



Exploring the Significance of Punjab's Local Cuisine in Elevating Dining Experiences of Tourists

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Abstract: This study aimed to explore the significance of Punjab's local cuisine in enhancing the dining experiences of tourists, with a focus on an ethnic restaurant in Amritsar. Through a combination of qualitative and quantitative methods, the research sought to identify key culinary elements and assess their impact on international tourists' dining experiences. Methodologically, the study involved the administration of a survey questionnaire to 100 international tourists who had recently dined at SADDA PIND, employing convenience sampling to select participants. Data analysis included frequency and percentage analysis, as well as multiple regression analysis to explore relationships between culinary elements and dining experiences. The analysis revealed that participants expressed positive perceptions of the culinary attributes offered by the restaurant, particularly in terms of innovative menu choices and the authenticity of the ethnic food experience. Factors such as portion size, variety, unique ingredients, taste, aroma, and cultural insights were identified as influential in shaping positive dining experiences for tourists. Regression analysis confirmed the significant impact of culinary elements on tourists' dining experiences, with nine out of eleven factors demonstrating a statistically significant positive influence. Notably, attributes like portion size and variety emerged as particularly influential in elevating dining experiences. In conclusion, the study highlighted the importance of Punjab's local cuisine in enriching tourist experiences, providing actionable insights for enhancing dining experiences and advancing cultural appreciation. Limitations include the focus on a single restaurant and potential biases in sample composition and self-reported responses.

Keywords: Punjab, Local cuisine, Tourists, Culinary experiences, Food Attributes

1. Introduction

Tourism is an activity that encompasses travelling to different places and regions outside native habitat for the purpose of leisure, business and other purposes and performing certain activities during stay at particular destinations. Remarkably, the tourist industry is among the biggest worldwide, offering job opportunities in a wide range of service sectors that support the tourism ecosystem [1]. In India, there was a 3.5% increase in foreign visitor arrivals (FTAs) from 10.56 million in 2018 to 10.93 million in 2019 [2]. One significant factor that is becoming more and more prominent in the tourism industry is food.

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The Indian subcontinent's northwest province of Punjab is known for its colorful and varied culinary heritage, which is a reflection of the region's rich agricultural heritage, history, and culture. Punjabi food is known for its robust tastes, liberal use of spices, and filling dishes. The cuisine of Punjab, known as the "breadbasket of India," is typified by dishes like roti, paratha, and naan. It also makes extensive use of the tandoor, a traditional clay oven, which produces tasty tandoori dishes like chicken and roti that are marinated in yogurt and spices before cooking. There is a growing body of research exploring the relationship between food and tourism, indicating that academics are becoming more and more interested in this topic. The relationship between food and tourism is a significant topic that requires consideration [3]. Indian cuisine adds to the rich tapestry of culinary experiences provided by the nation's unique cuisine, which is a major factor in drawing tourists. The definition of food given by the Collins English Dictionary is "any material which is consumed to provide nutritional support to any organism." Food consumption is a basic physiological need for humans, whether they are traveling or living at home. But when eaten while traveling or at tourist attractions, it becomes more than just food—rather, it becomes a source of delight and satisfaction. Like lodging, transportation, and attractions, food plays a big part in the visitor experience [4]. Food intake is essential for people to achieve a variety of goals when traveling, including enjoyment, relaxation, social status, cultural education, and improving their way of life [5]. Travelers who are treated to outstanding food options at a destination are more willing to explore and partake in new culinary activities, which allows them to have authentic experiences [6]. Some travelers choose specific travel choices in order to take advantage of the distinctive and varied gastronomic options that are offered in certain locations [7]. Travelers may be encouraged to return to a destination by the food, especially if they find what they're eating to be satisfactory [8]. The idea that regional food greatly increases destination competitiveness and has a major impact on travelers' choice of vacation spots is [9]. The intersection of food and travel has gained popularity worldwide, leading destinations to leverage this trend by promoting their local cuisine as a unique and distinctive attraction [10]. Travelers are greatly influenced by a country's culinary traditions, which can act as an alluring lure to a region. Food has become a powerful part of the tourism experience thanks to government initiatives, the food service businesses, tour operators, and other stakeholders. As a result, host countries place a high priority on promoting regional food in order to increase tourism. Culinary tourism is a result of this focus on food as a tourism attraction. One of the most important determinants of the host community's ethnic and regional identity [11]. Using certain cuisines as a distinctive component in destination branding initiatives, travelers can learn about the history, culture, and people of a place by investigating their culinary offerings [12].

