

**Popular Street Foods and its Impact on Tourism in Madurai**

**Project submitted in partial fulfilment of the requirement for the  
Degree of Masters of Business Administration in  
Tourism and Travel Management**

*By*

**ABIREGI P  
(21PTA001)**

*Supervisor*

**Dr. K. Sathiyabamavathy  
Department of Tourism Management**

**Avinashilingam Institute for Home Science and Higher Education for  
Women, Coimbatore – 641043**

**May 2023**

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**Avinashilingam institute for home science and higher education for women**  
**(Deemed to be University under Category 'A' by MHRD, Estd, u/s 3 of UGC Act 1956)**  
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**Coimbatore-641043, Tamil Nadu, India.**

**PROJECT**

**Entitled the name of**

**Popular Street Foods and its Impact on Tourism in Madurai**

*By*

**ABIREGI P**

**21PTA001**

Project Submitted

In partial fulfilment of the requirement for Master's Degree

**In**

**MASTER OF BUSINESS ADMINISTRATION**

**(Tourism and Travel Management)**

**May, 2023**

**CERTIFIED AS BONAFIDE RESEARCH WORK**

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**SIGNATURE OF THE  
HOD**

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**SIGNATURE OF THE  
EXTERNAL EXAMINER**

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**SIGNATURE OF THE  
GUIDE**

## DECLARATION

I declare that the project entitled “**Popular Street Foods and its Impact on Tourism in Madurai**” submitted by me for the degree of Master of Business Administration (MBA) in Tourism and Travel Management is the record of work carried out by me during the period from December 2022- May 2023 under the guidance of **Dr. K. Sathiyabamavathy MBA, M.Phil., Ph.D., NET, SET.**, Assistant Professor, of Department of Tourism Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship, Titles in the University or any other similar institution of Higher Learning.

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**Signature of the Supervisor**

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**Signature of the Candidate**

## ACNOWLEDGEMENT

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It gives me immense pleasure and pride to place on record my sincere gratitude to all inspired and helped me in this endeavour. After all the academic pursuit has led me to draw inspiration for many sources.

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## TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
<b>I</b>	<b>INTRODUCTION</b>	
1.1	Tourism	1-3
1.2	Culinary Tourism	3-5
1.3	Religious and Historical Context of Indian Cuisine	5-6
1.4	Indian Cuisine Ancestral Legacy	6-10
1.5	Economic Value of Food in Tourism	10-13
1.6	Types of Culinary Establishments in India	13-17
1.7	Social Media Marketing on Culinary Tourism	17
1.8	Unique Selling Proposition of Culinary Tourism	17-18
1.9	Objectives of The Study	18
1.10	Scope of The Study	19
1.11	Need of The Study	19
1.12	Limitation of The Study	19-20
1.13	Chapterization	20-21
<b>II</b>	<b>REVIEW OF LITERATURE</b>	
2.1	Introduction	22-23
2.2	Street food	23-31
2.3	Research gap	31
<b>III</b>	<b>RESEARCH METHODOLOGY</b>	
3.1	Methodology	32-33
3.2	Methodology	33
3.3	Research design	34
3.4	Source of data	35
3.5	Questionnaire	35
3.6	Construct Measurement (Scale) Likert Scale	35-36
3.7	Research instrument	36
3.8	Sampling design	36

3.9	Tools for Analysis	37-39
3.10	Location of the study area	40-41
3.11	About Madurai	42-43
3.12	Best place to visit Madurai	44-46
3.13	Best place to stay in Madurai	47-54
3.14	Unique features in Madurai	55-56
<b>IV</b>	<b>ANALYSIS AND INTERPRETATION</b>	
4	Introduction	57-58
4.2	Demographic Profile of the Respondents	59-71
4.3	Descriptive Statistics of the Respondents	72-75
4.4	Chi – Square Test of the Respondents	76-85
4.5	Kmo And Bartlett’s of the Respondents	86-90
4.6	Anova of the Respondents	91-96
<b>V</b>	<b>FINDINGS, SUGGESTIONS</b>	
5.1	Findings	97-102
5.2	Suggestion	102
<b>VI</b>	<b>CONCLUSION</b>	104
<b>VII</b>	<b>BIBLIOGRAPHY</b>	105-108
<b>VIII</b>	<b>ANNEXURE</b>	109-112

### LIST OF TABLES

<b>TABLE NO.</b>	<b>TABLE NAME</b>	<b>PAGE NO.</b>
4.1.1	Gender	59
4.1.2	Age	60
4.1.3	Place of origin	61
4.1.4	Educational qualification	62
4.1.5	Occupation	63
4.1.6	Marital Status	64
4.1.7	Family type	65

4.1.8	Monthly income	66
4.1.9	Frequently having street food	67
4.1.10	Payment method	68
4.1.11	Reason for preferring street food	69
4.1.12	Preferring a particular food shop	70
4.1.13	Accompany partner	71
4.2.1	Descriptive statistics for According to the Customer satisfaction in street food	72
4.2.2	Descriptive statistics for According to the Promotion of Street foods	73
4.2.3	Descriptive statistics for According to the Hygiene and quality	74
4.2.4	Descriptive statistics for According to the Authenticity	75
4.3.1	Age of respondents with street shop serving distinctive cuisines	76
4.3.2	Age with interior of food service establishments looked clean.	77
4.3.3	Age of the respondents with street foods are hygienic in Madurai.	78
4.3.4	Age of the respondents towards nutritious food was served	79
4.3.5	Age of the respondents towards street food is healthy except fast food items in Madurai	80
4.3.6	Gender of the respondents towards variety of cooking methods	81
4.3.7	Gender of the respondents towards promotion of ingredients	82
4.3.8	Gender of the respondents towards authenticity in hot and spicy	83
4.3.9	Gender of the respondents towards authenticity in hot and spicy	84
4.3.10	Gender of respondents towards authenticity in processing technology	85
4.4.1	KMO and Bartlett's Test for customer satisfaction on street food in Madurai	86
4.4.2	Total Variance Explained for customer satisfaction on street food in Madurai	87
4.4.3	Rotated Matrix for Customer Satisfaction on street food in Madurai	89
4.5.1	To examine the Gender of the respondents with the customer satisfaction while taking the street foods and its impact on tourism in Madurai	91
4.5.2	To examine the Age of the respondents with the promotion of street food while taking the street foods and its impact on tourism in Madurai	92

4.5.3	To examine the Educational qualification of the respondents with the hygiene and quality while taking the street foods and its impact on tourism in Madurai	93
4.5.4	To examine the Occupation of the respondents with the Authenticity while taking the street foods and its impact on tourism in Madurai	94
4.5.5	To examine the Marital status of the respondents with the Customer satisfaction while taking the street foods and its impact on tourism in Madurai	95

### **LIST OF FIGURES**

<b>TABLE NO.</b>	<b>TABLE NAME</b>	<b>PAGE NO.</b>
4.1.1	Gender	59
4.1.2	Age	60
4.1.3	Place of origin	61
4.1.4	Educational qualification	62
4.1.5	Occupation	63
4.1.6	Marital Status	64
4.1.7	Family type	65
4.1.8	Monthly income	66
4.1.9	Frequently having street food	67
4.1.10	Payment method	68
4.1.11	Reason for preferring street food	69
4.1.12	Preferring a particular food shop	70
4.1.13	Accompany partner	71

# **CHAPTER 1**

## **INTRODUCTION**

# CHAPTER-1

## INTRODUCTION

### 1.1 TOURISM:

Tourism is travel for pleasure. Tourism may be international, or within the traveler's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Tourism is now a global industry involving millions of people in international as well as domestic travel every year. The World Tourism Organization estimated that international tourist arrivals grew by 4.4 percent in 2015 to reach a total of 1,184 million in 2015, this amounts to approximately 12 per cent of the world's population. Tourism comprises of the temporary movement of people to destinations outside of their normal places of work and residence, the activities undertaken during the stay in those destinations and the facilities created to cater for their needs. Tourism is multi-dimensional and can be compartmentalized in a number of ways. There are two major variables such as origin-destination relationship and the motivation for travel. Tourism can be divided into four categories such as international tourism, internal tourism, domestic tourism and national tourism. Major reasons for tourist travel are escape from routine, relaxation, play, strengthening family bonding, prestige, social interaction, sexual opportunity, educational opportunity, and self-fulfillment and shopping.

Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries. In some cases, tourism is of vital importance, due to the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment and economic advancement by working in the industry. Travel activity of the foreign tourist brings lot of money to the countries where they travel. Hence, tourism has become a source of income for the countries. Tourism is now developing as a great industry.

Not only it makes significant contribution to the foreign exchange earnings, employment, income generation and regional development but it also helps in the overall development of that area Tourism is as such a part of socio-economic development as any other related activity.

For these reasons NGOs and government agencies promote a specific region as a tourist destination, and

support the development of a tourism industry in that area. The contemporary phenomenon of mass tourism result in over development, however alternative forms of tourism such as ecotourism seek to avoid such outcomes by pursuing tourism in a sustainable way.

### **1.1.1 Significance of Tourism:**

Tourism is an important, even vital, source of income for many regions and countries. Its importance was recognized in the Manila declaration on World Tourism of 1980 as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world’s trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism. The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, trains and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, restaurants, casinos, shopping malls music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs.

### **1.2 Culinary Tourism:**

Culinary tourism or food tourism or gastronomy tourism is the exploration of food as the purpose of tourism. It is considered a vital component of the tourism experience. Dining out is common among tourists and "food is believed to rank alongside climate, accommodation, and scenery" in importance to tourists. Culinary or food tourism is the pursuit of unique and memorable eating and drinking experiences, both near and far. Culinary tourism differs from agritourism in that culinary tourism is considered a subset of cultural tourism (cuisine is a manifestation of culture) whereas agritourism is considered a subset of rural tourism, but culinary tourism and agritourism are inextricably linked, as the seeds of cuisine can be found in agriculture. Culinary/food tourism is not limited to gourmet food. Food tourism can be considered a subcategory of experiential travel.

While many cities, regions, or countries are known for their food, culinary tourism is not limited by food culture. Every tourist eats about three times a day, making food one of the fundamental economic drivers of

tourism. Countries like Ireland, Peru, and Canada are making a significant investment in culinary tourism development and are seeing results with visitor spending and overnight stays rising as a result of food tourism promotion and product development. Food tourism includes activities such as taking cooking classes; going on food or drink tours; attending food and beverage festivals; participating in specialty dining experiences; shopping at specialty retail spaces; and visiting farms, markets, and producers.

### **1.2.1 Economic Impact:**

The World Food Travel Association estimates that food and beverage expenses account for 15% to 35% of all tourism spending, depending on the affordability of the destination. The WFTA lists possible food tourism benefits as including more visitors, more sales, more media attention, increased tax revenue, and greater community pride

### **1.2.2 Cooking Classes:**

A growing area of culinary tourism is cooking classes. The formats vary from a short lesson lasting a few hours to full-day and multi-day courses. The focus for foreign tourists will usually be on the cuisine of the country they are visiting, whereas local tourists may be keen to experience cuisines new to them. Many cooking classes also include market tours to enhance the cultural experience. Some cooking classes are held in local people's homes, allowing foreign tourists to catch a glimpse of what daily life and cuisine look like for those in the country they're visiting. Both the local hosts and foreign guests benefit from the cross-cultural experience

### **1.2.3 Food Tours:**

Food tours vary by locale and by operator. They are common in major cities such as London, Paris, Rome, Florence, Toronto, Kuala Lumpur, and Barcelona. June 10, 2017, was the first annual National Food Tour Day, celebrating food tourism around the world. The World Food Travel Association introduced World Food Travel Day on April 18, 2018, as a way to put the spotlight on how and why we travel to experience the world's culinary cultures. It is designed to bring awareness to both consumers and trade, and support the Association's mission – to preserve and promote culinary cultures through hospitality and tourism. The day is celebrated all around the world every year on April 18.

### **1.2.4 Benefits of Culinary or Food Tourism**

Food tourism offers a multitude of benefits for travelers, including:

1. Opportunities to try unique and authentic dishes

2. Immersion into local or street food culture
3. History and Traditions Behind the Food We Eat
4. Supporting local economies by patronizing small businesses and food market.

### **1.3 Religious and Historical Context of Indian Cuisine:**

When the Aryans invaded the Indian subcontinent around 6000 B.C., they displaced the original inhabitants, the Dravidians to the south of India (Dubey, 2011). The invasion had major cultural ramifications, which included a diversification of the prevalent cuisines. Since then, Indian cuisine has continued to evolve as a result of further invasions by the Mughals and Turks, and the colonial rulers from Britain, Portugal, and to a lesser extent, France and the Netherlands. Indian cuisine is now an amalgamation of a multitude of flavours and cuisines and is therefore one of the most diverse cuisines in the world. Nandy (2004) notably claims that “the story of Indian food is often the story of the blatantly exogenous becoming prototypically authentic”. Several fruits, vegetables, and spices that are mainstays of the Indian kitchen came from elsewhere. Some examples of such non-indigenous ingredients are potatoes, tomatoes, French beans, cauliflowers, tapioca, cashew nuts, capsicum, papaya, guavas, chikus, lychees, cinnamon, garlic, turmeric, fenugreek, and tea. Two of the most widely used ingredients in Indian food, onions and chillies came from Central Asia and South America respectively.

The Mughal emperor, Babur invaded India in the 12th century, bringing with him rich culinary traditions (Sei, 1998). These were primarily based on meat, specifically mutton and generous use of aromatic spices and dairy. The world-famous Tandoori cuisine would not have been synonymous with Indian cuisine had it not been for the Mughals. Banerji (2007) notes that the Mughal influx into India “paved the way for the sumptuous, saffron-tinted, fruit-studded pilafs and biryanis of the Persian culinary tradition to become part of India’s courtly Islamic cuisine”. The British influence in India’s cuisine is also inescapable. Such quintessentially British preparations as cutlets, chops, and soups are now a mainstay in many Indian domestic and restaurant kitchens. The Portuguese can be credited with introducing the famous vindaloo curries of Goa, as well as port wine. The French, despite their limited colonial presence in India, were instrumental in popularizing the omelet both as a domestic breakfast item and ubiquitous street-fare. Such outside influences, along with religion, economy, and regional climatic conditions has resulted in a highly diverse cuisine.

#### **1.4 Indian Cuisine an Ancestral Legacy:**

India is a land of variety of climate, demography, cultural and religious thoughts, food habits, different taste buds. The diversity in the geography resulted enormous opportunity for research and development in field of culinary practices. The invasion from other countries and within the regions left their influence on local cuisine. The foreign invaders like British, Christians, Portuguese, Turks, French, and Mughal contributed a lot in developing the mix food habits. The eating habits of these invaders also got affected due to incorporation of local ingredients in cooking. Food always remained an important aspect of Indian culture and plays a major role in every instance of life from birth to death. Variety of dishes and recipes has been transferred from generations to generation under the supervisions of elders.

The development in field of agriculture around 10,000 BC motivated native people for hunting of animals for food. Vegetarianism has dominated in course of few millennia which resulted decline in meat consumption. The variety of tools like axes, scrapers, knives and spears indicate that dominancy of meat in human diet during middle stone age from 50,000 to 40,000 years ago. Millet and sorghum has provided quick nutrition during off seasons. It can be easily grown in less fertile and little moisture condition. Brown top millet and kodo millet has been used in since ancient times. The spice has played a major role in cooking. According to gastronomy it helped in improving color, flavor and texture of dishes. It can be used either grinding into powder or crushing under stone. It has been suggested before grinding one should broil whole spices so that fat content can be taken out and get dissolved in cooking liquid.

Ayurveda concept indicates that the food properties depend upon method of cooking, types of utensils cooked, amount of heat applied in cooking, the time involved, more or less traditional matching concept. Food has variety of medicinal 13 benefits.

A proper dietary prescription helps in healing diseases and disorders in limited time period. Thin meat broth is usually given for shortness of breath, cough, loss of appetite, arising from fever. In Indian cooking ghee helps to remove poison, promotes growth and improve flavor as well as taste of food of dishes. Turmeric has been widely utilized in cooking due to heat antiseptic nature and its importance as a coloring agent for various dishes.

A metal has played a vital role in cooking too. Silver and gold are considered to be one of the best metals for cooking, due to their non-reactive properties. Copper pots and utensils destroy gases and remove pain of spleen. To extract flavor from cooking ingredients like tough beans and meat heavy bottom pan and utensils with narrow neck has been widely utilized.

During last independent Hindu king of Delhi, Prithviraj Chauhan's royal banquet includes meat preparation flavored in different way, five varieties of swag was mandatory along with pickles, condiments, yoghurt and buttermilk. The sweet preparations include Kheer cooked with cardamom, dry fruits, rose petals and sugar. At times it is used to flavor by saffron and kevada. The common people food lacks richness and variety.

Invaders attracted by fabulous wealth of India. They used to entertain on grand scale which has indicated their prestige and power among fellow rulers. They have carried traditions of Shahs of Persia, who used to have his private kitchen called matzahs, usually managed by chashmiger, the catering manager. Delhi Sultan Kaiqubad (ruled 1287-90) was fond of pleasure loving banquets, the main it starts with sharbat which was flavored by herbs, and spices along with extracts of flowers and fruits. Bread includes Nan-I-Tanuri, was prepared by wheat bread filled with sweet taste and cooked in Tanur, kind of clay oven. Rice preparation includes turkey Biryani, where rice was fired in ghee along with all spices and cooked with lamb and goat meat. Use of chicken, partridge, quail and other hunting birds and animal was very prominent. The popular dish samosa was prepared with variety of meat. No doubt cooking techniques were very complex and labor intensive. Ain-I-Akbari written by Abul Fazal explain that the dish like Murg Mussalam, was prepared by the deboning the entire poultry, marinating in citrus marinade, steep with variety of dry fruits, minced meat and boil egg, roasted in oven. Food was served in variety of plates and platters made from gold, silver, stone and earthenware, prepared by more than 14 400 cooks. Ice used to bring from Himalayan ranges by peculiar method of transportation which was used to chill out variety of beverages especially in summer.

The Mughal royal family admired various aspects of India life. They used to practice not only main dishes but at times focus was given on vegetarian food. Khichdi is an example of vegetarian dish which was cooked in royal kitchen. While cooking it, royal family follows the equal ratio of rice, lentil and ghee in preparing Khichdi. People and communities kept on changing their food habits as per availability of raw material. But end of the day eating habits revolve around vegetarian and non-vegetarian foods. Traditionally Brahmins used to prepare and eat vegetarian's food but Bengali

Brahmins usually eats fish and seafood; Kashmiri Pundits continue their taste buds of mutton. Strong impact was made on Indian cuisine during the reign of Mughal in 1600 AD. They were fond of good living, cooking and eating. The meat based cooking practiced by Mughal highly influenced the north and central India. The south Indian cooking is mainly vegetarian but at the same time use of local ingredients like coconut, tamarind, ground masala, variety of fish and seafood in coastal areas along with strong tempering was highly visible.

The cooking kept on changing due to weather conditions. When there is winter the thick curries are prepared while in summer the curry is thin. Religious beliefs carry from religion to religion. Jain refrain themselves from garlic, there is big no for pork, Sikhs prefer Jhatka meat only while Muslims very rigid for Halal meat. Fasting occasionally is a common practice among most of religions in India. Food plays an important role in all religious occasions. All meals are completed with Paan; Areca Nuts, Sweet Fennel, Misri to digest food.

The versatile Indian Cuisine can be classified majorly in five classes as each one of them shares few common practices due to its geographical boundaries and common religious beliefs. These are North Indian Cuisines, East Indian Cuisine, West Indian Cuisine, South Indian Cuisine and Community Cuisine. Kashmir, Himachal Pradesh, Delhi, Punjab, Uttar Pradesh and Uttarakhand are considered as culinary heaven due to its rich fertile soil, higher vegetation, progressive animal husbandry, rivers, mountains and valleys. Spices and dry fruits are widely utilized in preparing dishes. The use of oil varies according to cold weather. In Jammu & Kashmir people use lots of whole spices and oil to keep food for longer period. The spices help in keeping body warm against all cold conditions. Panjabi Cuisine uses variety of dairy products, uses whole spices in gravy and cook for longer period. The cuisine is well influenced by Kashmiri Cuisine as tandoor is widely used not only in making variety of breads but also appetizer and main courses. Mughlai foods with rich gravies are special features of Delhi cooking. The meat preparations are simmered in gravies for longer durations. In Uttar Pradesh the Awadhi Cuisine; the food of Nawabs are well known for its smooth cooking which requires high skills. Dhungar and Dum Style of cooking make food different from rest of the cuisine.

East Indian Cuisine includes food of Bengal, Orissa, Bihar and seven sister's states. Bengali Cuisine is known for its food and festivals. The variety of sweets made from Chhena, Misti Doi, and Machh Bhat don't require any explanation. It's a hub for enormous of fish and sea food. The good rain fall helps in better cultivation of rice and vegetables and the same is utilized in day to day cooking. In Orissa the East Indian Cuisines Bengal Orissa Bihar Seven Sisters States 17 dominancy of rice, fish, crab and shrimp has been visible in local cuisine.

