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Tourist satisfaction and perception about food and beverage service quality in Nainital

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Abstract

Tourism industry is considered as one of the largest growing industry in world which includes accommodation, transportation, food, local culture and many more among all of these food industry is very important because most of the tourist spend more than 25% (Outlook June, 2012 | Emerging Trends in Food & Beverage Services Retailing in India) of their expenses on food. Tourists' perceptions about food and beverage service attributes are considered to be very crucial in rural area for influencing their satisfaction and behavioral intentions in the food and beverage service industry. Now a day mostly tourist are looking for how food and beverage is deliver to them, so it is very important to find the quality of food and beverage service are provided by restaurants. This study aimed to find the tourist satisfaction and perception about food and beverage service quality in Nainital. This research is based on observation and feedback of 100 tourists who visits food & beverage outlets in Nainital through personal interview and structured questionnaire including 18 questions of likert scale using statistical tools such as percentage and mean from which we conclude that what is the tourist satisfaction level and perception of food and beverage service quality.

Keywords- Attributes, Food and beverage service, Perception, Rural, satisfaction.

Introduction

Hospitality means to the connection between a visitors and a host, wherein the host receives the visitors with kindness, including the reception and entertainment of guests, visitors, or strangers and tourism is one of the important element of hospitality industry. Tourism is one of the best and quickest developing sectors in the world; it assumes a vital part in the economy and empowered the development of other economy (Osman and Sentosa, 2013). Accommodation, transportation, food and beverage industry etc is a part of tourism industry .The development of any rural tourist place depends on the services what travelers get? The exercises related with movement, tourism and diversion influence individuals in a wide range of ways and profoundly affect group, social and monetary viewpoint of life in any general public. Rural tourism was Originating from Europe in the mid-19th century, rural tourism is a new form of tourism, which takes the nature and humanities objects with the rurality as tourist attractions, depends on the beautiful landscape, the natural



environment, architectures, culture and other resources in rural areas, and expands and develops projects such as meeting affairs, holiday-makings and leisure activities based on traditional rural leisure travels and experience tours,(XueMing Zhang-2012). The rustic tourism industry exemplifies different divisions, For instance friendliness, food and makes and can have huge advantages for nearby country regions. However provincial tourism incites change in work or guest assurance, well being, new innovation, transport and culture. Rural is a takes numerous structures, so it is hard to give a correct definition. Rural tourism is a type of nature based tourism that reveals the rural life, culture, workmanship and legacy at country areas, along these lines favoring the neighborhood community socially and financially. Such type of tourism has made huge effect on the nearby economy and socio-social situation of the worry territory on one hand and conveys a potential degree for the country occupants on the other hand. Rural tourism brings individuals of various culture, religions, dialects and way of life, near each other and it give a more extensive standpoint of life. It not just creates work for the general population however it additionally creates social, social furthermore, instructive qualities. Rustic tourism is an open door for country improvement. Rustic tourism is one of the open doors that country networks should seriously think about to enhance profitability and earnings. Practical country tourism can create long haul benefits for villagers. Rural tourism is a form of nature based tourism that uncovers the rural life, culture, art and heritage at rural locations, thereby favoring the local communities socially and economically. Such form of tourism has created tremendous impact on the local economy and socio-cultural scenario of the concern area on one hand and carries a potential scope for the rural residents on the other hand. Rural tourism brings people of different culture, faiths, languages and life style, close to one another and it provide a broader outlook of life. It not only generates employment for the people but it also develops social, cultural and educational values. Rural tourism is an opportunity for rural development. Rural tourism is one of the opportunities that rural communities might consider to improve productivity and incomes. Sustainable rural tourism can generate long term benefits for villagers. Now a day food and beverage industry play very important role for any tourist destination because eating is one of the physiological needs of a human being. Food and beverage expenditure amounts to one-third of overall tourist expenditures (Meler & Cerovic, 2003).So it is very important for any rural tourist destination need to focus on how the food & beverage is delivering to the traveler weather it is satisfactory in terms of authentication , hygiene ,freshness ,ambience, staff attributes etc. In this research paper we take geographic area as a District Nainital because in terms of popularity as well as beauty, Nainital heads the list of tourist destinations in Kumaon region as per the List of Prime Attractions of Kumaon Mandal (KMVN) but surroundings of nainital .In Nainital most of the tourist come from metro and big cities so they having more expectation about food and beverage service but being a hill station it has limited resources, so it is very important to find the quality of food and beverage service are provided by restaurants especially while they are travelling from one destination to other because in between they found only few restaurant and dhabbas . Good food is an essential component of a satisfying meal, the level of service plays a pivotal role in restaurants (Oswald Mhlanga/Dr. Tembi Maloney-2016) .This study aimed to find the tourist satisfaction and perception about food and beverage service quality in restaurants and dhabbas located at surrounding destination of Nainital.



