

Service Quality and Tourist Satisfaction: An Empirical Study of Traditional Food Experiences in Uttarakhand

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Abstract

Uttarakhand traditional food is its unique dimension in culture that can enhance the region as tourist destination. This paper will explore how service quality has an impact on tourist satisfaction through the SERVQUAL model, which has five dimensions that include tangibility, reliability, responsiveness, assurance and empathy. The method followed for collecting data was structured questionnaire, which was given to tourists who assist in traditional food services of Uttarakhand. Exploratory and confirmatory factor analyses were conducted in order to validate the SERVQUAL dimensions, followed by regression and correlation analysis knowing as structural equation modeling (SEM) through AMOS. The results show that the customer satisfaction is positively correlated with all five SERVQUAL dimensions, and responsiveness and assurance become the most prominent ones. The findings indicate the importance of the quality of the services in enhancing tourist satisfaction and indicate that ensuring that the service standards in the production of traditional food remain high may be a valuable way of reinforcing culinary tourism in Uttarakhand.

Keywords: SERVQUAL, Tangibility, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction, Traditional Food, Uttarakhand Tourism

1. Introduction

Traditional food is a key way to deliver local identity and heritage, and food tourism has evolved as a significant sector of cultural and experiential travel. Traditional food plays an important role in attracting tourists in the nature and culture based Himalayan State Uttarakhand and in enhancing their visit (Aina et. al., 2025). Along with agrarian way of life that dominate this region, regional food like Phanu, Gahat ki Dal, Aloo ke Gutke, Bhang ki chutney and Jhangore ki kheer also represent its cultural tastes. Despite challenges such as poor infrastructure and low level of marketing, intellectuals argue that Uttarakhand can promote its regional culinary tradition to develop its food tourism industry (Arya & Singh, 2025). The accompanying service element to these traditional cuisine products also become a pivotal factor to determining overall customer satisfaction and repeat patronage as tourists desire to participate in more authentic and memorable experiences (Boro, 2022; Arya & Singh 2024). It is commonly recognized that customer happiness and loyalty in the hospitality and tourism industries are meaningfully influenced by the quality of the services provided (Al-Ababneh, 2013).

This paper provides the critical analysis of the complex connection between the quality of traditional Garhwali and Kumaoni dishes as perceived by tourists and the general satisfaction level of the visitors in the booming tourism industry in Uttarakhand (Ahlawat et al., 2019; Mamgain, 2024). Particularly, it examines the relationship between the authenticity of, sensory characteristics and cultural meaning of local cuisine and the behavioral intentions of tourists and their following satisfaction with the traveling experience (Gopal and Kusum, 2022). As Uttarakhand is known as Devbhoomi and it receives a large number of tourists every year, it is important to study such dynamics to capitalize on its rich culinary history and thus prospering tourism market (Ahlawat et al., 2019; Bhatt, 2024).

The SERVQUAL model is a well-established tool for measuring service delivery from its tourist attraction elements namely: assurance, tangibles, empathy, and reliability. Service quality can be defined as “service beyond scent, taste, and customer convenience” in terms of the context of traditional food tourism in Uttarakhand because ambiance, restaurant hygiene, staff manners, and cultural genuineness are the components of quality of service apart from that of food. A recent study suggests that while consuming local food can build strong emotional connections and long-lasting memories, the level of service provided has a major impact on these outcomes (Walia & Kukreti, 2023; Aina et al., 2025). Hence, the promotion of culinary tourism, enhancement of local economy and conservation of cultural heritage is largely depended on the positive association between service quality and visitor satisfaction in the region of Uttarakhand for traditional food service sector (Bhanot & Negi, 2025; Siregar et. al., 2021)