Vegetable and spice is must for every meal. The thakurs, chefs from Orissa produces variety of dishes by using local ingredients. In Bihar the cuisine is highly influenced by Bengali and Uttar Pradesh Cuisine. Chiwara with bitten curd and jiggery; Litti and Chokha are very popular food of the cuisine. North Eastern Cuisines are indigenous style with regional variations. Certain parts of the cuisine are very spicy as use of red chili is prominent. Traditional food is cooked in earthenware. The cow dung, dried leaves and wood are generally used as main cooking fuel. These fuels infuse smoky flavors in cooked dishes. Tempering has been applied in at the end of cooking. West Indian Cuisine includes cooking from Gujarat, Rajasthan, Madhya Pradesh, Maharashtra and Goa. The food in general is from medium spicy to very spicy as summers are hotter in comparison to other states. Gujarati cuisine is influenced by Jainism, Buddhism, Parsees, Islam and Hindus who are mainly vegetarian excluding Parsees and Muslim. Use of lentils can be seen from starter to main course to sweet. Rajasthani food is usually prepared by professional Brahmins called Maharaj. Dried lentil and beans are widely used along with variety of meat preparations. Traditional foods are served in Thali and Katories. The cuisine is highly influenced by Mughal. West Indian Cuisines Gujarat Rajasthan Madhya Pradesh Maharashtra Goa 18 Goan cuisine is the best example of fusion cuisine as it has accepted by all community food who invaded. The use of pork is prominent. The traces of French culture can be seen in cakes and bread preparation. Portuguese and British dishes are practiced till date. Certain preparation like spicy goan prawn curry practiced to balance the heat of summer. The Maharashtra foods are very spicy as the weather is too hot. It is astronomer's paradise and home of world famous Dabbawala. The cuisine is spread throughout Vidharbha, Kolhapur, Marathwada, Western Ghat and Konkan with indigenous culinary specialty. The Alfonso mangos are exported throughout the world from Ratnagiri District of Maharashtra. The food of Madhya Pradesh includes variety of sweets and namkeens. The culture is known for its food hospitality.

The south Indian cuisine includes food from Andhra Pradesh, Tamilnadu, Karnataka and Kerala. These Indian states are blessed with vast sea coast lines and humid temperature with good amount of rainfall. These states also have cultivations of tea and coffee. The dishes are usually sour in taste due to use of tamarind and lemon. South Indian Cuisines Andhra Pradesh Tamilnadu Karnataka Kerala 19 Almost all preparations are finally tempered with curry leaf, Hing, Mustard seed, Dry Red Chilly to provide a smoky flavor. The rice is staple diet and fish and seafood is widely consumed. The food is highly nutritious, tasty and flavorful and mostly served on banana leaves. Due to generous

availability of coconut in southern part of India, all edible by product is used in cooking. Coconut oil, cream, coconut milk and grated coconut are used in almost dishes from starter to sweets.

The community cuisine of India includes Goorgi Cuisine, Udipi Cuisine, Saraswat Cuisine, Parsi Cuisine, Khojas Cuisine, Chettiars Cuisine, Kashmiri Pandits Cuisine, and Kashmiri Muslim Cuisine. These cuisines are restricted with their community as they follow religious and traditional beliefs. The foods prepared are widely appreciated in other states. Various culinary outlets started practicing the community dishes in their professional kitchen with limited modification to suite the customers. The use of special ingredients and cooking styles makes the food different from others.

### **1.5 Economic Value of Food in Tourism:**

Food service is a central component of tourism development and can have a significant impact on the economic success of tourism for destinations. Food expenditures constitute one-third of global tourism spending. According to the 2004 Restaurant 3 and Foodservice Market Research Handbook, the percentage of traveller expenditure attributed to food is as high as 50%. As an example, in Jamaica, tourists spend five times more on food per day than the average Jamaican (Belisle, 1984). Pyo, Uysal, and Mclellan (1991) argue that travellers are least likely to cut food expenses from their overall travel budgets, the components of which excluding food, include transportation, lodging, entertainment, and shopping. Their assertion highlights the centrality of food in the travel experience from an economic perspective. So does Laesser and Crouch's (2006) study, in which they found that when the enjoyment of food is at the forefront of the travel experience, it results in significantly higher expenditures.

The value of food in tourism from a host perspective and on a macro level, lies in the significant multipliers it generates. In addition to direct and indirect job creation, traveller spending on food helps stimulate agriculture and food processing industries. Meler & Cerovic (2003) emphasise the strategic importance of food in a nation's economy and maintain, "food has a specific preponderance in the establishment of a quantitatively and qualitatively satisfactory tourism industry". Citing Hall (2003), du Rand and Health (2006) also confirm that food tourism is essential to a destination's agriculture and economic development. In a similar vein, Telfer and Wall (1996) suggest, "increasing the amount of local food used in the tourism industry results in an expansion of backward economic linkages". Thus, it is evident that the tourism impacts resulting from food expenditure are substantial and wide-ranging.

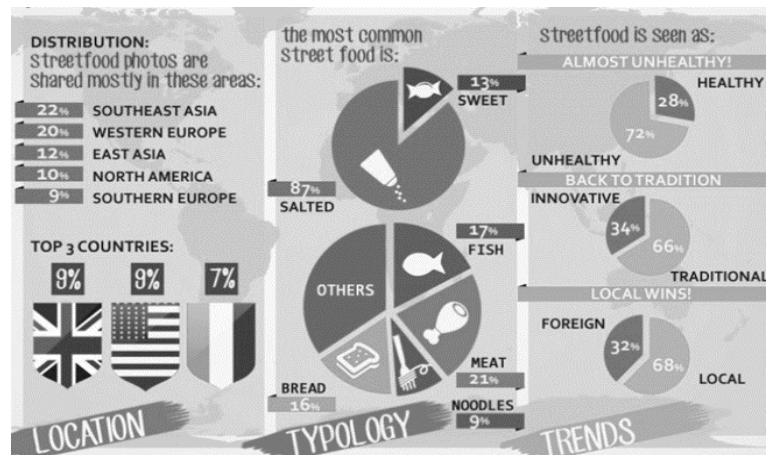
### **1.5.6 Street Food:**

The consumption of products by street, resulted how these have accompanied the eating habits of man since ancient times. In fact, since the Roman times it was the custom of the people consume, standing, quick meals at the typical “cauponae” and “tabernae”. There were also street vendors on the streets selling bread, sausages and many other foods. The modern meaning of street food has obviously changed compared to the past, but from what emerges is increasingly greater desire to preserve the traditions and typical, even in a society that is in ferment and frenetic like today. With the passing and coming time to this day, due to the phenomenon of industrialization, of the increasing employment of women, the reduction of the breaks at work, the increase in income of the population is seeing an increase demand for street food because of the absence of the female figure in the kitchen home: eating out had become a mass need. The phenomenon of globalization and migration resulted in the mixing of many different ethnic groups, each of which brings its own cultures and traditions, especially in the culinary field. Street food, then, can be considered not only a phenomenon of fashion since the act of eating on the street is part of the mentality of the past generations, due in search of food less expensive and at the same time fast.

According to the FAO definition given “street food is made from food and drink prepared for consumption, prepared and sold on the street or in other public places such as markets and / or exhibitions, often sold on counters or through temporary vans and carts street vendors” (FAO, 2009). Another feature required of the street food is definitely a packaging that encourages immediate consumption, without using plates or cutlery. The street food, today, is fully part of the broader phenomenon of casual food (informal food sector), a sector that is one of the strategies adopted to provide for their food needs, especially in developing countries. The street food is closely linked to the phenomenon of takeaway food (take away–take-out), and other phenomena of informal consumption of food, such as snacks, snacks or lunch. is necessary, also, that some foods are included in the categories of finger food and fast food, in other cases, the consumer is directed to street foods, mostly poor value food and cultural, are classified in the category of junk food (junk food). It is necessary to specify, also, that some foods are included in the categories of finger food and fast food, in other cases, the consumer is directed to street foods, mostly poor value food and cultural, are classified in the category of junk food (Rapisarda et al., 2015).

Again the FAO points out that street food is consumed daily by some 2.5 billion people around the world; India 2.5% of the population is represented by street food vendors; in Latin America,

accounting for up to 30% of the expenditure of urban households and Thailand are estimated 20,000 street food vendors, who supply the population about 40% of energy. Even New York is no exception, its streets are poured millions of citizens and visitors who are attracted by the sellers of hot dogs, served in typical pickups placed at key points in the city, open at any time of day or night. Among other street food that can be enjoyed in other parts of the world we can mention the “samosa” in India; Spain are the “churros”; in Romania there are the “Pretzel”, street food typical of the Middle East are the “falafel”; the “kebab”, of Turkish origin is a dish made of meat.



(Source: <https://arxiv.org/abs/>)

In Italy the great success is primarily due to two main reasons: the economic crisis and the rapid consumption. The first motivation leads us back to the cost of street food, definitely more accessible to a lunch at the restaurant, in fact just a few euro to fully meet the energy requirements that are required for a day's work. The second reason is realized when workers do not have material time to reach their home for lunch; then arises the need for a quick meal close to the place of work.

Hurry therefore is a component that integrates perfectly with the nature of street food, as well as the tradition that binds a single street food to their land, and all those feelings of psychological well-being that arise during the consumption of a food road.

From a semantic point of view, the combination of “street food” is mainly explained by the first component, the food, not taking into account that make these products “unique” than the infinite gastronomic universe is precisely the second part: the road. Road understood not only in the sense of path, soil viable. But street as a place - even ideal - for instant sharing, human contact, the mix of stories and different cultures. According to the Census report on the eating habits of the Italians in 2010, 80% of the population eats at least once a week outside the home and the street food can really be one of quality roads of “eating out”.

### 1.5.7 Street Food as A Strong Tourism Potential Option for Post-Conflict Destinations:

Using the case of Northern Ireland discussed by Gould (2011), a post-conflict destination can be described as having:

- A great deal of conflicts during a short period;
- No sense of national identity among the people;
- Positive features troubled by conflicts;
- A lack of consistent message due to a huge number and type of stakeholders involved in creating and communicating messages about the place to various target audiences;
- A lack of political support.



(Sources: <https://ajl.org/bugs>)

### 1.6 Types of Culinary Establishments in India:

Siegel (2010) notes that the culture of public eating, especially in the city of Delhi gradually grew in popularity and acceptability since the 1950s. There have been rapid changes in trends in culinary choices and eating out in the last two decades (Ghosh, 2011) but it was in the 1990s that restaurant culture began to flourish. The proliferation of public eating establishments is not limited to the big cities. Even small towns around India witnessed a similar explosion in restaurants and trend in eating out. During this era, the wave of social and economic liberalization resulted in an influx of various international cuisines. Italian, Thai, Japanese, Mexican, and American fast foods grew in popularity as the hitherto

underexposed Indian consumer learned about various world cuisines through channels such as cable television, travel to international destinations, and more recently, the Internet. These days, travellers to India are presented with a variety of culinary establishments types. Broadly, these may be classified as follows.

### **1.6.1 Fine Dining Restaurants:**

Fine dining restaurants, known as white-tablecloth restaurants typically comes in high-rated types of restaurants. It's just as opposed to quick eateries, cafes or family-style restaurants. It has a formal atmosphere. a fancier & large menu than other types. They hire well-educated, professional staff, waiters and members. Fine Dining is one of the types of restaurant establishments that is typically more sophisticated, unique, and expensive than one would find in the average restaurant.

### **1.6.2 Fast Food Restaurants:**

Also known as quick-service restaurants, offer low-price point items on their menus. They are traditionally what consumers call fast food. Fast food is prepared and served quickly and inexpensively. If you're hungry, in a hurry, and have only five dollars in your pocket, you might stop at a fast-food restaurant for a burger and a soda.

The fast-food sector contains a number of popular franchises, including McDonald's, Taco Bell, KFC and Wendy's. McDonald's has led the fast-food industry in terms of overall sales and number of restaurants worldwide, followed by Subway and Starbucks.

### **1.6.3 Fast Casual Restaurants:**

There is a difference between fast-casual and fast-food restaurants, Basically, Fast-casual restaurants offer freshly-prepared, higher-quality food in an informal way, with counter service to keep things speedy. If we compare casual dining ambience and food quality with a quick-service chain, fast-casual dining considers a current and future success.

According to a study by Investopedia, Notably, Shake Shack, a burger chain that originated in New York City, got a huge success offering a casual dining experience in a fast-food area.

#### **1.6.4 Fast Casual Vs. Fast Food Restaurants:**

- Fast Casual Customers Expect Higher Quality Ingredients than Fast-food.
- Fast Casual provides high-quality services as compared to fast-food restaurants.
- In Fast-Casuals, customers take a seat and get food in about 10 to 15 minutes but in QSR types are less expensive and their atmospheres are set up to provide super speedy service, customers usually take their food immediately.

#### **1.6.5 Casual Dining:**

Casual Dining is a blend of fine dining and fast food dining which serves moderately-priced food in a more casual atmosphere. It has a friendlier and informal atmosphere.

The key difference between fine and casual dining is the atmosphere and ambience. Casual dining serves in a friendlier and informal way, whereas fine dining includes a more elegant and formal atmosphere.

#### **1.6.6 Cafes:**

A café, also known as a coffee shop, has the primary purpose to offer hot beverages. It can be individually owned or can be part of a chain like CCD or Starbucks. Most cafés serve either light meals or snacks to accompany the beverages. They usually have seating arrangements outside the cafe or inside depending on the choice of restaurant owner, they also provide the takeaway option.

#### **1.6.7 Food Truck:**

The food truck is basically a vehicle from which food is sold that contains all the cooking and serving resources where the food is prepared, it is likely a restaurant on a wheel.

Starting a food truck is gaining popularity in India, they provide different types of food items that generally take less time to cook.

#### **1.6.8 Buffet Style Restaurants:**

A buffet-style restaurant is where guests serve themselves from different types of dishes set out on a table. Choosing a buffet-style restaurant totally depends on the restaurant business model.

In the trend of stand-alone restaurant theme, buffets have fallen out of trend. Still, they are in an excellent way to provide catering services for large crowds.

### **1.6.9 Cloud Kitchen:**

The concept of the Cloud kitchen business model is not new, but it gained popularity during the Covid-19 pandemic. It is a type of restaurant which doesn't offer dine-in. It is a delivery-only restaurant that offers takeaway. Cloud kitchen or ghost kitchen or some may know it as dark kitchen as well. Starting is easy by obtaining the necessary licenses for cloud kitchen.

A few Well-known examples of cloud kitchens are – Faasos, Behrouz Biryani, Oven Story, Firangi Bake etc.

Here are some key points about cloud kitchens:

**Purpose:** Cloud kitchens are designed to meet the growing demand for food delivery and takeout services. They provide a cost-effective solution for restaurants and food entrepreneurs by eliminating the need for a physical dining area and focusing solely on food production.

**Infrastructure:** Cloud kitchens typically consist of a centralized commercial kitchen space equipped with cooking equipment, storage facilities, and packaging areas. Multiple restaurant brands or virtual food concepts can operate from the same kitchen space simultaneously, maximizing efficiency and reducing overhead costs.

**Online Ordering:** Cloud kitchens rely heavily on online ordering platforms, such as food delivery apps or websites, to reach customers. Orders are placed digitally, and the food is prepared and packaged for delivery or pickup. Some cloud kitchen operators may also offer their own online ordering platforms or websites.

**Delivery Partnerships:** Cloud kitchens often partner with third-party delivery services, such as Uber Eats, DoorDash, or Deliveroo, to handle the logistics of delivering the food to customers. These partnerships enable cloud kitchen operators to reach a broader customer base without having to establish their own delivery fleet.

**Virtual Brands:** Cloud kitchens allow for the creation of virtual restaurant brands or food concepts that exist solely in the online space. This means a single kitchen can operate multiple virtual brands, each catering to different cuisines or target markets. It provides flexibility for entrepreneurs to experiment with different menus and concepts without the constraints of a physical restaurant.

**Data-Driven Operations:** Cloud kitchens leverage data analytics to optimize their operations. They can track customer preferences, order patterns, and feedback to refine their menus, improve operational efficiency, and enhance customer satisfaction.

**Scalability and Expansion:** Cloud kitchens offer scalability and faster expansion compared to traditional brick-and-mortar restaurants. Since the focus is primarily on food production and delivery,

operators can quickly establish new kitchen locations in areas with high demand, without the need for extensive construction or real estate investments.

Cloud kitchens have gained significant popularity in recent years, especially with the rise of food delivery services and the shift in consumer behavior towards online ordering. They provide a viable solution for restaurants looking to expand their delivery operations, as well as entrepreneurs interested in starting a food business with lower upfront costs and reduced risks associated with opening a traditional restaurant.

### **1.7 Social Media Marketing On Culinary Tourism:**

The promotion of tourism also requires proper usage of the marketing mix. The major part of tourism promotion is word of mouth communication or viral marketing. This is because, tourism is one service which leaves very little tangible evidence of consumption. The intangibility of the value addition leads to a difficulty in assessing the quality of the service. Although tourism marketing has a lot of advertisements, it can be seen that the conversion rate of advertisements created by the marketers is comparatively less than the conversion rates of viral reviews that are created by tourists themselves. This takes its root from persuasive studies that it is more effective to market a certain commodity based on real time common acceptance rather than simulated visual sugar coating. Therefore, unlike other industries, restaurants get a better conversion rate with user generated content rather than advertisements. This creates the need for restaurants to allocate their advertising costs to improving quality and creating the ambience. This is to ensure that the customer's experience will be a unique and delightful experience, enough to inspire them to write reviews or tag pictures. Thus, the culinary tourism industry takes its pull from social media marketing as it is the best and latest trend as it provides a platform for sharing user generated reviews that help tourists discover and relive the memories shared by like-minded people.

### **1.8 Unique Selling Proposition of Culinary Tourism:**

There's a growing population of travellers that have become more interested in the various cuisines and cultures from countries all over the world, and are planning vacations specifically to incorporate culinary trips. One of the reasons for this evolution has been wine, beer and food festivals. Toronto's Caribana Festival is a good example. Now in its 47th year it's expected to draw over one million tourists from all over the world, much the same as NewOrlean's Mardi Gras and Brazil's Carnival. Ten years ago "culinary tourism" was viewed as a form of special interest tourism a niche market that combined the best of travel with the enjoyment of discovering new foods and beverages. In a recent

interview with Erik Wolf, President and CEO of The World Food Travel Association (formerly the International Culinary Tourism Association) Wolf said that within the last decade the definition of culinary or food tourism has evolved to include “those people who travel almost exclusively to search for and enjoy prepared foods and drink.” This may include all unique and memorable gastronomic experiences, not just those promoted as a “must try this food” in destination marketing materials. Culinary tourists will travel both domestically and internationally to visit the local produce markets, meet with the local farmers to see how fruits and vegetables are grown, observe organic and sustainable food practices, learn about how exotic spices are grown or used in food or watch how specialty foods are prepared. A favorite experience of the food tourists is participating with a chef in the preparation of an authentic meal or to learn how to bake a regional delicacy.

The World Food Travel Association is currently updating their research that was conducted five years ago to learn more about the culinary tourist. The 2007 research showed that Deliberate Culinary Tourists account for about 10% of community visitors, (travel focused primarily on food and wine) while another 10% travel because food is important but not the only factor to the traveler. It is predicted that the survey will provide a better understanding of exactly who the culinary tourists are, why they travel, and economic impact of their travel for food.

Whatever their passion or wherever they travel in search of a culinary experience, the culinary tourist is returning benefits to the local community from helping the local farmers, to creating new restaurants or dining experiences, overnight stays in local hotels, and at the same time educating visitors about the local cultures and the way of life. One of the biggest benefits is the development or expansion of local businesses, restaurants, guided driving or walking tours, and authentic experiences that are a result of their quest for an outstanding culinary experience. Travel is about collecting experiences and taking home memories of the destination they visited.

Culinary tourism is a unique addition to the industry of tourism as the main consumers for this is not restricted to any specific type of audience. All people, local travelers and explorers from distant land also search for unique experiences that are gastronomic in nature. This instigates restaurants to spend more on creating uniqueness in terms of experience.

## **1.9 OBJECTIVES OF THE STUDY:**

1. To study the demographic profile of the respondents in Madurai.
2. To analyze the customer satisfaction on selected street Foods in Madurai.
3. To find out the service quality of selected street foods in Madurai.
4. To suggest appropriate measures to promote culinary tourism in Madurai.

### **1.10 SCOPE OF THE STUDY:**

As per the International Culinary Tourism Association, culinary tourism is emerging extensively every year. With a sound increase in awareness of growing food channels, tourism shows are featuring native and local cuisines, number of food documentaries and culinary travel shows an increase in consumers traveling to various destinations just to enjoy a new food and wine experience. This study is focused on "popular street foods and impact in tourism". India is a land where Culinary Tourism Plays an important role even boasts various cuisines and drinks of different regions. Even in Global perspectives also Culinary Tourism is developing widely and also tried to analyse the market strategy of Culinary Tourism. The study analyses the Factors for Promoting Culinary Tourism and even highlighted various cuisines famous in Madurai. Culinary tourism ensures the protection of old traditions in relation to food and wine products as well as prepared dishes and It also aids in imparting marketing skills among the locals when they market their local food (cuisines) to the tourists. Promotion of Culinary Tourism Develops social and cultural awareness, connects tourists with the destination at different levels of society Distributes and generates additional income along the product value chain, provides inclusion and opportunities for minority groups, reduces regional asymmetry, disperses tourists to more locations in the country, Works in harmony with seasonality, diversify the tourist offer throughout the year in a more sustainable way. Through this study, it analyses the Tourist about Popular street foods. The results of this study can be used for further researches and to improve that the street food impact the tourism in selected attraction Madurai.

