

Gastronomicscape: Determinants of Gastronomic Tourism Experience and Loyalty

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Abstract

This study aims to examine the factors that contribute to the development of a favorable gastronomy tourism experience, by exploring the interrelationship among gastronomicscape dimensions (gastronomic quality, gastronomic image, social interaction, and price value), gastronomic attitude, gastronomic motivation, gastronomic satisfaction, and behavioral intention grounded in the Theory of Planned Behavior, the research collected empirical data from tourists visiting gastronomy destination. Partial least squares-structural equation modeling (PLS-SEM) was employed to analyze the combined and simultaneous impact of gastronomicscape dimensions on the perceived quality of gastronomy tourism experiences. The results demonstrated that the positive perception of gastronomicscape dimensions significantly and directly influences both gastronomic satisfaction and behavioral intention among tourists. The result revealed that measuring the perceived gastronomic attitude and motivation towards gastronomicscape experience of tourist strongly influence the formation of gastronomic satisfaction and loyalty. Additionally, the study reveals that the investigation of gastronomy tourism experience necessitates a comprehensive examination of collective and intersecting factors that encompass behavioral motivation and satisfaction. Consequently, this research provides a valuable framework in understanding gastronomic motivation and offers practical implications for the industry players to provide strategic approach in satisfying gastronomy tourism experience.

Keywords: gastronomy tourism; gastronomy tourism experience; satisfaction; loyalty

Introduction

Gastronomy is an important aspect of culture that represents a portion of the cultural heritage, tradition and authenticity of a destination (Lin et al., 2021). Two of the primary tourist expenditures when traveling are food and beverages; hence, without a doubt, these two variables play an enormous role in the tourism industry. Food and beverages are one of the most important factors that tourists consider prior to booking a trip to a particular destination, complementing other tourism activities (Türker & Süzer, 2022). Consequently, culinary pleasure plays a significant role in both the selection of a destination and the satisfaction of tourists with their travel experience as a result of their selection of a destination (Cordova-Buiza et al., 2021). Ullah et al. (2022) revealed that increasing number of international tourists are now traveling to destinations that offer gastronomic adventures in pursuit of their vacations. Consumption of food therefore serves as both a physiological necessity and a way to enhance one's experience of a destination, allowing travelers to be immersed and to have insights in the culture of local cuisines through direct contact with them (Zhang et al., 2019). A significant part of the experience of visiting a destination is the opportunity to explore the gastronomy tourism sector of the destination that compliments in the value of sampling local food for its nutritional value.

In an earlier study conducted by Testa et al. (2019), the investigation of tourists' motivations to eat local food products and culinary offerings in agritourism destinations proved the significance of several factors, namely "cultural experience," "prestige," "interpersonal relations," and "social and environmental sustainability." These factors were found to exert a substantial influence on the frequency with which Italian tourists engaged in consuming local food and beverages within agritourism destinations. Gastronomic tourism has become a developing sector of tourism, due to the combination of culture and traditional values (Valverde et al., 2022). Gastronomy features food and beverage products that showcase the authentic reflection of destinations' culture and foodways. The convergence of culture and food ways entices the customers or tourists to try the specific cuisine, that influences value of experience in a certain destination or region (Rousta & Jamshidi, 2020). Comprehensive insights into the impact of local food consumption value on tourist behavior are noticeably scarce. Hence, there is a dearth of scholarly understanding concerning the intricate interplay between this crucial factor and the behaviors exhibited by tourists during their travels.

Carpio et al. (2021) define gastronomy as "the art and science of good eating and drinking," a concept that incorporates broader concepts such as tradition, culture, society and civilization. According to Wijaya et al. (2016) seven underlying characteristics determine gastronomic motivation for local Indonesian cuisine: staff quality, sensory appeal, food originality, local servicescapes, food familiarity, food authenticity and food variety. Bjork and Kauppinen-Raisanen (2014) posited that perceived experience of first time and repeat travelers vary based on the attributes of culinary authenticity and food familiarity experience in the destination. The same study revealed that originality, newness of food experiences, and locality are significant contributors to travelers' gastronomic food experiences, whereas the restaurant's core environment, atmosphere, and tempo are the most crucial factors. According to a longitudinal study conducted in the Philippines, beliefs, culture, and tradition play a significant role in food festivals. This led to the initial understanding of how food consumption operates within gastronomic celebrations and how it impacts the tourists and locals to visit the destination (Guevarra, 2019).

Previous studies examining customer motivation in the dining experience have encompassed a range of factors and contexts. For instance, the "SERVICESCAPE" and "DINESCAPE" models have been utilized to assess customer satisfaction and loyalty. However, these models have primarily focused on the physical and human elements within the restaurant environment, exclusively considering the indoor dining areas. The SERVICESCAPE concept refers to the artificial physical and human surroundings in restaurants' dining sections, excluding parking, building design, and non-dining internal spaces like restrooms and waiting areas. On the other hand, the DINESCAPE model employs a multi-dimensional scale that emphasizes facility aesthetics, ambience, lighting, service product, layout, and social factors. Although these models have provided valuable frameworks in investigating the causal relationship of customer satisfaction and loyalty, they have not encompassed several emerging attributes. Notably, elements such as authenticity, foodways, and social interaction between customers and employees, and shared experiences among customers, have not been fully investigated within these models. It is essential to acknowledge the contributions of these models in studying customer satisfaction, yet their application in the context of gastronomy tourism experience remains unclear.

Limited research has been conducted in terms of the creation of gastronomy tourism experience and its impact to the tourist's motivation to visit the gastronomic tourism landscape in the Philippines. Additionally, the specific motivational factors that significantly influence the decision to partake in local food experiences at gastronomy tourism destinations remain unclear. The current study endeavors to explicate the motivational elements that shape the

preferences of local tourists in selecting and experiencing local gastronomic offerings in the destinations. Therefore, the study focused on the investigation of gastronomic dimension and gastronomy tourism experience of gastronomy tourist. Due to the increasing interest in local foods, this study investigated the antecedents of gastronomic tourism experiences of tourist focusing on the gastronomic dimension, such as gastronomic quality, gastronomic image, social interaction, price value, gastronomic attitude, gastronomic motivation, gastronomy satisfaction, and loyalty.

