



A study of the impact of local gastronomy quality on international tourist satisfaction: Empirical evidence in Danang City, Vietnam

Mai Thi Thuong ^{a, b}

^a Faculty of International Hospitality Management, Duy Tan University
Da Nang, 550000, Vietnam

^b Hospitality & Tourism Institute, Duy Tan University, Da Nang, 550000, Vietnam
Email: maithuong18081988@gmail.com

Phan Thanh Hai ^{c, d, *}

^c Faculty of Accounting, Duy Tan University, Da Nang, 550000, Vietnam

^d Institute of Research and Development, Duy Tan University, Da Nang, 550000, Vietnam
Email: phanthanhhai@duytan.edu.vn
ORCID ID: 0000-0003-2176-9153

Nguyen Le Dinh Quy

VNUK Institute for Research and Executive Education, The University of Danang
Da Nang, 550000, Vietnam

Email: quy.nguyen@vnuk.edu.vn

Corresponding author*

Abstract

This study was conducted to measure the impact of culinary quality on international tourist satisfaction. The survey sampled 365 international tourist respondents visiting Danang, Vietnam in March 2019. The results showed that the factors identified positively affect the satisfaction of international visitors in terms of quality. The amount of local cuisine and quality of food and drink, infrastructure, perception of prices, culinary staff, security and safety were all critical factors. Meanwhile, the factors "culinary information" and "Service speed" have not reached the statistical significance that affects the satisfaction of international visitors. From the results of the study, the authors propose some suggestions for fine-tuning some of the quality policies in the near future.

Keywords: Satisfaction, international visitors, culinary quality, Danang, Vietnam.

Introduction

Da Nang City, Vietnam, is dubbed the "best city to visit in Vietnam" is gradually becoming a bright spot in the field of tourism, attracting millions of visitors each year for its youthful, civilized and modern look. According to the information from the Department of Tourism of Danang City (2019), the total number of visitors and tourists to the city reached 8.69 million arrivals, reaching 106.1% of the plan, and increasing by 13.4%; in which international visitors reached over 3.5 million, an increase of 22.5% compared to 2018. Domestic visitors reached over 5.1 million, an increase of 8% compared to 2018. Total revenue from tourism activities is estimated to reach VND 30,973 billion, increasing 16.7% in comparison to 2018, reaching 113% of the plan.

One of the reasons why tourists - especially international tourists in recent years - choose Da Nang city, is besides the heritage factors and some famous tourist destinations, the local cuisine is also one of the factors that attract visitors to experience the city. Therefore, from the perspective of management, in order to increase the attraction of tourists, especially international tourists, in addition to investing in upgrading and perfecting tourist sites, it is also necessary to pay attention to improve the cuisine's quality and service offerings thereof.



There have been many studies evaluating the effect of local cuisine on the satisfaction of travelers around the world such as those of Kisang Ryu et al (2012), Suzana et al, (2015), Almaz Sandybayev (2018) or earlier studies of Hudman (1986), Handszuh (2000), Nield et al., (2000), Haven-Tang and Jones (2006). In Vietnam, there have not been many published studies relating to this topic except Dung (2006), Cam (2008) and recently Cong and Dam (2016) conducted studies in the city of Nha Trang on the basis of a survey of 300 international visitors in 2015. Particularly for the city of Da Nang - a sea tourism city similar to Nha Trang, according to the survey by the authors, there is no known similar study conducted thus far. The study of the effect of culinary quality on the satisfaction of international visitors to Danang has great meaning for relevant stakeholders, especially tourism management agencies of the city, businesses, units, and restaurants. The results of the study will likely provide a scientific basis for the parties to make changes in food quality, contributing to the competitiveness of the destination, improving its attractiveness and making an impression on visitors. The study was conducted towards the following objectives: (i) identify factors of local food quality; (ii) measure the satisfaction level of international tourists visiting Danang, Vietnam to the city's food quality; (iii) provide a number of policy implications to enhance international tourist satisfaction with local cuisine.