### **1.11 NEED OF THE STUDY:**

Madurai also known as Thoonga Nagaram is a cultural and traditional for tourism in the Indian state of Tamil Nadu. It is one of the fastest growing city in India. Madurai is hub of mixture of a variety of culture people and has variety of attractions. Not much of study has been done on popular street food and impact in tourism of attractions in Madurai. Thus this study has been undertaken to find out the customer satisfaction and service quality of selected street foods in Madurai.

### **1.12 LIMITATION OF THE STUDY:**

Although the study was carried out with extreme enthusiasm and careful planning there are several limitations, which handicapped the research.

The limitations that could restrict the accuracy of the research finding are as follows:

- The research was carried out in the short span of time with a limited sample size of 250 respondents.
- Respondent had marked the questionnaire which may be socially incorrect irrespective of the actual feeling cannot be accurate since the survey is subjected to the bias and prejudices of the respondents.
- Due to confidentiality of some information accurate response was not revealed by some of the respondents.

### **1.13 CHAPTERIZATION:**

The following chapter content analyses will be applicable to the research study.

#### **Chapter 1- Introduction**

In this chapter a holistic approach is provided for proposed research. The chapter provides brief introduction about Tourism, Significance of tourism, Culinary tourism, Challenges in culinary tourism, The trends driving culinary tourism, Religious and historical context of Indian cuisine, An ancestral legacy, Economic value of food in tourism, About Madurai, Tourism in Madurai, Cuisines in Madurai city, Unique features of Madurai, Types of culinary establishments in India, Restaurants located within hotels, Free-standing independent establishments, Street vendors or hawkers selling Indian fast foods, Roadside establishments or dhaba, Indian fast-food establishments, Western fast-food establishments, New media interventions for tourism promotion, Social media marketing of culinary tourism, Objectives of the study, Scope of the study, Need of the study and Limitation of the study.

#### **Chapter 2- Review of Literature**

In this chapter presents a detailed review of literature on culinary tourism, Food and Beverage tourism, Food tourism and social media and popular street food and impact in tourism.

### **Chapter 3- Research methodology**

In this chapter, it provides the discussion on how the study is conducted and its descriptions by using research design, data collection methods, sampling design, research instrument and construct measurement (scale and operation definitions). Furthermore, it discusses about the data processing and data analysis.

### **Chapter 4- Analysis and Interpretation**

In this chapter, data are analyzed in detail and interpreted in terms of the primary theme of the dissertation. The result of the analysis and its discussions are given to disclose the proposed research problem.

### **Chapter 5- Findings, Suggestions and Conclusion**

In this chapter, the research is concluded. The finding of the study is summarized. It also proposes various opportunities and suggestions to overcome the prospects and challenges of Culinary tourism.

# **CHAPTER 2**

## **REVIEW LITERATURE**

## CHAPTER 2

### REVIEW LITERATURE

#### **2.1 Introduction:**

Literature Review in any study gives a summary of the study reviewed in a particular area of research. The literature review summarizes the relevant researches conducted in the research topic of study. Or in other words, it can be said that the literature review identifies, evaluate, and amalgamate the literature in the relevant topic of study. It throws light on how knowledge has grown in the field of study. Literature review sees what has already done in the subject, what is the current status, and what more could be done in the field of study which identified the gap within the field of study to be filled. Hence, in the present chapter, a summary of Literature reviewed related to the present topic of study is given in the following pages. This literature review is grouped under various sections of headings, which summarize studies related to that section or headings.

#### **2.2 Street food:**

**Erasmus Mzobanzi Mnguni (2022)**, “Unpacking Street Food Tourism in South Africa” in his local food serves to augment “the brand of the local community” as a tourist attraction, building local pride and creating employment opportunities for local people. Given its unique characteristics, street food differentiates tourism products in each locality, making each destination unique and contributing to its image and attractiveness. Street food is common in many developing countries “where the underlying marketing concept involves highlighting food varieties, affordable prices, convenience, and easy accessibility”

**Ibrahim cifci (2022)**, “Effects of Tourists’ Street Food Experience and Food Neophobia on Their Post-Travel Behaviors: The Roles of Destination Image and Corona-Phobia” he explains that food-neophobia is referred to as the reluctance to try unknown foods. To demonstrate the relationships between street food experience, food destination image, food-neophobia, corona-phobia, and post-travel behaviors intention to revisit and word-of-mouth of international tourists visiting. The results demonstrated relationships between the effects of street food experience and food neophobia on tourists’ post-travel behaviors in terms of mediating effect of destination image and the moderating effect of corona-phobia. The result also showcased the moderated mediation role of corona-phobia in mediating role of food destination image between street food experience, revisit intention, and word-of-mouth. Despite existing generic tourists’ street food studies and the popularity of COVID-19-related studies in the destination-marketing context, there have been limited attempts to explore the consequences e.g., tourists’ post-travel behavior of the

tourists' street food experience with the possible psychological relationship food destination image and food-neophobia during the pandemic.

**Chatibura (2021)** “Local Cuisine as a Potential Tourism Attractor and Marker of National Identity in Botswana” Characteristics of street vendors are also changing. In modern times, in addition to uneducated and poor vendors, there are “qualified new graduates who live in countries with limited job offers or suffer from economic crisis; or unemployed professionals due to a downsizing in their previous jobs”. In some destination hawkers are regarded as tourist resource and food street vendors contribute to attract tourists by creating cultural vibrancy of the place where they sell food. When vendors are knowledgeable about their food products, street food can be used as an effective marketing tool. The greater variety of people involved in supplying street food can also spread its consumption to different categories of people while, at the same time, contributing to the solidification and embedding of street food in specific social contexts.

**Khare et al., (2021)** “local food as a travel motivator” Food plays an important role in understanding a culture at a destination. These motivators are further categorized into Push & Pull factors. Food becomes a major push factor in an overall tourism experience as it is triggers from the want to try different food or cuisine. It can be seen from the study by tourist try to consume local food while visiting the places unknown to them as most for most of these tourists ‘food’ is a prime motivator to understand a culture.

**Whitney Knollenberg (2021)** “Creating Competitive Advantage for Food Tourism Destinations Through Food and Beverage Experiences” The discourse on food tourism also embraces “ethical and sustainable values” constructed on various aspects of local contexts such as authenticity, local products and culture. Consumption of local food by tourists “is a sociocultural experience”. Food thus serves to attract tourists and enhance their experiences at a destination while at the same time benefiting local economies and promoting sustainable development through the use of local resources. Food tourism includes many types of food. Besides feeding the local population, street food is consumed by tourists. While some tourists prefer formal restaurants “others may simply prefer street food” that fulfils their desire for new experiences. Tourists are also attracted by the novelty of street food and the new and memorable experiences it offers. The intentions of tourists are two fold, to eat and taste unique food and the experience with the uniqueness deriving from the context.

**Chakravarty Indira (2021)** “Assessment of street food management in 3 cities of India and evaluating the level of understanding by the food handlers” all types of food establishments, the street foods number

the highest, catering to the needs of the largest number of consumers. The consumers vary from rich to middle class to poor, but they mainly cater to the needs of the largest number of under privileged people in urban as well as in selected rural areas. The variety is huge; accessibility is excellent; taste caters for all; cost is cheap and it is a source of earning for many. However, the major drawback of this sector is maintenance of the safety and hygiene of the food and water they provide. The reasons are many viz low KAP of the vendors; open environment, lack of basic infrastructure etc. The present study did a detailed assessment of the street food management in 3 cities of India viz Kolkata, Patna and Agartala. 60 street food zones were covered to assess the existing situation; identify the basic problems of the sector and at the same time evaluate the level of understanding of the vendors covering all aspects of street food management and safety by using targeted IEC strategies. The issues were segregated in groups, based on their understanding, so that targeted and strategic programmes can be developed in future, based on this. All stakeholders - vendors, helpers, customers, authorities, NGO's etc.

**Soula et al., (2020)** He explained the rise of out-of-home cooking has several social meanings depending on the socio-economic category of families in Congo. Migration flows to Brazzaville have reinforced socio-economic inequalities between households. On the one hand, popular street food is a means for the poor to eat at a lower cost. On the other hand, out-of-home catering allows the most affluent city dwellers to taste, at will, dishes from elsewhere and quality street food, to limit the constraints of urban life, to discover the cuisines of the world, to have fun or “get a change of scenery” The economic crisis, limiting the movements of housewives to the places of sale, the sellers of lemon, vinegar, oil, salt, avocado, cucumber, green salad, tomato, bread, hard-boiled eggs are going to meet consumers.

**Hiamey et al., (2020)** In his study “Food tourism is the act of traveling for a taste of place in order to get a sense of place.” In addition, there is a plethora of ‘food tourism’ terminology such as “gastronomic tourism, culinary tourism, tasting tourism, gourmet tourism, and food tourism”. While the debate continues on terminology culinary tourism generally refers to tourists’ cultural experience, and ‘gastronomic tourism’ concerns the place of food in the culture of the host”. However, various terms can be used interchangeably and the common denominator is tourists’ travelling to places searching for distinctive foods

**Karamustafa et al., (2018)** “local food and community empowerment through tourism” in his study indicated that local food adds to the satisfaction level of tourists. It adds to the effect if it combines with the heritage or culture of a destination. The study underlines the importance of local food in supporting destination sustainability. Underlines a tourists' motive to visit a certain destination as gastronomy of the

region. It suggests that this can be used as an asset by the destination to build a brand image, retain authenticity, and enhance the attractiveness of a destination. Gastronomy tourism is becoming a popular type of tourism and is a vital part of tourists' experience. In a theoretical approach about the author discusses sustainable development of a destination with gastronomy tourism. Food and Gastronomy can increase the attractiveness and competency of a destination thereby making it more sustainable. It can increase sustainability concerning the economy, society, and environment.

**Allen et al (2018)** In his study he explained out-of-home catering brings together street food and catering. Street food or the informal food sector is one of the links in the food chain where it plays an essential role mainly in cities, allowing all socio-professional categories to meet their food needs. Street food is homemade food and junk food consumed outside the home or sold on the street The informal food sector has been defined as “the sector producing food and beverages ready to be consumed, prepared and/or sold by vendors, especially in the streets and other similar public places” street food enters into the problem of recognizing small market and craft activities in cities. Its place in the urbanization process and in the functioning of the urban economy reflects the way of life and survival in African cities. In Africa and other major cities of the Third World, the sale and consumption of food from outside has several names: “street food”, “popular catering”, “street food” The meanings of “eating out” take on differentiations depending on the context. In speeches, the fact of eating outside essentially refers to four dimensions: a dimension of sociability, an affective dimension, a heritage dimension and a hygienic or sanitary dimension. “Eating out” is used to designate all food items that lead to a transaction in a commercial restaurant

**Alonso, A. D., Kok, S., & O'Brien, S. (2018)** proposed a theoretical framework based on stakeholder and social practice theory in the context of sustainable culinary tourism development. This framework emanated from the examination of issues affecting such development, and ways to adapt, from the perspective of a key SCT stakeholder group, restaurant operators, in a developing gastronomic destination. In-depth, face-to-face interviews revealed socio-economic and environmental issues, namely, perceived impacts from larger fish/seafood exports, over-fishing, and weather patterns affecting the quantity and consistency of product supply, which resulted in increased prices. Ethical and proactive principles, and taking the leadership in limiting socio-economic and environmental issues were the main ways to adapt. Moreover, operators were incorporating alternative fish/seafood products, reinforcing ethical conduct, rejecting unacceptable business practices, and strictly adhering to closed seasons/bans.

**Te Lintelo (2017)** Traditionally, street food has been part of the Indonesian food model, in both urban and rural settings. The more or less mobile food sales systems have been part of daily eating practices for centuries. Today, they present themselves as sources of food security for the poorest. In Jakarta, studies conducted in various poor urban areas in the global South have shown that the smaller and poorer the families, the greater the share of the food budget devoted to street food. Street food has been reinterpreting around the world and at different times mixing old recipes with more contemporary fashion and foodstuffs.

**Alfiero et al., (2017)** In addition to traditional food trucks, recent years witnessed the growth of food truck operators that are more interested in the quality of the food, and selection of ingredients, as well as revisiting traditional recipes. This has led to the expansion of what is known as the ‘Gourmet Food Truck’ serving more high-end quality food compared to long-established street food dealers. Resistance to multinational corporations and globalization is not an inherent feature of street food/food trucks. There is growing debate on whether chain restaurants and multinational corporations should be also being permitted to have food trucks or street carts.

**Aulet et al., (2017)** explores the monasteries as sacred spaces; the relationship between their tangible and intangible heritage attributes; and how monasteries and their heritage are linked to tourism. The food and wine prepared in Spanish monasteries are unique in a way, tourists can be offered an experience along with giving due respect to the values of these sacred places. Food has great potential to become a tourism attraction, food gives people an opportunity to experience culture and connect with locals and with religion in some cases.

**Lai, Khoo-lattimore and Wang, (2017)** “food is an integral part of the travel experience that its significance has often been lost”. It is mere fuel, but for others, arguably a growing minority, it is the prime motivation to travel. Crofts argued that cuisines that are highly known for their taste and quality could be developed into tourist products. Meanwhile, he noted that food could convey a unique experience and enjoyment to travelers. Especially, food may enhance tourists experience while being the most memorable part of their trip. Thus, the food of a destination can be used to represent the image distinctiveness of the destination. Hence, tourism cannot be explained without the help of culinary tourism and destinations.

**Schamel, G. H. (2017)** explored the key components of consumer demand for the development of a successful wine and culinary tourism segment. In particular, authors investigated the demand preferences that are important to consumers interested in a wine and culinary related hotel stay in South Tyrol.

Conceptually, authors utilized the 4E-Model of experiential consumption by Pine & Gilmore and proposed that the four realms of an experience i.e., entertainment, education, escapist, and aesthetic relate to the principal components of consumer preferences. Authors surveyed potential tourists to gain a better understanding of their demand preferences for culinary and wine related hotel stays. Using an exploratory factor analysis, authors identified the principal components of consumer demand preferences. The most preferred demand feature of a culinary wine experience relates to informative entertainment. The second feature relates to social-cultural activities that are educating. The third are escapist wine and food-specific activities and the fourth relates to the aesthetics of accommodation traits and style in the culinary and wine domain. Moreover, authors studied the current supply attributes of wine and culinary related hotel offer in South Tyrol and their pricing using a hedonic model. Attributes that provided an entertainment experience form the basis of any offer in the wine and culinary domain. Attributes that provided an educational experience are highly relevant and add will a significant price premium. Matching demand preferences and supply conditions is crucial in developing a successful culinary and wine related tourism segment.

**Aybuke Ceyhun Sezgin (2016)** “Street food consumption in terms of the food safety and health” Foods and beverages which are prepared and sold by the sellers on places like streets, festival areas and consumed by the consumers on the run are known as street food. These foods are alternatives to homemade food and are more affordable when compared with the food supplied at the restaurants. The areas where the street food are mostly criticised and seen as a threat for health are that the places where they are produced and sold are open to dirt and contamination and that hygiene, attitude, and applications adopted by the sellers during the preparation and storage of the food are insufficient. As a descriptive research, this study aims to provide information on street food consumption with general specifications of street food, the reasons why they are preferred, and general conditions like hygiene, quality, and safety.

**Staatz and Hollinger (2016)** Find that in Africa, out-of-home catering is strongly associated with income and is expected to grow faster than other segments of the food industry. This observation is reinforced by the demand for labor in activities associated with processing, marketing and out-of-home catering is increasing. The expansion of street food in Africa is explained by rapid urbanization and the multiple constraints associated with it distance between workplaces and home, poverty and development of women’s activity, the bursting of family solidarity, appearance of new food styles. In addition, for lack of adequate means of transport, of time, of an efficient system of collective catering, such as canteens in the workplace, many Africans buy food on the street, at little cost compared to what they pay. What would a meal cost them in a restaurant or even at home in Benin, consumption outside the home, in particular in

the street or in small restaurants, is higher in Cotonou. It begins in the morning and continues until the afternoon. Street food is less in the evening, the main occasion for family meals.

**Chakravarty & Canet (2016)** In his study he explained in India, the food system has changed in a few decades. The system of home food production and preservation has shifted to a system based on processed foods packaged and accessible in supermarkets, which have proliferated in cities. The way people access food has also changed, as have the types of advertising and food safety and quality information that consumers are exposed to. In Calcutta, out of 911 street food consumers, 20% were women working both inside and outside the home, with little time for culinary chores. For these women and their husbands, street food was a solution to their diet during the day.

**Baruha (2016)** in her study concluded that the northeast part of India has great potential for culinary tourism and can be used as an important tool for generating employment and earning a large sum of foreign exchange, which will help in the country's overall economic and social development. She further infers that tourism is a service industry and all the stakeholders viz. central and state governments, private sectors as well as voluntary organizations play an important role and become an active partner to attain sustainable growth in tourism. The study that was a cross-sectional study based on secondary data concluded that culinary tourism is the future of tourism in India and that will keep growing and will create great opportunities in all the related sectors

**Sengel et al. (2015)** in their study titled Tourists approach to Local food analyzed the factors impacting the demand for local food in tourism. The purpose was to identify tourists those who are attracted to local food so that local restaurant situated in tourist destinations can build their marketing strategies. The authors' idea was that some tourists travel only for enjoying local cuisine, some see local cuisine as by- a product of their travel experience along with cultural experience of that place or in other words it can be said that there is a difference in the approach of tourists how they see local cuisine along with travel.

**Moushumi Banerjee (2013)** in her article revealed that though India has unique and fabulous natural treasure and heritage to offer to tourists due to lack of infrastructural facilities and good amenities it is unable to exploit it fully. India has a great treasure of culinary repository that is spread across all its regions if this treasure is explored and efficiently implemented India can place itself at the top in the culinary hub on the world map. She gave few suggestions regarding this - Tourism ministry needs to organize food festivals giving a platform for regional cuisine, setting up a mega food park, and food courts near a popular tourist destination. She insisted that wine and beer festivals should also be organized. Hotels and restaurants,

both government and private should offer Indian dishes that should be made mandatory and a live kitchen should be set up so that tourists can visualize them.

**Rezende and Avelar (2012)** Factors that influence the consumption of food outside the home in Brazil attempted to describe the eating out habits of consumers in Brazil. The study revealed that a 'search for variety' was a motivator for eating outside the home. The desire for 'convenience' was an important element on many occasions of consumption. The younger people and people with higher incomes possessed more intensive consumption and more favorable attitudes towards eating out. The study also revealed that although eating out was a very popular trend, many of the consumers did not voice any intention of eating out more frequently. An attitude towards eating out was not all so positive, with certain levels of suspicion or mistrust on the part of the consumers' frequency of buying.

**Hornig & Tsai; Sanchez-Canizares & Lopez Guzman (2012)** within the tourism literature a discussing food, numerous terms, namely 'food and wine tourism', 'tasting tourism', 'gourmet tourism', and most commonly 'culinary tourism', 'food tourism' or 'gastronomic tourism' are evident. It is argued by some academics that the latter three terms are very similar and, in fact, used interchangeably in some instances. However, these terms do commonly appear to be used in slightly different contexts, and the meaning of each term represents different perspectives within the host-guest structure of tourism. 'Culinary tourism' is the most popularly adopted term to describe a form of tourism that significantly emphasizes a relationship between the insider and outsider created via food as culture. The term throughout the relevant literature is used to suggest an undeniable and intrinsic link between food and culture, which differentiates it from other similar terms. Hornig and Tsai (2010) claim culinary tourism is the experience of the 'other' through food related activities, whereby cultural learning and knowledge transfer of the destination and its people are facilitated. Food in culinary tourism is viewed as a medium of cultural experiences; accordingly, 'culinary tourism' is defined by the experience of food activities and consequent cultural consumption, as well as by the desire behind the individual's involvement.

**Dougherty and Green (2011)** in their research paper which was based on three major components of local food tourism network viz. tourists, restaurateurs, and farmers found that word of mouth is a major and central factor for forming and maintaining food tourism network. The reason they attributed this to the linkage between farmers and restaurateurs. For this reason, the authors said that "word of mouth" must be considered while promoting local food tourism. Because word of mouth requires time to develop hence practitioners must create opportunities to link different hubs in the local food tourism network.

**Quazi et al., (2010)** Explained argue that the street food industry plays an important role in cities and towns in many developing countries to meet the food demands of city dwellers in Bangladesh. It also generates jobs for a large group in the informal sector and ensures food security for low-income urban populations. A study in Lusaka Zambia establishes that for street vendors, accessibility of customers is a key factor and that they strategically locate in the streets to avoid formalization costs such as rent, taxes and fees licenses. Selling street food has proven to be a viable socio-economic activity providing gainful employment for populations with limited education and skills.

**Eufic (2006)** “Food can promote a series of communal advantages, as a local cultural resource” cultural effects lead to a variation in the usual intake of specific foods and in preparing customs and in some circumstances can be restricted to milk and meat being excluded from the food. That many places have acknowledged local food as symbols and are one of the key features of the development of their destination. Local produce is provided with good memorable experiences for travelers and local customers. Tourist locations compete for food tourism, a sector in the tourist business that is a developing sector. There is no exception to this rural destination. From the point of view of tourism, countryside attractions concentrated mostly on natural resources, heritage sites and host communities, the countryside and native culture, and local goods pertaining to food. Nothing underestimates the value of local cuisine in rural places, creating a wide variety of visitor experiences, and providing financial support for the quality of life of local communities. Local cuisine is also seen as a sign and practice of the traditional cultural patrimony of the people in the setting of rural areas. Travelers may explore distinct local customs and traditions by attending local cuisine activities. The benefits of local foods to promote their locations, and the support for the native economies must be acknowledged by key stakeholders and competent authorities in rural destinations. The integration of local food into rural areas would increase the reputation of destinations in terms of sustainability.

