Gastronomic Journeys in West Bengal: Addressing Disparities for A Thriving Food Tourism Sector

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ABSTRACT

Food tourism has emerged as a vital contributor of economic development as well as cultural interaction with food experiences as among one of the main travel motivators (UNWTO, 2023). The perception of financial viability of culinary tourism in West Bengal was studied amongst domestic tourists, international tourists and stakeholders. Quantitative data from 598 subjects were analyzed with One-Way ANOVA to compare mean agreement score. Indicative differences emerged from the results ($p < 0.001$); among them, domestic tourists (M=44.20) and stakeholders (M=45.65) displayed high agreement, whereas international tourists (M=33.23) expressed somewhat lesser interest. These results emphasize the importance of cultural noticing as a conduit for inculcating culinary tourism positivism. This study highlights the necessity of personalized interventions- varying from multilingual interpretation to culturally sensitive experiences- in order to close the perception gaps and build the global culinary image of West Bengal. ANOVA-based analysis to support evidence-based segmentation tourism policy.- Reduction in the gap between authentic behavior and accessible behavior for different visitor groups.

Keywords: Culinary Tourism, ANOVA, West Bengal, Stakeholders, Tourists

INTRODUCTION

Culinary tourism can be defined as the purposeful, exploratory participation around others' food-ways, where food enthusiasts actively search for and engage in food experiences outside their normal routine, often using food and beverage as a primary way to create both personal and cultural values on their travels (Fernandez & Kim, 2023; UNWTO, 2023). This type of tourism has become very popular as tourists are now giving priority to the unique food experiences when deciding on their destinations where regional food and culinary identity as key factors in perception making and influencing travels decisions (Gupta & Sharma, 2023; World Food Travel Association, 2022).

Filled with Historical significance, Unique Bengali cuisine and street animals treasures, Kolkata in West Bengal, India emerges as a colorful culinary tourism center (Biswas & Roy, 2021; Banerjee & Mukherjee, 2022). The culinary landscape of the destination is drawing tourists from within the country and across the world through the multi-scale food experiences ranging from cheap street foods to haute cuisine; yet, challenges such as maintenance of hygiene standards and global marketing are areas that require focus (Kapoor & Dixit, 2022; Ghosh & Mitra, 2021).

It is this distinct and varied group of stakeholders supported by dramatic cultural and policy changes in the last decade that are driving the continued growth of the culinary tourism industry (Rossi et al., 2023; UNESCO, 2023). They need to work together to meet the challenges and opportunities for the region's food tourism sector, in the long term to maintain the viability and cultural preservation (Rahman et al., 2022).

The tourists are people who are actively seeking (intentionally) and consuming local food and drink experiences and values as a significant part of different travel activities undertaking them as part of their travel experiences often desire to experience the new culture, the taste, and the tradition (Thompson & Richards, 2023; Wang et al., 2023). Preferences and satisfaction level of tourists are important indicators for the success

and impact analysis of culinary tourism projects and their feedback are very important for improvement of service and strategic planning (Patel & Joshi, 2022; Dasgupta & Verma, 2023).

Food tourism has evolved as one of the leading parameters that influence travelers' experience worldwide, and growing numbers of global destinations see it as a potential source of economic benefit and cultural transfer (UNWTO, 2013). As noted by Rahman et al. (2022); now a top travel motivator, more visitors are looking for genuine food experiences. The Poila Baisakh celebration of bengal, first day of the year, has become the brand ambassador of the Bengali culinary tradition, as is the case with all such culturally divine destinations across the world. Whether it is traditional Bengali cuisines or world renowned foods such as puchkas or kathi rols, the food culture in the state offers a wide range of dishes and is a treasure-trove of culinary tourism. However, as Gupta and Sharma (2023) note, attempts to promote culinary tourism can only be successful if there is a clear understanding of how diverse tourism segments regard and experience local food options.