Literature review

Gastronomic quality and image

Gastronomy tourists often seek to immerse themselves in the local culture by experiencing the diverse array of food options and are drawn to seek out other types of restaurant establishments and their culinary offerings. Folgado-Fernández et al. (2016) postulated that the perception of a favorable gastronomic offering and destination image influence tourists to revisit a particular destination. The impact of restaurant branding and cuisine on visitor loyalty in the context of attracting a larger number of visitors and encouraging the expansion of the destination's gastronomic tourism industry have the potential to stimulate economic growth (Calinao et al., 2012; Dancausa Millan et al., 2021; Hernandez Rojas et al., 2021; Piboonrungrroj et al., 2023). Thus, gastronomic quality and image influence the perceived value and branding of a destination (Kovalenko et al., 2023; Marin-Roig et al., 2019). Moreover, according to the findings of Kattiyapornpong et al. (2021) the importance of gastronomic tourism, particularly in the form of gourmet experiences, cannot be overstated in terms of boosting visitor spending during the COVID-19 pandemic. Skavronskaya et al. (2020) revealed that historical nostalgia had a good influence on novelty-seeking tourists, who were looking for new experiences outside of their normal routines and exhilarating events. Various aspects of themed restaurants, such as food quality, service quality, physical environment, price fairness, and social interaction attributes, collectively influence motivation and, consequently, customer satisfaction and loyalty (Masa, 2021). The desire for novelty impacts both cognitive and affective attitudes. Thereby, the link between historical nostalgia, cognitive attitude, and affective attitude is totally mediated by novelty seeking (Mun et al., 2018). Furthermore, tourists satisfaction assumes a constructive role as a mediator in the correlation between destination image, novelty seeking, and loyalty. This implies that tourist satisfaction serves to enhance the impact of both destination image and novelty seeking. Moreover, the presence of a strong attachment to a gastronomic event influences tourist behavioral intention.

According to Richards (2018) tourism and culture have always had a symbiotic relationship. Travel is driven by cultural attractions, sites, and events, and travel generates culture. Cultural tourism was created to promote cultural awareness, diversity, experience, and encounters. The 'heritage boom' sparked a surge in interest in cultural tourism, which has continued to this day. Cultural heritage sites are among the world's most popular tourist destinations. Travelers are drawn to the area because of its rich history, culture, and architectural elements; yet tourists must have a significant degree of information and understanding to fully appreciate the cultural experience (Chung et al., 2017). Local gastronomy encompasses the utilization of food products cultivated within the region where the cuisine is served, serving as a reflection of the lifestyle and cultural essence of the local community. According to the study of Grubor et al., (2022) traditional and authentic food can attract tourists to visit a destination. Diversification of the whole attraction was found to be a vital reason in the development of a destination by incorporating intangible cultural heritage. Travelers are immersed with a cultural enriching experience as part of their travel motivations in visiting a destination (Esfehani & Albrecht, 2019).

He and Luo (2020) conducted a study revealing that positive perception towards attraction significantly and positively affects tourists' intent to revisit destination, highlighting its profound and meaningful impact on travel decisions. In the contemporary tourism landscape, local gastronomy has garnered widespread acknowledgment as a potent attraction, differentiating destinations and enhancing their allure to visitors. As emphasized by Rodriguez-Gutiérrez et al. (2020) the culinary culture of a destination exerts a substantial influence on certain travelers, making it a crucial aspect in determining their satisfaction within the locale. The gastronomic motivations associated with visiting a particular destination also offer valuable insights into the cultural drivers underpinning the tourists' choice to explore that specific location. The essence of memorable tourism experiences bears profound significance, owing to the compelling impact that memories exert on consumer decision-making processes. Tourists are more likely to return to a location that has given them positive memories. Within the realm of influencing factors shaping tourist experiences, cultural exchange emerges as a paramount element, predominantly encompassing local attributes characterized by helpfulness, politeness, friendliness, sociability, intriguing aspects, tranquility and a propensity for sharing. Additionally, service-related components, namely transportation facilities, taxi drivers, tour guides, shopping outlets and the presence of safety and security personnel, collectively constitute noteworthy components constituting memorable cultural encounters (Seyfi et al., 2020).

Gastronomy tourism motivation, experience and satisfaction

The motivation that impels tourists to embark on their journeys can be understood as a psychological state of need, which serves as a catalyst influencing various behaviors and attitudes towards specific activities. Moreover, this motivation shapes preferences and drives a myriad of other factors. These factors, collectively known as draw factors, include the nature of activities, cultural and historical aspects, the appeal of attractions or recreational facilities, natural qualities, perceptions and other contributing elements (Said & Maryono, 2018). According to the research by Berbel-Pineda et al. (2019) the desire to visit a destination to sample the local cuisine and its gastronomic experiences significantly influences the tourist motivation to visit and the quality of the gastronomic experience directly impacts overall satisfaction. Moreover, the degree of contentment derived from gastronomic offerings at a destination can contribute to tourists' loyalty. Gastronomy experiences play a vital role in influencing travelers' destination choices and are instrumental in shaping their overall satisfaction throughout their journey. The combined influence of numerous factors affecting gastronomic experiences directly impacts tourists' overall satisfaction with their travel and the destination's reputation (Kovalenko et al., 2023). The present findings align with the research conducted by Correia et al. (2019) which postulated that the allure of local cuisine plays a pivotal role as a driving force for international travelers in their selection of a particular destination, thereby enhancing the overall quality of their experiential journey.