2. Literature review

It has long been acknowledged that a place's culinary traditions reflect its ethnic identity and cultural past [13]. A region's culinary legacy enhances visitors' comprehension of the location, connects them to its past, and allows them to interact with locals through authentic local flavors. Building on this idea, the benefits of culinary diversity describes it as a doorway to gourmet paradise for foodies all over the world [14]. Foodies worldwide will find themselves in gourmet heaven with cuisines' authenticity, richness, and boundless diversity. When food culture is integrated with tourism, a region's development is boosted, gastronomy plays a critical role in protecting cultural heritage and developing regional identity [15]. Local ingredients helps to preserve culinary traditions and promote regional cuisine [16]. Local ingredients are essential to promoting regional cuisine, which protects regional culinary traditions and traditional knowledge. Additionally, they increase visitor pleasure by offering a genuine dining experience, which motivates customers to spend more money on specialty meals. By improving the area's reputation and image and drawing in more tourists, using local products also increases the

destination's competitiveness. The dynamics of food and cuisine in communities highlight the interaction between cultural practices and environmental influences [17]. Any community's ability to grow sustainably in terms of food and cuisine is bolstered by the interaction of two primary elements: the environment and its people. The setting provides unique food items infused with regional traits, fusing culinary customs and history that add character and uniqueness. In the meantime, the locals use their traditional knowledge and cultural practices to produce, prepare, and market food that is native to the area, highlighting its rich history and creating a distinct and authentic feeling of place. It is important to draw attention for food tasting to provide guests an insight into the way of life in the area [18]. A great method for many visitors to get a sense of the local way of life is to sample the food. For this reason, in order to trademark and market their cuisine, restaurant owners and food service providers use locally sourced foods and products with geographical indications. In the long run, this tactic helps the local culinary tourist industry grow. Developing this idea further, important factors are pinpointed by researchers that affect visitors' gastronomic experiences [19]. These dimensions include the following: the degree to which tourists engage with locals to learn about the host culture; the characteristics of flavor, authenticity, and uniqueness; and the time and place dimension, which specifies the time and location of the actual eating experience with local food. The mutually beneficial interaction between the tourism and food industries, a boost in tourism directly benefits those who run food-related businesses, including street food sellers, local restaurants, specialty cafes, food stalls, and culinary tours [20]. The idea of food tourism includes appreciating food as well as learning about local traditions, cultures, and culinary practices. Local cuisine is a major attraction for travelers, influencing their decisions about where to go and making a location much more competitive. The multipurpose nature of food which is a complex thing that serves several functions in both production and consumption, embodying the spirit of a place and its identity [21]. Through food tourism, one can discover the distinctive spirit of a specific location and obtain insight into the complex and varied relationships between culinary aspects. Travelers who try cuisine on their travels are given unique experiences that capture the unique qualities of the environment, local customs, and culture that they are visiting [22]. Indulging in local cuisine allows tourists to have unique and adventurous culinary adventures in addition to broadening their understanding of culture [23]. Enjoying a meal of local specialties also provides a chance to escape everyday routines and spend time with loved ones. In addition to the sensory appeal of the meal, health preferences, and the atmosphere of the dining room all play important parts in their decision-making process. It is possible to predict the future activities of tourists, the predictive power of tourists' prior behavior and attitude toward the local cuisine [24]. This suggests that tourists' preferences to try local cuisine are mostly motivated by their personal opinions rather than by outside forces like social influences. Furthermore, a visitor's desire to investigate and sample local food is further reinforced by pleasant prior encounters. The caliber and accessibility of the food selections in a place influence how visitors view their whole experience [25]. Visitors' entire experience at a place is greatly enhanced by the caliber and diversity of culinary options in the area [26]. Travelers' pleasant eating experiences lead to their satisfaction with the culinary component and encourage first-time tourists to consider returning as well as recommending the place to others [27]. The importance of communal dining experiences, tastes, authenticity, uniqueness, local specialty meals, hospitality, ambiance, and culinary keepsakes are the most important elements that make for unforgettable dining experiences [28]. Among them, sampling local specialties and learning about the culture of the area through food are seen to be the most important components in creating a trip that will never be forgotten. The elements such as the quality of the food, the ambiance of the dining area, the local culinary selections, and the price, affect satisfaction of tourists with their dining experiences [29]. The food's quality is by far the most important component in determining overall pleasure among these elements. The significance of food's authenticity, quality, and diversity are crucial in determining how people view a

