

Culinary Influence on Bengaluru as a Tourism Destination



Usha Dinakaran, Sushil Dwarkanath

Abstract: Bengaluru, the capital of Karnataka, attracts tourists from far and wide every day of the year. The city is home to people of various cultures and nationalities, and is amongst the fastest growing cities of the world. Bengaluru has a huge potential with regard to tourism and this hence forms the area of study for this study. In relation to the tourism component, the author establishes a connection with the culinary offerings of the city. The city boasts of bustling restaurants and streets filled with local vendors offering the authentic dishes of the lands cuisine. This article aims to study the food habits and preferences of inward tourists in order to estimate the impact of culinary aspects of the city on its tourism. The study was carried out by surveying the visitors of Bengaluru, who sought out to identify their food values and perceptions. This was done in relevance to potential scope for tourism opportunities for the city. The article thus holds scope for further research on the potential of culinary tourism in Bengaluru. The study was undertaken by surveying 246 visitors by administering a questionnaire that was aimed at acquiring their opinions on the culinary aspects of the city. The study is built based on their responses which were statistically analysed using reliability, association, variance and regression tests. The research results helped conclude that the aspects of culinary and gastronomy of a tourist destination do play an important role in the tourism experience. This study holds future scope for culinary tourism as a specific market segment for destinations that show the importance of culinary aspects. This study thus fills in the gap between studies that determine the factors that affect tourism experience and studies that explain culinary tourism.

Keywords: Culinary, Gastronomy, Tourism, Tourist Destination

I. INTRODUCTION

In a rapidly paced global economy, many countries and states have established tourism as a significant contributing factor towards the development of their own economy. Destination image, destination branding, service quality are a few factors that determine how a visitor chooses a tourist destination. However, one factor that has widely been overlooked in the field of tourism is the relationship between the culinary features of the destination and its subsequent

influence and impact on the visitors. Tourist food consumption refers to the selection and consumption of food and beverages at a destination that a tourist visits [17]. This factor has largely been neglected in the tourism literature [5]. This could be because food is always considered as only a 'supporting resource' in a tourists' perspective and food consumption is purely for the purpose of nourishment [2].

[13] state that, "Our sensory perceptions play a major psychological and physiological role in our appraisal and appreciation of food, as they do for other experiences at a destination." This study hence aims to focus on this influencing factor in order to ascertain the level of impact it has on a tourist destination.

II. REVIEW OF LITERATURE

Long [16] brings out that the phrase 'Culinary Tourism' was first coined in 1998 to portray a mode of tourism that allows expression of behaviour through experiencing other cultures and traditions through food and wine. [27] describes tourism related to culinary is a pursuit for drink and food through travel in order to derive an unforgettable culinary experience. The concept is not limited to exclusive culinary tourism but also to "any journey outside of one's normal dietary routine into the realm of the exotic 'other' region" [4]. [6] reveals that the concept of culinary tourism is a gold mine and a destination can utilise this concept to experience an incredible return as individuals understand it and use it to their benefit.

[10] conveys that food has played a prominent role in the process of discovery. Recent studies have shown that local cuisine plays a significant factor in choosing a destination [21] which in fact significantly influences destination loyalty and visit experience [7]. Tourists can thus enhance their experience at a destination through its food, besides gaining new perceptions of the place and its people through their eating experience [19]. Hence, local food is an imperative part of cultural character of the place [25]. [22] finds that individuals travel to experience the culture of different places to get an insight into how the local culture is, the food habits of other people, and how the culture influences the cuisine and food habits of a place. Culinary tourists are increasing rapidly which is an important factor in the development and promotion of a location and its food.

[3] focused on how culinary gastronomic sensations can influence the experiences and perceptions of travelers, besides relating these experiences to the locality of the region. This study found that local food is an important tourist attraction and central to the tourist experience.

Manuscript published on November 30, 2019.

* Correspondence Author

Dr. Usha Dinakaran*, Department of Hotel Management, CHRIST (Deemed to be University), Bangalore, India.
usha.dinakaran@christuniversity.in

Professor Sushil Dwarkanath, Department of Hotel Management, CHRIST (Deemed to be University), Bangalore, India.
sushil.d@christuniversity.in

© The Authors. Published by Blue Eyes Intelligence Engineering and Sciences Publication (BEIESP). This is an [open access](https://creativecommons.org/licenses/by-nc-nd/4.0/) article under the CC-BY-NC-ND license <http://creativecommons.org/licenses/by-nc-nd/4.0/>

[9] reveal how international food and cuisine are receiving widespread attention, and how food represents a region's culture which is so diverse and interesting. [11] finds culinary tourism as an important factor due to its ability to bring together people of various cultures through their bond over food thus ensuring the longevity of the trend and making it a vital aspect of tourism. [18] established a relationship between destinations' food image and travellers' visit intention wherein confirmative positive relationships were found between the visit intentions of the tourist and the image of food. .

