Prospects of Culinary Tourism in Bangladesh
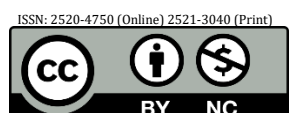
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Abstract

This study demonstrates the potential for culinary tourism in Bangladesh by emphasizing the country's rich culinary tradition, diversified food offers, and growing interest in food tourism. It also emphasizes the significance of authentic indigenous cuisine, which can distinguish Bangladeshi cuisine from other cuisines and enhance the image and reputation of the country.   The study employs both primary and secondary data to collect insights from 250 respondents using a questionnaire survey with closed-ended questions about respondents' demographic information, perceptions, and attitudes regarding culinary tourism in Bangladesh. The acquired data were assessed using computer tools such as Microsoft Excel and IBM SPSS 25, descriptive statistics, and multiple regression analysis. The findings of the study indicate that investment in Bangladesh's culinary tourism sector can generate large economic returns and aid in promoting the country's culture, history, and heritage overseas. The significance of preserving the authenticity of the local cuisine, attracting foreign tourists, and boosting the local economy was highlighted by the study's findings. At the same time, it was acknowledged that development of the superstructure, food quality, and experience was significant. In order to restore these less influential parts and reconstruct the most crucial ones for the aim of growing culinary tourism, it is necessary for the policy makers to plan and act promptly. This study lays the groundwork for future research into the potential of culinary tourism in Bangladesh and how it can be utilized to achieve sustainable industry growth.

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1. Introduction

Culinary tourism involves people exploring foods and gastronomic items unfamiliar to them as well as uses food to discover other cultures and ways of life (Kivela & Crotts, 2006). Erik Wolf created the term "culinary" in 2001, and it progressively gained popularity. It is a flourishing nook in tourism and tourism-related departments like marketing, education, regional promotion, and hospitality (Guzmán & Cañizares, 2012). Food is the focus of culinary tourism as an attraction for researchers and a goal for tourism (Björk, Räisänen, 2014). Although food has always played a significant part in hospitality services for guests, the industry of tourism did not make it a priority until the late 1990s. It is currently available in a variety of forms and goods, including culinary tours, cooking classes, restaurants, farm stays, cookbooks, food encyclopedias, original or adapted recipes, foods, and even supplies. (Kivela & Crotts, 2005). One of the main elements of a region's tourist appeal is its cuisine. Gastronomic tourism plays a crucial role in the industry's sustainable growth and can provide significant economic and social benefits to those who engage in domestic travel (Sokolova et al., 2021). Foods are essential elements of the tourism experience and are widely viewed as primary motivators of travel in and of themselves (Richards, 2012). Tourism, where food plays a primary or secondary role, is already popular and has promising future prospects (Hall & Sharples, 2004). There are a growing number of cultural and food festivals around the globe, and massive new occurrences and festivals are being enhanced as part of a planned national or regional strategy of tourism (Hall & Sharples, 2008). Culinary tourism is a growing aspect of the tourism industry, particularly in Asia. It promotes travel to specific areas based on ethnic culinary experiences, offering potential for growth and promotion. Each state can take pride in its unique cuisine, spices, garnishes, and tastes, highlighting the potential benefits of culinary culture (Basumatary, 2021). Now it is widely acknowledged that food and cultural can significantly contribute to rural and urban growth and revitalization, with far-reaching social, political, economic, and environmental consequences (Sharpley & Telfer, 2014). Bangladesh is a significant source of many fascinating cultural diversions that contains different food habits which distinguish from each other's. In general, overall community food consumed out from home accounts for roughly 5% of total food spending; the differences between rural and urban areas are not very noticeable or substantial (Hassan et al., 2019). Ready-made (from restaurant)and row food consumption rates are simultaneously 7.1% & 11.5% (sun, n.d.) Bangladesh has got a very rich traditional food culture consist of an amazing blend of spices, rice, fish, and sweets. People have become reliant on the market for the majority of their food. In the tourism industry customers have a favorable opinion of the attributes, quality of food, and eating convenience from restaurants, but a strong perception of attributes. (Farhana & Islam, 2011). Food and culinary tourism play a vital role in the social, cultural, and economic elements of tourist development (Hall et al., 2006). Gastronomy was used as a significant economic sector for regional and local progress a potent marketing tool for boosting destination competitiveness and a crucial indicator of cultural identity (Kim et al., 2020). In Asia, the "tourist gaze" encompasses gastronomy, gastronomic tourism, and other food-related activities (Urry & Larsen 1990). The qualities of food and drink are very significant to the culture and history of Bangladesh. Food has been associated with culture since the birth of human civilizations, and it commonly acts as an intangible identifier for individuals, locations, religion and cultural identity (Kittler et al., 2016). By disclosing information about farming techniques, historical culinary traditions, customs, and etiquette, gastronomy opens a door into a nation's past and present. Nonetheless, Bangladeshi cuisine is well-known around the globe for its extensive culinary history, diversity of cuisines, and unique spice blend (Pottier, 2014). The traditional cuisine of Bangladesh has already gained international recognition (Naumov & Hassan, 2021). Due to their traits and skills, Bangladeshi chefs have also joined the ranks of many renowned chefs throughout the globe. In the study of hospitality and travel, culinary