particular cuisine and increasing consumer happiness [30]. Culinary experiences affect travelers' happiness directly [31]. Visitors' happiness with food and culinary experiences is directly impacted by their perception of food. In addition, tourists' intentions and actions are directly influenced by their culinary experiences. Snacking with pleasure enhances the dining encounter and influences visitors' preferences for regional food. Traveler satisfaction, culinary experiences, and eventually consumer behavior are all positively impacted by marketing initiatives aiming at improving the food image. Food also plays a major role in promoting destinations, putting a special emphasis on regional Mexican food revealed a strong positive association between travelers' pleasure and a destination's perceived culinary image [32]. The study also showed that visitors' intentions to return and refer others to the location are positively influenced by their perceived culinary image and satisfaction levels. Further evidence supported the theory that presenting a destination's food image in terms of food value, diversity, and high quality of food and products effectively improves tourists' expectations. It is noteworthy that food quality has been identified as the primary determinant of the destination's culinary image. Stakeholders and service providers can capitalize on this by improving areas like product quality, food value, and food diversity for destination branding. Tourist satisfaction is mostly impacted by elements like the caliber of the food, the services offered, and the atmosphere and design of the restaurant [33]. To improve consumer happiness, food service operators can consider adding more locally sourced food alternatives to their menus, for the aim of destination branding. The travelers' loyalty to a destination is greatly influenced by the degree of happiness they obtain from their culinary experiences [34]. Travelers express a strong desire to sample authentic local cuisine, particularly from specific regions or ethnicities, underscoring the enjoyment and educational value of engaging with local, regional, and national culinary traditions during their journeys [35]. There is a substantial influence of food on culture and has an effect on travel experiences [36]. While eating satisfies a basic physiological need, the provision of catering services and the representation of food play crucial roles in cultural tourism [37]. This is demonstrated by the increasing trend of combining food and tourism activities like agri-tourism, wine tours, and the selling of food products as souvenirs. In order to create unique dining experiences in restaurants, the visual presentation of food has become a significant factor in determining consumer happiness [38]. Food quality plays a crucial part in guaranteeing consumer satisfaction, the study's results suggest that food quality has a greater impact on customer satisfaction than service quality [39]. There is a strong relationship between food and service quality, both of which have a major impact on customer satisfaction and, in turn, revisit intention [40]. The restaurant must prioritize food quality qualities that have a favorable impact on customer satisfaction and promote customer loyalty in the restaurant business [41].

3. Objectives of the Study

The primary focus of this study was to pursue two overarching objectives within the context of an ethnic restaurant in Amritsar, Punjab. Firstly, the research aimed to identify the predominant culinary elements integral to the food served in a particular culinary establishment in Amritsar. This involved a comprehensive examination of the various ingredients, cooking techniques, and cultural influences that contribute to the unique flavor profiles and character of the cuisine offered in Amritsar's ethnic eateries. Secondly, the research endeavored to assess the impact of these culinary elements on enhancing the overall dining experiences of international tourists visiting this culinary establishment. It aimed to explore how the distinctive flavors, textures, and presentation styles characteristic of Amritsar's ethnic cuisine contribute to the satisfaction and enjoyment of visitors partaking in dining experiences. By elucidating the relationship between culinary elements and dining experiences, the research aimed to provide insights that could inform strategies for enhancing the tourism appeal and cultural appreciation of Amritsar's culinary landscape.