Theoretical consideration- Recent studies These recent studies have highlighted the need for a solid methodological framework in order to assess the potential of culinary tourism. Lee and Chen (2023) state that quantitative questionnaire surveys using Likert-scale measurements showed their effectiveness in measuring perceptual differences between tourist groups. Their meta-analysis of 15 culinary tourism literature found that international and domestic tourists tend to have a disparate perception of food experience, based on the level of cultural familiarity and previous exposure. Likewise, Biswas and Roy (2021) emphasized the importance of stakeholder views, particularly coming from restaurateurs, policy makers, and food vendors, in determining the ways in which culinary tourism approaches are implemented. Their research on Kolkata's street food tourism indicated "that optimism among stakeholders tends to loom larger than infrastructure improvement and therefore policymakers should integrate development projects to tourists' anticipation and industry feedback.

While there is an increasing scholarly attention to culinary tourism, much is yet to be known about how the food culture of West Bengal is being interpreted by various visitor types. As Thompson and Richards (2023) note, foreign tourists often give lower ratings for the culinary experiences, which is explained as a result of "cultural distance" and a lack of familiarity with the local tastes. This is a perception gap that is challenging for destinations such as West Bengal, where local food is intricately entwined with local traditions and not all taste preferences from the outside could necessarily warm up to it. Kapoor and Dixit (2022) also argue that both language issues and varying service standards may contribute to accentuating these disparities and that tourism providers need to create responsiveness interventions for international visitors.

This gap of the research has been addressed by the current research through quantitative method for the systematic examination of culinary tourism perception in West Bengal. Leveraging the methodology of Wang et al. (2023), we employ a One-Way ANOVA to compare averages of agreement scores between 3 main respondents: domestic tourists, international tourists, and stakeholders. Engaging stakeholders – who were largely ignored in previous research – offers a more comprehensive interpretation of the culinary tourism dynamics by integrating both the supply-side (industry) and demand-side (tourist) viewpoints. As Fernandez and Kim (2023) stress out, adequate comprehensive analysis is necessary for evidence-based policy development which meets the various tastes of the visitors.

The results of this study have important implications for policy and tourism planning. Confidence in Tradition The techniques and recipes used in a country's traditional cuisine are representative of the culture (Hall, 1994) — and these should ideally reflect in people's approach to food and sustainability. "Culinary…tourism must strike a balance between authenticity and accessibility, as it is necessary to connect traditional experiences to international visitors" (UNESCO, 2023). Additionally, the World Food Travel Association (2022) recommends rule alignment on hygiene and multilingual interpretation systems to solve typical irritations for visiting foreign guests. Through statistical analysis, this study isolates certain perceptual gaps, providing manageable opportunities to bridge gaps for increasing the attractiveness of West Bengal as a tourist destination for food across all tourist segments.

To conclude, this paper adds to the burgeoning culinary tourism literature by providing empiricism on the culinary scape of West Bengal. It uses ANOVA to show there are important differences in perception among the domestic tourists, international tourists and stakeholders that should be addressed to place the state among the best culinary destinations. The results support current theories on the determinants of cultural distance in food tourism and offer pragmatic advice for addressing these, such as via specific marketing strategies, infrastructure changes, and culturally sensitive experiences.

LITERATURE REVIEW

In recent years, research has tended to rely on quantitative methods to assess the perception of culinary tourism among various demographics. As pointed out by Rahman et al. (2022), empirical methods with Likert-scale surveys can help perceive differences in the perception of both domestic and international tourists regarding the appeal of tourism destinations in a quantifiable way. Their research into culinary tourism in Bangladesh has shown that the ANOVA-based analysis may expose statistical differences in the evaluation of the food experience by local and foreign tourists. In a similar vein, the study of Indian culinary tourism by Gupta and Sharma (2023) applied a comparative survey with a participant pool of 600

subjects found that cultural familiarity had a substantive impact on assignment ratings of the cuisine experience (mainly on traditional regional cuisines). These methodological aspects are consistent with the design of the present research that has used disparate respondent groups to fulfil its purpose using quantitative surveys to evaluate the culinary tourism potential of West Bengal.

