

A STUDY ON TOURIST'S PERCEPTION ON GASTRONOMIC TOURISM IN GUJARAT

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ABSTRACT

Gastronomic tourism is an art of exploring & experiencing different signature meals, delicacies, appetizers etc., which a city has to offer to its customers as well as tourists. We all know that gastronomic tourism has emerged as a new blue sea wave in the INTERNET age. Gastronomic tourism explores one's foodiness and the crave of the later to try different scrumptious dishes presented by different cafes, restaurant, hotels, street vendors etc. of a particular country or city. Gastronomic tourism has uplifted the curtain of so many dishes which the world never knew before existed. This is the primary reason; it is safe to say that people are giving culinary tourism more importance than ever.

Gujarat is known as the land of Craftsmanship, which means it is known for its showcase of creative art & beautiful handicrafts. Not only that, the variety of food offered by Gujarat is not less than an Art. From the ancient times, Gujarat has been well known for producing different kinds of pickles, farsans, chutneys, sweets and food with lots of nutritional value. From Mixed pickle to khaman Dhokla to Fafda Jalebi and conquering other different cuisines, Gujarat has successfully kept its Traditionality alive alongside providing cuisines and delicacies of other countries.

In the emerging era of gastronomic tourism, where tourists and people of Gujarat are getting fond of trying different delicacies, the cities of Gujarat have never failed to provide the later with some mind-blowing experience to their tongues to savor it. This particular study evolves around gaining the perspectives/perceptions or experience of the of the people or tourists of Gujarat on their journey of trying different dishes and cuisines. This study will let us know about what people have experienced when they tried traditional Gujarati delicacies, other different type of fusion dishes, or global cuisines made in the cities of Gujarat. This study will not only broaden the perspective of what Gujarat has achieved in terms of Gastronomic tourism but it will also show what Gujarat has to offer people around the globe in terms of Food.

Key words: *Gastronomic Tourism, Culinary Tourism, Gujarat Tourist, Perception*

INTRODUCTION

Gujarat, a euphemism of "AavoPadharo" in the language of Gujarati is the Most Diversified state of India located on the country's western coast in the Arabian Sea. The state is bounded with the allusion of the desert and with a coastline of 1600kms, making it attached primarily to Northwest of Pakistan and the Indian states of Rajasthan, Madhya Pradesh and Maharashtra respectively. Gujarat is the Home state to the "Father of the Nation"- Mahatma Gandhi, the pioneer to the independent India. The song which represents Gujarat is "Jai JaiGarvi Gujarat" (State Anthem) which was sang by the famous Gujarati Singer NarmadShankarLalshankar Dave in 1873. The Word Gujarat was derived from the Sanskrit word "Gurjaradesra" Which means the land of Gurjaras, who ruled the state in 8th and 9th centuries CE. Gujarat is considered as the main central areas of the Indus Valley Civilization, such as Lothal, Dholavira, and Gola Dhoro. From the rule Chandragupta Maurya, to Arabs and Muslim rule and the establishment of the sultanate of Gujarat and the Merchants, Gujarat is the land

of Colorful festivals, highly rich heritage and scrumptious cuisine which have endless exploring opportunities, which in turn has made it the most visited state in India. ("Gujarat," n.d.)

Gujarat is a state with 33 districts and 250 Talukas. This can be broadly defined into 4 regions

SOUTH GUJARAT	CENTRAL GUJARAT	NORTH GUJARAT	SAURASHTRA-KUTCH
Surat	Ahmedabad	Gandhinagar	Rajkot
Bharuch	Vadodara	Aravalli	Jamnagar
Dang	Anand	Banaskantha	Amreli
Navsari	Chhota Udaipur	Mehsana	Bhavnagar
Tapi	Dahod	Patan	Botad
Valsad	Kheda	Sabarkantha	Devbhoomi Dwarka
Narmada	Mahisagar		Gir Somnath
	Panchmahal		Junagadh
			Morbi
			Porbandar
			Surendranagar
			Kachchh

The official language of the state is Gujarati. 86% of the population natively speaks the language which makes it 52 million in total. Hindi, Bhili, Rajasthani, Sindhi, Marathi, and urdu are some other major languages spoken in the state apart from Gujarati. The people of the Kutch region speak Kutchi as their mother tongue and at some part they speak Sindhi as well.

Some Facts about Gujarat

- Situated at Dang, Saputara, **Gira falls** is Gujarat's most loved waterfalls mainly during monsoon season. This waterfall is 30m natural fall drop into the Ambica River.
- Gujarat has **14 Airports**, which makes it a state with an easy access to different cultures and countries, one flight away.
- Gujarat is considered as the state with **Highest Coastline**. The coastline of the state runs for about 1215 kilometers.
- The state is the home to one of the largest producer of dairy products which is **Amul**. It started its roots in Gujarat in 1946 and now has a global recognition when it comes to selling different types of dairy products.
- **Gandhinagar**, the Capital of Gujarat is considered as the **Greenest city** of Asia. It is said to have approx 50% coverage of greenery on its land.
- The state is entitled as the **safest state** in the country. The crime rate in Gujarat is the lowest as compared to the other countries of India.
- Gujarat is considered as the one of the **richest state** in India. Surat, which is a part of Gujarat, is the richest city of the same, which has left cities like Bangalore, Chennai behind with its annual turnover.

- As said above, that surat is the Richest city in Gujarat, it is also the **Diamond Center** of India. Surat refines approx 80% of diamonds across the world.
- Gujarat is considered as the state which consumes **Highest Sugar**. The state is full of mouth-watering variety of Sweet dishes as compared to other states in India.
- The state is considered as **Vegetarian Land**. Apparently, almost every brand provides vegetarian menus. (Nigel Buthello, n.d.)

ABOUT GUJARAT TOURISM

India is a country with diversified culture and heritage, and Gujarat is the epitome of diverse tourism it has to offer. From varied spots of attraction to varied culinary delicacies, Gujarat has grown its tourism to an ingenious level. Gujarat is the 9th most popular state in terms of attracting higher number of tourists in India. If we talk about a past data of 2018-19, the total number of tourist's visitation passed to 54.4 million in Gujarat. The state has a lot to offer in terms of tourism. From the gorgeous Great Rann of Kutch to the hills of Saputara, one can find too many different exploration sites while visiting Gujarat. The brownie point of visiting the state is that it is the only state where you can find the pure breed of Asiatic lions in the whole world. If we go into the specifics, in the times of the sultanate rule, many of the structures of the state are built with a blend of Hindu craftsmanship and Islamic architecture which can also be called as Indo-Saracenic style. Gujarat is a proud birth-state of many iconic figures like Mahatma Gandhi, Shirmad Rajchandra and Sardar Vallabhbhai Patel. In the honor of Sardar Vallabhbhai Patel, Government of Gujarat built Statue of Unity in 2013 which is of 597 feet and located at Narmada River, which makes it the tallest statue in the world. Since then, the Statue of Unity has become the hotspot of tourist attraction in Gujarat tourism. The brand ambassador of Gujarat Tourism is none other than Amitabh Bachchan. The Campaign which starts with "Kuch din toh Guzariye Gujarat main" increased the tourism in Gujarat by 14%, which is twice that of national growth rate. The central location of Gujarat which covers the entire destinations in the state and has a well connected international airport is Ahmedabad.

CULINARY TOURISM IN GUJARAT

Apart from so many attractions in terms of different types of tourism, Gujarat has to offer a lot in terms of culinary tourism too. The state is known the "Sugary Rush" of India. One can find different types of sweets also known as Mishthaan in Gujarati. Gujarat is a state where you will find sugar as a fine crisp of dining experience. Since the inception of Tourism in Gujarat, it has devoured a lot of tourists with its pure vegetarian cuisines and sweets. "Surat ka Jaman aur Banaras ka Maran" is a very popular saying when it comes to Gujarati saying. This particular quote means dining at Surat and dying at Varanasi is the way to heaven. The state has never failed to offer multi-cuisine pertaining to its culture, street foods and also in terms of fusion food.