tourism is a relatively recent trend. People travel for this form of tourist experience, in which they sample the cuisines of diverse locales (Talukder, 2020). This paper is an evaluation of food tourism's significance as a product. It mainly examines and assesses that Bangladesh is a nation with huge food consumption, which illustrates the huge potentiality of culinary tourism. This expanding field of tourism research to find out the key ideas related with food tourism as well as the primary research subjects, viewpoints, and disciplinary methods. The authors approach food tourism research via the lens of anthropology of cultures, given that most of the literature on food tourism identifies cuisine as a location and uses it in a variety of interactions and forms with visitors.

1.1 Background and Objective:

Culinary tourism is a promising industry that can significantly contribute to the economic growth of Bangladesh by attracting foreign visitors. By attracting foreign visitors, culinary tourism is a promising industry that may greatly contribute to the growth of Bangladesh's economy (Smith & Xiao, 2008). This study paper attempts to fulfill three key objectives in order to explore the possibilities of culinary tourism. The report will first examine the prospects of culinary tourism in Bangladesh by analyzing the supply and demand of culinary tourism goods and services. Secondly, the study will assess the growth potential of culinary tourism in terms of its ability to attract foreign tourists and contribution to the nation's economy. Finally, the research will examine several food-related components of culinary tourism, including the country's distinct cuisine, food culture, and dining experiences(Harrington & Ottenbacher, 2010). By attaining these aims, this study will give policymakers and stakeholders with insightful information that will aid them in increasing the culinary tourism growth and development in Bangladesh.

2. Overview of local food in Bangladesh:

In Bangladesh the industry of culinary tourism has grown significantly in recent years, with more and more tourists showing interest in experiencing the local cuisine. Some of the popular Bangladeshi dishes that attract culinary tourists include biryani, fish curry, beef curry, dal, samosas, and various types of sweets (Alam, 2015). One of the significant attractions for culinary tourism in Bangladesh is the availability of fresh and locally sourced ingredients. Some local foods which attract tourist:

Hazari Gour: Hazari Jaggery is a traditional product of Manikganj, Bangladesh and is made by a few Gachi families in the Jhitka area of Harirampur upazila. The jaggery has a rich history and was once famous across Asia and Europe. It is produced by boiling 10 to 12 kg of date palm juice to make 1 kg of molasses. (Seraj, 2017).

Bogra sweet curd: Bogra, a city in Bangladesh, is renowned for its sweet curd, one of the country's most popular delicacies. Bogra produces the most popular sweet curd in Bangladesh. (Talukder,2020). This sweet and creamy curd is made by fermenting milk with sugar and yogurt culture, and then cooking it over a low flame for several hours until it thickens. The Bogra sweet curd is known for its unique taste and texture, which is achieved through the use of high-quality milk and a traditional cooking process.

Chandpur, city of Hilsha: The city of Chandpur in Bangladesh, which is famous for being the home of the national fish, Hilsha. The distinctive taste and flavor of Hilsha are due to the unique food particles found in the river water of Chandpur, where it is more delicious than other hilsa found in the sea. The fat or oil accumulated in the fish's body as it moves upstream against the current gives it a more desirable taste(Omar et al., 2013). Hilsha is an essential resource for the economy of Bangladesh, generating significant cash by being sold and exported abroad. Various delicious foods, such as Sarshe hilsa, hilsa polao, and hilsa bharta, are popular in Bangladesh.

