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# Cloud Kitchen factors enhance the experience of Gastronomic Tourist at Destination; with reference of Rajasthan, India

<sup>1\*</sup> Umang Bhartwal, <sup>2</sup> Dr. Naveen Sharma, <sup>1</sup> Mandeep Kumar, <sup>1</sup> Sandeep Saxena, <sup>1</sup> Kuldeep Singh Gour, <sup>1</sup> Lokesh Kumar,

<sup>1</sup>Research Scholar, <sup>2</sup>Controller of Examination Cum Associate Professor,  
Suresh Gyan Vihar University, Jaipur, Rajasthan  
Email:umang.bhartwal29@gmail.com

**Abstract:** In present days, one more effective aspect add on into the option for the food tourism in form of host dishes at ease and convince level of tourism especially gastronomic tourism. That one is on click option which has no physical space “CLOUD KITCHEN”. This paper briefly elaborates the impact of food and beverage industry considering the main effective aspect in many demographic dimensions. These aspects mainly include taste of food, quality of food, convince, cost saving, and service experience.

## Introduction:

Food is plays a significant and interesting aspect for every human being from the early age in Human Life. Many time we come across with the term as “Basic needs of human being”. In the

There were 264 respondent submitted their views but out of this 245 respondent found suitable for the research study in this paper and these were tested in statistical tool for the validation of result interpretation from the data. The data collected from different URBAN cities of Rajasthan; Jaipur. Ajmer, Bikaner, and Jodhpur.

**KEY WORDS:** Tourism, Gastronomic Tourism, Gastronomic Tourist, food & Beverage, Cloud Kitchen, Online Food Delivery app.

earlier stage only little aspect mention in manuscript that it provides energy and nutritious to every human being to develop, grows, gain strength and work efficiently and effectively which contributes into productive way. The mention lines express only about the biological importance of food into life. Whereas in present

Correspondence to: Umang Bhartwal, Department of HMCT, Suresh Gyan Vihar University, Jaipur  
Corresponding author. E-mail addresses: umang.bhartwal29@gmail.com

days, food also one of the way to showcase the cultural, history and traditional of the host destination to tourist.

Tourism is one of the effective phenomena to any destination of nations (weather developed, developing and undeveloped countries) especially into economical aspect. In many studies tourist is one of person in any form visit destination for many motives that broadly falls into business, leisure, wildlife, business and Visiting friends & relatives. It's correct to say that Tourism is one of the meaning full action to understand the cultural and belief of destination which helps to maintain at international peace. Recently, Gastronomic tourism a new aspect recognized by United Nations and putting their right way efforts to promote. In present days, tourist experience's gained more effectiveness when they have the local food in their meal time.

**Gastronomy:** "Gastronomy is the study of the relationship between food and culture, the art of preparing and serving rich or delicate and appetizing food, the cooking styles of particular regions, and the science of good eating." in understandable words Gastronomy refer to prepare, present and serve the food in a way which helps to showcase the local culture, tradition and Heritage of the host destination.

**Gastronomic Tourist:** Tourist is one of the people who in movement of travel in tourism especially travelling from one place to other (destination) or leaving his/her home for the

specific purpose. There are many motive of tourist to visit different destination forms such as wild life tourism to visit the sentries, forest, for heritage mainly heritage cities and many more. In term of gastronomic tourist, many tourists involves to experience the host destination food dishes which includes tasting of host dishes, learning traditional way to prepared the host dishes cooking techniques, and handling of key ingredients of host destination in different ways. This is the latest concept involve by the World Tourism Organization, United Nation.

**Cloud Kitchen:** Cloud kitchen is one of the latest trends used in the hospitality, tourism and local economy by offering the memorable unique dishes. Under this business model only delivery restaurant with no space in physical, no-dine-in space, and no takeaway counter. In simple words, it's a concept which accepts delivery-only order food without traditional restaurant or dinning in facility. Cloud kitchen is very economical due to no fancy infrastructure, no waiters, no tables, and no furniture. Many of the people also know this as "GHOST KITCHEN" or "Virtual KITCHEN". Most of the studies indicates that the meal delivery increased by above 150% from the period 2019-20 and predicated to hick by 10 times in upcoming 10 years.