[14] examined food and food-related elements at festivals and carnivals which contribute towards culinary tourism. Festivals staged by rural societies are cultural venues of culinary tourism and, as such, the potential for rural destination branding remains unexplored. The study provided an intangible option for culinary tourism which was based on festivals in rural destinations.

[23] emphasizes on the vital role played by food in travelling, be it something as simple as satisfying daily needs or to experience a new culture thereby differentiating culinary from regular tourism activities. Food tourism is distinct as it relates to the food related activities of the tourist at their target destination. These activities revolve around dining, acquiring products that are food related besides exploring the features of specific food produced in the locality. Culinary tourism can be classified as culinary school trips, visit to various restaurants, or to visit local food production units or farms. The author also differentiated between the various kinds of tourists that exist in the tourism sphere, namely, Culinary Tourists, who travel mainly for the purpose of experiencing new cuisines and food cultures, the Experimental Tourists, who are open to experiencing new food culture but not as enthusiastic as culinary tourists and the General Tourists, who do not care much about the food, and see it as a source to meet his/her daily needs. Thus, this research can be used as a primary base to distinguish culinary tourism and tourists from the global tourism population.

[15] "Given the wide-range and antiquity of cuisine of Karnataka and the coastal region in particular, a museum featuring different utensils, recipes, etc with demo rooms enabling tourists to cook, an out-door plaza for dining with live music and dance floors, and hop on hop off to river cruises where people could dine, sing and dance forms an attractive package," indicating promotion of culinary tourism by the Tourism Ministry of Karnataka.

[1] finds that the rise of print media and digital media can be attributed to the growth of culinary tourism. Sources such as the newspaper, journals, magazines and television channels showcasing the growing trend of food across the globe is a huge boost to the culinary tourism industry.

[12] dwells on the cognitive-affective characteristic of a destination's image portraying the link between loyalty and destination from traveler's perspective of a destination and how it influences the future possibilities of revisiting the same place or in suggesting the place to their peers. He draws a link between repeat visits and reduction in marketing costs of a destination leading to revenue generation.

[20] add to the current views on gastronomic encounters of the guests in vacationer goals. The voyagers can be keen on the neighborhood nourishment and in experiencing gastronomic encounters leading to an imperative job in the decision of the goal and in their dimension of fulfilment. The

key outcomes show that remote vacationers have distinctive dispositions toward the neighbourhood gastronomy. Subsequently, the remote vacationers were organised, after the model created by [3], in three distinct gatherings: survivors, enjoyers, and experiencers. Moreover, it demonstrates that the remote visitors have diverse inspirations with respect to gastronomy, which is assembled into three measurements: new sustenance experience, culture, and socialization. The outcomes demonstrate that the measurements, new nourishment experience and socialization add to a more prominent degree to gastronomic fulfilment.

[8] aims to look at different parts of the explicitness of the post-modern pattern in the travel industry-food tourism. The study analyses various possibilities of integrating food tourism and social responsibility activities and proposes a model for coordinating socially mindful practices in the travel industry partly through food. It shows how food marketing and gastronomic tourism can further boost sustainability in the industry.

[26] study brings out how food is one of our physiological needs and explores its relationship with culinary tourism and Maslow's theory. The study focusses on Food tourism based on physiological needs, safety needs, social needs, esteem needs and self-actualizing needs and it was concluded that Physiological needs are the main reason for food tourism. People not only eat out for the purpose of nourishment, but on a deeper scale, people dine out while on a holiday, for the purpose of finding a self-identity [28]. With this psychological motive, travelers find a deeper meaning in their travel experience through the food they eat, the cultural practices and traditions the food represents, and thus the connect they can make with the place via the food they consume. [24] evaluated the characteristics and demographics of a culinary tourist's profile thereby providing relevant analysis of culinary tourism markets and psychology of culinary tourists.

III. METHODOLOGY

Quantitative approach was adopted in this study to ascertain if the demographic characteristics of the tourists affect their culinary/gastronomy habits which are essential in determining their overall tourism experience and to ascertain if the culinary offerings at the destinations affect the overall tourism experience of a tourist. After conducting the pilot study with 25 respondents and validation tests for the research, data collection was carried out through a questionnaire broadly divided into three categories, tourist demographics, their behavior towards culinary and aspects concerning Bengaluru as a tourism destination. Five Point Likert Scale was adopted (Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4) and Strongly agree (5). For the purpose of this study, the technique of Convenience Sampling was chosen. As this study focuses on factors that influence the aspects of a tourism destination, the universe of this study comprises of respondents who are tourists visiting Bengaluru during the period from November 2018 to January 2019.