2. Review of Literature

2.1 Overview of food tourism and traditional food in Uttarakhand

The area commonly known as the Devbhoomi or the Land of the Gods, Uttarakhand receives millions of tourists every year, and its main attractions include scenic beauty, environmental conservation areas, and religious sightseeing, indicating that a well-developed tourism infrastructure is already in place, and thus it can be diversified to include slow food tourism (Ahlawat et al., 2019). Nevertheless, in spite of this possibility, there is a significant gap in research with respect to state-specific research studies on the development of slow food tourism in India, and specifically in Uttarakhand (Ahlawat et al., 2019). The unique culinary tradition of each Indian state and specific geographical and cultural features explain the necessity of local research to understand the potential of the slow food tourism (Ahlawat et al., 2019). Uttarakhand's traditional cuisine is becoming more widely acknowledged as a tool for both cultural preservation and the growth of the tourism industry, but it still confronts structural obstacles like poor infrastructure, low visitor awareness, and poor local dish marketing (Mamgain & Bali, 2024). Indigenous foods are positioned as both experiential assets and identity markers for the state's tourist narrative, with conceptual work highlighting the relationship between food tourism, cultural legacy, and regional economic prosperity. Examining how service delivery centered around traditional cuisine experiences might transform cultural interest into satisfaction, loyalty, and repeat business is made possible by this framework (Arya & Singh, 2025).

2.2 Models of service excellence in food, beverage and hotel environments

Service excellence models in food, beverage and hotel context are essential in comprehending the customer satisfaction in the tourism industry, which is a vital part of Uttarakhand (Mamgain, 2024). This especially pertains to the fact that the state is booming as one of the most popular tourist destinations and is visited by people who are interested in discovering the unique cultural and gastronomic environment (Gopal & Kusum, 2022). The abundance of cultural heritage in Uttarakhand, including the taste of local food, colorful fabrics, folk tunes, and similar aspects, is an excellent chance to create a unique experience in the dining of visitors (Singh, 2024). Furthermore, the introduction of traditional food systems into agri-ecotourism programs, notably, homestays provides an opportunity to showcase visitors the tangible and intangible elements of the food culture of the area and also promote local communities and agricultural activities (Rana & Bisht, 2023). Such symbiotic association between tourism and agriculture, in addition to supporting the health and well-being of the local people, creates significant economic, social, and environmental returns (Rana and Bisht, 2023). The practical relevance of evaluating quality of services for culinary tourism providers is substantiated in a recent empirical study in the state utilizing the SERVQUAL to identify which service quality factors have the strongest influence on customer satisfaction and loyalty (Chand, 2010). Including Reliability, responsiveness, assurance, empathy and tangibles- the SERVQUAL model, still a dominant model to assess

service quality in tourism and hospitality industry, with applicability to food and beverage sector in Uttarakhand (Abdou et.al., 2022; Xia et. al, 2024). The findings suggest that generalized improvements in one or two areas may cause considerable changes in attitudes and outcomes, reinforcing the need for dimension-level investigation instead of a monolithic treatment of service quality (Mamgain & Bali, 2024).

2.3 Local cuisine, behavioral intent and Tourist satisfaction

The importance of local cuisine in the experience of visitors and their further behavioral intentions has become the subject of growing scholarly interest, especially in the tourism and hospitality industry (Jokom et al., 2023). This increased attention can be explained by the fact that local food emerges as a major tourist activity that can help improve the quality of the experiences of visitors and leave them with positive impressions after tasting local products (Kim et al., 2020). In fact, culinary tourism, which deals with the discovery of distinctive ingredients, local cuisine, and local cooking methods, offers authentic experiences that enhance the knowledge of a tourist about the identity of a specific region (Hurdawaty et al., 2025). The satisfaction of the tourists with the local foods is predominantly associated with the Theory of Planned Behavior (TPB), the theory that can be usually used to estimate the behavioral intentions, including the readiness to taste, buy and sell food experiences. As per a review on the indigenous cuisine of Uttarakhand, TPB is well-suited to analyze the intention, by focusing on the way in which attitudes, subjective norms and perceived behavioral control predict traditional food consumption. As per this study, through manipulation of dining environment, staff's interactions, and traditionality signals, a quality of service could be served as a contextual moderator or antecedent variable, on attitudes and Perceived Control (Dutt et. al., 2024; Aina et. Al., 2025). Describing service through time lens: An empirical investigation of the link between service quality, satisfaction and behavioral intentions.

