

A Study on the Impact of Distance and Income on Potential Gastrotourists' Decision-Making Process

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Abstract

The study aimed at assessing the impact of distance and daily food expenditure on whether a person would become a gastronomic tourist. The methods of linear probability model and logistic regression have been used to verify the impact of explanatory factors on binary dependent variable. The study was conducted among 558 local residents of Samarkand region. The results of the research show that an increase in the expenditure on a meal and increase in the distance that tourist is ready to go for an indigenous food significantly affects a person's desire to make a gastronomic travel. This research contributes to the "state of the art" literature as an empirical experiment highlighting the impact of factors on the process of taking up gastronomy trip.

Keywords: Gastronomic tourism; logistic regression; meal; quality; cultural identity; food; winery

Introduction

Today, in many countries, great attention is paid to the development of tourism. Tourism itself consists of many types that differ by the purpose of the travel. One of the promising branches of tourism is gastronomic tourism. Gastronomic tourism can be defined as the activity when people travel far from their homes to eat food or drink beverage, as well as visit local producers, participate in food festivals (United Nations World Tourism Organization, 2021). According to Kivela and Crotts (2006), gastronomy tourism is an interrelated branch of art and science, in other words it is in direct relationship with both natural (mathematics, chemistry, biology, geology, medicine, nutrition, and others) and humanitarian (philosophy, psychology, history, literature etc.) sciences.

Gastronomic tourism is especially important in the development of rural areas, improving the living standards of the population. The development of gastronomic tourism contributes to employment of the region as well as boost tourism in rural areas (Safarov & Janzakov, 2021). Also, it contributes to the competitiveness of regional economy, where tourism is significant source of income (Safarov & Janzakov, 2021).

In addition, gastronomic tourism is an important tool in introducing the country's cultural civilization to the world. For example, the French Republic was one of the first country that paid serious attention to the development of gastronomic tourism, and as a result gained the status of a center of gastronomic tourism in the world. In addition to France, Spain, Italy and Turkey are also recognized for the development of gastronomic tourism in Europe. In each of these countries, there are popular restaurants with unique cuisine and cooking methods, which are visited by millions of tourists every year (Hjlager, 2004).

A visit for a meal can be aimed not only at satisfying a physiological need, but also at aesthetic pleasure and new experiences (Schluter, 2011). From a cultural point of view, members of one community may have an idea of a lifestyle and standard of living based on the eaten food and eating process (Gonzalez, 1999). Also, wearing traditional costumes, arranging festivals would enforce the effect of a new experience for visitors (Wendt et al., 2021). In fact, visitors should be attracted not only by distinct dishes or drinks of a particular community, but also with its natural habitat, its flora and fauna as well as other natural resources to create more effective impression (Ianc et al., 2012). Therefore it is advisable that tourism companies prepare a tourism product that covers full range of aspects, including cultural heritage objects that associate with cultural identity (Ilies et al., 2021).

Eating during any travel process is a common event. But in gastronomic tourism, the tourist seeks to gain a deeper knowledge of the country he is visiting through a particular national value and historical origin of the food itself. The opportunities for the development of gastronomic tourism in Uzbekistan are also very high (Ministry of Tourism and Cultural Heritage of Uzbekistan, 2021). Foreign and local tourists visit the regions of the country to taste pilaf, bread, tandoor kebab, somsa, lagman, manti, mastava, hasip, various wines, and other national dishes (MTCHU, 2021). Therefore, the study of gastronomic tourism using qualitative and quantitative data analysis, is important for the future development of the industry.

Our study aims to assess the impact of distance and the amount of expenditure a person can spend on food on the probability of him or her to travel to eat indigenous food or drink beverage. The results of the research may assist restaurateurs, café owners, tourism industry leaders and other stakeholders to take effective measures to attract more customers. In particular, the models we proposed can be used in strategic development of gastronomic tourism in regions, where there is distinct cuisine culture and other facilities, such as wineries, bio-pharms, and others. In this regard, our research may contribute to the 'state of the art' as one of the empirical studies that estimate factors affecting the decision making process of gastronomic trip, and propose predictive model.