The questionnaire was administered to 305 respondents, of which 245 responses were collected and 13 respondents were rejected on account of improper/incomplete responses.

A. Reliability Test – Cronbach’s Alpha

The coefficient of reliability, Cronbach’s Alpha is a test that measures the internal consistency. It measures the reliability of the scales used in the survey, and hence measures the consistency of the study. A reliability coefficient of more than 0.70 is considered to be a good score and hence “acceptable” in most research situations.

Table-I: Cronbach's Alpha Results

Reliability Statistics	
Cronbach’s Alpha	No. of Items
.932	23

In Table 1, the alpha coefficient for the 23 items is 0.932 suggesting a high internal consistency and hence acceptable as the score is higher than the standard score of 0.70.

B. Variables under Investigation

The variables under investigation are the *Independent Variable* - Culinary Influence, which refers to all the aspects that are relevant to the culinary and gastronomy offerings of a destination which includes factors such as food, culture, dining out atmosphere, cuisine and travel destination. The said offerings are what could determine tourist behaviour as well as impact tourism experience. The *Dependent Variable* - Bengaluru as a Tourism Destination takes into consideration factors such a destination image, destination loyalty, tourist behaviour and tourist experience for a more in-depth understanding of the study. This study aims to understand the impact of culinary and gastronomy on a tourism destination leading to the following research hypotheses:-

- Null Hypotheses
 - (a) H10: There is no significant relationship between tourists’ demographic characteristics and culinary/gastronomy habits of tourists.
 - (b) H20: Culinary/Gastronomy attributes of a destination has no significant influence on the tourism experience of a tourist.
- Alternate Hypotheses
 - (a) H11: There is a significant relationship between tourists’ demographic characteristics and culinary/gastronomy habits of tourists.
 - (b) H21: Culinary/Gastronomy attributes of a destination has a significant influence on the tourism experience of a tourist.

Furthermore, as this study focuses on tourists, several travel agencies around Bengaluru were contacted in order to administer the questionnaire. In association with partners such as travel agencies, representatives at airports, hotels and common tourist spots, the researcher was able to collect the necessary information directly from the tourists. There has been no discrimination on the basis of age, gender,

nationality, country of origin, ethnicity of the tourists and hence all entries were considered as equal

IV. ANALYSES AND RESULTS

The data thus collected is carefully classified, processed and scientifically analysed in order to rightfully interpret and rationally draw inference and findings to produce an accurate conclusion. The data collected were tabulated using Numbers (The Macros of MS Excel), then imported on to SPSS, for statistical analysis. Initially descriptive statistics is used, then analysis of variance tests is conducted to find the variances amongst the tourist groups followed by correlation analysis and regression analysis to test the hypotheses. As this study was undertaken to find the influence of culinary on Bengaluru as a tourism destination, the following studies used are relevant to finding the necessary results. The results from the various tests conducted are described as follows.

A. Demographic Profile of Respondents

The study comprises of responses collected from various tourists from different parts of the world who gave in their opinions through a questionnaire. To understand the demographic factors that affect the study, it is necessary to understand the demographic profile of the 232 respondents.

Table-II: Demographic Profile

	#	Profile	F	%	
Gender		Female	119	51.29	
		Male	102	43.97	
		Others	3	1.29	
		Prefer not to say	8	3.45	
	Age		Below 18	28	12.07
			18-25	127	54.74
			26-35	35	15.09
		36-45	18	7.76	
		56-65	7	3.01	
		Over 66	9	3.88	
Occupation		Professional	36	15.5	
		Managerial	23	9.91	
		Production/Clerical	11	4.74	
		Technical sales	18	7.76	
		Self employed	36	15.52	
		Students	91	39.22	
		Unemployed	12	5.172	
		Retired	4	1.72	
		Others	1	0.43	
		Married	62	26.72	
Relationship		Single	134	57.76	
		Not Answered	34	14.66	
		Others	2	0.86	
		Holiday/Pleasure	56	24.14	
Purpose of visit		Business/Meeting	30	12.93	
		Convention/Exhibition	21	9.05	