2.4 Issues Specific to Uttarakhand Traditional Food

In this section, the literature review will bring together the current academic research on the peculiar issues and opportunities related to the Traditional cuisine and service quality in the Uttarakhand region. Although the trend in global research is likely to provide increased interest in food tourism, no detailed research has focused on the development of slow food tourism in India, especially in states such as Uttarakhand (Ahlawat et al., 2019). The given gap in the literature shows that further research should be conducted on how local food affects the behaviour and satisfaction of visitors, particularly concerning the variety of slow food options at Uttarakhand (Ahlawat et al., 2019). The comparative lack of awareness of regional cuisines existing in Uttarakhand even in their diversity is a challenge to their greater success in gaining recognition beyond certain areas that are more widely known in terms of their culinary traditions (Bhatt, 2024). Studies on Uttarakhand show that its culinary tourism ecosystem has both potential and weaknesses. For example, local food can make the destination stand out, but problems with experience design, cleanliness, and service delivery might make

people unhappy (Kumar et. al., 2025). Based on conceptual evaluation, to improve on traditional dining experiences all the way through marketing, training, and infrastructure R&D. This has implications that upgrading service quality is not merely operational changes but strategic imperatives for destination competitiveness. Determinants of service quality Influencing satisfaction, evidence from the food and beverage industry at a state level, the results of this study will help local suppliers, homestay, and restaurants that are willing to upgrade the experience for their visitors (Walia & Kukreti, 2023).

3. Research Gaps in the literature

- **Dimension-level clarity:** Current research employs SERVQUAL but often neglects to deliver comprehensive, comparative evaluations identifying the dimensions that most significantly affect satisfaction in traditional meal contexts.
- **Contextual integration:** The integration of service quality indicators with behavioral models, such as the Theory of Planned Behavior (TPB), is restricted in elucidating how pleasure influences intent and loyalty towards local food.
- **Experience authenticity:** There is less research that directly connects cultural authenticity and storytelling to service quality characteristics when assessing their overall effect on customer satisfaction in traditional food restaurants in Uttarakhand.

4. Objectives

1. To examine the key dimensions of service quality in Uttarakhand's traditional food places.
2. To examine the association between service quality and tourist satisfaction with traditional food practices

5. Hypothesis

H₀₁: There is a no significant association between service quality and tourist satisfaction with traditional food in Uttarakhand.

6. Research Methodology

The study is based on the quantitative analysis which investigates the relationship of service quality and tourist satisfaction of local Uttarakhand cuisine. A survey approach is followed to collect primary data from tourists who tasted the local cuisine. The approach is appropriate because it enables to test statistical hypotheses and to provide measurable understanding on the satisfaction with the service quality attributes.

- **Research Design:** This is descriptive-explanatory research. This Research is descriptive as it attempts to capture tourists' perceptions of service quality in traditional food outlets and causality as it investigates the relationship between service quality and satisfaction in these outfits. A cross-sectional design is employed, signifying data would be collected at one point in time from a group of tourists, which would in turn boost the efficiency and the feasibility of the study.
- **Study area:** The region under study is the Uttarakhand a state in India (Himalayan) located in the north of the country that is characterized by the cultural heritage along with traditional food. The focus has been specified to popular tourist places namely Dehradun, Nainital, Mussoorie, Rishikesh and Almora where tourists have maximum local food exposure in local Dhaba's, homestays, and restaurants that serve native dishes. They represent a diverse portrayal of gastronomic tourist experiences in the state.
- **Research Techniques:** The main research instrument is a structured questionnaire developed based on the SERVQUAL model. Questions in the questionnaire will be based on factors of service quality (reliability, responsiveness, assurance, empathy and tangibles) and tourist satisfaction. The information will be surveyed using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). Secondary data i.e. published research, publications and tourism statistics will be used to complement the analysis.
- **Sample size:** To ensure the statistical validity and reliability of the findings, a sample size of 500 tourists is expected. This number is large enough to enable the use of correlation and regression, but is still manageable within the limitations of time and resources. The sample will include both domestic as well as international tourists who have consumed traditional cuisine at least once in Uttarakhand during their visit. Out of the 500 questionnaires from total sample size collected, 472 were found to be valid and usable for the study; rest of the questionnaires were either incomplete or filled improperly.
- **Analytical tools and techniques:** The data will be analyzed using SPSS and AMOS software.
 1. Descriptive statistics including demographic characteristics and the mean scores for each service quality dimension.
 2. The internal consistency of the questionnaire will be determined by reliability analysis (Cronbach's α).
 3. Correlation analysis will test the correlation between service quality and satisfaction.
 4. Regression or SEM analyses will be conducted to test the hypotheses and identify the most salient service quality dimensions.
- **Selection of the sample area:** Sample areas will be chosen according to the visitors' flow and availability of traditional food shops. Leading tourism destinations include Nainital (lake tourism), Rishikesh (spiritual tourism), Mussoorie (hill station tourism), Dehradun (urban tourism) and Almora (cultural tourism). These sites represent different tourist profiles and culinary styles, so they were ideal for a multi-method investigation of service quality and satisfaction in the context of.. culinary tourism in Uttarakhand.

