

Local Food Festival - Towards A Sustainable Food Tourism Experience

By

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I Nafees Haider Naqvi, here by certify that the manuscript is neither been published neither elsewhere nor it is at present being considered anywhere for publication.

ABSTRACT

Local food festivals capture a lot of tourist attractions as it is very interesting and have a momentous influence on generating a destination's image. Evaluating the apparent festival service quality attribute as well as identification of the factor structure superficial festival service quality is the main objective of this study. At Westin Gurgaon NCR, on 07, August 2019, "Sham-e-Awadh" has been held, which was curated by Chef Sadab Qureshia. A sample of 94 visitor's data has been collected for analyzing; factor analyses, as well as descriptive statistics, have been performed. A relatively high level of festival service quality has been indicated in the research finding. Four festival quality factors which are food, as well as facilities, along with staff, together with the information adequacy have been identified. An interesting finding has been provided through this study which will assist the organizers of the festival in implementing as well as developing the service strategies for enhancing the emotion, as well as image, along with increasing the quality, together with the attendees' satisfaction for attaining their devotion towards the local food festivals.

Key words: statistical analysis, tourism experience, food festival, festival service quality, food tourism.

1. Introduction

One of the most significant tourism phenomenon's which is increasing day by day is Food tourism. For enhancing the visitor's experience, a prominent role has been played by food, along with the selection of the destination. Food is an element that helps in influencing the tourists (Long, 2004). Moreover, for attracting tourists as much as possible, a promotional strategy with the help of food has been applied by several destinations. A special experience has been considered through dining which helps in satisfying all the five senses such as taste, as well as sound, along with touch, including smell, together with the sight (Kivela and Crofts, 2006). Therefore, the main purpose of traveling for most of the tourist is to experience the food. For a particular destination, nowadays local food has become the biggest priority. In tourism, to enhance the dimensions of sustainability it has a lot of potential through contributing to the legitimacy of place, along with that through providing environment-friendly infrastructure it can help in strengthening the local economies. Through this perspective, food festivals are vital constituents of local food tourism strategies because a destination could help in promoting places, as well as activities along with local food products for the development of the tourist experience. As per Getz (2005) festivals are "themed, public celebration". A food festival is an event for the public which centers on food-related items as well as behaviors along with specific food (Hu, 2010).

From several academic researchers, local festivals have received a lot of attention from the last two decades (Kim, Su and Eves, 2010; Anil, 2012; Mason and Paggiaro, 2012; Wan and Chan, 2013; Wu, Wong and Cheng, 2014). Therefore, to examine, topics that are related to the quality of the festival have continued to be interesting. Thus, on a small local food festival which was held in At Westin Gurgaon NCR, to examine its festival quality attributes is the main objective of this paper. The main aim of this study is to identify the factor structure of perceived festival quality as well as to assess the perceived festival service quality attributes.

In five sections, this paper has been organized. An overview of studies has been provided in the following section which examines the concept of festival quality, as well as a food festival, along with the festival. Through research results, the layouts of the methodology have been given in the next section. In the last section, implication, as well as conclusions, has been discussed. Insight has been provided through the findings for better understanding of the festival quality as well as food festival tourism.

2. Conceptual Background

In the world's leisure industry, the fastest-growing segment is Festival tourism (Getz, 1998). Unique opportunities have been provided through the festivals for social as well as cultural along with leisure

experiences (Getz, 1998), which frequently provide help in generating business along with the income for the host of the community (Allen et al., 2005) along with that a positive image of the local community has been also promoted (Kim et al., 2008). In the local tourism calendar, the strategic placement of a festival could also help in extending the season of tourism (Felsenstein and Fleischer, 2003). For such causes, destinations marketers, as well as business people along with the communities have been engaged in “the systematic planning, as well as development along with the marketing of festivals including the events as tourist attractions, together with the image-makers as well as the catalysts for further growths or as animators of built attractions” (Getz, 1998, p. 411).