Culinary Influence on Bengaluru as a Tourism Destination

Visit	Friends/Relatives	75	32.32	Culinary offerings in Bengaluru	232	1	5	4.15	.897
	Layover/Stopover	50	21.55	Clean and safe Food	232	1	5	4.00	.868
	Others	0	0	Quality Food service	232	1	5	4.08	.910
	Less than a day	3	1.29	Quality of Ingredients	232	1	5	4.00	.840
	1 to 2 days	34	14.66	Establishment					
	3 to 5 days	53	22.84	Ambience	232	1	5	4.16	.852
	About one week	31	13.36	Wide variety of Food Choices	232	1	5	4.24	.807
	About two weeks	37	15.94	Easy access to F & B Establishments	232	1	5	4.29	.863
	More than two weeks	13	5.60	Variety of Street Food	232	1	5	4.10	.955
	Duration of visit	About a month	12	5.17	Specialty restaurants and breweries	232	1	5	4.33
Type of visit	More than a month	49	21.12	Variety of ethnic food	232	1	5	4.08	.906
	First time visit	44	18.97	Information on local food	232	1	5	3.97	1.032
	Not a first time visit	188	81.03	Value for Money	232	1	5	3.86	.962
Type of Accommodation	Hotel	58	25	Trying out local food at Bangalore adds value to travel experience	232	1	5	4.11	.924
	Homestay	19	8.19	Reasonable price	232	1	5	3.83	.994
	Service apartment	14	6.03	Dining out	232	1	5	4.06	.871
Type of Accommodation	Airbnb or similar	32	13.79	Purchasing local exotic food/ingredients	232	1	5	3.83	1.070
	Hostel	15	6.47	Dining at establishments that serve local cuisine	232	1	5	4.03	.909
	Family & friends	85	36.63	Gather information from locals/guides for visiting best establishments	232	1	5	3.92	.948
Awareness of culinary tourism	Others	9	3.88	Valid N (list wise)	231				
	Yes	119	51.29						
	No	40	17.24						
	Fair idea	52	22.41						
	Unsure	21	9.05						

From Table II, it is seen that 51.29% of the population are females and 43.97% are males and 54.74% of the population comprises of youth, aging from 18 to 25 years. 39.22% of the population are students visiting Bengaluru for various purposes. 57.76% are Single and 32.32% of the visits to Bengaluru are to meet friends and relatives. 24.14% of the population are in Bangalore for the purpose of holiday or pleasure, whereas 22.84% of them stay for about 3-5 days. Most of the respondents are not first-time visitors to Bengaluru. In fact 81.03% of the population showcase destination loyalty towards Bengaluru. Major part (36.63%) of the population stay with friends and family, 25% stay at hotels and 13.79% stay in Airbnb or similar properties. 51.29% of the population are aware of the existence of culinary tourism and 22.41% have a fair idea about it. However, 17.24% of the population are unaware of culinary tourism and 9.05% are not sure about it.

B. Descriptive Statistics Test

Table-III: Descriptive Analysis

	N	Mini-mum	Maxi-mum	Mean	SD
Food and Travel destination	232	1	5	3.79	1.114
Local food	232	1	5	4.05	.973
Dining Out	232	2	5	4.27	.799
Culture and Cuisine	231	1	5	4.14	.893
Recommend Bengaluru	232	1	5	4.00	.991

From Table III, it is observed that the minimum of the variable is 1 and the maximum is 5, measure of central tendency (mean) is 2.5. Hence, the mean score must be above 2.5 for the variable to be valid for the study. However, a score above 4 means that that specific question/statement is inherently important to the study and must hence be taken into consideration. It is seen that the scores of 72.7% of the questions are above 4 proving that they are most relevant to the study. Though 27.3% of the questions have a score over 3.79, they are considered as relevant being near 4. Hence, all the questions taken into consideration for the study are important.

C. One-Way ANOVA

Running ANOVA is imperative for this research, with relevance to finding out the importance of certain factors included in this study. Hence ANOVA test is run amongst individual demographic factors and tourist visit aspects, in comparison with the total of the independent factors (culinary influence).

D. Culinary Influence by Age

H0 - There is no significant difference between Age and Culinary Influence in determining tourism experience.

Ha - There exists a significant difference between Age and Culinary Influence in determining tourism experience.

Table-IV: One-Way Analysis of Variance of Age and Culinary Influence

	SS	df	MS	F	Sig.
Corrected Model	31.723 ^a	6	5.287	.551	.769
Intercept	23666.41	1	23666.4	2467.26	.000
Age	31.723	6	5.287	.551	.769
Error	2158.24	225	9.592		
Total	63355.0	232			
Corrected Total	2189.961	231			

In Table IV, the significance value (Sig.) value is 0.769, which is higher than 0.05. Hence, the null hypotheses (H0) is accepted and the alternate hypotheses (Ha) is rejected.

