

Gastronomic Experience by Understanding Tourist Satisfaction and Advocacy

Abstract

Riadi DARWIS 

Tourism Destination Study Program, NHI,
Bandung Tourism Polytechnic, Email,
riadidarwis@gmail.com

Indriyani HANDYASTUTI 

Conference and Event Management Study
Program, NHI Bandung Tourism
Polytechnic, Email, [inh@stp-
bandung.ac.id](mailto:inh@stp-bandung.ac.id)

Sandra SANGGRAMASARI 

Patisserie Processing Arts Study Program,
NHI Bandung Tourism Polytechnic,
Email, sai@stp-bandung.ac.id

Vany OCTAVIANY 

Hospitality Study Program, Telkom
University Bandung, Email,
vany@tass.telkomuniversity.ac.id

Corresponding author

Effective gastronomic management is pivotal in shaping the tourist experience and subsequent advocacy. This study employs a Structural Equation Modeling with Partial Least Squares (SEM-PLS) approach to assess culinary experiences' impact on tourist satisfaction and advocacy. The research involved 320 tourists as respondents. The findings reveal that sensory experiences and behaviors significantly influence tourist satisfaction, highlighting the importance of engaging and immersive culinary encounters. However, these factors do not directly impact tourist advocacy. Conversely, intellectual and affective experiences emerge as influential predictors of tourist advocacy despite their limited impact on satisfaction. Notably, satisfaction itself does not exhibit a direct influence on tourist advocacy. These results underscore the intricate relationships between various dimensions of culinary experiences, satisfaction, and advocacy within the tourism context. The study provides valuable insights for gastronomic managers, emphasizing the need for a holistic approach to enhance tourist satisfaction and encourage positive advocacy. Considerations for the nuanced influences of different experiential dimensions on satisfaction and advocacy are discussed, offering practical implications for tourism industry stakeholders.

Keywords: Culinary experiences; tourist satisfaction; advocacy; SEM-PLS analysis; gastronomic management

How to cite this article: Darwis, R., Handyastuti, I., Sanggramasari, S. & Octaviany, V. (2024). Gastronomic Experience by Understanding Tourist Satisfaction and Advocacy. *African Journal of Hospitality, Tourism and Leisure*, 13(1):198-206. DOI: <https://doi.org/10.46222/ajhtl.19770720.498>

Introduction

The development of gastronomic tourism has emerged as a prominent trend in the tourism industry, with a growing interest among tourists to explore destinations offering unique and authentic culinary experiences (Suroto & Hermawati, 2023). Several contributing factors fuel this trend, including heightened public awareness of the significance of local cuisine, a global surge in culinary interest, and the influential role of social media in promoting and sharing food experiences (Mora et al., 2021). Destinations boasting a rich array of traditional or innovative culinary offerings have become alluring magnets for tourists, spurred by an increased preference for organic ingredients, local foods, and culturally immersive culinary encounters (Gálvez, 2017). Gastronomic experiences have evolved into a primary factor sought by many travelers, who view their journeys as opportunities to explore and savor diverse local cuisines, sample specialty dishes, and revel in the culinary diversity of a region (Berg & Sevón, 2014). Tourists seeking gastronomic experiences express a keen interest in discovering the unique flavors, culinary traditions, and local ingredients that define a place. This often involves visits to traditional restaurants, sampling street food, or participating in culinary tours to gain a profound understanding of the local culinary heritage (Sormaz et al., 2016). Gastronomic experiences are inherently subjective and shaped by individual tastes, cultural backgrounds, and preferences. A comprehensive understanding of tourists' unique preferences and experiences concerning food and drink is paramount in gastronomy. Empirical evidence, such as the study (Kodaş & Aksoy, 2022), underscores the significant impact of gastronomic experiences on customer satisfaction and loyalty. Tourist gastronomic satisfaction, encompassing taste, experiential quality, and an emotional connection with local food and culture, emerges as a crucial determinant (Toudert & Bringas-Rábago, 2019). Destinations that successfully deliver satisfying culinary experiences cultivate positive impressions among tourists, fostering a propensity to return or recommend the destination to others (Rodríguez-Gutiérrez et al., 2020). High tourist satisfaction with a culinary experience correlates with research conducted by (Pérez Gálvez et al., 2017), which reinforces the influence of recommendations from individuals who have personally encountered gratifying culinary experiences, contributing significantly to the influx of tourists to a destination. Nevertheless, the reality is not uniform for all tourists, and unfavorable gastronomic experiences can lead to dissatisfaction. As highlighted by (Lai, 2020), instances of subpar gastronomic encounters have the potential to impact overall satisfaction levels adversely. Understanding and addressing both positive and negative dimensions of gastronomic experiences are essential for stakeholders in the tourism industry to enhance visitor satisfaction and destination appeal.

Tourists' dissatisfaction with gastronomy can stem from various factors. One primary reason is the misalignment between tourists' food preferences or tastes and the culinary offerings in the destinations they visit. This discrepancy may arise due to significant differences in flavors and ingredients used in local cuisine compared to what tourists typically consume at home, leading to discomfort in attempting local dishes (Antón et al., 2019; Eşitti & Buluk, 2018; Mohanty et al., 2020). Furthermore, some tourists may experience dissatisfaction if they perceive the food price at their destination as excessively high, without corresponding to the expected quality and taste (Çetinsöz, 2019). Additionally, issues related to sanitation or cleanliness in restaurants and dining establishments can also negatively impact the gastronomic experience, contributing to tourists' dissatisfaction (Hernández-Mogollón et al., 2020). Tourists who undergo negative gastronomic experiences and express dissatisfaction are less likely to recommend the gastronomic tourism destination to their family, relatives, friends, and others. This, in turn, can influence the interests and behaviors of other potential tourists (Mohamed et al., 2020). Understanding



and addressing these factors are crucial for stakeholders in the tourism industry to enhance overall visitor satisfaction and promote positive recommendations.

Gastronomic managers are crucial in ensuring a gratifying culinary experience that leaves a positive impression on tourists. When tourists derive satisfaction from their culinary experiences, they are more inclined to endorse and recommend the destination to others. Therefore, understanding the relationship between gastronomic satisfaction and tourist advocacy is of paramount importance in the realm of tourism destination management. A delightful culinary experience is a primary catalyst for tourists to express positive recommendations or advocacy for a destination. Gastronomic satisfaction establishes positive memories intricately tied to the destination's image. Tourists who are content with the diverse culinary offerings are often proactive in disseminating their experiences through social media, online reviews, or recommendations to friends and family. This form of tourist advocacy is a potent organic promotion, contributing to heightened destination attractiveness and, consequently, an influx of more tourists. A comprehensive comprehension of how gastronomic satisfaction correlates with the level of tourist advocacy can serve as the foundation for a successful tourism development strategy. Thus, an analysis that can thoroughly assess gastronomic tourists' experiences, satisfaction, and advocacy is needed. Within this context, this study aims to examine how gastronomic experiences impact visitor satisfaction, how these experiences influence advocacy among tourists, and how gastronomic satisfaction, in turn, affects tourist advocacy.