4. Research Methodology

The research was conducted offline and targeted 100 international tourists who had recently dined at SADDA PIND, an ethnic restaurant in Amritsar, Punjab. Data collection took place immediately after their dining experience. Non probability convenience sampling was employed, whereby participants were selected on a first-come, first-served basis, focusing on those who were willing to participate in the survey. A survey questionnaire, administered in English, was designed to gather insights into respondents' demographic profiles, their preferences regarding the culinary offerings at the restaurant, and the subsequent impact on their overall dining experiences. A total of 135 questionnaires were distributed in person, with due consent obtained from each participant. Upon receiving the filled questionnaires, thorough checks were conducted to identify any missing values, incompleteness, or incorrect entries. It was discovered that 35 out of the 135 questionnaires exhibited such inconsistencies. As a result, these questionnaires were excluded from further analysis to ensure the accuracy and reliability of the results. Consequently, the final sample size considered for subsequent analysis was reduced to 100. To address the potential issue of common method bias, as suggested by Podsakoff et al. (2003), Harman's single factor test was employed. The test revealed a percentage variance of 31.12%, which fell below the threshold value of 50%. This result indicated that there were no significant concerns regarding common method variance in the dataset. Following data organization, the information was entered into IBM SPSS software version 26 for subsequent analysis. The analysis primarily involved frequency and percentage analysis, along with multiple regression analysis, to explore relationships and patterns within the data.

5. Analysis and Results

A frequency and percentage analysis was done on the collected data to determine the most significant culinary elements of food served in the above mentioned restaurant of Amritsar. The table 1 below presents a descriptive analysis of various culinary elements of food served in an ethnic restaurant in Amritsar, based on responses from 100 participants. Each attribute was assessed on a scale from 1 to 5, with 1 representing "Strongly Disagree" and 5 representing "Strongly Agree." The analysis comprised responses with mean scores spanning from 3.8 to 4.5 and standard deviations range from 0.5366 to 0.9637 across the attributes.

The analysis of participant ratings revealed a generally positive perception of the culinary attributes offered by the ethnic restaurant in Amritsar. Firstly, the attribute of "New food items" received a mean score of 4.2, indicating a favourable response overall. Notably, 47% strongly agreed and 38% agreed that the restaurant provides innovative menu choices, suggesting a high level of novelty. Similarly, the "Ethnic food experience" attribute garnered a mean score of 4.5, indicating a highly positive perception among respondents. A significant majority (62%) strongly agreed, while 33% agreed, showcasing an appreciation for the authenticity and cultural immersion provided by the restaurant. Moreover, participants demonstrated a high level of satisfaction regarding their cultural learning experience, with a mean score of 4.5. Notably, 56% strongly agreed and 39% agreed, suggesting that the restaurant effectively enhances patrons' understanding of the cuisine's cultural background.

While the attribute of taste and aroma received a slightly lower mean score of 4.1, the majority of respondents still expressed positive sentiments. Thirty-one percent strongly agreed, and 51% agreed, indicating a generally favourable perception of the flavours and scents offered. Regarding food presentation, participants rated it with a mean score of 4.2, suggesting satisfaction with the visual appeal of the dishes. Forty-three percent strongly agreed, and an additional 43% agreed, indicating that the presentation meets or exceeds expectations for a significant portion of the clientele. Similarly, food texture received a mean score of 4.1, with

57% agreeing and 29% strongly agreeing, suggesting that the texture of dishes is well-received by a majority of patrons.

Despite a mean score of 4.0 for the use of unique and innovative ingredients, indicating slightly lower satisfaction compared to other attributes, responses still leaned towards positivity. Forty-five percent agreed and 29% strongly agreed, indicating appreciation for the restaurant's creativity. However, the attribute of "Traditional food service style" received a mean score of 3.8, suggesting a somewhat lower level of satisfaction. While 48% agreed, only 23% strongly agreed, indicating a mixed response regarding adherence to traditional service styles. Regarding menu variety, the mean score was 4.0, with 36% strongly agreeing and 39% agreeing, indicating satisfaction with the diverse selection to cater to different preferences. Furthermore, participants rated "Enough portion size for one person" with a mean score of 4.1, suggesting overall satisfaction with portion sizes. Forty percent strongly agreed, and an additional 40% agreed, indicating that serving sizes meet or exceed expectations for many diners. Finally, the attribute of "Value for money" received a mean score of 4.5, indicating high satisfaction with the perceived value of the dining experience. Fifty-nine percent strongly agreed, and 39% agreed, suggesting that customers feel they receive good value for the price paid.

