



# FACTORS INFLUENCING LOCAL PUNJABI FOOD DINING PREFERENCES OF TOURISTS DURING THEIR VISIT TO CITY AMRITSAR

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**Abstract** - Experience of local foods at a destination makes the travel more exciting. Tourists are visiting a destination not only for its attractions, sightseeing and various other features but also love to savor the sumptuous famous delicacies of a place. Gastronomy has become the central element of tourism experience for the tourists visiting a destination which is famous for its exquisite and delectable cuisine. Growing social media, food shows of celebrity chefs on television and popularity related to local food of a place has accelerated the growth of food tourism all over the world. Today destinations bank upon their cuisine to make food as the most productive element of their marketing efforts for the promotion of tourism. India being a diverse nation in terms of its cuisine and different other niche markets is rapidly moving fast in terms of making its gastronomic beauty available to the tourists. Tourists are most interested in local and authentic foods and gastronomic experiences that are altogether different from those they can get at home. The present study aims to analyze the influencing factors that motivate the tourists to prefer local Punjabi food delicacies of Amritsar city of Punjab. Food related factors include the method of cooking, sensory attributes including aroma, flavor, eye appeal, the ingredients and spices used and the visual display of cooking equipment's and utensils. A questionnaire has been conducted on 110 tourists in order to identify differences in motivational, demographic and psychological factors based on their local food preferences at various locations in the Amritsar City of Punjab. The findings of the study can be used on product design and marketing communications of local food outlets and destinations with significant tourist flow in order to target the right audience.

**Keywords:** Local food; food experience; tourist experience, local food outlets gastronomic tourism