Literature review

Gastronomic tourism, as a specialized form of travel, centers around the exploration and immersion in the culinary offerings of a specific region or country (Kumar Dixit, 2019; Mohanty et al., 2020; Pramezwary et al., 2022). In gastronomic tourism, visitors discover local specialties, sample traditional dishes, and embrace unique dining cultures (Björk & Kauppinen-Räsänen, 2016). The primary objective of gastronomic tourism is to delve into the culinary wealth of a locale, encompassing flavors, cooking techniques, local ingredients, and the broader dining culture (Eşitti & Buluk, 2018; Scarpato, 2003; Vulić, 2021). Tourists participating in gastronomic tourism can interact with local chefs or culinary experts and explore traditional markets, specialty restaurants, and food festivals, enhancing their authentic gastronomic experience (Bukharov & Berezka, 2018; Lochman, 2021). A gastronomic experience, in essence, involves every aspect related to food and drink from a culinary perspective, encompassing sensations, tastes, aromatics, and aesthetics (Bukharov & Berezka, 2018; Hernández-Mogollón et al., 2020). Gastronomic experiences encompass more than just the food itself; they involve the entire process, from ingredient selection and cooking to serving and enjoying a meal with friends, family, or new acquaintances (Zhang, 2019). Some gastronomic experiences by (Berbel-Pineda et al., 2019) identify various gastronomic experiences, such as tasting typical dishes from different regions or countries, participating in cooking or culinary events like food festivals or cooking classes, exploring local restaurants or food stalls serving distinctive cuisine, preparing special dishes for specific events or celebrations, taking food tours to discover the culinary diversity of a particular city, and trying exotic or unusual foods from various cultures. The significance of gastronomic experiences lies in exploring the diversity of cultures and culinary heritage worldwide, thereby enhancing tourists' understanding of the importance of food in everyday life (Akdag et al., 2017). Additionally, gastronomic experiences serve as a form of recreation and enjoyment for culinary enthusiasts seeking to explore and appreciate the delights of the culinary world (Berg & Sevón, 2014; Hernández-Mogollón et al., 2020; Lai, 2020).

Björk & Kauppinen-Räsänen (2016) conducted research applying positive psychology to the enjoyment of gastronomic experiences. The study involved interviews with tourists from Rovaniemi, Finland. The findings indicate that tourists undergo intense emotions of joy and reflective interest in the local foods they consume, creating deeper and more enduring gastronomic experiences extending well beyond their vacation's conclusion. This aligns with the research conducted by Mora et al. (2021), which aimed to investigate the gastronomic experiences of tourists in various destinations in Spain. Based on fieldwork and 445 survey responses, the study reveals that culinary experiences positively impact gastronomic satisfaction and destination loyalty, driven by the perceived value of gastronomic experiences resulting from gastronomic motivation. In essence, gourmet experiences are the primary motivator, contributing to visitor happiness and loyalty to a destination. Mohamed et al. (2020) identify subjective aspects of the gastronomic experience. First, a sensory experience, particularly involving food, is asserted to be the sole product that engages and stimulates all five human senses. Beyond the food item itself, individuals can encounter the sensory dimensions of food through their surroundings, engaging their senses of taste, smell, touch, and sight (Fenko et al., 2010). Research by (Mohamed et al., 2020) underscores that the perceived sensory experience significantly influences tourists' satisfaction and behavior. The extent to which travelers are satisfied with their sensory encounters shapes their subsequent actions in promoting and sharing their experiences with others. Secondly, intellectual experience. Beyond serving as a means of sustenance, food-related events carry significant importance for travelers, offering them an opportunity to engage with the local cuisine of their chosen destination. Indigenous or traditional culture is reflected in the variations of ingredients, culinary techniques, preservation methods, and preparation procedures across different locations. Aside from providing intellectual satisfaction and prompting travelers to share their narratives with others, the intellectual experience of dining aids in broadening travelers' understanding and comprehension of the location and enhancing their knowledge and perspectives about the host culture (Cordova-Buiza et al., 2021). Thirdly, behavioral experience. Tourists can immerse themselves in a destination's cultures and traditions through local cuisine activities, significantly influencing the tourist experience (Daries et al., 2018). Furthermore, food-related behaviors and pursuits serve as a source of amusement. According to Björk's (2014) analysis, foreign visitors emphasize their food behavior experiences as a crucial aspect of their dining encounters and actively encourage others to partake in similar experiences. Fourthly, affective experience (Kumar & Kaushik, 2018) defines experience as the emotional feelings and positive affection tourists perceive during a delightful culinary



encounter. This emotional spectrum encompasses feelings of happiness, joy, satisfaction, or even deeper emotions that emerge when tourists savor the food and atmosphere of a culinary destination (Mohamed et al., 2020). Gastronomic affective experiences significantly influence tourist satisfaction and the inclination to recommend culinary destinations to others (Seo et al., 2017). Research conducted by (Promnil et al., 2021) demonstrates that tourists who derive satisfaction from gastronomic tourism exhibit the highest affective experiences, including feelings of happiness derived from consuming local food, a sense of relaxation during the culinary experience, and a sense of nostalgia evoked by local dishes, which they subsequently share with others.

