Potential of Food Tourism in Punjab (India):
A study of Amritsar, Jalandhar and Patiala

Varinder Singh Rana[1], Dr. Piyush Sharma[2], Dr. Arun Singh Thakur[3]

[1]Research Scholar, Amity School of Hospitality, Amity University, Noida, (Uttar Pradesh)

[2]Associate Professor, Faculty of Hospitality and Tourism, Amity University, Noida, (Uttar Pradesh)

[3]Assistant Professor, University Institute of Hotel & Tourism Management, Panjab

University, Chandigarh

Abstract: Food tourism has become a familiar sector where several restaurants and food stores are focusing on maximizing the benefits of cuisine which benefits the individual producer or business-man in Punjab. Although food tourism has emerged lately and has become highly popular, there are certain hitches related to that of food tourism when it comes to Punjab. The present study is an attempt at discovering the problems and challenges associated with food tourism and to establish the perception of tourists regarding food as tourist attraction in Punjab. The present study is based on the collection of data through a self-structured questionnaire. The idea behind the research is to analyse the potential of food tourism in the states of Punjab. The study is intended to take place by the distribution of self-structured questionnaires in selected respondents in the states Amritsar, Jalandhar and Patiala and generalise the results to Punjab. The outcome of the questionnaire suggests that there is a positive correlation between food and tourism in Punjab. there is a significant relationship between food and tourist's decision to visit Punjab and a positive relation between tourist's perception and potential of food tourism in Punjab.

Keywords: Food tourism, culinary tourism, tourists, urban tourism.

INTRODUCTION

Food tourism is one of the major parts of tourism where the food is the core factor and the food tourists have their attention on the food, its quality and its history. Food tourism has become so popular in today's world that, eight out of ten people are aware of the term food tourism and five out of 10 people are food tourist themselves. Food tourism is also known as culinary tourism defined as the exploration of food for the motive of tourism. India is considered to having one of the finest cuisines which are as rich and diverse as compared to that of its civilization. It has been stated in a recent food survey report that the cuisine of India is placed among the top 10 countries in the whole world for serving the best food. It is being preferred by maximum travelers globally when they visit different states for vacation. Burke (2011). In India food is hailed as a form of art that is continuing like a legacy and its taste is incomparable with other regions (Kumar, 2018). In addition to this the Indians hospitality is summarized as legendary which thoroughly abides the Sanskrit literature. The famous proverb which goes by "Atithi Devo Bhava" implies "the guest is truly your god" is taken seriously by Indians. The people of Punjab treat the food with respect as if it is a gift of God. Most of the tourists visit Punjab, exclusively for its delicious food they offer. (Meruka India Tourism, 2018).

Although food tourism has emerged lately and has become highly popular, there are certain hitches related to that of food tourism when it comes to Punjab, especially in the areas of Jalandhar, Patiala. According to Berry (2014) since the food tourism has become a popular term, several restaurants and food stores are focusing on the maximizing the benefits of cuisine. Several food products produced in some regions of Punjab are ideal for individual business in certain areas while some are confined to single region of Punjab. Supposedly if a food product is introduced in Patiala intended for foreign tourists, is failing to grab the local's attention, which

Varinder Singh Rana, Research Scholar, Amity School of Hospitality, Amity University, Noida, (Uttar Pradesh)
Dr. Piyush Sharma, Associate Professor, Faculty of Hospitality and Tourism, Amity University, Noida, (Uttar Pradesh)
Dr. Arun Singh Thakur, Assistant Professor, University Institute of Hotel & Tourism Management, Panjab University, Chandigarh

would lead to a loss. While in Amritsar as observed by Ramakrishnan (2012), the city is untidy and crowded even around the famous Golden temple, the roads are clumsy. This has seriously affected the tourists and the tourism.

Other factor which can affect tourism to an extent is security for the tourist. For instance, many tourists have faced security issues during food tourism in certain areas of Jalandhar and Patiala where tourists had to go through several instances of pick pocketing etc. As per Jha (2014) it has been observed often that food tourism in areas of Patiala especially, failing to attract people for its inability of managing solid waste properly in the city. This issue of cleanliness has also affected the tourists badly since, they prefer a graceful and hygienic location to have their tummy full. Food tourists usually prefer to eat at local stalls and learn about the heritage of that food; however, such dumping around food stalls tends to irritate the food hunters or the tourists. AHARA (Amritsar Hotel and Restaurant Association) explained various problems along with the problem of cleanliness that prevails in the city of Amritsar as a major hindrance to food tourism. The poor drainage system has turned the situation from bad to worse (Singh), 2018.

