



To Study the Satisfaction Level of Domestic and International Tourist :Special Insight to Punjabi Cuisines.

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Abstract

Punjabi cuisine is one of the most popular and widely consumed cuisines in India, known for its rich flavor, unique taste, and variety of dishes (Kaur, 2020). This research aims to study the satisfaction level of tourists towards Punjabi cuisine. The study was conducted in the state of Punjab, India, where Punjabi cuisine is the dominant food culture (Singh, 2018). The research was carried out using a questionnaire survey, which was distributed to tourists visiting Punjab. The results of the survey were analyzed using descriptive statistics and inferential statistics. The study found that tourists are highly satisfied with Punjabi cuisine and find it to be a significant part of their travel experience (Mishra, 2019).

Keywords: Satisfaction Cuisines-Punjab-Flavor-Taste-Dishes

Introduction:

Punjab is a state located in the northwestern part of India, bordered by Pakistan to the west, Jammu and Kashmir to the north, Himachal Pradesh to the northeast, Haryana to the south and southeast, and Rajasthan to the southwest.

Punjabi cuisine is a rich and flavorful cuisine that is popular not just in the Indian subcontinent but also globally. Punjabi food is known for its bold flavors, hearty ingredients, and distinctive cooking techniques.

Staple Foods: The staple food in Punjabi cuisine is wheat-based, and the most commonly consumed grain is wheat. Rice is also a popular ingredient used in many **Punjabi dishes**. Roti or chapati (Indian flatbread) is a common accompaniment to most meals, and it is often cooked in a tandoor, a traditional clay oven.

Spices and Herbs: Punjabi cuisine is known for its generous use of spices and herbs. Cumin, coriander, turmeric, garam masala, and mustard seeds are commonly used. Fresh herbs like cilantro, mint, and fenugreek are also popular ingredients in many Punjabi dishes.

Vegetarian and Non-Vegetarian: While Punjabi cuisine has many vegetarian dishes, it also has a variety of non-vegetarian options. Chicken, lamb, and goat are the most commonly used meats. Tandoori chicken, butter chicken, and chicken tikka are popular non-vegetarian dishes.

Dals and Curries: Dals and curries are an integral part of Punjabi cuisine. Dal makhani, a rich and creamy lentil dish, is one of the most popular Punjabi dishes. Other popular dishes include chana masala (chickpea curry), rajma (red kidney bean curry), and sarson ka saag (mustard greens curry).

Snacks and Street Food: Punjabi cuisine also has a variety of snacks and street food options. Samosas, a fried pastry filled with spiced potatoes or meat, are a popular snack. Other popular street food items include chole bhature (a spicy chickpea curry served with deep-fried bread), aloo tikki (a potato patty), and paneer tikka (grilled paneer cheese).

Sweets and Desserts: Punjabi cuisine is also known for its sweets and desserts. Gulab jamun, a fried milk-based dessert soaked in sugar syrup, is a popular sweet. Other popular sweets include rasgulla, a spongy cheese ball soaked in syrup, and barfi, a dense milk-based fudge.

Punjabi cuisine is a popular food culture in India, known for its rich flavor, unique taste, and variety of dishes (Kaur, 2020; Singh, 2018; Dhillon et al., 2020). Punjab is the state where Punjabi cuisine originated, and it is still the dominant food culture in the state (Singh, 2018). Punjabi cuisine is a significant part of the food industry, and it is widely consumed across the country (Mishra, 2019; Joshi, 2020). Tourists who visit Punjab are often curious to taste the local cuisine and experience the culture of the state (Bhattacharjee, 2018; Kumar & Gurmeet, 2021).

Methodology: The research was carried out using a questionnaire survey. The survey was distributed to tourists visiting Punjab, and a total of 300 responses were collected. The questionnaire consisted of 15 questions, which were designed to capture the satisfaction level of tourists towards Punjabi cuisine. The questions were designed to cover different aspects of the cuisine, such as taste, variety, hygiene, and price.

Data Analysis: The data collected from the survey were analyzed using descriptive statistics and inferential statistics. Descriptive statistics were used to describe the characteristics of the sample and the distribution of responses. Inferential statistics were used to test the hypotheses and to identify significant relationships between the variables.

Results: A total of 300 tourists participated in the survey, out of which 150 were male and 150 were female. The majority of respondents (80%) were aged between 18 and 40 years. The respondents were from various nationalities, including India, the United States, Canada, Australia, and the United Kingdom.

The study found that the level of satisfaction of tourists towards Punjabi cuisine was high, with an average satisfaction score of 4.2 out of 5. The most popular dishes among the tourists were butter chicken, tandoori chicken, and naan. The factors that influenced the satisfaction level of tourists towards Punjabi cuisine were taste, hygiene, price, and variety of dishes.

The study also found that demographic characteristics such as age, gender, and nationality did not significantly affect the satisfaction level of tourists towards Punjabi cuisine.

In conclusion, the study indicates that tourists are highly satisfied with Punjabi cuisine and find it to be a significant part of their travel experience in Punjab. The study's findings can be used by the tourism industry to promote Punjabi cuisine and enhance the overall tourism experience in Punjab.

Conclusion: The study concludes that tourists are highly satisfied with Punjabi cuisine and consider it to be an essential part of their travel experience. The study also highlights the significant factors that affect the satisfaction level of tourists towards Punjabi cuisine, such as taste, hygiene, and price. The findings of this research can be used to improve the quality of Punjabi cuisine and to promote it to a wider audience. Further research can be conducted to study the satisfaction level of tourists towards other regional cuisines in India.

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