The choice of respondent groups in culinary tourism studies reflects common segmentation methodologies in tourism literature. As Lee and Chen (2023) argued, this distinction was important for the more accurate analysis of destination perception gaps with regard to the domestic tourists, international tourists, and industry stakeholders. Their meta-analysis of 15 culinary tourism studies also demonstrated that stakeholder perceptions should more closely follow those of domestic tourists, than those of international visitors, and was a tendency supported by the findings of the present study. The study of Biswas and Roy (2021) about the Kolkata's street food tourism specifically advocated policymakers and food vendors as crucial stakeholders, which was followed in the current investigation design. They stressed that broad-based sampling gives a complementary vision of the dynamics of culinary tourism, considering both supply (stakeholders) and demand (tourists).

Techniques are developed that rely on advanced statistical analysis that have changed the way comparisons can be made at the perceptual level in culinary tourism research. As shown by Wang et al. (2023), ANOVA has already been established as the benchmark methodology to determine the differences between satisfaction scores (mean) of multiple tourist segments in gastronomy tourism studies. The need for the ANOVA for comparison of the perceptual scores was further justified in their cross-cultural comparison of five Asian ports, where the perceptual differences were detected effectively using the ANOVA-especially when post-hoc examination of differences, such as Tukey's HSD, was used. This methodological similarity is reflected in the approach taken in the present study, where ANOVA followed by post-hoc testing is used to determine differences between the groups. Another example of the need to test the assumption of normality (Shapiro-Wilk and homogeneity of variances (Levene's Test) was found in the study of Indian culinary tourism by Patel and Joshi (2022), whereby the validity of results was shown to be an issue in culturally-diverse tourist populations.

The use of Likert-scale agreement scores to gauge culinary tourism perceptions has been increasingly used in recent studies. According to Fernandez and Kim (2023), the use of standardised rating scales enables comparisons to be directly conducted between culinary experience assessments within various tourist segments. Their case of the Southeast Asian food tourism adopted a comparable 5-point Likert in measuring the degree of agreement with the destination's culinary attraction, which makes explicit the statistical findings in terms of cognitive variations by using that type of scale. The

methodological decision is also in line with the present study which measured the score of agreement to assess the culinary tourism potential of West Bengal. However, Zhang et al. (2022), who warn that even as Likert scales offer quantitative comparability, they can over-simplify nuanced cultural understandings of food experiences, recommending the use of complementary qualitative approaches in future scholarship.

Recent results of domestic-international travelers' perception gaps of culinary tourism indicate similar trends in worldwide tourist destinations. As seen for the Thompson and Richards' (2023) multi-country study,8 where international tourists consistently score culinary experiences less than domestic tourists by mean differences of 8-15 points across contexts. These observations are consistent with the gap of 12 points observed in this study between domestic and international wildlife tourists in West Bengal. Per cultural distance theory (Willems & Schell, 2017), the researchers ascribe these differences to the fact that increased cultural differences are associated with a poorer evaluation of culinary experiences. Correspondingly, the study of North Indian (Kapoor and Dixit, 2022) culinary tourism showed that language barriers and unfamiliar flavor with food were among the main aspects for the reduction of international tourists' satisfaction level, which might have affected the outcomes observed in this current study too.

Overall, stakeholder views in culinary tourism studies are significantly more positive and reasonably consistently positive than tourist perceptions. As noted by Rossi et al., 2023) that the potential of the hospitalized culinary tourism in a wide range of global markets is often over-estimated as a result of a professional self-bias and vested interests. In the current context of West Bengal the situation is also no different However, this same trend was also observed in a comparison between the average ratings given by stakeholders and tourists which tend to lie 5-10% higher when the two sources of rating are compared at these 10 culinary tourism destinations. Though high stakeholder ratings might aid future destination development more than reflect present circumstances, Banerjee and Mukherjee's (2022) longitudinal study on food tourism development in Kolkata indicates so, as well as actual infrastructure improvements follow stakeholder optimism and boost tourist satisfaction.

