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A Systematic Review of Factors Influencing the Gastronomic Experience At the Tourist Destination and Post-Purchase Behavioural Intentions

For destinations to achieve a competitive advantage, it is necessary to comprehend the whole range of variables that influence travellers' gastronomic experiences. This research aims to examine the factors that influence travellers' gastronomic experiences and their post-purchase behavioural intentions. A systematic review and synthesis of the available literature from 141 research articles published between 2010 and 2023, based on PRISMA guidelines, was undertaken. Outcomes of the study indicate that food characteristics (sensory attributes, health, authenticity and price and value), personal characteristics (previous experience, food-related personal trait, motivation, culture and socio-demographics) of consumers, and destination characteristics (servicescape, destination food image, marketing and sanitation) influence the gastronomic experience. The findings further suggest that satisfaction with the gastronomic experience enhances destination image and perceived value, antecedents of post-purchase behavioural intentions, namely revisit and loyalty intentions, recommendation, and positive word-of-mouth. This study provides a comprehensive understanding of the antecedents and consequences of satisfaction with the gastronomic experience based on evidence assembled over 13 years.

Keywords: Food, Gastronomic experience, Destination food image, Satisfaction, Post-purchase Behavioural intention

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Introduction

Though food was originally taken for physiological purposes (Smith, 2017), it has become an integral part of the attractions of most destinations (Richards, 2015). This phenomenon has given rise to gastronomic tourism, which entails cultural, educational and entertainment experiences with the characteristics of food such as ingredients, forms of preparation, end products and style of service (Roozbeh et al., 2013).

Some people travel to experience foods from other societies and the diverse nature of cooking styles within those societies (Sormaz et al., 2016). This has given rise to the term “gastronomic tourism”. Gastronomy is now considered a factor in determining the attractiveness of a destination (Sormaz et al., 2016; World Tourism Organization [UNWTO], 2017). Gastronomy incorporates culture into the food and beverages unique to a particular destination, and this experience subsequently enhances tourism development at the destination (Suanpang, 2015). However, gastronomic tourism is an emerging phenomenon, and current research is limited (UNWTO, 2012). Also, different terms such as “culinary tourism”, “gastronomy tourism”, “gastro-tourism”, “wine tourism”, “food tourism”, and “gourmet tourism” have been used to describe the same concept (Ellis et al., 2018; Jiménez-Beltrán et al., 2016; Stone et al., 2018). These terms highlight activities that promote cultures through food for a lasting gastronomic experience (Pérez-Priego et al., 2019). The gastronomic experience develops a distinct memory through the ingestion of food and beverages, which can have symbolic values and be a physiological requirement. The gastronomic experience results in a unique memory that is derived through food and beverages consumption, which could have symbolic importance beyond satisfying a physiological need (Caliskan, 2013).

The gastronomic experience at the destination has been cited as a primary reason for tourists' expenditure on food and beverages during their travels (Guruge, 2020). For example, up to 40%

of foreign travellers are influenced by gastronomy and cuisine in the choice of destination (Getz et al., 2013). Also, a third of the total expenditure of a tourist at a destination is spent on food (Mak et al., 2012). Furthermore, it is reported that food is the second-largest expenditure in the traveller's budget (Sormaz et al., 2016). In a survey conducted by UNTWO in 2016 with its affiliate members, 87% viewed gastronomy as a strategic element of a destination's brand and image (UNWTO, 2017). As a result, gastronomy has become one of the main attractions at tourist destinations over the past decade, emphasizing novel gastronomic experiences and socialization (Gálvez et al., 2017).

The use of gastronomy by destination marketers as a form of destination brand identity has been documented in some studies (Berg & Sevón, 2014; Dimitrovski & Crespi-Vallbona, 2016; Lin et al., 2011; Stone et al., 2019). For instance, Guan and Jones (2015) found that the appeal of local cuisine significantly impacts Chinese tourists' judgments of destination attractiveness. Also, Knollenberg et al (2020) reported differences in the willingness and interests of people seeking out gastronomic experiences at destinations. This offers opportunities for destinations to capitalize on the differences in tastes and preferences of gastronomic tourists. Destinations can gain a competitive edge by focusing on distinct segments of the culinary tourism market to increase the overall number of visitors (Knollenberg et al., 2020; Mendola & Volo, 2017).

It is expected that tourists who are satisfied with the gastronomic experience will not only revisit the destination but recommend it to friends and relatives. A study on the effect of local food specialties on the attractiveness of tourist destinations revealed that a strong appreciation of local cuisine has a favourable impact on the desire to return to the destination. (Alderighi et al., 2016). Given the importance of food to the attractiveness of a destination, it is critical for destination

marketers to gain a better understanding of the aspects that influence tourists' gastronomic experiences.

Previous research has found a number of factors that influence tourists' culinary experiences and food choices. These include food characteristics such as taste, smell, and appearance (Mak et al., 2012a; Mak, et al., 2012b), personal characteristics of tourists, including socio-demographics and psychographics (Beltrán et al., 2016; Chi, 2011) and destination characteristics such as image, marketing and sanitation (Jiang et al., 2017; Lu et al., 2015). Also, studies have shown that satisfaction with the gastronomic experience at the destination leads to customer loyalty and other post-purchase behavioural intentions (PPBI) such as repeat visits and positive word-of-mouth [PWOM] (UNWTO, 2012). Other studies have revealed a combination of gastronomic experiences with other factors such as fun and comfort (Mason & Paggiaro, 2012), emotional experience (Ratnasari et al., 2020a), the environment (Ratnasari et al., 2020b), gender, age and nationality (Sthapit & Coudounaris, 2017) and tourists' participation in the preparation of local cuisine (Agyeiwaah et al., 2019) inform a gastronomic tourist's PPBI and revisit intention. Others have also emphasized the importance of the dining experience to PPBI (Di-Clemente et al., 2020; Sthapit et al., 2017; Wijaya et al., 2013).