### **2.3 Research Gap:**

From the above Review of Literature, it is identified that many researchers had found out about the strategies and challenges as well as the potential of street foods for its promotion and development. Even though, limited research has focused on the popular street food its impact on tourism in Madurai. Also, most previous studies have been done at country, city scale while limited studies have been conducted with a smaller scale like one destination. Such that, a study can be conducted to fill the research gap which will bridge the gap and they are possibilities for future researchers related to street food tourism opportunities

## **CHAPTER 3**

# **RESEARCH METHODOLOGY**

## CHAPTER-3

### RESEARCH METHODOLOGY

#### **3.1 Introduction:**

This chapter illustrates the way of the research has been conducted by presenting the methodologies and theories used. The technical details of the research are described and detailed. Important issues such as philosophy of the research, preparation of the research, the method and procedure of data collection, components of questionnaire, sampling decision are covered.

The first process is topic selection. The knowledge, observation and interest on a topic help to finalize the topic. After that theories and literatures have been searched to support the research. Next, the problem and the research question have been developed and research methods have been selected. The next step is to collect data with using the methods planned. After the data is collected, we analyze the data with selected theories. At last, the conclusion is drawn.

#### **3.2 Methodology:**

Research methodology defined as the activity of research is how to proceed and how to measure progress and what constitute success. The dictionary defines research as a studios inquires or examination, especially an investigation or experimentation aimed at the discovery and interpretation of fact or practical application of such a new or revised theory or law. The purpose of research is to discover and answer the question through the application of scientific procedure. Research methodology is a way to systematically solve the research problem. Why the research has been undertaken and what research problem has been identified. What data has been used and such question are answered when a well-structured methodology concerning the research problem is devised.

##### **3.2.1 Definition:**

According to Waltz & Bausell (1981) “Research is a systematic, formal, rigorous and precise process employed to gain solution to problems (or) to discover and interpret new facts and relationships.

Kothari (2006) defines “Research is the pursuit of truth with the help of study, observation, comparison and experiment; the search for knowledge through objective and systematic method of finding solutions to a problem.

### 3.3 Research Design:

To start a research, there must be an understanding of in which way the research will be approached. Philosophies and approaches are the first and second layers of the 'research onion' respectively (Saunders, et al, 2008; cited in Saunders et al, 2009; 108).

To be clear about the theory in the early stages of the study, has brought out a decision, it is to decide in which the study should be conducted. There are two main research approaches have been using. Deductive approaches have been chosen for this study. The deductive approach attempts to figure the theory first and then moving from the theory, the collected data is tested. Moreover, the deductive approach is valid for quantitative data and since this study consists quantitative data, it is appropriate for this study. The research philosophy reflects how and in which way we view the world furthermore how we figure the theory first and then moving from the theory, the collected data is tested.

The research philosophy reflects how and in which way we view the world furthermore how we view our research and it is helpful to explain research approaches when collecting and analyzing the data. Positivism is the philosophy which provides a natural science way to conduct the research.

The researcher does not affect or be affected by the subject of the research and the data can be collected free from the researcher's values and feelings. This study will be managed by a positivity philosophy.

In order to collect data from viewpoint of consumers, the strategy of the research is the survey. To investigate consumer behaviors and purchasing decisions, a quantitative approach is used to analyze the results from the survey. Survey in the form of questionnaire is chosen for this research. Surveys are a kind of research which is more rigid than interviews. They are usually used to gather ideas from a large population. Each respondent is asked to respond to the same set of questions, it provides an efficient way of collecting responses from a large sample prior to quantitative analysis (Saunders et al., 2009: 361). The questionnaire was prepared as self-administered and published electronically using the internet, internet-mediated questionnaires. Since the nature of the questionnaire help to reach a large population, internet-mediated questionnaire makes that one step further and it was possible to reach more respondents. After finalizing the questionnaire, before the distribution of them, the questionnaire presented to few participants to test it.

### **3.4 Source of Data:**

The primary and secondary data are used for the study. Questionnaire has been designed as a primary research instrument. Questionnaire was distributed to respondents for their feedback. Further coding and analysis was done for each question's responded to reach the finding suggestion and finally to conclusion of the topic.

#### **3.4.1 Primary Source:**

The primary data are those which are collection of fresh and for the first time and thus happen to be original in character, the questionnaire is considered to collect the survey opinion. The primary data has been collected through a structured questionnaire and multiple choice questions. Thus the sample includes street foods in Madurai.

#### **3.4.2 Secondary Source:**

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process such as published books, articles, journals, Internet, and published survey reports of various countries on religious Tourism, Socio economic impacts and Local Residents impacts of tourism.

### **3.5 Questionnaire:**

A questionnaire consists of a number of questions printed or typed in a definite order or set of form. The structured questionnaire consists of mainly two kinds of questions:

- Multiple choice questions
- Rating scale questions

The respondents filled the multiple choice questions especially on five point likert's scale questions are used to collect the attitudinal measures. The scaling technique used in the research method for the questionnaire is five point likert's scale. It is considered of the points like strongly agree, agree, neutral, disagree, strongly disagree ranging from 5 to 1.

### **3.6 Construct Measurement (Scale) Likert Scale:**

Likert scales are often used in psychology questions and typically involved offering a response that ranges from strongly disagrees to strongly agree. In this research, we have used the Likert Scale to collect the responses and the opinions of respondents on each statement is presented in the questionnaire.

The questionnaire Is administered in the following way:

<b>SCALES</b>	<b>SCORES</b>
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

### **3.7 Research Instrument:**

For the purpose of studying the objectives and testing the hypotheses, structure questionnaire was used as an instrument to collect the data. The questionnaire for the tourists has been divided into three aspects so as to fulfil the objectives of the respondents. The first section captures the demographic characteristics and second section captures about the popular street foods and the third section captures the impacts of tourism in Madurai.

### **3.8 Sampling Design:**

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or a procedure the researcher would adopt in selecting item for the sample. Sample design deals with the method of selecting item to be observed with the given study. Sample design is determined before data are collected.

#### **3.8.1 Sample Size:**

The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size for the study is 250. The local residents were considered for the study. Approximately 250 respondents were interviewed from the Madurai.

#### **3.8.2 Sampling Procedures:**

The sampling procedure used is convenience sampling. The sampling is selected on the Basis of convenience in and around Madurai popular streets which served as Main factor for the selection of the sampling procedures. The convenience sampling is a non-Probability technique where subjects are selected because of their convenient.

### 3.9 Tools for Analysis:

Primary data is collected through questionnaire. Questionnaire used as the primary research instrument where distributed to respondents for their feedback. The statistical analysis was done through SPSS 16.0 version.

- Percentage Analysis
- Descriptive Statistics
- ANOVA
- KMO Bartlett's test
- Chi – square Test

#### 3.9.1 Percentage Analysis:

The percentage method is used for percentage of different demographic factors. The collected data represented in the form of tables and graphs in order to give effective visualization of comparison made. Percentage analysis is a statistical tool which used to identify the percentage from the respondent's response to a single question which is accounted samples. It is used to compare the relative terms and distributions of two or more data.

$$\text{PERCENTAGE} = \frac{\text{Number of respondents}}{\text{Total number of samples}} * 100$$

The percentage analyses of this study are done on the gender, age, education, period of work and customer status.

#### 3.9.2 Descriptive Statistics:

Statistical tools such as mean and standard deviation allow for the objective measure of opinion, or subjective data, and provide a basis for comparison. Low standard deviation means data are clustered around the mean, and high standard deviation indicates data are more spread out. A standard deviation close to zero indicates that data points are close to the mean, whereas a high or low standard deviation indicates data points are respectively above or below the mean.

### 3.9.3 Anova:

Analysis of variance (abbreviated as ANOVA) is an extremely useful technique concerning researches in the fields of economics, biology, education, psychology, sociology, and business/industry and in researches of several other disciplines. This technique is used when multiple sample cases are involved. ANOVA is essentially a procedure for testing the difference among groups of data for homogeneity. There may be variation between samples and also within sample items. The basic principle is to test for differences among the means of the populations by examining the amount of variation within each of these samples, relative to the amount of variation between samples.

#### 3.9.3.1 One Way Anova:

1. To obtain each mean of each sample  $X_1, X_2, X_3, \dots, X_k$  when there are  $K$  samples.
2. Work out the mean of sample mean as follows:

$$X = \frac{X_1 + X_2 + X_3 + \dots + X_k}{\text{No of samples (k)}}$$

3. To find out the sum of squares for variation between the samples (SS)

$$SS = n_1(X_1 - \bar{X})^2 + n_2(X_2 - \bar{X})^2 + \dots + n_k(X_k - \bar{X})^2$$

4. To find Mean Square (MS)

$$M = \frac{\text{SS between}}{(k-1)}$$

5. So sum of squares within groups can be written as:

$$SS \text{ within} = \sum (x_{1i} - X_1)^2 + \sum (x_{2i} - X_2)^2 + \dots + \sum (x_{ki} - X_k)^2$$

Where  $I = 1, 2, 3, \dots$

6. Mean square within sample:

$$MS \text{ within} = \frac{SS \text{ within}}{(n-k)}$$

7. Sum of squares for total variance:

$$SS \text{ for total variance} = \sum(X_{ij} - \bar{X})^2$$

$$\text{Where } I = 1, 2, 3, \dots \quad J = 1, 2, 3, \dots$$

$$SS \text{ for total variance} = SS \text{ between} + SS \text{ within}$$

8. F ratio worked out as:

$$F \text{ ratio} = \frac{\text{MS between}}{\text{MS within}}$$

### 3.9.4 Kmo And Bartlett's Test:

The first step in factor analysis is to determine if the data has the required characteristics. Data with limited or no correlation between the variables are not appropriate for factor analysis. We will use three criteria to test if the data are suitable for factor analysis: Bartlett, KMO, and Collinearity for each variable

The KMO and Bartlett test evaluate all available data together. A KMO value over 0.5 and a significance level for the Bartlett's test below 0.05 suggest there is substantial correlation in the data. Variable collinearity indicates how strongly a single variable is correlated with other variables. Values above 0.4 are considered appropriate. KMO measures can also be calculated for each variable. Values above 0.5 are acceptable.

### 3.9.5 Chi – Square Test:

Pearson's chi-square ( $X^2$ ) tests, often referred to simply as chi-square tests, are among the most common nonparametric tests. Nonparametric tests are used for data that don't follow the assumptions of parametric tests, especially the assumption of a normal distribution.

To test a hypothesis about the distribution of a categorical variable its need to use a chi-square test or another nonparametric test. Categorical variables can be nominal or ordinal and represent groupings such as species or nationalities. Because of only have a few specific values, they can't have a normal distribution.

### **3.10 Location of the Study Area:**

Madurai is a major city in the Indian state of Tamil Nadu. It is the cultural capital of Tamil Nadu and the administrative headquarters of Madurai District. As of the 2011 census, it was the third largest Urban agglomeration in Tamil Nadu after Madurai and Coimbatore and the 44th most populated city in India. Located on the banks of River Vaigai, Madurai has been a major settlement for two millennia and has a documented history of more than 2500 years. It is often referred to as "Thoonga Nagaram", meaning "the city that never sleeps".

Madurai is closely associated with the Tamil language. The third Tamil Sangam, a major congregation of Tamil scholars, is said to have been held in the city. The recorded history of the city goes back to the 3rd century BCE, being mentioned by Megasthenes, the Greek ambassador to the Mauryan Empire, and Kautilya, a minister of the Mauryan emperor Chandragupta Maurya. Signs of human settlements and Roman trade links dating back to 300 BCE are evident from excavations by Archeological Survey of India in Manalur. The city is believed to be of significant antiquity and has been ruled, at different times, by the Pandyas, Cholas, Madurai Sultanate, Vijayanagar Empire, Madurai Nayaks, Carnatic kingdom, and the British East India Company British Raj.

The city has a number of historical monuments, with the Meenakshi Temple and the Tirumala Nayakkar Mahal being the most prominent. Madurai is an important industrial and educational hub in South Tamil Nadu. The city is home to various automobile, rubber, chemical and granite manufacturing industries.

Madurai has important government educational institutes such as the Madurai Medical College, Homeopathic Medical College, Madurai Law College, Agricultural College and Research Institute. Madurai city is administered by a municipal corporation established in 1971 as per the Municipal Corporation Act. The city covers an area of 147.97 km<sup>2</sup> (57.13 sq. mi) and had a population of 1,470,755 in 2011. The city is also the seat of a bench of the Madras High Court. The Madurai Bench has been functioning since 2004.

This hanging feature of Madras will someday amaze the tourists. Some distinguished malls and monuments with banners found at each corner of the town can offer all the primary time guests and a brand new expertise.

### 3.10.1 Madurai as A Culinary Tourism Destination:

Apart from being the spiritual capital of Tamil Nadu, Madurai, for many Tamilians is also the state's culinary capital. Madurai is not just quintessential Tamil cuisine; the city's food culture has also been shaped by communities such as the Madurai Saurashtrians (from Gujarat) and the brief phase when this city was lorded over by the Madurai sultanate. You have to be willing to roll up your sleeves and shun cutlery to truly relish Madurai's culinary treasures, and deal with the constant clanging of kothu parotta stalls once the sun goes down. The recent clampdowns might have curbed the tradition of all-night food stalls, but an array of street food eateries and family-owned restaurants ensure you can still get your fill of comfort food until midnight. We pick seven emblematic Madurai dining establishments—ideal starting points to eat your way through Madurai.

Madurai cuisine is simple and spicy. Idli, dosa, wada and uttapam are the staple breakfast items. Rice is the staple diet eaten with sambar or curd. Thayir Sadam and Puliyogare are popular food items found in Madurai. Filter coffee is an extremely famous beverage in Madurai. There are numerous eating options in Madurai. Vegetarian and non-vegetarian delicacies have generous use of tamarind and coconut. Sarvana Bhavan is a popular eatery in Madurai that serves authentic Tamil food. If you thought Tamil cuisine was all about idlis and dosas, step into any of the branches of Dindigul Thalappakatti Biryani that will give the best of the biryanis to the north of Vindhyas a run for their money. Amaravati, along Cathedral Road right across the street from the iconic Music Academy is a great place to sample spicy Andhra cuisine as well as non-vegetarian Tamil food.

Apart from restaurants and street stalls, there are also a lot of cafés, bakeries and international fast food joints in Madurai. Mid- and high-end restaurants offer multiple cuisines including Chinese, Continental, Mexican, Afghani, Lebanese, Korean, Japanese, Thai and north Indian. Almost all major hotels in Madurai have in-house restaurants that serve multi-cuisine delicacies.

- Chandran Mess
- Murugan idli shop
- Amma mess
- Mint street
- Burmah Idiyappa Kadai
- Simma kal Konar Mess

### 3.11 About Madurai:

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(Source: shutterstock.com)



(source: 1056136154)

### 3.11.1 Tourism in Madurai:

Madurai, the cultural capital of Tamil Nadu, is one of the oldest continuously inhabited cities of India. Ruled by Pandya kings for the longest time in its history, it is called as the 'Lotus City' as it was planned and built in the shape of a lotus. Madurai is known for Meenakshi Amman Temple, dedicated to the goddess Meenakshi with a sanctum for her consort, Sundareswaran.

There are many other ancient temples in Madurai, including Thiruparankundram. It is one of the important old temples dedicated to Lord Murugan(Karthikeya) and is located on a hillock approximately 8 km from the city. Having trade ties with ancient Rome, the place holds a great cultural heritage. With bustling bazaars and fantastic street food, Madurai has heritage walks conducted throughout the day. Madurai is instrumental in promoting Tamil language and preserving the culture. October to March is the best time to visit Madurai. With a hot and dry climate for most of the year, Madurai is best visited during the winter season. The town is known for its ancient temples and other architectural and religious masterpieces and receives a generous crowd of people throughout the year. Madurai is the most fascinating and welcoming during the months between October and March which coincides with its winter season.

### **3.12 Best Place to Visit Madurai:**

#### **1. Meenakshi Amman Temple:**

The historic Meenakshi Amman temple is located on the southern bank of the Vaigai River, Madurai, Tamil Nadu. Built sometime between the year 1623 and 1655, the wonderful architecture of the place is renowned globally. Meenakshi Temple is primarily dedicated to Parvati, known as Meenakshi, and her spouse, Shiva. What makes this temple different from the others is the fact that both God and Goddess are worshipped together.

The most striking feature of the temple is its exquisite facade, which has highly minute details with great art pieces incorporated in the walls and pillars. Meenakshi Amman temple complex is made in accordance to the Shilpa Shastra and has 14 gateway towers or 'gopurams', golden 'vimanas', holy sanctums and shrines dedicated to the revered Goddess Meenakshi and many others. It is a major tourist attraction, with thousands of devotees visiting the shrine on a daily basis.

#### **2. Thirumalai Nayakar Mahal, Madurai:**

Thirumalai Nayakar Palace was erected in 1636 AD in the city of Madurai, by King Thirumalai Nayak. The palace depicts the perfect blend of Dravidian and Rajput styles. After Independence, this palace was declared as a national monument and till date continues to be one of the spectacular monuments of Southern India. The magnificent palace is located in the vicinity of the very famous Meenakshi Amman Temple. Depicting the Saracenic style of architecture, it was constructed during the rule of Nayak Dynasty and is widely considered as the most illustrious monument built by the Madurai Nayak Dynasty.

#### **3. Alagar Koil, Madurai:**

Alagar Koil is an exquisite temple situated in the north east of Madurai. The temple is the rest place of Lord Vishnu and is the sacred place for several followers of Lord Vishnu in the region. It is situated in the Alagar hills and is also known as Azhagarkovil. The statue of the lord is made entirely of stone and is a splendid masterpiece created from kallalgar. A variety of statues in different postures of the Lord are all kept in the temple under the same roof and is the best form

of distinct temples in southern India. H73The people of the region consider Lord Vishnu to be an extremely knowledgeable, humble yet powerful king and the ruler of the earth. The devotees offer holy prayers from the bottom of their hearts. The temple has spectacular halls and other facilities to perform different rituals with sacred mantras in the holy environ.

#### **4. Vaigai Dam, Madurai:**

Vaigai Dam, a magnificent human-made structure, is constructed over River Vaigai near Andipatti, Theni District in the South Indian State of Tamil Nadu. Andipatti lies about 70 kilometres from Madurai and travellers on their way to Periyar Wildlife Sanctuary often visit this massive and wondrous dam. Over the years, the site has become a favourite picnic spot as it gets beautifully illuminated in the evenings especially on weekends, and one can spend hours admiring the splendid view. The soft and warm sunrises by the reservoir are worth experiencing too. On one side of the dam is a beautiful garden known as Little Brindavan maintained by the management for the visitors. Little Brindavan has a variety of exotic flowers and plants and is a preferred getaway for nature lovers living nearby. The play area made especially for children is a relief for parents as they watch their little ones have fun in the unpolluted air. Picturesque hills border the river on the other side, and the lush greenery surrounding the 111 feet tall dam will take your breath away. The massive dam was built in 1959 and is often referred to as the lifeline of the region as the areas have flourished by leaps and bounds from its waters. Vaigai Dam is the central source of water for drinking and irrigation purposes in Madurai and hence of great strategic and political importance.

#### **5. Gandhi Museum, Madurai:**

The Gandhi Memorial Museum serves as a remembrance and tribute to the efforts of our very own father of the nation, Mahatma Gandhi. Established in 1959 in his cherished memory, eleven years after his demise, it is one of the few Gandhi Museums in the country. Located in the heart of Madurai, the museum houses a wealth of remarkable mementoes associated with Indian history such as the bloodstained cloth Gandhi was wearing when he was assassinated in 1948. It is one of the five great Gandhi Museums in the country which depict the life of the Father of the nation and India's freedom struggle from 1757 until 1947.

Jawaharlal Nehru inaugurated the premises on 15th April 1959, and the illustrations and graphic representations convey an understanding of the struggle for freedom during the British

era. The enclosure is associated with a rich history, and the building itself is a former 17th-century palace. Gandhi Memorial Museum in Madurai comes under the Peace Museums Worldwide selected by the United Nations Organization (UNO). The galleries of the museum display the chronicles of the pre-independent nation during an era when unfortunate atrocities were committed by the British. Special collections include historical stamps of British ruled India and letters written to and by Mahatma Gandhi. The letters sent to the poet, activist Subramania Bharati and infamous dictator Adolf Hitler are kept here! The most exciting part of the museum is the sections containing 124 rare photographs of Gandhiji's personal life. It has photographs depicting various stages from his childhood days until being taken to the crematorium. A bloodstained cloth used by him on the day of his assassination is also kept at this museum. The museum is also home to around 100 relics and replicas of artefacts about Gandhiji.

#### **6. Thiruparankundram, The Abode of Lord Murugan:**

Thiruparankundram is a suburb in Madurai district just 9km from Madurai city centre. The place is known for its harmoniously coexisting Muslim and Hindu communities. Thiruparankundram Dargah atop the hill is the tomb of the prominent Islamic saint Sultan Sikandhar Badushah Shaheed which is visited by people from across Tamil Nadu and neighbouring states irrespective of religion. Thiruparankundram Murugan Temple, built in rock-cut architecture is believed to have been built by the Pandyas, and is one of the six abodes of Lord Murugan.

