

Analyzing the Impact of Service Quality of Food and Beverages Outlets on Tourists' Satisfaction in Goa, India

Ajita Morajker Ms.

Narayan Zantye College of Commerce, Bicholim, harmalkarajita@gmail.com

Prof.(DR.)Filipe Rodrigues e Melo

St.xaviers college , Mapusa Goa, mariacarla98@gmail.com

Follow this and additional works at: <https://scholarworks.gvsu.edu/jti>

Recommended Citation

Morajker, Ajita Ms. and Rodrigues e Melo, Prof.(DR.)Filipe () "Analyzing the Impact of Service Quality of Food and Beverages Outlets on Tourists' Satisfaction in Goa, India," *Journal of Tourism Insights*: Vol. 14: Iss. 1, Article 21.

Available at: <https://doi.org/10.9707/2328-0824.1394>

Available at: <https://scholarworks.gvsu.edu/jti/vol14/iss1/21>



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

This Article is brought to you for free and open access by ScholarWorks@GVSU. It has been accepted for inclusion in *Journal of Tourism Insights* by an authorized editor of ScholarWorks@GVSU. For more information, please contact scholarworks@gvsu.edu.

Analyzing the Impact of Service Quality of Food and Beverages Outlets on Tourists' Satisfaction in Goa, India

Cover Page Footnote

Author 1 Ms. Ajita Morajker , Research Scholar, Assistant Professor of Commerce , Narayan Zantye College of Commerce Contact no. 8698064390, email id: harmalkarajita@gmail.com. Author 2. Prof. Filipe Rodrigues e melo, Professor of Commerce, St. Xaviers' College, Mapusa Goa. Contact no. 9422061226 email id; mariacarla98@gmail.com

Analyzing the Impact of Service Quality of Food and Beverages Outlets on Tourists' Satisfaction in Goa, India

Introduction:

The concept of Tourism is based on making travel from one place to another comfortable, in terms of travel, food and accommodation (Patel. R, 2021, p.2). Tourism is a situation where person from one country, or region travel to other region and country for a short run period. (Ghatage & Kumar 2015). Today, Tourism Industry has emerged as important fields for research among various researchers. It has boosted country's economy by providing employment opportunities by establishing tourism enterprises. The report shows that in the year 2023 foreign tourists spending contributed, 11.6% to the travel and tourism Gross Domestic Product (GDP) whereas domestic tourists spending contributed 88.4% to India's travel and tourism GDP. Tourism enterprises include tourism business like accommodation, transportation, food and beverage services, travel services or recreation and entertainment. There has been tremendous growth in the tourism industry in the recent years as people lifestyle has changed, they prefer to spend their leisure time for travel, which leads to growth in hospitality and food and beverage industry in India.

Goa is India's smallest state covering 1,429 sq. meter area with coastline stretching along the Arabian Sea. Though small, Goa is blessed with natural resources and rich heritage. Tourism in Goa is famous not only for its beautiful beaches, places of historic monuments but also for delicious and tasty food served, which attracts attention of the tourist. The culinary traditions of Goa have been shaped by a blend of Hindu foundations, modern cooking techniques, and an extensive 400-year period of Portuguese colonization. This unique combination of influences has resulted in Goan cuisine being a rich fusion of flavors from around the world, such as Arab, Konkan, Malabar, Malaysian, Portuguese, Brazilian, French, African, and even Chinese. Regional food has become major part Goa. Goan cuisines include rice, seafood, coconut, vegetables, meat, pork and local spices. Fish is important food of Goa. Over the centuries, this foundation was significantly shaped by 451 years of Portuguese colonization, which introduced new ingredients, flavors, and cooking techniques to the region. Additionally, the period of Sultanate rule left its own mark, incorporating Middle Eastern and South Asian influences into the local food culture. Today, Goan cuisine stands as a testament to this rich history, blending traditional Konkani elements with a mosaic of foreign culinary contributions (Nandakumar

2018). According to Pralhad Sukthankar, Head of National Association Restaurant of India, 45% of Goa's population is linked to the restaurant industry; nearly 50% money spent by the tourists' is on food and drink. The Portuguese introduced a variety of new ingredients such as potatoes, tomatoes, and chilies, as well as different culinary techniques that significantly altered the local diet. This period of Portuguese influence has left an indelible mark on Goan cuisine, making it a unique blend of indigenous and European flavors (Bhandare & Sawant ,2022). This has added distinctive favour and zing to Goan cuisine by adding vinegar, tomatoes, and, most notably, chili peppers to Goan food. As food and beverages in Goa is considered as major activity in Goa every rupee spent, 50% is on food and drinks. Goas' staple food consists of rice, curry and seafood like kingfish, shark, maceral, tuna, sardines etc. The current study concentrates on the food and beverage service industry, examining its various components and operations. This sector encompasses a wide range of establishments that provide food and drinks for consumption. It includes diverse entities such as fine dining restaurants, ethnic eateries, and institutional food outlets, each serving distinct customer needs.

Review of literature

Literature Review is the critical evaluation of the study. There are numerous studies undertaken by the researchers in the field of food and beverages. Following literature is surveyed for the study.