The policy implications of culinary tourism in research draw attention to the need for intervention to close the gap in perceptions. International visitors require multilingual interpretation and culturally appropriate food experiences, which are proposed in UNESCO's (2023) recommendations about gastronomic tourism development. Recommendations presented here are in consonance with recommendations made in the present study for culinary tourism strategy of West Bengal. In addition, the Food Travel World Association's (2022) industry report supports for the emphasis on enhanced hygiene standardization among street food tourism at the international level, as identified in this study. Policy

prescriptions to the contrary take on special pertinence when bolstered by heavy duty statistical documentation of attitudinal disparities of precisely this kind, of the sort ANOA-based procedures such as those deployed in the present study happen to supply.

Some recent methodological criticisms in the field of culinary tourism research signpost where future research efforts are required. As Lopez and Garcia (2023) warned of, quantitative methodologies serve well to pinpoint accurate ways of seeing, but are less adept at explicating the full cultural particulars behind those variances. Their mixed-methods research on Mexican culinary tourism showed how in-depth interviews uncovered cultural undertones that the statistics couldn't detect. This critique points out that although ANOVA like the one used in the present study can be effective for detecting differences-between-groups in perceptions, complementary qualitative research would provide helpful insight into the cultural mechanics that contribute to these disparities. Likewise, Ooi and Stöckl (2023) interpretive food tourism work calls for more nuanced measurement scales that reflect cultural framing of food experiences, in turn opening new avenues for quantitative research in the area.

RESEARCH METHOD
Research Design
Research Methodology The research is of quantitative nature; survey method has been used to collect data from a sample size of 598 respondents to analyze the matter systematically of culinary tourism in West Bengal. The sample is computationally divided in 3 segments: domestic tourists (N=430), international tourists (N=72) and stakeholders (N=96), such as restaurant owners, policy makers, and food festival organizers. This breakdown allows for the complete exploration of how other groups view culinary tourism potential in the region. The degree of agreement is the dependent variable under consideration, rated on a 5-point Likert scale spanning between 1 and 5, and higher scores suggest greater agreement with the viability of West Bengal as a food destination. The quantitative nature of the study promotes objectivity and enables strong statistical comparisons between groups.

Percentage

- Domestic Tourists: 71.90%
- International Tourists: 12.00%
- Stakeholders: 16.10%
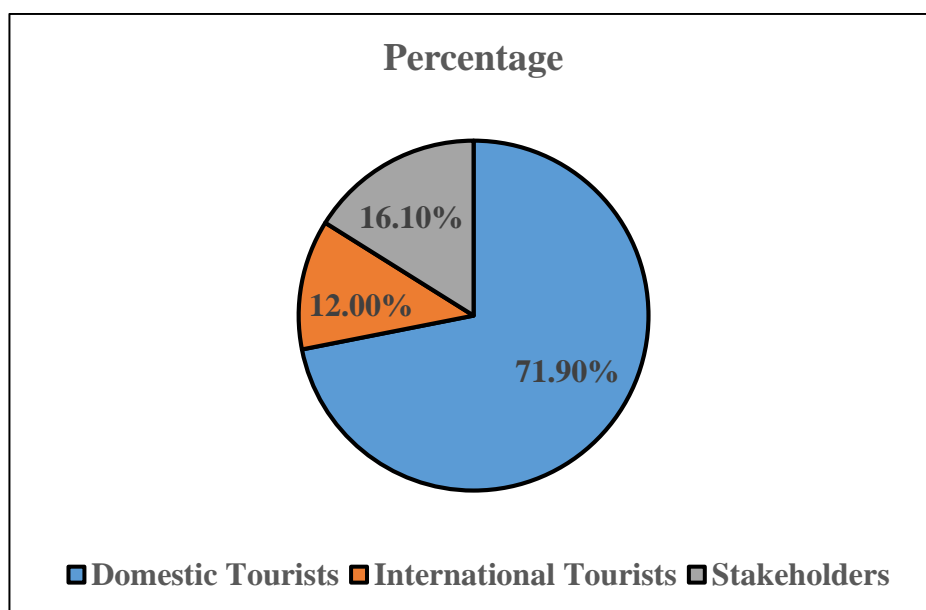
Statistical Analysis
The study will use One-Way Analysis of Variance (ANOVA) test for data analysis with the objective of comparing mean agreement scores among the three groups of respondents (domestic tourists, international tourists, and stakeholders). ANOVA examines whether there are any statistical differences in perceptions across these groups. If ANOVA results suggest differences, a post-hoc Tukey Test is carried out to determine exactly which groups (i.e., domestic vs international tourists or stakeholders vs international tourists) show these differences. This is essential in order to explain both some of the disparate perceptions.