The food Gujarat has to offer is high on nutrition quotient. From Pickles, Chutneys, Farsans, Traditional Gujarati Thalís, the cuisines are healthy and purely vegetarian in nature. Gujarat is considered as a coastal state, because of which one will find sugar, tomatoes and lemon in ample quantity. Also the weather in the state remains dry and hot throughout the year which makes these ingredients a great way to keep one's body hydrated. A cuisine of the state has surfaced from different parts of Gujarat, which is in turn divided into 4 regions- North, Kathiawad, South and Kutch. These regions present different types of foods based on their climatic conditions. If we talk about North Gujarat, It is infamous for its Traditional Gujarati Thalís. Khandvi, Khaman, Mini-Samosa, Dhokla, Dahi-vada and Kachori are some of the scrumptious specialty of North Gujarat.

South Gujarat specializes in keeping its food spicy and chilly like Undhiyu and Panukh. People of Kathiawad are known for their spicy taste and using chilies in excessive. The most famous dish of Kathiawad is Dhebras which is served with a sweet pickle called Chhunda, while in Kutch you will find all kind of simplicity in the food served. The best food served by the Kutchi people are Kichdi and Khadi or Bajra no rotlo, Guvaranu Shaak.

If we move a little bit towards Rajasthan, Cuisines of Gujarat are mostly influenced by Jainism and Vaishnavism, which makes the cuisine of Gujarat more sophisticated in the traditional manner. Be it Vegetarian or Non-Vegetarian, the cuisines of Gujarat have always made a special place in heart of the tourists. The Local food of Gujarat is rich in proteins because they are made with lots of cereals, lentils and vegetables and with the perfectly level of spices and seasoning.

A “Gujarati Thali” is the infamous and the signature dish of the culinary experience in the state. This thali contains all the tastes of food, be it curries, snacks, sweets, bread, sides, spicy chutneys and sweet as well as spicy pickles. One can find all types of taste in just one plate- in the name of “Gujarati Thali”. The different and diversified things one can find here is that it allows the explorer to savour the delicate balances of salty, spicy, sweet, soft, fried, and deep fried as well as soft. To summarize in one short take, one can find the blend of spices and flavors, herbs and sweets are worth relishing the experience in culinary tourism. Not only that, Gujarat has taken leaps and bounds in terms of Fusion food too. People visiting Gujarat have not failed in trying different blends of cuisines presented by different cafes, streets and fairs of Gujarat, which have left them stumped with deliciousness and a tasty experience throughout. Many cafes, Restaurants, Food-parks have started uniquely blending national, traditional and international flavors to take the culinary tourism of Gujarat to the next level. (“About Gujarat,” n.d.)

PERCEPTION OF TOURISTS WHILE THEY EXPERIENCE CULINARY TOURISM

Perception-the word in it has a wide meaning and a deeper prospect. Perception is a mix of experience, values, thinking and ideas. When it comes to tourism, be it culinary or any other sort, perception is the key to define the standards and progress of the country, city or state in terms of the same. Tourism is basically a notion of exploring different cultures and backgrounds which makes a country-“COUNTRY”. Similarly, culinary tourism is a concept or a part of tourism where one can explore different cuisines which represent the heritage, culture and taste of that particular country. Perception here works as a stimulator for the countries to understand what happens when the tourist is exploring their country and what changes can be made and what else can be added in the itinerary to attract more and more tourists. In a basic term, it can be said that culinary tourism and perception go hand in hand.

There are many factors which can be considered when keeping in mind the perceptions of the tourists exploring different cuisines in a country, state or city. Perceptions can be also be devised as factors which influence a thinking of tourists while exploring culinary tourism. The major factors which devour the perception of tourists in regards to culinary experience are taste and quality of food, food preparation, localization of food and dining etiquettes, tradition and nutrition of food, and food aroma and cleanliness. Apart from these major factors, Price value, emotional value, prestige value, cultural and religious influences, socio-demographic factors, past experience, and exposure effect are some factors which affect the perceptions of tourists while they explore culinary tourism.

Following is some brief explanation about the factors which affect the perception of the tourists whilst they experience different cuisines somewhere.

- **Taste and Quality of Food:** The basic impairment of culinary tourism is Food and the quality of food represented by the chefs to the explorers. This makes the primary epitome on the list of factor where perceptions of tourists are measured while tasting different cuisines a country has to present.
- **Food Preparation:** Food preparation and presentation plays a vital role in providing a base to the perception on the tourists mind. The hygiene, safety and the style of preparation and presentation here sets a point of perception in the consumer's mind.
- **Localization of food & Dining etiquettes:** The position and arrangement of the cutlery, the table representation, the placing of the napkins and the infamous contents of the food which makes it the best local are some components which make this factor a important inclusion in the perception of the consumer.
- **Tradition & Nutrition of Food:** Every food represents its own nutritional value in some or the other way. The main prospect here included in this factor is how traditionality of the food matches with the nutritional expectation of the consumer.
- **Food aroma & Cleanliness:** The food aroma plays an ingenious role in developing or maintaining a consumer's perception. The food aroma can be considered as the primary scent of a positive or negative review which is received later, so is cleanliness of the plate and place.
- **Other factors:** While this major 5 factors play a significant role in determining a positive, negative or a neutral perception about the food presented to the consumer, other factors like the price paid for the food, the prestige value of the food conceived in terms of the expectation of the same, the influences led out through different bloggers, communists and government marketing efforts, the outreach of exposure, time of visit, purpose of visit, past experiences are bound to pay a role from massive to minor in changing the perception of the tourist while exploring the culinary fare of any country.

This particular paper researches and explores the perception of tourists while they explore culinary tourism in Gujarat. As mentioned above, Gujarat is the land of diversified culinary experiences and this paper provides a base of perceptions which examines what tourists presume when they are visiting Gujarat for a culinary experience and what perceptions they build once they have completed the set of exploration on the same terms.

LITERATURE REVIEW

Peter Bjork and Hannele Kauppien (2014): The paper is titled as the Culinary-Gastronomic Tourism-a search for local food experiences. This paper focuses on the factors which contribute to a traveler's experience of exploring local food cuisine in Helsinki, Finland via a structured questionnaire to out the frequency of the travel behavior and how food and eating preferences help them in choosing a destination. Also, how much local cuisines in a particular country represent the culture in the same. (Bjork & Kauppien-Räisänen, 2014). Siti Radhiah Omar, Shahrin Ab Karim and Siti Nazirah Omar (2015): The paper is titled as Exploring International Tourists' Attitudes and Perceptions: in characterizing Malaysian Heritage Food (MHF) as a tourism attraction in Malaysia where tourism is rapidly growing as its par: culinary tourism in Malaysia is descending its peak. Malaysian Heritage Food is a reservoir for the people as well as the tourists. Thus, this paper highlights the attitude and perceptions of the tourists in regards to the local food attractions and signature cuisines by recording cognitive and affective responses. (Radhiah, 2015). Duttgupta Sudip (2013); The paper is entitled as Foreign