#### **7. Visit-Worthy Places in Madurai:**

Madurai attracts you with her inter-religious culture and cuisine and is well worth a week of your time where you can experience village life strolling through the various streets; discover unique temple rituals like offering clay dolls to the deity; witness the legacy of Chola dynasty through Ambalakarars and more. While you are here, also visit Pazhamudhir Solai – a temple for Lord Karthikeya tucked in a jungle, Gorippalayam Dargah – with an amazing dome of 70 ft. diameter made out of a single stone, St Mary's Cathedral, and Vandiyur Mari-Amman Teppakulam – a temple in the middle of a man-made pond.

### **3.13 Best Places to Stay in Madurai:**

Being one of the major cities in the country, Madurai offers several accommodation options to suite very budget. Most of the mid-range and budget hotels are situated in Town hall road, Simmakal, Chokkikulam. Most of the five-star hotels are situated in Town hall road.

#### **1. Majestic Hotel, Madurai:**

Set in Madurai, 3.9 km from Meenakshi Temple, Majestic Hotel offers accommodation with a shared lounge, free private parking and a terrace. This 2-star hotel offers a shared kitchen and room service. The accommodation provides a 24-hour front desk, and currency exchange for guests.

#### **2. Madura Homestay:**

Madura Homestay - Gorgeous Home with 2BHK 5 minutes from NH44, a property with a garden and a terrace, is located in Madurai, 13 km from Meenakshi Temple, 11 km from Koodal Azhagar Temple, as well as 11 km from Madurai Railway Station. This holiday home provides free private parking, room service and free Wi-Fi.

#### **3. Coral Shelters Keelavasal:**

Coral Shelters Keelavasal in Madurai is located 1.3 km from Meenakshi Temple and provides air-conditioned accommodation with free Wi-Fi, as well as access to a terrace. The apartment provides guests with a balcony, a seating area, satellite flat-screen TV, a fully equipped kitchen with a fridge and an oven, and a private bathroom with shower. A microwave and stovetop are also provided, as well as a kettle.

#### **4. Criston Home stay:**

Situated in Madurai, 4.2 km from Meenakshi Temple and 4.4 km from Aarapalayam Bus Terminus, Criston Home stay features accommodation with free Wi-Fi, air conditioning, a shared lounge and a terrace.

#### **5. Hotel Temple View:**

Located in Madurai, within 500 meters of Meenakshi Temple and less than 1 km of Koodal Azhagar Temple, Hotel Temple View provides accommodation with a terrace and as well as free private parking

for guests who drive. This 3-star hotel offers room service and a 24-hour front desk. Certain rooms at the property include a balcony with a city view.

### **3.13.1 Best Places to Eat in Madurai:**

Madurai cuisine is simple and spicy. Idli, dosa, wada and uttapam are the staple breakfast items. Rice is the staple diet eaten with sambar or curd. Thayir Sadam and Puliyoogare are popular food items found in Madurai. Filter coffee is an extremely famous beverage in Madurai. There are numerous eating options in Madurai. Vegetarian and non-vegetarian delicacies have generous use of tamarind and coconut. SarvanaBhavan is a popular eatery in Madurai that serves authentic Tamil food.

If you thought Tamil cuisine was all about idlis and dosas, step into any of the branches of Dindigul Thalappakatti Biryani that will give the best of the biryanis to the north of Vindhyas a run for their money.

Apart from restaurants and street stalls, there are also a lot of cafés, bakeries and international fast-food joints in Madurai. Mid- and high-end restaurants offer multiple cuisines including Chinese, Continental, Mexican, Afghani, Lebanese, Korean, Japanese, Thai and north Indian. Almost all major hotels in Madurai have in-house restaurants that serve multi-cuisine delicacies.

### **3.13.2 Popular Cuisines in Madurai City:**

#### **NATIVE CUISINES:**

Madurai's rich cultural heritage is married to its culinary identity as Tamil Nadu's food capital. A cuisine that draws influence from all its trading partners, from the Saurashtra Gujaratis and Chettinad to Sri Lanka, food in Madurai is a hodgepodge of all these culinary styles. Humble yet fierce and bold flavours characterise Madurai food.

### 1. Idlis at Murugan's Idli's shop:

Heralded across India with namesake restaurants cropping up even in Singapore and Malaysia, Murugan's idli shop is a staple of most of Madurai's residents. Locals swear by the original establishment for its fluffy, almost sticky idlis. Served with four varieties of chutneys and their distinctive podi, or powder, lines for Murugan's grow long fast so be sure to get there early to eat at one of Madurai's most famous food joints.



(Source:Shutterstock.in)

### 2. Melt-in-your-Mouth Mutton Balls at Chandra Mess:

Fried minced mutton balls, manually ground by the cooks, spiced with masalas freshly ground in stone pestles, this Madurai street food is a must-have at the Chandra mess. The crispy-on-the-outside and soft-on-the-inside kola urundai are a delicacy in Madurai. Made in a kitchen that is still cleaned and maintained by the family owners, it harks back to a simpler time.



(source:<http://south//in>)

### 3. Non-vegetarian Meals at Amma Mess:

Standing in stark contrast to the vegetarian side of food in Madurai, the Amma mess serves non-vegetarian meals that will make the most ardent carnivore ogle. Gorge on prawn biryani, bone marrow omelet, and their signature meen kuzhambu, as portraits of Tamil movie stalwarts and the owner, surround you. Amma mess is also famous for their unique versions of omelets that include the crab and bone-marrow varieties.



(Source: <http://yappe.in>)

### 4. No-frills Idiyappam at Burma Idiyappam Kadai:

Fluffy and light idiyappam is the only item on the menu at Burma Idiyappam Kadai. This no-frills store stays true to its roots and serves this Madurai staple with two sides, a tomato-based chutney and a coconut-milk sweetener. Expect nothing apart from Madurai's favourite idiyappam from this bare-bones establishment.



(source: <http://jan//220.in>)

## 5. Dessert at Famous Jigarthanda:

After a meat-heavy lunch or a light vegetarian meal, Madurai's people love to wash it down with a cold, refreshing glass of Jigarthanda. Its origin in Madurai is disputed, with different versions of the tale crediting either the Madurai sultanate or attributing it as a Nawabi import. Either way, this concoction of condensed milk, fresh-made ice-cream, and sarsaparilla syrup from Famous Jigarthanda, is a favourite of locals and is a sure-fire way to beat the afternoon heat.



(source: <http://indiamart.com>)

## 6. Kothu Parotta at Any Time of Night:

Thoonga Nagaram, or 'The City that Never Sleeps' cannot be a more valid moniker for Madurai. One can find food in Madurai late into the night on account of the ubiquitous street vendors selling kothu parotta. The constant clanging of metal utensils fluffing up and buttering the flaky flatbread ensures that nobody sleeps and everyone knows where to find food in Madurai at all times.



(sources:<http://20987//mart.in>)

### 7. Three-tiered Dosa at Konar Mess:

Descendants of a cattle and goat rearing community, the Konars use every part of the animal and let nothing go to waste, and offal dishes feature prominently on the menu at the Konar mess. The Konar mess is also famed for their stacked dosa, the kari dosa, which includes an omelet and a layer of ground mutton to top it off. Another favourite dish of the locals, elumbu roast is prepared using mutton bones roasted in a myriad of spices, served hot with several boldly flavoured gravies. Paired with a cold glass of Bovonto, an aerated grape drink that has a dedicated fan following in this part of the world, Konar mess promises a great meal with some of the best food in Madurai.



(sources:<http://three-whistles.com>)

### 8. Kalkandu Sadham at one of the last Saurashtrian restaurants in Madurai:

Unlike Jigarthanda, there is no doubt about the origins of this sugary, rice-based dish. Kalkandu sadham is thought to have been brought to Madurai by the silk-weaver Saurashtrian Gujarati community sometime during the 14th century. Indulge in this sweet dish at Sri Nagalakshmi Annexe, one of the few remaining authentic Saurashtrian restaurants in Madurai.



(sources:<http://amuthis/90.in>)

### 9. Madurai's Most Famous Halwa:

The people of Madurai have a strong sweet-tooth as is shown by their love for Halwa. Halwa is everywhere in Madurai, especially around the time of Diwali as families offer it to guests at their home. The Nagapattinam Original Halwa shop has the distinction of being one of the first establishments to bring halwa to the city and is famous for their wheat variant of the sweet. Prema Vilas is another beloved halwa vendor of the city, with its version celebrated for how soft it is.



(sources:<http://amuthis.in>)

### 10. Paruthi Paal:

Paruthi Paal is a thick drink made up mainly of cotton seeds, coconut milk, rice flour, cardamoms, jaggery and ginger. This drink is a remedy for cold, aids digestion and has numerous other health benefits.



(sources:<http://flour//yappe.in>)

### **3.13.3 Peak Season in Madurai:**

#### **January to February & May to June is Peak Season in Madurai:**

Pongal time (around January) and Summer (May to June) are the peak seasons in Madurai. Pongal is a 3-day festival celebrated in the month of January is regarded as extremely special in Madurai and hotel prices are usually climb up during this season. Though, summer is not a good season but large number of tourists comes down to the city to enjoy their vacation. The city offers a perfect and comfortable accommodation at a reasonable cost in the summer season.

#### **Winter (October - February):**

Winter is the best time to get relief from the hot and humid climate in Madurai. The temperature ranges from 20°C to 29°C during this time. Weather will be cooled breeze and your days will be with light sunny. All over Madurai looks pleasant during this time. Madurai can be your best winter location for holidays.

#### **Summer (March - May):**

Summer starts in the month of March at Madurai. Madurai temperature will rise up to 34°C during this time. This is not an ideal time to visit some of the travelers. But due to the off-season, you can get the hotels and all with cheap rates here.

#### **Monsoon (June - September):**

Madurai has a short time monsoon season. Although monsoon continuous till September. During this short time, the southwestern wind brings heavy rainfall here. This weather makes Madurai gloomy and looks pleasant. This is the best time for those who love greenish and lush nature. The maximum of temperature rises up to 37°C during this time.

### **3.13.4 Time to Visit Madurai:**

The average minimum and maximum temperature of Madurai is as given below. The best time to visit Madurai is January, February, November and December. October to March is Best Season to Visit Madurai. Madurai can be visited at any time. However, Winter from October to March is the best time to visit Madurai to explore its ancient temples and architectural beauty of the huge temple. This is the time the climate is cool and pleasant to travel through the city without any effects of heat. This is also the best time for sightseeing and other outdoor activities as the humidity of the city is less compared to summer.

### **3.14 Unique Features of Madurai:**

Madurai has great traditions, customs, manners and religious outlook, but it is also “lotus city”. Madurai had been an important centre for education as well as culture in the ancient period and at present it has several cultural and education institutions which spread the cultural values and knowledge all over. Several institutions which are famous in India and abroad have its branches in the Madurai city. To quote a few are the Fatima Colleges of Arts and Theosophical society. Madurai is reputed for the quality education it imparts. Various professional colleges like Law and Teaching, Indian Institute of Technology, Medical and Veterinary colleges, Deemed and Autonomous Universities have done great service in the educational sector.

Madurai city has a significant position in the film industry as there are lots of film studios situated in the city. Town hall is the most industrious place for cinema shooting and it is fondly called as the Hollywood of Madurai and has number of studios engaged in the production of Tamil, Telugu, Kannada, Malayalam and Hindi movies which are quite popular. Madurai is a modern city with clear sky, parks, landmarks of history, rivers, temples, churches, mosques, dance and drama theatres, cinemahouses, star hotels, lodges and other tourist infrastructure facilities that make a more convenient entry point to initiate tour of the land of Tamils and South India.

#### **3.14.1 Chithirai Festival:**

The annual temple festival of Meenakshi Amman Temple is called Chithirai Thiruvizha, when the celestial marriage of Meenakshi (form of Goddess Parvati) and Sundereshwara (Lord Shiva) is celebrated. The festival takes place in Chithirai (April-May) month from the first day of the Tamil New Year. Millions congregate from across the country to take part in this 12-day extravaganza. The celestial marriage (Thirukalyanam) is reenacted on the tenth day. Grand processions of the married couple are held on 11th (-Ther Thiruvizha – Chariot procession) and 12th (Theppa Thiruvizha – Float procession) days of the festival.

#### **3.14.2 Madurai Maqbara:**

Madurai Maqbara, the dargah (shrine) of Madurai Hazrats who were the descendants of Prophet Muhammad, is located inside the Kazimar Periya Pallivasal mosque. The land for the mosque was gifted to Kazi Syed Tajuddin, a descendant of the Prophet, who came from Yemen in the 13th century. Since then, almost all of his descendants have lived in the same locality, Kazimar Street, for more than 700 years, and managed the mosque. Even today, his descendants are appointed as Kazi to the Government of Tamil Nadu.

### **3.14.3 Jallikattu:**

Jallikattu is practiced as part of the Pongal celebrations, the most important festival for the Tamilians. This ancient tradition is practiced with bulls of local breeds being set loose into a crude arena as people watch the spectacle. The objective is for the human participants to grab on to the bull's hump, survive the bull's attempt to dislodge them until the bull is subdued and comes to a stop. Sometimes the bull has flags tied onto its horns which have to be retrieved to claim victory. Jallikattu is celebrated annually in January and is a spectacle to behold.

### **3.14.4 Jil Jil Jigarthanda:**

A glass of Jil Jil Jigarthanda, the Madurai special cool drink, can calm and cool your entire system from head to toe after a hot day and rejuvenate you. The preparation involves mixing chilled milk, sugar, homemade ice cream and basundi with badam pisin (an edible gum from the almond tree) and nannari (concentrated extract of sarsaparilla herb which is a wonder herb which cools down the body) syrup. The result is topped with almond chips and crushed resin. Some say it arrived with the Mughals, while others say the Muslim settlers from Hyderabad brought it with them.

## **CHAPTER-4**

# **ANALYSIS AND INTERPRETATION**

## CHAPTER-4

### ANALYSIS AND INTERPRETATION

#### 4. Introduction:

The chapter deals with the analysis of the data that has been collected from the respondents by administering questionnaire. The researcher analyzed and tabulated the data based on the demographic profile of the respondents, visitor satisfaction and service quality. Analysis and Interpretation form the central part of the research process.

Analysis of the data includes studying the tabulated material in order to determine the inherent factors. It is a process of breaking down the complex factors into simpler forms and putting them together in new arrangement for the purpose of interpretation. Interpretation is a search for the process, to find meaning for the research. The analysis is to summarize the collected data in such a way that they provide answer to the questions. The analysis is to study the relationship among various items in detail and interpretation will be given for the explanation of real fact in the study.

Analysis is a systematic approach to problem solving. It refers of the computation of certain measures along with searching for patterns of relationship that exists among data collected. Complex problems are made by separating them into more understandable elements. This involves the identification of purpose and facts, the statement of defensible assumptions and the formulation of conclusion.

The data collected for the current study “Popular street foods in Madurai and impact in tourism” has been tabulated, analyzed, interpreted and presented in this chapter. The analysis is based on the following tools

- Percentage analysis
- Descriptive Statistics
- Chi – Square test
- KMO and Bartlett’s test
- ANOVA

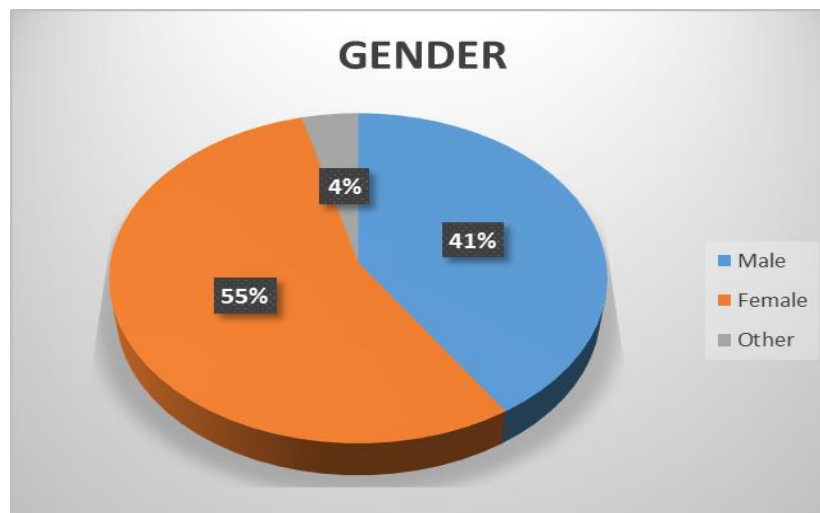
## 4.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Table 4.1.1 Shows the Demographic Details of Gender of the Respondents

GENDER	FREQUENCY	PERCENT
Male	102	40.6
Female	138	<b>59.0</b>
Other	10	<b>0.4</b>
Total	250	100.0

(source: primary data)

Figure 4.1.1 Gender of the respondents



From the table 4.1.1, it is shown that 40.6 percentage of respondents are male. And 59.0 percentage of respondents are female. And 0.4 percentage of respondents are others.

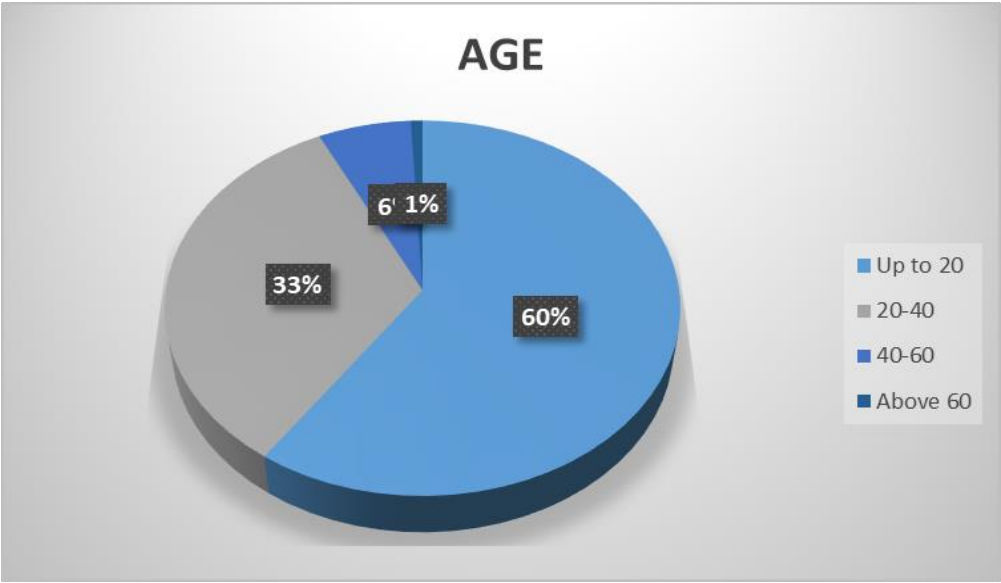
Hence it is evident from the above table that the majority of respondents are female which is slightly higher than male and other respondents.

**Table 4.1.2 Shows the Demographic Details of Age of the Respondents**

AGE	FREQUENCY	PERCENT
Up to 20	149	<b>59.4</b>
20-40	83	33.1
40-60	16	6.4
Above 60	2	<b>1.1</b>
Total	250	100.0

(source: primary data)

**Figure 4.1.2 Age of the respondents**



The above table 4.1.2, it is shows that 59.4 percent of respondents are in age group up to 20 years. 33.1 percent of respondents are in age group 20-40 years.6.4 percentage of respondents are in age group of 40-60 years. 1.1 percentage of the respondents are in age group of above 60 years. respectively.

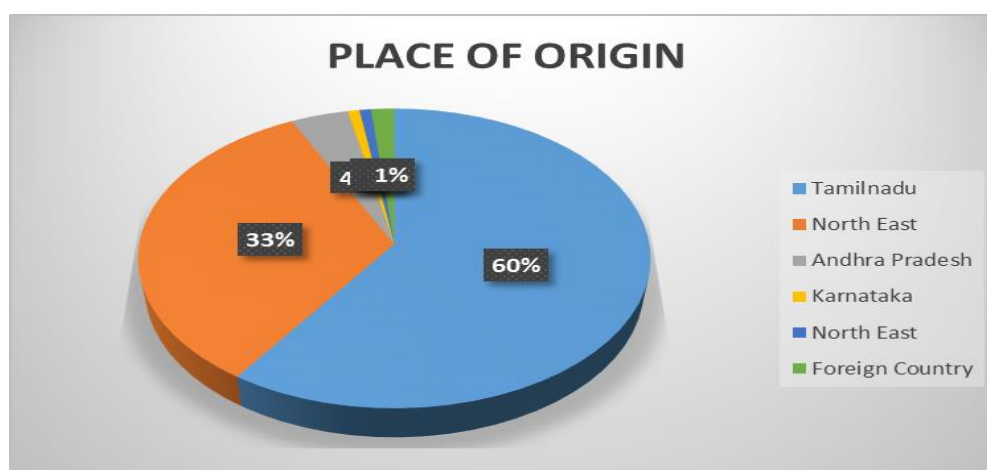
Thus, the majority of the respondents are below 20 years of age.

**Table 4.1.3 Shows the Demographic Details of Place of Origin of the Respondents**

ORIGIN	FREQUENCY	PERCENT
Tamilnadu	149	<b>59.4</b>
North India	83	33.1
Andhra Pradesh	10	6.4
Karnataka	2	0.2
North East	2	<b>0.2</b>
Foreign Country	2	0.2
Total	250	100.0

(source: primary data)

**Figure 4.1.3 Place of origin of the respondents**



The above table 4.1.3, it is shows that the 59.4 percentage of the respondents are in the place of origin in Tamilnadu. 33.1 percentage of the respondents are in the place of origin in North India. 6.4 percentage of the respondents are in the place of Andrapradesh. 0.2 percentage of the respondents are in the place of origin in Karnataka. 0.2 percentage of the respondents are in the place of origin in foreign country.