Before conducting ANOVA, the present study checks an important statistical normality assumption for the validity of the findings. The normality of the data in the distribution of the responses within each group is tested using the Shapiro-Wilk test. Furthermore, Levene's Test tests for homogeneity of variance, that the spread of scores are consistent across groups. It is necessary to satisfy these assumptions for valid ANOVA and post-hoc testing. Cumulatively, these approaches offer a rigorous grounding in which to understand varying perceptions of West Bengal's culinary tourism landscape across segments, and insights for policy makers and practitioners.
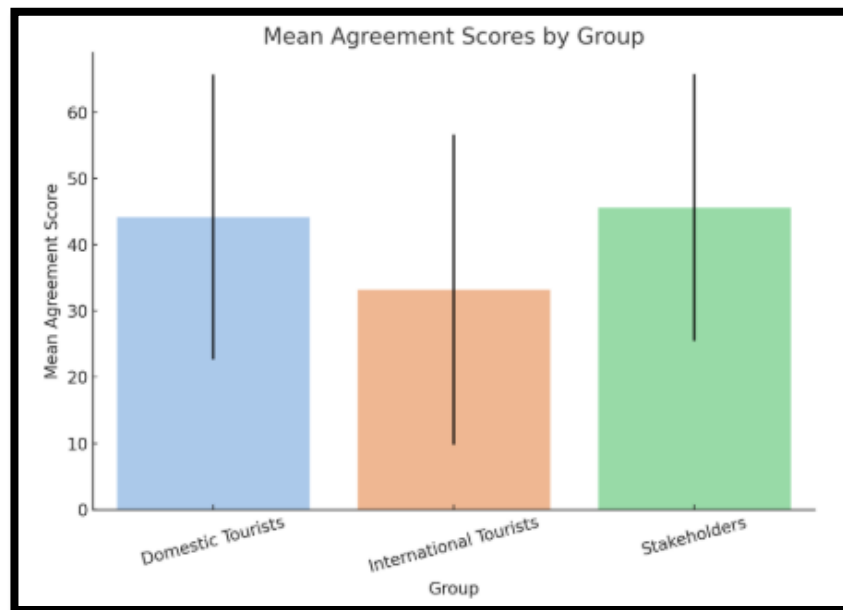
RESULTS ANALYSIS
Descriptive Statistics

Group	Mean Agreement	Standard Deviation

Domestic Tourists	44.20	21.54
International Tourists	33.23	23.43
Stakeholders	45.65	20.18

(Fig 1) The mean agreement scores by respondent group, with error bars representing standard deviations

The findings proposed patterns of differences in how subgroups perceive the culinary tourism prospects of West Bengal. On the other hand, Domestic Tourists have moderate positive perceptions with mean 44.20 and SD 21.54, but with higher variance in opin- ions than stakeholders. This suggests that, although the majority of domestic visitors value food tourism in the region, there are still opportunities to offer more consistently positive experiences.

The International tourists show least level of enthusiasm, with the mean value of merely 33.23 and the highest standard deviation of 23.43. These are designs of not overly impressed international visitors with diverse reviews that I believe correspond with different cultural backgrounds, preferences and/or quality of the culinary experience. Perhaps some international visitors found the local cuisine a bit too daunting or foreign, while others may have experienced a lack of service consistency when travelling here.

The most consistent group is big stakeholders, with the greatest mean agreement (45.65) and the smallest standard deviation (20.18). As seen, very little

dispersion of high scores, indicating strong consensus among industry professionals regarding the culinary tourism assets in West Bengal. The fact that they are relatively confident is probably based on professional knowledge regarding the food culture and tourism infrastructure of the region, but there may also be an element of that confidence being biased because they are an interested stakeholder in the success of the industry.