Chandpur fish landing center is one of the largest hilsa landing facilities in the country, accounting for 30% of the nation's hilsa extraction (Alam, 2015)

Roshmalai, Cumilla: Cumilla is in eastern Bangladesh, and oshmalai is a favorite delicacy. Cumilla's Roshmalai is famous. Flattened cheese balls are immersed in a sweet, creamy milk syrup with cardamom and almonds or saffron.

Curdling milk with lemon juice or vinegar creates flattened cheese balls, or "chhana," for Roshmalai(Saiful, 2019). Drained, squeezed, and combined with flour, the chhana forms little balls. These balls are boiled in sugar syrup, cardamom-flavored, then steeped in rich, creamy milk.

Cumilla's Roshmalai is recognized for using fresh ingredients including local milk and the best cardamom. Roshmalai restaurants and sweet shops in the city draw people from throughout the nation. In conclusion, Roshmalai from Cumilla is a sweet and delectable delicacy that draws tourists to the city.

Noakhali: Famous for pithas: Apart from the traditional pitha of Noakhali district, some areas of neighboring Comilla, Chittagong district are very common and popular. These are traditionally made in clay pits. This pitha is served with fish, meat, bharta, date juice or dal. Pedestrians will find this pitha on the sidewalks of almost all markets. Also, in this district is Bikhat for Nyadun and Madra Pitha.

Narkel Naru (Coconut Sweet Balls) is a popular dessert prepared with jaggery and shredded coconut. The mixture is shaped into little balls, which are then deep-fried till golden brown(Sarkar et al., 2023). narkel naru is a typical dessert served at key ceremonies and celebrations in Noakhali.

Pitha (Rice Cakes): The area of Noakhali is renowned for its Pitha rice cakes. It is flavored with cardamom and nutmeg and made from rice flour, coconut milk, and jaggery.There are several varieties of pitha, such as puli pitha, vapa pitha, and lai pitha (sweet fried rice cakes) (tamarind-flavored rice cakes)

Jogar Mishti and Ghuthiar Shondesh: Jogar Mishti and Ghuthiar Shondesh are two ancient Bengali sweets widely esteemed for their flavor and cultural importance. Patuakhali and Ghuthiar shondesh of Barishal are also two valuable Bengali traditions. (Arif, 2011). Jogar mishti is made by boiling milk, sugar, and rice flour until it thickens and forms a soft, chewy consistency. The mixture is then shaped into small balls and coated with sesame seeds, giving the dessert a crunchy outer layer.

3. Literature review

Culinary tourism involves discovering and engaging with local cuisine and traditions through dining, shopping, cooking classes, and involvement in the local scene (Wondirad, 2021). In the current environment, food tourism is one of the fastest-developing travel services worldwide. Destinations with a wide range of touristic features and attractions, as well as "cuisine" or "culinary" attractions or "food," are on the rise and drawing a sizable number of travellers from all over the world (Mohanty, 2019).Culinary tourism may be a developing element of a country's tourism business. The primary objective of gastronomic tourism is to lease the space between producer and customer (Smith & Xiao, 2008). Culinary tourism can accelerate a country's tourism industry's branding. Culinary tourism exposes visitors to local food and drink and allows them to have a variety of experiences. (Testa & Schifani, 2019). Culinary tourism is generally seen as an element of cultural and destination tourism since food is an illustration of local culture and history (Green & Dougherty, 2008). Culinary tourism significantly impacts the tourism economy, with Asia's culinary industry facing opportunities in economic behavior, culture, management training, capital, labor, innovation, creativity, infrastructure, competitors, and technology (Soetjipto et al., 2021) Many studies have found that food has a significant role on visitors' choices of holiday destinations. Data indicates that