Literature review

According to Caliskan (2013), gastronomic tourism is crucial, because the consumption of food and beverages can have symbolic meaning for a destination. Hall and Mitchel define gastronomic tourism as an activity that refers to originality of dish and to how extent it is indigenous to a region or country (Hall, 2005). Also, they assert that gastronomic tourism includes visiting food producers, restaurants and special places, eating special dish from the hand of a very famous chef as well as seeing how a certain dish is prepared. According to Cagli (2012), the sector of gastronomy tourism covers cooking shops, shops selling cookbooks,

gastronomy tour operators, gastronomy related media, television programs, magazines, winemakers, field owners and other subjects that are directly or indirectly related with food and beverage industry.

Tourist's behavior analysis has started with the works of Yuan et al. (2008) in 2008. They assumed that future revisit to destination is influenced by willingness to recommend, and perception of destination brand, and constructed an econometric model. Pearce and Packer (2013) used attitude theory to explain human behavior in choosing tourism products. Allport (1935) defined attitude as "a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related". Attitude theory according to Fishbein and Ajzen (1975) consists of three key components: cognitive dimension, emotional based dimension, and implicit conative link. Measuring each component can enable researchers to understand how customers' attitude towards destination changes. Decrop and Snelders (2005) argued that decision making process in gastronomy tourism is of more complex structure than previously was assumed. Kivela and Crofts (2005) indicated that gastronomic tourists should be categorized by their socio-demographic characteristics. Also, they pointed out the importance of identifying tourists with greater return on investment, and the reasons why these tourists buy certain gastronomic products. Several researches on gastronomic tourism show that gastro-tourists are mainly people who have substantial purchasing power and have high level expectations with regard to quality and originality of the local cuisine (McKercher, 2008). Tunming et al. (2020) consider gastronomy tourism mainly domestic activity with consumers travelling to eat to nearby places. While Thuong et al. (2020) suggest that perception of prices significantly affect traveler satisfaction.

According to Charters and Ali-Knight (2002) there are four groups of gastro-tourists: wine-lovers, connoisseurs, people interested in wine, and wine novices. Hjalager (2004) in his research classified gastro-tourists according to their culinary experience, namely dividing them into four groups: recreational, existential, diversionary, and experimental gastronomy. Cordova-Buiza et al., (2021) analyzed the relationship of gastronomy with tourism. Regarding the local cuisine they conclude that visitors behave differently (Cordova-Buiza et al., 2021). They also found empirical evidence that five aspects: excitement, sensory appeal, cultural experience, health concern, and interpersonal relationship significantly affect the culinary motivations of gastro-tourists (Cordova-Buiza et al., 2021). The main purpose of this research was to analyze the data taken via survey from residents of Samarkand region to predict whether they would travel to eat food or drink beverage. Namely, we asked respondents about their age, gender, their favorite food choice, also obtained information about to what distance they were willing to go to eat food, and other information that might have affected their decision to carry out gastronomic trip.

Methodology

The use of economic and mathematical methods makes it possible to conduct a qualitative and quantitative analysis of economic phenomena in order to provide a quantitative assessment of the significance of risk and market uncertainty and choose an effective solution (Safarov, 2010). With regard to qualitative analysis survey is one of the most applicable (Ilies et al., 2010). During the survey, we asked 558 respondents from Republic of Uzbekistan how much they were willing to spend on food, how many kilometers they could travel for a good meal, their age, gender, and whether they had previously been involved in gastronomic tourism. The results of this survey contributed to the 'state of the art' literature as a study of factors affecting tourist choice with regard to gastronomy tourism. We used linear regression and logistic regression models as methods of analysis.

We constructed following conceptual model of the two factors affecting the dependent variable:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where Y – whether respondent previously travelled to eat indigenous food or drink beverage;
 X_1 – the expenditure a respondent can allocate to eat indigenous food and drink beverage in a day;
 X_2 – the distance a respondent is ready to travel to eat indigenous food or drink beverage;
 α – intercept;
 β_1, β_2 – coefficients;
 ϵ – error term.

Logistic regression is widely used in evaluating data with binary outcome. It is based on maximum likelihood estimation, which sets the mean and variance as parameters in determining specific parametric values for a given model. Logistic function gives an ‘S’ shaped curve that can take a real valued number and map it into a value between 0 and 1. If the output of the logistic function is more than 0.5, the outcome can be classified as “Yes”, otherwise as “No”.