Traveler's recommendation of culinary tourism in India, based on cuisine image and satisfaction with experiences at culinary establishments. This paper explores and explains how culinary tourism in India is reaching its success peak. Here, it's revealed that how foreign tourists recommend or blog about Indian culinary establishments by sharing their own experiences and exploration. This paper also reveals about the frequency of satisfaction levels of tourists, how they react on Indian culture and how much they are aware about different culinary aspects. (Duttgupta, 2013). Vaishali Kaushal, Rajan Yadav (2020); this paper is entitled as Understanding Customer Experience of Culinary tourism through food tours in Delhi. Delhi being the capital of India has a lot on its plate to offer in terms of culinary tourism. This paper thus explores the customer experience and perception when it comes to tasting and exploring different food attractions in Delhi through different means of survey.(Kaushal & Yadav, 2020). Burhan Basaran (2020); this paper is entitled as Perceptions, Attitudes & Behaviors of consumers towards Traditional Foods and Gastronomy Tourism: The case of Rize. This paper concentrates on gaining the perception of consumers about the traditional food cuisine served in Rize, Turkey. This paper shows the importance of how traditional food cuisine and what role gastronomy tourism and tourist's perceptions plays in the same. (Basaran, 2020). Debasis Sahoo (2020); the paper is entitled as Analyzing the Tour guides perceptions about Gastronomy tourism in Himachal Pradesh. Where India is growing on the edge of gastronomy tourism, Himachal Pradesh has left no stone unturned in preparing an extravagant gastronomic experience to its tourists. Hence this paper explores the tour guides perception on the gastronomy tourism rounds to activities like tasting of local cuisines, visiting of apple orchards, tea gardens, fruit marts, and attending cookery classes as a part of tour itinerary in the state. (Sahoo, 2020). Sandeep Chatterjee, Paramita Suklabaidya (2021); this paper is entitled as Gap between Perception and Satisfaction: Exploring food Tourism in New York. Any tourism activity includes food as an essential part to it. Tourists are fond of exploring culture by trying different local and staple cuisines the country has to serve. Thus, this paper paramount's the tourists experience on exploring different local cuisines in the city of New York. This study was undertaken by randomly selecting tourists visiting New York and thus the gap between perception and satisfaction was measured visa hypothesis on the data collected. (Chatterjee & Suklabaidya, 2021). M.S. Rahman, Mahumud Habib Zaman (2018); this paper is entitled as Tourist's preferences in Selection of Local Food: Perception & Behavior Embedded Model. The local cuisine of any country plays an important role in promoting culinary tourism. The main focus of this paper thus is to empirically examine tourist's preferences in selected local cuisines while traveling. The framework includes tourist's satisfaction, quality of food, tourist's perception, and purchase intention and purchase behavior among tourist's selection for local foods. (Rahman Shabbir, 2018). Somchan Suriya, Attabhanyo Ratana (2020); the paper is entitled as the Perceptions of Tourist's regarding the development of Gastronomy services quality for Tourism in Thailand. Thailand is considered as the land of assorted and diversified culture making it a tourism hotspot. The cuisine and local food have never failed to attract the tourists from all around the world. Thus, this paper investigates the perceptions or expectations of tourist's in regards to the gastronomy services in the tourism journey en-route Lanna Civilization in Thailand.(Suriya & Ratana, 2020). D.E Murinati (2012); this paper is entitled as International Tourist's perceptions on Ethnic food at well-defined restaurants in Yogyakarta, Indonesia. Indonesia has the broad ethnic variety that exists in the country and it mirrors the multi social expression of Indonesian cooking styles. Yogyakarta is one of the highest most loved destinations in Indonesia as it is a notable focal point of old-style Javanese compelling artwork and culture. The targets of the examination are to inspect the global vacationer's discernment on Indonesian ethnic food, explore the distinction of traveler's

insight and acknowledgement among personal information variables on ethnic food and analyze the connection between ethnic food perception and acceptance. (Muraniati, 2012). Almin Pestek, Merima Cinjarevic (2014); the paper is entitled as Tourist Perceived image of Local Cuisine: The case of Bosnian Food Culture. The aim of this paper is to investigate the basic elements of local cuisine image by distinguished key food attributes travelers spend on in their assessments of local cuisine and to recognize those components of nearby food images which have the most grounded impact on tourist satisfaction with food experiences in Western Balkans, Europe. (Peštek & Činjarević, 2014). Pierre Walter (2017); this paper is entitled as culinary tourism as living history culinary tourism as living history: Staging, Tourist Performance and Perceptions of Authenticity in a Thai Cooking School. Bangkok is known for its oldest heritage savored cuisines. This study shows how the researcher captured tourist experiences and perceptions in consideration for authenticity of food from the oldest “staged” cooking schools of Bangkok and how it connects with the living heritage sites of Bangkok, Thailand. (Walter, 2016). Kye-Hong Min, Seiunghoon Han (2017); this paper is entitled as local consumer’s perception and preferences for Asian ethnic foods. This paper investigated thoughts about the insights and inclinations of Australian buyers for 6 kinds of Asian food, to give data to the situating and showcasing of ethnic food. Asian food is seen as flavorsome, delicious, and pleasantly finished and vegetable based. Respondents saw sets of nations as offering comparable food: - Korea-Japan, Vietnam-China and India-Thailand. (Hong Min & Han, 2017). Jaksa J. Kivela, John C. Crotts (2009); this paper is entitled as understanding traveler’s experiences of gastronomy through etymology and narration. Gastronomy is a significant attribute in the advancement of niche travel and niche destinations and albeit related writing upholds the view that there is an association among the travel industry and gastronomy, little is the thought about culinary tourists, which brief these inquires; Does a destination’s gastronomy add to the nature of the traveler’s encounters while they are exploring the destination? Is there a culinary travel market section and who these travelers? Do Travelers get back to the destination to rekindle its culinary enjoyments? Through models from inside and out meetings with traveler’s, this article tends to how individual and gathering relaxation traveler’s show through socially developed narratives about the destination’s gastronomy and culinary. (Kivela & Crotts, 2009). Dr. Almaz Sandybayev (2018); the paper is entitled as The Impact of street and food festivals in gastronomic tourism through visitors’ emotions and satisfaction: A case of Abu Dhabi Food Festival. The study has been centered on food truck celebration in Abu Dhabi that pulled in more than 150 vendors- food tents, food trucks and nearby organizations. A group of random members have been evaluated through a poll during multi-week to test how area and fulfillment impacts on them. The outcomes suggestion demonstrated that fulfillment emphatically impacts on guest’s practices and conduct goal. Each gastronomic and culinary experience is a memory of the destination, every smell and taste fortify and re-establishes recollections of the spot. (Sandybayev, 2018)

RESEARCH METHODOLOGY

This study proposes to find out the experience/perception of people & tourist of Gujarat for Culinary/Gastronomic Tourism in Gujarat. There were 2 methods used to investigate the proposed topic, Qualitative and Quantitative Methods. If we talk about the Qualitative method, the researcher presented the brief and facts about how the culinary tourism in Gujarat was linked with the perceptions of the tourists. The main Objectives of the proposed investigation are listed as follows:

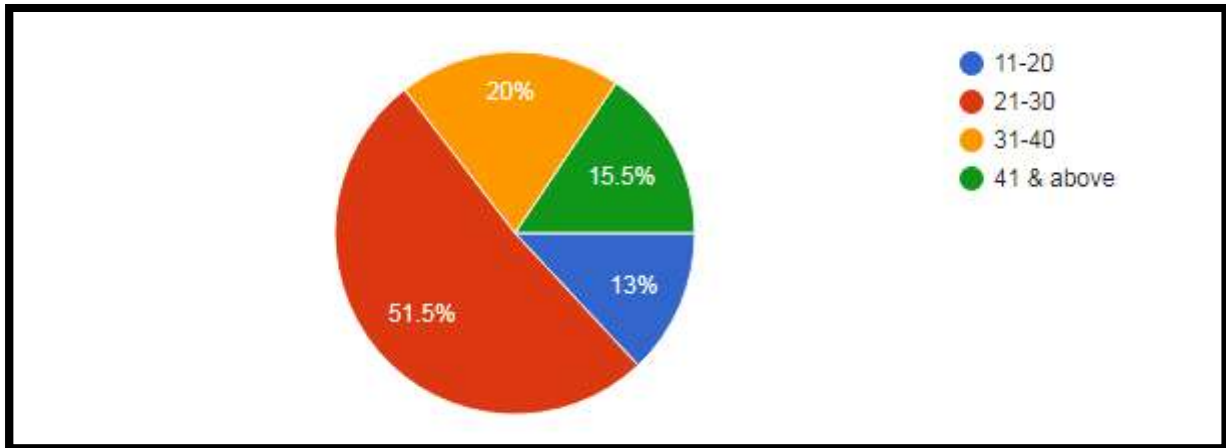
- 1) To study Tourist’s Perception about gastronomic tourism experiences in Gujarat.
- 2) To examine impact of gastronomic tourism experiences on satisfaction of tourists.

3) To examine impact of gastronomic tourism experiences on loyalty of tourists of Gujarat.