Table 1: Descriptive analysis of culinary elements of food served in in ethnic restaurant of Amritsar

S. No	Attributes of food served	N	Mean	S.D	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
					Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	New food items	100	4.2	.8174	-	-	4	4	11	11	38	38	47	47
2	Ethnic food experience	100	4.5	.6247	-	-	1	1	4	4	33	33	62	62
3	Knowledge about new culture	100	4.5	.5945	-	-	-	-	5	5	39	39	56	56
4	Taste and aroma	100	4.1	.6912	-	-	-	-	18	18	51	51	31	31
5	Food presentation	100	4.2	.8087	1	1	2	2	11	11	43	43	43	43
6	Food texture	100	4.1	.7506	1	1	2	2	11	11	57	57	29	29
7	Unique and new ingredients	100	4.0	.7651	-	-	1	1	25	25	45	45	29	29
8	Traditional food service	100	3.8	.8442	1	1	4	4	24	24	48	48	23	23

9	Variety	100	4.0	.9637	2	2	5	5	18	18	39	39	36	36
10	Enough portion size for one person	100	4.1	.8250	-	-	5	5	11	11	44	44	40	40
11	Value for money	100	4.5	.5366	-	-	-	-	2	2	39	39	59	59

In conclusion, the analysis highlighted predominantly favourable perceptions regarding the culinary offerings of the ethnic restaurant in Amritsar. Tourists appreciate its ability to deliver a culturally immersive dining experience, offer good value for money, and present visually appealing dishes. However, there are areas identified for potential enhancement, notably in refining traditional service styles and maintaining consistency in taste and aroma throughout the menu. Addressing these areas can further elevate the restaurant's reputation and ensure continued satisfaction among its diverse customer base.

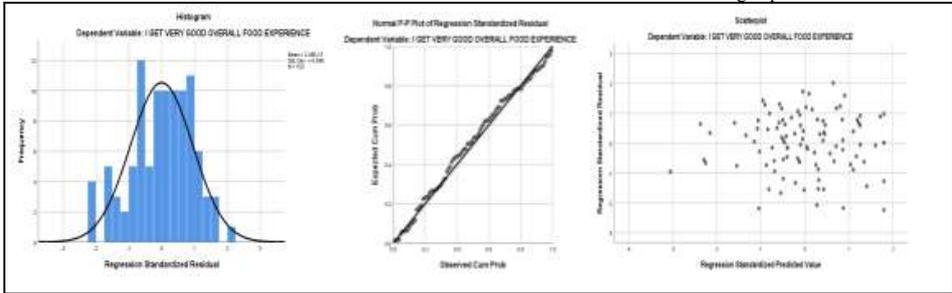
In order to achieve the 2nd objective, a null hypothesis “**H₀1: There is no significant impact of culinary elements of food served in ethnic restaurant of Amritsar on elevating tourist’s dining experiences**” was formulated and tested. A multiple regression was applied to see the impact of culinary elements of food served in ethnic restaurant of Amritsar on elevating tourist’s dining experiences however, the data was examined for all regression analysis assumptions before the test was run. which included assumptions of no outliers, normal distribution, data linearity, homoscedasticity and no autocorrelations. The study of residual statistics for outliers in Table 2 indicated that the standard residual had a minimum value of - 2.355 and a maximum value of 1.897, suggesting that there were no outliers in the data that was gathered.

Table 2: Residual statistics for Multiple Regression Analysis culinary elements of food served in *Sadda Pind* restaurant and tourist’s dining experiences

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.9015	4.8763	4.1400	.40342	100
Residual	-.33092	.26658	.00000	.13249	100
Std. Predicted Value	-3.070	1.825	.000	1.000	100
Std. Residual	-2.355	1.897	.000	.943	100

The normal P-P plot for the regression standard residual and the bell-shaped, symmetrical histogram for the regression standard residual (Figure 1) confirmed the relative distribution of the residuals. A scatterplot with a random array of dots showed a straight line linear relationship between the variables and a consistent variance of the residuals in the regression model, indicating that the data satisfied the assumptions of homo scedasticity and linearity.