Literature review and research model

Gastronomy and its relationship with tourism

Tourism is the activity of people outside their regular place of residence to satisfy the needs of sightseeing, entertainment and relaxation for a certain period of time (Vietnam Tourism Law, 2017). Therefore, this activity has gradually become an industry promoting the development of the economy of each country and each locality in that country. Whereas gastronomy is a term used to refer to eating and drinking it is also an important activity of each person and each country has a diverse system of food and drink, depending on the traditions and identities of each nation. Many studies have shown the relationship between gastronomy and tourism activities is closely related and profound. Research by Hall and Sharples (2003) suggest that culinary experience is an integral part of tourism. Gastronomy is not only a supportive factor, serving tourists merely, but it becomes the purpose of travel for many who enjoy food (Haven-Tang & Jones, 2006). There are some service gaps though, for example, Nicolaidis (2012) found in his study in South Africa that three of the biggest quality gaps in food service related to “waitron responsiveness”, “inadequate assurance” and “clean ablution facilities”, meaning that customers’ expected much more responsive waitrons, greater assurance that quality of service and food would be good, and cleaner rest rooms than was actually experienced.

Mike and Atila (1998) also suggest that culinary experience is both an opportunity and a risk to tourism managers because it can promote but also damage the image of the destination. Concurrently, a study of Roozbeh (2016) in Indonesia also concluded that tourism destinations can be distinguished through culinary techniques. In Vietnam, studies by Cam (2008) suggest that gastronomy manifested in special food, drinks and the way we consume food are the factors that constitute tourism promotion activities, providing information on food and beverage, create opportunities for visitors to experience traditional culture at the destination and stimulate the intention to travel in the next visit. Previous research by Dung (2006) confirms that local cuisine plays an important role and contributes to the success of promotion activities, increasing the effectiveness of tourism activities.

Travelers' satisfaction with the quality of local gastronomy

Customer satisfaction is the degree to which a person's sense of state stems from a comparison of the outcome of consuming a product or service with his or her expectations



(Kotler, 2006; Nicolaidis, 2008). There have been many studies by Handszuh (2000), Nield et al (2000), Haven-Tang and Jones (2006), Kisang Ryu et al., (2012), Suzana Marković et al., (2015), Almaz Sandybayev (2018) Nicolaidis (2008) and Cong and Dam (2016) which show that culinary quality and visitor satisfaction are closely related, and culinary quality is the cause and satisfaction is the result.

The relationship between culinary quality and customer satisfaction is the same-dimensional relationship, and culinary quality has a positive effect on visitors' perceptions. Therefore, to improve the satisfaction of visitors, businesses must constantly improve and focus on improving the quality of local gastronomy.

Factors measuring the quality of local gastronomy

In culinary studies, satisfaction studies have been carried out by researchers for many years. Among them are some important factors as follows:

(1) Culinary information: This factor is affirmed by Quan & Wang (2004) and Werner (2007), Cong & Dam (2016) in their studies when they assert that detailed information is related to local cuisine and places that serve delicious food since this will help customers easily experience and positively impact their satisfaction levels. This information system is integrated to provide information related to the hotel, restaurant, tourist destination, transportation, traffic conditions when visitors make the trip. From this, the team hypothesized the following:

Hypothesis 1: Culinary information has a positive influence on the satisfaction of international visitors to Danang, Vietnam.

(2) Quality of food and drink: Walke (2007), through his research, said that the quality of food plays an important role in the choice of food. According to Haven-Tang and Jones (2006), the quality of the dish is reflected in the delicious tastes, safety and hygiene, beautiful decoration, nutrients and the expressing of the unique characteristics of the region. It is an indispensable part of national cultural identity. Research by Cong and Dam (2016) concluded that warm quality is the biggest factor affecting visitor satisfaction. From this, the team hypothesized:

Hypothesis 2: Quality of food & drink quality has a positive influence on the satisfaction of international visitors to Danang, Vietnam.

(3) Food service staff: In the service area in general, staff is an important factor that plays an important role in affecting service quality (Parasuraman et al, 1994). For the tourism service, especially the food and beverage industry, the service attitude, style, knowledge, style and even the appearance of the catering staff will have a positive impact on the Visitor satisfaction (Quan & Wang, 2004; Werner, 2007; Nicolaidis, 2012; Cong & Dam, 2016). From this, the team hypothesized:

Hypothesis 3: Service staff have quality a positive influence on the satisfaction of international visitors to Danang, Vietnam.