While several studies have unearthed several factors influencing the gastronomic experience (Horng & Tsai, 2012; Mak et al., 2012a; Mak et al., 2012b; Mason & Paggiaro, 2012). However, very few studies have sought to systematically explore and synthesize the full range of factors influencing the gastronomic experiences of tourists, especially between 2010 and 2023, in the face of new evidence. For instance, Mak et al. (2012b) only identified five factors (cultural/religious influences, socio-demographic factors, food-related personality traits, exposure effect/past experience, and motivational factors). Also, these studies did not link the factors to

PPBI. This paper, therefore, conducts a systematic review of papers published between 2010-2023 with the view of providing a comprehensive model on the factors influencing the gastronomic experience at the tourist destination and PPBI.

Methodology

This study involved a methodical review of the available literature on the factors influencing the gastronomic experience at the tourist destination and the effects of the gastronomic experience on PPBI based on the PRISMA guidelines (Moher et al., 2009). Research papers on the subject, published over 13 years (2010-2023), were reviewed. Keywords relating to topics, like gastronomic tourism, culinary tourism, and gastronomic experience as well as factors affecting the gastronomic experience, were used to search for the right articles for this study. Around 514 articles from EBSCO, Web of Science, and Scopus were retrieved, but this was reduced to 449 after excluding duplicates. The 449 articles were further screened, and 154 were removed based on inclusion and exclusion criteria. The inclusion criteria were original studies conducted on the gastronomic experience, studies published in the English language, and research papers published from 2010 to 2023. The remaining 295 articles were then assessed for eligibility. Experimental studies, commentaries, letters, reports, book chapters, working papers, and conference proceedings were excluded. A total of 126 articles that could not meet the eligibility criteria were further removed. The study included the remaining 169 research publications. Selected papers were first examined based on the keywords, title, and abstract to see if they suited the objective of this research. After carefully considering and selecting the articles, the relevant ones were shortlisted and included in the study.

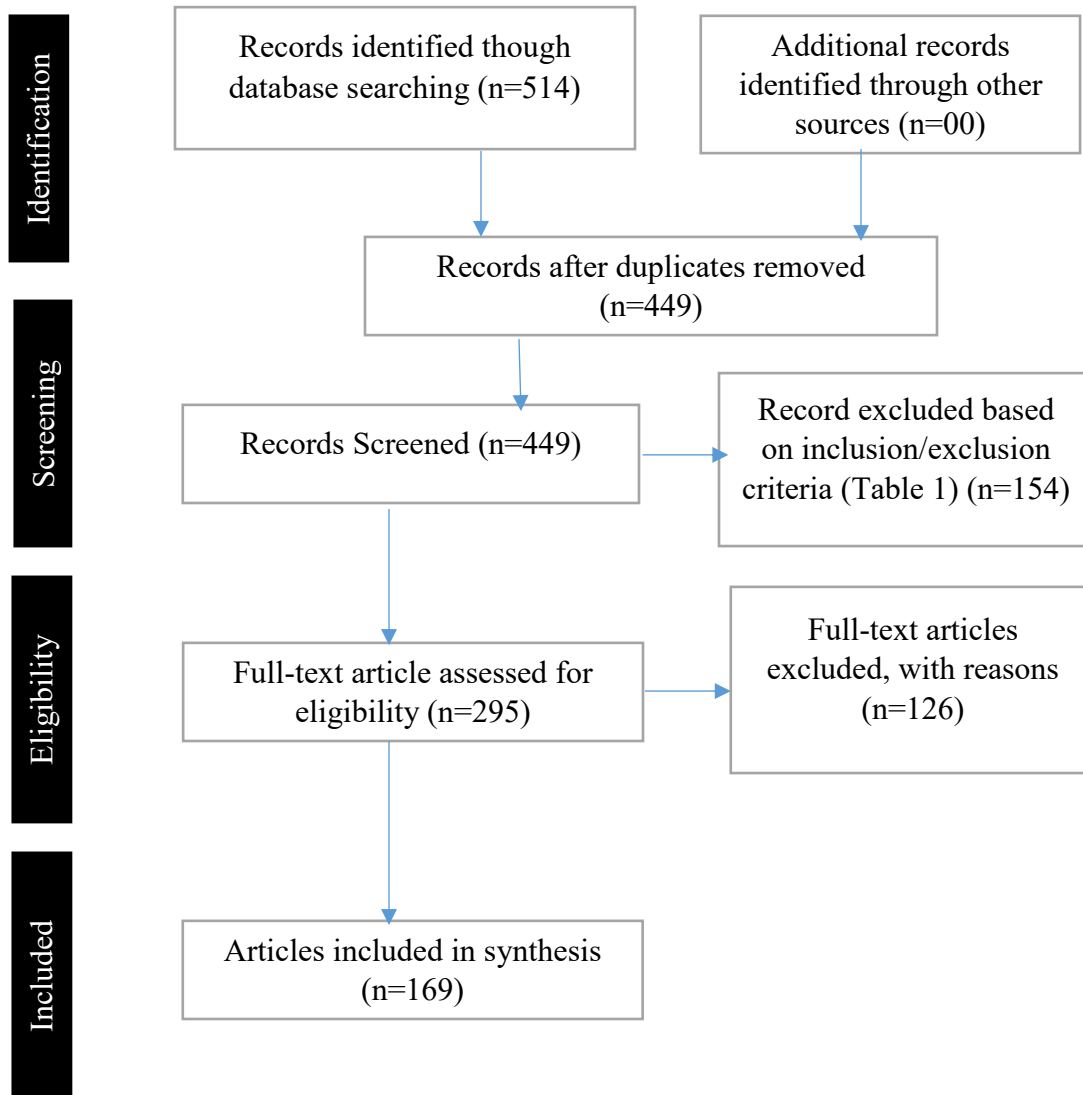


Figure 1: Study Selection Process (PRISMA Flow Diagram)

