

Role of Gastronomy in Tourists' Overall Experience: A Psychological Study of Agra (Uttar Pradesh)

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ABSTRACT

Purpose- The objective of this research is to assess the dining experiences of travelers in relation to their contentment, a focal strategic objective in the fields of hospitality and tourism. This study seeks to illustrate that, within the total number of tourists that visit Agra, there is a separate and focused market niche dedicated to food. This study looks into the various elements that impact travellers' overall experience. The study's emphasis is Agra, a well-known tourist and culinary destination in Uttar Pradesh, India.

Design/Methodology/Approach-In order to conduct the study, 320 tourists visiting Agra were given survey questionnaires. The data were analysed using statistics. Numerous academic works identified the elements that impact travellers' overall experiences. To investigate the link between the evaluations of the specific culinary tourism industry and visitors' overall experience, the hypotheses were developed and evaluated.

Findings-The study's findings may serve as suggestions for the nation's hospitality and tourism sectors as well as for operators of tourist destinations as they position their strategies for attracting gastronomy visitors in diverse regions.

Originality/Value-According to the findings, 17.31% of those surveyed said that food was their primary motivation for travel. According to descriptive data, the quality, the value perceived & tourist expectations of local cuisine all have a positive and substantial impact on visitors' overall experiences.

Keywords- Tourism, Gastronomy, Touristic destination, Experience of Tourist, Hospitality, Agra, India.

Paper type-Research article

1. INTRODUCTION

Particular location that intends to become a popular tourist attraction has to have both physical and intangible goods and services available nearby. One of the vital essential resources that must be available is food. Although a new era in tourism has begun, the growing awareness of how cuisine has contributed to the establishment of various tourist sites in various cities, regions, and nations. Gastronomy is often defined as the skill of crafting and relishing delectable cuisine, but this represents just one facet of this field. According to numerous authorities, gastronomy delves into the intricate connections between culture and food. Alternatively, some argue that it encompasses the process of preparing and cooking dishes, which contributes to the overall experience, experimentation, advancement, and documentation of culinary practices. Gastronomy is essentially the amalgamation of culinary art and science, centered on the pleasure of eating and drinking while engaging multiple senses, aligning with the perspectives of Gillespie and Cousins (2015), Brillat-Savarin (1994), and other scholars. Gastronomic experiences are a major draw that can influence visitors' choice of location, level of satisfaction, and likelihood of returning Kim and Eves (2012); Kim et al. (2013). Regional local cuisine has become a crucial component of the tourist experience since travellers can readily obtain it because it is an essential component of every destination's goods. Intangible traditions and heritages that contribute to a place's distinctive qualities are also represented through local cuisine (Kozak and Rimmington, 2000; Kozak et al., 2007; Chang et al., 2018). a distinctive source of competitive advantage for tourism locations, gastronomy tourism is a developing business for many nations and regions (2013) Blichfeldt and Halkier. Morales and

Cordova (2019) state that places which understand, how important food is to their tourist success which have started to exploit their culinary potential chances in their marketing and positioning as a part of their national character. Sanchez-Canizares and Castillo-Canalejo's (2015) research aligns with this perspective, revealing that tourists display a keen interest in gastronomy as a motive for visiting a particular city in Spain, where they place significant value on this culinary experience. The renowned "Perfect Region" in question is Agra, situated along the Yamuna River in the Indian state of Uttar Pradesh. Agra's illustrious history was ushered in by the Mughals, with Sikandar Lodi's reign marking the commencement of the city's remarkable historical journey. Serving as the capital of the Mughal Empire under notable rulers like Babur, Humayun, Akbar, Jahangir, and Shah Jahan, Agra held paramount importance on the Indian subcontinent. During the Mughal era, Agra thrived as a hub for education, the arts, commerce, and spirituality. It was under Shah Jahan's patronage that Agra witnessed the creation of its most iconic landmark, the Taj Mahal, which stands as a mausoleum for his beloved empress. Subsequently, as the Mughal Empire declined in the late 18th century, Agra saw periods of dominance by the Marathas and the East India Company. After gaining independence, Agra underwent a significant transformation, evolving into an industrial city with a robust tourism sector, as well as a thriving production base for footwear, leather goods, and various other products. UNESCO has recognized the historical significance of Agra by designating both the Taj Mahal and the Agra Fort as World Heritage Sites. The city is celebrated for its delectable Mughlai cuisine and experiences pleasant winters, scorching summers with low humidity, and a distinct monsoon season. Agra is a prominent stop on the Golden Triangle tourism route, which encompasses Agra, Delhi, and Jaipur, showcasing some of India's most iconic destinations. Additionally, the Uttar Pradesh Heritage Arc offers a comprehensive route through Uttar Pradesh, including cities like Lucknow and Varanasi, enabling travelers to explore the rich heritage and culture of the region.