LITERATURE REVIEW

Food is a vital section in tourism and has an enormous attraction wherever individuals travel (Bessiere, 1998). Neighbourhood food is a fundamental segment of a destination's traits, in addition to the scope of attractions (Symons, 1999). Going after food has taken a completely new turn from what it used to be when voyages were bid for zest exchange, yet voyagers still consumed dry food, as the neighbourhood cuisines were regarded with distrust. Food is furthermore depicted as any substance that gives the enhancements that helps in survival and development when ingested. Food deprived of the apparatus of gastronomy is a kind of cooking in specific regions.

Hall and Sharples (2003) in their investigation have categorized food tourism in based on the "significance of an extraordinary enthusiasm for food as a movement inspiration" The category identification depends on the accompanying criteria: 1) Gourmet tourism or Cooking tourism, where the fundamental zest for heading out is to visit an eatery for food related exercises, 2) Culinary Tourism, where the traveller takes interest in food related exercises beyond the immediate neighbourhood to explore great food, 3) Urban tourism describing multiple tourist activities in which city is main destination and place of interest. This form of tourism is relatively old and very complex. The potential and prospects of food tourism in India and Punjab will be explored here.

Long (2004) considered culinary tourism as a way for encountering different beliefs through food. Molz (2007) later considered culinary tourism as a feeling of knowing or encountering another tradition, and performing enterprise, flexibility, and receptiveness to some other culture. The neighbourhood food of a nation relates to the nation's culture, and in addition, tourists can pick up a genuine cultural experience.

Kivela and Crotts (2006) intend that shoppers stimulated by food, are typically keen on multidisciplinary viewpoints recognized with cuisine and gastronomy, focusing on the cultural interest of the culinary tourist. Hence, the culinary or gastronomic tourism should be viewed as the discharge of another cultural pattern. The foodie tourists are keen on nearby items and run of the mill dishes with the point of getting in contact with the social and recorded foundation. The present effort accepts the gastronomic tourism as a cultural practice and commonplace cuisine as a tangible and experiential legacy.

Shenoy (2010) mentioned in his investigation about the five parameters that features the synthesis of food tourism. These parameters incorporate eating at eateries known for close cooking styles, buying neighbourhood food cuisines, devouring neighbourhood refreshment snacks, feasting at amazing eateries, and eating at natural chain eateries and establishments. His investigation uncovered the suppers with assortment chasing and social bonding irrespective of age, sexual orientation, training, and wages. Division of tourists revealed the nearness of three groups: the culinary traveller, the experiential vacationer, and the general visitor.

Updhyay and Sharma (2014) mentioned that food tourism, one of the subcategories of social tourism, is explicitly rising as a specialty that supplements different intends to take in the way of life of a goal. Categorization of food tourism incorporates gastronomy tourism, culinary tourism, cooking tourism and gourmet tourism. The creators proposed that 'cooking' and 'gastronomy' are things that signifies 'styles of food readiness' and 'the craftsmanship or exploration of good eating', individually. The figure 1 illustrates the conceptual framework for the problems and prospects of food tourism in Punjab, with special reference to Amritsar, Jalandhar and Patiala.

The present study is an attempt at discovering the problems and challenges associated with food tourism and to establish the perception of tourists regarding food as tourist attraction in Punjab with specific reference to Amritsar, Jalandhar and Patiala. The paper is concerned with the description of the views of the tourists concerning the extent to which food acts as an attraction to visit Punjab. Since this study is expressive and aims at the description of the state of food tourism in Punjab and the perceptions of tourists towards it, the chosen research design is the descriptive research design.

