

Gastronomic tourism experiences of Goa: tapping the potential of Goan cuisine as a destination attraction.

Experiencias de turismo gastronómico de Goa: aprovechar el potencial de la cocina de Goa como atracción de destino.

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ABSTRACT

Goa has been well renowned for its serene beaches, sunset views, vibrant nightlife, and the easy-going nature that the entire State exudes. Though divided broadly into North Goa and South Goa, this much-sought tourist destination still has plenty of reflections of its rich Portuguese influence, right from its architecture, language, style of dressing, and of course, its food. Every tourist, while planning a trip, be it for business or leisure, indeed also looks into the culinary aspect to further enhance their travel experience. Goan food has an amalgamation of simple flavors consisting of its staple food of unpolished rice and fish curry; its solid Portuguese influence adds to its uniquely complex combination of flavors such as sweetness, spice, salt, and sourness. There are many paths that Goan cuisine has traversed and has tremendous potential of further increasing the tourism potential and acting as a critical player in the State's economic status in a delectable manner. This article aims at presenting a research link between tourism and gastronomy, which seeks to determine the impulses, satisfactions levels, profile, and purchasing power of tourists who visit Goa, with a motivation to understand its cultural heritage, in this case, gastronomy. This study is descriptive in nature in which the data were collected from the 190 tourists who recently visited Goa. A structured questionnaire containing five-point interval scale was used for data collection. Statistical tools such as mean and one sample t-test were applied to analyze the data. The results revealed that, of late, gastronomy also plays a significant role in the way tourists approach and experience a destination.

Keywords: Food tourism, Portuguese - Goan cuisine, Culinary Tourism, Gastronomic Tourism, food, and drink experiences.

RESUMEN

Goa ha sido bien conocida por sus playas serenas, vistas del atardecer, vida nocturna vibrante y la naturaleza tranquila que emana todo el estado. Aunque se divide ampliamente en el norte de Goa y el sur de Goa, este destino turístico tan buscado todavía tiene muchos reflejos de su rica influencia portuguesa, desde su arquitectura, idioma, estilo de vestir y, por supuesto, su comida. Cada turista, al planificar un viaje, ya sea por negocios o por placer, también analiza el aspecto culinario para mejorar aún más su experiencia de viaje. La comida de Goa tiene una amalgama de sabores simples que consiste en su alimento básico de arroz sin pulir y curry de pescado; su sólida influencia portuguesa se suma a su combinación única y compleja de sabores como dulzura, especias, sal y acidez. Hay muchos caminos que la cocina de Goa ha atravesado y tiene un tremendo potencial para aumentar aún más el potencial turístico y actuar como un jugador crítico en el estado económico del estado de una manera deliciosa. Este artículo tiene como objetivo presentar un vínculo de investigación entre el turismo y la gastronomía, que busca determinar los impulsos, niveles de satisfacción, perfil y poder adquisitivo de los turistas que visitan Goa, con una motivación para comprender su patrimonio cultural, en este caso, la gastronomía. Este estudio es de carácter descriptivo en el que se recogieron los datos de los 190 turistas que visitaron Goa recientemente. Para la recolección de datos se utilizó un cuestionario estructurado que contenía una escala de intervalos de cinco puntos. Se aplicaron herramientas estadísticas como la media y la prueba t de una muestra para analizar los datos. Los resultados revelaron que, en los últimos tiempos, la gastronomía también juega un papel importante en la forma en que los turistas se acercan y experimentan un destino.

Palabras clave: turismo gastronómico, cocina portuguesa - goana, turismo culinario, turismo gastronómico, experiencias gastronómicas y gastronómicas.

INTRODUCTION

Food of any city, state, or place reflects its culture and lifestyle, therefore becomes an attraction for tourists. While choosing a destination, cuisine makes a significant impact on the decision of a traveler or tourist. A diversified range of businesses that includes farming, restaurants, food specialists, cooking schools, breweries, wineries, etc., all across the nation has been capitalized on their region's ethically exclusive cuisine to attract tourists. Tourists are progressively streaming towards the Northeastern region, but many states are still