(4) Culinary facilities: Studies of service quality such as those of Cronin and Taylor (1992), Parasuraman et al (1994), Atilgan et al (2003), Nicolaidis (2012), and many others specify the tangible means that affect the quality of service which thereby affect the satisfaction of service users. Research by Quan and Wang (2004) points out the common desire of travelers to experience food and drink in a clean and spacious space. It is the facilities and space of the restaurant that creates comfort when enjoying food, improving the level of satisfaction with cuisine (Walker, 2007). Cong and Dam (2016) and Nicolaidis (2012) also affirm that unique decor, an easy-to-find location, with beautiful surrounding scenery, and also spacious and airy spaces combined with the brand, boost a restaurant's popularity and make visitors more satisfied with the quality of cuisine. From this, the team hypothesized:

Hypothesis 4: Infrastructure has a positive influence on the satisfaction of international visitors to Danang, Vietnam.

(5) Price perception: Zeithaml and Bitner (2000) concluded that prices are expected to directly affect customer satisfaction. For tourists traveling, they are willing to accept a higher price than usual to be fully satisfied and experienced (Jones & Jenkins, 2002). Meanwhile, the business establishments of food and drink at tourist sites must maintain and post up both publicly and appropriately, not selling at prices higher than normal levels for foreign tourists and governing bodies. Local management strictly manages the prices, which will contribute to improving visitor satisfaction. From this, the team hypothesized:

Hypothesis 5: 'Feeling' the price has a positive influence on the satisfaction of international visitors to Danang, Vietnam.

(6) Service speed: The study by Nield et al., (2005) is based on the survey results on a sample of 341 tourists to the Black Sea resorts of Romania in August 1997. One of the factors affecting satisfaction with the service quality, especially dishes such as bread, coffee, meat and soup was service speed. Earlier research by Atila and Fisun (2002) through a survey of 500 visitors to Turkey in 1998 gave an assessment of service speed at photo restaurants affecting satisfaction. This was measured through two factors: waiting time for dishes and service efficiency. From this, the team hypothesized:

Hypothesis 6: The speed of serving food has a positive effect on the satisfaction of international visitors to Danang, Vietnam.

(7) Security & safety: In the study of visitor satisfaction during travel experience, the safety and feeling aspects are important when using the service. Service is always one of the important influencing factors. The studies of Poon and Low (2005), Huang and Sarigöllü (2008), Nicolaidis (2008), Athula Gnanapala (2015) and many other authors all agree with such views. From this, the team hypothesized:

Hypothesis 7: The safety and feeling of being protected (security & safety) when eating and drinking positively affects the satisfaction of international visitors to Da Nang city, Vietnam.

Proposal of research model

Based on the presentation of theoretical basis above, the authors propose a research model including seven factors affecting the satisfaction of international visitors for the quality of local cuisine in Danang city (figure 1). At the same time, the research model also examines the influence of control variables (gender, age, education level, income, nationality) on tourist satisfaction with culinary quality in Danang.

The proposed research model is presented as follows:

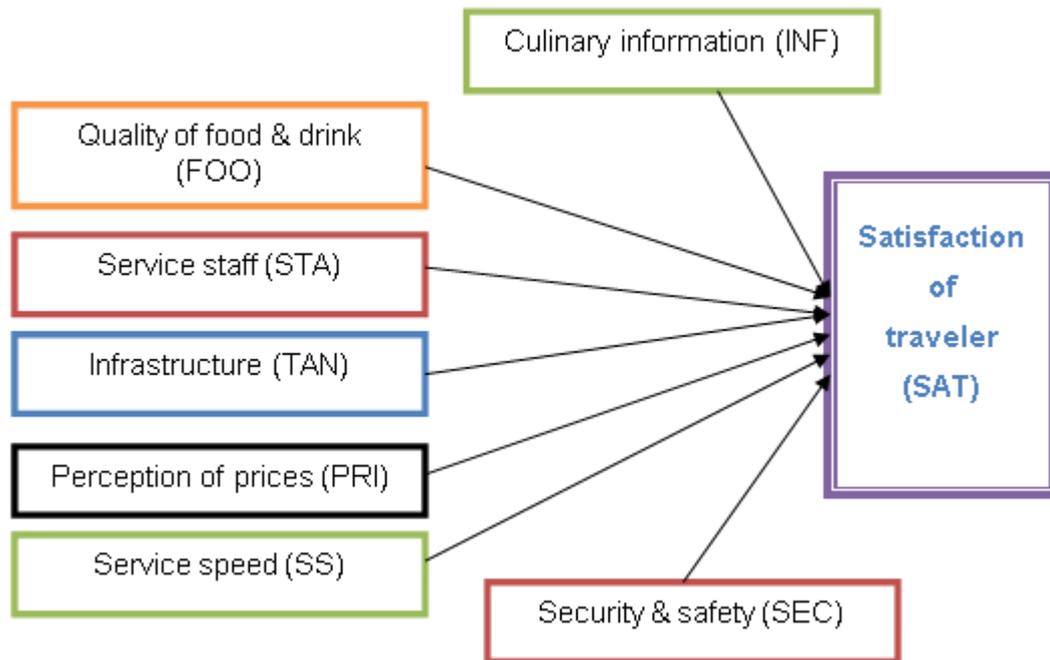


Figure 1. Theoretical research model

Research Methods

Qualitative research

The author used two main research methods, that is qualitative research and quantitative research. In particular, qualitative research was carried out through the collection, study, evaluation and synthesis of documents, reference to scales and adjusted to fit the conditions with the actual survey.

The adjustment of the scale was made based on the results of in-depth interviews with seven people including the leader of the City Tourism Department, the manager at Novotel Danang, Intercontinental Danang Sun Peninsula resort, the tour lecturer and locality and group discussion was held with twenty international visitors to Danang in March 2019.

Quantitative research

Quantitative research was conducted through the collection of questionnaire survey data and processing thereof using SPSS software to analyze data using techniques: descriptive analysis, Cronbach's Alpha test, discovery analysis., EFA, and multiple regression analysis.



Research results

Descriptive statistics on research samples

SPSS 20.0 software was used to conduct analysis in the study. Among 365 international tourists, there is information about the research sample which is detailed in Table 1 as follows:

Table 1. Descriptive statistics of survey sample

Characteristic	Frequency	Rate (%)
1. Number of times to Danang	N = 365	100%
First time	172	47 . first
One more time	193	52. 9
2. Sex	N = 365	100%
Male	204	55. 9
Female	161	44. 1
3. Education level of international visitors	N = 365	100%
Intermediate College	66	18. 1
University	190	52. 1
After University	68	18. 6
Other	41	11. 2
4. Monthly income of international visitors	N = 365	100%
< 10.000 USD	123	33. 7
From 10,000 to 19,999 USD	137	37. 5
Tu 20,000 to 39,900 USD	58	15. 9
Over 40,000 USD	47	12. 9
5. Age group of international visitors	N = 365	100%
Under 25 years old	123	33. 7
From 26-35 years old	124	34 . 0
From 36-55 years old	96	26. 3
Over 5 6 years old	22	6. 0
6. Citizenship of visitors	N = 365	100%
Chinese	98	26 . 8
Korea and Japan	60	16. 4
European	62	17. 0
America	45	12. 3
Africa	23	6. 3
Australian	29	7. 9
Other Asian countries	48	13. 2

Source: Analysis results from SPSS 20 .0 software

Testing Cronbach's Alpha coefficients

Cronbach's Alpha test results for the scale shown in Table 2 show that these scales all have Cronbach's Alpha coefficient > 0.6 and the total correlation coefficient > 0.3. So this



shows that all scales and observed variables are reliable, and are used in the next EFA analysis.

Table 2. Cronbach's Alpha test results of scales

The scale	Encode	Number of observed variables	Cronbach's Alpha
Staff	STA	4	.849
Quality food & drink	FOO	5	.840
Service speed	SS	3	.857
Culinary information	INF	6	.818
Perception of prices	PRI	4	.820
Security & safety	SEC	4	.806
Infrastructure	TAN	4	.847
Satisfaction	SAT	3	.759

Source: Analysis results from SPSS 20.0 software.