METHODOLOGY

The present study is based on the collection of data through a self-structured questionnaire. The idea behind the research is to analyse the potentiality of food tourism in the states of Punjab. The study is intended to take place by the distributing self-structured questionnaires in selected states viz. Amritsar, Jalandhar and Patiala and consolidate the results to Punjab The data has been collected from 380 tourist who visited hotels, restaurants and foods outlet of Amritsar, Jalandhar and Patiala during the period of January 2018 to May 2018. As mentioned, the current study is descriptive in nature, i.e. it is aimed at describing the events as they are, and the measurement of the subjects only once is sought. Hence, the data collection approach used in this study will be a quantitative approach wherein a questionnaire with pre-structured queries will be distributed to the respondents to be easily able to quantify the data obtained through these questionnaires. The data so collected will then be analysed using appropriate analytical techniques to outline the problems associated with food tourism in Punjab and the perception of tourists in this regard.

RESULTS AND DISCUSSION

The collected data has been divided into eight parts

Part I - General Information

The general information (Part I) gathered from the tourists are tabulated in the table 1. The parts of information that

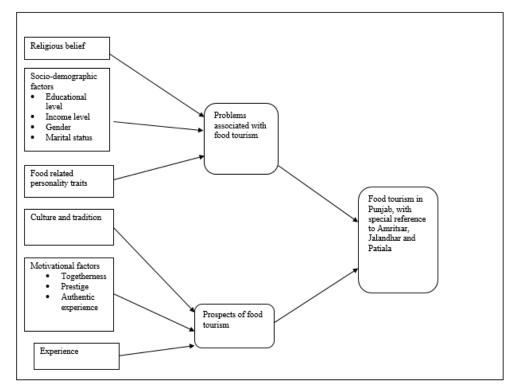is tabulated in the form of Table 2. The correlation values are tabulated in Table 3.

Fig.1: The conceptual framework for the problems and prospects of food tourism in Punjab, with special reference to Amritsar, Jalandhar and Patiala

Table 1. Survey outcome as part of General Information

Survey Questionnaire	Survey Outcome
Is this the first time that you have visited Punjab?	Out of 380 respondents, 52.9% responded Yes and 47.1% responded with No (Ref Fig 1)
Age	Most of respondents are above 30 years (Ref Fig 2)
Gender	Out of 380 respondents, 48.7% are male and 51.3% are female. (Ref Fig 3)

Nationality	Out of 380 respondents, 65.0% are Indian, 35% are from foreign countries. (Refer Fig4)
Most of your visits to Punjab have been with	Out of 380 respondents, 26.6% have come with spouse, 25.0% with parents and 58.4% includes friends, colleagues etc. (Ref Fig 5)
The purpose of your visit to Punjab	Refer Fig 6
Please indicate the duration of your stay in Punjab	Out of 380 respondents, 33.7% have stayed more than 7 days, 42.6% are for 2 – 7 days and same day return. (Ref Fig 7)

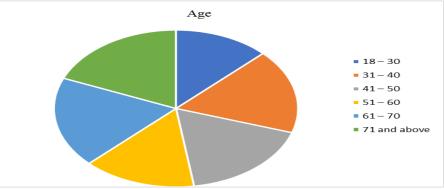**Fig.2**: Represents the pie chart of tourists for first time visit.
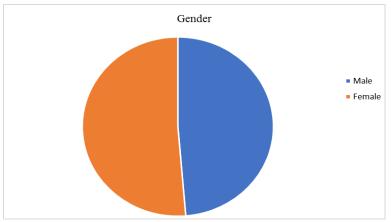

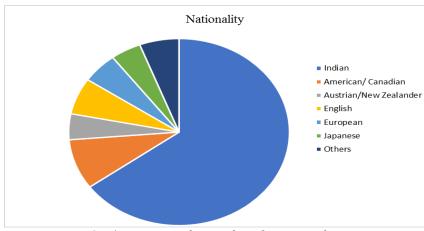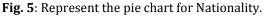**Fig. 3**: Represents the pie chart for age of respondent.

Fig. 4: Represents the gender respondents.

Fig. 5: Represent the pie chart for Nationality.