Litrature review

Some important literature on the subject is reviewed in this section. Due to rapid growth of food & beverage industry people have many options so they are focusing on food & beverage service quality. In this topic very few people did the research but little bit similar topics are found. The purpose of this section is why food and beverage service quality is important for tourist satisfaction and perception in any restaurant.

- **Rogers (2005)**- According to author the food and beverage sector faces many formidable challenges such as consumers demand for high quality food, owners and shareholders demanding increased efficiency, increases in food prices, operating and labour costs, as well as the almost inevitable government regulatory requirements. These are, unfortunately, not the only constraints and challenges faced.
- **Namkung and Jang (2007)** - Mentioned in their study food quality as a key factor that affects customers' overall evaluations toward a restaurant and repurchase intention. The quality of food is deemed to be evaluated based on the taste, freshness, and how the food is being presented to customers. Physical environment is another important factor that gets the attention of customers in restaurant industry.
- **Kim et al. (2009)**- In his study author found that five extracted restaurant dimensions - food quality, service quality, price and value, atmosphere and convenience - had a significant impact on overall customer satisfaction. Furthermore, food quality (taste, food safety, menu variety, and food presentation), service reliability, environmental cleanliness, internal design, and tidy, well dressed employees were found to have significant influence on customer satisfaction by Liu and Jang (2009).
- **Sims (2010)**- stated that local food can have an important role to play in sustainable tourism as a result of its ability to satisfy a complex range of demands – from producer concerns about the importance of reducing food miles and promoting animal welfare to tourists' demands for iconic products that appear to say something about a region's place and culture.
- **Lim (2010)** - Author intimates that since there are many restaurant options available, patrons will not hesitate to leave an establishment for a new one if the restaurant fails to provide quality service. He observes further that perceived quality service is a matter of the restaurant knowing its customers, managing its employees to meet the needs of customers, and delivering to customers what was promised.
- **Chung and Kim (2011)** - claim that full-service restaurants are more likely to attract hedonic customers who pay more attention to restaurant environments, whereas fast-service restaurants tend to appeal utilitarian customers who value functional benefits. Therefore, the selection criterion varies according to the type of restaurant customers want to visit (Kivela, Inbakaran & Reece, 1999).
- **GordanaPetrovskaRechkoska, RistoRechkoski, Elena Petrovska (2012)**-It can be concluded that rural places need a lot of work has to be done referring adopting the standards for village tourism, and by that, for gastro tourism as well. The most characteristic food and beverages are presented, offered in villages in any region, some of them are often prepared by housewives in village households, and in the cities professional team is preparing the food and beverages. Rural tourism is in a stage of development and it is more attractive in the dynamic of this present time. Enjoying the local food specialties and handmade work enables special feeling for the visitors of rural areas so they can demonstrate their special qualities and characteristics. It is recommended for people to be educated as much as they can for rural tourism development
- **Nitashree Mili (2012)** - Author find in study rural tourism can be defined as the 'country experience' which encompasses a wide range of attractions and activities that take place in non-urban areas. The



most important purpose of rural tourism development is economic and social development of the rural areas.