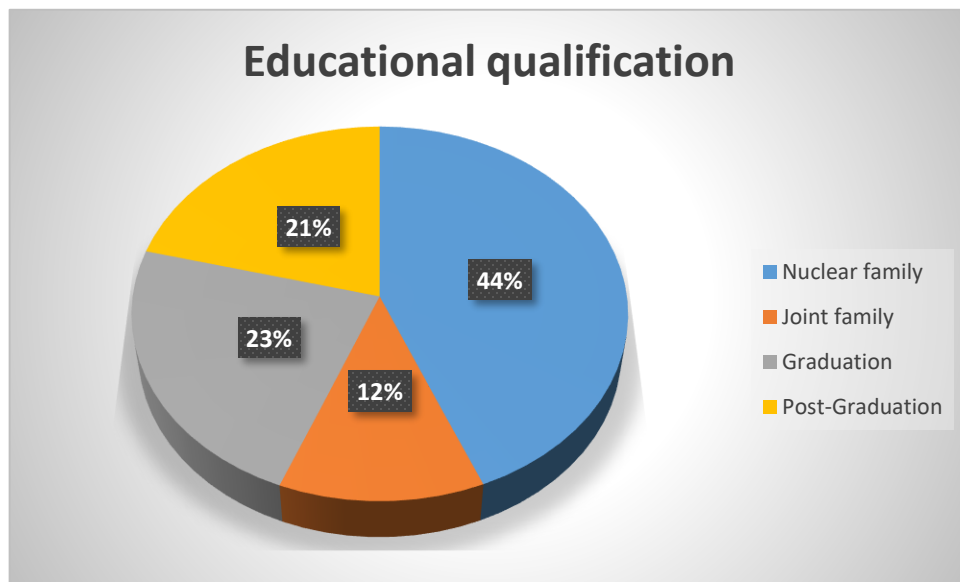
Thus, as a result from the above information shows that the majority of the respondents visited Madurai are originated from Tamilnadu.

**Table 4.1.4 Shows the Demographic Details of Educational qualification of the Respondents**

<b>EDUCATIONAL QUALIFICATION</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Up to SSLC	41	16.4
HSC	13	<b>5.2</b>
Graduation	103	<b>41.0</b>
Post-Graduation	94	37.5
Total	250	100.0

(source: primary data)

**Figure 4.1.4 Educational qualification of the respondents**



The above table 4.1.4, shows that 16.4 percent of the respondents are up to SSLC, 5.2 percent with HSC, and 41.0 percent are graduation and 37.5 percent are post-graduation.

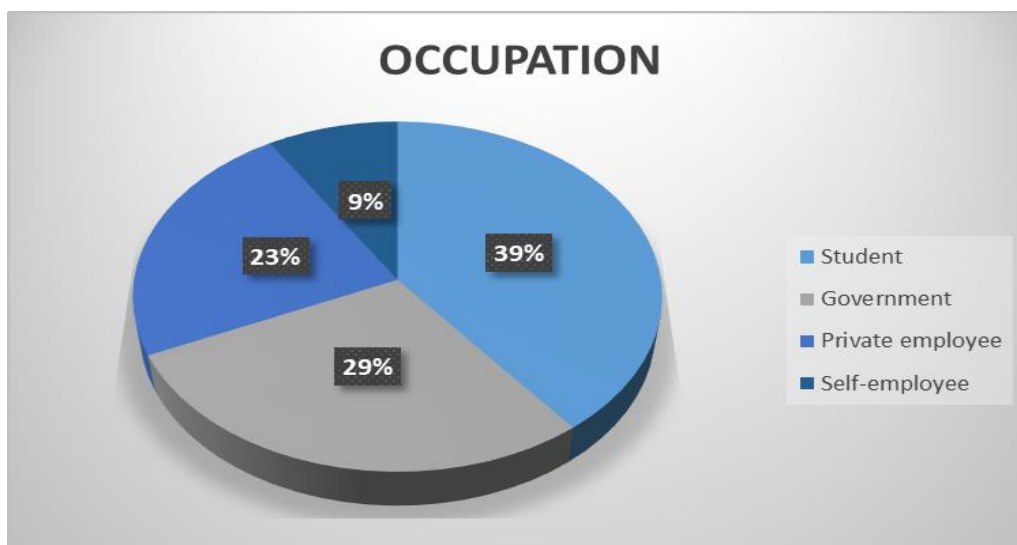
This data suggests that the majority of individuals in the sample had either a graduation level in educational qualification.

**Table 4.1.5 Shows the Demographic Details of Occupation of the Respondents**

<b>OCCUPATION</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Student	99	<b>39.4</b>
Government	72	28.7
Private employee	58	23.1
Self-employee	22	<b>8.8</b>
Total	250	100.0

(source: primary data)

**Figure 4.1.5 Occupation of the respondents**



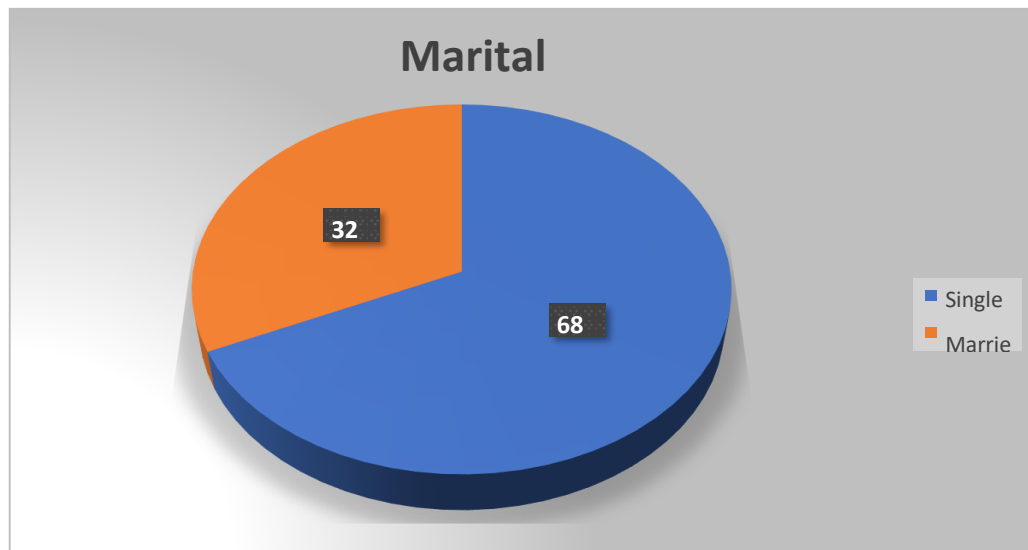
The above table provides information on the occupation of a sample of 250 individuals. From the table, we can interpret that the student has the highest percentage of individuals at 39.4 percent, followed by government sector individuals at 28.7 percent, and Private Sector employee at 23.1 percent. The lowest percentage was observed for self-employee at 8.8 percent.

The majority of individuals in the sample are student, followed by government and Private Sector individuals.

**Table 4.1.6 Shows the Demographic Details of Marital status of the Respondents**

<b>MARITAL STATUS</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Single	170	<b>68.1</b>
Married	80	<b>31.9</b>
Total	250	100.0

**Figure 4.1.6 Marital status of the respondents**



(source: primary data)

The above table 4.1.6, shows that 68.1 percentage of the respondents are single and 31.9 percentage of the respondents are married.

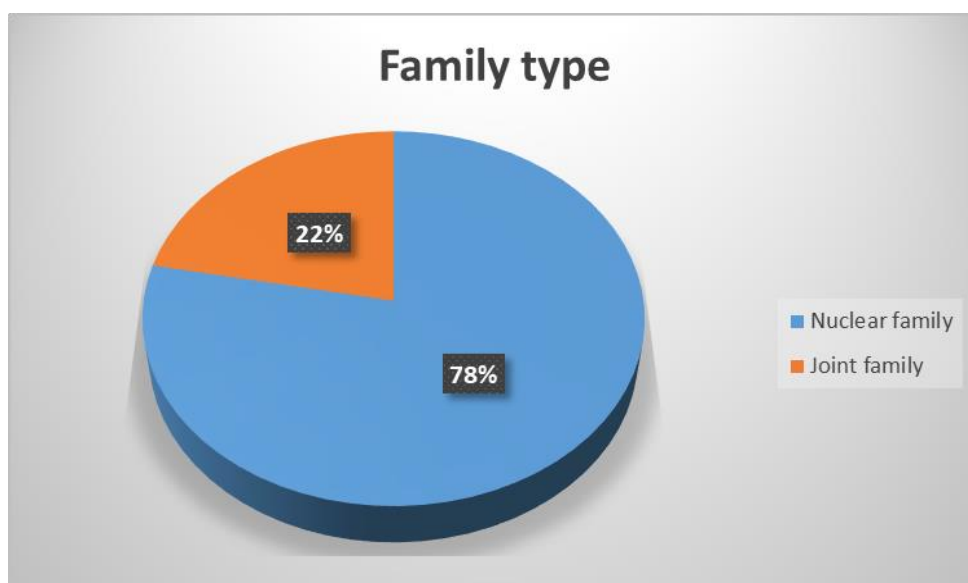
Thus, it is understood that majority of the respondents are married.

**Table 4.1.7 Shows the Demographic Details of Family type of the Respondents**

<b>FAMILY TYPE</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Nuclear family	200	<b>78.1</b>
Joint family	50	<b>21.9</b>
Total	250	100.0

(source: primary data)

**Figure 4.1.7 Family type of the respondents**



The above table 4.1.7, shows that 78.1 percentage of the respondents are nuclear family and 21.9 percentage of the respondents are joint family.

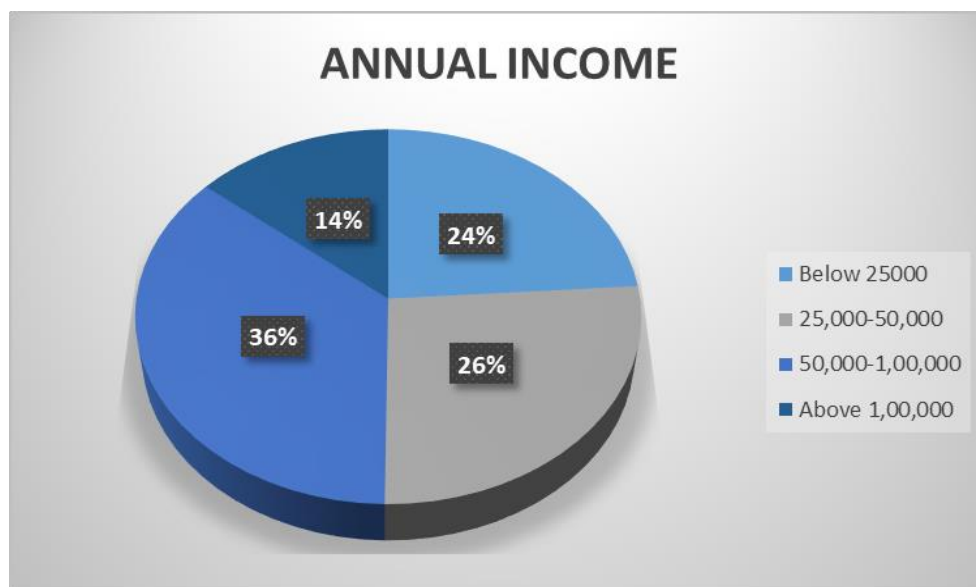
Thus, it is understood that majority of the respondents are married.

**Table 4.1.8 Shows the Demographic Details of Monthly income of the Respondents**

<b>MONTHLY INCOME</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Below 25,000	60	23.9
25,000-50,000	66	26.3
50,000-1,00,000	90	<b>35.9</b>
Above 1,00,000	35	<b>13.9</b>
Total	250	100.0

(source: primary data)

**Figure 4.1.8 Monthly income of the respondents**



The above table shows that 23.9 percentage with average monthly income of below 25,000, 26.3 percentage with average monthly income of 25,000-50,000.35.9 percentage with average monthly income of 50,000 – 1,00,000, and 13.9 percentage with average monthly income of above 1,00,000.

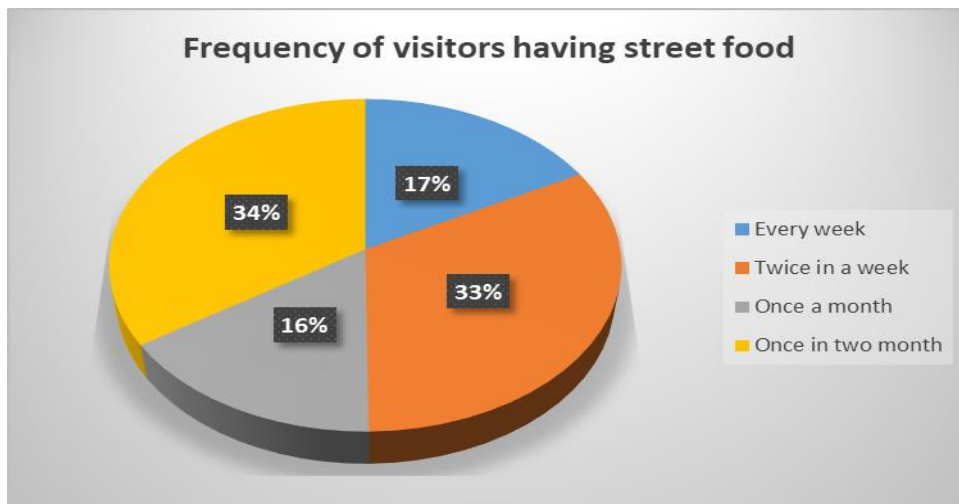
Thus, the majority of the respondents are earning an average monthly income of 50,000 – 1,00,000

**Table 4.1.9 Shows the Demographic Details of frequently having street food of the Respondents**

<b>FREQUENTLY DO YOU HAVE STREET FOOD</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Every week	43	17.1
Twice in a week	82	32.7
Once a month	40	<b>15.9</b>
Once in two month	86	<b>34.3</b>
Total	250	100.0

(source: primary data)

**Figure 4.1.9 Frequently having street food of the Respondents**



The above table 4.1.9 shows that 17.1 percentage of the respondents are frequently having street food in every week. 32.7 percentage of the respondents are frequently having street food in twice in a week, 15.9 percentage of the respondents are frequently having street food in once in a month. And 34.3 percentage of the respondents are frequently having street food in once in two months

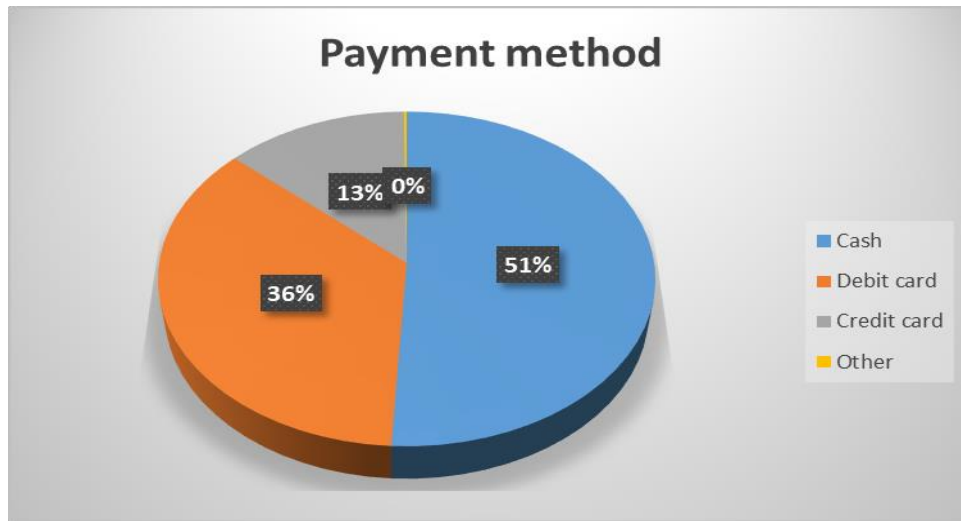
Thus, it is understood that majority of the respondents frequently having street food in once in two months.

**Table 4.1.10 Shows the Demographic Details of payment method of the Respondents**

<b>HOW DO YOU MAKE YOUR PAYMENTS?</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Cash	128	<b>51.0</b>
Debit card	90	35.9
Credit card	30	13.1
Other	2	<b>0.2</b>
Total	250	100.0

(source: primary data)

**Figure 4.1.10 Payment of the respondents**



The above table 4.1.10, shows that 51.0 percentage respondents make their payments in cash pay, 35.9 percentage of respondents make their payments in debit card, 13.1 percentage of respondents make their payments in credit card and 0.02 percentage of respondents make their payment in other way.

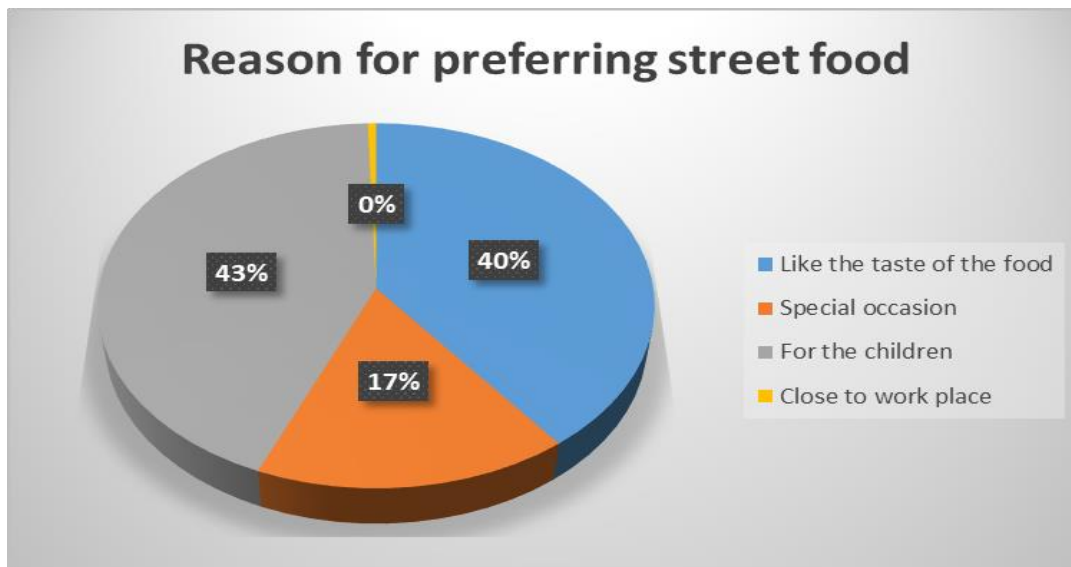
Here is the evidence of majority of the respondents are make their payments by cash.

**Table 4.1.11 Shows the Demographic Details of reason for preferring street food of the Respondents**

<b>THE REASON FOR PREFERRING STREET FOOD</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Like the taste of the food	90	38.0
Special occasion	50	16.1
For the children	130	<b>41.4</b>
Close to work place	10	<b>0.5</b>
Total	250	100.0

(source: primary data)

**Figure 4.1.11 reason for preferring street food of the Respondents**



The above table 4.1.11, shows that 38.0 percentage of people refer street food because of the taste. 16.1 percentage respondents refer on special occasion only because of children liking. 41.4 percentage of the respondents refer street food just because they are close to work place

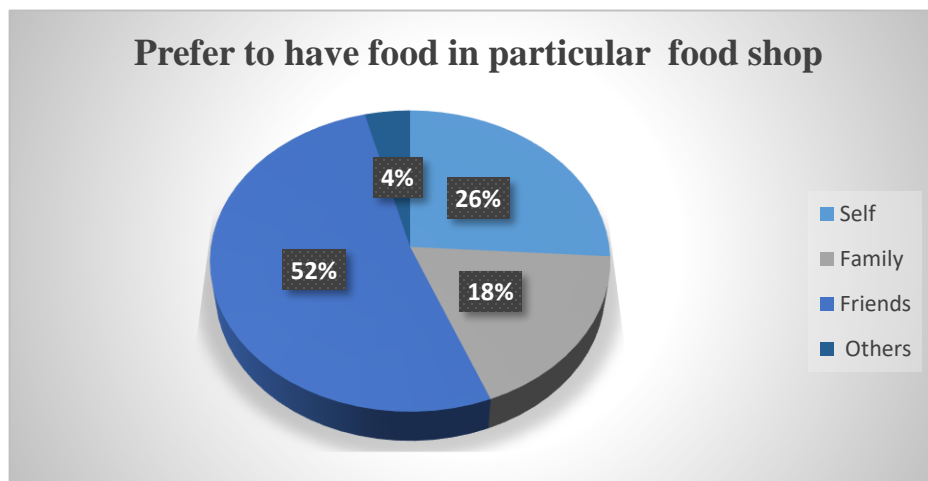
Therefore, majority of the respondents refer street food because of their children liking.

**Table 4.1.12 Shows the Demographic Details of the respondents are preferring a particular street food shop**

<b>PREFER TO HAVE FOOD IN PARTICULAR STREET FOOD SHOP</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Quality of service	16	33.1
Cheap rate	3	<b>1.2</b>
Quality of food	83	6.4
Taste of the food	149	<b>59.4</b>
Total	250	100.0

(source: primary data)

**Figure 4.1.12 Prefer to have food in particular food shop**



The above table 4.1.12, shows that 33.1 percentage respondents prefer to have food in particular street food shop more often for quality of service, and 1.2 percentage respondents prefer to have food in cheaper rate, 6.4 percentage respondents prefers quality of service and 59.4 percentage of them prefer to have food in particular street food shop more often for taste.