Figure 1: Histogram, Normal P-P plot and Scatterplot for Multiple Regression Analysis between culinary elements of food served in “SaddaPind” restaurant and tourist’s dining experiences



To check the lack of autocorrelations, the values of test statistic for Durbin Watson test analysis were observed. The value of Durbin Watson test (table 3) was 1.531 which was closer to 2 confirming that the residuals had no autocorrelation among them. After testing the data for all assumptions, a multiple regression was applied to determine the impact of culinary elements of food served in ethnic restaurant of Amritsar on elevating tourist’s dining experiences.

Table 3: Model summary for Multiple Regression between culinary elements of food served in “SaddaPind” restaurant and tourist’s dining experiences

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.950	.903	.890	.14052	1.531

It is evident from table 3 above that the regression model having $R^2 = .903$, contains all factors that describe 90.3% of the total variance in tourist’s dining experiences. Furthermore, the value of F-statistic $[F(11, 88) = 74.175, p < .05]$ with p-value = 0.000, it is indicated that the regression model is statistically significant (Table 4).

Table 4: ANOVA for Multiple Regression between culinary elements of food served in “SaddaPind” restaurant and tourist’s dining experiences

Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.112	11	1.465	74.175	.000
	Residual	1.738	88	.020		
	Total	17.850	99			

It was revealed from Table 4 above that in the regression model the value of sum of squares of mean is 16.112 and the value of sum of squares of residual is 1.738 which indicated that the model explained a significant amount of variance in establishing the significant impact of culinary elements of food served in ethnic restaurant of Amritsar on elevating tourist’s dining experiences.

Table 5: Model summary of individual impact of culinary elements of food served in “SaddaPind” restaurant on tourist’s dining experiences

Model		B	Std. Error	Beta (β)	t	p
1	(Constant)	1.109	1.109		2.693	.008
	New Food Items	.025	.018	.047	1.361	.177*
	Ethnic food experience	.096	.030	.142	3.203	.002
	Knowledge about new culture	.125	.032	.175	3.968	.000
	Taste and aroma	.109	.025	.177	4.302	.000
	Food presentation	.079	.022	.150	3.551	.001
	Food texture	.063	.025	.112	2.513	.014
	Unique and new ingredients	.112	.023	.202	4.831	.000
	Traditional food service style	.078	.022	.156	3.597	.001
	Variety	.098	.020	.223	4.989	.000
	Enough portion size for one person	.120	.022	.233	5.373	.000
	Value for money	.032	.029	.040	1.076	.285*

The analysis conducted on the culinary elements of food served in ethnic restaurants in Amritsar aimed to explore their individual contributions towards enhancing tourists' dining experiences. The results of the regression model (table 5) revealed a significant relationship between these culinary elements and the overall dining experiences of the tourists, as indicated by the p-value (0.000) of the slope coefficients of t statistics (2.693), which was lower than the 5% significance level.

Among the various attributes examined, "Enough portion size for one person" emerged as the most influential factor, with a standardized beta value (β) of .233 and a corresponding t-value of 5.373 (p= .000). This suggests that tourists highly value restaurants that offer sufficient portion sizes, ensuring they are adequately satisfied with their meal. Following closely behind was the attribute of "Variety" (β = .223, t = 4.989, p= .000), indicating that the diversity of dishes available significantly contributes to a positive dining experience. Additionally, attributes such as "Unique and new ingredients" (β = .202), "Taste and aroma" (β = .177), and "Knowledge about new culture" (β = .175) demonstrated considerable influence on elevating tourists' dining experiences, as supported by their respective t-values and significance levels. These findings suggest that tourists appreciate culinary experiences that offer novel ingredients, flavorful dishes, and insights into the culture behind the cuisine.