E. Culinary Influence by Occupation

H0 - There is no significant difference between Occupation and Culinary Influence in determining tourism experience.

Ha - There exists a significant difference between Occupation and Culinary Influence in determining tourism experience.

Table-V: One-Way Analysis of Variance of Occupation and Culinary Influence

	SS	df	MS	F	Sig.
Corrected Model	167.448 ^a	8	20.931	2.308	.021
Intercept	12241.3	1	12241.3	1349.7	.000
Occupation	167.45	8	20.931	2.308	.721
Error	2022.51	223	9.070		
Total	63355.0	232			
Corrected Total	2189.96	231			

In Table V, the significance value (Sig.) value is 0.021, which is lower than 0.05. Hence, the null hypotheses (H0) is rejected and the alternate hypotheses (Ha) is accepted.

F. Culinary Influence by Relationship Status

H0 - There is no significant difference between Relationship Status and Culinary Influence in determining tourism experience.

Ha - There exists a significant difference between Relationship Status and Culinary Influence in determining tourism experience.

Table-VI: One-Way Analysis of Variance of Relationship and Culinary Influence

	SS	df	MS	F	Sig.
Corrected Model	69.794 ^a	3	23.265	2.502	.060
Intercept	6799.571	1	6799.57	1349.71	.000
Relationship Status	69.794	3	23.27	2.502	.060
Error	2120.167	228	9.30		
Total	63355.000	232			
Corrected Total	2189.961	231			

In Table VI, the significance value (Sig.) value is 0.060, which is higher than 0.05. Hence, the null hypotheses (H0) is accepted and the alternate hypotheses (Ha) is rejected.

G. Culinary Influence by Purpose of Visit

H0 - There is no significant difference between Purpose of Visit and Culinary Influence in determining tourism experience.

Ha - There exists a significant difference between Purpose of Visit and Culinary Influence in determining tourism experience.

Table VII: One-Way Analysis of Variance of Purpose of Visit and Culinary Influence

	SS	df	MS	F	Sig.
Corrected Model	100.281 ^a	4	25.070	2.723	.030
Intercept	49958.356	1	49958.35	5426.93	.000
Purpose of visit	100.281	4	25.070	2.723	.030
Error	2089.580	227	9.206		
Total	63355.000	232			
Corrected Total	2189.961	231			

R Squared = .046 (Adjusted R Squared = .029)

In Table VII, the significance value (Sig.) value is 0.030, which is lower than 0.05. Hence, the null hypotheses (H0) is rejected and the alternate hypotheses (Ha) is accepted.

H. Culinary Influence by Duration of Stay

H0 - There is no significant difference between Duration of Stay and Culinary Influence in determining tourism experience.

Ha - There exists a significant difference between Duration of Stay and Culinary Influence in determining tourism experience.

Table VIII: One -Way Analysis of Variance of Duration of Stay and Culinary Influence

	SS	df	MS	F	Sig.
Corrected Model	28.031 ^a	7	4.01	.415	.893
Intercept	27102.750	1	27102.75	2808.15	.000
Duration of stay	28.031	7	4.04	.415	.893
Error	2161.930	224	9.65		
Total	63355.000	232			
Corrected Total	2189.961	231			

R Squared = .013 (Adjusted R Squared = .018)

In Table VIII, the significance value (Sig.) value is 0.893, which is higher than 0.05. Hence, the null hypotheses (H0) is accepted and the alternate hypotheses (Ha) is rejected.

I. Culinary Influence by Destination Loyalty

H0 - There is no significant difference between Destination Loyalty and Culinary Influence in determining tourism experience.

Ha - There exists a significant difference between Destination Loyalty and Culinary Influence in determining tourism experience.

Table IX: One-Way Analysis of Variance of Destination Loyalty and Culinary Influence

	SS	df	MS	F	Sig.
Corrected Model	24.522 ^a	1	24.522	2.61	.108
Intercept	38802.3	1	38802.3	4121.34	.000
Maiden visit to Bangalore	24.522	1	24.522	2.61	.108
Error	2165.44	230	9.415		
Total	63355.0	232			
Corrected Total	2189.96	231			

R Squared = .011 (Adjusted R Squared = .007)

In Table IX, the significance value (Sig.) value is 0.108, which is higher than 0.05. Hence, the null hypotheses (H0) is accepted and the alternate hypotheses (Ha) is rejected.

J. Culinary Influence by Type of Accommodation

H0 - There is no significant difference between Type of Accommodation and Culinary Influence in determining tourism experience.

Ha - There exists a significant difference between Type of Accommodation and Culinary Influence in determining tourism experience.