Taj Mahotsav is an event that showcase different cultures and market for handmade goods that was established in 1992 and has subsequently expanded. This Mahotsav celebrated its 28th year in 2019. The fair is hosted in Shilpgram, next to eastern gate of the Taj Mahal, on a sizable area. This festival is listed on the Department of Tourism, Government of India, schedule of events. Many visitors from India and other countries visit Agra and take part in this celebration. Every year, the Mahotsav is held from February 18 to February 27. For the first time since 1992, In the year 2020 the theme of Taj Mahotsav was Sanskriti ke Rang, Taj ke Sang. The city has the ability to host unique local food festivals to support and nurture local talented chefs as well as savouring the delectable distinctive flavours of food & beverages. In the year 2021, the theme was "Azadi ke Amrit Mahotsav ke sang, Taj Mahotsav ke rang" and in the consecutive this year as "Azadi ke Amrit Mahotsav sang, Taj ke rang." The cuisine of Agra is influenced by its Mughal era. The mainstay of Mughlai cuisine is meat, which is enhanced with thick, flavorful curries that use a lot of dried fruits and spices. Paneer is a popular substitute for meat in vegetarian recipes. There are dining establishments serving Mughal food all across the city. One of the most popular foods in Agra is petha, a delicacy prepared from ash gourd that comes in a wide variety. Served as a dry snack, dalmoth is made of fried lentils that have been spiced up, almonds, and raisins. is another Agra-specific food. The puffy kachori Bedai, which is produced with all purpose regular flour and deep-fried, has a hot filling within, and spicy aloo sabzi and dahi are typical accompaniments. Certainly, it's one of the breakfast delicacies in the region. Curd is enjoyed as a morning delight. Chaat, which serves as an umbrella term for a diverse range of snacks including Dahi-bhalla, Raj kachori, samosas, and gol gappas, is also highly popular as a snack choice. Another beloved dish is the paratha, a flat wheat bread pan-fried to perfection and typically stuffed with ingredients such as potatoes, cauliflower, carrots, or paneer. It is typically served alongside curd, pickles, and chutney, enhancing its flavors and appeal.

2. TOURIST DESTINATION-AGRA

Table-1: Year wise tourist statistics (tourist arrivals in Agra) as per U.P Tourism data.

Year wise Tourist statistics	2017	Sum Total	2018	Sum Total	2019	Sum Total	2020	Sum Total	2021	Sum Total
Foreign Tourist	1614588	1026900 6	167855 6	1062843 5	16804 76	108662 84	44790 5	26971 45	3544 7	42613 36
Indian Tourist	8654418		894987 9		91858 08		22492 40		4225 889	

(Sources: <https://www.uptourism.gov.in/en/post/Year-wise-Tourist-Statistics>)