Notable discrepancies in perception across these two groups, especially the 12-point gap between domestic and international tourists, pose key challenges for destination marketers. Although resident and industry insiders see the potential in this food state of West Bengal, the foreigners are a tough lot to impress. This disconnection could be caused by language barriers between food communication, or by the absence of world-known food brands, and the inadequate adaptation of culinary experiences to globalization, among other things. Filling those gaps might require more effective cultural translation of food experiences, better visitor education about local food, and greater quality control of tourism services in general.

ANOVA Findings

Group 1	Group 2	Mean Difference	p-value	Significant?
Domestic Tourists	International Tourists	10.97	< 0.001	Yes
Stakeholders	International Tourists	12.42	< 0.001	Yes
Domestic Tourists	Stakeholders	-1.45	0.312	No

The ANOVA analysis demonstrates that there are significant differences between the perceptions of potential for food and wine tourism in West Bengal across the three groups surveyed. The F-statistic of

28.96 with degree of freedom (2, 747) and the p<.001 indicates that there were significant differences in mean agreement scores between at least two groups. This highly significant outcome (p < 0.001) provides strong

evidence that the differences apparent between domestic tourists, international tourists, and stakeholders are extremely unlikely to be down to chance, thus warranting further post-hoc inquiry into where these differences specifically occur.

Post-hoc Tukey Test The p-values with post-hoc Tukey Test give additional detail that is informative to which group comparisons contribute to this general significance. The comparisons reveal two clear contrasts: domestic versus international versus tourists ($p < 0.001$) and stakeholders versus international tourists ($p < 0.001$), both of which are strongly significant. These evidences suggest that overseas tourists have different perceptions of West Bengal's culinary tourism than domestic visitors and other local stakeholders. On the other hand, the domestic tourist and stakeholder comparison has non-significant result at 0.312, indicating that these two groups have more or less similar opinion on food tourism of the region.

This provides a clear image of congruity of perceptions between locals and professionals whilst contrasting that of international visitors. The wide discrepancy with international travellers could be indicative of cultural or experiential blocks to the appreciation of West Bengal's cuisine. At the same time, the bargaining between the tourists from within the country and their stakeholders suggests that people who are accustomed to Bengali cuisine and local tourism infrastructure are not separated in their estimation of their worth and potential. This pattern also reveals a key concern for destination marketers in the field in narrowing the gap in perception between the local gourmands and the uninitiated international visitors who may have pre-existing views or cultural context regarding culinary consumption.
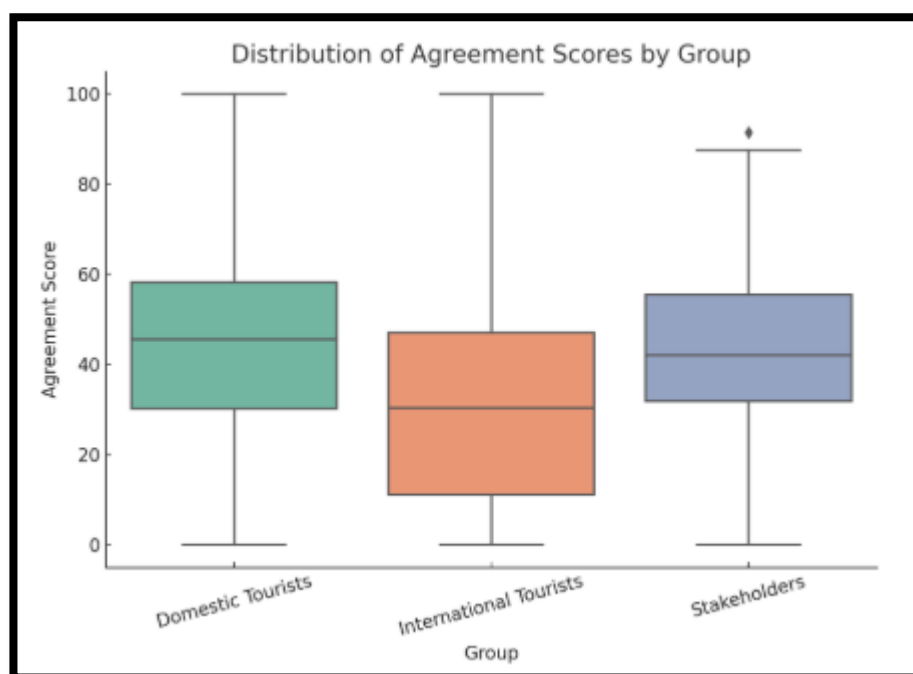
(Fig 2) Box Plot to illustrate the distribution and variability among groups