7. Data Analysis and Interpretation

The analysis and interpretation of the data in this study explain the different service quality traits that influence satisfaction among tourists in the traditional culinary activities. The predictors that are the most significant are Reliability, Responsiveness, and Empathy, as the results demonstrate. Tangibility and Assurance, on the other hand, are less important. This shows how important real, relational, and experiential qualities are in service delivery.

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.924
Bartlett's Test of Sphericity	Approx. Chi-Square	16461.835
	df	276
	Sig.	.000

Source: Primary Data

The KMO value of 0.924 shows excellent sampling adequacy, while Bartlett's Test ($\chi^2 = 16461.835$, $df = 276$, $p < 0.001$) confirms noteworthy correlations among variables. Together, these results display the data is highly suitable for factor analysis.

Table 2: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.650	48.541	48.541	11.650	48.541	48.541	4.223	17.594	17.594
2	2.894	12.057	60.598	2.894	12.057	60.598	3.993	16.638	34.233
3	1.958	8.156	68.754	1.958	8.156	68.754	3.684	15.350	49.582
4	1.887	7.863	76.617	1.887	7.863	76.617	3.603	15.012	64.595
5	1.569	6.539	83.156	1.569	6.539	83.156	2.854	11.892	76.487
6	1.019	4.245	87.400	1.019	4.245	87.400	2.619	10.914	87.400
7	.472	1.965	89.365						
8	.405	1.686	91.051						
9	.306	1.277	92.328						
10	.285	1.188	93.516						
11	.279	1.163	94.679						
12	.246	1.025	95.704						
13	.226	.940	96.644						
14	.207	.861	97.505						
15	.145	.604	98.109						
16	.114	.475	98.584						
17	.082	.341	98.924						
18	.066	.276	99.201						
19	.056	.234	99.435						
20	.051	.213	99.648						

21	.037	.155	99.803						
22	.021	.086	99.889						
23	.017	.072	99.961						
24	.009	.039	100.000						

Extraction Method: Principal Component Analysis.

Source: Primary Data

The Total Variance Explained table 2 shows that six components have eigenvalues greater than 1, together explain for 87.4% of the total variance. After rotation, these six factors allocate the variance more evenly, with each contributing between about 10–18%, demonstrating a well-structured solution where six meaningful factors sufficiently represent the dataset.

Table 3: Factor Analysis

Statements	Variable	Factor Loading	Mean	Average Mean	Reliability Cronbach's α
The Restaurants providing Traditional Food have good ambiance.	Tangibility	.834	3.39	3.44	.940
The Traditional food Restaurant cleanliness and hygiene is well maintained.		.873	3.46		
The atmosphere of Restaurants is welcoming and comfortable for Tourists.		.873	3.46		
The Traditional Food Restaurants serve food in an authentic manner.		.848	3.43		
The Furniture and Sitting of the Restaurants is Comfortable and Modern.		.807	3.47		
The Local (Authentic) ingredients are used in Traditional dishes.	Reliability	.887	3.50	3.48	.972
The staff serve food as per given period.		.889	3.49		
The staff resolved Complaints quickly and very effectively.		.885	3.51		
The staff shows good knowledge of Traditional food.		.791	3.43		
Restaurants have willingness of staff to provide help promptly.	Responsiveness	.837	3.42	3.42	.985
Good number of staff available Restaurants to provide services in Traditional Food Restaurants.		.834	3.40		
The staff is always ready to help their customers in Traditional Food Restaurants.		.818	3.44		
In Traditional food Restaurant staff has good knowledge of menu.	Assurance	.864	3.47	3.46	.974
The staff take responsibility that customers feel safe and comfortable during service.		.876	3.45		