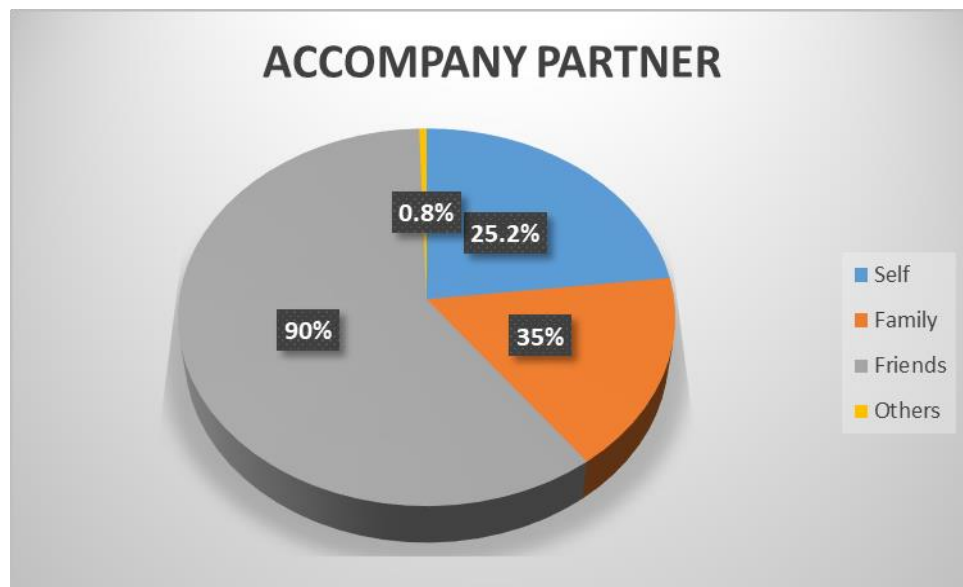
Therefore, the majority of respondents are referring to have food in particular street food shop more often the taste.

**Table 4.1.13 Shows the Demographic Details accompany partner of the Respondents**

<b>ACCOMPANY PARTNER</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Self	65	35.1
Family	45	25.2
Friends	130	<b>90.4</b>
Others	10	<b>0.8</b>
Total	250	100.0

(source: primary data)

**Figure 4.1.13 Accompany partner of the respondents**



The above table 4.1.13, shows that 35.1 percentage respondents comes in self without other person, and 25.2 percentage respondents are accompanied by family, 90.4 percentage respondents accompanied by their friends and 0.8 of them prefer to have food accompanied by others.

Therefore, here is the evidence that the majority of respondents are accompanied with their friends.

## 4.2 DESCRIPTIVE STATISTICS OF THE RESPONDENTS

### Descriptive statistics for According to the Customer satisfaction in street food

Descriptive Statistics					
	N	Minimum	Maximum	Mean	SD
Travelers satisfied with their street food experience in Madurai	250	1	5	2.23	0.717
Food served was visually attractive	250	1	5	2.59	0.828
Interested in trying local food and beverages in Madurai	250	1	4	2.19	0.829
Satisfied with Madurai Gastronomy	250	1	5	2.51	0.877
I will give positive recommendation of the street food experience in Madurai to my family/friends	250	1	5	2.42	0.768
Valid N (listwise)	250				

(Source: primary data)

The level of agreement of customer satisfaction in street food was assessed on 5 points Likert scale (5=Strongly agree; 4=Agree; 3=Neutral; 2=Disagree; 1=Strongly disagree). From the above table 4.2.1, it is understood that the majority of the customers were satisfied with Food served was visually attractive in Madurai with the highest mean score of 2.59 followed by satisfied with Madurai gastronomy with the mean score of 2.51. Whereas lowest value is 2.19 which means that Interested in trying local food and beverages in Madurai. Hence, it concludes that customers are more satisfied with visually attractive foods.

**Table 4.2.2 Descriptive statistics for According to the Promotion of Street foods**

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	SD
Street food as a strategy to promote Tourism	250	1	5	2.01	0.768
Street Foods contributes to the development of culinary tourism in Madurai	250	1	5	2.09	0.812
Include visits to any particular restaurants as a part of your tour to taste unique kinds of Food	250	1	5	2.10	0.823
Culinary are the part of the promotion of Tourism industry	250	1	5	1.94	0.787
Traveling to a destination only to experience a certain food or beverage	250	1	5	2.24	0.947
Valid N (listwise)	250				

(Source: Primary data)

The level of agreement of customer satisfaction in street food was assessed on 5 points Likert scale (5=Strongly agree; 4=Agree; 3=Neutral; 2=Disagree; 1=Strongly disagree). From the above table 4.2.2, it is understood that the majority of the promotions are Include visits to any particular restaurants as a part of your tour to taste unique kinds of Food with the highest mean score of 2.10 followed by satisfied with Street Foods contributes to the development of culinary tourism in Madurai with the mean score of 2.09. Whereas lowest value is 1.94 which means that Culinary are the part of the promotion of Tourism industry.

Hence, it concludes that most of the customers are satisfied with visiting some particular restaurants as a part of the taste and unique kinds of food.

**Table 4.2.3 Descriptive statistics for According to the Hygiene and quality**

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	SD
Dine at Madurai restaurants serving distinctive cuisines	250	1	5	2.31	1.158
The interior of food service establishments looked clean	250	1	5	2.49	1.325
Do you think Madurai Street foods are Hygienic	250	1	5	2.32	1.119
Food served was nutritious	250	1	5	2.84	1.386
Madurai Local street food is Healthy except fast food items.	250	1	5	2.38	1.251
Valid N (listwise)	250				

(Source: Primary data)

The level of agreement of customer satisfaction in street food was assessed on 5 points Likert scale (5=Strongly agree; 4=Agree; 3=Neutral; 2=Disagree; 1=Strongly disagree). From the above table 4.2.3, it is understood that the majority of the customers were satisfied with Food served was nutritious with the highest mean score of 2.84 followed by satisfied the interior of food service establishments looked clean with the mean score of 2.49. Whereas lowest value is 2.31 which means that Dine at Madurai restaurants serving distinctive cuisines. Hence, it concludes that customers are more satisfied with Food served was nutritious.

**Table 4.2.4 Descriptive statistics for According to the Authenticity**

<b>Descriptive Statistics</b>					
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>SD</b>
Variety cooking methods	250	1	5	2.51	0.706
Proportion of ingredients	250	1	5	2.32	0.701
Hot and Spicy	250	1	5	2.37	0.831
Originality and exoticness	250	1	5	2.21	0.865
Processing technology	250	1	5	2.27	0.963
Valid N (listwise)	250				

(Source: Primary data)

The level of agreement of customer satisfaction in street food was assessed on 5 points Likert scale (5=Strongly agree; 4=Agree; 3=Neutral; 2=Disagree; 1=Strongly disagree). From the above table 4.2.4, it is understood that the majority of the authenticity were satisfied in Variety cooking methods with the highest mean score of 2.51 followed by satisfied in Hot and Spicy foods with the mean score of 2.32. Whereas lowest value is 2.21 which means that Originality and exoticness of the food. Hence, it concludes that customers are more satisfied with Variety cooking methods.

### 4.3 CHI-SQUARE TEST OF THE RESPONDENTS

Chi-square Test is most the important and popular test for comparing frequencies in cross tabulation of two nominal variables. Chi-square test in this section was used to identify statistically significant level of association between Age and Gender. Comparison of Age to hygiene and quality and comparison of Gender to authenticity. Age comparison of hygiene and quality includes the difference in street shop serving distinctive cuisines, interior of the establishments, street foods are hygienic, food served as nutritious and local street food is healthy except fast food items. And Gender comparison of authenticity includes difference in variety of cooking methods and proportion of ingredients, hot and spicy, originality and exoticness and processing technology

#### 4.3.1 Chi-Square Tests for Association between Age of respondents with street shop serving distinctive cuisines

Null Hypothesis H0: There is no association between Age of respondents with street shop serving distinctive cuisines.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.656 <sup>a</sup>	12	0.046
Likelihood Ratio	20.008	12	0.020
Linear-by-Linear Association	.436	1	0.499
N of Valid Cases	250		
a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .54.			

(Source: Primary data)

**Table 4.3.1 Age of respondents with street shop serving distinctive cuisines**

As shown in table 4.3.1. The results of chi-square test help to indicate the association between Age of respondents towards street shop serving distinctive cuisines. Since P value is 0.046 which is lesser than 0.05. Hence null hypothesis is rejected at 5 percent level.

Hence, there is association between Age of respondents towards street shop serving distinctive cuisines

**4.3.2 Chi-Square Tests for Association between Age with interior of food service establishments looked clean.**

Null Hypothesis H0: There is no association between Age with interior of food service establishments looked clean.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.121 <sup>a</sup>	12	0.671
Likelihood Ratio	11.110	12	0.500
Linear-by-Linear Association	.003	1	0.982
N of Valid Cases	250		
a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .22.			

(Source: Primary data)

**Table 4.3.2 Age with interior of food service establishments looked clean.**

As shown in table 4.3.2. The results of chi-square test help to indicate the association between Age towards interior of food service establishments looked clean. Since P value is 0.671 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level.

Hence, here is the evidence to prove that there is no association between Age towards interior of food service establishments looked clean.

### 4.3.3 Chi-Square Tests for Association between Age of the respondents with street foods are hygienic in Madurai.

Null Hypothesis H0: There is no association between Age of the respondents with street foods are hygienic in Madurai.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.031 <sup>a</sup>	12	0.358
Likelihood Ratio	16.498	12	0.214
Linear-by-Linear Association	.013	1	0.880
N of Valid Cases	250		
a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .43.			

(Source: Primary data)

**Table 4.3.3 Age of the respondents with street foods are hygienic in Madurai.**

As shown in table 4.3.3. The results of chi-square test help to indicate the association between Age of the respondents towards street foods are hygienic in Madurai. Since P value is 0.358 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level.

From above table shows that there is no association between Age of the respondents with street foods are hygienic in Madurai.

#### 4.3.4 Chi-Square Tests for Association between Age of the respondents with nutritious food was served.

Null Hypothesis H0: There is no association between Age of the respondents with nutritious food was served.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.427 <sup>a</sup>	12	0.482
Likelihood Ratio	12.650	12	0.321
Linear-by-Linear Association	.286	1	0.600
N of Valid Cases	250		
a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .32.			

(Source: Primary data)

**Table 4.3.4 Age of the respondents towards nutritious food was served.**

As shown in table 4.3.4. The results of chi-square test help to indicate the association between Age of the respondents towards nutritious food was served. Since P value is 0.482 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level.

From the above table shows that there is no association between Age of the respondents towards nutritious food was served.

#### 4.3.5 Chi-Square Tests for Association between Age of the respondents towards street food is healthy except fast food items in Madurai.

Null Hypothesis H0: There is no association between Age of the respondents towards street food is healthy except fast food items in Madurai.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.546 <sup>a</sup>	12	0.331
Likelihood Ratio	15.873	12	0.197
Linear-by-Linear Association	3.597	1	0.058
N of Valid Cases	250		
a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .32.			

(Source: Primary data)

**Table 4.3.5 Age of the respondents towards street food is healthy except fast food items in Madurai.**

As shown in table 4.3.5. The results of chi-square test help to indicate the association Age of the respondents towards street food is healthy except fast food items in Madurai. Since P value is 0.331 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level.

Hence here is the evidence to prove that there is no association between Age of the respondents towards street food is healthy except fast food items in Madurai.

### 4.3.6 Chi-Square Tests for Association between Gender of the respondents towards variety of cooking methods.

Null Hypothesis H0: There is no association between Gender of the respondents towards variety of cooking methods.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.439 <sup>a</sup>	12	0.028
Likelihood Ratio	30.687	12	0.012
Linear-by-Linear Association	.009	1	0.921
N of Valid Cases	250		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .28.  
(Source: Primary data)

**Table 4.3.6 Gender of the respondents towards variety of cooking methods.**

As shown in table 4.3.6. The results of chi-square test help to indicate the association between Gender of the respondents towards variety of cooking methods. Since P value is 0.028 which is lesser than 0.05, the null hypothesis is rejected at 5 per cent level.

Hence, there is association between Gender of the respondents towards variety of cooking methods.

### 4.3.7 Chi-Square Tests for Association between Gender of the respondents towards promotion of ingredients.

Null Hypothesis H0: There is no association between Gender of the respondents towards authenticity in promotion of ingredients.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.463 <sup>a</sup>	12	0.008
Likelihood Ratio	24.780	12	0.026
Linear-by-Linear Association	.228	1	0.624
N of Valid Cases	250		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .11.

(Source: Primary data)

**Table 4.3.7 Gender of the respondents towards promotion of ingredients.**

As shown in table 4.3.7. The results of chi-square test help to indicate the association between gender of respondents towards authenticity in promotion of ingredients. Since P value is 0.008 which is lesser than 0.05, the null hypothesis is rejected at 5 per cent level.

Hence, there is association between gender of respondents towards authenticity in promotion of ingredients.

**4.3.8 Chi-Square Tests for Association between Gender of the respondents towards authenticity in hot and spicy.**

Null Hypothesis H0: There is no association between Gender of the respondents towards authenticity in hot and spicy.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.721 <sup>a</sup>	12	0.204
Likelihood Ratio	15.786	12	0.201
Linear-by-Linear Association	.031	1	0.860
N of Valid Cases	250		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .22.

(Source: Primary data)

**Table 4.3.8 Gender of the respondents towards authenticity in hot and spicy.**

As shown in table 4.3.8. The results of chi-square test help to indicate the association between Gender of the respondents towards authenticity in hot and spicy. Since P value is 0.204 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level.

There is no association between Gender of the respondents towards authenticity in hot and spicy.

### 4.3.9 Chi-Square Tests for Association between Gender of respondents towards originality and exoticness.

Null Hypothesis H0: There is no association between Gender of respondents towards originality and exoticness.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.845 <sup>a</sup>	12	0.038
Likelihood Ratio	21.547	12	0.032
Linear-by-Linear Association	.561	1	0.597
N of Valid Cases	250		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .17.

(Source: Primary data)

**Table 4.3.9 Gender of respondents towards originality and exoticness.**

As shown in table 4.3.9. The results of chi-square test help to indicate the association between Gender of respondents towards originality and exoticness. Since P value is 0.038 which is lesser than 0.05, the null hypothesis is rejected at 5 per cent level.

Hence, there is association between Gender of respondents towards originality and exoticness.

**4.3.10 Chi-Square Tests for Association between Gender of respondents towards authenticity in processing technology.**

Null Hypothesis H0: There is no association between Gender of respondents towards authenticity in processing technology.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.095 <sup>a</sup>	12	0.077
Likelihood Ratio	18.152	12	0.121
Linear-by-Linear Association	.031	1	0.765
N of Valid Cases	250		
a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .17.			

(Source: Primary data)

**Table 4.3.10 Gender of respondents towards authenticity in processing technology.**

As shown in table 4.3.10. The results of chi-square test help to indicate the association between Gender of respondents towards authenticity in processing technology. Since P value is 0.077 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level.

There is no association between Gender of respondents towards authenticity in processing technology.

#### 4.4 KMO AND BARTLETT'S OF THE RESPONDENTS

##### 4.4.1 KMO and Bartlett's Test for customer satisfaction on street food in Madurai.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.941
Bartlett's Test of Sphericity	Approx. Chi-Square	1.560E 3
	df	45
	Sig.	.000

(Source: Primary data)

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is a statistical test used to evaluate the suitability of data for a factor analysis. The KMO value ranges from 0 to 1, with values closer to 1 indicating better suitability for factor analysis. In this case, the KMO value is 0.941, which is considered excellent and indicates that the data is highly suitable for factor analysis.

The Bartlett's test of sphericity is another statistical test used to determine whether a correlation matrix is suitable for factor analysis. The null hypothesis of this test is that the correlation matrix is an identity matrix, which would indicate that there are no correlations between the variables. If the p-value of the test is less than 0.05, the null hypothesis is rejected and the correlation matrix is considered suitable for factor analysis. In this case, the p-value is 0.000, which is less than 0.05, indicating that the correlation matrix is suitable for factor analysis.

#### 4.4.2 Total Variance Explained for customer satisfaction on street food in Madurai.

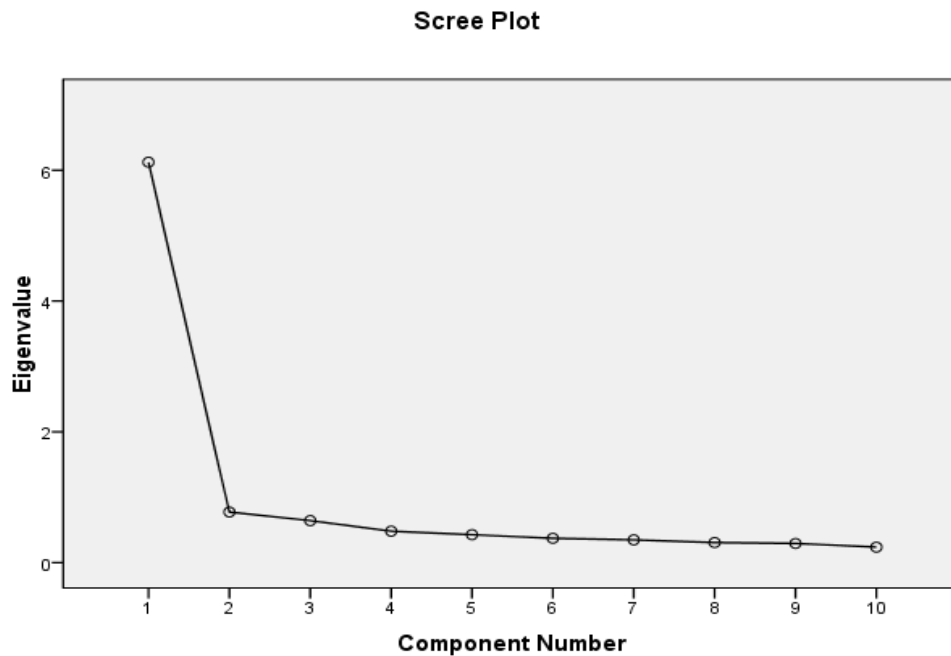
Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.122	61.224	61.224	6.122	61.224	61.224
2	1.293	3.495	57.922	1.293	3.495	57.922
3	1.576	4.259	50.552	1.576	4.259	50.552
4	4.093	11.061	30.213	4.093	11.061	30.213
5	2.254	5.780	34.626	2.254	5.780	34.626
6	1.468	3.764	52.356	1.468	3.764	52.356
7	1.133	2.905	62.027	1.133	2.905	62.027
8	1.354	3.472	55.829	1.354	3.472	55.829
9	7.115	18.244	18.244	7.115	18.244	18.244
10	1.354	3.472	55.829	1.354	3.472	55.829
11	.774	7.740	68.964			
12	.642	6.418	75.382			
13	.481	4.806	80.188			
14	.427	4.268	84.456			
15	.371	3.711	88.167			
16	.348	3.480	91.647			
17	.306	3.060	94.708			
18	.293	2.925	97.633			
19	.237	2.367	100.000			
20						
Extraction Method: Principal Component Analysis.						

(Source: Primary data)

The above table 4.4.2 shows the total variance explained by each principal component extracted through Principal Component Analysis. The first principal component explains 61.224% of the total variance, followed by the second, third, and fourth components that explain 3.495%, 4.259 and 11.061% of the variance, respectively. The Eigen value for a given factor measures the variance in all the variables which is

accounted for by that factor. It is also clear that there are total seven distinct components having Eigen values greater than 1 from the given set of variables. Eigen value for factor 1 is 6.122, for the factor 2 is 1.293 and for factor 3 is 1.576.

### Scree plot for Customer Satisfaction on street food in Madurai.



(Source: Primary data)

The screen plot begins by showcasing a bustling street filled with diverse food stalls, and capturing the vibrant atmosphere of a city known for its street food culture. The plots denote the tourism promoter who recognizes the untapped potential of street food in attracting tourists. creating a marketing campaign highlighting the unique street food scene in the city, showcasing its authenticity and diverse flavors. The screen plot ends with a montage of satisfied customers, testimonials from tourists, and a glimpse of a thriving street food industry that continues to flourish.

#### 4.4.3 Rotated Matrix for Customer Satisfaction on street food in Madurai.

<b>Rotated Matrix<sup>a</sup></b>	
Components	
Travelers satisfied with their street food experience in Madurai	.612
Food served was visually attractive	.830
Interested in trying local foods and beverages in Madurai	.800
Satisfied with Madurai gastronomy	.761
I will give positive recommendation of the street food experience in Madurai to my family/friends	.865
Foods as a strategy to promote tourism	.799
Street foods contributes to the development of culinary tourism Madurai	.847
Include visits to any particular restaurants as a part of your tour to taste unique kinds of foods	.745
Culinary are the part of the promotion of tourism industry	.790
Traveling to a destination only to experience a certain food and beverages	.796
Dine at Madurai street shop serving distinctive cuisines	.655
The interior of food service establishments looked clean	.667
Madurai street foods are hygienic	.606
Food served was nutritious	.631
Madurai local street food is healthy except fast food items	.662
Variety cooking methods	.637
Proportion of ingredients	.655
Hot and spicy	.676
Originality and exoticness	.627
Processing technology	.684
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

(Source: Primary data)

This is the rotated matrix resulting from a principal component analysis with one component extracted. Each item (e.g., "Aware of famous street food in Madurai") is correlated with the extracted component, which is represented as "Component 1". The values in the table represent the strength and direction of the correlation between each item and the component. For example, " Foods as a strategy to promote tourism " has a high positive correlation (.847) with Component 1, meaning that it is strongly associated with the overall experience at the street food. The items with high positive correlations with Component 1 suggest that they are important factors contributing to customers' overall satisfaction with the street food.