In the Quantitative method adapted to analyze the proposed objectives, a structured questionnaire was prepared to serve the base to the analysis of the study. For the purpose of the study, convenience sampling was used. The responses recorded to 1000 respondents residing in different parts of Gujarat.

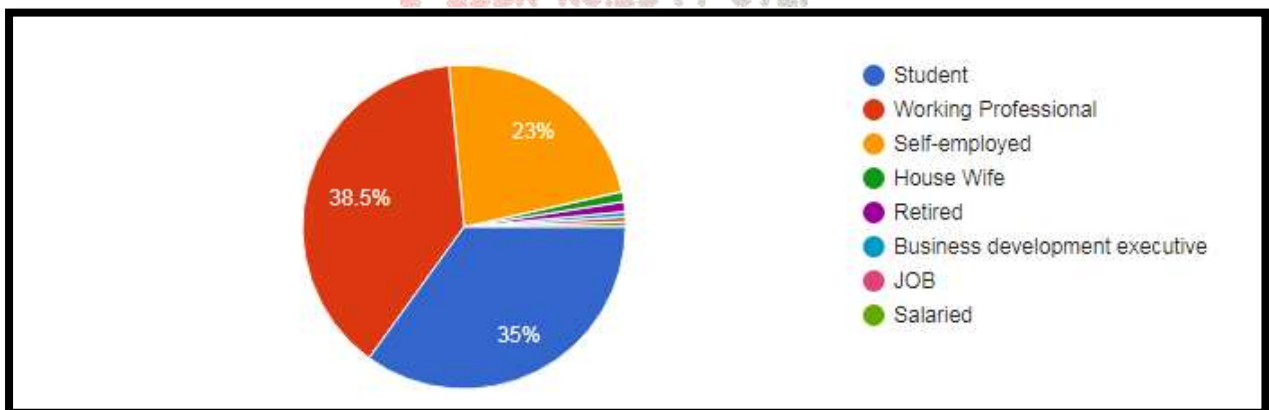
DATA ANALYSIS

AGE



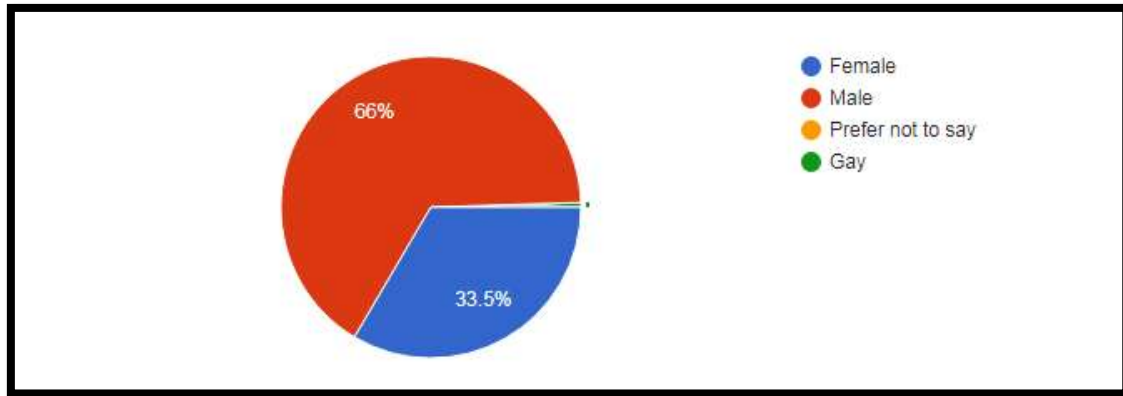
Interpretation: As seen above in the pie chart, 51.5% of the respondents are aged between 21 to 30 years, 20% of the respondents are aged between 31 to 40 years, 15.5% of the respondents are aged between 41 years and above and 13% of the respondents are aged between 11 to 20 years.

OCCUPATION



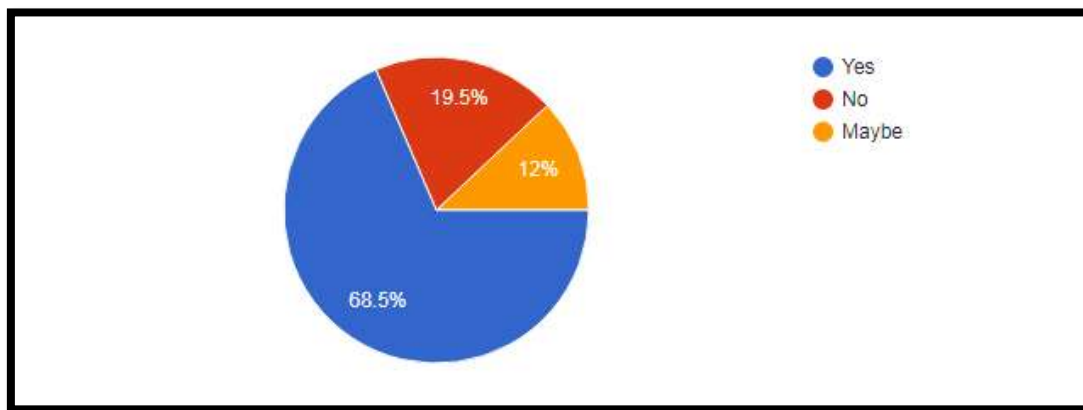
Interpretation: As seen above in the pie chart, 38.5% of the respondents are working professionals, 35% of the respondents are students, 23% of the respondents are self-employed and the remaining 3.5% of the respondents gave a mix response of their occupation.

GENDER



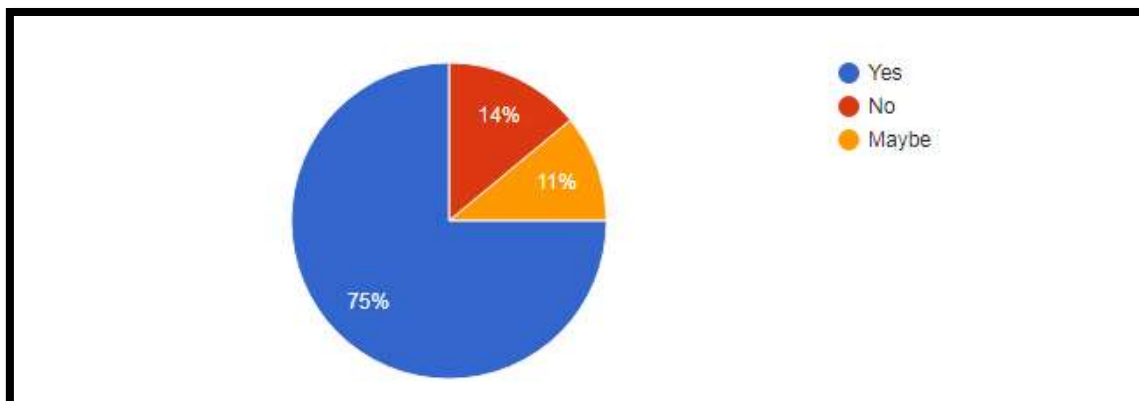
Interpretation: As seen above in the pie chart, 66% of the respondents are male, 33.5% of the respondents are female and 0.5% of the respondents are Homosexual by gender.

1) Do you Travel often?



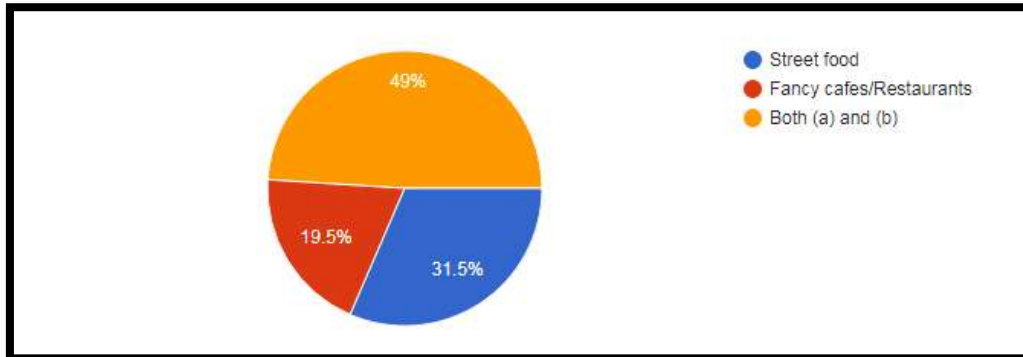
Interpretation: As seen above in the pie chart, 68.5% of the respondents agreed that they travel often, 19.5% of the respondents disagreed saying that they did not travel often and 12% of the respondents said that they may or may not travel often pertaining to the situations.

