

INFLUENCE OF LOCAL FOOD PREFERENCES AMONG TOURISTS

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Abstract: *According to World Food Travel Association 80% of all travellers experiencing food and drink while they are travelling away from home. Food and tourism are having a very tight bond it's impossible to separate the both from one another. The goal of this paper is to find out the gender is influencing the preference of local food among the tourists. For that respondents are selecting through random sampling method and the responses are collected through structured questionnaire and the descriptive statistics and paired sample t-test are used to analyse the results.*

Keywords: *Local foods, Tourists, Tourism, Preferences, Gender*

1. INTRODUCTION

Food is the Foremost significant part of all the people. As indicated by lumbers, Eves and Chang Food can be a help factor when the fundamental explanation behind movement is some different option from a gastronomic centre, despite the fact that it assumes a significant job in the fulfilment that explorer's sense toward the finish of their outing. These days different sorts of the travel industry are developing far and wide, a portion of the absolutely dependent on food like Gastronomy Tourism. Food assumes an extremely unmistakable job in movement and the travel industry, and in some classification, it changes the entire experience of the movement. According to Fields, Food become a remarkable memory from movement to reconsider about the specific travel. (Cohen E. a., 2004) reports visitor food utilization has to a great extent been disregarded in the friendliness and the travel industry writing. Gastronomy is additionally recognized as a significant factor influencing generally speaking the travel industry experience (Correia, 2008) anyway examines intended to dissect sightseer's gastronomy encounters are restricted. This was on the grounds that food has been acknowledged as a supporting asset (Godfrey and Clarke, 2000) of the travel industry action instead of a fascination all alone. Anyway, late years various investigations identified with effect of the traveller food utilization stood out. For instance, (Telfer, 2000) reports that vacationers; spending on food makes up 33% of absolute travel use which additionally mirrors the significance of food utilization in the travel industry. Nearby food is a significant segment for both recreation and business portions of the travel industry and eating is the main movement that prompts each of the five detects; vision, material, sound-related, taste and olfaction (Kivela, 2005)

2. Literature Review

Studies by social therapists delineate human conduct to be objective arranged (Heider, 1958); subsequently, individuals settle on choices to make a trip to a specific goal dependent on their objectives or persuasive variables. Inspirational elements related with venturing out could be fervour to make a trip to another goal, investigating places of interest, encountering society and convention of the district, tasting various nourishments and cooking accessible in the territory and encountering experiences that are specific to the goal. These inclinations are impacted by different segments which incorporate strict and social convictions, financial foundation, inspirations to travel and past encounters. The elements interconnected are accepted to significantly affect explorers' food decisions. The

variables are isolated into three segments: ecological, individual and food-related (Randall, 1981). This adds profundity to the restricted voyagers' food-related conduct writing, and past (Ajzen, 1991) hypothesis of arranged conduct which centre's around expectations affecting conduct.

Various analysts have contemplated the various elements of food decisions dependent on the traits they experienced in their examinations. A few qualities of explorers incorporate investing energy during their excursion to discover food from the nearby area, visiting neighbourhood ranchers' business sectors for the common neighbourhood nourishments, spending on purchasing administrations and encounters of nearby nourishments for the oddity and culture, visiting gourmet schools or gaining from nearby cooks (Boyne, 2003). These attributes give lucidity into the way that individuals travel to various goals with a reason; notwithstanding, they neglect to give understanding on how these qualities are created inside explorers

For the most part, it is accepted that voyagers are progressively inquisitive about neighbourhood food at visitor goals. These interests could be happy with the utilization of neighbourhood food while voyaging. Notwithstanding, (Saroglou, 2011) declare that the way of life and religion of the voyager have a lot of effect on the general food utilization while they travel. Religion and culture are socially acknowledged and continued frameworks intended to transmit esteems, standards, convictions, images and practices (Cohen A., 2009) Subsequently with the end goal of this examination, culture and religion are both joined as one variable.