Service quality

Kotler & Keller (2012), stated that service is as a crucial medium for a company offer to attain the customers, where it does not shift the tenure from the service providing party to the customer. Quality is the total composite product and service characteristics of marketing, engineering, manufacture and maintenance through which the product in use will meet the expectations of the customer (Feigenbaum 1986). Quality has been defined in different ways by the different authors. Solomon (2009) defines it as one of the things that the buyer looks for when they pursue an offer. The previous research conducted by the researchers shows different viewpoints of researcher's om service quality. Parasuraman et al. (1985) defined "Service quality as perceived by the customer is the degree and direction of discrepancy between customer service perceptions and expectations". According to Zeithaml (1988), service quality' is defined by as the brilliance or excellence of a service, and yet goes on to depict 'perceived service quality' as the assessment of the largely value of an entity by a purchaser. Eshghi et al. (2008), defined service quality as the overall measurement of a service by the customer. Ghylin

et al. (2008) stated that in service quality companies will be competent to deliver services with superior quality level which results in higher customer satisfaction.

Ensuring high food quality is regarded as a crucial element in delivering a satisfactory dining experience. Diners often gauge their dining experiences based on the quality of the dishes served, making it a key factor for restaurants and food establishments to focus on (Hiran Somboon, 2017). Research indicates that the quality of food has a statistically significant influence on customer loyalty in both regular and casual dining restaurants. When customers perceive high-quality food, they are more likely to return and become repeat patrons. This holds true across various types of dining establishments, highlighting the universal importance of food quality. Ultimately, maintaining superior food standards can foster a loyal customer base, essential for the long-term success of any restaurant (C. T. Tsai, 2016). The quality of food has a direct impact on a customer's intention to revisit a restaurant. High-quality dishes not only satisfy customers but also encourage them to return in the future. Maintaining exceptional food quality is pivotal for encouraging repeat visits and sustaining a loyal clientele. (Jung, Ineson, Kim, & Yap, 2015). Service quality dimensions like empathy, reliability, responsiveness, and assurance helps to achieve high degree of customer satisfaction which leads to customer loyalty and also increases business profit (Minh, Anh et, al.2015). Researchers found the impact of service quality dimension's reliability, assurance, empathy, reliability and responsiveness in starred hotels (Liao 2013,Bandara & Dahanayake,2018, Abdullah et.al 2022, Abdullah.et.al 2023).The food & beverage outlets management should focus more on these five factors dining environment, menu, food & beverage, service staff and overall satisfaction, Chandigarh, India. (Chand and Slath,2018).

The product quality, service quality, price, food safety & hygiene, and physical environment have a positive related to customer satisfaction towards Food and Beverage (F&B) industry in Penang, Malaysia. (Tan et.al 2023). The tourists have positive perception towards Bangladeshi food, (Mohammad & Roy ,2016). Service quality and room & front desks direct impact on customer decision making process on the selection of hotels in the fast-growing hospitality industry (Pantelic, Thapa. P.2017). Physical environment was one of the least factors affecting customer satisfaction on food and beverage outlets in Amritsar and Jalandhar National highway (Kumar & Deepali ,2017). Majority of the tourists are satisfied with services provided by food and beverages outlets in Nainital and they also have positive perceptions towards services provided by food and beverages outlets in Nainital (Dani and Rawal ,2018). In their 2018 study, Muhammad, Zaman, and colleagues explored a conceptual framework regarding tourists'

preferences for selecting local foods. The researchers found that tourists' satisfaction and behavior are influenced by their intention to purchase local foods. There is no positive relationship between tourists' expectations and perceptions towards hospitality industry in Kumbakonam , Thanjavur District, Tamil Nadu. (Veer Kumar K, Suresh R.V,2018). In 2019, Ali Mohammad developed a conceptual framework focusing on tourist satisfaction, loyalty, and word of mouth related to selecting local foods in Pakistan. It was found that food quality, perceived environmental quality, perceived value, and service quality all significantly impact tourist satisfaction plays a crucial role in shaping tourists' decisions and their willingness to recommend local foods to others. There is significant impact of tangibility, reliability, responsiveness, empathy, competence, assurance, health, and food attractiveness in the food and beverage industry on behavioural intentions. Gobena (2019) assessed the overall level of service quality and customer satisfaction in Nekemte Municipality and further investigated the impact of service quality dimensions on customer satisfaction. The findings of the study revealed that customers are not satisfied as the overall service quality of municipality is below average and not good and further recommended to improve service quality and customer satisfaction of Nekemte Municipality. Dean and Christopher (2020) identifies various dimensions of service quality within the hospitality industry and pinpoints the most effective predictor of overall service quality. Enhancing the behavior and appearance of employees is considered the most impactful way to elevate consumer perceptions of service quality. These improvements are likely to significantly boost how customers perceive the overall quality of services provided. Richardson, Lefrid. Et.al. (2019), examined the effects of dining experience including food quality, service quality, ambience on overall satisfaction and customer's intention to visit quick service restaurants. Aburumman (2020) investigated the impact of tourist perception of food and beverage service quality (FBSQ) and its factors as independent variable, which are tangibility, reliability, responsiveness, empathy, competence, assurance, health, and food attractiveness in the food and beverage industry in the Emirate of Sharjah on the behavioral intention as a dependent variable. Dani.et.al. (2020) identified factors affecting tourists' choice in the selection of restaurants and made a comparative study `of hotel restaurants and individual restaurants of Uttarakhand. Food safety, freshness, atmosphere, value for money, locally sourced ingredients have major influence on the selection of both hotel and individual restaurants. According to Lefrid and Torres (2021), various elements of the food and wine festival experience such as authenticity, entertainment, and spending time with friends and family—have a positive impact on visitors' sense of community, identification with the event, and attachment to the hosting destination. These factors collectively enhance