Logistic function is formulated as follows (Gujarati, 2004):

$$Y = \frac{1}{e^{-\alpha - \beta_1 X_1 - \beta_2 X_2}}$$

The denotation was the same as in LPM model. We aimed to verify the following hypothesis:

H_0 – *Either the expenditure on a meal, or the distance a respondent is eager to go to eat significantly affects the probability of him or her become a gastronomic tourist.*

H_1 – *Neither the expenditure on a meal nor the distance a respondent is eager to go to eat significantly affects the probability of him or her become a gastronomic tourist.*

Analysis and results

We conducted a survey of 558 respondents to assess the population's interest in gastronomic tourism and the need for gastronomic services. The survey asked residents who mainly live in suburbs (75% of respondents) to answer questions such as how much they can spend on gastronomic tourism services, whether they ever travelled to eat food or drink beverage, and how far they are prepared to travel for good food.

We used following questions in the survey:

Q_1 – Gender (answer range: male/female)

Q_2 – Age (answer range: less than 18, 19-30, 31-45, above 45)

Q_3 – Have you ever travelled to eat food or drink specific beverage far from your home?

(answer range: Yes/No)

Q_4 – How do you rate conditions for gastro tourists in Uzbekistan? (answer range: 1-very bad, 5-very good)

Q_5 – How much distance are you ready to go to eat or drink beverage? (answer range: more than 100 meters and less than 5 kilometers, 5-10 km, 11-15 km, and more than 15 km)

Q_6 – Which food do you prefer?

Q_7 – Which region would you go to eat?

Q_8 – How much do you spend on food for one day? (answer range: less than 20 thousand sums, 20-50 thousand, 51-100 thousand, more 100 thousand sums)

Q_9 – How much share of your daily income would you spend on food? (answer range: less than 1%, 1-5%, 6-10%, 11-20%, more than 20%)

Q_{10} – To how much extent do the prices for food satisfy you? (answer range: very low prices, medium, very high).

Table1. Sample dataset from original survey

ID	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
1	Male	31-45	Yes	3	11-15 kilometers	Samarkand plov	Samarkand	20-50 thousand sum	10-20%	medium
2	Female	19-30	Yes	5	more than 100 meters and less than 5 kilometers	Kashkadarya tandyr	Samarkand	less than 20 thousand sum	1%-5%	medium
3	Male	less than 18	No	5	more than 100 meters and less than 5 kilometers	Kashkadarya tandyr	Kashkadarya	20-50 thousand sum	less than 1%	medium
4	Female	31-45	Yes	3	5-10 kilometers	Gijduvan shashlyk	Samarkand	51-100 thousand sum	1%-5%	very high
5	Female	19-30	No	2	5-10 kilometers	Samarkand plov	Tashkent	less than 20 thousand sum	less than 1%	medium
6	Male	19-30	Yes	5	more than 15 kilometers	Djizzakh samsa	Kashkadarya	20-50 thousand sum	less than 1%	medium
7	Male	19-30	Yes	2	less than 5 kilometers more than 100 meters	Kashkadarya tandyr	Djizzakh	20-50 thousand sum	1%-5%	medium
...										
557	Male	More than 45	Yes	2	More than 15 kilometers	Khorezm ghumma	Khorezm	More than 100 thousand sums	1%-5%	medium
558	Male	31-45	Yes	3	Less than 5 kilometers more than 100 meters	Samarkand plov	Samarkand	More than 100 thousand sums	Less than 1%	medium

Source: full dataset can be obtained at https://docs.google.com/spreadsheets/d/1C5NJH-sJE535tWKcbkjqug-OW_7eUq7VVIscYJuOsqY/edit#gid=762633248 (in Uzbek language)

Full dataset of the survey includes 558 records, which was collected from March 2021 to May 2022 from the residents of Samarkand region in Uzbekistan. The results of the analysis showed that age, gender, and favorite food choice affected the probability of travelling to eat food very insignificantly. We picked only two variables that affected the probability of taking up the gastronomic trip significantly, namely daily average expenditure on food, and the amount of distance to go to eat food. As the number of observations was fairly large, we used LPM (linear probability model) to estimate the direct impact of expenditure that respondents were ready to spend on food, and distance the respondents were ready to pass on the probability of a respondent become a gastronomic tourist. As a result, it was found out that the above-mentioned independent variables significantly affected the dependent variable, proving the H_0 hypothesis.