Gastronomic satisfaction refers to the degree of contentment or happiness experienced by tourists when sampling food from a particular tourist destination (Kala, 2020; López et al., 2018). The satisfaction tourists derive from gastronomy is notably influenced by various factors, including the quality of food, the distinctiveness of local dishes, dining experiences, and the cultural context surrounding the destination (Özdemir & Seyitoğlu, 2017). Tourists who attain gastronomic satisfaction not only relish but also appreciate the culinary offerings of their tourist destinations (Yasami et al., 2020). Additionally, tourists actively seek out and explore a variety of local dishes, typical foods, and renowned restaurants in the regions they visit (Vuksanović et al., 2017). Gastronomic satisfaction can be derived from various aspects, including: 1) Taste: Tourists derive enjoyment from unique and authentic flavours, blending local tastes and region-specific ingredients; 2) Variety: Gastronomic enthusiasts actively seek diverse culinary experiences, ranging from street food to fine dining restaurants, and from traditional to modern cuisine; 3) Specialty Culinary: There is a keen interest in savouring distinctive dishes unique to a particular location and unavailable elsewhere; 4) Cultural Experience: Recognizing the significance of food as a crucial aspect of regional culture, gastronomic tourists aim to understand and immerse themselves in local culture through culinary exploration; 5) Exploring Culinary Destinations: These tourists willingly explore special destinations to discover and savour the finest culinary delights; 6) Sharing Experiences: Gastronomic enthusiasts take pleasure in sharing their culinary experiences with friends and on social media platforms (Correia et al., 2020; González Santa Cruz et al., 2019). Gastronomic satisfaction is a positive and pleasurable sensation experienced after a gratifying dining encounter (Eşitti & Buluk, 2018; Pérez Gálvez et al., 2017). This occurs when an individual relishes food with a delectable taste, the right texture, and an appealing presentation (Hsu et al., 2021). Gastronomic satisfaction extends beyond the culinary aspects to encompass elements such as the ambiance of the dining venue, service quality, and social interactions during the dining process (Çetinsöz, 2019). Several factors contribute to gastronomic satisfaction: 1) Extraordinary Taste: Exceptional, well-balanced, and appetizing flavours in the served food lead to heightened satisfaction for connoisseurs (Toudert & Bringas-Rábago, 2019); 2) Texture and Consistency: The right texture, such as a crispy exterior and a soft interior, enhances the overall enjoyment of eating (Folgado-Fernández et al., 2019); 3) Attractive Presentation: Aesthetic and visually appealing food presentation elevates the appetizing appearance and enriches the dining experience (Hsu et al., 2021); 4) Social Experience: Sharing a meal with friends, family, or loved ones fosters positive social interactions, thereby contributing to increased gastronomic satisfaction (Kyriakaki et al., 2013); 5) Menu Diversity: Diverse menu options provide opportunities to explore various dishes and flavors, leading to heightened satisfaction; 6) Good Service: Courteous and efficient service from restaurant or eating place staff can significantly influence the level of gastronomic satisfaction. Gastronomic satisfaction transcends the mere act of filling one's stomach; it encompasses emotional, social, and cultural dimensions (Fanelli, 2020). A gratifying eating experience can create delightful memories and evoke happiness. The cultural heritage cuisine and the utilization of fresh and healthy ingredients significantly impact tourists' satisfaction with the local food, positioning it as a vital contributor to visitor happiness, whether as the primary or secondary motivator (Carpio et al., 2021). Gastronomic tourists who experience high satisfaction with culinary offerings in specific destinations often evolve into strong advocates or ambassadors for the culinary delights of that locale (Cordova-Buiza et al., 2021; Sthapit, 2019). These satisfied tourists actively share their positive culinary experiences, recommending these destinations to friends, family, or followers on social media (Daries et al., 2018; Kim et al., 2022). Advocacy from gastronomic tourists plays a pivotal role in enhancing the perception of a destination as an attractive culinary hotspot (EREN, 2019). This, in turn, has the potential to attract more tourists interested in exploring local food and culinary culture.

Gastronomic advocacy refers to efforts to support the development of the food and beverage industry and ensure the sustainability of culinary culture. The primary objective of gastronomic advocacy is to enhance appreciation for local food, fortify the culinary identity of a region, and stimulate economic growth through the culinary tourism sector. (Long et al., 2019) research explores how gastronomic campaigns contribute to the sustainability of the food and beverage industry. The study underscores that advocacy within the food and beverage sector can promote sustainable practices, including using local raw materials, waste reduction, and environmentally friendly approaches. Additionally, the research emphasizes the crucial role of public education and awareness in fostering gastronomic campaigns. The allure of culinary experiences plays a pivotal role in attracting international tourists to destinations (Folgado-Fernández et al., 2017; Ullah et al., 2022). The taste and uniqueness of culinary products offered by tourist destinations contribute to creating a memorable tourist experience, often becoming the focal point of the trip (Widodo & Octaviany, 2019). Gastronomic advocacy represents an endeavor to promote and support the culinary or gastronomic domain, aiming to enhance awareness, appreciation, and understanding of the importance of food and culinary culture. This advocacy seeks to introduce, protect, and preserve culinary heritage while fostering development and innovation in the food and beverage industry (Wang, 2011). Gastronomic advocacy can be undertaken by individuals, community groups, non-profit organizations, or governments, aiming to bring about positive changes in the culinary and food landscape, promote food diversity, and honor the rich cultural heritage embedded in each dish (Mwangi & Mwalongo, 2023). According to research by (Correia et al., 2020), the likelihood of travelers promoting gastronomy tourism to others is significantly influenced by the quality of the food and services they experience. Positive reviews and recommendations from



gastronomic tourists can capture the interest of other culinary enthusiasts seeking authentic and unique culinary experiences (Folgado-Fernández et al., 2017). Some highly satisfied tourists with rich culinary experiences may evolve into unofficial culinary ambassadors for a destination, actively endorsing local food and restaurants through social media and blogs (Stone et al., 2019). The positive influence of gastronomic tourist advocacy can yield long-term benefits for a destination, fostering an increase in culinary tourism and establishing a favorable reputation in the culinary world. Consequently, destinations prioritizing satisfying and authentic culinary experiences are likely to attract more gastronomic tourists and reap the positive impacts they bring (Cordova-Buiza et al., 2021; Folgado-Fernández et al., 2017; Widodo & Octaviany, 2019). Based on the description above, this research proposes the following hypothesis:

- H1: The gastronomic sensory experience significantly influences tourist satisfaction.
- H2: The gastronomic sensory experience significantly influences tourist advocacy.
- H3: The gastronomic intellectual experience significantly influences tourist satisfaction.
- H4: The gastronomic intellectual experiences significantly influence tourist advocacy.
- H5: The gastronomic behavior experience significantly influences tourist satisfaction.
- H6: Gastronomic behavior significantly influences tourist advocacy.
- H7: The gastronomic affective experiences significantly influence tourist satisfaction.
- H8: The gastronomic affective experiences significantly influence tourist advocacy
- H9: Gastronomic satisfaction significantly influences tourist advocacy

Methodology

This study uses a quantitative methodology to examine the relationships between variables to test the proposed theory. These variables can be measured quantitatively using tools, enabling the application of statistical techniques in data analysis (Dodgson, 2017). The data collection method employed in this research involves distributing validated questionnaires to tourists aged 18 to 40 who have visited tourist destinations with gastronomic attractions in Indonesia. The sample comprises 320 respondents, and the random sampling method was utilized. It is worth noting that the sample size meets the requirement, with the path count of a variable being multiplied by ten or more (Hair et al., 2019). This research employs Structural Equation Modeling (SEM) to analyze the constructed models. SEM is a form of multivariate analysis commonly used in the social sciences, allowing the simultaneous testing of multiple research variables. These variables measure various research elements, encompassing individuals, groups, activities, and events. Primary data is collected through surveys or observations, and secondary data sources are utilized to obtain these metrics (Sholihin & Ratmono, 2021). In this research, SEM offers several advantages, including the ability to test multiple complex research models simultaneously and the capacity to evaluate variables that cannot be directly measured (unobserved) while accounting for measurement errors. SEM is initially categorized into two types: covariance-based SEM (CB-SEM) and variance-based SEM, commonly known as partial least squares (SEM-PLS).