Moreover, factors like "Traditional food service style," "Food presentation," and "Ethnic food experience" also contributed significantly to enhancing the overall dining experience, albeit to a

slightly lesser extent. Meanwhile, attributes such as "Food texture" demonstrated a positive but comparatively lower impact on dining experiences of tourists.

Conversely, the analysis identified two attributes, namely "New Food Items" and "Value for money," that did not exert a significant positive influence on elevating tourists' dining experiences. Despite this, it's important to note that while these attributes may not directly elevate the dining experience, they could still play a role in other aspects of customer satisfaction or business performance.

In addition to this, 9 out of 11 factors had a significant p-value ($p < 0.05$), meaning that there is a significant relationship between the culinary elements of food served ethnic restaurant of Amritsar and tourist's dining experiences. Hence the results of the multiple regression analysis conclude that culinary elements of food served had a significant positive impact on elevating tourist's dining experiences. Hence our hypothesis H_{01} "*There is no significant impact of culinary elements of food served in ethnic restaurant of Amritsar on elevating tourist's dining experiences*" is rejected for 9 out of 11 culinary elements and accepted for the remaining 2 culinary elements.

6. Conclusion

The study was geared toward understanding the culinary landscape of an ethnic restaurant in Amritsar, Punjab, with a dual focus on identifying key culinary elements and assessing their impact on the dining experiences of international tourists. Through a meticulous analysis of participant responses, it became evident that the restaurant excels in delivering a culturally immersive dining experience, offering innovative menu choices, and providing good value for money. While the majority of attributes received highly positive ratings, areas for potential improvement were also identified, particularly in refining traditional service styles and maintaining consistency in taste and aroma. Importantly, the regression analysis confirmed the significant influence of culinary elements on enhancing tourists' dining experiences, with nine out of eleven factors demonstrating a statistically significant positive impact. Factors such as portion size, variety, unique ingredients, taste, aroma, and cultural insights emerged as particularly influential in shaping positive dining experiences for tourists. While two attributes did not exhibit a significant impact, their role in overall customer satisfaction and business performance cannot be discounted. Looking ahead, future research could focus on exploring the nuanced preferences of different tourist demographics and their impact on culinary experiences. Comparative studies with other regions could provide broader insights into the significance of local cuisine in enriching tourist experiences. Moreover, longitudinal studies tracking changes in tourists' dining preferences over time could offer valuable insights for sustainable development and growth within the hospitality sector. Overall, this study lays a foundation for further exploration and enhancement of Punjab's local cuisine in the context of tourism.

7. Limitations of the Study

Although the report offers insightful information about the significance of culinary elements in enhancing the dining experiences of tourists in Amritsar, Punjab, it is essential to acknowledge its limitations. Firstly, the research focused solely on one ethnic restaurant in Amritsar, which may limit the generalizability of the findings to other dining establishments in the region. Additionally, the study employed convenience sampling, which may introduce bias into the sample composition, thereby affecting the representativeness of the data. Furthermore, the reliance on self-reported responses from tourists might lead to response bias, where participants may provide socially desirable answers instead of reflecting their true opinions. Moreover, the study did not delve into the potential influence of external factors such as socio-economic backgrounds or cultural differences among tourists, which could impact their perceptions and

experiences. Finally, while efforts were made to address common method bias and ensure data reliability, there may still exist unaccounted-for variables that could influence the results.

8. Discussion

This study represents a robust exploration of the significance of Punjab's local cuisine in elevating the dining experiences of tourists, particularly within the context of an ethnic restaurant in Amritsar. Its strength lies in its comprehensive approach, combining qualitative and quantitative methods to delve into both the subjective experiences of diners and the statistical significance of culinary elements. By systematically analysing participant feedback and employing rigorous statistical tests, the study provides valuable insights into the intricate relationship between culinary offerings and tourist satisfaction. Moreover, the research addresses potential biases and ensures the reliability of its findings through methodological checks, such as assessing for common method bias and testing data assumptions for regression analysis. Additionally, the study's findings offer actionable recommendations for enhancing dining experiences and advancing the cultural appreciation of Punjab's culinary landscape. Overall, this study serves as a foundational framework for future research endeavours aimed at further enriching the intersection of Punjab's local cuisine and tourism experiences.

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