the overall festival experience. In another study by Lefrid (2021), it was found that convenience and food quality are significant predictors of customer satisfaction and behavioural intention when purchasing food at gas stations. The food and beverages stimuli contribute significantly to the tourist's perception of the wellness experience by supporting support the wellness experience, and also through specific proposals (Forlani, Pencarelli et.al 2022).

Identification of Research Problem

Based on the extensive literature review conducted by the researchers, following research problems in the area of the study are identified.

There are very limited studies conducted in the area of service quality of food and beverages in India. Goa is tiny state blessed with beaches, places of historic monuments, churches and delicious food offered. Even tough Goa's cuisine attracts large number of tourists. However, no studies have been conducted in Goa, with respect to tourists' perception towards service quality food and beverages outlets. Therefore, present study is pioneering in nature. There are no studies directly undertaken directly on service quality of food and beverage outlets in Goa for recent years. Hence present study will bridge the gap in terms of area and period and provide current data relevant to the service quality of food and beverages offered in the food and beverages outlets in Goa.

Customer expectations has evolved since DINSERV was developed in 1995. With the change in technology, communication and global travel trends, modern customers have different benchmarks for service quality. DINSERV model and previous studies conducted by the researchers does not fully capture nuances of service quality in Goa's context. It does not cover certain s crucial aspects of Goa's food and beverage service to handle large multicultural groups and managing high tourists' expectation. The existing literature lacks empirical studies focused on Goa. The present study fills this gap by updating data reflecting current trends provide region specific insights and underscores unique aspects of Goa's food and beverage service environment.

Research Questions

The present study addresses following research questions.

1. What are the different dimensions of service quality of food and beverages provided by the outlets in Goa?
2. Whether there is any significant impact of dimensions of service quality of food and beverages on tourists' satisfaction in Goa?

Objectives of the Study

1. To identify the dimensions of service quality of food and beverages outlets in Goa.
2. To study the impact of dimensions of service quality of food and beverages on the tourist's satisfaction.

Research Hypothesis

Ho: There is no statistically significant influence of dimension of service quality on the tourists' satisfaction.

Research Methodology

Research methodology includes materials and methods adopted for conducting research. It includes following.

Data collection

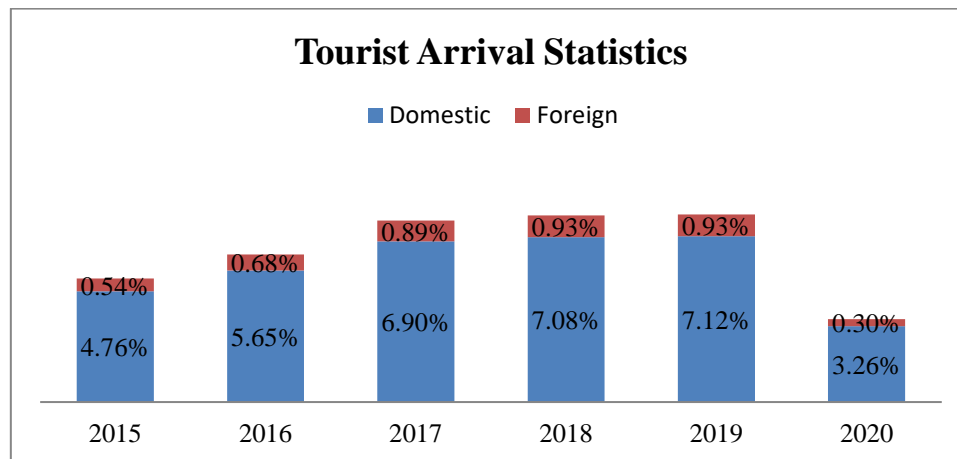
For present study data has been collected from primary and secondary source. Primary data has been collected from the 700 tourists including both domestic and foreign. Out of total sample, 500 tourists belong to domestic and 200 are foreign tourists. Factors of food and beverages are identified from past research carried out by the researchers in the field of food and beverages outlets.

The theoretical foundation of the study was established by gathering data from various sources. like Goa Tourism Development Corporation publications, reference books, and academic journals. Additionally, the research utilized published PhD these and other available data through both print and electronic media.

Unit of Analysis

Tourists are categorized into domestic tourists and foreign tourists. Foreign tourists belonged to different nationalities viz. British, German and Russian tourists whereas domestic tourists belonged to Indian nationalities from different states.

Graph no.1 Tourist Arrival Statistics



Source: GTDC Website

Sampling Procedure

A random sampling technique was used to collect information from tourists. Data was collected during September to November 2022.