2) Do you love to explore different culinary experiences?



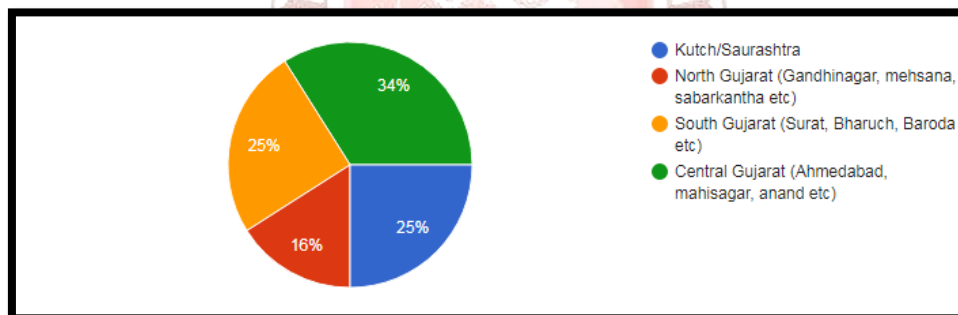
Interpretation: As seen clearly above in the pie chart, 75% of the respondents agreed that they love to explore different culinary experiences, 14% of the respondents disagreed about loving to explore different culinary experiences and 11% of the respondents may or may not love to explore different culinary experiences.

3) What most do you prefer while exploring different cuisines?



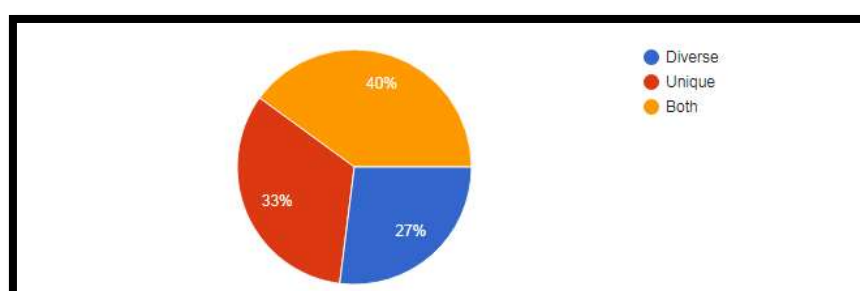
Interpretation: As clearly seen above in the pie chart, 40% of the respondents said that they prefer both street food as well as fancy cafes/restaurants while exploring different cuisines, 31.5% of the respondents said that they prefer only street-foods while exploring different cuisines and 19.5% of the respondents said that they prefer only fancy cafes/restaurants while exploring different cuisines.

4) Which part of Gujarat do you travel the most?



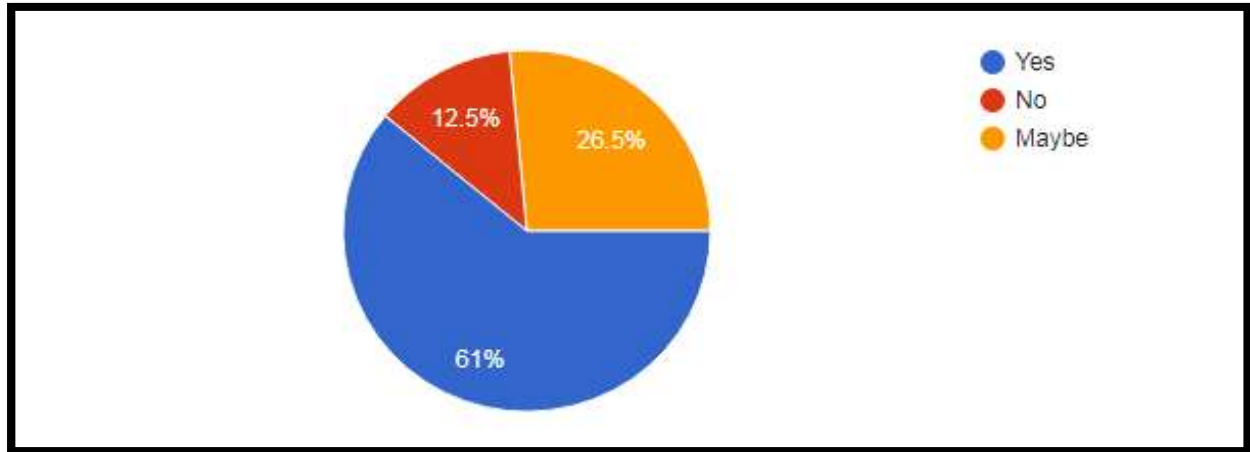
Interpretation: As seen above in the pie chart, 34% of the respondents mostly travel to the central region of Gujarat which includes Ahmedabad, Mahisagar etc, 25% of the respondents mostly travel to the south region of Gujarat which includes Surat, Bharuch, Baroda etc, 25% of the respondents mostly travel to the Kutch/Saurashtra region of Gujarat and 16% of the respondents mostly travel to the north region of Gujarat which includes Gandhinagar, Mehsana, Sabarkantha etc.

5) What do you think about the culinary scenario in Gujarat?



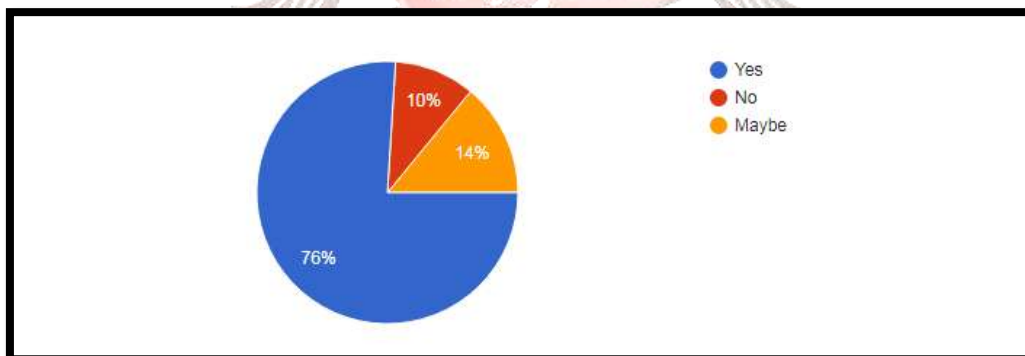
Interpretation: As seen above in the chart, 40% of the respondents said that they find the culinary scenario of Gujarat both Diverse and Unique, 33% of the respondents said that they found the culinary scenario of Gujarat only Unique and 27% of the respondents said that they found the culinary scenario of Gujarat only Diverse.

6) Does Gujarat offer an appealing Cuisine?



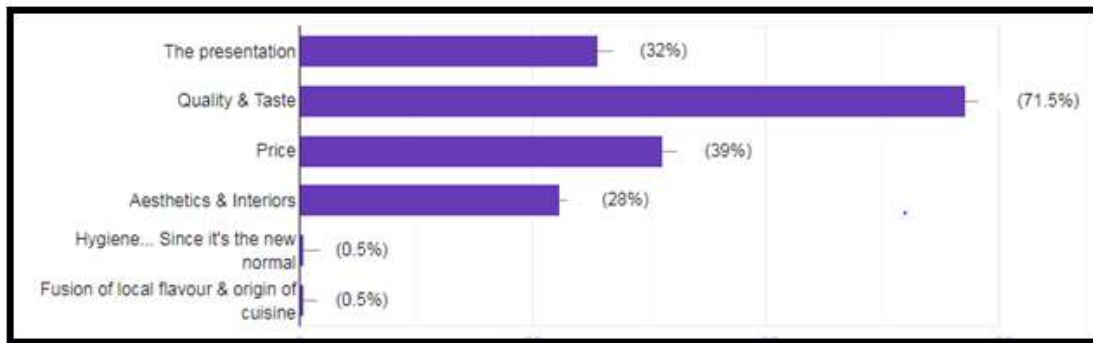
Interpretation: As seen clearly in the chart above, 61% of the respondents agreed that Gujarat does offer an appealing and attractive cuisine, 26.5% of the respondents said that Gujarat may or may not offer an appealing and attractive cuisine and 12.5% of the respondents disagreed that Gujarat does not offer an appealing cuisine.