travelers spend about 40% of their trip money on dining (Boyne, Williams, & Hall, 2002). According to the Restaurant & Foodservice Industry Research Handbook, travelers account for 50% of restaurant income (Graziani, 2003). On the other side, the consumer's attitude towards a certain meal affects his or her food selection and acceptance. The essential and recommended food products at a location depend greatly on the cultural and geographic background of the visitors, in addition to their attitudes (MacDonald et al., 1999). As a result of the expansion of the world economy, culinary tourism has the potential to increase as a vital component of the tourism industry, and exposure to a diversity of culinary cultures has been effective in meeting tourist expectations (Huda et al., 2020). It may contribute more substantially to the improvement of any local, regional, or world economy (Richards, 2004). It may be seen as a strategic opportunity for national tourist development initiatives. Food tourism is currently a priority industry a burgeoning market sector and a hotspot for social innovation, entrepreneurial zeal, and creativity in several tourist sites across the globe (Ellis et al., 2018). Several nations have acknowledged the power of using food as a marketing and positioning strategy for a place (Huda, 2002). Several nations, like Taiwan, Hong Kong, and Singapore, are emphasizing food as their primary tourism offering due to the rising interest in regional cuisine. There are numerous locations on earth that are well-known not just for their attractions but also for their thriving cuisine cultures. France, Italy, and Thailand, for instance, have renowned cuisines. One of the most difficult sectors in the world is the food sector. Furthermore, it is difficult to pinpoint attitudes and beliefs related to food, and there are several underlying causes for this. According to studies, individuals are increasingly eating out and spending more money on food every day in a variety of nations (Boyne et al., 2002). Bangladesh is not an exception to this. Nowadays, eating multiple cuisines has become more of a passion for individuals in Bangladesh than a necessity for survival due to urbanization and a contemporary attitude. Hence, as food undoubtedly plays a significant part in tourism services, it is essential to adequately cater to the tourism industry. Due to the geographic, ecological, and cultural differences, every nation has a concentrated desire to investigate culinary tourism. The diversity and uniqueness of people's eating preferences make this industry a predictable area for sustainable development. Products connected to food and drink make up one-third of all tourism-related consumption worldwide. One of the most delicate areas of the hospitality sector is gastronomy (Dittmer & Griffin 1993). While diversity is inherent in human food culture, culinary tourism has turned out to be an indispensable component of every types of tourism and should be preserved and propagated with care (Richards, 2002). Culinary tourism may be viewed as an artistic facet of national tourist growth (Pilcher, 2017). It enables travelers explore the fascinating cuisine and culture of Bangladesh's tourism places. Culinary tourism might be an excellent opportunity for Bangladesh as it can generate economic opportunities, enhancing local community acquisition, and initiating a responsible food sector (Huda et al., 2020). Culinary tourism has established itself as a vital component of people's knowledge of a nation's native cuisines, decision-making, food choices, and leisure places. While culinary traditions such as cooking, eating, and drinking are intertwined with customs, civilizations, cultures, and history, they play an important role in attracting international tourists. (Dutta & Naumov, 2020). Culinary tourism's primary function is to promote experience-based tourism that facilitates the exploration of local cuisine at a particular place and offers opportunities to learn about food history, culture, cooking, and tasting in a cost-effective package (Shenoy, 2005). Bangladesh's rich cultural past allows the development potentiality of culinary tourism, yet the growth of culinary tourism is strongly dependent on government and other industry stakeholder initiatives (Majumder, 2015). Bangladesh's distinctive cuisine and cultural variety are key factors in the country's distinctive tourist industry (Wijayanti & Zahra, 2022). The food of Bangladesh is one of the most crucial factors for the country to attract foreign tourists (Das & Chakraborty, 2012). Bangladesh is recognized for its diverse local cuisines, culinary talents,

and cultures. If carefully maintained and marketed, Bangladesh's culinary treasures might provide tremendous potential for the global tourist industry (Huda et al., 2020).

3.1 Literature gap

Based on the examination of the existing literature, the gap in the research on the potential of culinary tourism in Bangladesh may be the lack of a comprehensive study focusing explicitly on the prospects and challenges of establishing culinary tourism in Bangladesh. The literature review provides a general understanding of the significance of culinary tourism and its potential economic benefits; however, it does not provide a comprehensive analysis of Bangladesh's current culinary tourism industry, its growth potential, and the obstacles that must be overcome to promote its development. Hence, a research study analyzing the current state of the culinary tourism industry in Bangladesh and proposing development strategies could help to fill this hole.