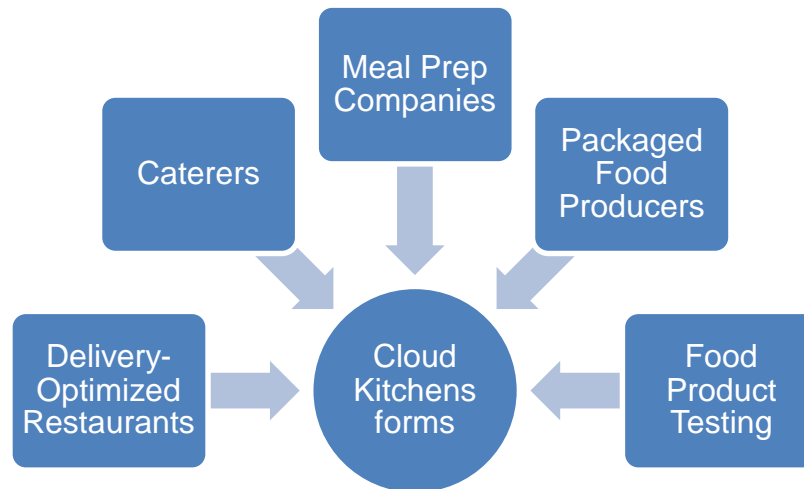


Figure: 1 Cloud Kitchen Users

Many of the people like to have meals from the cloud kitchen due to pocket friendly, appropriate portion size and food in their comfort zone due to factors shown in below:

- Economical setup cost
- Lowered Overhead cost
- More Convenience
- Extended Delivery experience
- Meeting customer demand
- Access to user data
- Impressive Marketing

Starts up of cloud kitchen require less resources as compare to traditional dining outlet likewise, location, and point of sales, kitchen display

system, and license and food delivery platform. In point of you tourist or gastronomic tourist they really don't bother about the mentioned requirement.

### Statistics

As of now the market of the cloud kitchen is around at \$700 million approx. at the level of in 2018 and is expected to gain around 18.75 % from 2017 to 2032 ( Glodstine Market intelligence, 2020). As per the survey conducted by the red seer consultation estimates the cloud kitch industry in India to grow by 35% in the year 2020.

Table 1.1: List of cloud kitchen in Rajasthan, India.

S.No.	Cloud Kitchen Establishment	Specialty
1	Thali Central	Rajasthani Thali
2	Meals 101	Rajasthani Vegetable Curries
3	Makhni Brothers	Gutta Curries, Kear Sangari
4	Ice Box	Alvora Raisin Curries
5	The Wrap Co	Laal Mass, Jangali Maas

6	Find US	Murg ka Soyata, Hing kachori, Moth ke Tikhar
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Sharda, N. Serving Food from the Cloud. Retrieved from **Aims of Research:**

- To determine customer expectation towards cloud kitchen.
- To disclose the future prospectus of cloud kitchen in the food & beverage industry in Rajasthan.

### Review of Literature

As per the author observation during the pandemic regarding the single click as tap received the significant growth due to youth awareness regarding the uses of touch screen communication tool like android mobile and tablet ,however author also elaborated about less awareness among the remaining population who are not familiar with this technology due to this there might be a scope of growth in future aspect.(Mehnaz et al., 2021)

According to author cloud kitchen concept is the latest trend which is more famous as compare to classical trend like specialty or in dining. He has also suggest the new strategies for marketing as well as to lead the competition among classical dinning and cloud kitchen. “As the fundamental method is to adopt a right branding strategy for cloud kitchen the results proves with Pearson’s correlation about the requirements as Online APP by ( $r = .690^{**}$ ,  $p = .000$ ) is significant with 0.01 level in association and also with online application then web ads with a value( $b = .245$ ,  $p = .000$ ) from linear regression for the reference of online reviews before ordering food.” (Moyeenudin\* et al., 2020)

As per him, cloud kitchen is a commercial space available for preparation and delivery as per order by the customer and guest. Author also recognized the few variables like growth in the

middle class in society, increase in the disposable income as well as shortage of time due to lifestyle of the resident, visitors and travelers. “Increasing internet penetration and supportive logistic or delivery system is helpful to customers. Till few years pizza was only food ordered online. The development in food ordering apps has increased online food ordering and home delivery. Increasing millennial population, use of smart phones, internet services and app based technology are promoting online food ordering. Increasing number of restaurants and food junctions/outlets are increasing customer base using online portals for the growth of business.(intelligence, 2020) According to Deloitte convenience is important for millennial order food online or dines out at least once or more than once in a month.” (Sarangdhar et al., 2021).

As per author opinion mention in his article that present generation desire to wants everything on one click. Due to this cloud kitchen has received more momentum in this present era. He also suggested that from the competition point of you this show the more analyzing cutting edge techniques from the competitor and its working environment. (Choudhary, 2019).