Lee et al. (2020) expounded on the influence of tourists' street food experiences in South Korea and its positive impact on the quality of the tourist experience in terms of destination image, tourist satisfaction, and word of mouth recommendations for revisiting the destination. Notably, attitudes are considered a crucial determinant of tourist behavior, with previous research (Rousta & Jamshidi, 2020) consistently highlighting the stronger influence of personal factors on customers' behavioral intentions. Lacap (2019) corroborated these notions, revealing a positive correlation between food-related motivation and factors such as engagement with local cuisine, loyalty to the travel destination, and satisfaction with food experiences. The research indicates that when tourists' travel motivations are centered around the exploration of local food, and these motivations are fulfilled during their visit to a destination, they actively

engage in food-related activities at that location. Simultaneously, this fulfilling gastronomic experience fosters positive attitudes toward the destination, potentially culminating in a desire to revisit the locale. In a separate investigation conducted by Rodríguez-Gutiérrez et al. (2020) the mediating role of a tourist's culinary attitude between their motivation and satisfaction was explored, specifically concerning the culinary tradition of Popayán. By utilizing structural equation modeling, the researchers demonstrated that greater gastronomic motivation significantly influences a higher level of tourist satisfaction. This study provides valuable insights, emphasizing that attitudes towards culinary experiences effectively explain the impact of motivation on overall satisfaction levels.

Hypothesis development

Theory of Planned Behavior (TPB) was adapted as the foundational framework to investigate the gastronomy tourism experience of visitors. The TPB, a widely recognized theoretical construct in the realm of social science, elucidates human behavior by considering three core determinants: attitude, subjective norms, and perceived behavioral control. Attitude encompasses an individual's overall evaluation of a specific behavior, while subjective norms pertain to the perceived societal pressures encouraging or dissuading engagement in said behavior. Perceived behavioral control, on the other hand, refers to an individual's self-perception of their ability to successfully execute the behavior. By employing TPB within the context of gastronomic tourism, this study aims to comprehensively examine customers' behavioral intentions and motivations. This investigation entails an assessment of various dimensions within the proposed framework, encompassing the gastronomicscape dimension, including (a) gastronomic quality, (b) gastronomic image, (c) social interaction, (d) price value, and subsequently, (e) gastronomic motivation and attitude. Through such analysis, the study endeavors to unearth the underlying factors shaping customers' decisions to partake in gastronomy tourism experiences. Hence, a collective examination of multiple dimensions is imperative to understand how these attributes influence the perceived value of gastronomy tourism experiences and the behavioral intention to revisit the destination. Building upon the aforementioned discourse, the research hypotheses are formulated as follows:

- H1a. Gastronomicscape has a significant and positive effect on gastronomic attitude.*
- H1b. Gastronomicscape has a significant and positive effect on gastronomic motivation.*
- H1c. Gastronomicscape has a significant and positive effect on gastronomic satisfaction.*
- H2. Gastronomic attitude has a significant and positive effect on gastronomic satisfaction.*
- H3. Gastronomic motivation has a significant and positive effect on gastronomic satisfaction.*
- H4. Gastronomic satisfaction has a significant and positive effect on gastronomic loyalty.*
- H5. Gastronomic attitude has a mediating effect on the relationship between gastronomicscape and gastronomic satisfaction.*
- H6. Gastronomic motivation has a mediating effect on the relationship between gastronomicscape and gastronomic satisfaction.*

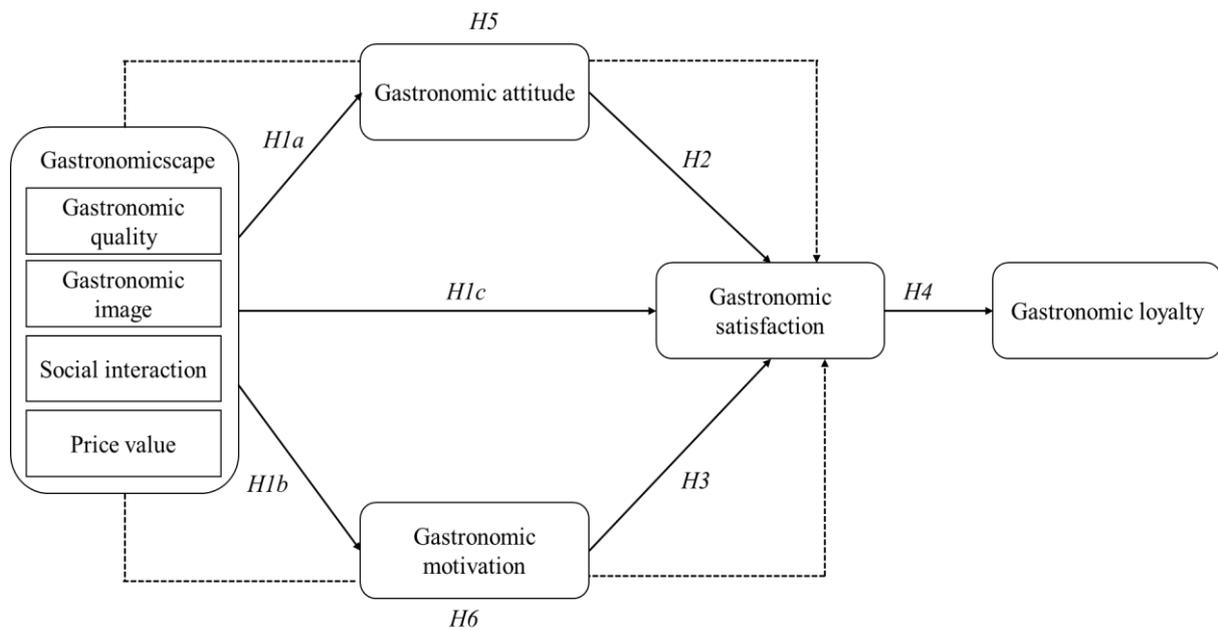


Figure 1: Conceptual framework

Methods

Research design

This study employed a quantitative research design to explore the gastronomic tourism experience of tourists in the oldest Chinatown in the world, located in Binondo Manila, Philippines. The researchers employed a descriptive research design utilizing a quantitative approach, employing a self-administered survey questionnaire within a hybrid set-up. The collection of responses was conducted through both online platforms and field surveys. Due to the prevailing COVID-19 situation, restricted mobility and social distancing measures were enforced during the data collection period, which spanned from November 2022 to March 2023. Using a hybrid data collection method was deemed suitable and effective for this research.