## 4.5. ANOVA OF THE RESPONDENTS

### 4.5.1 To examine the Gender of the respondents with the customer satisfaction while taking the street foods and its impact on tourism in Madurai

H<sub>0</sub>- Different gender of respondents has the same opinion with the customer satisfaction while taking the street foods and its impact on tourism in Madurai.

Factor	Gender	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
Street food experience in Madurai	Between Groups	.073	1	.073	0.089	0.766	Accepted
	Within Groups	163.360	199	.821			
	Total	163.433	200				
Food served was visually attractive	Between Groups	.130	1	.130	0.179	0.672	Accepted
	Within Groups	144.467	199	.726			
	Total	144.597	200				
Interested in trying local foods and beverages	Between Groups	.043	1	.043	0.046	0.003**	Rejected
	Within Groups	184.982	199	.930			
	Total	185.025	200				
Satisfied with Madurai gastronomy	Between Groups	.224	1	.224	0.227	0.634	Accepted
	Within Groups	196.174	199	.986			
	Total	196.398	200				
Positive recommendation of the street food experience in Madurai	Between Groups	.010	1	.010	0.011	0.004**	Rejected
	Within Groups	171.791	199	.863			
	Total	171.801	200				

(Source: Primary data)

From the table 4.5.1 is inferred that the significance value is less than 0.05 for Interested in trying local foods and beverages, Positive recommendation of the street food experience in Madurai, thus the null hypothesis is rejected. This indicates that there is statistical significant relation with Gender. The significant value for Street food experience in Madurai, Food served was visually attractive, And Satisfied with Madurai gastronomy is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with Gender.

**4.5.2 To examine the Age of the respondents with the promotion of street food while taking the street foods and its impact on tourism in Madurai**

H<sub>0</sub>- Different gender of respondents has the same opinion with the promotion of street food while taking the street foods and its impact on tourism in Madurai.

Factor	Age	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
Street foods as a strategy to promote tourism	Between Groups	6.646	3	2.215	2.784	0.042	Accepted
	Within Groups	156.786	197	.796			
	Total	163.433	200				
Street food contributes to the development of culinary tourism	Between Groups	7.568	3	2.523	3.627	0.004*	Rejected
	Within Groups	137.029	197	.696		*	
	Total	144.597	200				
Unique kinds of food	Between Groups	9.537	3	3.179	3.569	0.015	Accepted
	Within Groups	175.488	197	.891			
	Total	185.025	200				
Promotion of tourism industry	Between Groups	7.704	3	2.568	2.681	0.001*	Rejected
	Within Groups	188.694	197	.958		*	
	Total	196.398	200				
Experience a certain food and beverages	Between Groups	9.962	3	3.321	4.042	0.915	Accepted
	Within Groups	161.839	197	.822			
	Total	171.801	200				

(Source: Primary data)

From the above of table 4.3.2 is inferred that the significance value is less than 0.05 for Street food contributes to the development of culinary tourism, Promotion of tourism industry the null hypothesis is rejected. This indicates that there is statistical significant relation with age. The significant value Street foods as a strategy to promote tourism, Unique kinds of food, Experience a certain food and beverages is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with age.

**4.5.3 To examine the Educational qualification of the respondents with the hygiene and quality while taking the street foods and its impact on tourism in Madurai**

H<sub>0</sub>- Different educational qualification of respondents has the same opinion with the hygiene and quality while taking the street foods and its impact on tourism in Madurai.

Factors	Education Qualification	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
Street food shop serving distinctive cuisines	Between Groups	3.295	3	1.098	1.35	0.259	Accepted
	Within Groups	160.138	197	.813	1		
	Total	163.433	200				
Interior food service establishments looked clean	Between Groups	10.340	3	3.447	5.05	0.002*	Rejected
	Within Groups	134.257	197	.682	7	*	
	Total	144.597	200				
Madurai street foods are hygienic	Between Groups	6.598	3	2.199	2.42	0.067	Accepted
	Within Groups	178.427	197	.906	8		
	Total	185.025	200				
Food served was nutritious	Between Groups	6.220	3	2.073	2.14	0.096	Accepted
	Within Groups	190.178	197	.965	8		
	Total	196.398	200				
Local street food is healthy except fast food items	Between Groups	14.171	3	4.724	5.90	0.001*	Rejected
	Within Groups	157.630	197	.800	3	*	
	Total	171.801	200				

(Source: Primary data)

From the above table 4.5.3, is inferred that the significance value is less than 0.05 for to Interior food service establishments looked clean, Local street food is healthy except fast food items, thus the null hypothesis is rejected. This indicates that there is statistical significant relation with qualification. The significant value for street food shop serving distinctive cuisines, Madurai street foods are hygienic, Food served was nutritious is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with qualification.

#### 4.5.4 To examine the Occupation of the respondents with the Authenticity while taking the street foods and its impact on tourism in Madurai

H<sub>0</sub>- Different occupation of respondents has the same opinion with the Authenticity while taking the street foods and its impact on tourism in Madurai.

Factor	Occupation	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
Variety cooking methods	Between Groups	7.264	4	1.816	2.279	.062	Accepted
	Within Groups	156.169	196	.797			
	Total	163.433	200				
Proportion of ingredients	Between Groups	6.018	4	1.504	2.128	.003*	Rejected
	Within Groups	138.579	196	.707		*	
	Total	144.597	200				
Hot and spicy	Between Groups	1.587	4	.397	.424	.791	Accepted
	Within Groups	183.438	196	.936			
	Total	185.025	200				
Originality and exoticness	Between Groups	7.113	4	1.778	1.841	.122	Accepted
	Within Groups	189.285	196	.966			
	Total	196.398	200				
Processing technology	Between Groups	20.526	4	5.132	6.649	.000*	Rejected
	Within Groups	151.275	196	.772		*	
	Total	171.801	200				

(Source: Primary data)

From the above table 4.5.4, is inferred that the significance value is less than 0.05 for Proportion of ingredients, Processing technology, thus the null hypothesis is rejected. This indicates that there is statistical significant relation with occupation. The significant value for Variety cooking methods, Hot and spicy, Originality and exoticness is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with occupation.

**4.5.5 To examine the Marital status of the respondents with the Customer satisfaction while taking the street foods and its impact on tourism in Madurai**

H<sub>0</sub>- Different Marital status of respondents has the same opinion with the Customer satisfaction while taking the street foods and its impact on tourism in Madurai.

Factor	Marital Status	Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
Street food experience in Madurai	Between Groups	10.219	1	10.219	7.509	.007	Accepted
	Within Groups	270.835	199	1.361			
	Total	281.055	200				
Food served was visually attractive	Between Groups	5.260	1	5.260	2.127	.003**	Rejected
	Within Groups	209.377	199	1.052			
	Total	214.637	200				
Interested in trying local foods and beverages	Between Groups	.331	1	.331	.414	.520	Accepted
	Within Groups	158.953	199	.799			
	Total	159.284	200				
Satisfied with Madurai gastronomy	Between Groups	.118	1	.118	.127	.722	Accepted
	Within Groups	185.355	199	.931			
	Total	185.473	200				
Positive recommendation of the street food experience in Madurai	Between Groups	4.956	1	4.956	5.483	.020	Accepted
	Within Groups	179.850	199	.904			
	Total	184.806	200				

(Source: Primary data)

From the above table 4.5.5, is inferred that the significance value is less than 0.05 for Food served was visually attractive, thus the null hypothesis is rejected. This indicates that there is statistical significant relation with Marital status. The significant value for Street food experience in Madurai, interested in trying local foods and beverages, satisfied with Madurai gastronomy and Positive recommendation of the street food experience in Madurai is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with Marital status.

**CHAPTER 5**  
**FINDINGS, SUGGESTIONS**

## CHAPTER 5

### FINDINGS, SUGGESTIONS AND CONCLUSION

#### 5.1 FINDINGS

The data was collected from 250 respondents and from the data collected following findings were made:

##### 5.1.1 Demographics

- By using frequency analysis, based on the data provided, it shows that 40.6 percentage of responders are male. And 59.0 percentage of responders are female. And 0.4 percentage of respondents are others. And it concludes the most of the street food lovers are female which is slightly highly than male and other respondents.
- By using frequency analysis, it shows that 59.4 percent of respondents are in age group up to 20 years. 33.1 percent of respondents are in age group 20-40 years. 6.4 percentage of respondents are in age group of 40-60 years. 1.1 percentage of the respondents are in age group of above 60 years. respectively. Thus, the majority of the respondents are below 20 years of age.
- It found that the 59.4 percentage of the respondents are in the place of origin in Tamilnadu. 33.1 percentage of the respondents are in the place of origin in North India. 6.4 percentage of the respondents are in the place of Andrapradesh. 0.2 percentage of the respondents are in the place of origin in Karnataka. 0.2 percentage of the respondents are in the place of origin in foreign country. Thus, the result from the analysis that the majority of the respondents visited Madurai are originated from Tamilnadu.
- By using frequency analysis, it shows that 16.4 percent of the respondents are up to SSLC, 5.2 percent with HSC, and 41.0 percent are graduation and 37.5 percent are post-graduation. It concludes that the majority of individuals in the sample had either a graduation level in educational qualification.
- It found that the we can interpret that the student has the highest percentage of individuals at 39.4 percent, followed by government sector individuals at 28.7 percent, and Private Sector employee at 23.1 percent. The lowest percentage was observed for self-employee at 8.8 percent. The majority of individuals in the sample are student, followed by government and Private Sector individuals.
- It also shows that that 68.1 percentage of the respondents are single and 31.9 percentage of the respondents are married. Thus, it is understood that majority of the respondents are married.

- By using frequency analysis, it shows that 78.1 percentage of the respondents are nuclear family and 21.9 percentage of the respondents are joint family. Thus, it is understood that majority of the respondents are married.
- It found that 23.9 percentage with average monthly income of below 25,000, 26.3 percentage with average monthly income of 25,000-50,000.35.9 percentage with average monthly income of 50,000 – 1,00,000, and 13.9 percentage with average monthly income of above 1,00,000. Thus, the majority of the respondents are earning an average monthly income of 50,000 – 1,00,000.
- It analysis that 17.1 percentage of the respondents are frequently having street food in every week. 32.7 percentage of the respondents are frequently having street food in twice in a week, 15.9 percentage of the respondents are frequently having street food in once in a month. And 34.3 percentage of the respondents are frequently having street food in once in two months.It concludes that the majority of the peoples frequently having street food in once in a month.
- It found that shows that 51.0 percentage respondents make their payments in cash pay, 35.9 percentage of respondents make their payments in debit card, 13.1 percentage of respondents make their payments in credit card and 0.02 percentage of respondents make their payment in other way. Here is the evidence of majority of the respondents are make their payments by cash.
- It shows that 38.0 percentage of people refer street food because of the taste. 16.1 percentage respondents refer on special occasion only because of children liking. 41.4 percentage of the respondents refer street food just because they are close to work place. Therefore, majority of the respondents refer street food because of their children liking.
- By using frequency analysis, 33.1 percentage respondents prefer to have food in particular street food shop more often for quality of service, and 1.2 percentage respondents prefer to have food in cheaper rate, 6.4 percentage respondents prefer quality of service and 59.4 percentage of them prefer to have food in particular street food shop more often for taste. Therefore, the majority of respondents are referring to have food in particular street food shop more often the taste.
- It found that shows that 35.1 percentage respondents come in self without other person, and 25.2 percentage respondents are accompanied by family, 90.4 percentage respondents accompanied by their friends and 0.8 of them prefer to have food accompanied by others. Therefore, here is the evidence that

the majority of respondents are accompanied with their friends.

## **5.2 Descriptive statistics**

- By using Descriptive statistics, it is found that the majority of the customers were satisfied with Food served was visually attractive in Madurai with the highest mean score of 2.59 followed by satisfied with Madurai gastronomy with the mean score of 2.51. Whereas lowest value is 2.19 which means that Interested in trying local food and beverages in Madurai. Hence, it concludes that customers are more satisfied with visually attractive foods.
- It is understood that the majority of the promotions are Include visits to any particular restaurants as a part of your tour to taste unique kinds of Food with the highest mean score of 2.10 followed by satisfied with Street Foods contributes to the development of culinary tourism in Madurai with the mean score of 2.09. Whereas lowest value is 1.94 which means that Culinary are the part of the promotion of Tourism industry. Hence, it concludes that most of the customers are satisfied with visiting some particular restaurants as a part of the taste and unique kinds of food.
- It found that the majority of the customers were satisfied with Food served was nutritious with the highest mean score of 2.84 followed by satisfied the interior of food service establishments looked clean with the mean score of 2.49. Whereas lowest value is 2.31 which means that Dine at Madurai restaurants serving distinctive cuisines. Hence, it concludes that customers are more satisfied with Food served was nutritious.
- By using descriptive analysis, it is understood that the majority of the authenticity were satisfied in Variety cooking methods with the highest mean score of 2.51 followed by satisfied in Hot and Spicy foods with the mean score of 2.32. Whereas lowest value is 2.21 which means that Originality and exoticness of the food. Hence, it concludes that customers are more satisfied with Variety cooking methods.

## **5.3 KMO and Bartlett's test:**

- This is the rotated matrix resulting from a principal component analysis with one component extracted. Each item (e.g., "Aware of famous street food in Madurai") is correlated with the extracted component, which is represented as "Component 1". The values in the table represent the strength and direction of the correlation between each item and the component. For example, " Foods as a strategy to promote tourism " has a high positive correlation (.847) with Component 1, meaning that it is strongly associated

with the overall experience at the street food. The items with high positive correlations with Component 1 suggest that they are important factors contributing to customers' overall satisfaction with the street food.

#### **5.4 ANOVA:**

- It also inferred that the significance value is less than 0.05 for Interested in trying local foods and beverages, Positive recommendation of the street food experience in Madurai, thus the null hypothesis is rejected. This indicates that there is statistical significant relation with Gender. The significant value for Street food experience in Madurai, Food served was visually attractive, And Satisfied with Madurai gastronomy is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with Gender.
- It is inferred that the significance value is less than 0.05 for Street food contributes to the development of culinary tourism, Promotion of tourism industry the null hypothesis is rejected. This indicates that there is statistical significant relation with age. The significant value Street foods as a strategy to promote tourism, Unique kinds of food, Experience a certain food and beverages is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with age.
- It found that the significance value is less than 0.05 for to Interior food service establishments looked clean, Local street food is healthy except fast food items, thus the null hypothesis is rejected. This indicates that there is statistical significant relation with qualification. The significant value for street food shop serving distinctive cuisines, Madurai street foods are hygienic, Food served was nutritious is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with qualification.
- By using Anova, it inferred that the significance value is less than 0.05 for Proportion of ingredients, Processing technology, thus the null hypothesis is rejected. This indicates that there is statistical significant relation with occupation. The significant value for Variety cooking methods, Hot and spicy, Originality and exoticness is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with occupation.
- It also inferred that the significance value is less than 0.05 for Food served was visually attractive, thus the null hypothesis is rejected. This indicates that there is statistical significant relation with Marital status. The significant value for Street food experience in Madurai, interested in trying local foods and beverages, satisfied with Madurai gastronomy and Positive recommendation of the street food experience

in Madurai is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with Marital status.

### **5.5 SUGGESTIONS:**

Based on the present study, the following suggestions were made to improve the service quality in the selected destinations. The street vendors in the selected destinations can give better guidance to the customers means they can be even friendlier. The ambience of most of the shop can be presented more precisely and promptly. Many respondents are not satisfied with the current service provided in some shops; they can review their service strategy to attract customers. Service providers should also add some innovative ideas at the taste in the food to attract visitors and the rates are very high. Surroundings can be kept clean to inspire more visitors aware of respecting the natural environment.

Many customers are not satisfied with shops are not aware of this Attraction. Service providers can adopt promotional strategies to popularize the awareness to the shops. The charges for some delicious dish offered in this destination can be affordable. Cleanliness of this entire destination can be maintained properly and neat accessible washrooms can be provided.

The impact of these popular street foods on tourism in Madurai is significant. They not only contribute to the local economy but also showcase the city's diverse culinary culture. The availability of these iconic street foods adds to the overall experience for tourists, allowing them to immerse themselves in the local food scene, try new flavors, and create lasting memories of their visit to Madurai. The vibrant street food culture helps promote Madurai as a destination for food tourism, attracting visitors from different parts of the world.

## **CONCLUSION**

## CHAPTER - 6

### CONCLUSION

In conclusion, Madurai's popular street foods have a significant impact on tourism in the city. The diverse and delicious street food offerings not only cater to the taste buds of locals but also create a memorable experience for tourists. These street foods not only contribute to the local economy but also promote Madurai as a destination for food tourism. Tourists are drawn to the city by the prospect of trying unique and flavorful dishes that are deeply rooted in the local culinary traditions. The bustling street-side stalls, the aromatic scents, and the vibrant atmosphere surrounding these street foods enhance the overall tourist experience.

The popularity of Madurai's street foods has a ripple effect on the local economy, as it supports street vendors, food establishments, and local suppliers. It encourages entrepreneurship and creates job opportunities within the food industry. Moreover, the reputation of Madurai as a food lover's paradise attracts visitors from different parts of the world, boosting tourism revenue and promoting the city's cultural identity.

Overall, Madurai's street foods play a crucial role in attracting tourists, showcasing the city's culinary heritage, and contributing to its overall tourism industry. The vibrant street food culture adds a unique dimension to the tourist experience, making Madurai a must-visit destination for food enthusiasts and cultural explorers alike.

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## **CHAPTER - 7**

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## **ANNEXURE**

## QUESTIONNAIRE

Dear Respondent!

I am Abiregi.P, As a part of my research work. I request your kind cooperation in spending your valuable time in answering the questionnaire. This is purely academic exercise and any information given would not be disclosed, kept confidential.

Place: Madurai

Thank you.....

1) Gender:

a) Male [ ] b) Female [ ] c) Others [ ]

2) Age:

a) Up to 20 years [ ] b) 20-40 years [ ] c) 40-60 years [ ] d) 60 years above [ ]

3) Place of origin:

a) Tamilnadu [ ] b) North India [ ] c) Andhra Pradesh [ ] d) Karnataka [ ] e) North East [ ]

f) Foreign Country [ ]

4) Educational qualification:

a) UP to SSLC [ ] b) HSC [ ] c) Graduation [ ] d) Post Graduation [ ]

5) Occupation:

a) Student [ ] b) Government [ ] c) Private [ ] d) Self- employed [ ]

6) Marital Status:

a) Single [ ] b) Married [ ]

7) Family type:

a) Nuclear family [ ] b) Joint family [ ]

8) Annual income:

a) Below 25,000 [ ] b) 25,000-50,000 [ ] c) 50,000-1,00,000 [ ] d) Above 1, 00,000 [ ]

9) How frequently do you have street food?

a) Every week [ ] b) Twice in a week [ ] c) Once a month [ ] d) Once in two month [ ]

10) How do you make your payments?

a) Cash [ ] b) Credit card [ ] c) Debit card [ ] d) Other \_\_\_\_\_

11) The reason for preferring street food?

a) Like the taste of the food [ ] b) Special occasion [ ] c) For the children [ ] d) Close to work place [ ]

12) Why do you prefer to have food in particular street food shop more often?

a) Quality of service [ ] b) Cheap [ ] c) Quality of food [ ] d) Taste [ ]

13) Whom do you accompany with?

a) Self [ ] b) Family [ ] c) Friends [ ] d) Other \_\_\_\_\_

14) Kindly give your ratings:

Strongly agree(SA) Agree(A) Neutral(N) Disagree(D) Strongly disagree(SD)

	Questions	SA	A	N	D	SD
<b>CUSTOMER SATISFACTION</b>						
1	Travelers satisfied with their street food experience in Madurai					
2	Food served was visually attractive					
3	Interested in trying local foods and beverages in Madurai					
4	Satisfied with Madurai gastronomy					
5	I will give positive recommendation of the street food experience in Madurai to my family/friends					

	Questions	SA	A	N	D	SD
<b>PROMOTION OF STREET FOODS</b>						
1	Foods as a strategy to promote tourism					
2	Street foods contributes to the development of culinary tourism Madurai					
3	Include visits to any particular restaurants as a part of your tour to taste unique kinds of foods					
4	Culinary are the part of the promotion of tourism industry					
5	Traveling to a destination only to experience a certain food and beverages					

	Questions	SA	A	N	D	SD
<b>HYGIENE AND QUALITY</b>						
1	Dine at Madurai street shop serving distinctive cuisines					
2	The interior of food service establishments looked clean					
3	Madurai street foods are hygienic					
4	Food served was nutritious					
5	ai local street food is healthy except fast food items					

	Questions	SA	A	N	D	SD
<b>AUTHENTICITY</b>						
1	Variety cooking methods					
2	Proportion of ingredients					
3	Hot and spicy					
4	Originality and exoticness					
5	Processing technology					

Suggestion if any \_\_\_\_\_

**THANK YOU.....**