According to author many eateries used to food online app which contributes allot in the food business specially offering the fresh menu without physical presence in commercial environment and place, whereas offering the dining space to guest. This also offer the menu dishes to guest at their pocket friendly. (Chhabra & Rana, 2021)

In this study, author point out the perception while ordering the dishes through food delivery app. Author also elaborated the Porter

Management concept by using the Model of Porter. (Gosai & Palsapure, 2020)

Author gives many name through his piece of article like “Dark Kitchen”, “Virtual kitchen” to “Cloud Kitchen “ along with many forms of Micro, medium and small. (Susilowati et al., 2021).

As per this article author mention many variables involve in the cloud kitchen like host dishes, international dishes, wants of have the dishes into the different meal during the stay at destination.(Andrade, 2021)

**Research Methodology:** The study has used the data in mainly two types can be understood as primary and secondary. The secondary data used for the prediction of Cloud Kitchen in Rajasthan Region especially “URBAN” in the food and beverage industry.

app.

However, the study focuses on cloud kitchen business rather than fine dining or specialty restaurant.

For the collection of data from primary sources the questionnaires is designed keeping the target population into mind and their demographic aspect with in Jaipur, Bikaner, Jodhpur, Ajmer and Sikar. There were 264 respondents for the questionnaire regarding Cloud Kitchen submitted their views and 245 selected for this study. Frequency analysis has used for study on the demographics of the target population and one sample t-test for interpreting the perception of customer.

**Scope of Study:** The scope of the study is limited to Jaipur, Jodhpur, Ajmer and Bikaner city of Rajasthan. The research studies about the customer perception towards the cloud kitchen food delivery through food delivery

### Data Analysis:

Table 1.1 City classification of Sample

		Frequency	Present	Valid Present	Cumulative Percentage
Valid	Jaipur	111	45.31	45.31	45.31
	Ajmer	49	20	20	65.31
	Jodhpur	61	24.90	24.90	90.21
	Bikaner	24	9.79	9.79	100
	Total	245	100	100	

### Finding & understanding

This can be seen from the above table (Table 1.2) that number of respondent are 245 ,out of that 111 belongs to Jaipur, 49 from Ajmer and rest 61 and

24 from Jodhpur and Bikaner city. Therefore 45.31 % respondents have submitted their views from Jaipur (Capital of Rajasthan), 20% , 24.90% and 9.79% Ajmer, Jodhpur and Bikaner City respectively

Graph 1.1A:City Classification of Sample

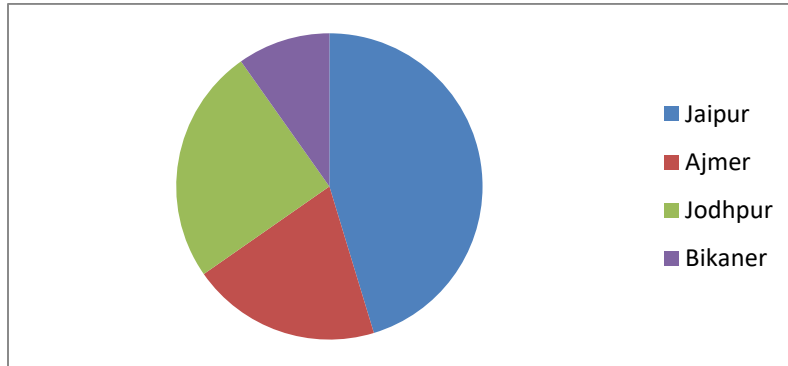
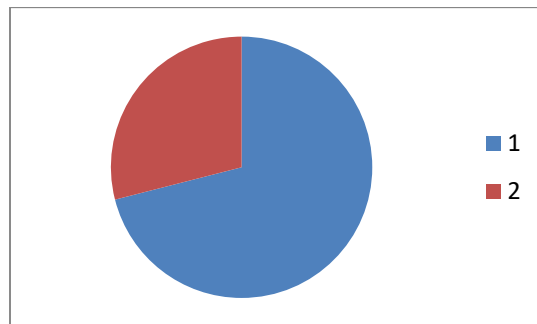


Table 1.2: Gender classification of Sample

		Frequency	Present	Valid Present	Cumulative Percentage
Valid	Male	167	68.16	68.16	68.16
	Female	78	31.84	31.84	100
	Total	245	100	100	

Findings & Interpretation: This can be seen from the above table ( Table:1.2A) that our respondents 245, male respondents are 167 and female respondent are 78. Thus, out of 100 percent 68,16 are male and remaining are 31.84 % respondent are female

