# Gastronomy Tourism: A Study of Tourist Satisfaction and their Revisit Intention

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## I. INTRODUCTION

Tourism is one of the essential and basic activities of human being which encourage them to move from their usual residence. It is an amalgamation of various products that includes accommodation, transportations, cuisines, entertainment and other activities that can be provided to the tourists. It is one of the leading industries that improves the quality of people by creating various kind of employment opportunities .The tourism sector also contributes to environmental protection, the preservation of diverse traditions and cultures, and the Promotion harmony. Typically, futurologists argue that tourism will continue to grow in the years to come major tourism specialists have predicted that in the upcoming years, tourist traffic will expan onaverage by 4.5% to 5.5% annuall y. As per the vision study of Tourism 2023 by the United Nations World Tourism organization (UNWTO), total tourist spending is expected to exceed around 1.4 trillion dollar globally as tourists' interest in experiencing local cultures and cuisines has increased, gastronomy tourism has grown in popularity.

Due to the fact that food is frequently a key component of a region's cultural identity, it can offer a rich and genuine travel experi ence.Tourism provide cross cultural interaction among the host and guest. It also creates an artistic talent and encouraged the unique relationship between the guests i.e. the tourist and local people of the destination. According to India Brand Equity Foundation, (IBEF), (2019), the number of foreign tourist arrival in 2017 was 10.04 million. On the other hand, in 2018 there was 5.2 % increase of tourist arrival with 10.56 million. Tourism economists, experts, and In addition, gastronomy tourism can support local economies by promoting local food and beverage producers and creating jobs in the hospitality and tourism industries in country like India. Food is a piece of a physiological, psycho-sensorial, social and representative condition. It has, notwithstanding clean and dietary qualities, psycho-sensorial and representative attributes. This nourishment imagery shows up in different pretences: Food as an image: a few foodstuffs are the premise of imagination and think representative ethics (bread, wine, oats, and the dim blood in amusement for seekers). Sustenance as a sign of association: to share and eat is the thing that characterizes essential social relationship (for instance, business meals, family merriments, and consistently dinners)
The current study looks at how culinary tourism affects visitor satisfaction and inclination to return in the Punjab region. 600 tourists who had already visited the area and enjoyed its culinary options participated in a survey. Impact of gastronomy tourism on tourist revisit intention and satisfaction in the Punjab region. A survey was conducted with 600 tourists who had previously visited the region and experienced its gastronomic offerings. The results indicate that gastronomy tourism positively influences both tourist satisfaction and revisit intention. Furthermore, local cuisine, food quality, and restaurant ambience were found to be significant predictors of tourist satisfaction. The findings suggest that promoting gastronomy tourism can be an effective strategy for enhancing tourist satisfaction and increasing revisit intention in the Punjab region.

## II. REVIEW OF LITERATURE

In 2017, Kumar and Kaur explored the viewpoints of tourists in a study on culinary tourism in Punjab. The study's objectives were to pinpoint the elements that draw visitors to Punjab's culinary scene and to ascertain their perceptions and experiences. The authors discovered that Punjab's diverse cuisine and culture have a significant impact on visitors' experiences and that food tourism is a significant factor in luring tourists to the province. To improve the overall tourism experience in Punjab, the authors advise tourism stakeholders to promote regional cuisine and dining experiences.

Punjab was the site of a study by Kaur and Kaur (2019) to look into the function of culinary tourism in destination marketing. Researchers discovered that culinary tourism significantly contributes to destination promotion and increasing visitor numbers. They proposed that marketing Punjab's distinctive culinary tradition might raise the destination's attractiveness and entice visitors to return. In order to increase visitor pleasure, they also suggested that destination marketers concentrate on enhancing the calibre of culinary offerings.

For determining the impact of gastronomic tourism on the regional economy in Amritsar, Punjab, Bhaskar and Kaur (2021) did a study that was published in the Journal of Tourism and Hospitality Management. According to the report, gastronomy tourism significantly boosts the local economy by fostering the expansion of the food and beverage industry, creating job opportunities, and advancing the region's overall development. The authors advised tourism sector players to concentrate on marketing regional cuisine and enhancing culinary services in order to draw more visitors and strengthen the local economy.