The data collection methodology employed in this study involved a probability sampling approach, using systematic sampling technique. Respondents were randomized across the interval of every three gastronomy tourist visiting Chinatown. Data were gathered using a combination of field study and online survey administered through pen and paper and QR link. QR code were scanned by the randomly selected tourist and ask to accomplish the survey via online. Other respondents opted to answer self-administered survey form during the conduct of field study. Qualified respondents were tourists with prior and recent experience in visiting Chinatown Binondo, Manila. Notably, the implementation of social restriction protocols during the pandemic facilitated the adoption of these sampling techniques, thereby ensuring that the participants included in both the field study and online survey were individuals who had visited culinary establishments in Chinatown Binondo, Manila during the data collection period. Throughout the data collection process, the researchers took measures to guarantee the anonymity and confidentiality of respondents' information. Informed consent was secured through respondents' explicit approval as indicated within the survey form.

The research employed a validated survey questionnaire that comprised four distinct sections. Each section contained items pertaining to specific constructs, and these items were validated by experts. Additionally, a reliability test using Cronbach's alpha was conducted to assess the consistency and internal reliability of the items within each construct. The first section of the survey was devoted to gathering demographic information and profiles of the

respondents. The second section was used to present the Tourist profile and motivational aspects in gastronomy tourism. The third section measured the gastronomicscape dimensions consisting of 29 items in the construct which are self-made derived from the existing literature. Lastly, gastronomy attitude, motivation and tourist satisfaction and loyalty were investigated using 19 item constructs to investigate the evaluation of gastronomy experience in China Town Binondo, Manila. Using five-point Likert scale responses were examined (1 Strongly Disagree, 5 Strongly Agree) to indicate extent of agreement to each statement of the constructs. For the sample size computation, inverse square root method (Kock & Hadaya, 2018) was used. This formula sets the power level at 80% and the significance level set by the researcher, in this case 5%. With a minimum path coefficient (p_{\min}) of 0.2 the minimum sample size (n_{\min}) for this study was 155 respondents. At the end of the data collection period, a total of 623 responses were obtained. Subsequently, Data cleaning was employed to extrapolate completeness of the responses which yielded in 477 valid responses. Hence, the sample size utilized in this study exceeds the calculated minimum sample size that is deemed adequate for the analysis.

The research adopted a causal-predictive approach utilizing Partial Least Squares-Structural Equation Modeling (PLS-SEM) path modeling. In the PLS-SEM methodology, the analysis was divided into two main phases. The first phase involved evaluating the measurement model, wherein Factor Analysis was performed, and various fit indexes were employed to assess the reliability and plausibility of the proposed framework (Lacap, 2019; Lacap, 2020; Lacap & Sicat, 2022). Within this phase, the measurement model's assessment focused on determining the reliability and validity of both the lower-order and higher-order constructs. For lower-order reflective constructs, reliability was evaluated using Cronbach's alpha (CA) and composite reliability (CR). Additionally, convergent and discriminant validity were assessed to gauge construct validity. PLS-SEM was a suitable analysis for the study due to the intricate nature of the conceptual model, which involved incorporating mediators within the framework. Its application allowed for the examination and evaluation of the proposed framework's suitability. Furthermore, PLS-SEM offered advantages in calculating causal relationships among multiple variables and effectively conducting path analysis. The second phase of the analysis encompassed the evaluation of the structural model, which involved assessing path coefficients, p-values, standard error, and effect sizes (Lacap & Sicat, 2022). The selection of PLS-SEM as the statistical approach was based on its suitability for conducting mediation analysis and Hierarchical component model analysis, as well as its ability to evaluate both lower-order and higher-order constructs (Hair et al., 2016).

Results

Assessment of the measurement model

In the investigation, a factor analysis was conducted on the 29 items comprising the gastronomicscape construct to investigate the underlying dimensions influencing the gastronomy tourism experience in Chinatown Binondo, Manila. The evaluation of the measurement model aimed at ascertaining the reliability and validity of both lower-order and higher-order constructs. The identified cut-off points for factor loadings, set at an absolute value of 0.45, emphasized the significance of gastronomicscape dimensions such as gastronomic quality, gastronomic image, social interaction and price value in determining the perceived value of gastronomy tourism experience. Furthermore, subsequent factor loading values pertaining to gastronomic attitude, gastronomic motivation, gastronomic satisfaction and loyalty demonstrated that all items within the construct jointly contributed to defining the attributes of each factor within the measured model. The obtained results from the reliability measurement of gastronomicscape dimensions are presented in Table 1.

The dimension of gastronomic quality consisting of ten items comprising: gastronomy offerings, quality of service, food quality, health and safety, variety of local specialties exhibited satisfactory Cronbach's alpha result of .872 value. Gastronomic image dimension comprising nine items reflecting the attributes of unique atmospherics, authentic food offerings and popularity of the cuisine, attractiveness of experience with gastronomy offerings confirmed the internal consistency of the construct with Cronbach's alpha .901 value. Social Interaction dimension consisting of six item construct measuring social belongingness and interaction with local staff, interaction with the place visitor and quality of emotions with the social environment confirmed the reliability of attributes resulting to .859 Cronbach's Alpha. Four items under the price value dimension resulted to .827 Cronbach alpha. Furthermore, items in the dimensions of gastronomic attitude (.807), gastronomic motivation (.774), gastronomic satisfaction (.765) and gastronomic loyalty (.755) revealed reliability of the factors and attributes related to each dimension investigated in the study of gastronomy tourism experience.

Based on the findings from the composite reliability test conducted on the gastronomicscape dimension, it was observed that the factors of gastronomic quality (.897), gastronomic image (.919), social interaction (.895), and price value (.885) exhibited high consistency in measuring their respective dimensions and attributes. Similar high consistency was also observed in the measures of gastronomic attitude (.867), gastronomic motivation (.847), gastronomic satisfaction (.842), and gastronomic loyalty (.845). This outcome validates the reliability and internal consistency of the measurement for each factor, which was further confirmed through the computation of Cronbach's alpha and composite reliability for each dimension.

