variable followed by dimensions "Food Quality", ($B= .235$); "Taste and Flavor", ($B= .171$); "Nutrition and Hygiene", ($B=.159$); "Price", ($B=.108$) and "Innovation and Variety", ($B=.040$). By looking into the value of standardized coefficients, dimension "Food Experience" had the highest influence ($\beta =.645$) on tourist satisfaction regarding Haryanvi festival food followed by dimensions "Food Quality", ($\beta =.504$); "Taste and Flavor", ($\beta =.366$); "Nutrition and Hygiene", ($\beta =.341$); "Price" ($\beta =.232$) and "Innovation and Variety", ($\beta =.087$). In addition to this all dimension of Haryanvi festival food had significant p-value ($p<0.05$), meaning that there was a significant relationship between dimension of Haryanvi festival food and satisfaction of tourists regarding Haryanvi festival food. Hence our null hypothesis i.e. H_{01} : **There is no significant impact of Haryanvi festival food items on the overall satisfaction of tourists** was rejected implying that there is significant influence of Haryanvi festival food items on the overall satisfaction of tourists.

Conclusion

The study set out with two primary objectives: to delineate the dimensions of tourist satisfaction concerning Haryanvi festival food items and to ascertain the influence of each dimension on overall tourist satisfaction. Formulating a null hypothesis to test for the absence of significant impact, the research methodology involved primary data collection through survey questionnaires distributed among 431 domestic tourists who had partaken in Haryanvi festival food across four major cities in Haryana, India. The exploratory factor analysis unveiled six distinct dimensions of Haryanvi festival food satisfaction, covering 59.73% of the variance among the variables. These dimensions were Food Experience, Food Quality, Innovation and Variety, Nutrition and Hygiene, Taste and Flavor, and Price. Subsequent stepwise multiple regression analysis, after verifying the assumptions, revealed that the sixth model, which integrated all six dimensions, explained a substantial 96.6% of the variance in tourist satisfaction regarding Haryanvi festival food, supported by a statistically significant F-statistic.

Further analysis of the individual contributions of each dimension highlighted "Food Experience" as the strongest dimension to influence the satisfaction of tourists, followed by "Food Quality", "Taste and Flavor", "Nutrition and Hygiene", "Price", and "Innovation and Variety". Each dimension exhibited a significant relationship with tourist satisfaction, as indicated by their standardized beta values and p-values. Conclusively, the null hypothesis stating the absence of a significant impact of Haryanvi festival food items on overall tourist satisfaction was decisively rejected.

Recommendations

The study recommended that stakeholders should prioritize enhancing the overall food experience by offering interactive culinary activities and promoting local gastronomic traditions. Maintaining high standards of food quality and hygiene is essential to ensure tourist confidence and satisfaction. Additionally, stakeholders should strive to innovate while preserving the authenticity of Haryanvi cuisine, offering diverse culinary options to cater to varying preferences. Transparent pricing policies and value-for-money offerings are crucial to enhancing satisfaction, along with continuous evaluation and feedback mechanisms to address evolving tourist preferences. Collaboration with tourism agencies and local authorities can further promote Haryanvi festival food as a unique tourism attraction, fostering sustainable tourism development in the region.

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