In spite of the city's current offers, 10.84 million more tourists are expected to visit Agra in 2019 than in 2017, which set a record of 10.26 million. The devastating effects of COVID-19, which also have a negative influence on the thriving food tourism in Agra City, are to blame for this abrupt fall in visitor numbers. The city is seriously disrupting both the hospitality and tourist sectors during COVID-19. The limitations on lodging and inbound air travel increased the difficulties Agra City was already facing. This project seeks to investigate the existence of a distinct gourmet market within Agra City, both before and after the pandemic, despite its geographical location. This inquiry takes into consideration the city's status as a renowned tourist destination in Uttar Pradesh and factors in the impact of the COVID-19 pandemic on this market. This research also investigates if pleasure with local cuisine, perceptions of destination, perceived quality, as well as perceived value, have significant psychological impact on tourist's overall experience with the gastronomic offers of Agra City as a result of the unforeseeable and unanticipated Hurricane of COVID-19. As information was gathered from locals and industry experts in the Agra city, this project creates a fresh perception.

3. RESEARCH OBJECTIVES:

There may be a separate market sector for cuisine based on the number of tourists visiting Agra City, according to a few studies in the literature on tourism and food. The impact of regional satisfaction with food, perceptions of quality, value, and destinations on visitors' overall experiences in Agra City is also rarely or never investigated in studies. Consequently, this research work identifies

- (1) Agra city's distinctive gastronomic market,
- (2) The culinary experiences that the gastronomy-tourism market offers,
- (3) The Influence of Various Factors on Tourists' Perceptions of Agra's Gastronomy,
- (4) Relationship between Gastronomic Tourism Evaluation and Overall Tourist Experience

4. REVIEW LITERATURE:

4.1. Travel destination and gastronomy segment:

A visitor could travel to a place for several reasons. A tourist's primary reason for visiting a place is what forms the basis of all travel-related activities. As a result, one of the several reasons travellers choose to travel somewhere is because of the cuisine. According to research conducted by the World Food Travel Association in 2020, gastronomy tourists exhibit a travel pattern similar to that of other tourists, as they visit different countries at comparable rates. However, what sets gastronomy tourists apart is their propensity to allocate a portion of their spending toward exploring and indulging in local culinary experiences within the destinations they visit. This highlights the importance of food and gastronomy in shaping travel choices and expenditures for a significant segment of tourists. It is acknowledged that this market's impact on the state of a nation's economy

has increased recently as a consequence of people's continued desire for unique flavours in culinary tourism (Uçuk, 2018). The gastronomic niche ventures to a location apart from their residential areas. As a result, while engaging in other tourist activities, they tend to complete one of their basic human requirements that is to eat. The research findings you mentioned align with the broader understanding of gastronomy tourism. Just as Akmese et al. (2019) found that gourmet tourists appreciate unique locations for their distinct culinary offerings, your study aims to shed light on a similar trend in Agra City. While Agra is known for its historical heritage and tourism, there appears to be a gap in the published culinary research that specifically addresses the gourmet market in the city. Agra's commitment to UNESCO's mission statement for heritage preservation, sustainable tourism growth, and promotion is commendable and resonates with research conducted by Lopez-Guzman et al. (2017) regarding the role of gastronomy in attracting travelers to Latin America. This demonstrates that culinary experiences can be a significant driver for tourism in various regions, even if they are not extensively covered in research and publications. This research has the potential to fill the gap and contribute to a better understanding of Agra's gourmet market and its significance in the context of the city's tourism and cultural preservation efforts.

4.2 The impact of food quality on visitors' overall perspectives:

According to Severt et al. (2007), local food satisfaction refers to the variety of enjoyment that each visitor derives from their overall journey, which may occur before, during, and after the trip, along with all the physical and intangible goods that highlight a place. Overall satisfaction and local food satisfaction are influenced by one's expectations when comparing the journey to and from the location. According to the tourism viewpoint, Concerning culinary pleasure and experience, pre- and post-travel expectations are compared (Chen and Chen, 2010), while the negative experience of dissatisfied visitors may also be a result (Reisinger and Turner, 2003). Numerous researches on the contributions of regional cuisine to the whole gourmet experience have demonstrated this connection. Additionally, various sorts of visitors, even those who go for food, have distinct reasons for being highly or terribly satisfied with the local cuisine when it comes to their overall experiences (Bukharov and Berezka, 2018; Perez G'alvez et al., 2020).