In addition to assessing reliability, the mean and standard deviation of each dimension and item were calculated to provide a comprehensive understanding of the perceived value of gastronomy tourism experience. These statistical indicators contribute to the overall assessment and analysis of the data obtained from the study.

In measuring the reliability of the lower-order reflective constructs, the values of CA and CR must be at least 0.70 (Kock, 2014). Based on the results in Table A – gastronomic quality (CA = 0.872, CR = 0.897), gastronomic image (CA = 0.901, CR = 0.919), social interaction (CA = 0.859, CR = 0.895), price value (CA = 0.827, CR = 0.885), gastronomic attitude (CA = 0.807, CR = 0.867), gastronomic motivation (CA = 0.774, CR = 0.847), gastronomic satisfaction (CA = 0.765, CR = 0.842), and gastronomic loyalty (CA = 0.755, CR = 0.845) passed the reliability requirement. Therefore, all items in the measurement model revealed validity of 8 reflective constructs indicating reliability and internal consistency of validated constructs.

In terms of convergent validity, lower-order reflective constructs must have average variance extracted (AVE) and factor loadings of equal or higher than 0.50. Furthermore, each factor loadings must have p-value equal to or lower than 0.05 to be significant (Kock & Lynn, 2012; Kock, 2014). Based on the results in Table 1 above – gastronomic quality (AVE = 0.502), gastronomic image (AVE = 0.558), social interaction (AVE = 0.588), price value (AVE = 0.658), gastronomic attitude (AVE = 0.565), gastronomic motivation (AVE = 0.526), gastronomic satisfaction (AVE = 0.516), and gastronomic loyalty (AVE = 0.577) passed the convergent validity test.



Table 1. Convergent validity and reliability measures of the lower-order reflective constructs

| Lower Order Reflective Construct (Indicators) | Factor Loading | AVE | Cronbach's Alpha | Composite Reliability |
|---|----------------|-------|------------------|-----------------------|
| Factor 1: Gastronomic Quality | | 0.502 | 0.872 | 0.897 |
| GQ1 | 0.627 | | | |
| GQ2 | 0.663 | | | |
| GQ3 | 0.695 | | | |
| GQ4 | 0.685 | | | |
| GQ5 | 0.737 | | | |
| GQ6 | 0.696 | | | |
| GQ7 | 0.680 | | | |
| GQ8 | 0.692 | | | |
| GQ9 | 0.677 | | | |
| GQ10 | 0.667 | | | |
| Factor 2: Gastronomic Image | | 0.558 | 0.901 | 0.919 |
| GI1 | 0.755 | | | |
| GI2 | 0.763 | | | |
| GI3 | 0.754 | | | |
| GI4 | 0.717 | | | |
| GI5 | 0.746 | | | |
| GI6 | 0.761 | | | |
| GI7 | 0.751 | | | |
| GI8 | 0.747 | | | |
| GI9 | 0.727 | | | |
| Factor 3: Social Interaction | | 0.588 | 0.859 | 0.895 |
| SI1 | 0.718 | | | |
| SI2 | 0.781 | | | |
| SI3 | 0.792 | | | |
| SI4 | 0.768 | | | |
| SI5 | 0.764 | | | |
| SI6 | 0.774 | | | |
| Factor 4: Price Value | | 0.658 | 0.827 | 0.885 |
| PV1 | 0.809 | | | |
| PV2 | 0.830 | | | |
| PV3 | 0.818 | | | |
| PV4 | 0.788 | | | |
| Gastronomic Attitude | | 0.565 | 0.807 | 0.867 |
| GA1 | 0.729 | | | |
| GA2 | 0.759 | | | |
| GA3 | 0.766 | | | |
| GA4 | 0.786 | | | |
| GA5 | 0.717 | | | |
| Gastronomic Motivation | | 0.526 | 0.774 | 0.847 |
| GM1 | 0.668 | | | |
| GM2 | 0.760 | | | |
| GM3 | 0.730 | | | |
| GM4 | 0.757 | | | |
| GM5 | 0.709 | | | |
| Gastronomic Satisfaction | | 0.516 | 0.765 | 0.842 |
| GS1 | 0.708 | | | |
| GS2 | 0.723 | | | |
| GS3 | 0.726 | | | |
| GS4 | 0.720 | | | |
| GS5 | 0.713 | | | |
| Gastronomic Loyalty | | 0.577 | 0.755 | 0.845 |
| GL1 | 0.741 | | | |
| GL2 | 0.799 | | | |
| GL3 | 0.728 | | | |
| GL4 | 0.769 | | | |

All factor loadings are significant ($p < 0.001$).

In this study, the discriminant validity of the lower-order reflective constructs was assessed using the heterotrait-monotrait ratio of correlations (HTMT) method. As suggested by Gold et al. (2001) a HTMT ratio threshold of 0.90 was considered as evidence of discriminant validity within the model. Upon analyzing the results presented in Table 2, it was found that all lower-order reflective constructs met the requirements for discriminant validity. This indicates that the constructs and attributes comprising each dimension of the gastronomic measurement effectively captured distinct aspects of the underlying attributes, thereby



providing valid and consistent measures for various structural paths in the model, as well as contributing to the overall predictiveness of the model.

Table 2. Discriminant validity of the lower-order reflective constructs

| | GQ | GI | SI | PV | GA | GM | GS | GL |
|-----------|-------|-------|-------|-------|-------|-------|-------|----|
| GQ | | | | | | | | |
| GI | 0.825 | | | | | | | |
| SI | 0.807 | 0.849 | | | | | | |
| PV | 0.753 | 0.767 | 0.785 | | | | | |
| GA | 0.692 | 0.673 | 0.742 | 0.677 | | | | |
| GM | 0.723 | 0.697 | 0.761 | 0.691 | 0.858 | | | |
| GS | 0.801 | 0.829 | 0.821 | 0.779 | 0.783 | 0.815 | | |
| GL | 0.772 | 0.739 | 0.747 | 0.702 | 0.823 | 0.831 | 0.890 | |

GQ-gastronomic quality; GI-gastronomic image; SI-social interaction; PV-price value; GA-gastronomic attitude; GM-gastronomic motivation; GS-gastronomic satisfaction GL-gastronomic loyalty.

