

Tourist's Satisfaction with Local Gastronomy: Effect on Future Dining Intentions
(A study of local Street food outlets of Old Delhi)

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Introduction:

Gastronomy is central to any kind of travel and is considered as the gateway to understand another culture. Experience of tourists with local food has an enduring impact about a destination even long after the trip (Hall & Mitchell, 2002; Hall, Sharples & Smith, 2003; Henderson, 2009). Realising the potential of gastronomy, more and more tourist places around the world are positioning themselves as gastronomic tourism destinations (Zurab Pololikashvili Secretary-General, Guidelines for the Development of Gastronomy Tourism, World Tourism Organization, UNWTO, 2019). Gastronomy has become one of the main reasons to travel and one third of tourists total expenditure is on food during travel (World Tourism Organization and Basque Culinary Center, 2019, Guidelines for the Development of Gastronomy Tourism, UNWTO, Madrid).

Food of a place got recognition of a common cultural heritage in the UNESCO's list of intangible cultural heritage and gastronomy of a place is also considered as the most vital component in the choice for a destination (Williams et al., 2014). Being a part of cultural tourism, gastronomic tourism is an important tool for the destinations trying to develop unique tourism products and experiences for the tourists (Scarpato, 2002). Gastronomic tourism is on the rise today, not only because food is central to any tourist experience, but also because the concept of gastronomy has evolved to take along the culture of a place, local history and cultural heritage (UNWTO, 2017). Visitors are involved in some mode of dining local food during travel (Chang, Kivela, and Mak, 2011) right from relishing food which is familiar to seeking unique cuisines or novel dishes experience (Cohen and Avieli, 2004).

During their visit to a destination, the tourists anticipate unique and delightful gastronomic experiences regardless of whether these are or are not the main motive of travel (Kivela and Crotts, 2006). Local food can lead to learning new cultures of a place and a chance to interact with the locals (Hegarty and O'Mahony, 2001).

In hospitality sector, satisfaction is not a ubiquitous phenomenon wherein everyone cannot achieve it completely out of the same offered experience due to distinction in needs, aspirations and previous experience which has a considerable impact on their expectations (Pizam & Ellis, 1999). Local food plays a leading role in impressing tourists who visit the destination (Skinner P 2000; Van Westering J.Y Poria and N.Liapis 2000). Culinary-gastronomic tourism – a search for local food experiences, a study done by Peter Björk and Hannele Kauppinen-Räsänen, 2016 says that the tourists perceive local food to be fresh, delicious and more authentic. The present study is meant to explore the satisfaction of tourists with local street food outlets of Old Delhi and its effect on future dining intentions.

Literature Review:

Tourists travel all over the world to explore different types of cuisine and conceive memorable experiences through them (Bessiere, 1998; Hall and Sharples 2003; Long 2004). Various studies reveal that food has become an integral aspect of a tourist's experience (Kivela and Crotts 2006). Food is the most essential part of tourist's experience and for some it is just a physiological need but for others it is the major motivation to travel.

Local Street food of Delhi:

Oxford advanced learner's dictionary (2005) states local as belonging to or connected with the particular place or area that one talks about or with the place where one lives.

Local food pertains to the food which is sourced, prepared locally and has a local identification (Enteleca Research and Consultancy, 2000).

Street foods are admired because of their extraordinary flavours, accessibility and their role in highlighting the cultural heritage (Ekanem, 1998 and FAO, 1997). Street food is defined as a food which is quickly served and is prepared by street vendors (Muleta and Ashenafi, 2001).

In India due to large diversity of gastronomy, eating street food is always a bliss for travellers due to its wide variety which is not available anywhere else other than the place it is sold and prepared (Rheinlander, 2006). Street food sector in India is having a daily turnover of Rs. 3000 cr. (Skill India, 2015).