4.3 The image of a destination in relation to traveller's entire experience

Considering the itinerary, destination cultural ethics, purpose of the trip, & prior experiences of the tourists, a destination is described as the interactions between the place and goods used by visitors that together provide a complete experience (Fuchs and Weiermair, 2003). The concept of "destination image" is a significant factor in understanding tourists' behaviors and choices. According to Chi and Qu (2008), a destination image is a person's cognitive representation that encompasses their knowledge, emotions, and overall perspective of a specific desired destination. This image is shaped by an individual's views, thoughts, feelings, visualizations, and intentions related to that destination, as described by Tasci et al. (2007). Several studies, including those by Court and Lupton (1997), Schroeder (1996), and Ross (1993), have highlighted the substantial influence of destination image on various aspects of tourists' experiences, including their choice of destination, decision-making processes, and overall satisfaction.

Additionally, Chen et al. (2013) emphasize that a crucial factor affecting visitors' travel decisions and plans is the destination's reputation. The reputation of a destination can significantly impact how it is perceived by potential travelers, influencing their willingness to visit and explore it. This underscores the importance of managing and promoting a positive destination image to attract and satisfy tourists. According to Chiu and Cheng's (2016) research, the perception that visitors have of a site directly affects their experience as a whole. The happiness of the visitor was positively impacted by both their emotive and cognitive imagery, which predicted their total experience and destination loyalty. The emotive image had a direct impact on visitors' entire experiences, as seen by the association between destination image and experience overall. The cognitive image, on the other hand, did not directly relate to the tourist activity. However, according to the study's findings (Kim and Lee 2015), it had a secondary impact on emotional image and pleasure.

4.4 Perceived quality in connection to the overall experience of the visitor:

The concept of perceived quality plays a significant role in shaping a visitor's overall experience. In Chen and Tsai's tourism research from 2007, perceived quality is defined as the tourist's assessment of the service provided in the context of their entire travel and tour experience. It involves how tourists evaluate the methods and standards of service they encounter during their journey. It's important to note that some academics argue that perceived quality and overall experience should be considered as distinct and separate concepts. Perceived quality is often associated with long-term cognitive assessments of the product and service delivery of an establishment. In contrast, customer experience is seen as an emotional response to a particular encounter or experience over a shorter period of time. Various studies by scholars such as Tian-Cole et al. (2002), Rust et al. (1999), Oliver (1997), and Taylor and Baker (1994) have contributed to our understanding of these distinctions between perceived quality and overall experience. Espejel et al. (2009) highlight that the impact of perceived quality features on customers' experiences can vary significantly, especially depending on the level of satisfaction they derive from their local food experiences. This suggests that the relationship between perceived quality and overall experience is nuanced and context-dependent, particularly in the context of gastronomic tourism and local food experiences. The empirical studies by Wang (2013) and Shah et al. (2020) highlight the significant influence of customer evaluations on various aspects of dining experiences:

Aesthetic Quality and Brand Packaging Impact on Choices: These studies demonstrate that customers' evaluations of the aesthetic quality of food and the presentation of brand packaging directly influence their choices. This suggests that the visual appeal of both the food and its packaging can be crucial factors in determining what customers select when dining out.

Quality of Food and Services Affect Overall Satisfaction: The research findings indicate that the degree of customers' overall satisfaction is significantly affected by their perceptions of the quality of the food and services provided. High-quality food and excellent service contribute positively to patrons' overall dining satisfaction.

Variation in Effects Based on Restaurant Type: The studies suggest that the effects of food and service quality on patrons' experiences can vary depending on the type of restaurants they visit. Different types of dining establishments may place varying levels of importance on aspects like ambiance, service speed, and menu variety, which can impact customers' overall perceptions.

Tangible and Intangible Qualities Influence Perceived Quality: Customers' perceptions of quality are influenced by both tangible and intangible qualities of food outlets. Tangible factors may include the appearance and taste of the food, while intangible aspects might encompass the friendliness of the staff and the overall atmosphere.