In this qualitative analysis, we used categorical variables. The dependent variable Y - whether a respondent ever travelled for good food or drink consisted of two categories: 1-Yes (He or she was a gastronomic tourist, 0-No (He or she was not a gastronomic tourist).

Independent variables: Expenditure on food- X_1 : 1) from 20 thousand to 50 thousand sums; 2) 51-100 thousand sums; 3) more than 100 thousand sums.



Distance that respondent was ready to pass- X_2 : 1) more than 100 meters and less than 5 kilometers; 2) 5-10 kilometers; 3) 11-15 kilometers, and 4- more than 15 kilometers. The descriptive statistics of the independent and dependent variables are given in Table 2.

Table 2. Descriptive statistics of the variables

Variable	Obs	Mean	Std. Dev.	Min	Max
Haveyouevertravell~f	558	.561	.497	0	1
Howmuchdoyouspendf~i	558	2.007	.64	1	3
Howmuchdistanceare~y	558	1.939	1.017	1	4

In Table 1, we can see that all the three variables are categorical, therefore standard deviation is very small. To inspect whether the two variables were not strongly correlated we checked the correlation matrix, as we can see from Table 3 the correlation between X_1 and X_2 is not big. It is just about 0.15, which is considered weak correlation according to Chaddock’s scale (Gujarati, 2004).

Table 3. Correlation matrix

Variables	(1)	(2)
(1) Howmuchdoyousp~i	1.000	
(2) Howmuchdistanc~y	0.150	1.000

Finally, we calculated the corresponding coefficients of the regression equation using STATA 14. The results are given in the Table 4.

Table 4. The results of the LPM model

Mean dependent var	0.561		SD dependent var	0.497			
R-squared	0.221		Number of obs	558			
F-test	109.951		Prob > F	0.000			
Akaike crit. (AIC)	668.351		Bayesian crit. (BIC)	681.324			
Haveyouevertravell~f	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
Howmuchdoyouspendf~i	.155	.029	5.29	0	.097	.212	***
Howmuchdistanceare~y	.194	.016	12.43	0	.163	.225	***
Constant	-.125	.064	-1.95	.051	-.251	.001	*

In Table 3, we can see that the p values for each independent variable are significant at 95% confidence interval. Also, the F statistics is zero, which is good for building a model. But the R-squared value is only 22.1%, which means that independent variables explain only 22.1% of change in the dependent variable. In other words, there are many other factors that affect the probability of travelling to eat food or drink beverage not included in the model. We can formulate the results algebraically as follows (Gujarati, 2004):

$$Y = 0.155X_1 + 0.194X_2 - 0.125$$

If the meal expenditure equals to 30 thousand soums and the distance a respondent is willing to pass is 7 kilometers, the probability of the respondent to travel to eat or drink constitutes 57.3%. If we conditionally take probability below 50% as 0 and over 50% as 1, then a respondent who is ready to spend on food 30 thousand soums, and pass distance of 7 kilometers will likely become a gastronomic tourist. However, using LPM in qualitative research is not always a good idea, because of the presence of heteroscedasticity in the qualitative data (Gujarati, 2004). Also, sometimes results from LPM maybe confusing because of the linear nature of relationship, therefore we decided to carry out a logistic regression analysis on the data as well. This may give more information about relationship between independent and dependent variables.

We carried out logit model in IBM SPSS software. In table 5, Hosmer Lemeshow test results are given. As it can be seen the model adequately fits the data as the p-value is greater than 0.05.

Table 5. Hosmer Lemeshow test

Step	Chi square	Df	Sig.
1	5,237	5	,388

In Table 6, it is shown that model adequately fits the data as there is not significant difference between observed and expected values. It clearly demonstrates that in each step the results do not differ much.

Table 6. Contingency table for Hosmer and Lemeshow Test

		Have you ever travelled to eat food or drink specific beverage? = 0		Have you ever travelled to eat food or drink specific beverage? = 1		Total
		Observed	Expected	Observed	Expected	
Step 1	1	52	53,614	14	12,386	66
	2	91	85,125	35	40,875	126
	3	35	36,286	37	35,714	72
	4	0	,860	2	1,140	2
	5	39	45,038	89	82,962	128
	6	19	15,858	53	56,142	72
	7	9	8,220	83	83,780	92

In Table 7 we can estimate the Pseudo R square, pseudo means that this indicator is not explaining the exact variation, but can be used only to estimate approximate variation in the dependent variable. According to Nagelkerke R square the 30.7% change in the dependent variable can be explained by the influence of the independent variables.