INTERPRETATION

It is evident from the study that there is a significant convergence of the opinion of domestic tourists and local stakeholders towards the appreciation of the culinary tourism potential in West Bengal. Both segments reveal high levels of agreement (44.20 domestic tourists and 45.65 stakeholders), which are not significantly differently at each other ($p = 0.312$), showing mutual excitement for the food tourism opportunities of the area. This unanimity is probably because of their familiarity with Bengali food and their experience of the local tourism set up. Restaurateurs and policy-makers will naturally promote the region's culinary assets (as outlined by Tourist Map of Karnataka, cited in Bhavani and Kristjanson 2008) and domestic tourists may have less difficulty in the interpretation of authentic food experiences because they are able to more easily understand the cultural context. Intended or not, they are relentlessly positive and indicate that local and regional consumers are sufficiently mature to appreciate West Bengal's singular menu of food traditions.

In contrast, consistent with international tourists international tourists are significantly less agreement compared to domestic tourists and stakeholders ($p < 0.001$ in both tests) (33.23). This noticeable difference hints at potential struggles in how the culinary ecotourism in West Bengal translates to a foreign audience. The disparity could be for many reasons: variations in food culture and tastes, difficulty in expressing the value of their culinary history, or a lack of adaptation to what international enthusiasts have come to expect. Foreigners may be afraid of some of the foods in Bengal that they haven't encountered before and whether they are too exotic or hard to eat without

knowledge. The high level of dispersal in their responses (SD = 23.43) also indicates that, while some international tourists appear to appreciate the visitor offerings, others cannot relate to them, indicating at least some visitors experiences are incongruent, which would have to be addressed to enhance the global appeal.

DISCUSSION
The study brings out a definite gap between the understanding of the domestic and the international visitors with respect to the culinary tourism potential of West Bengal. The stronger connection with domestic tourists is probably because of their close links with Bengali culture and food. For locals who grew up dining on these flavors and food traditions, there is a tacit understanding and appreciation that makes it easier to embrace the culinary offerings. That cultural bond establishes an instant connection that globally born tourists just can't mythperfume on their own. This familiarity also applies to a knowledge of food etiquettes and meal compositions, the cultural meaning of the dishes and carries meaningfulness and gratification in the process of culinary tourism experience for domestic tourists.

Culinary stakeholders show impressively uniform agreement with domestic tourists about how good the region's food is. The overlapping perspectives of professionals in the industry and local visitors indicate a mutual belief in the genuineness of West Bengal's food culture and its viability as a tourism product. Why stakeholders are optimistic It is the professional insight and knowledge of the region's culinary capital and tourism sector that influences stakeholder perspective that is supported by domestic tourists' experience. This reciprocity is good base for culinary tourism to blossom from, however the difficulty has always been getting local passion to translate at an international level.

The results have significant policy implications in terms of increasing the attractiveness of West Bengal for culinary tourism. And for international visitors, some of the cultural chasm could be narrowed through marketing -- perhaps in the form of food festivals with multilingual guides explaining the history and relevance of dishes, or curated tasting menus designed to slowly introduce foreign palates to regional flavors. Infrastructure development should target the development of tourist friendly food hubs that preserve authenticity while satisfying hygiene requirement of international tourists. A cooking workshop could be both a draw and a way to give visitors an understanding of and appreciation of Bengali culture through its food. The purpose of these strategic interventions would be to capture for international visitors the cultural accessibility experienced more naturally by the nation's own populace, thus elevating their level of engagement to a point closer to those of local stakeholders and nationals.