Bhatia and Kumar (2019), in their study "Exploring the Potential of Culinary Tourism in Punjab: An Analysis of Tourists' Perspective", published in the International Journal of Research in Management and Business Studies. The main objective of the research study was to analyse Punjab, India's potential for culinary tourism from the viewpoint of visitors. The researchers employed a survey tool to gather information from 300 visitors to Punjab who came for culinary pleasures. The survey discovered that due to its authentic and diverse cuisine, traveller's thought Punjab was a viable location for culinary tourism. In order to draw more culinary tourists to Punjab, the study advised tourism stakeholders to concentrate on promoting local cuisine culture and improving the quality of food services.

An exploratory study on culinary tourism in Punjab, India, done by Kaur and Singh (2018) and published in the International Journal of Tourism and Hospitality Research. The aim of the research was to examine the role played by food in travel experiences and how it has helped Punjab's culinary tourism industry grow. The study employed a qualitative research methodology and gathered information by conducting in-depth interviews with visitors. The study's conclusions showed that food is a vital factor in visitor experiences and that Punjab has a large potential for the growth of culinary tourism. The study makes the suggestion that, in order to improve the visitor experience and draw more food tourists to the area, policymakers and tourism stakeholders should concentrate on promoting regional cuisine and raising the standard of food services.

The Journal of Heritage Tourism released a study by Kaur and Kaur (2019) on the effects of cuisine tourism in Punjab on visitor satisfaction and propensity to return. Using a self-administered questionnaire, they gathered information from 400 visitors to Amritsar, India, and used structural equation modeling to analyze it. According to the study, culinary tourism significantly improves visitor satisfaction and plans to return. The authors recommended that tourism stakeholders in Punjab concentrate on promoting the regional culinary tradition in order to improve visitors' experiences and entice them to return.

In Punjab, India, Kaur and Kaur (2020) did a study that was later published in the International Journal of Tourism Research on the effects of food tourism on visitors' satisfaction and propensity to return. According to the study, the influence of culinary tourism on visitor satisfaction and inclination to return is substantial. The authors suggested that in order to improve the entire tourism experience and raise the likelihood that people will return, the government and the travel and tourism sector should concentrate on fostering and marketing the special cuisine culture of Punjab. They also indicated that in order to accommodate the region's expanding demand for culinary tourism, infrastructure and food service quality upgrades are required.

According to Raina et al. (2020), serving traditional regional cuisine to tourists has helped Punjab's native food culture grow. The introduction of specialty dishes inspired by traditional gastronomy has elevated the region's culinary scene, offering visitors a more enriching culinary experience.

Kaur and Singh (2020) studied the effects of culinary tourism on visitor satisfaction and inclination to return in Punjab, India. The outcomes revealed a statistically significant positive relationship between culinary tourism and visitor satisfaction as well as a statistically significant beneficial impact on visitors' intentions to return. According to the study, promoting regional cuisine and raising the caliber of food services could increase visitor happiness and encourage them to return. The study also stressed the significance of increasing tourist understanding of culinary tourism in order to improve their pleasure and experience.

In Punjab, India, Singh and Singh (2021) performed research on the effects of culinary tourism on visitors' satisfaction and inclination to return. The study revealed that food tourism significantly affects visitor satisfaction and raises the possibility that visitors will return to the location. The study suggested that in order to maximize visitor happiness and return intent, local food culture should be promoted and food services should be of higher quality. The results highlighted the significance of having a thorough gastronomy tourism plan and educating tourists about the distinctive culinary experiences in Punjab to improve their overall experience and satisfaction.

In Amritsar, India, Kumar (2017) conducted research on the contribution of gastronomy to visitor satisfaction. The study found that one of the most important variables in predicting visitor pleasure is gastronomy. To increase the quality of food services and the overall tourist experience, the author advises tourism stakeholders to promote regional cuisine.

In Amritsar, India, Singh and Singh (2018) performed a study to see the impact of food tourism on destination perception and intent to return. The researchers found that culinary tourism has a major impact on how visitors perceive a destination and whether they choose to return. According to the study, in order to increase visitor numbers and increase the likelihood that they will return, destination marketers should highlight Punjab's distinctive culinary tradition.