EFA analysis

The results of EFA analysis measure the following factors:

From the results of the survey, the data was analyzed to discover the factor with the support of SPSS software, after removing variables with a factor loading less than 0.5, the result of analysis and discovery of the last factor was obtained as follows:

Table 3. EFA analysis results for a scale of local culinary quality factors

Observed variable	Component						
	first	2	3	4	5	6	7
FOO2	.761						
FOO4	.720						
FOO5	.705						
FOO1	.672						
FOO3	.562						
TAN1		.775					
TAN2		.732					
TAN3		.723					
TAN4		.670					
STA3			.766				
STA2			.721				
STA1			.681				
STA4			.610				
PRI2				.709			
PRI4				.666			



Observed variable	Component						
	first	2	3	4	5	6	7
PRI1				.656			
PRI3				.630			
INF2					.691		
INF1					.648		
INF5					.596		
INF4					.583		
INF6					.537		
INF3					.533		
SEC3						.810	
SEC2						.764	
SEC1						.725	
SEC4						.608	
SS2							.837
SS3							.815
SS1							.629

KMO = 0.926 > 0.5; Inspection Batlett 's Chi-Square = 5928.857 ; Sig = 0.000 <0.05; Extract variance = 66.940 % > 50%

Source: Analysis results from SPSS 20.0 software

The analysis of results shows that KMO coefficient = 0.926 > 0.5, Bartlett's test had a p-value equal to 0.000 <0.05, variance was equal to 66.94% > 50% (Table 3), all loading factors were greater than 0.5, observed variables form 5 factors. Thus, the criteria when using factor analysis are consistent with the research data set.

The results of the EFA analysis measure the factors of international tourist satisfaction with the local cuisine quality in Danang City.

Table 4. EFA analysis results for international visitor satisfaction variables

Variable Component Matrix	Factor
SAT3	.850
SAT1	.815
SAT2	.801

KMO = 0.687 > 0.5, Bartlett's Chi-Square = 272.207, Sig = 0.000 < 0.05, Average Variance Extracted = 67.638 % > 50%

Source: Analysis results from SPSS 20.0 software

The EFA analysis showed that the KMO coefficient = 0.784 > 0.5, Bartlett's stabilization had p-value equal to 0.000 <0.05, the variance extracted was 62.030% > 50%, the observed variables formed only one factor (Table 4). So using EFA analysis was appropriate and the scale of dependent variables (satisfaction of international visitors) was only a unidirectional scale.



Thus, after conducting factor analysis from a set of observed variables, no factors changed. Therefore, the research model and research hypotheses remained the same as the original model.

Regression analysis results

From the results of Table 5 we see, there are 5 factors that are statistically significant. These are the factors of service staff (NV), quality of food and drink (FOO), price perception (PRI), safety and sense of protection (SEC), facilities and culinary space (TAN). Therefore, the regression equation is defined as follows:

$$\text{SAT} = 0.110 * \text{STA} + 0.342 * \text{FOO} + 0.193 * \text{PRI} + 0.108 * \text{SEC} + 0.219 * \text{TAN}$$

In addition, the F statistic of variance analysis has a p-value of 0.000, which shows that the estimation result is suitable. The adjusted R2 value = 0.568 indicates that the independent variables in the model can explain 56.8% of the variation of the dependent variable. In other words, the adjusted R2 value explains 56.8% of the model fit. The VIF coefficient of the dependent variables in the model are all less than 10, so it shows that there is no polyline collinearity. Based on the results of Table 5, we can see that all the assumptions are accepted as the doc value of p-value is smaller than (<) 0.05.

Table 5. Results of regression analysis

	Unstandardized Coefficients		Beta	t	himself	Collinearity Statistics	
	β	Std. Error				Tolerance	VIF
(Constant)	-.150	.216		-.694	.488		
STA	.106	.047	.110	2.258	.025	.498	2.009
FOO	.371	.047	.342	7.896	.000	.631	1.584
PRI	.208	.051	.193	4.052	.000	.520	1.922
SEC	.112	.044	.108	2.558	.011	.661	1.513
TAN	.204	.043	.219	4.740	.000	.558	1.791

R = .758(a); R Square = .574; Adjusted R Square = .568; F = 96.752; Sig. = .000(a)

Source: Analysis results from SPSS 20.0 software

Based on the results of quantitative research on the impact of local cuisine quality on the satisfaction of international tourists traveling to Danang City, it is easy to see: "The quality of food and food drink" is a factor with a much higher standardized Beta factor than all other factors (β = .342) which is the most significant factor affecting satisfaction. Next are the factors "Facilities and culinary space" (β = .219), "Perception of price" (β = .193), "Food service staff" (β = .110) and finally the element "Safety and feeling protected" (β = .108). The regression results also show that the factors "Food information" and "Service speed" have not achieved statistical significance that affects the satisfaction of international visitors.