3. Objective of the Study

1. To understand the preferences of local food among the travellers
2. To find out is the food experience can change the overall satisfaction of travel?

4. Hypothesis of the Study

H_0 : There is a significant relationship between gender and preferring local food during travel

H_1 : There is a no significant relationship between gender and preferring local food during travel

5. Methodology

This study used the survey method for quantitative metrics to get information from the guests of star category hotels in Madurai region regarding influence of the local food during their travel. Respondents are asked to evaluate the metrics based on Likert scale value. This survey was conducted in Madurai region. The questionnaire was constructed in two major sections, primary section focuses on demographic profile of the guests and the second focuses on the respondent's preference on local food and how it will change their travel experience. Totally 74 respondents are selected using random sampling method and their results and analysis are as follows.

6. RESULT & ANALYSIS

The result analysis using SPSS version 25. Following Table 1 represent the frequency of the participants. In this study totally 74 respondents participated among 59.5% (44) of them are male and 40.5% (30) are female. Majority of the respondents from (39.2%) 36 – 40-year age group following that 20.3, 14.9 and 17.6 of them from 41-45, 25-35, 46-50-year age group respectively, only 8.1% are from above 50 years of age category. In the total respondent category 45.9% of them are travelling once in 2-3months category and also majority of the respondents around 40.5% selected sometimes, 27% selected rarely

and only 24.3% of them are selected very often for their preference of local food during their travel. Finally, in that 21.6% (16) respondents said that they travel especially for travel.

Frequency Statistics			
		Frequency	Percent
SEX	Male	44	59.5
	Female	30	40.5
Age Group	25-35	11	14.9
	36-40	29	39.2
	41-45	15	20.3
	46-50	13	17.6
	Above 50	6	8.1
How often do you travel	Rarely	16	21.6
	Once in 2-3 months	34	45.9
	Once in a Month	15	20.3
	More than once in a month	9	12.2
Preference of Local Foods	Very often	18	24.3
	Some times	30	40.5
	Rarely	20	27
	Never	6	8.1

Table 1 - Descriptive Statistics of the Respondents

Do you agree experience on local food can change overall experience of the travel.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	34	45.9	45.9	45.9
	Not sure	28	37.8	37.8	83.8
	Disagree	12	16.2	16.2	100.0
	Total	74	100.0	100.0	

Table 2- frequency count of the respondents

Above Table 2 shows that the majority of the respondents agree that the food preference during their travel can change the overall experience of their travel almost 45.9% of the respondents agreed the statement. Following paired sample t-test table explains the gender vs the food preference during their travel and food preference can change the overall travel experience.

Paired Differences						
		Mean	Std. Deviation	t	df	Sig. (2-tailed)
Pair 1	Sex - Do you prefer local food during your Travel	-.78378	1.076	.125	73	.000
Pair 2	Sex - Do you ever travel especially for food	-.37838	-6.26	.078	73	.000
Pair 3	Sex - Do you agree experience on local food can change overall experience of the travel.	-.29730	-4.81	.091	73	.002

Table 3- Paired sample t-test results

Above Table 3 paired sample t-test table reveals that there is no significant relationship between the gender and the food preference with t-value {t(0.125), p (0.000) <0.05} and also there is no significant relationship between gender with experience on local food can

change overall tourism experience with t-value $\{t(0.786), p(0.000) < 0.05\}$. Hence the food preference and travel experience are not changing depends upon the gender.

9. Conclusion

This study reveals that there is no significant relationship between the gender and the preference of local food during their travel to other place and also in this study finds out most of the travellers are accepted that they are not always prefer the local foods and also they are all proves that the food experience can change their overall experience of their travel which means they can share with their friends and relatives regarding their travel experience. Hence the hotel industry should focus on their customer satisfaction with respect to food preference and suggestions because it can change their total experience as well as our image also.

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