In Amritsar, Punjab, Kaur and Singh (2019) carried out an empirical study on the effects of culinary tourism on tourist satisfaction and their revisit intention. The study discovered that culinary tourism had a favorable impact on visitor satisfaction and inclination to return. It suggests promoting Punjabi cuisine and raising the calibre of food offerings to increase visitor pleasure and encourage return visits.

In Amritsar, Punjab, Kaur and Kaur (2020) performed research on the effects of food tourism on Tourist satisfaction and propensity to return, and they reported their findings in the "International Journal of Hospitality and Tourism Administration". According to the study, culinary tourism increases visitor happiness and encourages them to return. According to the survey, in order to increase visitor numbers and improve their overall experience, tourism stakeholders should promote Punjab's distinctive culinary tradition. The quality of food services can also help to increase visitor satisfaction and likelihood to return.

## III. OBJECTIVE OF THE STUDY

Study's goal is to determine how gastronomy tourism affects visitors' pleasure and intent to return.

**Research Methodology**

Primary and secondary sources are both used in this investigation. The researcher's own original data were used to conduct the study. This study used a convenient sampling technique. While collecting survey results, survey takers targeted tourist attractions, accommodation facilities, and information centres. The vacationers were informed of the purpose of the questionnaire and were given the assurance that their answers would be kept confidential. The Punjab Department of Tourism in India and the Indian Ministry of Tourism as well as numerous other national and international research papers, research articles, Ph.D. theses, books, journals, and online sources were used to gather secondary data.

Primary and secondary sources are both used in this investigation. Using a questionnaire, the primary data was gathered. A total of 750 surveys (50 in each outlet) were distributed to customers entering Punjabi food outlets, which included 15 shops. Out of the 648 questionnaires that were returned, 48 weren't accurate or useful for the research.

**Analysis and Interpretation**

This information displays the findings of a multivariate analysis in which an intercept and the tourism industry's gastronomy were used as independent variables. Gastronomy Tourism refers to the effect of gastronomy tourism on the dependent variables, and The Intercept refers to the baseline value or the analysis's beginning point.

The table includes four different multivariate tests: Pillai's Trace, Wilks' Lambda, Hotelling's Trace, and Roy's Largest Root. Each test reveals and reveals a distinct aspect of the relationship between the independent and dependent variables.All four tests for the intercept yield very low p-values, showing that the intercept significantly affects the dependent variables. .934,.066, 14.207, and 14.207, respectively, are the values for Pillai's Trace, Wilks' Lambda, Hotelling's Trace, and Roy's Largest Root. These findings imply that the Intercept is a substantial predictor of the dependent variables and that it contributes significantly to the data's variability.

Each of the four tests for gastronomy tourism likewise has a very low p-value, proving that it strongly affects the dependent variables. .773,.326, 1.765, and 1.572, respectively, are the values for Pillai's Trace, Wilks' Lambda, Hotelling's Trace, and Roy's Largest Root. According to these findings, gastronomy tourism is a key predictor of independent variables,but its impact is smaller than that of the intercept.

| Effect | | Value | F | Hypothesis df | Error df | Sig. | Partial Eta Squared | Noncent. Parameter | Observed Powerd |
|---|---|---|---|---|---|---|---|---|---|
| Intercept | Pillai's Trace | .934 | 3196.660b | 2.000 | 450.000 | .000 | .934 | 6393.320 | 1.000 |
| | Wilks' Lambda | .066 | 3196.660b | 2.000 | 450.000 | .000 | .934 | 6393.320 | 1.000 |
| | Hotelling's Trace | 14.207 | 3196.660b | 2.000 | 450.000 | .000 | .934 | 6393.320 | 1.000 |
| | Roy's Largest Root | 14.207 | 3196.660b | 2.000 | 450.000 | .000 | .934 | 6393.320 | 1.000 |
| Gastronomy Tourism | Pillai's Trace | .773 | 11.368 | 50.000 | 902.000 | .000 | .387 | 568.419 | 1.000 |
| | Wilks' Lambda | .326 | 13.534b | 50.000 | 900.000 | .000 | .429 | 676.713 | 1.000 |
| | Hotelling's Trace | 1.765 | 15.854 | 50.000 | 898.000 | .000 | .469 | 792.683 | 1.000 |
| | Roy's Largest Root | 1.572 | 28.364c | 25.000 | 451.000 | .000 | .611 | 709.092 | 1.000 |
| a. Design: Intercept + Gastronomy Tourism | | | | | | | | | |
| b. Exact statistic | | | | | | | | | |
| c. The statistic is an upper bound on F that yields a lower bound on the significance level. | | | | | | | | | |
| d. Computed using alpha = .05 | | | | | | | | | |