The city of Delhi has a rich and vibrant culinary tradition. It has people from different parts of India; its cuisine is influenced by the various cultures and traditions. Being the capital of India and having a glorious past and tradition of having culinary delicacies from Mughlai to Chinese, the city offers multicultural cuisine. Delhi is all about fabulous street food states Anubhav Sapra, Delhi Food Walks (CNN Travel, 2017). Old Delhi is full of tantalising delicacies served in the street lanes packed with taste, aroma and flavours. Famous street foods of Delhi are seekh kebabs, gol gappas, jalebis, paranthas, samosas, chaat, Chole Bhature. and the list is endless. There are street food outlets which have been established since 1884 says Sapra and the kind of warmth and affection you come across here is not anywhere in the world. Old Delhi is also known as the street food capital of India having more than 400 food outlets and stalls.

Satisfaction with local food: Satisfaction is the pleasure one gets out of the complete fulfilment of consumption experience (Oliver, 1988). Satisfaction out of consumption in dining occurs when the expectation is more or equal to the perception and dissatisfaction is considered as a gap between the expectations and perceptions Zeithaml and Bitner (2002).

Various studies have investigated the satisfaction of consumers in case of commercial dining like casual dining or street food outlets (Andersson and Mossberg, 2004; Yuan and Wu, 2008). Numerous studies have investigated the satisfaction of tourists in context to their local food experiences. The studies of Ling et al. (2010), Nam and Lee (2011), and Ryu and Jang (2006) all have researched the experience of tourists with local food in a destination. Various studies have shown that satisfaction out of an experience also contributes towards the post-purchase behavior of the tourists like their intention to revisit the place or loyalty towards a particular outlet. Studies done

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by Karim et al., 2009 and Ling et al., 2010 on gastronomic experiences reveal the tourists revisit intentions and referring others to visit the destination for food.

Chang et al. (2011) states that apart from food itself, the authenticity portrayed in the ambience, amalgamation of culture and food and the service personnel are one of the most important parameters affecting tourist's food experience.

Various studies reflect that motivational factors are important in the overall satisfaction of the tourists visit to a destination for food. When it comes to motivational aspects for tourists to experience local food, the sensory elements (taste, appearance, authenticity of the place) are considered to be the physical motivators (Fields, 2002). A prompt and responsive service always produces customer delight and satisfaction (Iqbal et al., 2010). Customer satisfaction relates not only to the provision of service of food but also to help the customers as and when required. Nield et al. (2000) conducted a study "The role of food service in tourist satisfaction" which indicates that the food appearance and presentation, atmosphere and the menu variety in the local food have a strong influence over the whole meal experience. Sulek and Hensley (2004) in their study pertaining to importance of food, ambience and the service quality in a full service restaurant are of the view that quality of food served has the maximum effect on guest satisfaction. Further, the food quality also has been recognized as the significant influencing element in influencing future dining behaviour by many researchers (Ha and Jang, 2010; Karim and Chi, 2010; Namkung and Jang, 2007; Ryu and Han, 2010; Sulek and Hensley, 2004; Yüksel and Yüksel, 2003).

Tourist's expectations about the dining atmosphere mostly surround on to the cultural aspects of the place (Chang et al., 2011). The expectations may include the authenticity comprising of authentic taste, method of cooking, hygiene or the fresh ingredients used for cooking food along with the ambience (Batra, 2008; George, 2000; Ha and Jang, 2010; Sukalakamala and Boyce, 2007). During a research carried out on Malaysian customers by Fatima *et al.*, it was revealed that hygiene and cleanliness remained as the main motivating factor along with variety of food and location of the place in selecting food outlet.

Courtesy offered by the employees at the outlet also creates satisfaction. Food outlets have some tangible and intangible elements. The intangible element in the food outlet serving local food is the employee's attitude, behavior and courtesy towards the guests which creates a memorable experience for the tourists (Zopiatis and Pribic, 2007).

Revisit Intention:

Revisiting can be defined as the likelihood of a guest to repurchase a service or a product in a near future (Oliver, 1997). Revisiting is also termed as the decision of a customer to maintain a strong relationship with the service provider (Hume, Mrgee and Mort, 2007).

When we talk about marketing and the consumer behaviour, the positive behavioural intention always excites a customer to repurchase and inform or recommend others to purchase whereas the negative intention does not allows or affects the decision of a customer to revisit or repurchase (Jani & Han, 2011). It is the overall satisfaction of the tourists which encourages them for repeat purchase and informs their friends, relatives about the service or a product they have experienced (Amoah et al., 2016). The behaviour of tourists focuses on their satisfaction which further influences their revisit intention (Rajaratnam et al, 2015).