Perceived Quality and Visitors' Overall Experiences: The researchers emphasize that perceived quality is closely related to visitors' overall experiences. This suggests that how customers perceive the quality of the food, service, and other elements of their dining experience can have a substantial impact on their overall satisfaction and enjoyment during their visit.

These studies underscore the importance of both aesthetic and sensory aspects of food, as well as the quality of services, in shaping customers' dining choices and overall experiences at restaurants. Perceived quality plays a pivotal role in this process, influencing customer satisfaction and, by extension, their overall perception of their dining experience.

4.5 Perceived value in connection to visitors' entire experiences:

The concept of "perceived value" is crucial in understanding how customers assess services and make decisions based on what they receive and what they are offered. As defined by Zeithaml (1988), perceived value is the customer's evaluation of services, taking into account what they perceive as advantages and costs. According to Oliver and Swan's Equity Theory (1989), a positive customer experience occurs when customers perceive that what they receive is of higher value compared to what they spend. In other words, when customers believe that the quantity and quality of the goods or services they consume during their tourism-related activities exceed the associated costs, they tend to have a positive experience. Numerous studies, including those by Song et al.

(2012), Chen and Chen (2010), and Haung and Su (2010), have reinforced the idea that customers are more likely to have a positive experience when they perceive that the value of what they receive surpasses the cost. In essence, perceived value directly influences the overall visitor experience. Tourists who have a better sense of the destination's value are likely to have a more positive travel experience, as indicated by research conducted by Song et al. (2012), Haung and Su (2010), Chen and Chen (2010), and Um et al. (2006). Finally perceived value is a fundamental concept in the field of tourism and customer experience. It reflects customers' assessments of the benefits they receive in relation to the costs incurred, and it plays a pivotal role in shaping the overall satisfaction and experience of tourists

4.6 The relation between visitors' aspirations and experiences as a whole:

Expectation is a key component of experience, according to research by Oliver (1997), Millan and Esteban (2004), and both. In the tourism and hospitality industries, visitor expectations are a key factor (Sadeh et al., 2012). The anticipation at various stages & experience are crucial for the sustainable growth of a tourist destination, according to a research by (Latheret al., 2012). Contrary to Akama and Kieti's 2003 findings, travellers frequently have pre-purchase expectations before using travel-related goods and services. Advertisements and recommendations from other customers throughout the prior experience shaped these expectations. The findings from del Bosque et al.'s study (2006) suggest that visitor expectations are shaped by various factors, including the visitor's own experience, their level of satisfaction with the service, communication with the service provider, and their perception of the service. This implies that visitors' expectations are not solely formed before their travel but can be influenced and adjusted based on their interactions and experiences during their journey. Numerous studies have indeed established a strong connection between the overall travel experience, perceived value, and travelers' expectations. This relationship has a significant impact on travelers' decisions regarding their choice of destination. For culinary tourism to be successful and attract visitors, it must effectively combine a high perceived value with an appealing destination, as noted by Bukharov and Berezka (2018). The example of Quito, Ecuador, highlights how the prominence of the region's cuisine has increasingly drawn interest from visitors outside the country. The local cuisine has become a key component of the travel industry in the region, attracting tourists to experience its culinary offerings, as observed in studies by P'erez G'alvez et al. (2020) and Sanchez-Canizares and Castillo-Canalejo (2015). The results from Shah et al.'s project (2020) reinforce the idea that both tangible and intangible aspects of a location play a role in shaping consumers' perceptions of value and expectations. This underscores the multifaceted nature of the factors that influence travelers' decision-making and experiences when choosing and visiting a destination.

5. RESEARCH METHODOLOGY:

To collect information on the criteria variables and the particular demographic profile of the respondents, a closed-ended survey question was used. The study looked at the Agra City tourist's culinary experience. A survey questionnaire was used in conjunction with a descriptive study design to gather and analyse data using qualitative methods. This design was used to determine the demographic features of the tourists and whether or not they form a unique gastronomy market sector of the city's broader tourism market. A descriptive research strategy uses data collecting to fully describe an occurrence to explain existing difficulties or concerns. It was important for determining the patterns and trends in the entire experience of food tourists.