The Traditional Restaurant staffs behave politely with their customer.		.865	3.46		
The staff recognize their customers personally in Traditional Food Restaurants.	Empathy	.912	3.40	3.42	.968
The staff understand the requirement of customer in Traditional Food Restaurants.		.912	3.40		
The Staff recommended me to taste Traditional Food during my visit.		.909	3.40		
I feel connected with the local culture of Uttarakhand dining experience.		.749	3.50		
I like the Taste of Traditional Food of Uttarakhand.	Customer Satisfaction	.851	3.33	3.35	.916
The food experience of Traditional dishes match with my expectations.		.837	3.36		
As per my opinion Traditional food of Uttarakhand is valued for money.		.754	3.35		
I would love to recommend this food to others also.		.736	3.31		
I would love to come again in Uttarakhand to explore more Traditional Food.		.843	3.37		

Source: Primary Data

The factor analysis results specify that the measurement model for Traditional Food Restaurants is reliable and valid. All constructs i.e Tangibility, Reliability, Empathy, Responsiveness, Assurance, and Customer Satisfaction show high factor loadings (mostly over 0.80), signifying robust associations between items and their corresponding components. The mean scores across dimensions range from 3.35 to 3.48, indicating that guests usually possess positive impressions of these establishments, although not at the greatest level. The Cronbach's α values for all constructs are quite high (between 0.916 and 0.985), which means that the scales are very reliable and consistent. The results show that customers in Uttarakhand have a good opinion of Traditional Food Restaurants when it comes to ambiance, staff behavior, authenticity, service quality, and cultural connection. All of these things make customers happier and more likely to return.

7.1 Model fit indexes for the structural and measurement model

The fit indices show that the measurement model fits perfectly, while the structural model fits well but not as well. The measurement model's χ^2/df ratio is 2.410, which is fine. The GFI (0.909), IFI (0.980), CFI (0.980), TLI (0.976), and NFI (0.966) indices also show that the model is very good, since they are all over 0.90. Furthermore, RMR (0.040), SRMR (0.041), and RMSEA (0.055) fall within acceptable thresholds, so reinforcing the notion of a good match.

In the structural model, $\chi^2/df = 3.693$ is marginally elevated however still below acceptable limits (<4 or <5). The incremental fit indices are strong (CFI = 0.960, IFI = 0.960, TLI = 0.955, NFI = 0.947), however GFI (0.861) is below the recommended level of 0.90. Moreover, SRMR (0.254) and RMR (0.255) exceed acceptable limits, suggesting a possible discrepancy in residuals, but RMSEA (0.076) stays within the permitted range (<0.08).

The measurement model fits the data perfectly, verifying the constructs. The structural model, on the other hand, fits the data well but shows room for improvement, notably with residuals and overall goodness-of-fit. This shows that the proposed connections are mostly correct, although changes to the structural paths may help the model explain things better.

Table 4: Co-variance among exogenous variables

Relationship			Standard Estimate	S.E.	T value	P (sig)
T	<-->	R	0.540	0.035	9.197	0.000
R	<-->	RE	0.497	0.043	9.158	0.000
RE	<-->	AS	0.647	0.054	11.419	0.000
AS	<-->	E	0.464	0.044	8.592	0.000
E	<-->	CS	0.491	0.037	8.524	0.000
T	<-->	RE	0.403	0.038	7.605	0.000
RE	<-->	E	0.524	0.045	9.424	0.000
RE	<-->	CS	0.538	0.043	9.418	0.000
AS	<-->	CS	0.458	0.042	8.325	0.000
R	<-->	AS	0.479	0.043	8.874	0.000
T	<-->	AS	0.407	0.038	7.634	0.000
T	<-->	E	0.395	0.033	7.311	0.000
T	<-->	CS	0.377	0.031	6.885	0.000
R	<-->	E	0.407	0.036	7.641	0.000
R	<-->	CS	0.453	0.035	8.104	0.000

Source: Primary Data

The covariance results in Table 4 reveal that all of the exogenous variables are very strongly linked, with p-values of 0.000 and strong T-values. The strongest link is between Responsiveness and Assurance (0.647), which shows how important it is to have real and attentive service in culinary tourism. There is a strong link (0.540) between tangibility and reliability, which means that reliable physical features build trust. Responsiveness has a strong link to customer satisfaction (0.538) and empathy (0.524). Both empathy and assurance make people happier. Tangibility shows weaker but still significant links to satisfaction (0.377) and empathy (0.395), which means it plays a supportive role. The results show that Responsiveness, Assurance, and Empathy are the most important factors that affect enjoyment. Tangibility and Reliability, on the other hand, are what make people trust and have faith in traditional eating experiences.