performing below the national average, and therefore there is no space for negligence and carelessness. The inbound and outbound tourists dominate the market dimensions for gastronomy tourism as they widely encompass all tourism segments, as whenever they step out, they just think about the food that is hardly important if that may not be their purpose other than the gastronomy. The gastronomy aspect of tourism is directly intentional and indirectly hypothetically required and demanded and fulfilled. Circuits of travelers are very few and facilities concentrated on some places. Even after so many challenges, gastronomy tourism can become a profitable source of livelihood for citizens. The richness of cuisines needs to be revealed effectively for approaching and probable travelers looking out for unique cuisine and the culture of the land. Gastronomy tourism is growing every day and creating many job opportunities in all the related sectors that include small and medium scale businesses. In the future, it is expected that gastronomy tourism will become the most significant sector of the tourism industry in terms of tourism receipts, and the country will become the top visiting destination for its natural resources and unique cuisines (Baruah, 2016). The study has attempted to identify the preferences of tourists regarding the food when they are visiting Goa. The measurement of food preferences has been done in the preference given to Goan food, destination food, non-vegetarian Goan food, and non-vegetarian Goan food. The study did not find any significant difference in preference for non-vegetarian food. At the same time, they are Goa when a comparison is made as a general preference for non-vegetarian food when traveling. The preference depends upon the type of tourists, whether they are Indian or international tourists, and what is the origin of the tourist (Mekoth & Thomson, 2018).

Gastronomy Tourism has become an important aspect of the Indian Tourism Industry. A tourist gets an insight into the culture of the destination through their cuisines and delicacies. The traditional food of a destination has its own importance from a social, cultural, and economic viewpoint. It sustains the traditions and culture of the region that attracts tourists towards that destination. Globalization expands the horizon. The ethnic cuisines and culture of India have their place all around the world. The increased demand makes a positive impact on the hosting region. Goa is famous for its non-vegetarian food. It has a combination of three food, which is Hindu, Portuguese, Christians cuisines. Goan cuisines include coconut fragrances majorly. To make dishes hot and spicy, they use small red chilies (Basumatary, 2021). There are large number of opportunities for career around food tourism. Culinary includes some very important aspects such as the art, presentation, and history. The cooks also want to focus on culinary aspect of food, as it distinguishes their offerings from others (Fernandes and Shah, 2020).

In according to the literature, Banerjee (2013) studied that its culinary dimension is best anticipated in India because of its natural majesty, attractive locations, mountain and green valleys, cool climate, and most importantly, its hospitality. In order to make the art of culinary of India a front line in the complete tourism system, the Indian government should organize food festivals displaying the regional cuisines of India. They can also set up mega food parks and food courts nearby famous destinations of tourists. Indian cuisines with curries, spices, and other flavors are treated as an art, attracting international tourists to the Indian kitchen.

Updhyay & Sharma (2014) revealed that culinary tourism is of growing importance for tourists. Hence, in this study, the author has attempted to examine the preferences of national and international tourists. The research shows that tourists' preferences are covered into five factors: quality and taste of the cuisine, how it is prepared, food localization and etiquettes of dining, nutrition, and Tradition of food, its aroma, and cleanliness. In this study, the author has considered taste and quality of the food as major features to attract tourists along with the previously mentioned features, which were quality and taste of the cuisine, how it is prepared, food localization and etiquettes of dining, nutrition, and Tradition of food, its aroma, and cleanliness. All these factors attract travelers from a foreign country to visit India.

Hemalatha & Sheth (2015) concluded that the motive of his study was to develop the base of various development models and utilize it to uplift and bring improvement in the ignored sections of the society by encompassing them in the tourism industry. Enrooting tourism with food takes the market to the farm and not conversely. It made tourists who are also consumers appreciate food in a better manner. In recent times, another important element is heritage and cultural conservation. Food of any region has spiritual and cultural attractions that show the region's history in a subtle but lasting manner. Thus, food tourism has become an appreciated type of storytelling, and therefore, leads to better conventional activity with a spirited set of attendants.

Puri & Kumar (2016) explained the local food is an essential reason for tourists to visit the destination they choose while traveling. The study concludes that local cuisine becomes an important part of the character of any destination. Any private or public companies working in the tourism industry design their websites in such a way that promotes the region and local cuisine, and it helps it in the promotion and development of that destination. The author examined how tourism websites of Indian State being the reasons for tourists visiting the country and to what extent its local food attracts them towards themselves. As gastronomic tourism is majorly a domestic tourism activity, food tourism is developing automatically and

socio-economic standards of the local community. Technology is booming rapidly, and there is a need to optimize the strategies by incorporating technology.

