

INDIAN CUISINE AND FOREIGN TOURIST SATISFACTION: AN ANALYSIS OF KEY ATTRIBUTES

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ABSTRACT

Food is an important part of any tourist's travel experience, and tourists now consider multiple aspects to enhance their food enjoyment. For tourists, several factors that impact their overall satisfaction with food experiences include local food options, the dining environment, the quality of the food, the price, and the level of service. This study examines how different aspects of Indian cuisine affect the overall satisfaction of foreign tourists visiting India. To explore this, 312 foreign tourists who had travelled to India responded to a self-administered questionnaire. The study used stepwise multiple regression models to analyze the data and test the research hypothesis. The results indicate that the aroma, taste, and flavour of traditional Indian dishes, as well as having sufficient portion sizes, are crucial for creating a memorable culinary experience. In addition, quick and efficient restaurant service, along with good value for money, also contributes to a memorable and positive dining experience. The study also concludes that all these factors play a significant role in achieving overall satisfaction with the culinary experiences of foreign tourists in India.

Keywords: Foreign Tourists, Indian Culinary Attributes, Food Experience, Tourist Satisfaction, India

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