4. Methodology

The research includes both descriptive and exploratory approaches. It mainly aims to discover the culinary tourism prospects in Bangladesh. Exploratory approaches were carried out to find out the critical factors of culinary tourism prospects in Bangladesh. Then, the critical factors of the prospects of culinary tourism in Bangladesh were measured through descriptive research approach. The study used both primary and secondary data. To collect the primary data, field visits and interviews of the respondents of various professions were conducted. A systematic questionnaire survey was distributed among the respondents as the study used the convenience method of sampling to gather information for statistical analysis. The sample size of the study was 250 respondents. The questionnaire contained closed-ended questions that were designed to elicit information on the respondents' demographic information, perception, and attitudes toward culinary tourism in Bangladesh. To measure respondents' attributes, we used the five-point Likert scale. All the data from the primary and secondary sources were organized and analyzed using computer applications like Microsoft Excel and IBM SPSS 25. To achieve the objectives, the acquired data were examined using descriptive statistics such as mean, standard deviation, variance, and multiple regression analysis. The reliability of the study was tested using Cronbach's alpha, and the scoring system for the questionnaire was based on Pikkemaat's (2004) criteria. The study was conducted with the utmost ethical considerations, and Prior to the initiation of the research, informed permission was acquired from all participants. The confidentiality of the participants was maintained throughout the study.

5. Data Analysis and Findings
5.1 Socio-Demographic Information

The demographic characteristic of the 250 respondents is illustrated below in table 1. Out of the 250 respondents, 46% were male which 116 are and female were 54% which is 134. Most of the respondents were young aged 21-30 years and the percentage was 60.8% and only 2.4% were aged above 50 which depict the travel aversion of older people. The most common profession of the respondents was student which was 85.2% (213) 9.6% (24) were private job holders and 2% (5), 3.2% (8) were teachers and government employees respectively. The information also depicted that 74.4% of the total respondents were Undergraduate students and 13.2% were HSC students. Most of the respondent's income range is below 10,000 taka and was 74.4% while 13.2% ranged between 11,000-25,000, 6.4% ranged between 26,000-40,000 and only 2.4% ranged above 50,000 taka.

Table 1.Demographic characteristics of the Respondents

Gender		Frequency		Percentage	
Male		116		46%	
Female		134		54%	
Total		250		100.0%	
Age structure			**Profession**		
0-20	71	28.4%	Student	213	85.2%
21-30	152	60.8%	Teacher	5	2.0%
31-40	17	6.8%	Private Service	24	9.6%
41-50	4	1.6%	Government Employee	8	3.2%
50+	6	2.4%	Total	250	100.0%
Total	250	100.0%			
Educational level			**Average monthly income (BDT)**		
HSC	33	13.2%	Less than 10,000	186	74.4%
Under-graduate	186	74.4%	11,000-25,000	33	13.2%
Graduate	22	8.8%	26,000-40,000	16	6.4%
Post-graduate	9	3.6%	41,000-49,000	9	3.6%
Total	250	100.0%	50,000+	6	2.4%
			Total	250	100.0%

Source: Survey data

5.2 Reliability of the study

Table 2 shows the test of reliability with the Cronbach's alpha which is a statistical measure was used to evaluate the internal consistency of the survey questions of the study "The prospects of Culinary Tourism in Bangladesh". The alpha coefficient measure ranges from 0 to 1. Values closer to 1 indicates higher levels of internal consistency, a value of 0.7 or above is generally considered acceptable for social science research, although a higher value is preferred like 0.8 or above which is designated as a very good level. (Griethuijsen et al., 2014) and (Ursachi et al., 2015). In table 2, it is seen that the value is .856 which is at a very good level and suitable for the study.

Table 2. Test of reliability.

Reliability Statistics	
Cronbach's Alpha	N of Items
.856	14

Source: Survey data

5.3 Descriptive Statistics

The scores which are given by the survey respondents to all the variables to find out the prospects of culinary tourism in Bangladesh are illustrated in table 3 below. The study revealed that from the total 14 identified variables, a total of nine (9) variable's mean score is more than 4 (M > 4.00), and the number of variables scored between 3 to 4 (3.00 < M < 4.00) are only two (2) and finally the number of variables scored below 3 (M<3) are only three (3). The scoring system for the questionnaire is such that a mean score of less than 2.75 is categorized as poor, while a mean score between 2.75 and 3.25 is considered average. A mean score between 3.25 and 4.00 is considered good, and a mean score above 4.00 is considered excellent (Pikkemaat, 2004). So, from the criteria mentioned here, nine (9) i.e. (V4, V6, V7, V8, V9, V10, V12, V13, and V14) variables of the total fourteen variables scored excellently. Two (2) i.e. (V5, V11) variables scored well. Finally, only three (3) i.e. (V1, V2, V3) of the total variables scored poor (M≤2.75). Most of the respondents have optimistic thoughts about culinary tourism in the enhancement of the country's image and reputation (M=4.3480), boosting the local economy (M=4.3480), and adding a new dimension to the tourism sector (M=4.3280).