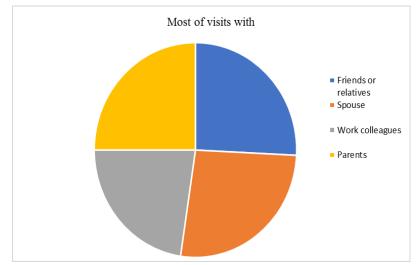**Fig. 6**: Represents the pie chart for Most of visits with

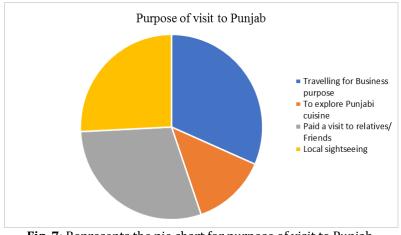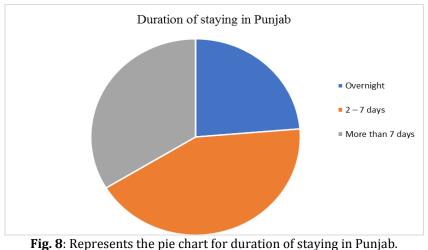**Fig. 7**: Represents the pie chart for purpose of visit to Punjab.

Fig. 8: Represents the pie chart for duration of staying in Punjab.

RELIABILITY AND FACTOR ANALYSIS

Cronbach Alpha is a reliability test conducted within SPSS in order to measure the internal consistency i.e. reliability of the measuring instrument (Questionnaire). It is most commonly used when the questionnaire is developed using multiple Likert scale statements and therefore to determine if the scale is reliable or not.

Hypothesis of the Study

H_{a1}: There is a positive correlation between food and tourism in Punjab

H_{a0}: There is no positive correlation between food and tourism in Punjab

The value of correlation between food related planning, choices of food, review of food experience and type of food experience for tourism in Punjab lies from 0.745 to 0.856 which shows a strong relation between them with p value = 0.001 which is less than 0.05 label of significance. So, the hypothesis H_{a1} has to approved, i.e. there is a positive correlation between food and tourism in Punjab

H_{b1}: There is a significant relationship between food and tourist's decision to visit Punjab

H_{b0}: There is no significant relationship between food and tourist's decision to visit Punjab

The value of correlation between food related planning, choices of food, review of food experience and type of food experience with source of information for tourism in Punjab lies from 0.745 to 0.856 which shows a strong relation between them with p value = 0.001 which is less than 0.05 label of significance. So, Hb1 hypothesis stands tall among them, i.e. there is a significant relationship between food and tourist's decision to visit Punjab.

H_{c1}: There is a positive relation between tourist's perception and potential of food tourism in Punjab.

H_{c0}: There is no positive relation between tourist's perception and potential of food tourism in Punjab.

TABLE 2: OTHER PARTS OF INFORMATION GATHERED FROM TOURISTS

	RELIABILITY STATISTICS		
	CRONBACH'S ALPHA	CRONBACH'S ALPHA BASED ON STANDARDIZED ITEMS	N OF ITEMS
PART II- SOURCE OF INFORMATION	.853	.851	9
PART III - FOOD RELATED PLANNING BEFORE COMING TO PUNJAB	.818	.818	10
PART IV - CHOICE OF FOOD	.794	.793	9
PART V - REVIEWING FOOD EXPERIENCES	.839	.839	11
PART VI - TYPES OF FOOD EXPERIENCES	.768	.771	6
PART VII - PROBLEMS/ PROSPECTS OF PUNJABI CUISINE	.869	.868	13
PART VII - OVERALL EXPERIENCE	.654	.652	5

CONCLUSIONS

Food tourism has become a familiar sector where several restaurants and food stores are focusing on maximizing the benefits of cuisine which benefits the individual producer or businessman in Punjab. For the growth of food tourism, it is essential for awareness campaigns aiming at visitor's research and their opin-

ions, behaviors and expectations of foreign travelers. In India, the tourism planners must recognize that the satisfaction through food is an integral perspective of the tour and therefore impacts the overall satisfaction of the tour. The tourism research community and practitioners must collaborate on planning initiatives and long-term policy and managerial applications that are aimed at enhancing the attractiveness of India as a destination for food tourism. The outcome of the questionnaire suggests that there is a positive correlation between food and tourism in Punjab. there is a significant relationship between food and tourist's decision to visit Punjab and a positive relation between tourist's perception and potential of food tourism in Punjab. Thus, it can be concluded that food tourism will plays a pivotal role in the future which extract many more tourists and increase the income through tourism.

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