5.1 Research Hypotheses:

The following hypotheses were produced by the researchers using the suggested research framework:

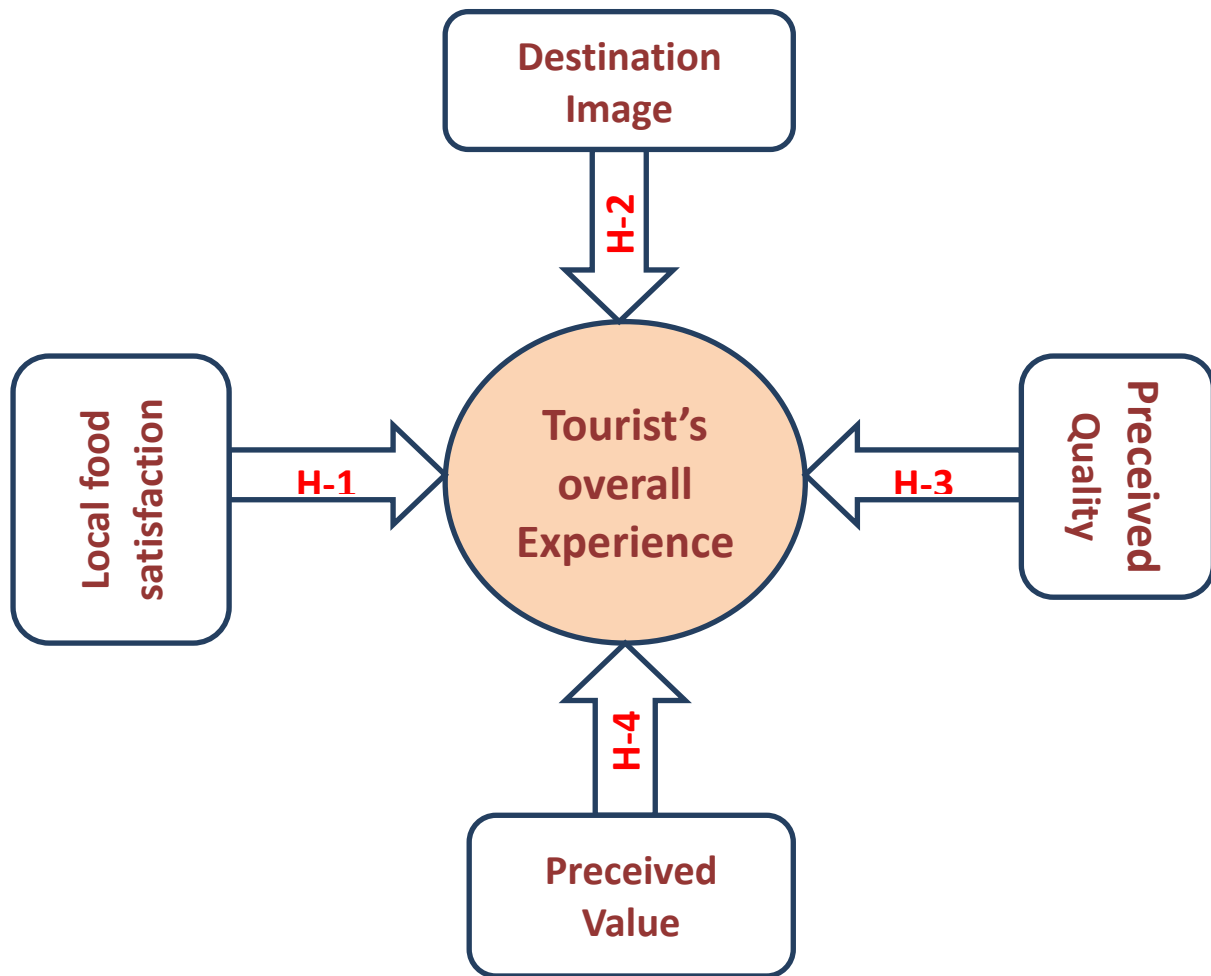
H1. Tourists experiences with local cuisine are positively influenced by customer satisfaction.