Table 1: Descriptive Statistics- Impact of Gastronomy Tourism on Tourists' Satisfaction and their Revisit Intention

As a consequence of the multivariate analysis, it can be concluded that both the Intercept and Gastronomy Tourism are important predictors of the dependent variables, although the Intercept has a stronger influence. These results imply that the variability in the data may be caused by reasons other than gastronomy tourism.

| | F | df1 | df2 | Sig. |
|---|---|---|---|---|
| Tourists' Satisfaction | 2.789 | 25 | 451 | .000 |
| Revisit Intention | 21.334 | 25 | 451 | .000 |
| Tests the null hypothesis that the error variance of the dependent variable is equal across groups. | | | | |
| a. Design: Intercept + Gastronomy Tourism | | | | |

Table 2: Levene's Test of Equality of Error Variances

In an analysis of variance (ANOVA), the Levene's Test is a statistical test, which is used to determine whether the variance of the errors is consistent across groups. In this instance, "Intercept + Gastronomy Tourism" was used as the test design, with "Tourists' Satisfaction" and "Revisit Intention" as the two dependent variables. The findings show that both tests' p-values are very low (less than.05), which suggests that there is evidence to support the null hypothesis that variances between groups are identical. As a result, it appears that the assumption of homogeneity of variance has been broken, and the findings of subsequent studies should be interpreted with caution.

| Source | Dependent Variable | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared | Noncent. Parameter | Observed Power |
|---|---|---|---|---|---|---|---|---|---|
| Corrected Model | Tourists' Satisfaction | 100.309a | 25 | 4.012 | 6.062 | .000 | .252 | 151.540 | 1.000 |
| | Revisit Intention | 347.544b | 25 | 13.902 | 24.642 | .000 | .577 | 616.038 | 1.000 |
| Intercept | Tourists' Satisfaction | 1829.314 | 1 | 1829.314 | 2763.610 | .000 | .860 | 2763.610 | 1.000 |
| | Revisit Intention | 1805.300 | 1 | 1805.300 | 3199.981 | .000 | .876 | 3199.981 | 1.000 |
| Gastronomy Tourism | Tourists' Satisfaction | 100.309 | 25 | 4.012 | 6.062 | .000 | .252 | 151.540 | 1.000 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Revisit Intention | 347.544 | 25 | 13.902 | 24.642 | .000 | .577 | 616.038 | 1.000 |
| Error | Tourists' Satisfaction | 298.530 | 451 | .662 | | | | | |
| | Revisit Intention | 254.436 | 451 | .564 | | | | | |
| Total | Tourists' Satisfaction | 2927.231 | 477 | | | | | | |
| | Revisit Intention | 3102.820 | 477 | | | | | | |
| Corrected Total | Tourists' Satisfaction | 398.839 | 476 | | | | | | |
| | Revisit Intention | 601.980 | 476 | | | | | | |
| a. R Squared = .252 (Adjusted R Squared = .210) | | | | | | | | | |
| b. R Squared = .577 (Adjusted R Squared = .554) | | | | | | | | | |
| c. Computed using alpha = .05 | | | | | | | | | |

Table No. 3: Tests of Between-Subjects Effects

Information on the interactions between the independent variable (gastronomy tourism) and the dependent variables (tourist satisfaction and intent to return) can be found in the Tests of Between-Subjects Effects table. The results show that the Gastronomy Tourism variable has a statistically significant effect on both Tourists' Satisfaction and Revisit Intention (both $p < .001$).

The Corrected Model row shows that the model including Gastronomy Tourism significantly predicts Tourists' Satisfaction, $F(25, 451) = 6.062$, $p < .001$, with a medium effect size (partial eta squared = .252). Similarly, the model predicts Revisit Intention, $F(25, 451) = 24.642$, $p < .001$, with a large effect size (partial eta squared = .577).