Shah & Shende (2017) observed that the notion of gastronomic tourism is very well developed in the Pune region, but still, there is a lot of scope for travelers to become aware of this concept, making them food tourists. The knowledge and awareness about food tourism among tourists are still less. For Maharashtra, Pune is its cultural representative. Thus, this region needs to make its local cuisine popular for the tourists visiting Pune. Pune is popular for its education and welcomes a lot of national and international students from all over the world. As food is a necessary daily need for everyone, it becomes easy for Pune to attract travelers towards itself.

Rana, Sharma & Thakur (2018) found that food is a key element in attracting travelers to a particular destination as an outcome of its imprint of a destination. Style of cooking influences the choice of explorers while choosing the destination. Scope of an organization includes homesteads, cafeterias, claiming to fame up food stores, school teaching cooking, visiting administrators, work of bottling, wines, and various other organizations in the country that have received advantages from their extraordinary cuisines attract travelers from all over the world.

Batra & Sharma (2019) explained that in recent years to complete the experiences of tourists, classical regional gastronomic has been unbreakable, offering travelers the conventional cuisines. Because of traditional understanding, the culture of food has evolved over time based on conditions of agro-climate, ethnic priorities, socio-economic levels, and cultural practices. The daily meal in every household, chapatti, dal, pickle, and rice, are major items.

Awasthi, Dhar & Lomte (2020) found that to present the living style and culture of the region. Its local food plays a very important role as it attracts travelers due to the authentic taste of that destination. In sustaining the domestic cultural identity of the region, its gastronomy and culture both play an important role and are strongly correlated with each other. The purpose of this study was to study the tendency of travelers when they are visiting Lucknow city and attempted to study the role of local food, which is considered an important tool representing the culture of Lucknow city as a tourist place. Conventional local food, its ingredients, and the cooking method display the culture of the region, and it makes travelers feel the gastronomic culture of the destination. In order to attract customers who are traveling to the destination, the hygiene level must be maintained at the international level.

Pal (2020) concluded that in the present time, food had become an essential element that can attract tourists towards a particular destination. Then, justifying the basic needs of

food for tourists has become more of a culture. Many other countries are already showing their gastronomic heritage as one of the major cuisine adventures, and travelers are visiting those places to enjoy delicious cuisines. The local food of the region is playing an important role in the competitive market of tourism products. The authentic taste of local food satisfies tourists and gives them the ultimate experience. As an outcome of the study, gastronomic tourism has become an essential element in attracting tourists to tourist destinations.

Bagale & Branger (2020) revealed that the gastronomy in India is finely experienced, but the fact is the measurement of nourishment changes after every hundred meters, and a tourist appreciates different food with different experience that is not found anywhere else on the whole planet. India is full of culinary archives, and it has spreader all through the districts; if an investigation is done of this gastronomy-concealed fortune and the built-in accomplished and fascinating route, then within a short period, India can turn itself into a culinary center in the whole world. The distinctive nourishment uniquely guides gastronomy in the travel industry. This is the reason why market size is expanding considerably, and within a brief timeframe, there will be many visitors traveling to India to experience the culinary of the destination.

Jadhav (2021) concluded that the study observed that tourism is a multi-faceted activity and fundamentally a service industry. Gastronomic tourism would become the largest sector of the tourism industry in the future in terms of tourism receipts, growth of the business; the need is to focus on few things. It is the hygiene and health food about which the customers are more concerned. This is why customers are moving towards brands that are found to be confident in providing hygienic food. Therefore, the organizations must focus and follow hygiene practices.

Vaity (2021) found that every region in India has its own extraordinary culinary heritage, and it influences the insights of travelers. The perspective of tourism can change and should concentrate on customers' requirements, tastes, and needs. Various elements need to be considered by the tourism industry, elements like nature of food, tastes, the fragrance of food, nutrition, etc. This could highlight traditional and local food that can attract more tourists from other regions by giving them customer satisfaction by giving them information about the culture and Tradition of the region and the cuisine of the region and its history. Many tourists are ready to pay even high costs for delicious food.

The objectives of the present study are: 1) To know the factors influencing Gastronomic Tourism and the experience of tourists; and 2) To know which features attract travelers towards Gastronomic tourism.