Literature Review

Food characteristics

Studies have shown that the food and its characteristics, including sensory attributes such as taste, smell and appearance as well as preparation, have a significant effect on travellers' destination selection, experiences and satisfaction as well as behavioural intentions. Food is a significant factor in the attractiveness of a destination. Björk and Kauppinen-Räsänen (2016) found that food may trigger destination choice and contribute to perceived satisfaction. Guan and

Jones (2015) also averred that the attractiveness of local cuisine shapes tourists' impressions about the attractiveness of destinations. Frisvoll et al (2016) highlighted that the local cuisine heavily influences tourist experiences. The sensory attributes of food such as content, food quantities and variety, aesthetics, flavour, feel and dietary health-related qualities and cooking methods are essential to the gastronomic experience (Ab Karim et al., 2010; Chang et al., 2010; Ha & Jang, 2010; Mak et al., 2012b). It also includes characteristics such as style of preparation, local cuisine, food intake, cuisine style and food traditions (Roozbeh et al., 2013; Kalaw, 2023), the food service ambience and service providers' attitudes (Adam et al., 2015; Ha & Jang, 2010), the taste of food and eating habits of geographical areas (Pramezwarly et al., 2022), the raw materials, food textures and food decorations (Indra et al., 2022) as well as the overall quality of the cuisine (Silkes, 2012). Roustana and Jamshidi (2020), in their study, found that tourists' views about local food were positively influenced by taste/quality value, health value, pricing value, emotional value, and prestige value. Updhyay and Sharma (2014) found that factors that influenced foreign tourists' food preferences were localization of food, eating etiquette, tradition and nutrition of food, food aroma and cleanliness, while food quality was one of the primary preferences. Chang and Mak (2018) identified seven important dimensions that promote destinations' gastronomic image, namely attractiveness, flavour profile, familiarity, cooking method and ingredients, distinctiveness, convenience and pricing as well as health and safety. In a related study, Amin and Roy (2016) discovered that tourists' perception of Bangladeshi foods was influenced by four principal factors: food diversity, the Bangladeshi cuisine's image, quality of food, and value for money.

Sensory attributes

Studies have highlighted the importance of the sensory qualities of food in attracting tourists to a destination (Kim et al., 2019; Mak et al., 2017). This is also because individuals tend to accept food based on its sensory attraction (appearance, taste, and feel), auditory features (crunchy, soft, hard), and its stability (Chung et al., 2016; Costell et al., 2010). For example, sensory appeal has been reported to have a positive and significant effect on memory and destination attachment for both food (Li et al., 2023), wine (Esau & Senese, 2022) and crafted beer (Gajić et al., 2021). Another factor relating to the sensory attributes of food is how the food is presented. Food presentation could stimulate consumers' appetites and stimulate demand.

Health

Another factor important to tourists when it comes to their gastronomic experience is health (Choe & Kim 2018; Kim & Eves 2012). Tourists are particular about what they eat as ingesting rotten or contaminated food results in sickness, allergic reactions or food poisoning. Miroso and Lawson (2012) argued that local food preservation requires fewer chemicals due to shorter shipping and storage times. Thus local food is relatively safe to consume.

Price

Price is another critical factor influencing the gastronomic experience (Choe & Kim 2018; Jeaheng et al., 2023; Rousta & Jamshidi 2020). Customers always assess the value of foodservice by its price. Lai (2015) found that price-conscious customers believed that tea restaurants in Hong Kong offered great value for money; as a result, they developed favourable attitudes toward the cuisine available at the destination and became more satisfied. Prat Forga and Valiente (2014) emphasized that gastronomic tourists place more importance on the benefits of satisfaction with the food at the destination than on the costs of time and money relating to travel to the destination.

Authenticity

In the case of local foods, authenticity has a significant influence on the gastronomic experience of travellers. For example Li et al (2023) reported a positive and significant effect of food authenticity on memory and destination attachment. Studies by Sidali and Hemmerling (2014) demonstrated that subjective and object-based perceived authenticity significantly influence consumers' intention to consume traditional food. However, not all food attributes have the same effect on the gastronomic experience of tourists. Ingerson and Kim (2016), in a study on consumers' cognitive and emotional perceptions of ethnic Korean restaurant experience, revealed that the majority of consumers were more inclined to place higher importance on the restaurant's gastronomic (e.g., flavour, variety of cuisine) and health aspects. Also, DiPietro et al (2019) observed that the taste and freshness of food is the most crucial attribute for first-time visitors. Hendijani (2016), in a related study on food-related experiences among international tourists visiting Indonesia, demonstrated that heritage and ingredients were aspects of the food experience that significantly affected tourists' overall satisfaction. Though most studies suggest that tourists place more premium on the sensory attributes of food, Chang et al (2011) found that the experiential factor was a more important attribute for evaluating the travel dining experience. The importance attached to food may vary depending on the stage in the travel process. Chen and Huang (2016) in a study on the importance of food tourism to Chongqing, China, revealed that the significance of food tourism is less essential in the pre-travel stage than it is during the travel stage and the post-travel stage. Also, other studies have shown that different people have different preferences and choices. For instance, Mynttinen et al (2015) showed that Russian tourists place a premium on the freshness and healthfulness of local cuisine.