In the present study, gastronomicscape was assessed a higher-order formative construct using disjoint two-stage approach (Agarwal & Karahanna, 2000; Becker et al., 2012, Lacap & Sicat, 2022). The presence of a higher-order formative construct requires assessment of indicator weight and the corresponding p-value, variance inflation factor (VIF), and full collinearity VIF (FCVIF). Ramayah et al. (2018) noted that, each indicator weights must be significant, where the corresponding p-values be at < 0.05. Based on the results in Table 3, gastronomicscape as a higher-order formative construct passed the required threshold. Additionally, the VIF of each indicator must be at most 3.30 (Kock, 2014). Whereas the FCVIF threshold must also be 3.30 (Kock, 2015; Kock, 2022) to claim that gastronomicscape is free from any collinearity problems – lateral and vertical. Based on the results in Table 3, gastronomicscape as a higher-order formative construct passed all the measurement evaluation requirements.

Table 3. Higher order formative construct measurement evaluation

| Higher-order construct | formative Indicator weight | p-value | Variance factor | inflation Full collinearity variance inflation factor |
|------------------------|----------------------------|---------|-----------------|---|
| Gastronomicscape | | | | 2.991 |
| <i>GQ</i> | 0.285 | <0.001 | 2.527 | |
| <i>GI</i> | 0.293 | <0.001 | 2.958 | |
| <i>SI</i> | 0.289 | <0.001 | 2.730 | |
| <i>PV</i> | 0.274 | <0.001 | 2.102 | |

GQ-gastronomic quality; GI-gastronomic image; SI-social interaction; PV-price value

Assessment of the structural model

The results of the study demonstrated that gastronomicscape significantly and positively influences gastronomic attitude ($\beta = 0.677$, $p < 0.001$), gastronomic motivation ($\beta = 0.693$, $p < 0.001$) and gastronomic satisfaction ($\beta = 0.517$, $p < 0.001$). This suggests that the dimensions of gastronomicscape, namely gastronomic quality, gastronomic image, social interaction and price value, collectively and concurrently influence tourists' gastronomic attitude and their perceived value of the gastronomy tourism destination. This reveals that cocreation of gastronomic tourism experiences are influenced by shared experience involving people, place, food and the narratives and anecdotes intertwined with the culinary offerings. As a result, the essence of a food experience can be found in both the consumption of food products and the interactions that occur within the location. This dynamic interaction generates experiential elements that convey the authenticity of the destination's cuisine, culture, historical context and local community. Therefore, it can be concluded that social interaction characteristics play a key role in determining the overall quality of the dining experience. Furthermore, it was supported that authenticity and tradition may attract tourists to regional cuisine (Perez et al.,

2017). According to Zhang et al. (2019) authenticity and novelty of experience in local food may act as a destination trigger, allowing tourists to select a destination. Furthermore, tourists are inevitably exposed to the exogenous characteristics of gastronomy, such as food and wine quality, comfort and entertainment, which have been shown to influence visitors' behavioral intentions (Mason & Paggiaro, 2012). Additionally, the study revealed that gastronomicscape dimensions significantly influences the formation of gastronomic attitude and motivation, ultimately leading to the development of gastronomic satisfaction and the intention to revisit the gastronomy tourism destination. The magnitude of these effects was also quantified, showing large effect sizes for the relationships between GSC (gastronomicscape) and GA (gastronomic attitude) ($f^2 = 0.458$), GSC and GM (gastronomic motivation) ($f^2 = 0.380$) and GSC and GS (gastronomic satisfaction) ($f^2 = 0.394$), thereby supporting H1a, H1b, and H1c. Furthermore, the study found that gastronomic attitude has a significant and positive impact on gastronomic satisfaction ($\beta = 0.192$, $p < 0.001$) with a small effect size ($f^2 = 0.135$). Similarly, gastronomic motivation was also found to significantly and positively influence gastronomic satisfaction ($\beta = 0.126$, $p = 0.003$) with a small effect size ($f^2 = 0.087$). Consequently, H2 and H3 are supported.

Regarding the influence of gastronomic satisfaction on gastronomic loyalty, the relationship was found to be significantly and positively related ($\beta = 0.728$, $p < 0.001$) with a large effect size ($f^2 = 0.529$). Thus, H4 is supported. This indicates that a highly favorable evaluation of the gastronomy tourism experience contributes to customer satisfaction and consequently, gastronomic loyalty. Meeting customers' perceived expectations and providing a favorable quality experience across multiple attributes of gastronomicscape is crucial to ensuring customer satisfaction and the study's results suggest that positive perceived satisfaction of customers is strongly linked to their intention to revisit and demonstrate gastronomic loyalty. In the context of the overall conceptual framework, an analysis of the provided table reveals that the dimensions of gastronomicscape, namely gastronomic quality, gastronomic image, social interaction and price value possess a direct and significant impact on the development of gastronomic attitude ($\beta = 0.677$, $p < 0.001$, $f^2 = 0.458$) and gastronomic motivation ($\beta = 0.693$, $p < 0.001$, $f^2 = 0.480$). Additionally, it is observed that gastronomicscape directly and significantly influences the link between gastronomic satisfaction and loyalty.