Among several kinds of festivals, one of the most popular festivals is the food festival (Xie, 2003). Festivals that purport to center on as well as revolve around food are the food festivals (Lewis, 1997, p. 1). For traveling, the major motivation as well as attraction for the tourist is the food festivals (Park et al., 2008). Festivals which are related to the food along with the activities are the simplest way for entertaining the members of the community along with the visitors which are of all ages due to the link between the daily lives of human being along with the food (Hu, 2010). Visitors have been provided with a total experience of tourism in the food festival instead of only eating experience as well as food tasting experience (Yean et al., 2005). In cultural activities, festival attendees could engage as well as socialize though visiting in places like parks as well as historical places, along with art galleries (Crompton and McKay, 1997), they can find the gastronomic treasures which is hidden and only known by the locals (Cela et al., 2008), learn about a particular tradition as well as culture, along with tasting the unfamiliar dishes together with food. In Croatia, it has been suggested by the authors that a significant role could be played by the food festival in the development of tourism.

through Parasuraman, Zeithaml and Berry (1988), the renowned SERVQUAL model has been designed which was applied as well as festival quality has been investigated through the Early festival studies that are consisted of five dimensions of service quality such as reliability, as well as tangibles, along with responsiveness, including the assurance, together with the empathy. Though, in a festival context, dimensions of SERVQUAL have been not confirmed in several studies. Crompton and Love (1995) in a festival context, to measure service satisfaction as well as service quality, to compare the validity of alternate approaches took their first step. The constructs measuring performance are the utmost valid measures of festival quality as proposed through the findings of their research. Lee et al. (2008) acknowledged seven dimensions demonstrating the “festivals cape” such as convenience, as well as staff, along with information, together with the program content, including with the facility, in addition with the souvenirs as well as food quality and also inspected relationships among these dimensions, as well as emotions, along with satisfaction including the loyalty. Cole and Chancellor (2009) the factors have been examined which affect the overall experience of the visitors, as well as satisfaction along with re-visit. With the usage of SEM in their research, they found out that there is a

stronger impact through entertainment quality as compared to the programs as well as amenities. Alternatively, Yoon et al. (2010) revealed that the festival program had the maximum noteworthy impacts on worth, which in turn, contributed to visitor satisfaction as well as loyalty. In the study of Lee et al. (2011) similar findings have been confirmed along with that he also found that the festival program has an optimistic sensitive as well as functional value, along with emotional value partaking a tougher effect on gratification as compared to the functional value. Outcomes of a study at an Australian Jazz as well as Blues Festival through Tkczanski as well as Strokes (2010) led to the assumption that customer satisfaction has been directly associated with the repurchase intentions of the festival-goers. To predict satisfaction, the environment, as well as professionalism, has been found in their study. Anill (2012) found that out of three dimensions that is convenience as well as the festival area along with food that meaningfully affects the satisfaction of the visitor, the greatest vital factor was the food dimension. Souvenirs, as well as staff along with the information adequacy, are not responsible for the satisfaction of the visitor. Mensah (2013) inspected the satisfaction of the residents along with the behavioral intention towards local festivals. Among the five factors which are ancillary services, as well as participation, along with information, including the activities together with the security with the addition of duration on the festival, festival activities have been the utmost significant factor influencing the satisfaction of the residents with a festival.

Methodology

From earlier literature be relevant to festivals, the survey instrument has been derived (Yoon et al., 2010; Anil, 2012) along with the research that has been done in Lovran, at the 17th local Asparagus Food Festival. during the month of April, every year the festival has been held as well as celebrates wild asparagus which is growing on the slopes of Mt Učka. Several restaurants, as well as taverns, provide meals during the festival, featuring wild asparagus. In the central square of Lovran, the chief event has been held. Overall 300 questionnaires have been administered whereas 110 have been returned. Afterward, the removal of 16 questionnaires, 94 questionnaires that were useful has been obtained, providing a response rate of 31%.