Table 1: Factors Influencing the Gastronomic Experience

Factor	Key hospitality/tourism authors	Related concepts
Sensory attribute	Chung, Cheryl; Smith, Gordon; Degner, Brian; McClements, David Julian (2016) Costell, Elvira; Tárrega, Amparo; Bayarri, Sara (2010) Kim, Sangkyun; Park, Eerang; Lamb, David (2019) Mak, Athena H. N.; Lumbers, Margaret; Eves, Anita; Chang, Richard C. Y. (2017) Li, Fangxuan; Su, Quainquain., Ma, Jianan (2023) Esau Darcen; Senese Donna (2022) Gajić, Tamara;., Popov, Raljić; Blešić, Aleksić Vukolić, Petrović, Marko; Yakovenko, Natalia; Sikimić, Visnja (2021)	Fat, Imagined sensory appeal, Authentic experience, Habits
Health	Choe, Ja Young; Kim, Seongseop (2018) Kim, Yeong Gug; Eves, Anita (2012) Miroso, Miranda; Lawson, Rob (2012)	Local food, Cultural experience; Quality
Price and value	Choe, Ja Young; Kim, Seongseop (2018) Prat Forga, José M.; Valiente, Gemma Cànoves (2014) Rousta, Alireza; Jamshidi, Dariyoush (2020) Jeaheng, Yoksamon; Al-Ansi, Amr; Chua, Bee-Lia; Ngah, A. Hafaz; Ryu, Hyundseo; Antonio Ariza-Montes; Han, Heesup (2023)	Taste/quality, Perceived value, Satisfaction, Health value, Street food
Authenticity	Chen, Qian; Huang, Rong (2016) Chang, Richard C.Y.; Kivela, Jakša; Mak, Athena H.N. (2011) DiPietro, Robin B.; Levitt, Jamie A.; Taylor, Scott; Nierop, Thais (2019) Hendijani, Roozbeh Babolian (2016) Ingerson, Sumi; Kim, Aise KyoungJin (2016) Mynttinen, S.; Logrén, J.; Särkkä-Tirkkonen, M.; Rautiainen, T. (2015) Sidali, Katia Laura; Hemmerling, Sarah (2014) Li, Fangxuan; Su, Quainquain., Ma, Jianan (2023)	Food culture, Tasty and Fresh, Heritage, Health, Freshness and healthiness, Memory and destination attachment
Previous Experience	Chua, Bee-Lia; Lee, Sanghyeop; Han, Heesup (2017) Chang, Richard C.Y.; Kivela, Jakša; Mak, Athena H.N. (2010) Seo, Sunhee; Kim, Og Yeon; Oh, Sumin; Yun, Nara (2013) Song, Hak Jun; Lee, Choong-Ki; Kang, Soo K.; Boo, Sug-jin (2012) Tsai, Chen-Tsang Simon (2016) Kovalenko, Alina; Dias, Álvaro; Pereira, Leandro; Simões, Ana (2023)	Appetizing assurance, Familiar flavour, Exposure effect/past experience, Place identity, Brand
Food-related personality traits	Andersson, Tommy D.; Mossberg, Lena (2017) Antón, Carmen; Camarero, Carmen; Laguna, Marta; Buhalis, Dimitrios (2019) Baah, Nancy Grace; Bondzi-Simpson, Alberta; Aye, Julian K. (2020)	

Table 1 Cont.