Survey Instrument

Structured questionnaire was used to collect data by using 7-point Likert scale. The first part of questionnaire includes demographic profile of the respondent and second section includes factors of service quality of food and beverages.

Data Analytical Tool

The data collected was analyzed using following methods

1. Exploratory factor analysis was conducted to identify factors of service quality of food and beverages.
2. Multiple regression analysis was conducted check the influence of factors of service quality of food and beverages outlets on tourists' satisfaction.

3. Confirmatory factor analysis was conducted to confirm factors identified under objective one. A study by Worthington and Whittaker (2006) presents that exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) should not be performed on the same data set. For the purpose of conducting EFA sample of 200 respondents were taken by using simple random sampling and analyzed using SPSS software. For the purpose of conducting CFA 500 separate respondents was considered.

Results and Discussions

Demographic Findings

Out of total sample 700 tourists belongs to domestic and 250 are foreign tourists. Out of total respondents' majority of the respondents belongs to male category. The majority of the sample population falls within the middle-age range, specifically between 25 and 50 years old. This suggests that most participants are likely individuals who are in the prime of their professional careers or managing family responsibilities. In contrast, only a small fraction of the sample consists of individuals under the age of 25, indicating limited representation from the younger demographic, such as students or early-career professionals. Additionally, less than half of the sample population is over the age of 50, implying that older adults, who may be retirees or nearing retirement, make up a smaller portion of the respondents. When analyzing the data in terms of occupation, it was found that 38% of the sample were domestic tourists employed in either private sector jobs or government positions. This significant portion suggests that a large number of the respondents are engaged in regular employment, potentially having stable incomes and structured work schedules. Furthermore, 27% of the sample were self-employed individuals. An additional 31% of the sample consisted of homemakers, highlighting the presence of individuals dedicated to managing household responsibilities and supporting their families, possibly with a more flexible daily routine. Lastly, the remaining 4% of the sample were retirees. The majority of the domestic tourists, constituting 89% of the sample, reported an annual income within the range of Rs. 250,000 to Rs. 1,000,000. These individuals likely have access to private transportation and can afford to dine at restaurants, stay in mid-range to high-end accommodations, and participate in various leisure activities while on vacation. The disposable income available within this group makes them a crucial segment for the tourism industry, as they are more likely to spend money on diverse experiences and services during their trips. In terms of foreign tourists, the data indicates that the majority have higher income levels compared to their domestic counterparts. This suggests that international visitors to Goa

generally possess greater financial resources, enabling them to indulge in more lavish travel experiences, accommodations, and activities. This demographic can significantly contribute to the local economy by spending more on hospitality and tourism services. Additionally, 22% of these foreign respondents chose to visit Goa either alone or with friends, showcasing a trend towards individual or group travel. On the other hand, a substantial 78% of the tourists traveled with their families, highlighting Goa's appeal as a family-friendly destination. This family-oriented travel pattern is important for understanding the types of amenities and activities that tourists might seek. A majority of tourists view Goa as an ideal destination for short weekend getaways, with 70% of the visitors staying for less than one week. Furthermore, the data reveals that 71% of the tourists had visited Goa previously, indicating a high level of repeat visitation. This repeat visitor rate is a testament to the destination's ability to satisfy tourists and inspire return trips. The remaining 29% of the tourists were first-time visitors, pointing to Goa's ongoing attraction to new tourists and its potential for growth in attracting fresh visitors.

Identified Service quality factors of food and beverages outlets in Goa

Table no.1 EFA Results Analysis of Service quality factors of Food and Beverages outlets in Goa

	Factor Loading	Eigen Value	Var. %	Cumm %	Alpha
Employee Service		5.290	26.450	25.450	.951
Employees of food averages outlet are experienced	.955				
Employees use take personal interest towards customers request	.908				
Employees understand the customer requirements	.900				
Employees gives customers priority	.837				
Employees provide instant service to the customer	.796				
Employees provide timely service	.730				
Food and Beverages served		4.314	21.571	48.022	.922
Food and beverages outlet offer variety of menu to the customers	.901				
Food and beverages outlet offer regional food.	.895				
Safety and security are maintained at food and beverages outlet	.828				
Availability of local food at food and beverages outlet	.827				
Food and beverages outlet offer fresh and delicious food	.776				
Provision of facilities for children at food and beverages outlet	.759				
Ambience of the Outlet		3.715	18.574	66.596	.900
Food and beverage hall with modern tools and equipment	.940				
Clean food and beverage hall with good ambience	.922				
Food and beverage outlet with comfortable seats	.860				
Food and beverage outlet have attractive parking area	.757				
Food and beverages outlet with convenient operating hours	.680				
Extra ordinary Service		3.221	16.105	82.701	.886
Food and beverages outlet provide transportation facility	.835				
Food and beverages outlet meet customers promise	.817				
Food and beverages outlet maintain accounts accurately	.574				