Table X: One -Way Analysis of Variance of Accommodation Type and Culinary Influence

	SS	df	MS	F	Sig.
Corrected	68.125 ^a	7	9.73	1.03	.413

Model					
Intercept	12737.351	1	12737.35	1344.67	.000
Property type	68.125	7	9.73	1.03	.413
Error	2121.836	224	9.47		
Total	63355.000	232			
Corrected	2189.961	231			
Total					

R Squared = .031 (Adjusted R Squared = .001)

In Table X, the significance value (Sig.) value is 0.413, which is higher than 0.05. Hence, the null hypotheses (H0) is accepted and the alternate hypotheses (Ha) is rejected.

K. Culinary Influence on Awareness of Culinary Tourism

H0 - There is no significant difference between Awareness of Culinary Tourism and Culinary Influence in determining tourism experience.

Ha - There exists a significant difference between Awareness of Culinary Tourism and Culinary Influence in determining tourism experience.

Table XI: One-Way Analysis of Variance on Awareness to Culinary Tourism and Culinary Influence

	SS	df	MS	F	Sig.
Corrected Model	90.618 ^a	3	30.206	3.28	.022
Intercept	40033.2	1	40033.2	4347.82	.000
Awareness to CT	90.618	3	30.2	3.28	.022
Error	2099.34	228	9.2		
Total	63355	232			
Corrected					
Total	2189.96	231			

a. R Squared = .041 (Adjusted R Squared = .029)

In Table XI, the significance value (Sig.) value is 0.022, which is lower than 0.05. Hence, the null hypotheses (H0) is rejected and the alternate hypotheses (Ha) is accepted.

L. Correlation

For the purpose of this study, correlation is tested between the Total Average of the Dependent Variable and the Total Average of the Independent Variable. The following hypotheses are tested:

H0 - The correlation coefficient between Culinary and Tourism Destination is 0; there is no association.

Ha - The correlation coefficient between Culinary and Tourism Destination is not 0; there exists a nonzero association.

Table XII: Test Result - Pearson's Correlation

Correlations			
		IV AVG	DV AVG
IV AVG	Pearson Correlation	1	.633**
	Sig.(2-tailed)		.000
	N	232	232
DV AVG	Pearson Correlation	.633**	1
	Sig.(2-tailed)	.000	
	N	232	232

** Correlation is significant at the 0.01 level (2 tailed)

The results in Table XII show that Pearson's Correlation Coefficient is 0.633, implying a positive moderate correlation between the independent variable (Culinary) and dependent variable (Tourism Destination). The independent variable has an effect on the dependent variable and the correlation is moderately strong. Hence, null hypotheses (H0) is rejected as there exists a nonzero (0.633) association between Culinary and Tourism Destination fulfilling the purpose of conducting the research. Thus, alternate hypothesis (Ha) is accepted.

M. Regression

The test is used to predict the value of one variable in relevance to another variable. In this test, a equation for predictability is formulated by using the dependent and independent variable. Hence, the Total Average of the Dependent Variable and the Total Average of the Independent Variable is taken into consideration.

Table XIII below shows various results necessary to understand the outcome of regression. Firstly, ANOVA Sig. value is 0.000 which is less than 0.05 and hence it can be said that there exists a significant difference between the independent variable (Culinary) and dependent variable (Tourism Destination). Furthermore, Standardized Coefficient (R) is 0.633 implying that there is also a positive moderate correlation amongst the variables. The R Square value is 0.401, implying that there is a 40.1% impact of the independent variable on the dependent variable. The Adjusted R Square value further shows that of this 40.1% impact, 39.8% of the impact is felt by the population (respondents), signifying the strength of the impact.

Table XIII: Test Result – Regression

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of Estimate	R Sq Change	F Change
C		.401	.398	.46190351	.401	153.658

Model Summary			
Model	df1	df2	Sig. F Change
1	1	230	.000

a.Predictors: (Constant), IV AVG

ANOVA ^a						
Model	Sum of	df	Mean	f	Sig.	

Squares			Square		
1	Regression	32.784	1	32.784	153.658 .00 ^b
	Residual	49.072		.213	
	Total	81.855		231	

a. Dependent Variable: DV AVG

b. Predictors: (Constant) IV AVG

Coefficients ^a						
Model		Unstandardized Coefficients		Std. Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.070	.163		12.690	.000
	IV AVG	.612	.049	.633	12.636	.000

Dependent Variable: DV AVG

V.CONCLUSION

The findings of the research show that the purpose of this study, to analyse if there exists an impact by the culinary sphere on the tourism destination image of Bengaluru, can be fulfilled by the information gathered while carrying out this research. As various papers were considered in the initial phase of the research, it was found that there exists a wide scope for tourism in association with the culinary and gastronomy aspects of the destination. However, that information was only found relevant to certain specific destination that are popularly known around the world for their cuisine. While carrying out the review of literature for this topic, it was identified that there are certain gaps in information regarding destinations that are popular tourist locations but are unknown of their culinary heritage. This paper, on the other hand, focuses only on finding if there is a significant impact by the culinary offerings of a destination on the tourism destination.