Relationship between Revisit Intention and Customer Satisfaction:

Satisfaction of tourists and revisit intention corresponds with each other because satisfaction achieved at the food outlet affects the revisit intention of the tourists (Cronin, et al., 1992; Oliver, 1980). Satisfaction in dining local food leaves a tourist with a positive influence and enhances the chance of revisiting the outlet Oliver (1980). Gastronomy is one of the core elements of tourism product and has a significant contribution in creating a splendid experience for the tourists (Peštek and Činjarević, 2014). Tourists today have a great urge to consume authentic traditional foods and experience novel gastronomy of a destination (Björk dan Kauppinen-Räsänen, 2014).

Taking into account the literature and previous studies, satisfaction and future intentions of tourists were analysed on the following scales and dimensions of satisfaction which are duly supported by the literature

1. Hygiene and cleanliness
2. Authentic in taste and appearance
3. Adoption of live cooking methods
4. Better communication of staff and knowledge of local tourist destinations
5. Overall satisfied

Items for Measuring Tourists Dining Satisfaction

Item number	Item description	Supporting literature for item
1	Taste and appearance of local food	Haghighi <i>et al.</i> (2012), Ryu and Han (2010a), Chao (2010), Chao (2010), (Beerli and Martin, 2004), Glanz <i>et al.</i> , 1998
2	Cooking methods	Rozin and Rozin (1981), UNWTO second global report, 2017, The Mumbai Pages, 1995
3	Authenticity of local food	Cohen, 2010; Ivor O’ Donovan, Michael Quinn and Anne Marie Lally, 2015
4	Traditional delicacies and variety of local food	Namkung and Jang (2007), Nield <i>et al.</i> (2000) Quan and Wang (2004)
5	Hygiene standards	Lockyer, T. (2005), Fatimah UZAU, Boo HC, Sambasivan M, Salleh, 2011
6	Staff courtesy	Parasuraman, Zeithaml, and Barry, 1985; 1988; Gabbie and O'neil, 1996 Cronin and Taylor 1992, Jain and Gupta 2004, Chow <i>et al.</i> , 2007, (Zopiatis and Pribic, 2007).
7	Server communication	Kleman, 2008, Susskind, 2011

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Research Objectives:

1. *To examine tourists dining satisfaction level with regard to local street food of Old Delhi.*
2. *To evaluate the effect of satisfaction level on future dining intentions of tourists.*

METHODOLOGY

Survey Instrument and Sample

Old Delhi (India) was chosen for this research due to its rich cultural heritage and gastronomic delights since generations. Old Delhi is having street food outlets since Mughal times and the food outlets deserve to be tried for their sumptuous flavours and taste. The city is credited for the invention of World famous butter chicken by Moti Mahal restaurant in 1950's.

Delhi is having a multi-cuisine image consisting of North Indian, Mughlai, Punjabi and street food varieties including gastronomic delights from various parts of India (Rathor, Ankush, Parkash and Garima, 2019).

The target population of the survey was all international and domestic tourists travelling to Delhi for business, pilgrimage, holidays and other purposes.

Although, the information about total number of international and domestic tourists visiting Old Delhi could be taken from Delhi tourism department, but the sampling frame containing the list of elements from which the sample of the survey would be actually taken was unavailable, making the probability sampling as not feasible for the study (Cooper and Schindler, 2008). Due to this reason, purposive sampling technique was selected to sample the target population.

A self administered questionnaire was developed to understand the dining satisfaction level of tourists and their future dining intentions with respect to street food outlets having three dependent variables and four independent variables containing four statements. Dependent variables include revisit intention of the tourists, recommendation to others and not to visit again whereas the four independent variables includes statements pertaining to hygiene and cleanliness experienced by the tourists, authentic taste and appearance of local food, better communication of staff and knowledge of local tourist destinations with their overall satisfaction evaluation.