CONCLUSION

The use of ANOVA in this research has provided statistically significant evidence of different perceptions of culinary tourism potential in West Bengal among the different tourist groups. These results highlight the need for segmented, customised approaches to Culinary tourism development that take into consideration the differing needs and expectations of local versus foreign tourists. The strong analytic approach used has clearly established and quantified so-called perception gaps, yet the findings also point to the importance of more nuanced interpretations of the drivers of these differences. The confirmation of this heterogeneous image on a statistical basis allows tourism planners to empirically substantiate the use of differentiated marketing strategies, experience development, and infrastructure initiatives aimed at meeting the distinct needs of each tourist segment.

In conclusion, the quantitative results above provide a strong rationale for qualitative studies that can enhance our knowledge of culinary tourism elements. In future research, qualitative methods, such as in-depth interview, focus group, or ethnography, could be used to investigate the cultural, psychological, and experiential dimensions of these varied perspectives. Such qualitative methods would be able to elucidate why international tourists are less engaged and the particular elements of Bengali cuisine or eating experiences that are most difficult or tractable for them. The inclusion of qualitative perspectives with the existing statistical information could offer an integrated basis for the development of genuinely workable, culturally relevant culinary tourism strategies that would help to close the identified perception gaps and, in so doing, establish West Bengal as a preferred destination for visitors in all markets.

Declaration's:
All authors declare that they have no conflicts of interest.

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This form serves as a data collection instrument for Mr. Subir Kumar Malakar's research study. He is currently engaged in the field of Management at Amity University Haryana. Rest assured, the information provided will be handled with utmost confidentiality, and its purpose is strictly for academic use only.

1. Culinary Experience Dimensions (Independent Variables)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A. Food Quality & Authenticity	**[1]**	**[2]**	**[3]**	**[4]**	**[5]**
The food I consumed in West Bengal was fresh and of high quality.					
The local dishes I tried were prepared using traditional methods.					
The ingredients used in the food were authentic to West Bengal's cuisine.					
The taste of the food met my expectations for authentic Bengali/Himalayan/coastal cuisine.					

	[1]	[2]	[3]	[4]	[5]
B. Dining Ambiance & Service					
The restaurants/food stalls had a pleasant and hygienic atmosphere.					
The service staff were knowledgeable about the local cuisine.					
The waiting time for food was reasonable.					
The presentation of the food enhanced my dining experience.					
The overall service quality contributed positively to my meal experience.					
C. Local Food Culture Immersion	[1]	[2]	[3]	[4]	[5]
I enjoyed interacting with locals during my food experiences (e.g., street vendors, chefs).					
The food markets/festivals I visited gave me a deeper understanding of West Bengal's culinary heritage.					
I felt immersed in the local food culture during my visit.					

2. Tourist Loyalty Factors (Dependent Variables)
A. Revisit Intention

	Very Unlikely			Neutral			Very Likely
How likely are you to revisit West Bengal for its culinary experiences?							
	Definitely No			**Neutral**			**Definitely Yes**
Would you prioritize West Bengal for future food tourism trips?							
	Not at All			**Neutral**			Extremely
How strongly do you wish to explore more of West Bengal's cuisine?							

B. Recommendation Likelihood

	Not at all			Neutral			Extremely
How likely are you to recommend West Bengal as a food tourism destination to friends/family?							
	Definitely No			**Neutral**			**Definitely Yes**
Would you share positive reviews about West Bengal's food experiences online?							

C. Destination Attachment

	Definitely No			Neutral			Definitely Yes
I feel emotionally connected to West Bengal because of its food culture.	[1]	[2]	[3]	[4]	[5]	[6]	[7]
West Bengal's cuisine is a key reason I would return.							
The food experiences made my trip memorable.							
I associate West Bengal strongly with its unique gastronomy.							