Table 7. Model summary

Step	-2 Log-likelihood	Cox and Snell R-square	Nagelkerke R-square
1	620.174 ^a	,229	,307

a. Estimation terminated at iteration number 5, because parameter estimates changed by less than 0.001.

Classification table is also very important in assessing how well the model is able to predict the correct category once the explanatory variables are added into the study(table 8). According to Table 7, the model correctly specified 74.4% of cases overall.

Table 8. Classification table^a

Observed		Predicted		Percentage Correct
		Have you ever travelled to eat food or drink specific beverage?		
		0	1	
Step 1	Have you ever travelled to eat food or drink specific beverage?	0	1	
		164	81	66.9
		62	251	80.2
Overall Percentage				74.4

a. – The cut value is .500

Also, Table 8 shows that the model correctly predicts 66.9% of cases when respondents have not travelled to eat food or drink beverage, while in 80.2% of cases the model correctly predicts when the respondents that have been gastronomic tourists previously. So, in general, the model fits the data well. The main results of the logit model are presented in Table 9. First of all, we need to identify the reference category (Gujarati, 2004). Here we chose a respondent who spends less than 20 thousand soums in a day and is ready to go to less than 100 meters to eat food or drink beverage as a reference category. All the results were relative to the reference



category. So if we look at the column with odds ratio results, we can say that a respondent who spends from 20 to 50 thousand soums is twice likely to become a gastronomic tourist than a respondent who does not. A respondent who spends from 50 to 100 thousand soums is four times likely to become a gastronomic tourist than the person who spends less than 20 thousand soums on food.

Table 9. Variables in the equation

	B	S.E	Wald	Df	Sig	Odds ratio Exp (B)	95% Conf. Interval for EXP(B)	
							Lower	Upper
Step 1^a			23,244	2	,000			
How much do you spend on food in a day?								
How much do you spend on food in a day?(1- from 20 thousand soums 50 thousand soums)	,732	,255	8,226	1	,004	2,078	1,261	3,427
How much do you spend on food in a day?(2 – from 50 to 100 thousand soums)	1,543	,320	23,235	1	,000	4,679	2,498	8,763
How much distance are you ready to go to eat or drink beverage			80,724	3	,000			
How much distance are you ready to go to eat or drink beverage(1-from 100 meters to 5 km)	1,345	,209	41,388	1	,000	3,836	2,547	5,778
How much distance are you ready to go to eat or drink beverage(2- from 5 to 10 kilometers)	1,748	,395	19,549	1	,000	5,742	2,646	12,461
How much distance are you ready to go to eat or drink beverage(3- from 11 to 15 kilometers)	3,199	,453	49,812	1	,000	24,504	10,080	59,570
Constant	-1,465	,244	36,146	1	,000	,231		

a. Variable entered on step 1: How much do you spend for food in a day?, How much distance are you ready to go to eat or drink beverage.

With regard to the impact of distance we can say that a person who is ready to go from 100 meters to 5 kilometers to eat food is 3 times more likely to become a gastronomic tourist than a person who is ready to pass less than 100 meters to eat food. If we look at the table, as the distance increases the odds ratio of travelling to eat food also increases. For example, if a person is ready to pass from 11 to 15 kilometers, he or she is 24 times more likely to become a gastronomic tourist than a person who is ready to go only 100 meters to eat food. Also, if we look at the confidence interval, all the values are greater than 1 that means if the predicted variable value increases then the odds will also increase (Gujarati, 2004).

Mathematically we can formulate above-given interpretation as follows:

$$\text{If } \beta_1 = \begin{cases} X_1 \in [20000, 50000] \Rightarrow \beta_1 = 0.73 \cup X_1 = 1 \\ X_1 \in [50000, 100000] \Rightarrow \beta_1 = 1.54 \cup X_1 = 2 \end{cases}$$

$$\beta_2 = \begin{cases} X_2 \in [0.1, 5] \Rightarrow \beta_2 = 1.34 \cup X_2 = 1 \\ X_2 \in [6, 10] \Rightarrow \beta_2 = 1.74 \cup X_2 = 2 \\ X_2 \in [11, 15] \Rightarrow \beta_2 = 3.2 \cup X_2 = 3 \end{cases}$$

Then the log model will look like as follows:

$$\ln \frac{P_g}{1 - P_g} = \beta_1 X_1 + \beta_2 X_2 - 1.46$$

Where, P_g – probability of a person become a gastronomic tourist.