The survey was conducted over a one month period from mid of August to mid of September 2021. The total sample size was 300 out of which 284 respondents participated. The survey was conducted with 284 respondents in all which included 102 International tourists and 182 domestic tourists who visited these famous local street food outlets of Old Delhi city. The outlets covered for the survey included famous street food outlets of Old Delhi and the information about the street food outlets was gathered from local people, travel agents, tour operators and social media. The response rate was 94% in which 284 respondents participated out of the total sample of 300 tourists. However, 16 questionnaires were found to be incomplete and were thus rejected.

Table: Sampling Methodology used in the present research

Location		Old Delhi (India)	
Target Population	Tourists visiting Street food outlets in Old Delhi		
Type of food outlets	Street food		
Technique used:	Purposive sampling		
Total number of tourists	284	Total number of local street food outlets surveyed	79

Profile of the respondents visiting Local street food outlets in Old Delhi

Out of 284 respondents, 193 (68%) were male and 91 (32%) were females. Majority of the respondents were between the age group of 41-60 (45.6%). In respect of marital status 52% were married. About 42% of the respondents were working in private sector. Income of the respondents was between Rs.10000-70000. Frequency of visiting Street food outlets first timers were 39% and regular visitors were 61%.

Analysis and Interpretation:

The aim of this study pertains to examining tourists dining satisfaction level with regard to street food outlets and its effect on future dining intentions. In this study street food outlets are taken for assessing satisfaction and their intention to visit again. In the present study analysis was done in two steps.

In first step mean value of responses pertaining to street food outlets and with regard to each statement of satisfaction was calculated. In second step influence of satisfaction on future dining intentions was evaluated by applying multivariate linear regression technique for the street food outlets. Future dining intentions for each type of outlet was measured in terms of revisit intention, recommendation to others and not to visit again dimensions. These three dimensions were formulated as dependent variables and five dimensions of satisfaction were considered as independent variables.

Results:

Descriptive statistics:

Table Satisfaction level of tourists with local street food (n=284)

S. No.	Variables	Mean	Std. Deviation
1	Hygiene and cleanliness	3.32	1.115
2	Authentic in taste and appearance	3.68	1.203
3	Adoption of live cooking methods	3.87	1.168
4	Better communication of staff and knowledge of local tourist	3.01	1.201

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	destinations		
5	Overall satisfied	3.19	1.202

The results in the table display mean responses and standard deviation to each statement of satisfaction with regard to street food outlet. Hygiene and cleanliness have a mean value of 3.32 which indicates that the tourists are satisfied with the hygienic conditions at the street food outlets, authenticity in taste and appearance also has the mean value of 3.68 indicating high level of satisfaction of the tourists visiting street food outlets. Adoption of live cooking methods which is generally considered as showcasing of culinary skills has the highest mean value of 3.87 reflecting the satisfaction of the tourists with street food of Old Delhi.

Communication from staff highlighting features of local food and knowledge of local tourist destinations was also considered as satisfaction influencing parameter having a mean value of 3.01 and when it comes to overall satisfaction about street food the mean value of 3.19 indicates satisfaction of the tourists with local food of Old Delhi during their visit to the street food outlets.

Influence of satisfaction level on dimensions of future dining intentions with respect to street food outlet.

Following tables shows regression results of influence of five dimensions of satisfaction measurement considered as independent variables over three dependent variables of future dining intentions which have been modelled individually.

1. *Street Food outlets*

Table: Regression results with respect to street food outlets

Dependent variable	Independent variable	Regression coefficients (p value)	R square (Adjusted R square)	F value (p value)
Revisit intention	Hygiene and cleanliness	0.225 (0.212)	37.62% (35.14%)	8.79* (0.006)
	Authentic in taste and appearance	0.352 (0.002)*		
	Adoption of live cooking methods	0.216 (0.021)*		
	Better communication of staff and knowledge of local tourist destinations	0.107 (0.632)		
	Overall satisfied	0.178 (0.026)*		
Recommendation to others	Hygiene and cleanliness	0.023 (0.213)	21.58% (20.47%)	11.26*