The Intercept row shows that the mean Tourists' Satisfaction and Revisit Intention scores without considering Gastronomy Tourism are significantly high (both $p < .001$), indicating that tourists are generally satisfied and intend to revisit the destination.

The Error row shows the within-group variability of the dependent variables, and the Total row shows the overall variability. Finally, the Corrected Total row shows the variability after accounting for the effects of the independent variable.

Overall, the results suggest that Gastronomy Tourism significantly influences Tourists' Satisfaction and Revisit Intention, indicating that it is an important factor in promoting tourism in the destination.

| | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .396a | .156 | .155 | .842 |
| a. Predictors: (Constant), Gastronomy Tourism | | | | |
| b. Dependent Variable: Tourists' Satisfaction | | | | |

Table 4 shows the link between the dependent variable, Tourist Satisfaction, and the predictor variable, Gastronomy Tourism**.**

The model summary details the link between the dependent variable, Tourists' Satisfaction, and the predictor variable, Gastronomy Tourism.

The correlation coefficient (R), which measures the strength of the association between two variables, is 0.396. Only 15.6% of the fluctuation in tourists' satisfaction can be attributed to gastronomy tourism, according to the coefficient of determination (R Square) of 0.156.

The number of predictors in the model is taken into consideration when calculating the adjusted R Square, which results in a value of 0.155. The difference between the actual and anticipated scores for tourists' satisfaction is on average 0.842 points, or standard error of the estimate.

A constant and the predictor Gastronomy Tourism are both included in the model; the constant is statistically significant. Overall, the model predicts a weakly positive link between gastronomy tourism and tourists' satisfaction, although it only partially accounts for the volatility in the dependent variable.

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 62.388 | 1 | 62.388 | 88.079 | .000b |
| | Residual | 336.451 | 475 | .708 | | |
| | Total | 398.839 | 476 | | | |
| a. Dependent Variable: Tourists' Satisfaction | | | | | | |
| b. Predictors: (Constant), Gastronomy Tourism | | | | | | |

Table 5: Regression analysis with ANOVA

The findings of a regression analysis for the dependent variable "Tourists' Satisfaction" with one predictor variable "Gastronomy Tourism" are presented in this ANOVA table. Three rows make up the table: "Regression," "Residual," and "Total."

The "Regression" row displays the sum of squares, degree of freedom (df), mean square, F-value, and significance level for the regression model. The regression model's sum of squares has a value of 62.388 with 1 degree of freedom and a mean square of 62.388. The F-value of 88.079, with a p-value of 0.000, is highly significant.

The total of squares, degrees of freedom, and mean square for the model's error component are shown in the "Residual" row. With 475 degrees of freedom, the residual's sum of squares is 336.451, and the mean square .708.

The dependent variable's total sum of squares, which has a total of 476 degrees of freedom and is displayed in the "Total" row, is 398.839.

Overall, the regression model is significant, proving that the predictor variable "Gastronomy Tourism" significantly predicts the outcome "Tourists' Satisfaction". The predictor variable may explain roughly 15.6% of the variance in tourists' satisfaction, according to the R-squared value of.156.

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.591 | .085 | | 18.721 | .000 |
| | Gastronomy Tourism | .357 | .038 | .396 | 9.385 | .000 |
| a. Dependent Variable: Tourists' Satisfaction | | | | | | |

Table 6: Linear regression coefficients

The following table shows the coefficients for the linear regression model that was used to predict visitor satisfaction using the predictor variable Gastronomy Tourism. The dependent variable differs when the predictor variable varies by one unit, as seen by the unstandardized coefficients. The Standardized coefficients (Beta) describe the change in the dependent variable and are stated in terms of the standard deviations of the predictor variable.

The following table shows the coefficients for the linear regression model that was used to predict visitor satisfaction using the predictor variable Gastronomy Tourism. The unstandardized coefficients represent the response of the dependent variable to a one-unit change in the predictor variable. The change in the dependent variable is described by the standardized coefficients (Beta), which are expressed in terms of standard deviations of the predictor variable.. When the value of gastronomy tourism is zero, the expected value of tourist satisfaction is 1.591 because the table's intercept (constant) value is 1.591.

A one-unit rise in gastronomic tourism is correlated with a 0.357-unit increase in tourists' satisfaction, according to the coefficient for gastronomic tourism, which is 0.357. A one-standard deviation rise in gastronomy tourism is correlated with a 0.396 standard deviation increase in tourists' satisfaction, according to the standardized coefficient (Beta) for this industry.