Graph 1.2 A: Gender classification of Sample



1. Male, 2. Female

Table 1.3 Age classification of Sample

			Frequency	Present	Valid Present	Cumulative Percentage
Valid	20-30 Age Group	Age	91	37.14	37.14	37.14
	30-40 Age Group	Age	82	33.47	33.47	70.61
	40-50 Age Group	Age	33	13.47	13.47	84.08
	50-Above Age Group	Age	39	15.92	15.92	100
	Total		245	100	100	

Finding and Interpretation: From the above table (Table), it can be observed that out of 245 respondents, 91 comes from the age group 20-30 years, respondents 82 belongs to 30-40 years, 33 respondents comes from 40-50 and the remaining 39 from 50 plus age group. Therefore, in

percentage wise 37.14 % respondents belongs to 20-30 years, 33.47 % respondents from 30-40 years age group. And the remaining 13.47 % and 15.92 % respondents are from 40-50 and 50 plus age group respectively.

Graph: 1.3A: Age classification of Sample

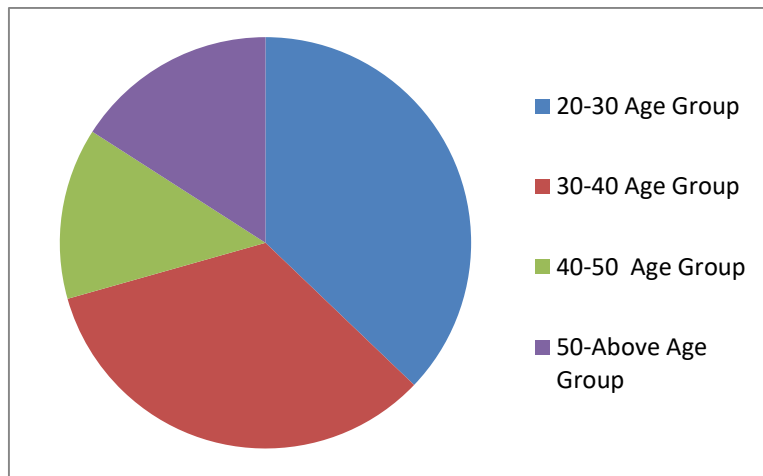


Table 1.4: Occupation classification of Sample

		Frequency	Present	Valid Present	Cumulative Percentage
Valid	Employed	89	36.33	36.33	36.33

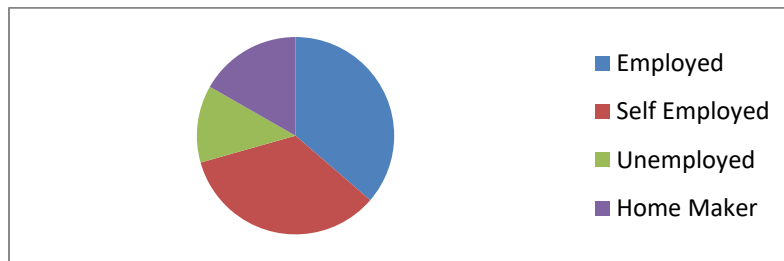
Correspondence to: Umang Bhartwal, Department of HMCT, Suresh Gyan Vihar University, Jaipur  
 Corresponding author. E-mail addresses: umang.bhartwal29@gmail.com

	Self Employed	84	34.29	34.29	70.62
	Unemployed	31	12.65	12.65	83.65
	Home Maker	41	16.73	16.73	100
	Retired	0	0	0	100
	Total	245	100	100	

Finding and Interpretation: As per the above table observation regarding the occupation of the users; respondents are belongs to employed, self employed, unemployed, home maker and retired in figure they submitted the response 89,84, 31, 41 and 0 respectively,

whereas in term of percentage the categories mention in the table are in 36.33 %, 34.29 %, 12,65 %, 16.73% and 0 in employed, self employed, unemployed , home maker and retired respectively.

Graph1.4 A: Occupation classification of Sample



### One Sample t-test.

Objective: To classify the various encouraging and adverse perception towards numerous factors motivate ordering of food from cloud kitchen outlets. H0: There is **no significance difference** in the normal perception belongs to all factors which inspire for order from cloud kitchen. ( $\mu = 3$ ) H1: There is **significance difference** in the normal perception belongs to all factors which inspire from cloud for order from cloud kitchen.