Table 1. Operational variables

Approach	Indicator	Characteristics
Experience (Mohamed et al., 2020)	Sensory Experience (Berg & Sevon, 2014)	<ol style="list-style-type: none"> Local food tastes delicious Local food smells delicious Local food has an attractive appearance Local food has the appropriate texture
	Behavioral Experience (Daries et al., 2018)	<ol style="list-style-type: none"> The quality of local food matches the price offered Eating local food makes you feel healthy Eat local food as the local people do
	Intellectual Experience (Fenko et al., 2010)	<ol style="list-style-type: none"> Consuming local food increases knowledge about local food types from other places. Eating local food provides knowledge about cultural differences Eating local food makes a person know the taste of local food in other places Consuming local food makes people aware of local food in other places
	Affective Experience (Kumar & Kaushik, 2018)	<ol style="list-style-type: none"> Eating local food makes you feel good Eating local food makes you feel energized Eating local food makes you feel relaxed
Tourist Satisfaction (Testa, 2019)		<ol style="list-style-type: none"> Satisfied with local food prices Satisfied with the appearance of local food Satisfied with the service at the restaurant, which offers local food Satisfied with the atmosphere of the restaurant, which offers local food Satisfied with the authentic taste of local food Satisfied with the interior and design of the restaurant, which offers local food
Traveller Advocacy (Mwangi & Mwalongo, 2023)		<ol style="list-style-type: none"> Tourists will actively advocate for these culinary places to friends, family, and followers on social media and share their enjoyable culinary experiences with others. (Daries et al., 2018; Kim et al., 2022). Advocacy from gastronomic tourists helps increase the perception of the destination as an attractive culinary destination (EREN, 2019) Gastronomic advocacy is an effort to support and advance the culinary or gastronomic industry to increase knowledge, appreciation, and understanding of the value of food and culinary culture. This campaign encourages growth and innovation in the food and beverage industry while protecting and preserving culinary history. (Wang, 2011).

The research employs a causal modeling strategy known as SEM-PLS, which aims to enhance the flexibility of latent predictor variables. Within PLS-SEM studies, factor analysis and linear regression are fundamental statistical techniques. SEM-PLS is chosen for this research because it can handle complex models and small sample sizes effectively. Additionally, compared to CB-SEM, SEM-PLS has more lenient data distribution assumptions. It can evaluate latent variables and reflective and formative measurement models using only one indicator without causing identification issues. Specialized software called SmartPLS 3 is utilized for computations in SEM-PLS research. This software facilitates factor analysis, path analysis, the construction of regression models, covariance structure models, bootstrapping, and significance performance map analysis (IPMA) (Khmeleva



et al., 2022). Furthermore, this research requires operational variables, including indicators for assessing tourist experience, satisfaction, and advocacy, as detailed in Table 1 above.

Results and discussion

Respondent profile

The number of respondents in this research was 320 people. The findings indicate that 27.7% of the respondents were female, while 72.3% were male. Regarding their educational background, it is distributed across various levels: high school/vocational school (20%), diploma (1.5%), bachelor's degree (35.4%), master's degree (29.2%), and doctoral degree (13.8%). Thus, most respondents are male, and most tourists have a high educational background (80%). They can be classified into three generations, with Generation Z (<26 years or those born between 1997-2012) representing 16%, Generation Y or the Millennial generation (27-41 years or those born between 1981-1996) at 27%, and Generation X dominating the respondents (57%), followed by Generation Y (27%), and Generation Z (16%).

Structural model testing

The testing of the structural model utilizes SEM-PLS guidelines to assess each construct's reliability, convergent validity, and discriminant validity (Joseph F. Hair et al., 2019). All calculations have satisfied the presented requirements outlined in Table 2 and Table 3.

Table 2. Loading, CA, C.R. and AVE tests

Constructs	Load	C.A	Cr	road
Sensory Experience		0.780	0.859	0.704
1. Local food tastes delicious	0.721			
2. Local food smells delicious	0.724			
3. Local food has an attractive appearance	0.819			
4. Local food has the appropriate texture	0.837			
Behavioral Experience		0.766	0.865	0.781
1. The quality of local food matches the price offered	0.806			
2. Eating local food makes me feel healthy	0.839			
3. I eat local food like the local people do	0.830			
Intellectual Experience		0.861	0.905	0.705
1. Consuming local food increases my knowledge about types of local food from other places.	0.811			
2. Eating local food gives me knowledge about cultural differences	0.816			
3. Eating local food lets me know the taste of local food in other places	0.864			
4. Eating local food makes me aware of local food ingredients in other places	0.867			
Affective Experience		0.888	0.930	0.817
1. Eating local food makes me feel good	0.902			
2. Eating local food makes me feel energized	0.900			
3. Eating local food makes me feel relaxed	0.909			
Tourist Satisfaction		0.891	0.917	0.748
1. I am satisfied with the price of local food	0.730			
2. I am satisfied with the display of local food	0.796			
3. I am satisfied with the service at restaurants that offer local food	0.816			
4. I am satisfied with the atmosphere of the restaurant, which offers local food	0.857			
5. I am satisfied with the authenticity of the taste of local food	0.797			
6. I am satisfied with the interior and exterior design of the restaurant, which offers local food	0.828			
Traveller Advocacy		0.752	0.821	0.762
1. I often tell other people about my gastronomic tourism experiences	0.881			
2. I often invite other people to visit gastronomic tourism destinations that I have visited	0.854			
3. I often take part in campaign activities for gastronomic tourism destinations	0.731			

The results of assessing the reliability and convergent validity for each construct are outlined in Table 2, where the values for both Cronbach's Alpha and Composite Reliability exceed 0.7, indicating that they meet the necessary criteria for construct reliability. Discriminant validity in this research is gauged by examining the AVE ratio of each construct to all constructs included in the study. The stipulation is that the root AVE of each construct must surpass its correlation with other latent variables. Additionally, cross-loading should exhibit a higher item-loading value than the cross-loading construct on other items (Hair et al., 2019). The measurement model in this study has satisfied the prerequisites for discriminant validity, as shown in Table 3.

Table 3. Discriminant validity

	AFE	BFE	IF	SATs	SFE	TAD
Affective F.E. (AFE)	0.904					
Behavioral F.E. (BFE)	0.729	0.825				
Intellectual F.E. (IFE)	0.609	0.585	0.840			
Satisfaction (SAT)	0.606	0.714	0.421	0.805		
Sensory F.E. (SFE)	0.779	0.649	0.543	0.761	0.777	
Tourist Advocacy (TAD)	0.770	0.604	0.703	0.574	0.695	0.869

Convergent validity has been fulfilled where all loadings and average variance extraction (AVE) have values >0.7 and >0.5, respectively. Items with loadings between 0.4 and 0.7 were retained if the AVE value exceeded 0.5. This study confirmed discriminant validity by calculating the Heterotrait-Monotrait correlation ratio (HTMT0.85).

Structural model assessment



SmartPLS was employed to test the structural model and investigate assumptions. The statistical significance of sub-construct weights and path coefficients was assessed using a bootstrap approach with 5000 iterations (Chin et al., 2008). When analyzing the structural model (inner model), two recommended criteria are used for the significance of the path coefficient and the applied R² value (Hair et al., 2017). R² values of 0.75, 0.50, and 0.25 for all endogenous structures signify substantial, moderate, and weak effects, respectively. The calculation results indicate that the R² for the tourist satisfaction variable is 0.664, falling within the moderate criteria, as is the case for the tourist advocacy variable, which has a value of 0.676. Furthermore, in testing Q², this study found that tourist satisfaction could be explained by 42.1% by its constituent constructs, and tourist advocacy could be explained by 49.8%. The Q² value for all dependent constructs is greater than zero, signifying acceptable predictive power (Joseph F. Hair et al., 2019). The next step involves testing the direct influence between variables, as presented in Table 4 below.