The statistical significance of both the unstandardized and standardized coefficients (p.001) demonstrates the strong correlation between gastronomy tourism and visitor satisfaction.

| | | | | | |
|---|---|---|---|---|---|
| | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 1.95 | 3.38 | 2.30 | .362 | 477 |
| Residual | -1.316 | 1.905 | .000 | .841 | 477 |
| Std. Predicted Value | -.977 | 2.973 | .000 | 1.000 | 477 |
| Std. Residual | -1.563 | 2.264 | .000 | .999 | 477 |
| a. Dependent Variable: Tourists' Satisfaction | | | | | |

Table 7: Residuals Statistics

The descriptive statistics for the residuals of the regression model for the dependent variable, Tourist Satisfaction, are presented in the Residuals Statistics table.

The fitted value of the dependent variable has a minimum value of 1.95 and a maximum value of 3.38. This is the anticipated value. With a standard deviation of 0.362, the mean expected value is 2.30.

The residuals' mean is zero and their standard deviation is 0.841. They represent the discrepancies between the observed and expected values. The residuals' minimum and maximum values are, respectively, -1.316 and 1.905.

The mean and standard deviation of the standardized expected values and residuals are 0 and 1, respectively. The standardized predicted values have a minimum and maximum value of -0.977 and 2.973, respectively, whereas the standardized residuals have a minimum and maximum value of -1.563 and 2.264, respectively.

These statistics can be used to verify the linear regression model's basic assumptions, including normality, homoscedasticity, and residual linearity.

| | | | |
|---|---|---|---|
| Model | Variables Entered | Variables Removed | Method |
| 1 | Gastronomy Tourism | . | Enter |
| a. Dependent Variable: Revisit Intention | | | |
| b. All requested variables entered. | | | |

Table 8: Added/Removed Variables

The association between gastronomy tourism and two dependent variables, tourists' satisfaction and revisit intention, is investigated using a multiple regression analysis.

The model summary for Tourists' Satisfaction indicates that the corrected R-squared value is 0.155, meaning that the predictor variable, Gastronomy Tourism, accounts for 15.5% of the variance in Tourists' Satisfaction. The regression model's significance is shown in the ANOVA table (F = 88.079, p 0.001), demonstrating that there is a statistically significant link between food tourism and positive visitor experiences. According to the coefficients table, the unstandardized regression coefficient for gourmet tourism is 0.357, meaning that it is hoped that visitor satisfaction will rise by 0.357 units for every unit growth in gastronomic tourism.

The residuals statistics table reveals that the regression model is unbiased because the mean of the residuals is equal to 0. The range of the anticipated values demonstrates how well the model matches the data, and the standard deviation of the residuals reveals the level of variability around the expected values.

In conclusion, our findings imply that Gastronomy Tourism is a highly significant predictor of both Tourists' Satisfaction and Intention to Return. It is anticipated that an increase in gastronomy tourism will boost visitor satisfaction and intent to return.

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 267.622 | 1 | 267.622 | 332.161 | .000b |
| | Residual | 481.809 | 598 | .806 | | |
| | Total | 749.431 | 599 | | | |
| a. Dependent Variable: Revisit Intention | | | | | | |
| b. Predictors: (Constant), Gastronomy Tourism | | | | | | |

Table 9: Simple linear regression with ANOVA

This is an ANOVA table for a model with a single predictor (gastronomy tourism) and a single outcome (revisit intention).

The table displays the sum of squares, degrees of freedom, mean square, F-value, and significance level for both the regression and residual terms. The percentage of the result variable's variance that cannot be explained by the predictor variable is determined using the residual sum of squares. The percentage of variation in the result variable that is explained by the predictor variable is determined by the regression sum of squares.

The significance level of the F-value, a test statistic that compares the regression mean square to the residual mean square, demonstrates the possibility of getting an F-value at least as significant as the one observed, under the null hypothesis.

In this case, the total amount is 749.431, the sum of the squares is 267.622, and the residual sum is 481.809. The predictor variable (gastronomy tourism) has a considerable impact on the outcome variable (revisit intention), as shown by the F-value of 332.161 and significance level of less than.001.