Table 3. The Perception Score Given to the Factors by the Respondents

No.	Descriptive Statistics	N	Mean	Std. Deviation	Variance
V1	Familiar with Culinary Tourism	250	1.9280	.25901	.067
V2	Visited Culinary tourism spot	250	2.2280	1.12654	1.269
V3	Culinary Tourism attracts to visit destination	250	2.3960	1.36772	1.871
V4	Food experience	250	4.1640	.97411	.949
V5	Food quality	250	3.7120	1.08894	1.186
V6	Highly influenced by social media	250	4.3200	.83690	.700
V7	culinary tourism attracts foreign tourists	250	4.0640	.95054	.904
V8	Prospects of culinary tourism in Bangladesh	250	4.2440	.79687	.635
V9	Attract more foreign tourists	250	4.2560	.96862	.938
V10	Development of superstructure can promote culinary tourism	250	4.2640	.84686	.717
V11	Authenticity of local cuisine in Bangladesh	250	3.6360	1.26090	1.590
V12	New dimension to the tourism sector	250	4.3280	.75278	.567
V13	Contribution of culinary tourism in boosting the local economy	250	4.3480	.95842	.919
V14	Enhancement of the country's image and reputation	250	4.3480	.95842	.919
	Valid N (list-wise)	250			

Source: Survey data

5.4 Regression Analysis

The main objective of the study was to investigate the causal relationship among variables that impact the prospects of culinary tourism in Bangladesh. To achieve this, a multi-linear regression analysis was conducted as it provides the variables' most correct interpretation. Thirteen variables were included in the analysis, which was indicated using standardized factor scores (beta coefficients). The outcome of the regression analysis identified important determinants that had a significant impact on the prospects of culinary tourism in Bangladesh. These determinants were ranked in order of significance based on their coefficients of beta. The dependent variable, which was examined using a Likert-type 5-point scale, was the prospects of culinary tourism in Bangladesh. Table 4 displays the outcomes of a regression analysis, which found a correlation coefficient (R) of 0.666. Which is close to 1, that indicates a significant positive relationship between the dependent variable (attitudes towards the prospects of culinary tourism) and independent variables. The correlation between the variables was positive and moderate, suggesting that respondents had favorable attitudes toward culinary tourism in Bangladesh. The coefficient of determination (R^2) was 0.444, indicating that 44% of the variance in attitudes toward culinary tourism was explained by the independent variables. The F ratio was 15.762, and the value of p was 0.000, indicating that the outcomes were highly significant. The F ratio was calculated to be 15.762, which indicates whether the outcomes of the regression model could have been the result of chance. The p-value for this test was exceptionally small, at 0.000. The R, R^2, and F ratio values mentioned earlier indicate that the regression model was able to achieve a goodness-of-fit level of approximately 44.4% in predicting the variance of culinary tourism prospects in relation to the thirteen variables.

Table 4. Summary of the Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666[a]	.444	.416	.60913

Analysis of Variances

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	70.181	12	5.848	15.762	.000[b]
Residual	87.935	237	.371		
Total	158.116	249			

Source: Survey data

In table 5, the beta coefficients in the regression analysis indicate the relative significance of the thirteen independent variables in explaining the variance in culinary tourism prospects, the dependent variable. Among the thirteen variables, Authenticity of local cuisine (beta=0.189, p=0.006), Attract more foreign tourists (beta=0.170, p=0.010), culinary tourism attracts foreign tourists (beta=0.103, p=0.059), and highly influenced by social media (beta=0.104, p=0.113) were found to have the greatest contribution and carry the most weight in determining the prospects of culinary tourism in Bangladesh. These four variables were found to have strong relationships with each other.