Table 4. Hypothesis testing

Hypothesis	Original Sample (O)	T Statistics (O /STDEV)	Influence	P Values	Signification	Decision
Sensory F.E. -> Satisfaction	0.649	3.782	Positive	0.000	Significant	Accepted (H1)
Sensory F.E. -> Tourist Advocacy	0.092	0.567	Negative	0.285	Not significant	Rejected (H2)
Behavioural F.E. -> Satisfaction	0.500	3.523	Positive	0.000	Significant	Accepted (H3)
Behavioural F.E. -> Tourist Advocacy	-0.128	0.955	Negative	0.170	Not significant	Rejected (H4)
Intellectual F.E. -> Satisfaction	-0.101	1.033	Negative	0.151	Not significant	Rejected (H5)
Intellectual F.E. -> Tourist Advocacy	0.380	4.445	Positive	0.000	Significant	Accepted (H6)
Affective F.E. -> Satisfaction	-0.202	0.969	Negative	0.166	Not significant	Rejected (H7)
Affective F.E. -> Tourist Advocacy	0.468	3.046	Positive	0.001	Significant	Accepted (H8)
Satisfaction -> Tourist Advocacy	0.152	1.035	Negative	0.150	Not significant	Rejected (H9)

Table 4 presents the analysis of the proposed hypotheses using SEM with the bootstrap technique. A path coefficient is considered significant if the P-value is less than 0.05, with the T-statistic exceeding 1.645 (Joe F. Hair et al., 2014). The hypothesis testing results revealed that sensory significantly influenced satisfaction ($\beta=0.649$, $t=3.782$) but did not affect advocacy ($\beta=0.092$, $t=0.567$). Similarly, behavior significantly influenced satisfaction ($\beta=0.500$, $t=3.523$) but did not affect advocacy ($\beta=-0.128$, $t=0.955$). On the other hand, intellectual, which significantly influenced advocacy ($\beta=0.380$, $t=4.445$), had no impact on satisfaction ($\beta=-0.101$, $t=1.033$). Similarly, effectiveness significantly influenced advocacy ($\beta=0.468$, $t=3.046$) but did not affect satisfaction ($\beta=-0.202$, $t=0.969$). Meanwhile, satisfaction did not significantly affect advocacy ($\beta=0.152$, $t=1.035$).

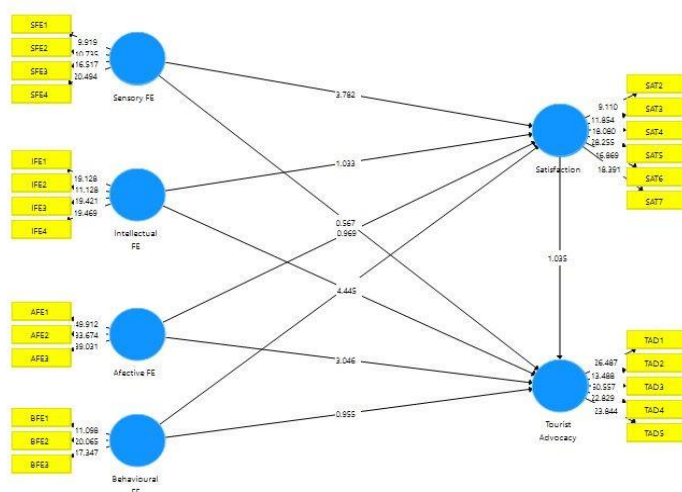


Figure 1. Structural direct path model

The research results indicate a significant influence of sensory experience on satisfaction, but it does not impact tourist advocacy (H1). The same pattern is observed for behavioral experiences, which significantly influence satisfaction but do not affect tourist advocacy. This suggests that during the sensory experience stage, tourists undergo a gastronomic journey after deriving satisfaction from the taste, aroma, texture, visual appeal of food and restaurants, and the overall restaurant ambiance. Research on gastronomic experiences in tourism has evolved to underscore the emotional and hedonistic aspects of consumption and the active engagement of consumers in their experiences (Sthapit, 2019). In the context of gastronomic experiences, sensory aspects such as taste, smell, and the visual presentation of food play a crucial role in creating memorable experiences for tourists. The sensory experience of tasting local dishes and exploring unique flavors can evoke powerful emotions. The pleasure derived from sensory experiences can intensify the enjoyment of gastronomic tourism, leading to satisfaction and the formation of positive memories (Richards, 2021). Similarly, behavioral experiences, which encompass how tourists interact with food, the environment, and local culinary culture, can influence how they perceive and enjoy culinary experiences (Moral-Cuadra et al., 2020). Tourists can immerse themselves in a destination's customs and traditions through gastronomic activities, which significantly shape their overall travel experience (Daries et al., 2018; Kumar & Kaushik, 2018). In behavioral experiences,



tourists consider gastronomic products' price, benefits, and appeal when forming their satisfaction. This is corroborated by the present study's findings, indicating that behavioral experience significantly influences gastronomic satisfaction. Various studies support the impact of tourist behavior on gastronomic satisfaction. In their research on gastronomic tourists in Portugal, Correia et al. (2020) discovered that various attributes, rather than a singular factor, contributed to satisfaction with the gastronomic experience. This underscores the notion that tourists' overall experience, encompassing their behavior and interactions with gastronomic offerings, is pivotal in shaping their satisfaction. Similarly, Ullah et al. (2022) investigated gastronomic tourism in northern Pakistan and identified a direct impact of gastronomic experience on tourist satisfaction. The study highlighted that visitors who found pleasure in the location and local cuisine exhibited loyalty to the area, underscoring the importance of a gratifying eating experience in enhancing overall satisfaction levels.

