

Exploring Gastronomic Experiences as Travel Drivers: A Study on Culinary Tourism Context

G. Rajesh Kumar¹, D. Gunaseelan²

¹Research Scholar, Department of Hotel Management and Catering Science, Jamal Mohamed College, (Autonomous), Trichy 620020

²Assistant Professor, Department of Hotel Management and Catering Science, Jamal Mohamed College (Autonomous), Trichy 620020

Abstract- Culinary tourism, an emerging niche in the travel sector, emphasizes food and gastronomy as a primary motivation for travel. This study investigates the role of Tamil Nadu's rich and diverse culinary heritage in influencing travel decisions among both domestic and international tourists. Drawing on data collected from 312 respondents, the research examines key gastronomic factors—regional authenticity, local food experiences, food festivals, and culinary storytelling—that shape tourist motivations and satisfaction. Using a structured questionnaire and quantitative methodology, the study employs descriptive statistics, correlation analysis, and regression techniques via SPSS (v25) to explore the relationship between culinary experiences and tourists' travel behavior. Results indicate that 82% of the respondents consider food a significant component of their travel experience, while 68% reported that culinary uniqueness positively influenced their destination choice. The findings further highlight that traditional cuisine, local food markets, and participatory cooking experiences significantly contribute to traveler satisfaction and cultural immersion. The study concludes that culinary assets serve not only as cultural ambassadors but also as strong tourism motivators, especially in the post-COVID era when tourists increasingly seek authentic and sensory-rich travel experiences. Recommendations are provided for tourism stakeholders to integrate culinary tourism into mainstream promotional strategies, enhance infrastructure for food-focused tourism, and preserve regional food traditions as a means to boost sustainable tourism development.

Index Terms- Culinary tourism, Gastronomy, Tourist motivation, Tamil Nadu cuisine, Food experience, Cultural tourism, Travel behavior

I. INTRODUCTION

Culinary tourism, also known as food tourism or gastronomic tourism, refers to travel experiences in which the exploration of food and culinary culture plays a central role.[1] It is no longer considered a peripheral activity but a primary motive for many tourists who seek to immerse themselves in the authentic tastes, preparation methods, and cultural contexts of local cuisines. As travelers increasingly pursue meaningful and experiential journeys, culinary tourism has gained momentum as a vibrant sector within cultural and heritage tourism.[2]

Over the past two decades, the role of gastronomy in tourism has expanded beyond mere consumption to include experiences like farm-to-table dining, food festivals, cooking classes, and culinary storytelling. Tourists now perceive food not only as sustenance but as a sensory gateway to understand local customs, identity, and social traditions [3]. With growing interest in wellness, sustainability, and authenticity, food has emerged as a powerful emotional and motivational driver, particularly among millennials and cultural travelers.[4][5]

India, with its regional diversity, offers immense potential for culinary tourism. Each state has its own distinctive palette influenced by history, geography, religion, and local ingredients.[6] Tamil Nadu, located in southern India, is known for its vibrant and flavorful cuisine, ranging from Chettinad dishes to traditional Tamil vegetarian meals, street foods, and temple offerings. Despite this rich culinary landscape, the integration of food into mainstream tourism strategies remains underutilized in the region. Tamil Nadu's culinary heritage is deeply rooted in cultural and ritualistic practices. From Pongal to

temple feasts, the state's food culture reflects spiritual significance, seasonal variation, and local produce. Popular dishes like dosa, sambar, Chettinad chicken, and filter coffee are not only gastronomic delights but also stories of community, sustainability, and traditional wisdom. Local markets, food trails, and traditional cooking methods further enhance its appeal to food travelers.

The COVID-19 pandemic reshaped global travel preferences, with a growing emphasis on domestic travel, health, hygiene, and local experiences. Culinary tourism fits well within this framework, offering safe, enriching, and localized experiences. Tourists now prefer destinations that provide authentic, community-based, and sustainable tourism opportunities—criteria that Tamil Nadu's food tourism can fulfill effectively.

While global studies highlight the importance of food in shaping tourism behavior, academic research on culinary tourism in Tamil Nadu is relatively scarce. There is a pressing need to empirically investigate how gastronomic experiences influence travel motivations and decisions in this culturally rich state. This study aims to fill that gap by exploring the motivational role of culinary experiences in influencing travel behavior. Tourist perceptions of Tamil Nadu's culinary heritage and the relationship between gastronomic satisfaction and overall travel satisfaction.