7) Whenever you travel to Gujarat, does food plays an important factor in creating positive culinary experience?



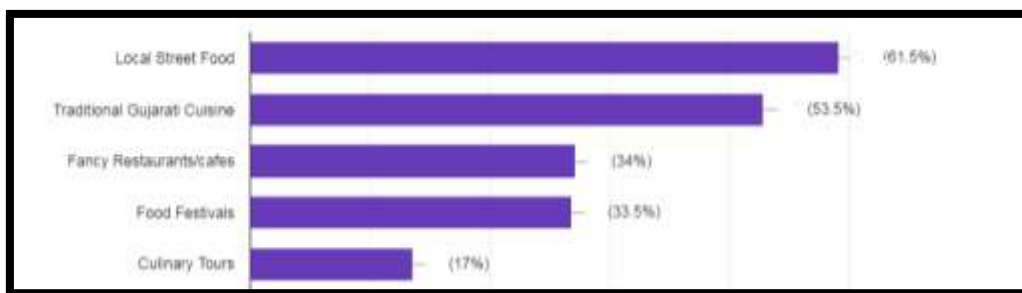
Interpretation: As seen clearly above in the pie chart, 76% of the respondents agreed that food plays an important role in creating positive culinary experience whenever they travel to Gujarat, 14% of the respondents said that food may or may not play an important role in creating positive culinary experience whenever they travel to Gujarat and 10% of the respondents disagreed that food never plays an important role in creative positive culinary experience while they are visiting Gujarat.

8) In particular, what did you liked the most while exploring different cuisines in Gujarat?



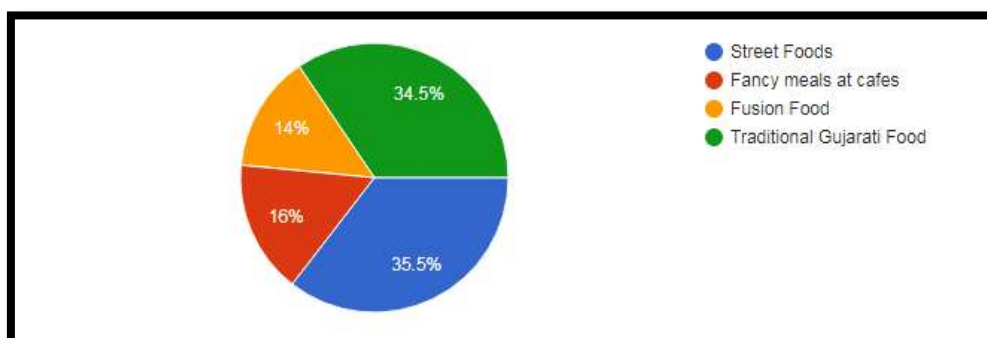
Interpretation: As seen above, 71.5% of the respondents prefer Quality & Taste while exploring different cuisines in Gujarat, 39% of the respondents prefer Price while exploring different cuisines in Gujarat, 32% of the respondents prefer The Presentation of food, 28% of the respondents prefer Aesthetics & Interiors of the place and the remaining 1% of the respondents prefer Hygiene and Fusion of Local flavor while exploring different cuisines in Gujarat.

9) What do you prefer the most while exploring Gujarat in terms of culinary tourism?



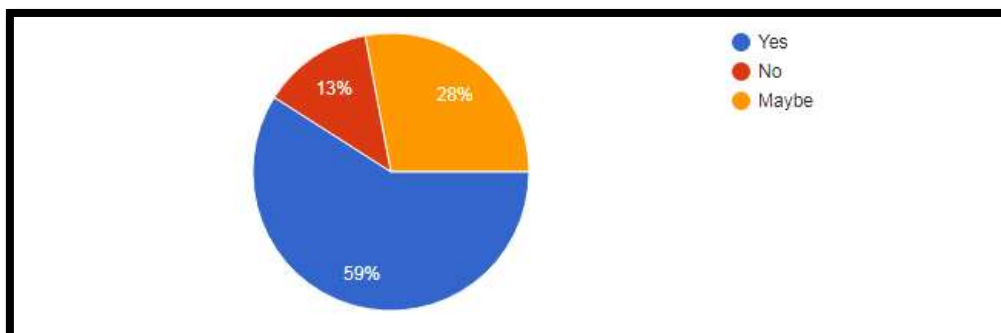
Interpretation: As seen above clearly, 61.5% of the respondents prefer Local street food the most while exploring Gujarat in terms of culinary tourism, 53.5% of the respondents prefer Traditional Gujarati Cuisine the most while exploring Gujarat in terms of culinary tourism, 34% of the respondents prefer Fancy restaurants/cafes the most, 33.5% of the respondents prefer Food festivals the most and 17% of the respondents prefer culinary tours the most while exploring Gujarat in terms of culinary tourism.

10) Which is the best cuisine you loved to explore in Gujarat the most?



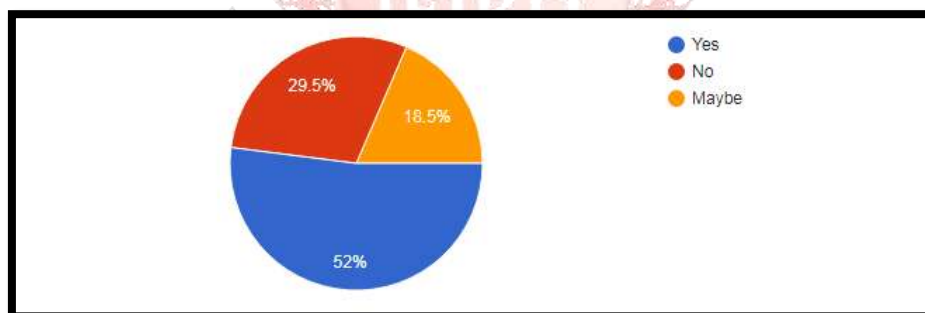
Interpretation: As seen clearly above in the chart, 35.5% of the respondents said that street foods is the best cuisine they loved to explore in Gujarat the most, 34.5% of the respondents said that Traditional Gujarati food is the best cuisine they loved to explore in Gujarat the most, 16% of the respondents said that Fancy meals at cafes is the best cuisine they loved to explore in Gujarat and 14% of the respondents said that Fusion foods is the best cuisine they loved to explore in Gujarat the most.

11) Do you provide feedback of your experience after leaving the café/restaurant?



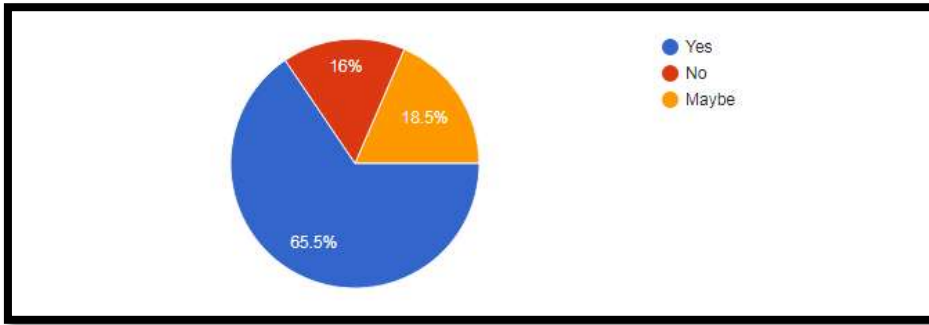
Interpretation: As seen clearly in the pie chart above, 59% of the respondents agreed that they provide feedback of their experiences after leaving the café/restaurant. 28% of the respondents said that they may or may not provide a feedback of their experience after leaving the café/restaurant and 13% of the respondents disagreed that they do not provide feedback of their experience after leaving the café/restaurant.