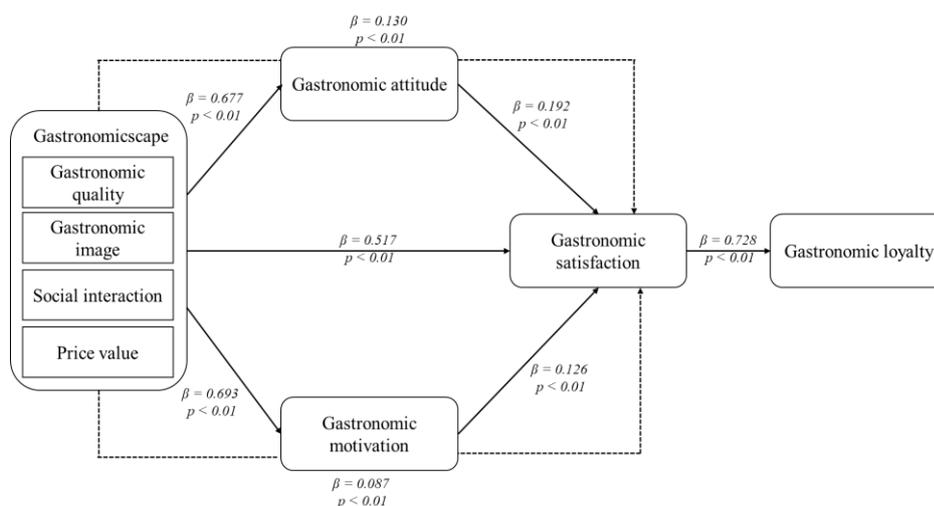


Figure 2. The structural model with parameter estimates



The findings also demonstrate that a direct and significant relationship between gastronomic attitude, gastronomic motivation, gastronomic satisfaction and loyalty exists. Consequently, the establishment of a positive gastronomy tourism experience is influenced by gastronomicscape, which in turn directly affects the attitudes and motivations of tourists seeking to partake in the gastronomic offerings of the destination. Furthermore, the mediation analysis revealed that gastronomic attitude ($\beta = 0.130$, $p < 0.001$, $f^2 = 0.099$) and gastronomic motivation ($\beta = 0.087$, $p = 0.003$, $f^2 = 0.067$) act as mediating variables in the relationship between gastronomicscape and gastronomic satisfaction, albeit with relatively small effect sizes.

Table 4. Hypothesis testing results

| Hypothesis | Path coefficient | p-value | Standard error | Effect size | Decision |
|-----------------------------------|------------------|---------|----------------|-------------|-----------|
| Direct effects | | | | | |
| H1a. GSC \square GA | 0.677 | <0.001 | 0.042 | 0.458 | Supported |
| H1b. GSC \square GM | 0.693 | <0.001 | 0.042 | 0.480 | Supported |
| H1c. GSC \square GS | 0.517 | <0.001 | 0.043 | 0.394 | Supported |
| H2. GA \square GS | 0.192 | <0.001 | 0.045 | 0.135 | Supported |
| H3. GM \square GS | 0.126 | 0.003 | 0.045 | 0.087 | Supported |
| H4. GS \square GL | 0.728 | <0.001 | 0.042 | 0.529 | Supported |
| Mediating effects | | | | | |
| H5. GSC \square GA \square GS | 0.130 | <0.001 | 0.032 | 0.099 | Supported |
| H6. GSC \square GM \square GS | 0.087 | 0.003 | 0.032 | 0.067 | Supported |

GSC-gastronomicscape; GA-gastronomic attitude; GM-gastronomic motivation; GS-gastronomic satisfaction GL-gastronomic loyalty. Effect sizes evaluation (Cohen, 1988): 0.02 – small; 0.15 – medium; 0.35 – large.

Discussion

This study explores the gastronomicscape dimension as a motivating factor for tourists to visit specific destinations to engage in gastronomy practices. The gastronomic experience encompasses a range of factors, including gastronomic quality, destination image, price, ambiance, authenticity of service and unique social scape. These experiences are derived from diverse sources, such as regional cuisines, gastronomic events and the offerings of various food and beverage establishments. Tourists are driven to explore these destinations either due to internal motives or the attractive attributes of the places themselves. Gastronomy-related travel is gaining popularity, and there exists a positive association between a destination and its cuisine, exemplified by Chinese, Indian, Italian, French, Spanish food, and others (Sánchez-Cañizares and López-Guzmán, 2012).

The findings of the study indicate that gastronomic quality, gastronomic image, social interaction and price value significantly influence the perceived quality of gastronomy tourism experience. The study indicates that both conscious and unconscious interactions within social environment have a direct impact on the perceived value of the dining experience. Therefore, social interactions contribute to the formation of tourist's satisfaction and the intention to return. These factors collectively contribute to the quality of gastronomy tourism experience, as well as to tourists' perceived attitude and motivation. This observation aligns with earlier research by Berbel et al. (2019) which suggested that a favorable gastronomic experience significantly influences tourists' motivation to visit a destination. Consequently, given the dynamic nature of gastronomy tourism experience, it is crucial to ensure tourists have a successful gastronomic experience by enhancing the levels of satisfaction through the promotion of intercepting attributes of gastronomicscape dimensions.

The study revealed that tourists simultaneously perceive positive value and satisfaction through different attributes, such as culinary quality, environmental interactions with culture, people, and the destination. Attitudes are considered a vital determinant of tourist behavior and numerous studies consistently demonstrate that personal factors exert a stronger influence on

customers' behavioral intentions. Additionally, the study indicates a significant impact of gastronomic attitude and motivation on gastronomic satisfaction and loyalty, which corroborates recent research. These findings indicate that the gastronomicscape dimension factors contribute to the satisfaction of gastronomy tourism experiences, significantly influencing the positive perceived value of visiting the destination. Furthermore, the influence of enhancing gastronomic attitude and motivation to visit gastronomy tourism destinations is crucial in enhancing satisfaction in gastronomy tourism experiences. Thus, the study provides support for Hypotheses H5 and H6, indicating that a favorable gastronomy tourism experience is influenced by the positive perceived experience with the gastronomicscape dimension of the destination, which is further amplified through the development of favorable gastronomic attitudes and motivations. Therefore, positive experience potentially leads to gastronomic satisfaction and revisit intention. By preserving and promoting heirloom cuisine and authentic local dishes passed down through generations, destinations can strategically leverage these culinary traditions to foster social and economic development. Gastronomy tourists can develop a deeper appreciation and understanding of the distinct and genuine aspects of a particular culture when exposed to the information and authentic food and cultural experience, thereby enhancing the gastronomic image of the destination and potentially increasing its attractiveness to visitors. Tourists engage with the local gastronomy in their visit to specific destinations facilitate a deeper connection with the food culture of the region. The intangible cultural heritage inherent in local gastronomy serves as a compelling motivation to visit a destination.