MATERIALS AND METHODS

The nature of the study is exploratory. The data was collected from the respondents visiting Goa. To obtain responses from the respondents, a structured questionnaire was used. The total sample size was 190 respondents. Statistical techniques such as Mean and t-test were applied. The sampling method used was convenience sampling.

Findings of Study: Table 1 shows the number of male respondents in the survey, it was 54.21%, and Female respondents were 45.79%. Regarding the age group, respondents who are up to 25 years are 17.37%, those between 26 to 36 years are 24.74%, respondents between 36 to 46 years 36.22% and 46 years & above 21.57%. Regarding the Nationality, Germans were 16.31%, the United States was 27.89%, Middle East 25.79%, the United Kingdom was 19.47%, and others were 10.54%. Looking at the purpose of visiting India, Vacation 27.89%, Visiting friends & relatives were 20.53%, Sampling Indian cuisine were 32.10%, and Business visits were 19.48%.

Table1 Basic details of the respondent

Variables	Number of respondents	%age
Gender		
Male	103	54.21%
Female	87	45.79%
Total	190	100%
Age		
Up to 25 years	33	17.37%
26 to 36 years	47	24.74%
36 to 46 years	69	36.32%
46 years & above	41	21.57%
Total	190	100%
Nationality		
German	31	16.31%
United States	53	27.89%
Middle East	49	25.79%
United Kingdom	37	19.47%
Others	20	10.54%
Total	190	100%
Purpose of visiting India		
Vacation	53	27.89%
Visiting friends & relatives	39	20.53%
Sampling Indian cuisine	61	32.10%
Business visits	37	19.48%
Total	190	100%

Table 2 Factors influencing Gastronomic Tourism

Sr. No.	Statements	Mean Score	t Value	Sig
1.	Food safety is an important concern for the food tour of the industry	4.21	18.13	0.000
2.	Food should be value for money	4.30	16.15	0.000
3.	The quality and taste of food attracts tourists	4.10	15.43	0.000
4.	Culture & Tradition associated with the cuisine	3.89	11.89	0.000
5.	The nutritional aspect of the food	4.11	13.41	0.000
6.	Cuisine having a historical connection	4.41	21.13	0.000
7.	The presentation style of food	4.39	17.27	0.000
8.	The ambiance of dining attracts travelers	3.77	10.80	0.000
9.	Regional drinks served to tourists	4.00	13.36	0.000
10.	Flavor and aroma of the cuisines	4.14	13.77	0.000

Table 2 shows the Mean value for statements on research done on "Factors influencing Gastronomic Tourism," the statement "Cuisine having historical connection" records the highest mean value as 4.41. The second highest mean score of 4.39 is received by the statement "Presentation style of food." The statement "Food should be value for money" has recorded the third-highest score of 4.30; "Food safety is an important concern for food tourism of industry" has a mean score of 4.21. A mean score of 4.14 is recorded by the statement "Flavor and aroma of the cuisines" "Nutritional aspect of the food" is with a mean score of 4.11. The statement "Quality and taste of food attracts tourists" has a mean score of 4.10; the statement "Regional drinks served to tourists" has a mean value of 4.00. The last two statements, "Culture & Tradition associated with the cuisine" and "Ambience of dining attracts travelers," score the mean value of 3.89 and 3.77, respectively. The T-value of all the above

statements concerning the Factors influencing Gastronomic Tourism is found significant, as the t-value for all statements is positive and the significance value is less than 0.05.

As conclusion, emphasis needs to be given to the quality of food, taste, fragrance, nutrition, and nature to understand gastronomic tourism. Organizations of gastronomic tourism must know about different types of culinary tourism and the factors affecting it, and effective strategies need to be developed to improve the industry. Strategies must be like improving the gastronomic services, the food guide, new dishes and recipes, cooking books, cooking classes, restaurants, ambiance, etc. Gastronomic tourism has already started focusing on local and conventional food giving it the original tastes popular in its region. It has also highlighted the way the food is prepared in an ethnic manner, including fresh fragrance that enhances food flavor. Food is a natural element of any region, showing its culture and tourists worldwide experience such gastronomic services. Hence, the organizations of the gastronomic industry need to ensure the satisfaction of tourists. Travelers must be impressed by the tastes of the food and its quality and cleanliness that will make them visits the destination repeatedly and will refer others as well. "Mean" and "t-test" have been applied to find out the factors influencing gastronomic tourism.

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