In addition, the research team also tested the differences in international tourist satisfaction according to the sample characteristics. The results are shown in Table 6 as follows:



Table 6. Satisfaction test results for sample characteristics

Sample characteristics	Level of significance	Type of inspection	Conclude
Sex	.000 < 0.05	Independent Samples Test	Difference (Female = 5.15 / 7; Male = 4.98 / 7)
Number of visits	.001 < 0.05	One way ANOVA	Difference (First time = 5.25, 2nd time onwards = 5.45)
Age	.000 < 0.05	One way ANOVA	Difference The younger the traveler, the higher the satisfaction
Income	.0514 > 0.05	One way ANOVA	There is no difference
Academic level	.431 > 0.05	One way ANOVA	There is no difference
nationality	.000 < 0.05	One way ANOVA	Difference Sorting in descending order: Chinese, Korean-Japanese, European, other Asian countries, Americas, Australia and Africa

Source: Analysis results from SPSS 20.0 software

Therefore, the research results of the authors basically have some similarities with the research of Cong and Dam (2016) conducted in Nha Trang City, Vietnam, when evaluating the quality of cuisine, service staff, facilities and gastronomic space, and perceived prices that affect their satisfaction. However, the difference is that the research of the authors clearly indicates that the factor "Safety and feeling of being protected" is a factor that affects satisfaction while the factor "Food information" does not affect it. In addition, the results of the study of the authors indicate that customers with a female gender are more satisfied than men, and visitors coming to the city many times will be more satisfied than first-time visitors. Unlike previous studies, the results also indicate that the younger the age of travelers, the higher the satisfaction levels and especially for the groups of tourists from China, Korea, Japan and other countries. In Europe, the satisfaction of the younger travelers is also higher than the rest of the travelling groups.

Conclusion and some policy implications

In order to increase the visitors' satisfaction with the quality of local cuisine, stakeholders need to pay closer attention to: improving the quality of food and drink, facilities and food space, price, safety and feeling protected. As follows:

- The quality of food and drink is the biggest factor affecting the satisfaction of travelers coming to Danang City. Therefore, in the time spent to go to the catering service providers, especially the resorts, hotels, restaurants, shops, these service businesses need to pay more attention to improving the quality of food and drink provided. The dishes and beverages that travelers demand must always be guaranteed to be made from fresh ingredients, with clear origins and ensured food hygiene and safety. Not only that, they need to be processed according to specific methods to ensure the taste and traditional identity of the dish from past to present is maintained.
- The business units of catering services and tourism management agencies of the city need to enhance training of their staff, taking the tourists' full satisfaction as their goal and as the working motto. It is necessary to set up the criteria for evaluating food service staff



thoroughly and with periodic inspection and evaluation to ensure the service standards are maintained at the right quality levels. Staff must also have good foreign language skills to understand the requirements and proposals of travelers thoroughly. Employees must be courteous, agile, professional and welcoming when serving visitors. For the service sector in general and catering services in particular, employees are extremely important factors that determine the quality of service. The reason that made most tourists complain was the poor speed of service when enjoying food in the city.

- Despite the satisfaction of visitors with facilities and food service spaces, in the time to come, the city government should consider the planning and expansion of the area for professional cuisine, night markets for food and drink business and to operate 24/24 hours a day. Food businesses also need to invest in upgrading the system of facilities and decoration so as to create an impressive space for visitors, helping visitors feel more comfortable and relaxed when eating out.

- The city government also needs to conduct regular inspections of businesses about listed prices against commitments, maintain hotlines, set up fast-moving units when there is a response needed to some issue such as service prices. In addition, catering businesses need to list prices clearly and publicly, and explain and provide complete information to visitors before they use services.

- Danang is considered the most livable city in Vietnam, partly because of the relatively good security and political situation, the lack of severe plaguing by beggars that cause trouble for tourists. However, in order to further enhance the safety and the feeling of being protected when using food, the city government and the restaurants, hotels, restaurants and culinary businesses need to organize security guards. Professional, enhanced security monitoring, recommendations by guides to travelers as to what to do and not to do when traveling to the city are important considerations.