At the sensory and behavioral experience stage, tourists carefully consider various factors contributing to their enjoyment of gastronomic products, ultimately shaping their satisfaction. Travelers seek personally satisfying moments and the opportunity to engage with new and different experiences, including tasting local foods and exploring diverse cultures. When tourists are impressed by the uniqueness of these experiences and successfully immerse themselves in novel encounters, it leads to profound personal satisfaction (López et al., 2018). Meeting these expectations fosters personal satisfaction and contributes to positive experiences. At the core of personal satisfaction is a sense of accomplishment and distinctive explorations that create enduring memories during their journey (Eşitti & Buluk, 2018). This research also indicates that sensory and behavioral experiences do not influence advocacy. This implies that tourists at the sensory and behavioral stages may not yet possess the desire and ability to become advocacy tourists, even though they derive satisfaction during these stages. This is because tourists at the sensory and behavioral stages primarily focus on their self-satisfaction. On the other hand, advocacy tourists are those who, beyond being satisfied with their travel experience, actively and enthusiastically promote tourism destinations or services to others. They willingly share their positive experiences with friends family, and on various platforms such as social media, online reviews, or travel communities. Tourist advocacy aims to promote and support the culinary or gastronomic sector, increasing awareness, appreciation, and understanding of the significance of food and culinary culture. This advocacy also strives to introduce, protect, and preserve culinary heritage while encouraging development and innovation in the food and beverage industry (Wang, 2011). In addition to sensory and behavioral experiences, this research reveals that intellectual and affective experiences significantly influence tourist advocacy but do not impact satisfaction. This indicates that tourists with intellectual experiences possess the desire and ability to become advocates, voluntarily sharing the knowledge they have acquired about gastronomic products with others. Similarly, tourists with emotional gastronomic experiences, characterized by happiness, excitement, relaxation, and comfort during culinary indulgence, are inclined to enthusiastically share and recommend their experiences to others, fostering a desire for others to partake in similar experiences. Advocating tourists plays a pivotal role in gastronomic promotion, as their influence can create a domino effect among others interested in following their recommendations. Positive emotions enhance the gastronomic experience, creating a desire to continue participating in culinary tourism activities. This emotional connection contributes to increased advocacy for the destination as tourists share their positive experiences and encourage others to visit and explore its gastronomic offerings (Toudert & Bringas-Rábago, 2019). However, it's worth noting that the results of this study diverge from those of (Şahin & Kılıçlar, 2023), who applied the SOR (Stimulus-Organism-Response) paradigm to examine the effect of tourists' gastronomic experience on emotional and cognitive evaluation. The study found that the gastronomic experience significantly influenced the destination's emotional and cognitive evaluations. This suggests that the behavior and experiences of tourists in gastronomic settings can shape their overall perception and satisfaction with the destination.

Satisfaction is crucial in shaping the gastronomic tourism experience, yet it does not always directly influence tourist advocacy. The findings of this research indicate that satisfaction does not have a significant effect on tourist advocacy. This suggests that while the preference for gastronomic products over other culinary options contributes to creating satisfaction in gastronomic tourism, various other factors play pivotal roles in prompting tourists to recommend gastronomic products to others. These factors include: 1) Subjectivity of Gastronomic Satisfaction: Gastronomic satisfaction is often subjective, varying from person to person. What satisfies one tourist may not necessarily resonate with others. Thus, even if tourists experience satisfaction with the gastronomic products they enjoy, they may not feel inclined to recommend these products based on their culinary experiences to others; and 2) Limited Interest or Commitment to Advocacy: Tourists may derive a satisfying culinary experience without harboring the interest or commitment to become destination advocates. Some tourists seek brief, personal culinary encounters without intending to share their experiences with others. Therefore, motivational and personality factors also play a role in determining whether tourists evolve into destination advocates. Understanding these nuances is crucial for comprehending the intricate relationship between satisfaction and advocacy in gastronomic tourism.

Conclusion

The research findings unveil the nuanced relationship between sensory, behavioral, intellectual, and affective gastronomic experiences, satisfaction, and advocacy among tourists. Sensory experiences significantly contribute to satisfaction, reflecting the profound influence of gastronomic products' taste, aroma, texture, and visual aspects. However, these experiences do not extend to advocacy. Similarly, behavioral experiences, encompassing interactions with local culinary culture, significantly impact satisfaction but do not translate into advocacy. Intellectual experiences hold a distinctive role, significantly influencing advocacy while lacking an impact on satisfaction. Furthermore, effective experiences significantly influence advocacy without affecting satisfaction. Intriguingly, satisfaction alone does not emerge as a significant factor influencing advocacy. The study underscores that tourists with gastronomic experiences profoundly understand the culinary culture of visited destinations. Their



engagement involves in-depth exploration of local dishes and eating traditions, crafting unique and memorable experiences. However, not all gastronomic experiences directly shape satisfaction and advocacy. Individual culinary preferences and diverse factors like price, service, and dining atmosphere contribute to the overall tourist experience. It is essential to recognize that holistic experiences, encompassing culture, nature, and local activities, play a pivotal role in attracting tourists and garnering their support for a destination. Nevertheless, the study acknowledges its limitations in not exploring the factors that deter tourists from advocating gastronomic products. Future research should delve into these factors to provide destination managers with insights into strategies to enhance gastronomic experiences and foster tourist advocacy. Addressing these gaps will contribute to the evolving literature on gastronomic tourism, facilitating more comprehensive understandings and effective destination management strategies.