Table 5. Coefficients

Model	Un-standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.565	.397		1.423	.156
Familiar with Culinary Tourism	.174	.152	.057	1.143	.254
Visited Culinary tourism spot	.038	.041	.054	.927	.355
Culinary Tourism attracts to visit destination	-.008	.034	-.013	-.228	.820
Food experience	.050	.052	.061	.952	.342
Food quality	.001	.042	.002	.028	.978
Highly influenced by social media	.104	.065	.109	1.589	.113
culinary tourism attracts foreign tourists	.103	.054	.122	1.896	.059
Prospects of culinary tourism in Bangladesh	.110	.063	.134	1.761	.080
Attract more foreign tourists	.170	.065	.181	2.609	.010
Development of superstructure can promote culinary tourism	-.033	.033	-.051	-.975	.330
Authenticity of local cuisine in Bangladesh	.189	.068	.178	2.758	.006
New dimension to the tourism sector	.070	.072	.085	.984	.326
Dependent Variable: Culinary tourism has a great prospect in Bangladesh					

Source: Survey data

The findings revealed that if all other variables remained constant, a one-unit increase in the Authenticity of local cuisine factor would result in a 0.189-unit increase in culinary tourism prospects. Conversely, the least significant variable was the facilities in Food quality (beta= .001, p=.978). In summary, all dimensions were not equally important but had a significant impact on the prospects of culinary tourism in Bangladesh.

6. Conclusion

The analysis shows that, Bangladesh has the potentiality to capitalize on culinary tourism due to its rich heritage and diversity of food offerings. Bangladesh provides a variety of distinct gastronomic experiences that are appealing to both domestic and foreign tourists. Possibly the majority of respondents to this research believed that the country's culinary diversity, growing interest in food tourism, and infrastructure development create a solid basis for the sector's expansion. The paper also emphasizes the significance of authentic local foods and cuisine. This can help distinguish Bangladeshi food from other cuisines and increase its attractiveness to tourists. Bangladeshi cuisine may enhance the country's image and reputation to a certain degree and within particular parameters by incorporating the country's history and present culinary standards, customs, and etiquette. The majority of variables were rated as excellent or good, demonstrating that the majority of respondents had a favorable view on culinary tourism. It is believed that culinary tourism can enhance a country's reputation, stimulate the local economy, and add a new dimension to the tourism industry. It was discovered that the Authenticity of local food, Attract more international visitors and culinary tourism is heavily impacted by social media factors had the biggest impact on predicting the future of culinary tourism in Bangladesh. Investment in Bangladesh's culinary tourism business can have substantial economic rewards. Bangladesh has a wonderful possibility of positioning itself as a destination for culinary tourism. By improving the quality and presentation of food,

maintaining hygiene standards, enhancing hospitality, promoting the local food culture on social media, and reviving traditional dishes, Bangladesh can attract more tourists, represent its culture, tradition, and heritage abroad, and generate sustainable growth in the tourism sector. This study provides fresh perspectives, identifies trends, and deepens our awareness of the potential for culinary tourism in the nation. It is evident that culinary tourism has room for expansion and development after looking at the situation as it is now, conducting market research, and learning about traveller preferences. This can aid in the strategic planning and decision-making of organizations, tourism organizations, and policymakers. It offers valuable and fact-based insights that can advance the subject of culinary tourism and positively impact Bangladesh's tourism industry. The positive effects of culinary tourism, which has significant potential as a tourism product and should be further developed, could be enhanced by addressing these issues. This research broadens our understanding of the possibilities for culinary tourism in the country, detects trends, and offers new viewpoints. Future studies can explore the enormous potentials of food tourism in the nation and how it might be fostered as a beneficial facilitator of the tourism industry of Bangladesh.

6. Policy Recommendation
The policy maker can take action to promote and protect the regional cuisine's authenticity, draw in tourists from abroad, strengthen the local economy, provide the required infrastructure, and enhance the culinary tourism industry's offerings in terms of both food quality and experience. Supporting small and medium-sized businesses, investing in transportation, lodging, and food service facilities, providing access to financing and resources, promoting hygiene and food safety practices, and creating a welcoming environment are all examples of how to do this. It also includes assisting neighborhood restaurants and food vendors. It also includes training and resources for chefs. It also includes promoting traditional food festivals.

7. Limitation and Future Research of
The study obtained data from only 250 participants using a convenience sampling strategy and a small sample size. The tiny sample size may not be representative of the total population, restricting the generalizability of the results. The study focuses solely on the prospects of culinary tourism in Bangladesh and does not examine its development's obstacles or challenges. The present study was done to examine the prospects of culinary tourism in Bangladesh. Further research on the prospects of culinary tourism in Bangladesh could solve some of this study's weaknesses. However, future research on the possible impact of external factors such as political instability and natural catastrophes might be performed to provide a more thorough knowledge of the prospects for culinary tourism in Bangladesh. Lastly, a comparative analysis with other nations in the region might be done to identify best practices and improvement opportunities.

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