Like many other research topics, this study also cannot avoid certain limitations: the study was only applied to 360 international visitors, this number is thus much smaller than the 3.5 million visitors who came to the city in 2019. Therefore, the sample was not highly representative. Subsequent studies need to be studied with a larger number in the sample in order to be more representative.

This study was based on the model of Cong and Dam (2016) and a number of models of other authors previously published to assess the tourists' satisfaction with the quality of cuisine in Danang City. Nevertheless the satisfaction of visitors is also influenced and influenced by many other factors. Therefore, further research needs to consider the impact of many other factors and come up with more appropriate solutions.

References

Almaz Sandybayev (2018). The Impact of Street and Food Festivals in Gastronomic Tourism through Visitor's Emotions and Satisfaction. A Case of Abu Dhabi Food Festival, *International Journal of Research in Tourism and Hospitality (IJRTH)*, 4(1), 27-32.

Athula G, W, K. (2015). Tourists Perception and Satisfaction: Implications for Destination Management, *American Journal of Marketing Research*, 1(1), 7-19.

Atilgan, E., Akinci. S. & Arsoy, S. (2003). Mapping service quality in the tourism industry, *Managing service quality*, 13(5), 412-422.

Atila, Y. I. & Fisun Y. (2002). Measurement of tourist satisfaction with restaurant services: A segment-based approach, *Journal of Vacation Marketing*, 9(1), 52-68.



- Cong, L. C. & Dam D. X. (2016). Effect of the local food on tourist's satisfaction: A case study with international tourists to Nha Trang, Vietnam, *Journal of Economics & Development*, 224, 88-99.
- Cam, N. N. (2008). *Gastronomic Curriculum*, Hanoi Publication.
- Cronin, J.J. & Taylor, S.A. (1992). Measuring service quality: A reexamination an extension, *Journal of Marketing*, 56(3), 55-68.
- Danang Department of Tourism (2019). Report the results of implementing the plan in 2019, Available online at <https://baodanang.vn/channel/5404/201912/tao-moi-truong-hap-dan-khach-quoc-te-3266364/>
- Dung, T.X. (2006). The role of cuisine in tourism and service activities, Available online at <http://vietnamtourism.gov.vn/index.php/items/5422>
- Handszuh, H. F. (2000). Local food in tourism policies, *WTO-CTO local food & tourism international conference, Larnaka, Cyprus, 9-11 November 2000*, 173-179.
- Hall, C.M. & Sharples, L. (2003). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste in food tourism around the world, *Elsevier Butterworth-Heinemann, Oxford*, 1-24
- Haven-Tang, C. & Jones, E. (2006). Using Local Food and Drink to Differentiate Tourism Destinations Through a Sense of Place, *Journal of Culinary Science & Technology*, 4(4), 69-86.
- Huang, R. & Sarigöllü, E. (2008). Assessing Satisfaction with Core and Secondary Attributes, *Journal of Business Research*, 61, 942-949.
- Hudman, L. E. (1986). 'The travellers' perception of the role of food and eating in the tourist industry. In: The impact of catering and cuisine upon tourism'. *Proceedings of the 36th AIAEST congress, 31 August - 6 September 1986, Montreux, Switzerland*, 27, 95-105.
- Jones, A. & Jenkins, I. (2002). A taste of Wales – Blas Ar Gymru : Institutional malaise in promoting Welsh food tourism products', In A. Hjalager & G. Richards (Eds.), *Tourism and gastronomy (115-131)*, London: Routledge.
- Kotler, P. & Keller, K.L. (2006). *Marketing Management*, Pearson Prentice Hall, USA.
- Kisang R., Hye-Rin. & Lee, W. G. K., (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions', *International Journal of Contemporary Hospitality Management*, 24(2), 200-223.
- Mike, R. & Atila Y. (1998). Tourist Satisfaction and Food Service Experience: Results and Implications of an Empirical Investigation, *Anatolia: An International Journal of Tourism and Hospitality Research*, 9(1), 37-57.
- Nicolaidis, A. (2008). Service Quality, Empowerment and Ethics in The South African Hospitality and Tourism Industry and The Road Ahead Using ISO9000/1. Unpublished PhD theses, University of Zululand, KwaZulu-Natal, 2008



Nicolaides, A. (2012). Service quality provision in upmarket restaurants: a survey of diners in three restaurants in a Gauteng casino complex. *African Journal of Hospitality, Tourism and Leisure*, 2(2).