12) Did the price range mattered to you while trying different delicacies in Gujarat?



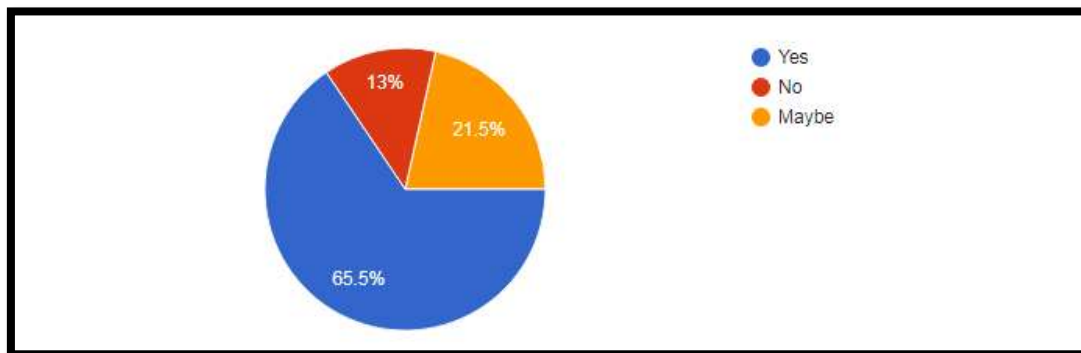
Interpretation: As seen above in the pie chart, 52% of the respondents agreed that the price range does matter to them while they try different delicacies in Gujarat, 29.5% of the respondents disagreed that the price range does not matter while they try different delicacies in Gujarat and 16.5% of the respondents said that price range may or may not matter to them while trying different delicacies in Gujarat.

13) Did you find variations in dining options in Gujarat?



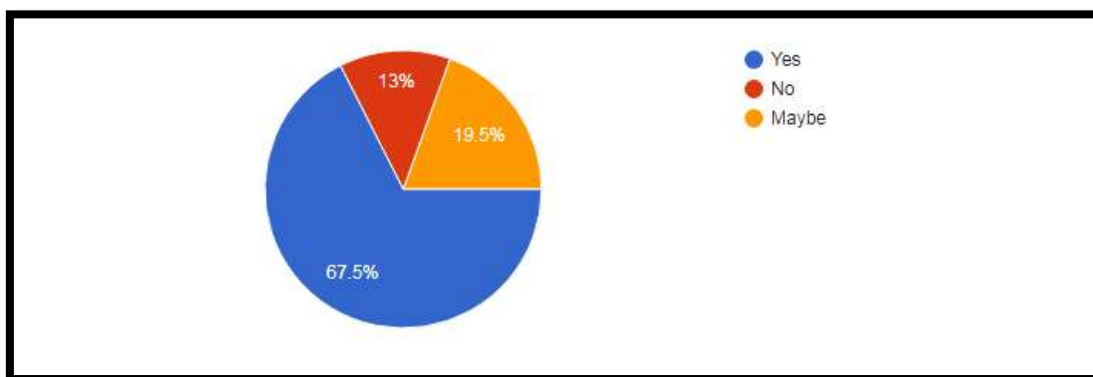
Interpretation: As seen clearly above, 66.5% of the respondents agreed that they found variations in dining options in Gujarat, 18.5% of the respondents said that they may or may not have found variations in dining options in Gujarat and 16% of the respondents said that they did not find any variations in dining options in Gujarat.

14) From the point of view of culinary tourism, do you think Gujarat offers excellent quality/quantity of different cuisines?



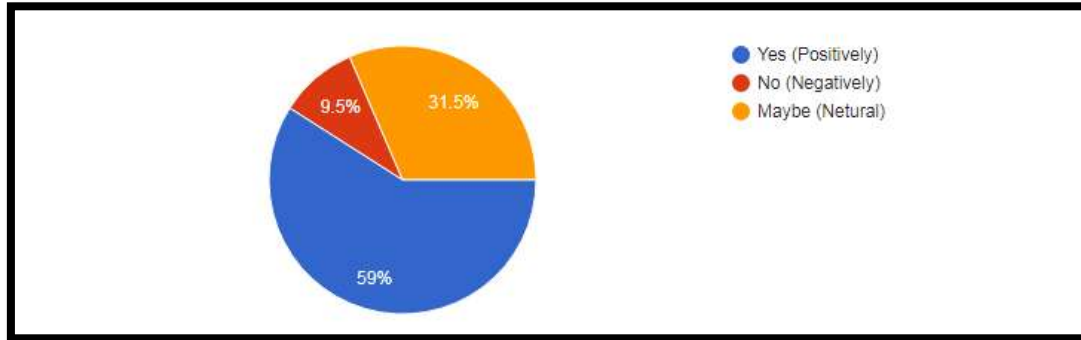
Interpretation: As seen clearly above in the chart, 65.5% of the respondents agreed that from the point of view of culinary tourism, Gujarat does have to offer excellent quality/quantity of different cuisines, 21.5% of the respondents said that Gujarat may or may not offer excellent quality/quantity of different cuisines and 13% of the respondents disagreed that Gujarat does not offer excellent quality/quantity of different cuisines from the point of view of culinary tourism

15) Was your dining experience in Gujarat consistent as your impression of the culinary scenario in Gujarat?



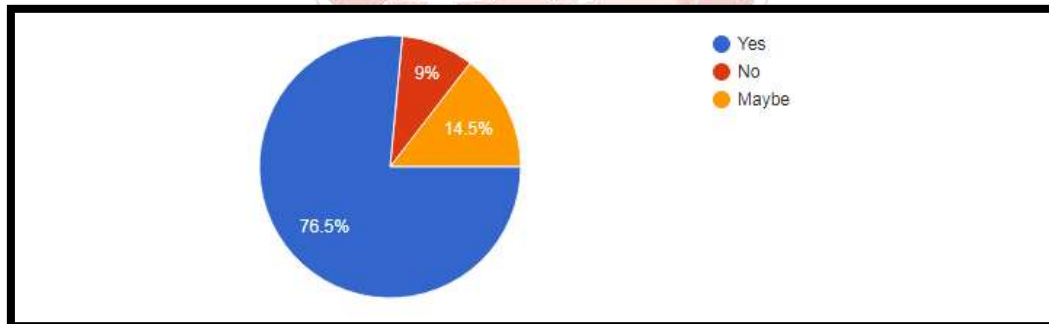
Interpretation: As seen above in the chart, 67.5% of the respondents agreed that their dining experience in Gujarat was as consistent as their impression of the culinary scenario in Gujarat, 19.5% of the respondents said that their dining experience may or may not be as consistent as their impression of the culinary scenario in Gujarat and 13% of the respondents said that their dining experience was not as consistent as their impression of the culinary scenario in Gujarat.

16) Does your satisfaction level change every time you explore Gujarat culinary tours?



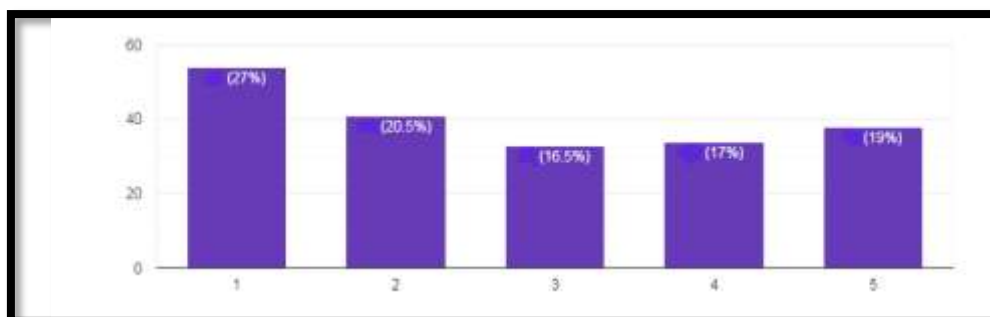
Interpretation: As seen clearly above, 59% of the respondents agreed that their satisfaction level changed positively every time they explored Gujarat culinary tours, 31.5% of the respondents said that their satisfaction level may or may change every time they explored Gujarat culinary tours and 9.5% of the respondents said their satisfaction level changed negatively every time they explored Gujarat culinary tours.