X_1 – the amount of money a respondent can spend on food and beverage, soums;

X_2 – the distance a respondent is ready to pass to eat food and drink beverage, kilometers

For instance, if we want to calculate the probability of becoming a gastronomic tourist when a person is ready to spend 30 thousand soums on food, and he or she can go 7 kilometers to a gastro restaurant, the result will be as follows:

$$\begin{aligned} P_g &= e^{0.73*1+1.74*2-1.46}(1 - P_g) \\ P_g &= 15.64 * (1 - P_g) \\ P_g &= \frac{15.64}{16.14} \approx 0,94 \end{aligned}$$

That is, if a person is willing to spend 30 thousand soums on food in a day and he or she is ready to go 7 kilometers to eat food then the probability of him or her becoming a gastronomic tourist will equal to 94%. In other words, even though a respondent allocates not so much money on food in a day, but is ready to go long distance to eat indigenous food, then he or she is likely to become a gastronomic tourist in near future. The results show that the H_0 hypothesis can be considered as valid.

Conclusion and discussion

Even though Uzbekistan is considered as one of the promising tourism destinations, there are still many problems regarding the tourism infrastructure (Safarov et al., 2022). Unfortunately, with big bucket of national dishes, and high quality wine products it is still barely recognizable destination across the globe. Therefore it is important to strategically develop gastronomic tourism facilities, so that more people could get unique experience from their trips. This factor of developed gastronomy could positively impact on the wellbeing of the local people, and contribute to the general prosperity. Analyzing behavior of humans with regard to gastronomic trips might shed light on how to construct the marketing strategy of a café or a restaurant. Reliable predictive model of gastronomic tourists' behavior would give a comparative advantage for any tourism destination. Therefore, it is crucial to conduct studies on the analysis of factors affecting the probability of a human travelling to eat and drink.

From the results of the above analysis, it could be concluded that the increase in the expenditure on food and distance that respondents were ready to go to eat food and drink beverage significantly affected the probability of them becoming a gastronomic tourist. However, as it was expected the impact of distance was much greater than the effect of meal expenditure on the desire to travel to eat indigenous food and drink beverage.

In the research, we used two types of methods on the same data, namely linear probability model, and logistic regression. The result of linear probability model and logistic regression differed significantly. However, in both models the effect of distance exceeded the effect of expenditure allocated on meal. Therefore, we can say that the development of transport infrastructure may play a crucial role in the development of gastronomic tourism in regions of Uzbekistan.

Our study contributes to the “state of the art” as one of the empirical evidence that distance a respondent is ready to pass and expenditure he or she is ready to spend on food or

drink significantly affect the probability of becoming a gastronomic tourist. However, in our research we used survey data taken from mostly middle class people who live in suburbs. If the coverage of the survey were broader then the results also might have differed from the results we obtained. So, further research on the behavioral analysis of gastronomic tourists should be carried out, so as to verify the null hypothesis that, indeed, distance and expenditure that they can afford on food or drink significantly affects the probability of them becoming a gastronomic tourists.

The analysis of the behavior of gastronomic tourists might be interesting for the restaurateurs and food & beverage businesses. As this might bring them comparative advantage when people start travelling from long distances to food and drink. However, as many previous researches on gastronomic tourism show that the motivations for gastronomic trip are dependent on very subjective factors, such as excitement, interpersonal relationship, cultural experience, language barrier, climatic conditions etc. Therefore, it is not an easy task to build a pragmatic model that can effectively predict tourists' behavior. However, in some cultures, such as Uzbek culture, travelling to eat is becoming popular. This qualitative research empirically demonstrates that the distance between potential tourist and gastronomic destination, as well as income of a tourist significantly affect the gastronomic trip motivation. Nevertheless, the results of the study are based on just a limited number of respondents, and only is covered for residents of Samarkand region. For this reason, further international and local research should be carried out to verify if this is the case in other countries and regions.

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