H2: The perception of the place has a beneficial impact on the entire visitor experience.

H3: Perceived quality contributes to visitors' overall satisfaction.

H4: The whole experience of tourists is benefited by perceived value.

Fig : Shows the deciding core points in tourist’s overall experience



6. DATA ANALYSIS:

To explore the opinions of the gastronomy-tourist industry toward Agra City's gastronomic offerings, comprehensive data were used to assess the respondents' demographic characteristics, to ascertain whether there is a significant relationship between the distinctive culinary tourism experience and the general opinion of visitors to Agra city.

Table: 2 An overview of the respondent's demographics:

Sex	f	%	Age	f	%
Male	422	61.8	Up to 19	4	0.58
Female	260	38.2	19-25	344	50.44
			26-35	122	17.89
			36-45	118	17.31
			46-55	85	12.46
			56 & above	9	1.32
Length of stay					
Less than 1 day	210	30.79	Nationality		
1-2 days	170	24.93	Indian	422	61.87

3-4 days	180	26.39	Foreigner	260	38.13
Nearly a week	19	2.79			
Two weeks	80	11.73	Frequency of Visit		
Nearly 1 month	16	2.35	1st time	410	60.12
More than 1 month	7	1.02	More than once	272	39.88

(Sources: Self-created by author)

Table 2 shows the respondents' demographic information. 422 (61.8%) men and 260 (38.2%) women out of the 682 respondents that revealed their gender information were the only genders represented. The respondents' oldest age group was between 19 and 25 years old (50.44%). Indian respondents made up over 62% of the sample, while respondents from other nations made up 38%. In terms of duration of stay, the majority of respondents (30.79%) stayed in Agra City for less than one day, while 26.39% stayed there for three to four days. One to two days were spent in the city by 24.93% of the respondents. Among the responders, just 2.35 percent had previously spent more than thirty days (month) in the city. 60.12% of those surveyed visited the city for the first time, while 39.88% made additional visits. The primary reason for respondents' visits is one of the demographic traits this study is looking for.

Table: 3 Summary of respondents' visit's purpose

	During					
	Pre-COVID-19		During COVID-19		Total	
	f	%	f	%	f	%
Leisure / Holiday	265	67.62	60	20.69	325	47.65
Friends / Relatives	25	6.37	184	63.44	209	30.65
Stopover	6	1.53	15	5.18	21	3.08
For the food	87	22.19	31	10.69	118	17.31
others	9	2.29			9	1.31
Total	392	100.00	290	100.00	682	100.00

(Sources: Self calculation by author)

Table 3 shows that before COVID-19, the majority of respondents travelled to Agra City for vacation and enjoyment (67.62%), but surprisingly 22.19% stated that their primary motivation for visiting the city was for food. 6.37% of the respondents, on the other hand, remained in the city to see friends and family. Holiday visitors came in second with 20.69%, and tourists travelling for the food came in third with 17.31%. Table 3 of the 682 responses also showed that the majority of respondents (47.65%) travelled to Agra City for vacation or leisure, followed by visiting friends or family (30.65%). While 17.31% visit the city mostly for the food.