- **Cheng-Wen Liao, (2013)**-As per study author makes the priorities for the satisfaction in service quality are the cleanness of the environment, the comfort of seats, and safety and hygiene. The priorities for the emphasis on service quality are the cleanness of the environment, accuracy of billing, language of greetings and safety and hygiene.
- **XueMing Zhang (2012)**-Rural tourism can make full use of tourism resources in rural areas to adjust and optimize rural industrial structures, extend the agricultural industrial chain, develop rural tourism services like food & beverage, promote employment, increase the incomes of local people as well as government , and create a better economic base for the new rural construction
- **Ala`a Nimer AbuKhalifehl & Ahmad Puad Mat Som, (2012)** –Authors conclude that It can generally be contested that there are two perspectives model. Firstly, the guests directly gain loyalty from the service quality dimensions: ‘tangibles, reliability, responsiveness, assurance, and empathy’. When they perceive a higher service quality, they will ultimately turn into a loyal guest of a specific service quality provided such as the F&B department, and secondly, guests may have higher satisfaction level. The application of this model by hotels can bring success for food and beverage departments to achieve high service quality which has a direct effect on satisfaction level of guests.
- **Raja Irfan Sabir, Md. Irfan, Naeem Akhtar, Md. Abbas Pervez, Asad ur Rehman (2014)**-There study tested the model of customer satisfaction in full service restaurant industry. The results show that restaurant owners should focus more on these four factors of service quality, physical design, product quality and price if they think customer satisfaction as part of their marketing strategy yet among all these four variables they should take service quality as the most important tool of customer satisfaction.
- **Ahmad A. Al-Tit (2015)**-In conclusion, the study found a significant relationship between service quality and food quality and customer satisfaction. In addition, service quality has a positive influence on customer retention. Similarly, a customer satisfaction has a positive influence on customer retention and mediates the relationship between service quality and customer retention. The results of this study suggest that service quality not only enhances customer satisfaction, but also leads to customer retention.
- **Ashutosh Kumar (2016)**-As per author we need to focus on major sectors for growing rural tourism such as-The expansion in heritage interest, Increase in leisure time, Transport and communications, Health consciousness, need to increase rural development agencies
- **Junaid Aftab, Huma Sarwar, Qurrat-ul-ain Sultan, Maryam Qadeer,(2016)** -They Concluded that Service quality is considered as dire success factor of fast food restaurants. The management of restaurants needs continuous improvements in service quality to get optimum customer satisfaction.
- **Pradyuman S Rathore ,(2016)** -said a successful professional uses both technical skills and interpersonal skills such as empathy, etiquette, speaking skills, listening skills body language etc. and first step in customer interaction begins with creating a good first impression on the customer , which is created by a good personality (first impression is the last impression and one does not get second chance to make a first impression) which helps to delight the customers and they come back as repeat customers.
- **Çağla ÖZER and Eser Atay (2017)** - This examination reason that the rustic tourism exercises on the world, it is seen that gastronomy is the most essential apparatus in showcasing this tourism. The marked sustenance results of a few areas have expanded the picture of the locale, prompting an expansion in visitor limit and tourism exercises. In a piece of the restaurant kitchen, making and testing of neighborhood dishes will add to both a one of a kind ordeal and the consciousness of nearby dishes. Items made with nearby fixings will likewise build the interest for items delivered in



the district. Despite the fact that sustenance and drink part utilizes neighborhood dishes and items on their menus, they give their weight to national or global items on account of the troubles in supply, or in light of cost concerns, prompting the commitment of nearby food & beverages to rustic tourism.

- **Shang-Yu Liu (2017)**-Gastronomy is becoming an essential ingredient in rural tourism production and consumption. Gastronomy not only conveys food tastes, but also communicates local cultural experiences. Life experiences and connections among people bring knowledge exchange and economic growth to destinations, thus increasing the utilitarian value of food.
- **Mukhles M Al-Ababneh, (2017)** -Mentioned many benefits can be achieved by service quality such as establishing customer satisfaction, contributing to business image, establishing customer loyalty, and providing a competitive advantage to a business.
- **Victoria Sanagustin-Fons, Teresa Lafita-Cortés and JoséA. Moseñe, (2018)** – Author agree that rural tourism contributes to local endogenous development and to the promotion of local products and handicraft, fostering innovative activities and creating new employees. This is a new opportunity especially for young people and women that help to fight against rural exodus. From a cultural perspective, they agree that rural tourism boosts the identify sense of the community and also helps to identify and know the region offering cultural exchange between locals and new incoming people. From the environmental approach, we can also see that rural tourism also contributes to revitalize natural resources, promotes rural areas protection and also boosts the environmental awareness of local community because old buildings are reutilized for tourist accommodation, reducing massive constructions.

Objectives of the study

The objectives of the study are as follows:

- To identify the tourist satisfaction about food & beverage service quality in rural food & beverage outlet of Nainital.
- To identify the tourist perception about food & beverage service quality in rural food & beverage outlet of Nainital.
- To identify the food and beverage service is important for ruler tourism.

Research methodology

The methodology of this research is based on primary and secondary data sources. Primary data will be collected by using survey questionnaires to the tourists (domestic & international) who are dinning in different types of restaurant such as –fast food, dhabba and semi fine dining restaurant. Secondary data will be gathered from the relevant academic journals, books, published magazines and articles, and also internet sources. During the research period researchers reviewed and analyzed all available related articles, conference presentations, books, media news, reports ,internet documents and personnel interaction with tourists and observation.



Research design	Descriptive
Data Collection Method	Survey
Data Sources	Primary & Secondary
Sample Area	Restaurant Of Nainital
Sample Size	100
Type Of Questionnaire	Structured
Research Instrument	Questionnaire & Observation
Statistical Tools Used	Mean

Data analysis and interpretation

The structured questionnaires were duly filled by the respondents. The data revealed by the research are presented in the following diagrams.

It is enjoyable to have people count on me for ideas and suggestions.