References

- Akdag, G., Guler, O. & Dalgic, A. (2017). Do Tourists' Gastronomic Experiences Differ Within the Same Geographical Region? A Comparative Study of Two Mediterranean Destinations: Turkey and Spain Abstract. *Journal of Management Development*, 16(1), 224–238. <https://doi.org/10.1108/bfj-01-2017-0017>
- Antón, C., Camarero, C., Laguna, M. & Buhalis, D. (2019). Impacts of Authenticity, Degree of Adaptation, and Cultural Contrast on Travelers' Memorable Gastronomy Experiences. *Journal of Hospitality Marketing and Management*, 28(7), 743–764. <https://doi.org/10.1080/19368623.2019.1564106>
- Berbel-Pineda, J. M., Palacios-Florencio, B., Ramírez-Hurtado, J. M. & Santos-Roldán, L. (2019). The Gastronomic Experience is a Factor of Motivation in the Tourist Movements. *International Journal of Gastronomy and Food Science*, 18(7), 100171. <https://doi.org/10.1016/j.ijgfs.2019.100171>
- Berg, P. O. & Sevón, G. (2014). Food-Branding Places – A Sensory Perspective. *Place Branding and Public Diplomacy*, 10(4), 289–304. <https://doi.org/10.1057/pb.2014.29>
- Björk, P. & Kauppinen-Räsänen, H. (2016). Exploring the Multi-Dimensionality of Travelers' Culinary-Gastronomic Experiences. *Current Issues in Tourism*, 19(12), 1260–1280. <https://doi.org/10.1080/13683500.2013.868412>
- Bukharov, I. & Berezka, S. (2018). The Role of Tourist Gastronomy Experiences in Regional Tourism in Russia. *Worldwide Hospitality and Tourism Themes*, 34(1), 1–5. <https://doi.org/10.1108/whatt-03-2018-0019>
- Carpio, N. M., Napod, W. & Do, H. W. (2021). Gastronomy as a Factor of Tourists' Overall Experience: A Study of Jeonju, South Korea. *International Hospitality Review*, 35(1), 70–89. <https://doi.org/10.1108/ihr-08-2020-0031>
- Çetinsöz, B. C. (2019). Influence of Physical Environment on Customer Satisfaction and Loyalty in Upscale Restaurants. *Journal of Tourism and Gastronomy Studies*, 7(2), 700–716. <https://doi.org/10.21325/jotags.2019.387>
- Chin, W. W., Peterson, R. A. & Brown, S. P. (2008). Structural Equation Modeling in Marketing: Some Practical Reminders. *Journal of Marketing Theory and Practice*, 16(4), 287–298. <https://doi.org/10.2753/mtp1069-6679160402>
- Cordova-Buiza, F., Gabriel-Campos, E., Castaño-Prieto, L. & García-García, L. (2021). The Gastronomic Experience: Motivation and Satisfaction of the Gastronomic Tourist—The Case of Puno City (Peru). *Sustainability*, 13(16), 1–17. <https://doi.org/10.3390/su13169170>
- Correia, A., Kim, S. & Kozak, M. (2020). Gastronomy Experiential Traits and Their Effects on Intentions for Recommendation: A Fuzzy Set Approach. *International Journal of Tourism Research*, 22(3), 351–363. <https://doi.org/10.1002/jtr.2340>
- Daries, N., Cristobal-Fransi, E., Ferrer-Rosell, B. & Marine-Roig, E. (2018). Behavior of Culinary Tourists: A Segmentation Study of Diners at Top-Level Restaurants. *Intangible Capital*, 14(2), 332–355. <https://doi.org/10.3926/ic.1090>
- Dodgson, J. E. (2017). About Research: Qualitative Methodologies. *Journal of Human Lactation*, 33(2), 355–358. <https://doi.org/10.1177/0890334417698693>
- EREN, R. (2019). Turkey's Food Image, Travelers' Revisit Intention and Tourist Expenditures. *Anais Brasileiros De Estudos Turísticos - ABET*, 9(1, 2 E 3), 1–16. <https://doi.org/10.34019/2238-2925.2019.v9.27130>
- Eşitti, B. & Buluk, B. (2018). *Sustainable Gastronomy Tourism and Tourist Satisfaction*. In Academic Research in Social, Human and Administrative Sciences (pp.419-438). H. Babacan. (Ed). Gece Kitaplığı. Turkey.
- Fanelli, R. M. (2020). Seeking Gastronomic, Healthy, and Social Experiences in Tuscan Ag Ritourism Facilities. *Social Sciences*, 9(1). <https://doi.org/10.3390/socsci9010002>
- Fenko, A., Schifferstein, H. N. J. & Hekkert, P. (2010). Shifts in Sensory Dominance Between Various Stages of User-Product Interactions. *Applied Ergonomics*, 41(1), 34–40. <https://doi.org/10.1016/j.apergo.2009.03.007>
- Folgado-Fernández, J. A., Di-Clemente, E. & Hernández-Mogollón, J. M. (2019). Food Festivals and the Development of Sustainable Destinations. The Case of the Cheese Fair in Trujillo (Spain). *Sustainability*, 11(10). <https://doi.org/10.3390/su11102922>
- Gálvez, J. C. P. (2017). Gastronomy as an Element of Attraction in a tourist Destination: The Case of Lima, Peru. *Journal of Ethnic Foods*, 4(4), 254–261. <https://doi.org/10.1016/j.jef.2017.11.002>
- González Santa Cruz, F., Choque Tito, J., Pérez-Gálvez, J. C. & Medina-Viruel, M. J. (2019). Gastronomic Experiences of Foreign Tourists in Developing Countries. The Case in the City of Oruro (Bolivia). *Heliyon*, 5(7), 1–8. <https://doi.org/10.1016/j.heliyon.2019.e02011>
- Hair, J., Hollingsworth, C. L., Randolph, A. B. & Chong, A. Y. L. (2017). An Updated and Expanded Assessment of PLS-SEM in Information Systems Research. *Industrial Management and Data Systems*, 117(3), 442–458. <https://doi.org/10.1108/imds-04-2016-0130>
- Hair, Joe F., Sarstedt, M., Hopkins, L. & Kuppelwieser, V. G. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/eb-10-2013-0128>
- Hair, Joseph F., Risher, J. J., Sarstedt, M. & Ringle, C. M. (2019). When to Use and How to Report the Results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/eb-11-2018-0203>
- Hernández-Mogollón, J. M., Di-Clemente, E. & Campón-Cerro, A. M. (2020). Culinary Travel Experiences, Quality of Life, and Loyalty. *Spanish Journal of Marketing*, 24(3), 425–446. <https://doi.org/10.1108/sjme-11-2019-0094>
- Hsu, F. C., Agyeiwaah, E. & Chen, L. I. L. (2021). Examining Food Festival Attendees' Existential Authenticity and Experiential Value on Affective Factors and Loyalty: An Application of Stimulus-Organism-Response Paradigm. *Journal of Hospitality and Tourism Management*, 48, 264–274. <https://doi.org/10.1016/j.jhtm.2021.06.014>
- Kala, D. (2020). Examining the Impact of Food Attributes and Restaurant Services on Tourist Satisfaction: Evidence From Mountainous State of India. *Journal of Quality Assurance in Hospitality and Tourism*, 21(4), 430–453. <https://doi.org/10.1080/1528008x.2019.1672235>
- Khmeleva, G. A., Kurnikova, M. V., Nedelka, E. & Tóth, B. I. (2022). Determinants of Sustainable Cross-Border Cooperation: A Structural Model for the Hungarian Context Using the PLS-SEM Methodology. *Sustainability*, 14(2). <https://doi.org/10.3390/su14020893>