Source: Primary Data

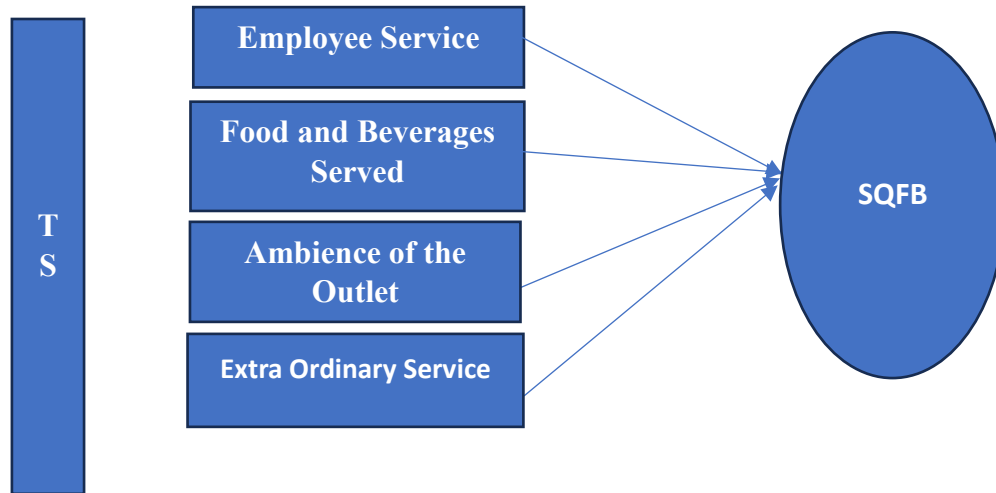
Above table no.1 shows exploratory factor analysis results of dimension of service quality of food and beverages. It has resulted into four main factors of service quality of food and beverages. Factors clubbed together under Employee Service includes employees of food

averages outlet are experienced, employees use take personal interest towards customers request, employees understand the customer requirements, employees give customers priority, employees provide instant service to the customer, employees provide timely service. The factors clubbed into Food and Beverages served includes food and beverages outlet offer variety of menu, food and beverages outlet offer regional food, safety and security is maintained at food and beverages outlet, availability of local food at food and beverages outlet, food and beverages outlet offer fresh and delicious food and provision of facilities for children at food and beverages outlet. The factors clubbed into Ambience of the Outlet includes food and beverage hall with modern tools and equipment, clean food and beverage hall with good ambience, food and beverage outlet with comfortable seats, food and beverage outlet with visually attractive parking area and food and beverages outlet with convenient operating hours. Extra Ordinary Service includes food and beverages outlet provide transportation facility, food and beverages outlet meet customers promise and food and beverages outlet maintain accounts accurately

It is revealed that all four factors explain 82.701% of variance. The factor loadings for all the variables in the study range between 0.574 and 0.955, indicating a strong correlation between the variables and their respective underlying factors. These high loadings suggest that the variables are well-represented by the factors, ensuring the robustness of the factor model. Furthermore, the Cronbach's Alpha values for all the factors are greater than 0.80. A value greater than 0.80 is generally considered to denote high reliability, signifying that the items within each factor are consistently measuring the same underlying construct.

The factor Employee service indicates that services provided by the employees, their behaviour, way of handling customers attract their attention towards particular food and beverage outlets. The factor food and beverages offered explains quality, variety and delicious food offered in Goa drives tourist's attention towards the destination. Lastly ambience and Extra ordinary service also has great influence on tourists. Clean and comfortable outlets, convenient operating hours, modern tools and equipment at outlets, parking area attract large number of tourists.

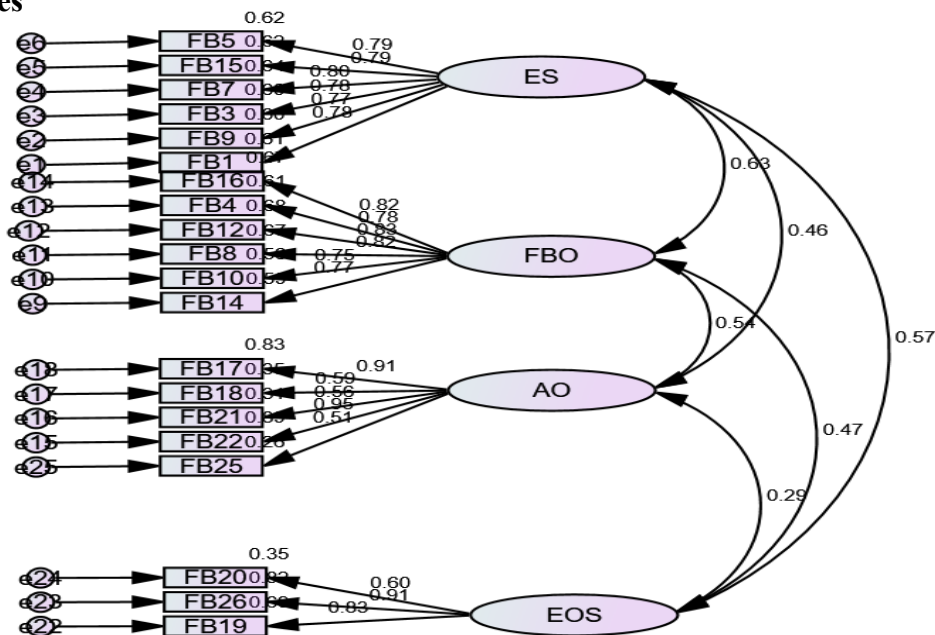
Fig.no. 1. Service Quality dimensions of Food and Beverages influencing Tourist's Satisfaction