Data analysis and interpretation:

S.No	Particular	Rating					Mean score	Result
		1	2	3	4	5		
1	How would you rate the food safety in outlet	15	15	28	22	20	2.17	Satisfactory
2	How would you rate the freshness of food in outlet	03	07	12	13	65	4.3	Very Good
3	How would you rate the ambience of outlet	04	06	10	10	70	4.36	Very Good
4	How would you rate the cleanliness of outlet	03	04	12	21	60	4.30	Very Good
5	How would you rate the Professionalism of the staff	01	05	06	12	76	4.57	Very Good
6	How would you rate the Staff's Knowledge of food & beverages	01	03	06	13	77	4.62	Very Good
7	How would you rate the cleanliness of restroom	02	06	08	11	73	4.51	Very Good
8	How would you rate the Ambiance of the surroundings	02	06	07	10	75	4.50	Very Good
9	How would you rate the Standard of food & beverage Services	02	05	07	10	76	4.53	Very Good
10	How would you rate the sitting arrangement of restaurant	04	07	08	12	69	4.3	Very Good
11	How would you rate the Parking facility	04	08	20	30	38	3.9	Good
12	How would you rate the variety of menu	02	05	09	12	72	4.4	Very Good



13	How would you rate the timeliness of food delivery	03	04	10	13	70	4.4	Very Good
14	How would you rate the entertainment facility at outlet	04	06	18	16	56	4.1	Good
15	How would you rate the food presentation	03	05	09	13	70	4.42	Very Good
16	How would you rate the value for money	02	04	13	17	64	4.34	Very Good
17	How would you rate interaction with local people	03	06	10	19	62	4.31	Very Good
18	How would you rate the availability of local food	-	10	15	40	35	3.6	Good
19	How would you rate transport facility till restaurant	15	15	20	20	30	3.65	Good
20	How would you rate the safety and security in restaurant	05	06	14	25	50	4.0	Good

NOTE—1=Unsatisfactory, 2=Satisfactory, 3=Neutral, 4=Good, 5=Very Good

Mean interpretation: 0.8- 1.8: Unsatisfactory, 1.8-2.6: Satisfactory, 2.6-3.4: Neutral, 3.4- 4.2: Good, 4.2- 5: Very good

Findings

From above table it is depicted that majority of tourists found wonderful experience while dining in restaurant and dhabbas located in rural area of Nainital. Most of the Tourists met exceed their expectations. However, they were found average experience of local cuisine food and not found the local tradition ambience, lack of manpower because of migration and it is a very common issue in rural places as per previous studies and this degrades the rural tourism . Due to rainy season tourists found that food were not much safe especially those restaurant which having patio or open space for dining and also realize that roads were not safe because of landslides so they were not reached to rural places where they can enjoy authentic kumaoni food but in some routes tourists found shops where they can buy local fruit & flower juices and syrup. In rural areas restaurant has limited resources so restaurant's owner has use local and fresh ingredients to make food healthy. The bad condition of social, technical and road infrastructure in rural areas also hinders the development of tourism.

Suggestions and significance

This section is based on review of literature, interaction with tourist, survey through questionnaire, data collection and personnel observation.

- This study suggests that Food & beverage staff should provide knowledge and encourage local food and traditions that will assist visitor with getting information about local culture.
- The trained people in hotel management may not be intrigued to go to rustic region to work. The rural people who will be appointed are required to be trained for discharging their duties.



Decorating restaurant and maintain them. The success of rural tourism totally depends on the quality of service provided to the tourist.

- This study suggests that Serving style should in proper rural style like in leaf made plates (pattal) and no cutleries to gives unique style of serving food this will provide a unique experience to the tourist as well as it showcase the cultural heritage and tradition of that particular place overall it will be adding to a new experience to the tourist rather than the traditional and old experiences.
- This study suggests that Ambience of Restaurants should be in rural style which promote local tradition and also focus on entertainment facility like live music or at least play local language recorded music.
- More focus on freshness and safety of food, if restaurant have patio or open area and displaying food it should be keep in proper closed display counter with maintained temperature.
- Need take a shot at street framework to make voyaging agreeable due to transportation office vacationer wouldn't like to visit rustic spots.
- Promote rural food festival and gastronomy which helps in economic growth and gives local identity and knowledge of particular place culture to visitors.
- This investigation Particular requests of various visitor sections for food & beverage, accommodation, communication, health and cleanliness, amusement and excitement, traveler exercises, shopping and visit packages and so on and therefore empower them to make suitable vacationer supplies.
- The study would be imperative for tourism professionals, organizers and approach creators in surrounding appropriate arrangement and strategies to guarantee adjusted advancement of this place.

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