With the following values, on a seven-point Likert-type scale, festival quality attributes have been measured: 7 – strongly agree as well as 1 – strongly disagree. From former research, with the usage of 17 attributes adopted, festival quality has been measured. The demographic information of the respondent involved country of residence, as well as age, along with gender, together with education, in addition to the frequency of town visits including the festival visitors as well as motivations for visiting such precise local food festivals. Descriptive statistics, as well as exploratory factor analysis along with the reliability analysis, have been performed to examine the collected data. With the usage of SPSS 23.0, the data has been analyzed.

3. Results

Characteristics of their trip as well as the demographic profile of the respondent have been shown in Table 1. Maximum respondents are the domestic visitors around 90.4%, which were younger than 40 years of age as well as have completed their high school around 44.7%, together with the university around 45.7%. Around 66% of the respondents were female as well as had visited the town more than five times that is 74.5%. As per the outcomes of analysis, for the first time, more than half of the respondents that is 55.5% have been attending the festival. The principal inspiration for visiting the festival was to hang out with their families as well as with their friends that is 34.4%, followed through the people which are escaping from routine as well as want to get the relaxation that is 23.2% including with the “tasting local food” that is 20%.

Table 1 Profile of survey respondents (N=94)

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Variables and characteristics		Respondents	
		Frequency	Percentage
<i>Country</i>	Croatia	85	90.4
	Others	9	9.5
<i>Gender</i>	Male	34	36.2
	Female	66	63.8
<i>Age</i>	Less than 20	5	5.3
	20 – 29	34	36.2
	30 – 39	22	23.4
	40 – 49	12	12.8
	50 – 59	15	16.0
	60 or more	6	6.4
<i>Education</i>	Elementary school or below	1	1.1
	High school diploma	42	44.7
	University degree	43	45.7
	M. Sc / Ph. D.	8	8.5
<i>Frequency of town visits</i>	First time	13	13.8
	2 – 5 times	11	11.7
	>5 times	70	74.5
<i>Frequency of festival visits</i>	First time	52	55.3
	2 – 5 times	20	21.3
	>5 times	22	23.4
<i>Motivations to visit festival (multiple choice)</i>	Hanging out	43	34.4
	Meeting new people	4	3.2
	Escaping from routine / relaxation	29	23.2
	Tasting local food	25	20.0
	Learning about local food	5	4.0
	Sharing photos of local dishes with friends	1	0.8
	Other	18	14.4

Source: Authors

The results of factor analysis, as well as descriptive statistical analysis, have been illustrated in Table 2. Regarding the festival service quality attributes which are ranging to 7 which is a very high perception form 1 which is very low perception, the visitor's perception has been determined with the descriptive statistics that have been applied. It has been indicated through the results that the range of the visitor's perception mean score is from 4.04 to 5.87. “The signs which indicate the festival area

for visitors to provide adequate info” as well as “restrooms were convenient” were the items that showed the lowest perception scores. The highest perception scores have been well-known concerning staff kindness, as well as helpfulness, along with promptness, including knowledge. A relatively high level of festival service quality has been indicated by the overall mean score which was 5.08.

Table 2 Results of descriptive and factor analysis of festival quality attributes