Source: Drawn by Researchers

Codes used: TS – Tourists' Satisfaction- Service Quality Dimensions towards Food and Beverages

Fig.no 2. Confirmatory Factor Analysis of Service Quality dimensions of Food and Beverages



Source: Primary Data

Codes used: ES- Employee Service, FBO – Food and Beverages Offered, AO- Ambience of the Outlet, EOS- Extra-Ordinary Service

Table no.2.Reliability and Convergent Validity

Variables/Constructs		Standard ized Factor Loadings	Cronbach Alpha	Composite Reliability	Average Variance Extracted	Maximum Shared Variance
Employee Service	FB5	.790	0.893	0.905	0.614	0.397
	FB15	.787				
	FB7	.797				
	FB3	.776				
	FB9	.772				
	FB1	.779				
Food and Beverages Served	FB16	.821	0.909	0.911	0.632	0.397
	FB4	.783				
	FB12	.827				
	FB10	.747				
	FB8	.818				
	FB14	.769				
Ambience of the Outlet	FB17	.913	0.898	0.839	0.528	0.295
	FB18	.829				
	FB21	.559				
	FB22	.945				
	FB25	.505				
Extra-Ordinary Service	FB20	.595	0.849	0.827	0.621	0.391
	FB26	.906				
	FB19	.829				

Source: Primary Data

The above table no.2. shows results of reliability and convergent validity for food and beverages services. The ronbach Alpha for and Composite Reliability for all the variables are above 0.70. This shows that all the variables have good model fit. The standardized regression weights for all the variables ranges between 0.505 to.945. All the items have standardized factor loading above 0.50 and Average Variance Extracted is also above 0.50 and Maximum Shared Variance is less than respective Average Variance Extracted for all the variables, this indicates good convergent validity (Hair,Sarstedt,Ringle & Gudergan, 2017).

Table no.3 Discriminant Validity

	Ambience of the Outlet	Employee Service	Food and Beverages served	Extra ordinary service
Ambience of the Outlet	0.727			
Employee Service	0.459	0.784		
Food and Beverages served	0.543	0.630	0.795	
Extra ordinary service	0.292	0.565	0.473	0.788

Source: Primary Data

Above table no.3 shows the results of discriminant validity for food and beverages service. The values in the diagonal bold are square root of Average Variance Extracted and other values are inter- variables correlation. As per Fornell and Larcker (1981) criteria, the square root of Average Variance Extracted should be higher than other values in its respective rows and columns. As seen in above table no.3 square root of Average Variance extracted for Ambience of the Outlet is 0.727, Employee Service is 0.784, Food and Beverages served is 0.795, Extra-ordinary Service is 0.788. All the values are higher than other values in the respective rows and columns, this shows that all the variables have good discriminant validity.

Table no.4 Summary of Fit Measures for the CFA Measurement Model for analyzing the Dimensions of Service Quality of Food and beverages Services

	P Value	Normed χ^2	GFI	AGFI	RMSEA	CFI
Acceptable values	< 0.05	<5	> 0.80	> 0.70	< 0.10	> 0.80
Calculated Values	.000	3.898	0.884	.852	0.076	.924

Source: Primary Data

Above table no. 4 indicates summary fit measures for the CFA measurement model of dimensions of service quality of accommodation services. Based on measure fit measures as shown in table no. above and model fit indices derived through CFA shown in table no. It is observed that χ^2 for CFA model is 639.283, Degree of Freedom is 164 and P value is less than < 0.001. Further it is observed that Normed χ^2 i.e. (CMIN/DF) is 3.898 which is < 5, GFI, AGFI, RMSEA and CFA are .884,.852, .076,.924 respectively which indicates that model is good fit.

Analysis of identified factors of Service quality of Food and Beverages influencing Tourist's Satisfaction

For conducting multiple regression identified factors of service quality of food and beverages is taken as independent variable and tourist's satisfaction is taken as dependent variable.

	R	R Square	Adjusted R Square
	.886 ^a	.785	.779

Source: Primary Data

Above table no.5. shows model summary. The coefficient of determination i.e. Adjusted R^2 is .779. This shows that model explains 77.9% of variance.

Table no.6. Regression analysis of identified factors of food and beverages influencing tourists 'satisfaction

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.296	.200		1.483	.140
	Employee Service	-.038	.045	-.045	-.831	.407
	Food and Beverages Served	.356	.027	.546	13.292	.000
	Extra ordinary service	.362	.035	.583	10.312	.000
	Ambience of the outlet	.243	.027	.405	9.115	.000
a. Dependent Variable: Tourist Satisfaction						

Above table no. 6. revealed that all the beta coefficients in the model are positive except for Staff service, which signifies that, there is a positive influence of dimensions of service quality of food and beverages viz ambience of the outlet, Food and beverages served, extra ordinary service on tourist satisfaction whereas employee service has negative influence on the tourists; perception. The P-values in respect of all variables except for staff service were found to be statistically significant, since P-value is < 0.05

Hence the null hypothesis is rejected with respect to food and beverages served, ambience of the outlet and extra ordinary service and accepted for employee service.