	Authentic in taste and appearance	0.221 (0.002)*		-0.003
	Adoption of live cooking methods	0.317 (0.026)*		
	Better communication of staff and knowledge of local tourist destinations	0.324 (0.227)		
	Overall satisfied	0.248 (0.014)*		
Not to visit again	Hygiene and cleanliness	0.107 (0.012)*	5.48% (4.97%)	4.925* (0.047)
	Authentic in taste and appearance	0.212 (0.016)*		
	Adoption of live cooking methods	0.115 (0.224)		
	Better communication of staff and knowledge of local tourist destinations	0.226 (0.314)		
	Overall satisfied	0.105 (0.417)		
<i>(Sig. p value is < 0.05) * Values are significant</i>				

The above table shows influence of satisfaction dimension on future dining intentions with respect to street food outlets of Old Delhi city. Here the results indicate that these five dimensions of satisfaction explain revisit intentions, recommendation to others and not to visit again to the extent of (37.627%, 21.58% and 5.48%) respectively. Their contribution in explaining the dimension of future dining intention was found to be significant as indicated by the F values. Even the adjusted R square values are close to R square values which indicates that the model is appropriate and also implies that the tourists who visited street food outlets would like to revisit and recommend it to his/her relatives and friends. Dimension wise analysis indicated regression coefficient of better communication of staff and hygiene and cleanliness to be an insignificant (0.107; $p=0.632>0.05$ and 0.225; $p=0.212>0.05$) which implies that the presence or absence of these two dimensions does not influence the tourists who visited street food outlets to revisit again. The results for the second dimension pertaining to recommendation to others by the tourists who visited street food outlets indicates that values for hygiene and cleanliness along with better communication of staff and knowledge of tourists destinations are insignificant (0.023; $p=0.213>0.05$ and 0.324; $p=0.227>0.05$)

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implying that these two dimensions does not influence the tourists to recommend eating at street food outlets to others. On the other side when it comes to authentic taste and appearance along with adoption of live cooking methods, the values are significant (0.221; $p=0.002<0.05$ and 0.317; $p=0.026<0.05$) which indicates that these two dimensions certainly influence the tourists to recommend eating local Punjabi food at the street food outlets of Old Delhi city. The results for the third dimension of not to visit again indicates that adoption of live cooking methods and better communication of staff along with knowledge of tourists destinations have insignificant values (0.115; $p=0.224>0.05$ and 0.226; $p=0.314>0.05$) implying that these two dimensions does not influence the tourists decision of not visiting again to the street food outlets. Whereas the dimensions pertaining to hygiene and cleanliness along with authentic taste and appearance have significant values (0.107; $p=0.012$ and 0.212; $p=0.016$) indicating that these two dimensions influence the tourists decision for not visiting again to the street food outlets of Old Delhi.

Conclusion and Recommendations:

Tourists experience with the local street food outlets of Old Delhi was found to be satisfactory in terms of satisfaction parameters comprising hygiene, authentic taste and appearance, adoption of live cooking methods, better communication of staff and knowledge of local tourist destinations and the overall satisfaction. Results of further investigation of satisfaction and its effect on future dining intentions also indicates return intention of the tourists and are found to be similar with the studies undertaken for this purpose by Karim et al., 2009 and Ling et al., 2010. Tourists at these outlets prefer to have authentic taste and appreciate the live cooking methods adopted for making food experience as a flamboyant activity. The results of the study indicate that sensory elements play a vital role in motivating tourists to revisit as described by (Fields, 2002) in a study of motivating factors for tourists comprising of taste, appearance and authenticity of the place.

Since Old Delhi is a paradise for traditional and authentic food lovers, a more in-depth study can be undertaken further in future taking into account gastronomic experience of tourists with a speciality food outlet only wherein number age old eateries can be found in Old Delhi which are specialising in only one type of food or cuisine since generations and are always in demand with the tourists. A place like 'Dilli Haat', famous for food stalls of various Indian regional cuisines can also be studied for Gastronomic experience of tourists (delhitourism.gov.in). The stakeholders can further enhance the experience of tourists by introducing more variety in their menu and can initiate marketing of their outlets by involving themselves with food trails of Delhi.

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