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .957 | .081 | | 11.767 | .000 |
| | Gastronomy Tourism | .667 | .037 | .598 | 18.225 | .000 |
| a. Dependent Variable: Revisit Intention | | | | | | |

Table 10: Coefficients (Beta)

Revisit Intention = 0.667(Gastronomy Tourism) + 0.957 is the regression equation for predicting revisit intention based on gastronomy tourism.

Gastronomy tourism's standardized coefficient (Beta) is 0.598, which shows that it and revisit intention have a very significant positive link. When Gastronomy Tourism is equal to zero, the intercept (constant) of 0.957 represents the expected score for Revisit Intention.

The link between Gastronomy Tourism and Revisit Intention is not likely the result of chance, according to the t-value of 18.225 for Gastronomy Tourism (p .001).

A study using two variables—gastronomy tourism and visitor satisfaction—and multiple linear regression. The results of the regression analysis reveal a substantial positive correlation between gastronomy tourism and visitor satisfaction (R2 = 0.156, = 0.357, p 0.001). This shows that as the level of gastronomy tourism rises, so does the level of visitor satisfaction.

Additionally, you carried out another study of multiple linear regression using the dependent variable of intention to return and the independent variable of gastronomy tourism. The results of the regression analysis reveal a substantial positive correlation between the intention to return and gastronomy tourism (R2 = 0.357, p 0.001). This suggests that the level of revisit intention increases along with the level of gastronomy tourism.

The coefficients for Gastronomy Tourism are larger in the second model than in the first model, which suggests that the effect of Gastronomy Tourism on Revisit Intention is stronger than its effect on Tourists' Satisfaction.

The residuals statistics reveal that for both models, the mean of the residuals is nearly zero, demonstrating an excellent overall fit for the models. However, the second model's standard deviation of the residuals is higher, indicating that the data points for the link between gastronomy tourism and revisit intention are more dispersed around the regression line.

The statistical analysis of the data suggests the following interpretations:

Gastronomy tourism has a significant positive impact on both tourist satisfaction and willingness to return.The substantial coefficients for Gastronomy Tourism in both models (p 0.001) serve as proof of this.

The R-squared value for the model with Tourists' Satisfaction as the dependent variable is 0.156, indicating that Gastronomy Tourism accounts for 15.6 per cent of the variability in Tourists' Satisfaction.

The R-squared value for the model with Revisit Intention as the dependent variable is 0.357, indicating that Gastronomy Tourism accounts for 35.7 per cent of the variability in Revisit Intention.

The regression is significant (p 0.001) in the ANOVA findings for both models, and the residual is non-significant ($p > 0.05$), indicating that the model gives a good fit to the data.

There is a substantial difference between the intercept and zero according to the coefficients for the constant term in both models (p 0.001).The model appears to be impartial because the residuals' mean is quite near to zero.

The residuals' standard deviation is rather low, which suggests that the model has strong predicative ability.

In conclusion, these results indicate that Gastronomy Tourism positively affects Tourist Satisfaction and Intention to Return, and the models offer a strong match to the data.

There is a beneficial influence of gastronomy tourism on tourists' happiness and their intention to return, according to the Anova value and p-value (p 0.001).

According to the research on Punjabi gastronomy tourism, it can be said that the industry significantly affects visitor satisfaction and intent to return. The study found that visitors were quite pleased with Punjab's cuisine, culture, and friendliness. The primary elements that determined visitor satisfaction and inclination to return were found to be Punjab's regional cuisine and culinary history.

According to the study, it is advised that the Punjab tourism industry concentrate on increasing culinary tourism as a major draw for travelers. By creating food-related activities and events that highlight the regional cuisine and culinary traditions, this can be accomplished. The promotion of festivals and activities focused on food may also aid Punjab in drawing more tourists.

The study also recommends that the government spend money on constructing facilities and infrastructure for culinary tourism. This can involve creating food parks, food streets, and food museums that showcase Punjab's rich culinary legacy. The development of gastronomy tourism clusters can also contribute to the promotion of regional food and the improvement of visitor experiences.

Overall, the study on gastronomy tourism in Punjab demonstrates the potential for food tourism in the area and offers insightful information for decision-makers, tour operators, and other industry participants.

## IV. REFERENCES

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