Factor	Key hospitality/tourism authors	Related concepts
Motivation	Caber, Meltem; Yilmaz, Gökhan; Kiliçarslan, Dogus; Öztürk, Adnan (2018)	Food neophilic tendency, Variety and diversity of food,
	Chang, Wanching (2011)	Food involvement,
	Derinalp Çanakçı, Seda; Birdir, Kemal (2020)	Novel food, Brand equity, Cultural backgrounds, Eating habit, Authenticity,
	Goolaup, Sandhiya; Solér, Cecilia; Nunkoo, Robin (2018)	Food enthusiasts,
	Ji, Mingjie; Wong, IpKin Anthony; Eves, Anita; Scarles, Caroline (2016)	Food Consciousness, Local Cuisines
	Kim, Yeong Gug; Suh, Bo Won; Eves, Anita (2010)	
	Liu, Chih-Hsing Sam (2016)	
	Machado-Oliveira, Michele C.; Nezlek, John B.; Rodrigues, Heber; Sant'Ana, Anderson S. (2020)	
	Mak, Athena H. N.; Lumbers, Margaret; Eves, Anita; Chang, Richard C. Y. (2017)	
	Özdemir, Bahattin; Seyitoğlu, Faruk (2017)	
	Robinson, Richard N. S.; Getz, Donald (2014)	
	Robinson, Richard N. S.; Getz, Donald (2016)	
	Wolff, Katharina; Larsen, Svein (2019)	
	Xie, Chunyan; Bagozzi, Richard P.; Østli, Jens (2013)	
	Youn, Hyewon; Kim, Jong-Hyeong (2018)	
	Kalaw, Vicente (2023)	
	Culture	Agyeiwaah, Elizabeth; Otoo, Felix Elvis; Suntikul, Wantanee; Huang, Wei-Jue (2019)
Björk, Peter; Kauppinen-Räsänen, Hannele (2017)		
Chang, Richard C.Y. (2017)		
Chang, Richard C.Y.; Kivela, Jakša; Mak, Athena H.N. (2010)		
Devesa, María; Laguna, Marta; Palacios, Andrés (2010)		
Jiang, Wen-Hong; Li, Yong-Quan; Liu, Chih-Hsing; Chang, Ya-Ping (2017)		
Mak, Athena H.N.; Lumbers, Margaret; Eves, Anita (2012)		
Mak, Athena H. N.; Lumbers, Margaret; Eves, Anita; Chang, Richard C. Y. (2013)		
Mak, Athena H. N.; Lumbers, Margaret; Eves, Anita; Chang, Richard C. Y. (2017)		
Pearce, Philip L.; Packer, Jan (2013)		
Son, Aram; Xu, Honggang (2013)		
Chang, Richard C.Y.; Kivela, Jakša; Mak, Athena H.N. (2010)		
Su, Diep Ngoc; Johnson, Lester W.; O'Mahony, Barry (2020)		
Ekizler, Huseyin; Öksüz, Merve; Durmuş, Beril; Dilistan Shipman (2022)		
Lazaridis, Georgios; Mavrommatis, George; Matalas, Antonio (2021)		
Chang, Richard C.Y.; Kivela, Jakša; Mak, Athena H.N. (2010)		Local food and beverage, Food experience, Authenticity, Variety and diversity of food, Epistemic value, Food destination image, Socio-cultural background
Chang, Richard C.Y.; Kivela, Jakša; Mak, Athena H.N. (2011)		
Choe, Ja Young; Kim, Seongseop (2018)		
Hiamey, Stephen E.; Amenumey, Edem K.; Mensah, Ishmael (2020)		
Suyasa, Wiwin (2022)		
Marzuki, Sharifah Zannierah Syed; Hall, Collin Michael; Ballantine, Paul William (2012)		

Table 1 Cont.

Factors	Key hospitality/tourism authors	Related concepts
Socio-demographic characteristics Servicescape	Hoffman, Allison C.; Salgado, Raydel Valdes; Dresler, Carolyn; Faller, Rachel Williams; Bartlett, Christopher (2016) Kim, Yeong Gug; Eves, Anita; Scarles, Caroline (2013) Mak, Athena H.N.; Lumbers, Margaret; Eves, Anita (2012) Promsivapallop, Pornpisanu; Kannaovakun, Prathana (2019) Chang, Richard C.Y.; Kivela, Jakša; Mak, Athena H.N. (2010) Sengel, Tarik; Karagoz, Ayşen; Cetin, Gurel; Dincer, Fusün Istanbulu; Ertugral, Suna Mugan; Balık, Mehtap (2015) Dancausa-Millan, Genoveva; Millán-Vázquez de la Torre, Genoveva; Huete-AlcocerHuete-Alcocer, Nuria. (2022)	Gender, Age, Income, Tourist behaviour, Food image, Food neophobia, Food taste and health
Servicescape	Gezici, Ferhan; Kerimoglu, Ebru (2010) Björk, Peter; Kauppinen-Räsänen, Hannele (2014) Chang, Richard C.Y.; Kivela, Jakša; Mak, Athena H.N. (2010) Chang, Richard C.Y.; Kivela, Jakša; Mak, Athena H.N. (2011) Gibbs, Darryl; Ritchie, Caroline (2010) Goolaup, Sandhiya; Mossberg, Lena (2017) Harrington, Robert J.; Ottenbacher, Michael C. (2010) Jeaheng, Yoksamon; Han, Heesup (2020) Kwun, David Joon-Wuk (2011) López-Guzmán, Tomás; Sánchez-Cañizares, Sandra (2012) Matson-Barkat, Sheila; Robert-Demontrond, Philippe (2018) Sharma, V. Nand; Hans, Arvind (2022)	Variety and diversity of food, Togetherness, Insightful, Hospitality, Value for money, Product attractiveness
Destination Food Image	Ab Karim, Shahrin; Chi, Christina Geng-Qing (2010) Chi, Christina Geng-Qing; Chua, Bee Lia; Othman, Mohhidin; Karim, Shahrin Ab (2013) Guan, Jingjing; Jones, David L. (2015) Phau, Ian; Quintal, Vanessa; Shanka, Tekle (2014) Ramkissoon, Haywantee; Uysal, Muzaffer; Brown, Keith (2011) Rousta, Alireza; Jamshidi, Dariyoush (2020) Tsai, Chen-Tsang Simon (2016) Tsai, Chen-Tsang; Wang, Yao-Chin (2017) Mohamed, Mohammed; .Lehto, Xinran; Hewedi, Mahmoud; Behnke, Carl (2021) Davras, Özgür; Özperçin, İsmail (2021)	Local cuisine, Cultural attributes, Destination food image, Positive memories, Culinary quality, Price and informality, Food service quality
Marketing	Ab Karim, Shahrin; Chi, Christina Geng-Qing (2010) Horng, Jeou-Shyan; Liu, Chih-Hsing; Chou, Hsin-Yu; Tsai, Chang-Yen (2012) Horng, Jeou-Shyan; Tsai, Chen-Tsang Simon (2010) Jalis, Mohd Hairi; Che, Deborah; Markwell, Kevin (2014) Li, Yi; Xu, Xiuxiu; Song, Bo; He, Hong (2020) Fusté-Forné, Francesc; Leer, Jonatan. (2023)	Food image, Brand equity, Cybercommunity influence, Authenticity, exoticism, sustainability and innovation

Table 1 Cont.