Nield, K., Kozak, M. & LeGrys, G. (2000). The role of food service in tourist satisfaction'. *International Journal of Hospitality Management*, 19(4), 375–384.

Parasuraman, A., Berry, L. I. & Zeithaml, V. A. (1994). Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research, *Journal of Marketing*, 58(1), 111-124.

Poon, W. & Low, K.C. (2005). Are Travelers Satisfied with Malaysian Hotels? *International Journal of Contemporary Hospitality Management*, 17(3), 217-227.

Quan, S. & Wang, N. (2004). Towards a structural model of the tourist experience: an illustration from food experiences in tourism, *Tourism Management*, 25(3), 297-305.

Suzana, M., Jelena, D. & Monika, K. (2015). Visitor Satisfaction and Loyalty Measurement of a Local Food Festival: Application of FESTPERF Scale, *3rd International Scientific Conference Tourism in Southern and Eastern Europe 2015*.

Roosbeh Babolian Hendijani, (2016). Effect of food experience on tourist satisfaction: the case of Indonesia, *International Journal of Culture, Tourism and Hospitality Research*, 10(3), 272-282.

Walker, J. R. (2007). *The restaurant from concept to operation* (5th ed), New Jersey: John Wiley.

Werner, G. (2007). Traditional food and beverages a promising opportunity for promoting destinations – the case of Cyprus, *19th International Tourism Conference in Ohrid*.

Zeithaml, V.A. & Bitner, M.J. (2000). 'Services Marketing; integrating customer focus across the Firm', 2, McGraw Hill. New York.

. APPENDIX: Measurement model

THE SCALE	Symbol	Refer
EMPLOYEE SERVING	STA	
Food consultants for guests full, easy to understand	STA1	Cong & Dam (2016) extracted from other studies
Professional customer service staff	STA2	
Staff with communication skills, friendly	STA3	
Staff with good foreign language skills	STA4	Authors
QUALITY OF FOOD AND DRINK	FOO	
The dish is freshly prepared, ensuring nutrition	FOO1	Cong & Dam (2016) extracted from other studies
The dish is beautifully decorated, new	FOO2	
The menu is varied and plentiful	FOO3	
The dish has its own unique taste and characteristics	FOO4	
Food with the taste of the guests	FOO5	



THE SCALE	Symbol	Refer
MATERIAL FACILITIES AND SPACE FOR SERVICE	TAN	
The location of the bar is easy to find	TAN1	Cong & Dam (2016) extracted from other studies
The decoration of the restaurant is unique and impressive	TAN2	
The space is spacious, clean and airy	TAN3	
Tools, furniture, dining room full, comfortable	TAN4	Authors
FEEL THE PRICE	PRI	
Prices of food and drinks are in line with quality	PRI1	Cong & Dam (2016) extracted from other studies
Food prices are not much higher than other tourist destinations	PRI2	
Various discount and discount policies	PRI3	
Prices are listed publicly and clearly	PRI4	Authors
FOOD INFORMATION	INF	
Shown through the press, travel websites	INF1	Cong & Dam (2016) extracted from other studies
Shown through the self-introduction leaflets of the shop	INF2	
Introduced through guides, drivers, city people	INF3	
Introduced through the network of friends and relatives	INF4	
Introductory information is clear, detailed and easy to find	INF5	Authors
Information introduced is truthful and accurate	INF6	
SPEED OF SERVICE	SS	
Time to order food from the menu	SS1	Authors
Waiting time for food	SS2	Atila & Fisun (2002)
Payment time after eating	SS3	Authors
SAFETY AND FEELINGS PROTECTED	SEC	
I feel secure when eating at the restaurant	SEC1	Authors
The shop has a security system and close monitoring	SEC2	
I am not harassed by unworthy services (people begging, stealing ..)	SEC3	
I am free to move around and choose a place to eat	SEC4	
SATISFACTION OF Travelers	SAT	
I am satisfied with the food service at the restaurant	SHL1	Cong & Dam (2016) extracted from other studies
I enjoy eating dishes when traveling in Danang	SHL2	
I would recommend to friends and relatives to enjoy specialties in Danang	SHL3	