Table: 4 - Summary of tourist's overall experience:

	During						Verbal analysis
	Pre-COVID-19		During COVID-19		Paired		
	x	σ	x	σ	x	σ	
Satisfied with Local Cuisine	3.08	0.51	3.40	0.48	3.34	0.58	Higher Satisfaction
Image of the	3.28	0.41	3.48	0.36	3.38	0.38	Good Image

Destination							
Perceived quality	3.18	0.59	3.56	0.40	3.36	0.54	Higher Quality
Perceived value	3.10	0.56	3.68	0.20	3.20	0.45	Higher Value

(Sources: Self created by author)

Table 4 Summarizes how gastronomy visitors feel about the four variables that were chosen for the study. Three groups of results were created: pre-COVID-19, COVID-19, and the combined results of the first two. All factors point to a strong oral interpretation. When visitors to the city were asked to assess their overall happiness, contentment with the local cuisine came in second with a mean score of 3.28, followed by perceived quality and value. The model was determined to be appropriate for the overall visitor experience. The four factors strongly predict the total experience of tourists, and all the predictors have favourable correlations with this outcome. In addition to satisfaction with local cuisine, perceptions of the destination's quality and value emerge as key determinants of tourist's overall experiences.

7. FINDINGS:

This study looked at traveller's opinions after they had sampled the local cuisine in Agra City, Uttar Pradesh. The analysis's findings were summed up as follows:

7.1 Unique market for culinary tourists and their gastronomical experiences:

The primary reason for respondents' visits is one of the demographic parameters sought in this study. Prior to the development of COVID-19, the majority of respondents (67.62%) said they travelled to Agra City for pleasure and holiday. Surprisingly, however, 22.19% said they did it mostly for the cuisine. 6.37% of the respondents, on the other hand, remained in the city to see friends and family. Holiday travellers came in second with 20.69%, while food-related travel by tourists came in third with 10.76%. From the 120 respondents, Table 3 also revealed that the bulk of them (47.5%) travelled to Agra City for leisure, while just 30% travelled there to see friends or relatives. While 17.31% primarily came to the city for the food.

7.2 The perception of traveller's overall experiences and evaluations of the tourism-gastronomy market:

The perceptions of travellers' overall experiences and their evaluation of the Agra City gastronomy-tourist market are significantly correlated. P-values for each variable are lower than 0.05. When all of the coefficients are positive and have a score more than 0.30, the dependent and independent variables are said to be strongly correlated (Taylor, 1997; Ramsey, 2016). Tourists express their enthusiasm for the culinary choices of the city despite the pandemic condition. The findings confirmed that a variety of factors contributed to travellers' excellent overall experiences. As a result, the regional and possibly national governments of India would receive assistance in developing more aggressive tourism service programmes to address the problems caused by the disease. Furthermore, in order to continue to contribute to the wonderful experience and recall the visitors' aims, the foodservice business must keep up with or even improve its culinary offerings.

8. SUGGESTIONS AND CONCLUSION:

Findings of the present study support the theories put out by the researchers. The framework's outcomes are anticipated to act as a roadmap for the sustainability of the hospitality and tourist industries across the board. Additionally, by completing this project, the nation would be able to preserve and develop Uttar Pradesh's more well-known tourism attractions. Understanding visitors' total experiences can help tourist locations be sustained longer and deliver better tourism goods and services. The study's conclusions also show that visitors to the city enjoy a generally good experience. As a tourist destination for gastronomy, every predictor in the research is favourable. In order to complement other upcoming tourism efforts, the researchers suggest positioning as one of the holiday spots in Uttar Pradesh that offers tourist products and services is Agra City. Despite the high level of satisfaction with local foods, pandemic-related difficulties should be addressed by monitoring and the creation of stronger health and sanitary measures. The results might make a big difference in trend analysis in

the "new normal," but strategic goals should also be taken into consideration. The aims are: (1) Specifying strategic goals at the location level;

(2) Create operational and tactical strategies to balance the factors that are taken into account;

(3) Promoting the City's competitiveness as a travel destination.

(4) Effectively and efficiently allocating resources; and

(5) Applying the created solutions to a variety of unfavorable travel locations across the whole country.

And lastly, in order to emphasise the gastronomic offers of Agra City, tourism organisations and all food service businesses must collaborate to develop a comprehensive strategy. Tourists' entire experiences may be impacted by local food-related aspects, which presents opportunities for both city enhancement and sustainability. To become the top tourist destination in Uttar Pradesh, Agra City has to be aggressively promoted on a national and worldwide level.

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