Factors	Key hospitality/tourism authors	Related concepts
Sanitation	Alimi, Buliyaminu Adegbemi (2016) Amuquandoh, Francis Eric (2011) Fatimah, Ungku Zainal Abidina Ungku; Boo, Huey Chern; Sambasivan, Murali; Salleh, Rosli (2011) Harris, Kimberly J.; DiPietro, Robin B.; Murphy, Kevin S.; Rivera, Gretchen (2014) Henderson, Joan C.; Yun, Ong Si; Poon, Priscilla; Biwei, Xu (2012) Liu, Zengran; Zhang, Guangyi; Zhang, Xiangmei (2014) Williamson, Janine; Hassanli, Najmeh (2020) Yeung, Ruth M. W.; Yee, Wallace M. S. (2013) Lee, Yan Yee (2022)	Staff and handling, Hygiene and cleanliness, Street food, Traditional foods, Epistemic value, Foodservice hygiene

Personal characteristics

Previous experience

Past experience is considered a critical factor in customers' post-consumption evaluations (Chua et al., 2017; Kovalenko et al., 2023). If such an experience is favourable, people would like to repeat it. A study by Tsai (2016) has shown that travellers may build positive and unforgettable memories by eating local cuisines. These positive memories boost their attachment to local attractions and their behavioural intentions. For instance, Chang et al. (2010) revealed inequalities in food consumption behaviour amongst Hong Kong, Taiwanese, and Mainland Chinese travellers based on the extent to which they have been exposed to Western foods in their home locations. Also, tourists who had experienced local foods had a more positive affective and cognitive image of regional cuisines and preferred to eat local cuisines than travellers with little knowledge about local cuisines (Seo et al., 2013). If a person performs a particular behaviour repeatedly, it reinforces their desire and behavioural intention to perform that behaviour (Song et al., 2012).

Food-related personality traits

The gastronomic experience of tourists has also been explained concerning their food-related personality traits (FRPT). Personality is one of many factors that can influence food choice and consumption (Machado-Oliveira et al., 2020) and, local food preferences and consumption

(Kalaw, 2023). FRPTs refer to individual qualities that significantly impact a wide range of food-related behaviours (Mak et al., 2017). Ji et al (2016) developed a tourist food experience framework that connects food-related personality factors, novel food consumption, and satisfaction with trip outcomes. Different studies have, however, revealed different FRPTs. These include food neophobia, variety-seeking, foodies and authenticity seekers.

Food neophobia is a psychological trait characterized by a preference for familiar foods instead of unfamiliar ones. Thus people with neophobic traits are unwilling to try novel foods. Food neophobia can significantly affect food consumption at the destination (Wolff & Larsen 2019). Caber et al (2018) highlighted that tourist food involvement and food neophobia are inversely related. Ji et al (2016) distinguished between "neophobic" (a tendency to avoid and a reluctance to eat strange/unusual food) and "neophylic" (a desire to accept, enjoy and taste strange food). They suggested that both tendencies have a negative effect on the consumption of novel food.

Baah et al (2020) provided a better understanding of the role of neophilia in tourists' cognitive, emotional, and conative responses to local cuisines. Their findings revealed that food neophilia is a significant influencer of international tourists' attitudes (perception, emotional reaction, and post-consumption intention) towards local cuisine. Also, Kim et al (2010) found that food neophobia had a detrimental influence on contentment and loyalty. There was a significant positive association between satisfaction and loyalty among visitors attending food events and festivals. Food lovers, sometimes known as "foodies," are passionate about food, consider gourmets, and seek a diverse vacation. Food tourists frequently self-identify as foodies or food enthusiasts. (Robinson & Getz 2016). Food enthusiasts are more likely to participate in food travel than others and attend cultural events at new places with authentic food experiences (Andersson

& Mossberg 2017). However, it appears foodies are not a homogeneous group of people. Goolaup et al. (2018) found that the extent to which food tourists accept and taste new food depends on their cultural food capital (i.e. the ability to adapt and willingness to taste new food) that visitors acquire through learning and prior knowledge, cultural familiarity or cultural background.

Variety-seeking is another personality trait that influences food consumption by tourists. A study by Chang (2011) revealed that one of the most critical factors influencing travellers' perceptions of their meal experiences is variety. Derinalp Çanakçı and Birdir (2020) indicated that food engagement and food variety seeking are favourable and significant associations. Knowledge of recipes and cooking procedures has also been linked to food engagement. (Xie et al., 2013). Food involvement is vital for food tourists because they are daily involved in food-related activities on vacation (Robinson & Getz, 2014). Notably, Xie (2013) study on the consumption of bacalhau fish (a traditional Portuguese meal) by women in Portugal observed that those who had higher food involvement had higher desires to consume bacalhau.

Authentic seekers have a strong tendency to experience authenticity during their travels (Özdemir & Seyitoğlu, 2017). Authenticity has a more significant effect on experience perception (Antón et al., 2019). However, when tourists deliberately seek authenticity, it has a more substantial impact on how they perceive the experience (Antón et al., 2019). Antón et al (2019) found in their study that product adaptation diminishes the perception of authenticity and cultural contrast, while a typical dish supports the favourable influence of authenticity and cultural distinction on the perceived experience. Youn and Kim (2018) also found that unknown ingredients influenced perceived authenticity and risk, but unfamiliar dish labels just influenced perceived authenticity. Liu (2016) revealed in a survey on foreign tourists who have visited a

Taiwanese night market that food brand equity affects tourists' travel inclinations and satisfaction by influencing food quality and novelty.