( $\mu \neq 3$ ) As the data is in form of primary, the confidence level is believed at 95 % and the significance level of Alpha ( $\alpha$ ) at 5 % or 0.5. The hypothesis shown in the above is non-directional (means two side), therefore the level of significance is divided into two (by 2), so  $5/2=2.5\%$  or 0.025.  $\alpha: 0.05$  (non-directional :  $0.05/ 2= 0.025$ )



Table 2.1: One sample t-test

Parameter (Variables)	Hypothesis	Dec ( $\alpha/2-0.025$ )	P-Value
Quality of food	H0(Quality) $\mu=3$ H1(Quality) $\mu \neq 3$	$p < \alpha = 0.025$ , Reject H0. And H1 Accepted.	0.00
At ease (Convenience)	H0(Convenience) $\mu = 3$ H1(Convenience) $\mu \neq 3$	$p < \alpha = 0.025$ , Reject H0 And H1 Accepted.	0.00
Service Experience	H0(Service) $\mu = 3$ H1(Service) $\mu \neq 3$	$p < \alpha = 0.025$ , Reject H0 And H1 Accepted.	0.00
Taste of Food	H0(Taste) $\mu=3$ H1(Taste) $\mu \neq 3$	$p < \alpha = 0.025$ , Reject H0 And H1 Accepted.	0.00
Cost saving	H0(Cost) $\mu = 3$ H1(Cost) $\mu \neq 3$	$p < \alpha = 0.025$ , Reject H0 And H1 Accepted.	0.002

As per the result shown in the above table, regarding the factors i.e. quality of food, convince, service experience, taste of food and cost saving, the p-value lower than shown  $\alpha/2$ , so mention evidence reject the null hypothesis, be a sign of significant variation in the insight towards this factors at 5% significance level.

The below table showing the result via following application of one sample statistic in term of favorable or non favorable on perception considering the aspect of factors will be consider.

Table:2.2 One- Sample Statistic

Consideration of aspect	N	Mean	Rank	Favorable or non favorable	Understanding
Quality of food	245	4.331	4	Favorable	Gastronomic Tourists strongly agree about dishes ordered from Cloud Kitchen Quality wise good.
At ease (Convenience)	245	4.440	3	Favorable	Gastronomic Tourists strongly agree regarding at ease approach from cloud kitchen
Service Experience	245	4.554	2	Favorable	Gastronomic Tourist strongly

Correspondence to: Umang Bhartwal, Department of HMCT, Suresh Gyan Vihar University, Jaipur  
 Corresponding author. E-mail addresses: umang.bhartwal29@gmail.com

					agree upon the level of excellent service from cloud kitchen.
Taste of Food	245	4.221	5	Favorable	Gastronomic Tourists strongly agree about dishes ordered from Cloud Kitchen taste good.
Cost saving	245	4.667	1	favorable	Gastronomic Tourists strongly agree about dishes ordered from cloud kitchen is pocket friendly (Less Expensive)

The above table clearly mention about the perception of gastronomic tourist regarding the cloud kitchen in Jaipur, Ajmer, Bikaner and Jodhpur concerning different factors. This table also helps to explain the sequence wise ranking of factors in point of you in most favorable perception starting form cost saving, service experience, at ease for placing the order, quality of food and taste of food through on line food delivery app.

**Conclusion:** Cloud kitchen one of the modern and easiest along with attractive concept for the order and delivery of food in form of dishes at any meal time or round the day (some time) which offers job employment, or self employment and their own more of disposable income . Gastronomic tourists between the age group of 20-40year are the interested segment for the cloud kitchens.

In views of factors impact on perception the gastronomic tourists, ranking wise sequence of the most favorable towards pocket friendly in term of cost saving, followed by service experience , at ease by one click, quality of food and not the last but the most important is taste of food .

**Recommendations:** In the current slowdown in economical activities and uncertainty in the futuristic operational environment, Virtual as “Cloud Kitchen” can be place as build a strong, sustainable and stable steps in the food & beverage industry. The gastronomic tourists can believe as preparation in hygienic and safe environment of preparation of click menu dishes opted as best practices in business and gained the market share of food industry. This concept also offered the restaurant to restructure of the conceptual in dinning business of food & beverage service.

**Future Scope of study:** This study considers the limited area of the Rajasthan region especially “URBAN” cities but limited in number. Here, the study also based on few of the factors which presently more consider by the gastronomic tourists, whereas the time passes may be few more factors and revolution comes into operation of Cloud Kitchen that will be the scope for the researcher to study through food delivery online apps in food and beverage industry. The impact of pandemic circumstance on online can also be the interest of researchers in future.

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