This takes into consideration the cuisines, culture, food offerings, dining out atmosphere, and local food heritage aspects of the culinary world at the tourism destination. It also takes into consideration the tourist destination image, tourist demographics as well as tourist behaviour. The results of this paper show that there does exist a significant difference amongst all these aspects.

The preliminary objective was to ascertain if the destinations culinary offerings affect the overall tourism experience of a tourist, and the results of this study showcased that there in fact does exist an impact on the tourism experience by the culinary offerings of the destination. The Correlation Coefficient score implies that there exists a moderate positive association, meaning that the preliminary objective is fulfilled. The second objective was to understand tourists' attitude towards the local food of a destination and the factors that influence the same and this was fulfilled by running One-Way ANOVA tests. The tests results showed that tourists demographics and behaviour in turn impact the attitude of tourists towards local food. The next objective is a consequence of the previous two objectives determined.



This objective focuses on analyzing if there is a specific possibility for culinary tourism in particular and if culinary tourists can make up a separate market segment in the travel and tourism sector. This objective forms the future scope of research for this topic. Based on the results of this study, it is evident that culinary aspects of a destination are imperative in the tourism experience, hence, further studies on this topic can show if there is a possibility for culinary tourism as a separate market segment in Bengaluru.

Much like any other study that were reviewed, this paper too has certain limitations. Limitations of this study include the fact that this study is limited only to the tourist destination of Bengaluru. It also considers the views of tourists who visited Bengaluru during a specific time period. Furthermore, this study does not take into consideration factors such as nationality or country of origin of tourists. This information could have been essential in determining where Bengaluru gets most of its tourists from and this could in turn be targeted for more effective marketing campaigns. The study also does not take into consideration the advantages of effective tourism destination branding strategies undertaken by the government of Karnataka for Bengaluru. This could be studied in depth to verify the effectiveness of the campaigns. These limitations need to be looked into and taken into consideration by the future users of this research.

This study only focuses on whether there exists a significant impact by the culinary aspects of the destination on the tourism destination. Further scope for this research includes utilizing the results of this research to find if there exists a possibility for culinary tourism. It is also suggested to henceforth include culinary aspects as a significant contributing factor towards tourist experience and tourist behaviour. This factor has always been ignored in the past studies and must now be considered before carrying out future research. This study can be utilized by both marketers of the destination to produce more effective tourism campaigns and also by the marketers of the culinary offerors at the destination to curate more experiential packages for visiting tourists.

REFERENCES

1. Allen, R. L. (2005). No place like home: Highlighting local flavour the ticket to cashing in on culinary tourism. *Nation's Restaurant News*, 12-14. doi: 10.2164/cit/226.0
2. Brillat-Savarin, J. A. (1994). *The physiology of taste* (A. Drayton, Trans.). Harmondsworth, UK: Penguin. (Original work published 1825). doi: 10.1086/397292
3. Björk, P., Kauppinen-Räsänen H. (2014). Culinary-gastronomic tourism – a search for local food experiences, *Nutrition & Food Science, Vol. 44 Issue: 4*, 294-309. doi: 10.1108/nfs-12-2013-0142
4. Chai, S.K. (2005). Review. Culinary Tourism, *Gastronomica*, 5(4), 121-122. doi: 10.1525/gfc.2005.5.4.121
5. Cohen, E., & Avieli, N. (2004). Food in Tourism: Attraction and Impediment. *Annals of Tourism Research*, 31(4), 755-778. doi: 10.1016/j.annals.2004.02.003
6. Faulkner, B. (2005). Developing strategic approaches to tourism destination marketing: the Australian experience. *Global Tourism*, 326-345. doi:10.1016/b978-0-7506-7789-9.50025-x