Motivation

Studies have shown that the motivation of food travellers has a favourable impact on their gastronomic experience and satisfaction (Agyeiwaah et al., 2019) and, consequently, their food choice behaviour (Pearce & Packer, 2013). This is also explained by the motivation-attitude-behavioural intention relationship (Su et al., 2020b). Devesa et al (2010) proved that motivation affects visitor happiness in all identified segments. Aspects such as treatment received, gastronomic quality, hours of operations, availability of facilities and tourist information affect visitor satisfaction in all identified segments. The fundamental motivational factors for food consumption at the destination are push (whether to go) and pull factors (where to go). Not many culinary tourists are driven only by a desire to eat. Food as a travel motive and food experience has a strong correlation, demonstrating that those interested in food seek destinations that can offer authentic food experiences (Björk & Kauppinen-Räsänen 2017). Son and Xu (2013) found that food tourists were interested in visiting Korea and eating Korean Buddhist food as it was a means for them to learn about the attributes of Korean Buddhist cuisine, including its flavourings, unique cooking style, ingredients and table manners.

Moreover, Chang et al. (2010) discovered that the need for adventure, authenticity, education, prestige, and peer pressure were essential motivators for Chinese tourists to consume local cuisine. Different studies on motivations for food tourism have yielded different results. For instance, Ekizler et al (2022) reported motives such as convenience, sensory appeal, and natural content, as a positive and direct link to tourist food consumption intentions. Su et al (2020a) identified food taste, socialization, and cultural experiences as push factors, while core food-

tourism appeals, traditional food appeals, and local destination appeals were pulled elements that served as motives for potential food tourists' choice destination. Furthermore, Lazaridis et al (2021) emphasized eight themes: local culture learning, authentic experience, novelty seeking, social interactions, sensory pleasure, health concerns, familiar food, and the need for sustenance as motivators that impact food choices and eating behavior. Mak et al (2013) also identified 14 motivational factors: authentic experience, prestige, cultural knowledge, health concerns, certainty, convenience, price and value, novelty, variety, familiarity, eating habits, sensory pleasure, social pleasure, and contextual pleasure. The motivational factors underlying the gastronomic experience of tourists can, however, be conceptually classified into two main dimensions: symbolic dimensions (learning local culture, exciting experience, authenticity, prestige), and obligatory dimensions [health concern, physical need etc (Mak et al., 2012b). Chang et al (2010) indicated that "appetizing assurance" and "familiar flavour" were the two significant motivating variables that influenced Chinese participants' food selections while on vacation in Australia. Mak et al (2017) reported that both food neophobia and variety-seeking were found to have significant effects on various motivational dimensions such as novelty and variety, authentic experience and prestige, interpersonal and culture, price/value and assurance, health concern, familiarity and eating habit, and sensory and contextual pleasure. Chang (2017) revealed that people who had a more favourable attitude towards a 'balanced diet and eating habit' tended to be motivated more by the novelty factor. In contrast, risk avoidance, health steadfastness and familiarity were associated with a more assertive attitude towards food content and nutrient. Jiang et al (2017) revealed that tourist expectations positively moderate the relationship between travel motivation and behavioural intention.

Culture

Culture is another factor that influences the gastronomic experience of tourists. Hiamey et al (2020) supported the notion that tourists' sociocultural backgrounds influence their opinion on a destination's food and its consumption. Also, Chang et al (2010) found that tourists' culturally specific 'core eating behaviour' significantly impacts their holiday meal selection. Furthermore, Chang et al (2011) found that travellers' own culinary culture influences their perceptions and evaluations of ethnic cuisine, particularly flavour and preparation. Choe and Kim (2018) averred that the impact of tourists' local food consumption value must be investigated in terms of their cultural backgrounds because tourists' own food culture substantially influences food perception. An essential element of culture that affects the choice and consumption of food is religion and tradition. Some religions prohibit certain foods (Marzuki et al., 2012). For instance, Islam prohibits the consumption of pork (haram). Just as halal dietary restrictions govern Muslims' diets, Jews' diets are governed by kosher laws (Marzuki et al., 2012). Furthermore, a once sacred and respected Wedang Uwuh beverage of Sultan Agung during the Mataram Kingdom is reported to be part of ordinary people's tradition in the Yogyakarta city of Indonesia and has been cited to be popular among tourist who visit the location (Suyasa, 2022).

Socio-demographic characteristics

Socio-demographic characteristics such as age, gender, education, social class and nationality influence the gastronomic experience. Age, gender, and socioeconomic position, in particular, are thought to have a role in explaining differences in food choices (Dancausa-Millan, et al., 2022; Mak et al., 2012). Kim et al (2013) showed that gender and age were related to some motivational factors, and significant differences in the food neophobia grouping were associated with gender, age and income. Also, female travellers are more interested in tasting new foods than

their male colleagues, according to a gender difference analysis (Sengel et al., 2015). The relationship between age and food preferences has also been explained because as people age, their liking for sweet foods wanes for health reasons (Hoffman et al., 2016).

Also, people who belong to a particular social class tend to take specific foods as a social symbol of their class. Chang et al (2010) found that middle-class Chinese tourists consumed Australian native food because it allowed them to get new food expertise and thus debate and evaluate Australian food. Moreover, the influence of specific food image elements on tourist food preference and consumption is dependent on the tourists' nationality. (Promsivapallop & Kannaovakun, 2019).