17) Would you like to explore Gujarat more often for experiencing different delicacies?



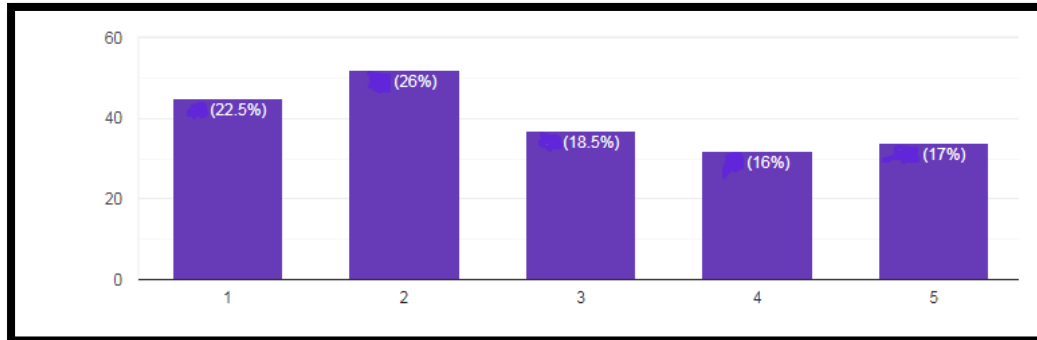
Interpretation: As seen clearly above, 76.5% of the respondents agreed that they would like to explore Gujarat more often for experiencing different delicacies, 14.5% of the respondents said that they may or may not like to explore Gujarat more often for experiencing different delicacies and 9% of the respondents disagreed that they would not like to explore Gujarat more often for experiencing different delicacies.

18) On the scale of 1 to 5, rate the food services offered by the personnel of café/restaurants in Gujarat?



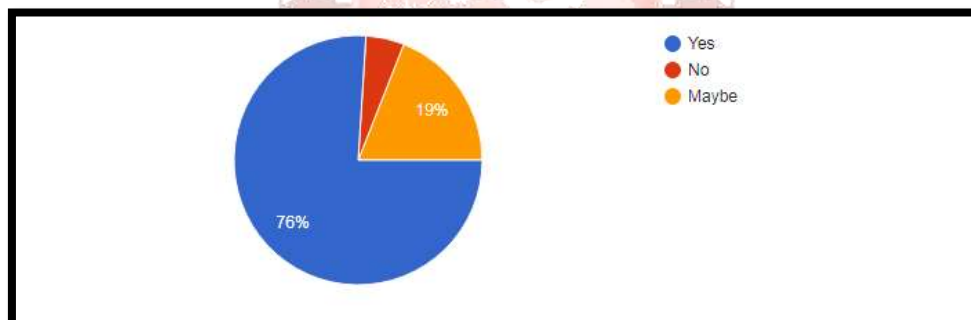
Interpretation: As seen above in the bar graph, 27% of the respondents rated that the food services offered by the personnel are amazing, 20.5% of the respondents rated that the food services offered were good, 19% of the respondents rated the same as bad, 17% of the respondents rated the same as not so good and 16.5% of the respondents rated that the food services offered by the personnel of café/restaurant in Gujarat as neutral.

19) On the scale of 1 to 5, how much will you rate the experience of culinary experience in Gujarat?



Interpretation: As seen above in the bar graph, 26% of the respondents rated their experience of culinary tour in Gujarat as good, 22.5% of the respondents rated their experience of culinary tour in Gujarat as Amazing, 18.5% of the respondents rated the same as neutral, 17% of the respondents rated the same bad and 16% of the respondents rated their experience of culinary tour in Gujarat as not as good or average.

20) Do you wish to visit again in Gujarat solely for experiencing the culinary tour it has to offer?



Interpretation: As seen above in the pie chart, 76% of the respondents agreed that they do wish to visit Gujarat again solely got experiencing the culinary tour it has to offer, 19% of the respondents said that they may or may not visit Gujarat solely for experiencing the culinary tour it has to offer and the remaining 5% of the respondents said that they do not wish to visit Gujarat again solely for experiencing the culinary tour it has to offer.

FINDINGS/CONCLUSION

- As per the analysis studied by the researcher, it can be said that culinary tourism in Gujarat is taking leaps and bounds in creating a good memory into the tourist's minds.
- Perceptions matter the most, this has been proven righteously in the case of the proposed investigation. With 1000 respondents to study, the analysis has provided a strong base to understand how tourist feel about the overall culinary tour Gujarat has to offer.
- It was observed that the maximum respondents aged between 21 to 30 years, which means that these age group people travel a lot and Gujarat is becoming a hub-spot for this age group to travel and explore more.

- As per the analysis, the researcher found out that working professionals are the major group of travelers. As working professionals travel to different places for work, they tend to explore the city/state for what it has to offer.
- The researcher also found out that majority of respondents travel often, which means the exploring capacity of the respondents is high even if they are working professionals.
- It was also found out that, majority of respondents agreed that they loved exploring different culinary experiences when they are travelling. This concludes that culinary tourism is getting a major hype in every country as travelling and tourism is increasing day by day.
- As per the analysis, it was found that majority of people chose street food as their most liked or wanted preference while exploring different cuisines. It can be said that street food of different countries shows what actually the country is famous for.
- It was also founded that, majority of respondents travelled mostly to the central Gujarat part of the state. Central Gujarat includes cities like Ahmedabad, Mahisagar, Anand etc. As Gujarat is emerging into a global business hub as well as a tourist attraction spot, people from all over India, the face and phase of culinary tourism is increasing at its par in Gujarat.
- When we talk about the culinary scenario of Gujarat as well as the cuisine's appealing face, the researcher found out that Gujarat offers a blend of diverse as well as unique type of cuisines offered to the people, which in-turn makes it appealing. The cuisine also gets a yes on appealing because of the way it tastes, smells and its presentation and plating.
- We all know that how much different cuisines and food is playing a major role in cultivating the hype of tourism in Gujarat. There are different factors which play an important role in creating a perception in tourist's mind while exploring different cuisines.
- The researcher had categorized the factors into, the presentation of the food, Quality and Taste, Price, Aesthetics and interiors and others. It was found that, majorly people consider Quality and Taste over anything while trying different items. Also, Hygiene and price of the food plays an important role in setting a perception in people's mind about the same.
- The researcher also found out that Gujarat is mostly explored for street foods and its traditional Gujarati cuisine it has to offer in terms of culinary tourism. Gujarati Thali is the most preferred cuisine, as it covers all the different special Gujarati items in one plate.
- When it came to recording perceptions on different aspects of the culinary tourism in Gujarat, the researcher found out the following points:
 - Majority of people explored and liked the local street food and Traditional Gujarati food, different cities has to offer. They also tried and liked fusion food and have explored different cafes and restaurants.
 - Majority of the people tend to leave a feedback of their experience, which in-turn helps for the betterment of the cafes/restaurants.
 - Although quality and taste is the biggest factor in setting the perception of the cuisine, price also matters for majority of people when it comes to exploring different cuisines.
 - Majority of people agreed that they found different variations while exploring food items in Gujarat.

- Majority of people said that Gujarat offers excellent quality as well as quantity of different cuisines they have explored.
- It was found that, Gujarat offered the exact impression of culinary tourism as majority of people had in their mind, which in-turn was positive in nature.
- It was also found that people are willing to visit Gujarat again to try different cuisines including fusion food it has to offer.
- Thus, to finally conclude, the researcher found out both the positive as well as negative side of perceptions of the tourists who visited different regions of Gujarat and explored the culinary tourism they have to offer. But majority of the people fell under the positive aspect of the perception where they wish to visit Gujarat again solely for exploring the culinary tourism it has to offer.

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