Implication

The purpose of the study was to gain valuable insights into the complex factors that influence a tourist's gastronomic experience, as well as their relationship to their satisfaction and likelihood to return. The importance of collectively studying the interconnected factors of gastronomicscape that influence the gastronomy experience has been demonstrated through the development of a SEM model and its effect on tourist satisfaction and gastronomic loyalty has been mapped out. Consequently, the research made a valuable contribution to advancing the theoretical comprehension of the determinants that impact the formation of positive gastronomic experiences and the connection between gastronomicscape dimensions and the development of gastronomic attitude and motivation, the latter of which correlates with the development of positively perceived experiences at the destination.

Practical implications of the study will enable destination managers and stakeholders in the tourism industry to understand the factors that significantly impact tourists' gastronomic experiences allowing destination managers to identify vantage points for improvement. Improving the uniqueness and attractiveness of a tourist location is a crucial technique that drives most travelers to choose a destination to relax, explore culture and relieve work strain. The gastronomy and other elements of the location must be leveraged in the promotion techniques contributing to an appealing image of the location. By focusing on enhancing culinary offerings, creating inviting and authentic ambiances and ensuring high-quality service, destinations can elevate their gastronomy tourism experiences. In addition, it can lead to increased tourist satisfaction, positive word-of-mouth and enhanced destination loyalty, attracting more visitors and fostering sustainable tourism growth.

Furthermore, the study can influence policymakers and tourism marketers to develop strategic approaches that enhance the gastronomicscape of a destination. Policymakers can use these findings to design and implement regulations that support the development of diverse and authentic culinary offerings, preservation of local gastronomic traditions and the promotion of high-quality service. Additionally, tourism marketers can leverage the gastronomy experiences

as a unique selling point in their promotional campaigns, targeting potential tourists who seek authentic and memorable gastronomic encounters during their travels. By recognizing the critical role of gastronomic experiences in influencing tourists' satisfaction and intention to return, the study highlights the potential for sustainable tourism development. Destinations that prioritize preserving their culinary heritage and supporting local gastronomic businesses can contribute to sustainable economic growth and community development. Moreover, incorporating gastronomic experiences into the overall tourism offering can diversify the tourist experience, reduce seasonality and alleviate the pressure on overcrowded tourist attractions, promoting a more sustainable tourism model.

Conclusion

Gastronomy tourism represents a complex interplay of cultural imagery, attractions, food histories, promotional endeavors and experiential elements that significantly influence tourists' overall experiences. Employing the Structural Equation Modeling (SEM) approach has enabled a comprehensive investigation into the factors that shape these gastronomy experiences, yielding valuable insights for both theoretical inquiry and practical application. The study revealed that gastronomicscape dimensions can predict the determinants of gastronomy tourism experience of a destination by measuring the attributes of gastronomic quality, gastronomic image, social interaction and price value of the gastronomy destination. Tourists' perceived value of gastronomy tourism experiences with the gastronomicscape dimension play a crucial role in shaping tourists' attitudes towards their gastronomic experiences in a given destination. This study also revealed that multiple dimensions collectively influenced the perceived value of gastronomy tourism experience. Thereby, the research outcomes hold considerable implications for the existing gastronomy tourism literature and offer valuable guidance to industry operators seeking to align their business models with tourists' expectations. Consequently, this knowledge facilitates the identification of motivational aspects crucial to enhancing customers' gastronomic dining and tourism encounters, thereby benefiting the broader tourism sector.

The study also presented the significant influence of gastronomic attitude and motivation in the formation of gastronomic satisfaction and revisit intention of tourist. This suggests that positive perceived value of experience generates gastronomic attitudes and motivation for the tourist to visit the destination which are considered a vital determinant of tourist behavior. Furthermore, the framework measured in this study can be a foundational basis for future research endeavors in the domain of gastronomic tourism. As such, they provide a roadmap for players in the hospitality and tourism sectors to strategically position themselves to deliver enhanced satisfaction in the context of gastronomy tourism experiences. By capitalizing on these insights, businesses can tailor their services to ensure quality and customer satisfaction, thereby fostering a more enriching and memorable gastronomy tourism experience.

Limitations and suggestions for future research

This study has been subject to several limitations that warrant consideration. Firstly, it was limited in scope, focusing exclusively on a single gastronomic destination within a specific area. As a result, the generalizability of the findings to a broader population of gastronomy tourists might be constrained. Secondly, the study data were primarily collected through survey assessments, which may have certain inherent limitations in capturing the full complexity of the subject matter. Thirdly, the sample predominantly comprised local and younger segments of the population, potentially leading to a biased representation of the overall gastronomy

tourist population. Therefore, it is advisable to explore other segments including foreign tourists to achieve a more comprehensive and inclusive perspective.

To build upon this research, future studies can expand the model's applicability by investigating different gastronomic destinations, considering additional dimensions such as health and sustainability. This multi-destination approach can offer diverse perspectives enriching the generalizability of the findings. Furthermore, the incorporation of a global information system to map gastronomy tourists' destinations in the Philippines could provide valuable insights into their preferences and travel patterns. Additionally, introducing supplementary variables within the validated framework will allow researchers to assess its suitability for application in different destinations, offering a more nuanced understanding of the subject matter. Moreover, to explore causal relationships between the variables identified in this study, future research might consider utilizing experimental designs or conducting intercept interviews as alternative research methodologies. Lastly, to gain a comprehensive understanding of the various stakeholders' perspectives, including management staff and local government units, future investigations should actively engage and solicit input from these key actors within gastronomic destinations. By embracing these recommendations and advancing research along these lines, the field of gastronomy tourism can foster a more robust and insightful body of knowledge.

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