- Kodaş, B. & Aksoy, Z. (2022). Understanding of Tourists' Memorable Local Food Experiences: A Netnography Study. *Journal of Economy Culture and Society*. <https://doi.org/10.26650/jecs2021-1009689>
- Kumar Dixit, S. (2019). *Gastronomic Tourism*. In Routledge Handbook of Gastronomic Tourism (pp. 13). Routledge. London
- Kumar, V. & Kaushik, A. K. (2018). Destination Brand Experience and Visitor Behavior: The Mediating Role of Destination Brand Identification. *Journal of Travel and Tourism Marketing*, 35(5), 649–663. DOI: <https://doi.org/10.1080/10548408.2017.1401032>
- Kyriakaki, A., Zagkotsi, S. & Trihas, N. (2013). *Creating Authentic Gastronomic Experiences for Tourists Through Local Agricultural Products: The "Greek Breakfast" Project*. Available at <http://tourconf2013.aegean.gr/proceedings/paper90a.pdf> [Retrieved 12 November 2023].
- Lai, I. K. W. (2020). An Examination of Satisfaction on Word of Mouth Regarding Portuguese Foods in Macau: Applying the Concept of Integrated Satisfaction. *Journal of Hospitality and Tourism Management*, 43, 100–110. <https://doi.org/10.1016/j.jhtm.2020.02.011>
- Lochman, J. (2021). The Spatial Distribution of Sustainable Gastronomy: A Case Study of Tourism in Prague. *Tourism Recreation Research*, 1–17. <https://doi.org/10.1080/02508281.2021.1949676>
- López, T., Claudia Patricia, G., Lotero, U. & Claudio, J. (2018). Gastronomic Festivals: Attitude, Motivation, and Satisfaction of the Tourist. *British Food Journal*, 34(1), 1–5. <https://doi.org/10.1108/bfj-06-2016-0246>
- Mohamed, M. E. A., Hewedi, M. M., Lehto, X. & Maayouf, M. (2020). Egyptian Food Experience of International Visitors: A Multidimensional Approach. *International Journal of Contemporary Hospitality Management*, 32(8), 2593–2611. <https://doi.org/10.1108/ijchm-02-2020-0136>
- Mohanty, P. P., Rout, H. B. & Sadual, S. K. (2020). Food, Culture, and Tourism: A Gastronomy Trilogy Enhancing Destination Marketing, A Case Study of Odisha, India. *International Journal of Tourism and Hospitality in Asia Pacific*, 3(1), 15–30. <https://doi.org/10.32535/ijthap.v3i1.721>
- Mora, D., Solano-Sánchez, M., López-Guzmán, T. & Moral-Cuadra, S. (2021). Gastronomic Experiences as a Key Element in the Development of a Tourist Destination. *International Journal of Gastronomy and Food Science*, 25. <https://doi.org/10.1016/j.ijgfs.2021.100405>
- Moral-Cuadra, S., De La Cruz, R. A., López, R. R. & Cuadrado, E. S. (2020). Relationship Between Consumer Motivation and the Gastronomic Experience of Olive Oil Tourism in Spain. *Sustainability*, 12(10), 1–15. <https://doi.org/10.3390/su12104178>
- Mwangi, G. & Mwalongo, J. (2023). Exploring the Role of Communication in Enhancing the Gastronomic Tourism Experience. *Journal of Digital Marketing and Communication*, 3(1), 28–35. <https://doi.org/10.53623/jdmc.v3i1.248>
- Özdemir, B. & Seyitoğlu, F. (2017). A Conceptual Study of Gastronomical Quests of Tourists: Authenticity or Safety and Comfort? *Tourism Management Perspectives*, 23, 1–7. <https://doi.org/10.1016/j.tmp.2017.03.010>
- Pérez Gálvez, J. C., Granda, M. J., López-Guzmán, T. & Coronel, J. R. (2017). Local Gastronomy, Culture, and Tourism Sustainable Cities: The Behavior of the American Tourist. *Sustainable Cities and Society*, 32, 604–612. <https://doi.org/10.1016/j.scs.2017.04.021>
- Pramezwar, A., Lemy, D. M., Juliana, Sitorus, N. B., Masatip, A., Dalimunthe, F. I., Liyushiana, & Yanti, D. (2022). Sustainability Gastronomy Tourism in Medan City. *International Journal of Sustainable Development and Planning*, 17(3), 875–883. <https://doi.org/10.18280/ijstdp.170317>
- Promnil, N., Madhyampurush, W., Muenwongthep, T. & Sakuljiamjai, J. (2021). Community-Based Gastronomy Tourism Development-The Case of Northern Thailand. *Turkish Journal of Computer and Mathematics Education*, 12, 3228–3235. <https://doi.org/10.17762/turcomat.v12i13.9135>
- Richards, G. (2021). Evolving Research Perspectives on Food and Gastronomic Experiences in Tourism. *International Journal of Contemporary Hospitality Management*, 33(3), 1037–1058. <https://doi.org/10.1108/ijchm-10-2020-1217>
- Rodríguez-Gutiérrez, P., Cruz, F. G. S., Gallo, L. S. P. & López-Guzmán, T. (2020). Gastronomic Satisfaction of the Tourist: Empirical Study in the Creative City of Popayán, Colombia. *Journal of Ethnic Foods*, 7(1), 1–12. <https://doi.org/10.1186/s42779-019-0044-0>
- Şahin, A., & Kılıçlar, A. (2023). The Effect of Tourists' Gastronomic Experience on Emotional and Cognitive Evaluation: An Application of S-O-R Paradigm. *Journal of Hospitality and Tourism Insights*, 6(2), 595–612. <https://doi.org/10.1108/jhti-09-2021-0253>
- Scarpato, R. (2003). *Sustainable Gastronomy as a Tourist Product*. In Tourism and Gastronomy. In Tourism and Gastronomy (pp. 132). A. Mette Hjalger. Routledge: London
- Seo, S., Yun, N. & Kim, O. Y. (2017). Destination Food Image and Intention to Eat Destination Foods: A View From Korea. *Current Issues in Tourism*, 20(2), 135–156. <https://doi.org/10.1080/13683500.2014.934210>
- Sormaz, U., Akmeshe, H., Gunes, E. & Aras, S. (2016). Gastronomy in Tourism. *Procedia Economics and Finance*, 39, 725–730. [https://doi.org/10.1016/s2212-5671\(16\)30286-6](https://doi.org/10.1016/s2212-5671(16)30286-6)
- Sthapit, E. (2019). Memories of Gastronomic Experiences Savored Positive Emotions and Savoring Processes. *Scandinavian Journal of Hospitality and Tourism*, 19(2), 115–139. <https://doi.org/10.1080/15022250.2017.1402702>
- Stone, M. J., Migacz, S. & Wolf, E. (2019). Beyond the Journey: The Lasting Impact of Culinary Tourism Activities. *Current Issues in Tourism*, 22(2), 147–152. <https://doi.org/10.1080/13683500.2018.1427705>
- Suroto, A. & Hermawati, D. (2023). The Role of Local Cuisine in Developing Sustainable Culinary Gastronomy. *Media Bina Ilmiah*, 4, 55–67. <https://doi.org/10.36417/jpp.v4i1.621>
- Testa, R. (2019). Culinary Tourism Experiences in Agri-Tourism Destinations and Sustainable Consumption- Understanding Italian Tourists' Motivations. *Sustainability*, 11(17): <https://doi.org/10.3390/su11174588>
- Toudert, D., & Bringas-Rábago, N. L. (2019). Destination Food Image, Satisfaction and Outcomes in a Border Context: Tourists Vs Excursionists. *British Food Journal*, 121(5), 1101–1115. <https://doi.org/10.1108/bfj-03-2019-0148>
- Ullah, N., Khan, J., Saeed, I., Zada, S., Xin, S., Kang, Z. & Hu, Y. (2022). Gastronomic Tourism and Tourist Motivation: Exploring Northern Areas of Pakistan. *International Journal of Environmental Research and Public Health*, 19(13). <https://doi.org/10.3390/ijerph19137734>
- Vuksanović, N., Tešanović, D., Kalenjuk, B. & Portić, M. (2017). Socio-Demographic Characteristics as Determinants of Differences in Perception of Local Gastronomy. *Economics of Agriculture*, 21(1), 179–189. <https://www.cceol.com/search/article-detail?id=1085026>
- Vulić, G. (2021). Sustainable Gastronomy Tourism in Slovenia in Connection with Wild Plants of Slovenian Forests and Meadows. *Quaestus*, 104–117.
- Wang, H. Y. (2011). Exploring the Factors of Gastronomy Blogs Influencing Readers' Intention to Taste. *International Journal of Hospitality Management*, 30(3), 503–514. <https://doi.org/10.1016/j.ijhm.2010.07.009>
- Widodo, T. & Octaviani, V. (2019). The Effect of Culture-Based Culinary Tourism on Tourist Experience and Tourist Advocacy. *Social Sciences and Humanities*, 8, 439–444.
- Yu, C. E., & Sun, R. (2019). The Role of Instagram in UNESCO's Creative City of Gastronomy: A Case Study of Macau. *Tourism Management*, 75, 257–268. <https://doi.org/10.1016/j.tourman.2019.05.011>
- Zhang, T. (2019). Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience. *Sustainability*, 11(12). <https://doi.org/10.3390/su10023437>