II. MATERIAL AND METHODS

This study adopted a quantitative, descriptive, and cross-sectional research design, aimed at empirically analyzing the influence of culinary experiences on travel motivations in Tamil Nadu. A structured questionnaire was used to collect data from domestic and international travelers. The quantitative approach allowed the researcher to measure and statistically analyze respondent perceptions and attitudes toward culinary tourism.

The study was conducted across prominent tourist locations in Tamil Nadu, including Chennai, Madurai, Coimbatore, Thanjavur, and Kodaikanal. These destinations were selected due to their cultural significance and rich culinary offerings. The target population comprised domestic and international tourists who had visited Tamil Nadu for leisure, pilgrimage, or cultural exploration during 2023–2024.

A non-probability convenience sampling technique was used due to the practical limitations of accessing a fully randomized sample. The sample included tourists who voluntarily agreed to participate in the survey during their visit. A total of 312 valid responses were collected, ensuring representativeness and adequacy for statistical analysis using SPSS software.

The research instrument was a structured questionnaire consisting of both closed-ended and scaled items. The questionnaire was divided into four main sections:

Section A: Demographic profile – age, gender, nationality, education, income, travel frequency, etc.

Section B: Travel motivation – reasons for choosing Tamil Nadu and culinary interests.

Section C: Perception of culinary experiences – based on dimensions like authenticity, variety, hygiene, taste, and presentation, rated using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Section D: Tourist satisfaction and behavioral intentions – including satisfaction with food experiences, likelihood to recommend, and revisit intention.

The questionnaire was adapted from existing literature including works by Fields (2002), Kivela and Crotts (2006), and Quan and Wang (2004). A pilot study was conducted with 20 respondents to refine the instrument for clarity and reliability.

To ensure internal consistency, Cronbach's Alpha was calculated for each construct. All alpha values were above the recommended threshold of 0.7, indicating satisfactory reliability. Content validity was ensured through expert review by tourism and hospitality professionals and faculty members.

Data collection was carried out over a period of 8 weeks through a combination of in-person surveys at tourist sites, hotels, and food festivals, as well as online distribution through travel forums and tourism networks. Respondents provided informed consent, and the study complied with ethical standards ensuring anonymity and confidentiality.

The collected data were coded and analyzed using IBM SPSS Statistics Version 25. The following statistical techniques were applied:

Descriptive statistics – to summarize respondent profiles and frequency distributions.

Reliability analysis – using Cronbach's Alpha.

Exploratory Factor Analysis (EFA) – to identify key dimensions of culinary perception.

Correlation analysis – to determine the relationship between culinary experience and satisfaction.

ANOVA – to analyse differences in perception across demographic groups.

This research adhered to all ethical norms and academic standards. Participants were informed of the purpose of the study, and participation was strictly voluntary. No personal or identifying information was recorded, and the data were used solely for academic purposes.

III. RESULTS AND DISCUSSION

The data collected from 312 respondents provided a comprehensive understanding of how culinary tourism influences travel decisions in Tamil Nadu. The demographic profile revealed that the majority of travelers were between the ages of 18–40 years, suggesting that younger tourists are more inclined to explore food-related experiences. Both male and female respondents showed nearly balanced participation, which indicates a widespread interest in culinary tourism across genders. A significant 83% of respondents were domestic travelers, highlighting that regional cuisines are particularly drawing Indian tourists to Tamil Nadu. Interestingly, although only 9.9% of the respondents identified food as the sole purpose of their trip, this still reflects a niche but growing market segment that specifically travels for culinary experiences.