Significance/ Need of the Study

The present study reflects the impact of identified factors of food and beverage service on tourist satisfaction in the area. Goa cultural and demographic profile significantly influences its food and beverages services.

1. However, existing research on service quality in food and beverage outlets often overlooks the specific context of Goa. By focusing on this region, the study acknowledges the unique cultural and culinary aspects that attract tourists.
2. The present study aims to provide empirical evidence to support its findings, contributing to the scholarly literature on service quality in tourism.
3. By focusing specifically on Goa, the study can uncover region-specific insights into the dimensions of service quality that matter most to tourists. Factors such as the variety of menu offerings, the maintenance of safety and security, and the ambience of outlets may hold different significance in Goa compared to other regions, making this research valuable for stakeholders in the tourism and hospitality sectors.

Research Implications

Managerial Implications:

1. The present study can enhance service strategy by inducing stakeholders of food and beverage outlets, to utilize the identified dimensions of service quality to tailor their offerings and by focusing on aspects like food variety, ambience, and extra services, they can enhance the overall experience for tourists.
2. The present study can recognize the importance of employee service, businesses can invest in training programs to improve staff interactions with customers.
3. It also highlights the significance of ambience, businesses can invest in infrastructure to create attractive, clean, and comfortable environments.

General Implications:

1. The findings underscore the importance of service quality in attracting and retaining tourists. Destinations that prioritize enhancing service offerings in food and beverage sectors can gain a competitive edge in the tourism market.
2. Food and beverages outlets can adopt a customer-centric approach by understanding and addressing tourists' preferences and expectations.
3. The findings enrich existing models of tourist satisfaction by identifying specific dimensions that significantly influence overall satisfaction. This can inform the development of more nuanced theoretical frameworks for understanding tourist behaviour and preference
4. The study bridges insights from tourism management, hospitality, and service marketing domains. It highlights the interconnectedness of various service elements in shaping tourist experiences.

Social Implications:

1. Emphasizing the availability of regional food highlights the importance of preserving local culinary traditions. This not only enriches tourists' experiences but also promotes cultural heritage and identity preservation within the destination.
2. Engaging local communities in the tourism sector, such as through offering local cuisine or providing employment opportunities, promotes inclusivity and ensures that tourism development benefits local residents.

3. By prioritizing factors like safety, security, and environmental sustainability, destinations can promote responsible tourism practices.

Conclusion

Goa being tiny state has become one of the famous tourist destinations not only because of its beaches and places of historic monuments but also for variety of food and beverages served to the tourists. Food and beverages offered makes it famous for food lovers. There has been tremendous increase in number of food and beverages outlets in Goa offering variety of menu, ambience, quality services, trained staff etc. to the tourist. Goan cuisine provides Indian, Continental, Chinese etc. food to the tourist, this gives tourists home feeling as they have various of options to choose and also, they can eat as per their taste and likings.

It is very important to identify service quality dimensions of food and beverages in Goa and study its impact on tourist satisfaction and tourist loyalty. The exploratory factor analysis was conducted on 700 tourists Twenty dimensions of service quality of food and beverages were reduced to four major dimensions viz. Employee Service, Food and Beverages Served, Ambience of the Outlet and Extra ordinary Service. The study found that all the identified dimensions of service quality of food and beverages have positive impact on the tourist's satisfaction. Convergent reliability and discriminant validity of the identified factors were confirmed using confirmatory factor analysis, It has been found that there exists positive relationship between tourist's satisfaction except for employee service. To conclude with, we can say that majority of the tourists are impressed with service quality of food and beverages offered in the outlets in Goa. This can become motivation to the stakeholders and they can initiate new techniques to maintain tourists' satisfaction.

Limitations of the Study

1. The responses of the respondents are bound to have respondent bias.
2. Data analysis have been impacted by tourist perception and satisfaction at the time of conducting survey and this is not controlled under the framework of research.

Scope for further Study

The scope for further study is enumerated as follows:

1. The researchers can further enhance study by including perception of tourists towards service quality of food and beverages outlets in Goa.

2. Researchers can also study role of Goa Tourism Development Corporations (GTDC) in improving services of food and beverages outlets in Goa.
3. Further research can be initiated by doing comparative study in same area between food and beverages, accommodation services, travel services and other form of tourism enterprises.

References

1. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *the Journal of Marketing*, 41-50.
2. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *The Journal of marketing*, 2-22.
3. Eshghi, A., Roy, S. K., & Ganguli, S. (2008). Service Quality And Customer Satisfaction: An Empirical Investigation In Indian Mobile Telecommunications Services. *Marketing Management Journal*, 18(2).
4. Ghylin, K. M., Green, B. D., Drury, C. G., Chen, J., Schultz, J. L., Uggirala, A., ... & Lawson, T. A. (2008). Clarifying the dimensions of four concepts of quality. *Theoretical Issues in Ergonomics Science*, 9(1), 73-94.
5. Liao (2013), Service quality and customers' satisfaction of the food and beverage industry, *Journal of Statistics and Management Systems* 12(4):759-774.
6. Jung, T., Ineson, E. M., Kim, M., & Yap, M. H. (2015). Influence of festival attribute qualities on Slow Food tourists' experience, satisfaction level and revisit intention: The case of the Mold Food and Drink Festival. *Journal of vacation marketing*, 21(3), 277-288.
7. Iuliana, Maria .et.al. (2015), Entrepreneurship in Tourism and Hospitality Industry, *Annals of Tourism Research*, pg.no.264-275.
8. Mohammad & Roy (2016), Factors Influencing Tourists' Perception towards Bangladeshi Foods, *European Journal of Business and Management* ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.8, No.20 Page no. 63-74.
9. Tsai, C. T. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, 18(6), 536-548.
10. Chand and Slath(2018), Impact of Food and Beverage Service Practices on Customer Satisfaction in the Food Outlets, Chandigarh, India, *International Journal of Hospitality & Tourism Systems*.