Items	Mean	Factor loadings			
		Factor 1	Factor 2	Factor 3	Factor 4
<i>Factor 1: Information adequacy and program</i>					
The signboards provide sufficient information.	4,64	.809			
The signs showing the festival area for visitors provide sufficient information.	4,31	.803			
The brochures are well prepared.	4,64	.716			
The program is varied.	4,70	.702			
The program is well organized.	5,14	.677			
The program is well managed.	4,99	.594			
<i>Factor 2: Food</i>					
The food tastes good.	5,57		.805		
The food sold at the festival is of very good quality.	5,28		.792		
The food is reasonably priced.	5,18		.780		
There is enough variety of food.	4,55		.748		
<i>Factor 3: Staff</i>					
The staff has enough knowledge about the festival.	5,63			.818	
The staff responds to our request quickly.	5,54			.812	
The staff is willing to help us.	5,87			.800	
The festival staff is kind.	5,86			.718	
<i>Factor 4: Facilities</i>					
Parking facility is convenient.	4,72				.906
The size of the festival area is adequate.	5,64				.759
Restrooms are convenient.	4,04				.688
<i>Eigenvalue</i>		3.706	3.406	3.163	2.589
<i>% of Variance</i>		21.798	20.036	18.608	15.230
<i>Cronbach's alpha</i>		0.897	0.863	0.895	0.791
<i>Number of items</i>		5	4	4	3

Source: Authors

For determining the festival quality dimensions, Principal component analysis has been done. The suitability for conducting factor analysis has been evaluated with KMO measure (Kaiser-Meyer-Olkin's) as well as Bartlett's sphericity test (Hair et al., 2006). The KMO measure proved the sampling capability for analysis, KMO=0.85 (Hutcheson and Sofroniou, 1997). Bartlett's test has been substantial ($\chi^2=1201.224$; $df=136$; $Sig.=0.000$) as well as displays there has been a tough correlation amongst the variables. After authenticating the suitability of the scale for conducting FA, with varimax rotation, the main component method has been taken in usage. The 17 variables demonstrating festival quality attributes have been decreased to four factors information adequacy as well as program, along with the food, including the staff together with the facilities, clarifying 75.67% of the total variance. Factor loadings have been high comparatively, alternating from 0.594 to 0.906. Entire items have been above the slightest of 0.50 as well as have been taken into consideration

significantly (Hair et al., 2006). Cronbach's alpha coefficient for the extracted factors has been ranging to 0.897 from 0.791 as well as was 0.961 for the overall scale, representing its high reliability.

4. Conclusion

The reliability of the instrument, along with the dimensions of festival service has been explored in this study. The outcomes have indicated that visitors have been satisfied with attributes that are related to staff that is helpfulness, as well as kindness, along with knowledge together with the promptness and also food that is tastiness, as well as quality along with the price. Alternatively, attributes associated with the facilities as well as information adequacy have been the worst-rated, representing that such areas of service necessitate development in order to safeguard festival excellence which contributes to the satisfaction of the visitors which leads to positive behavioral intentions.

The findings of factor analysis have revealed that the principal dimensions of festival service quality of the local food festival were "information adequacy as well as program", along with "food", including the "staff" together with the "facilities". Earlier studies that have been conducted in the local food festival context have been recognized parallel dimensions of festival service quality. Considering different authors have specified diverse termed to factors, it seems that the furthestmost common factors of festival service quality are "information", as well as "program", along with the "food" including the "facilities". Such dimensions have been dependable in the current study. Without limitation, there is no study. The small sample size was the initial limitation. Meanwhile, domestic visitors were in the majority, if the perception of foreign tourist has been diverse, it couldn't be examined. The main focus of the study was on only one local food festival along with the findings which can't be generalized. In spite of such limitations, providing useful information, as well as contributing to the existing knowledge with the main concept of the findings of this study. In order to generalize findings, the more representative sample has been taken in usage, similar studies have been conducted in the Future research. An examination can be done on the other features of festival service quality. The difference between the local residents along with the tourists also the difference among the repeated visitors with the initial visitors shows a different impact that is investigated in the study. In future research for obtaining a better understanding of local food festival quality along with its impact on satisfaction together with the intention of the positive visitor, Qualitative research methods could be implemented. From the exhibitor's as well as an organizer's perspective, relevant constructs, as well as festival loyalty, should be examined in future research. In conclusion, it might be interesting to determine a longitudinal study as well as to measure behavioral intentions along with its actual behavior of the visitor.

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