Hypothesis Testing

H₀₁: There is a no significant association between service quality and tourist satisfaction with traditional food in Uttarakhand.

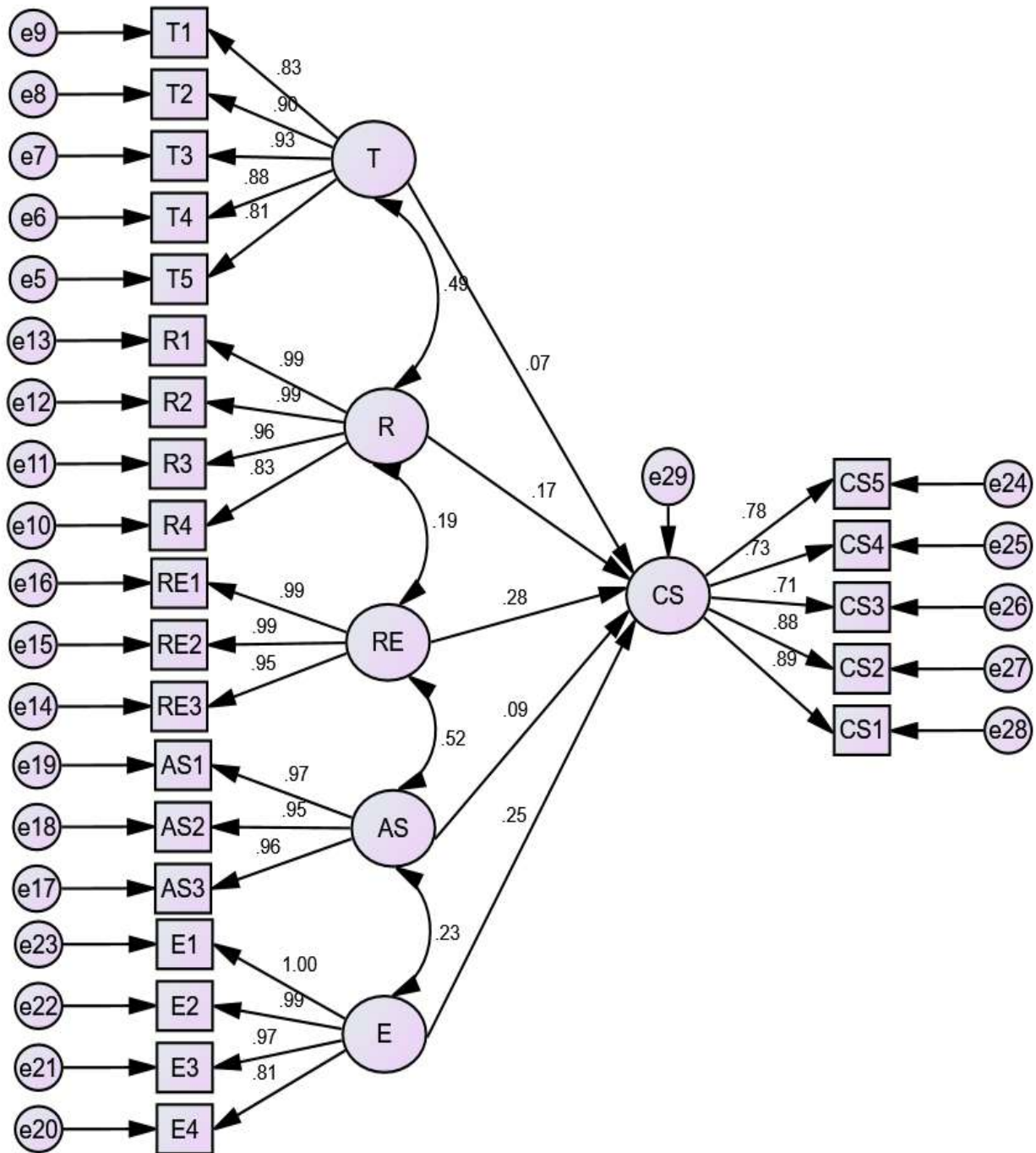
Table 5: Standardized path loading with associated t value for the relationship