7. Fox, R., 2007. Reinventing the gastronomic identity of Croatian tourist destinations. *International Journal of Hospitality Management*, 26(3), 546-559. doi: 10.1016/j.ijhydene.2018.10.099
8. Gendzheva, N. (2014). Model of Corporate Social Responsibility in Food Tourism. *International Journal for Responsible Tourism*, 44-63. doi: 10.1007/978-3-319-01384-8_44
9. Gyimóthy, S., & Mykletun, R. J. (2009). Scary food: Commodifying culinary heritage as meal adventures in tourism. *Journal of Vacation Marketing*, 15(3), 259-273. doi:10.1177/1356766709104271
10. Horng, J.S., and Tsai, C.T., 2010. Government websites for promoting East Asian culinary tourism: A cross-national analysis. *Tourism Management*, 31, 74–85.
11. Hughes, B. (2006). Businesses cooking up culinary travel ideas. *The Record*, 14-16.
12. Iordanova, E. (2017). Impact of socio-demographic characteristics on 'a priori' and 'in situ' destination image: case study - Linz, Austria. *International Journal of Tourism Policy*, 7(3), 177. doi:10.1504/ijtp.2017.10007957
13. Johns, N. and Kivela, J. (2001), Perceptions of the first time restaurant customer. *Food Service Technology*, 1, 5-11.
14. Kalkstein-Silkes, C.A. (2007). Food and Food Related Festivals in Rural Destination Branding. Dissertation and Theses Global, Purdue University, AAI3291236, 14-38.
15. Karnataka Tourism Vision Group (2014). Recommendations to the GoK, *Karnataka Tourism Vision Group 2014 Report*, 4-61.
16. Long, L.M. (Ed.) (2004) Culinary Tourism, The University Press of Kentucky, Lexington Kentucky, USA.
17. [17] Mak, Athena & Lumbers, Margaret & Eves. (2012). Factors Influencing Tourist Food Consumption. *International Journal of Hospitality Management*. 31(3), 928-936.
18. [18] Muhammad, N. H., Karim, M. S., & Hamzah, H. (2015). Intention to Eat Traditional Food among Boys and Girls in Malaysia. *International Journal of Social Science and Humanity*, 5(5), 450-453. doi:10.7763/ijssh.2015.v5.498
19. Okumus, B., Okumus, F., and McKercher, B., 2007. Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey. *Tourism Management*, 28, 253–261.
20. Pérez Gálvez, J. C., López-Guzmán, T., Buiza, F. C., & Medina-Viruel, M. J. (2017). Gastronomy as an element of attraction in a tourist destination: the case of Lima, Peru. *Journal of Ethnic Foods*, 4(4), 254-261. doi:10.1016/j.jef.2017.11.002
21. Quan, S., and Wang, N., 2004. Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tourism Management*, 25(3), 297-305.
22. Rizzo, M. (2004). Culinary Tourism. *The Journal of American Culture*, 2.
23. Shenoy, S.S. (2005) Food Tourism and the Culinary Tourist. *Archived Dissertations*, 87-92.
24. Sohn, E., & Yuan, J. (2013). Who are the culinary tourists? An observation at a food and wine festival. *International Journal of Culture, Tourism and Hospitality Research*, 10-14.
25. Stephen, L., Smith, J., Xiao, H. (2008). Culinary Tourism Supply Chains: A Preliminary Examination. *Journal of Travel Research*, 46, 289-299.
26. Tikkanen, I. (2007). Maslow's hierarchy and food tourism in Finland: five cases. *British Food Journal*, 721-734.
27. Wolf, E. (2002). Culinary Tourism: A Tasty Economic Proposition. *International Culinary Tourism Association*. Retrieved from <http://www.culinarytourism.org>.
28. Yüksel, A., & Yüksel, F. (2003). Measurement of tourist satisfaction with restaurant services: A segment-based approach. *Journal of Vacation Marketing*, 9(1), 52-68.

AUTHORS PROFILE



Dr. Usha Dinakaran is an alumni of Indian Institute of Hotel Management, Chennai. She is an Associate Professor, in the Department of Hotel Management, CHRIST (Deemed to be) University since 1999. Having worked with eminent hotels, flight kitchen and educational institutes in various capacities earlier, she is well exposed to Food & Beverage production.

With a teaching experience spanning over 25 years, she has a flair and acumen for developing and implementing innovative practices in the field of hospitality. After her post-graduation in Sociology and completing twin M.Phil programs in Tourism Management and Women Studies in Sociology, she can proudly acclaim to be one of the first few Women Chefs in India to have obtained her doctorate degree. To her credit, she has authored study materials for Madurai Kamaraj University, Sikkim University and Manipal - City & Guilds Skills Training Pvt. Ltd., besides publishing numerous research papers and articles in eminent journals, magazines and newspapers.



Sushil Dwarkanath, Associate Professor, has a degree in Hotel management from KPHAR Institute of Hotel Management. He has extensive experience in the industry, having worked with the Taj Group of Hotel. He has also presented papers at national level seminars on Street Food in India, Reshaping the Hospitality sector and Tourist Psychology.