Table 1: Demographic factors of respondents:

Variable	Categories	Frequency	Percentage (%)
Gender	Male	174	55.80%
	Female	138	44.20%
Age	18–25	98	31.40%
	26–40	112	35.90%
	41–60	74	23.70%
	Above 60	28	9.00%
Nationality	Indian	259	83.00%
	International	53	17.00%
Purpose of Visit	Leisure	168	53.80%
	Cultural/Religious	79	25.30%

	Business	34	10.90%
	Culinary Interest	31	9.90%

Descriptive Analysis of Culinary Perception

The descriptive analysis of the culinary perception dimensions revealed that tourists perceive taste (mean = 4.28) and authenticity (mean = 4.21) as the strongest attributes of Tamil Nadu's culinary offerings. This indicates that the distinctive flavors and traditional preparation methods are central to the appeal of the cuisine. Respondents also appreciated the variety (mean = 4.14) available, which aligns with Tamil Nadu's diverse regional food traditions. While hygiene (mean = 3.98) and presentation (mean = 3.87) received slightly lower ratings, they were still viewed positively, though these are areas where improvement can further enhance the tourist experience.

Table 2: Descriptive Analysis of Culinary Perception

Dimension	Mean	SD	Interpretation
Authenticity	4.21	0.68	High perception
Variety	4.14	0.72	High perception
Taste	4.28	0.63	Very high perception
Hygiene	3.98	0.76	Moderately high perception
Presentation	3.87	0.81	Moderate perception

Correlation Analysis:

The correlation analysis showed statistically significant positive relationships between the five culinary dimensions and three key tourism outcomes: customer satisfaction, loyalty, and word-of-mouth recommendation. The dimension of taste had the highest correlation with satisfaction ($r = 0.66$), loyalty ($r = 0.63$), and recommendation ($r = 0.64$), underscoring its critical role in shaping tourist perceptions. This suggests that when tourists enjoy the taste of local cuisine, they are more likely to feel satisfied with their overall trip, return for another

visit, and recommend the destination to others. Authenticity also showed strong correlations, emphasizing that food prepared in traditional ways provides tourists with meaningful, memorable experiences that build destination loyalty.

Table 3: Correlation Analysis:

Variables	Satisfaction	Loyalty	Recommendation
Authenticity	0.61**	0.55**	0.57**
Variety	0.58**	0.49**	0.52**
Taste	0.66**	0.63**	0.64**
Hygiene	0.53**	0.44**	0.48**
Presentation	0.47**	0.41**	0.43**

Gastronomy is a powerful motivator and enhancer of the tourist experience. While core strengths like taste and authenticity are already well-established, enhancing factors such as hygiene, visual presentation, and culinary storytelling could further elevate Tamil Nadu as a premier culinary tourism destination. The positive linkages between culinary satisfaction and tourist loyalty offer important implications for destination marketers, food entrepreneurs, and hospitality managers aiming to attract and retain culturally curious travelers.

IV. CONCLUSION

The study highlights the significant role of culinary tourism in influencing travel motivations in Tamil Nadu. With 312 respondents, the findings reveal that taste, authenticity, and variety of local cuisine are key drivers of tourist satisfaction, loyalty, and positive word-of-mouth. While the state's rich gastronomic heritage is a major attraction, improving hygiene and presentation can further enhance the culinary experience. The strong correlations between culinary attributes and travel behavior suggest that food is not merely a complementary experience but a central component of tourism. Promoting traditional cuisine as a cultural asset can strengthen Tamil Nadu's position as a leading culinary destination.

REFERENCES

- [1] Luis Enrique García-Pérez & Ismael Castillo-Ortiz Memorable gastro-tourism experiences: A systematic literature review. *Annals of Tourism Research Empirical Insights* Volume 5, Issue 2, November 2024, 100158 <https://doi.org/10.1016/j.annale.2024.100158>
- [2] Richards, G. (2012) Food and the tourism experience: major findings and policy orientations. In Dodd, D. (ed.) *Food and the Tourism Experience*. OECD, Paris, pp. 13-46
- [3] OECD (2012), *Food and the Tourism Experience: The OECD-Korea Workshop*, OECD Studies on Tourism, OECD Publishing. <http://dx.doi.org/10.1787/9789264171923-en>
- [4] Orea-Giner, A. and Fusté-Forné, F. (2023), "The way we live, the way we travel: generation Z and sustainable consumption in food tourism experiences", *British Food Journal*, Vol. 125 No. 13, pp. 330-351. <https://doi.org/10.1108/BFJ-11-2022-0962>
- [5] Rana, K., Gangotia, A., & Bhatt, K. (2025). Mindful escapes: Unveiling the transformative wellness journeys of generation Z. *Journal of Vacation Marketing*, 0(0). <https://doi.org/10.1177/13567667251316292>