Relationship	Standardized coefficient	S.E	t	p-value	Result (H ₀)
Tangibility (T) --> Customer Satisfaction	0.068	0.049	1.391	0.164	Accepted
Reliability (R) --> Customer Satisfaction	0.151	0.046	3.261	0.001	Rejected
Responsiveness (RE) --> Customer Satisfaction	0.210	0.040	5.243	0.000	Rejected
Assurance (AS) --> Customer Satisfaction	0.065	0.040	1.604	0.109	Accepted
Empathy (E) --> Customer Satisfaction	0.212	0.038	5.515	0.000	Rejected

Source: Primary Data

The path analysis the (table 5) results show that other service quality dimensions have no significant effect on customer satisfaction. Tangibility ($\beta = 0.068$, $p = 0.164$) and Assurance ($\beta = 0.065$, $p = 0.109$) have weak but not significant effect and this means that these variables do not have direct effect on satisfaction based on this finding. Meanwhile, Reliability ($\beta = 0.151$, $p = 0.001$), Responsiveness ($\beta = 0.210$, $p < 0.001$), and Empathy ($\beta = 0.212$, $p < 0.001$) are positively significant with the highest impact on satisfaction, signifying that timely service, consistent performance and the staffs' ability to understand and relate to customers are the best contributors of satisfaction. Hence, the results reveal that three service quality dimensions including Reliability, tangibles, and Empathy significantly influenced on customer satisfaction both at Traditional Food Restaurants (TFRs) and Modern Food Restaurants (MFRs). Overall the results indicate that personal relationship and quality of service delivery are more important than the restaurant ambiance or the assurance in Traditional Food Restaurant consumer satisfaction.

Structural model



8. Conclusion

According to the findings, there is always a high potential of food tourism in Uttarakhand to become a catalyst of regional development by conserving and promoting its unique traditional food (Ahlawat et al., 2019; Gopal and Kusum, 2022). This does not only improve the tourist experience by providing them with the authentic culinary experience, but also strengthens local communities, especially because the program would also bring rural youth into the sustained food structures (Rana & Bisht, 2023). The research discloses that different service quality dimensions have a strong influence on tourist satisfaction in traditional food in Uttarakhand. Factor analysis confirmed the measurement model was stable and the reliability coefficients were high, indicating that it is possible to consistently measure Tangibility, Assurance, Empathy, Reliability, Responsiveness, and Customer Satisfaction. The six constituents are joint indicators of how well the tourists perceive the given framework. The results of path analysis showed that Reliability, Responsiveness and Empathy were the strongest predictors of satisfaction, reaffirming the significance of reliable service, timely assistance and the staff's ability to develop personal and cultural relations as these are considered as a primary factor in the offering a positive dining experience.

On the other hand, Tangibility and Assurance, while positively perceived, were not a significant direct predictor of satisfaction, suggesting that atmosphere, amenities and security are less important than relational and experiential elements. To sum up, these results highlight that tourist satisfaction is more based on authenticity, involvement in the culture and interpersonal service quality, rather than just on materiality. For practitioners, this serves as a warning to ensure adequate investment in staff training, responsiveness, and cultural sensitivity, and for policy makers, it suggests traditional culinary experiences can be positioned as a cultural strength to enhance the tourism appeal of Uttarakhand by focusing on the service quality dimensions that best resonate with visitors. Future Perspectives

9. Future Implications

The theoretical contribution of this research is that based on the findings, it can be said that Traditional Food Restaurant in Uttarakhand needs to focus mainly on enhancing the Reliability, Responsiveness, and Empathy with priority since these dimensions have a significant impact on tourist satisfaction. Decisions makers and managers may focus their resources in staff training, cultural awareness programs, and service system designs that assure consistent and timely service while building stronger travelers' service relationships. Enhancement of these is beneficial both immediately to the experiences of the customers but also creates long-term gains in the form of customer loyalty, customer word-of-mouth and repeat visits. In addition, the advertisement of the traditional food as a cultural tourism product can assist the state of Uttarakhand to stand out among the competing market of tourism to support the development of sustainable tourism and generate financial benefits to the rural people.

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