11. Bandara & Dahanayake (2018), An Empirical Study on Food and Beverage Service Quality and Customer Satisfaction in Star Graded Hotels in Dambulla, *International Journal of Engineering and Management Research*.
12. H Aburumman (2020), Tourist Perception Toward Food and Beverage Service Quality and Its Impact on Behavioral Intention: Evidence from Eastern Region Hotels in Emirate of Sharjah in United Arab Emirates As'ad, *European Journal of Social Sciences* Volume 56
13. Tan et.al (2023), Factors Affecting Customer Satisfaction Towards Food and Beverage (F&B) Industry In Penang, Malaysia. *International Journal of Social Science Research*, [S.l.], v. 5, n. 2, p. 47-71,. ISSN 2710-6276.
14. Thapa, P. (2017). Hotel Attributes Influencing International Tourists' Satisfaction and Loyalty. *Journal of Tourism and Hospitality Education*, 7, 44–61. <https://doi.org/10.3126/jthe.v7i0.17689>,
15. Kumar & Deepali (2017), Factors Affecting Customer Satisfaction of Food and Beverage Outlets- A Study of Food and Beverage Outlets between Amritsar and Jalandhar, *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)* Volume 22, Issue 9, Ver. 6 (September. 2017) PP 65-71.
16. Hiransomboon, K. (2017). Using convenience store service of foreign backpacker tourists in Bangkok, Thailand. *International Journal of Business and Economic Affairs*, 2(1), 1-7.
17. Dani and Rawal (2018), Tourist satisfaction and perception about food and beverage service quality in Nainital, *International journal of basic and applied research*, ISSN 2249-3352 (P) 2278-0505.
18. Veerkumar K, Suresh R.V(2018), A Study On Tourists' Perception And Satisfaction Towards Hospitality Industry In Kumbakonam, Thanjavur District – Tamilnadu, *International Journal of Pure and Applied Mathematics* Volume 119 No. 7 2018, 2445-2459.
19. Gobena (2019), The Impact of Service Quality on Customer Satisfaction: A Case Study on Nekemte Municipality, Oromia Region, Ethiopia, *Annals of Social Sciences & Management studies*, Volume 4 Issue 1.
20. H Aburumman (2020), Tourist Perception Toward Food and Beverage Service Quality and Its Impact on Behavioral Intention: Evidence from Eastern Region Hotels in Emirate of Sharjah in United Arab Emirates As'ad, *European Journal of Social Sciences* Volume 56.

21. Bhandare & Sawant (2022), Potpourri of Flavors - An Exploratory Study of Various Religions Influencing the Cuisine of Goa, International Journal of Advanced Research in Science, Communication and Technology (IJARSCT).
22. Abdullah, et.al. (2023). Impact of Food and Beverage Quality and Service Quality Towards Customer Satisfaction and Customer Retention, A Study of Five-Star Hotels. International Journal of Professional Business Review, 8(5), e01994.
<https://doi.org/10.26668/businessreview/2023.v8i5.1994>

Books

1. Philip Kotler and Kevin Lane Keller (2012), Marketing Management, 15th edition, Pearson Education, Inc. pg. 34
2. Steve Baron and Kim Harris, Services Marketing Text and Cases Second Edition, Palgrave Macmillan Houndmills, Basingstoke, Hampshire RG21 6XS and 175 Fifth Avenue, New York, N.Y. 10010. Pg.64.

Websites

1. <https://iranarze.ir/wp-content/uploads/2018/02/E6024-IranArze.pdf>.
2. https://www.researchgate.net/publication/333356298_Factors_influencing_hotel_selection_Decision_making_process.
3. <https://www.researchgate.net/publication>.
4. <https://www.tasteatlas.com/most-popular-food-in-goat>.
5. <https://www.statista.com/statistics/1279385/india-travel-and-tourism-gdp-by-type-of-visitor/#:~:text=In%20the%20financial%20year%202023,India's%20travel%20and%20tourism%20GDP>.
6. https://www.researchgate.net/publication/364672359_The_importance_of_food_and_beverages_in_wellness_experiences_a_cross-continental_analysis_of_tourists_perceptions
7. https://www.researchgate.net/publication/316881857_Service_Quality_in_the_Hospitality_Industry
8. <https://www.emerald.com/insight/content/doi/10.1108/BFJ-09-2018-0617/full/html>
9. <https://journals.sagepub.com/doi/abs/10.1177/13567667211060568>