Destination characteristics

Different authors have emphasized the importance of destination characteristics in the gastronomic experience. Wan and Chan (2013) identified location and accessibility, food, venue facility, environment/ambience, service, entertainment, timing, and festival size as factors influencing travellers' satisfaction with food festivals. In a related study involving 158 tourists who attended the MATKA 2014 travel convention in Finland, Björk and Kauppinen-Räisänen (2014) found that slow dining, restaurant ambience, food authenticity, dining surroundings, and novel culinary experiences were the most important factors influencing visitor attendance. Stone et al (2019) also found some destination elements such as location/setting, the occasion, and touristic aspects such as novelty and authenticity, leading to memorable food travel experiences. Yoon et al (2010) observed that festival quality factors such as the programme, souvenirs, food, and facilities influence value, affecting visitor pleasure and loyalty. Getz and Robinson (2014) revealed that food events are essential in desired destination experiences.

Destination food image

The concept of a destination food image is a multidimensional cognitive and emotive concept that demonstrates how assessments are interlinked in shaping total tourist attitudes. (Phau et al., 2014). The image of a destination's food can influence tourists' purchasing decisions (Tsai & Wang, 2017). Studies have shown a positive correlation between destination food image and visit intentions (Ab Karim et al., 2010; Özgür & Özperçin, 2021). Destination image is a salient factor affecting tourists' cultural, behavioural preferences (Ramkissoon et al., 2011). It has also been suggested that tourists' knowledge about local gastronomy is a factor that influences their perceptions of the attractiveness of a destination (Guan & Jones 2015). Nine food image dimensions: health and nutrition, food culture and heritage, distinctiveness, food quality and variety, flavor profile, cooking methods and ingredients, price and informality, dining places, and table manners were identified among individuals who never visited Egypt nor tried Egyptian food (Mohamed et al., 2021). Suggesting that non-visitors derive their naïve destination food images in part from their home country food experiences and places they have visited (Mohamed et al., 2021). Chi et al. (2013) also revealed that food image, comprising of "food distinctiveness and accessibility", "food diversity and enjoyment", and "food quality and presentation", had a significant impact on both food satisfaction and culinary quality perception. Also, in a study on local cuisine in Taiwan, Tsai (2016) found that travellers who experienced local cuisine expressed a higher level of attachment to the destination. However, in a related study, Rousta and Jamshidi (2020) found that the intention to visit a destination for food tourism was unaffected by the food image of the destination. Still, it did positively impact the discretion to recommend local food.

Marketing

Many governments worldwide are promoting gastronomic tourism, and food is increasingly becoming an essential component of the product offerings of tourist destinations. Destinations are capitalizing on the opportunity to showcase their cuisine as a unique product and a source of difference due to the perceived possibilities of gastronomic tourism in destination marketing (Ab Karim et al., 2010). Horng and Tsai (2010) found that Hong Kong, Japan, Korea, Singapore, Taiwan, and Thailand adopted similar culinary marketing strategies to provide prospective tourists with information through their websites on all areas of their culinary tourism experiences. Marketing helps project a favourable destination food image and enhance travel to those destinations for gastronomic experiences. Li et al (2020), in a study on the influence of short cuisine videos on the place image of Chengdu in China, found that the appearance of descriptions of food in short videos enhances traveller intention and creates travel demand. In a similar vein, Jalis et al (2014) examined how Malaysian food is employed to market Malaysia as a tourist destination and found that through the use of words such as delicious, mouth-watering, and delectable, food photographs convey the various sensory experiences available to tourists when eating Malaysian food, thereby stimulating tourists' desire to try the local food. Fusté-Forné and Leer (2023) also emphasized the importance of balancing the exoticism of traditional food experiences with more generic international flavors and urban spaces in order to promote a culinary destination.

Servicescape

The style and quality of service in food service establishments at the destination is another factor that influences the gastronomic experience. Gibbs and Ritchie (2010) have emphasized that apart from the food, a memorable eating experience is also determined by the ability of food

service staff to provide quality services to consumers. There is evidence that the style of food service is a determinant of the tourist's experience (Chang et al., 2010, 2011; Gezici & Kerimoglu 2010) and the attractiveness of a destination (Harrington & Ottenbacher 2010; López-Guzmán & Sánchez-Cañizares 2012). Kwun (2011) confirmed that improved service and product quality, menu, and facility positively impacted perceived value, contentment, and, ultimately, customer attitude. Björk and Kauppinen-Räsänen (2014), in a study involving travellers at an annual fair in Helsinki on their perceptions of culinary-gastronomic sensations, concluded that the entire servicescape has an impact on the gastronomic experiences of travellers (i.e. the food and where it is served and the dining setting). Jeaheng and Han (2020) identified nine dimensions of Thai street foods that were significant in predicting tourist behaviour, namely cultural and local experiences, menu and atmosphere, staff service, core food quality, value for money, product attractiveness, staff proficiency, packaging and portions and tradition and authenticity. Similarly, Sharma and Hans (2022) also cited rich taste and flavor of food items, positive dining experience, value for money, menu diversity and visual appeal as variables of higher perception. Goolaup and Mossberg (2017) also found that factors such as non-ordinary, togetherness, insightful, hospitality, luxurious, genuine and peripheral are the crucial elements that help create exceptional nature-based experiences for culinary tourists. Matson-Barkat and Robert-Demontrond (2018) also emphasized that service staff play an essential social role in co-producing meaningful experiences.

Sanitation

When it comes to travel planning and destination selection, food safety is an important consideration (Yeung & Yee, 2013). This is because violations of food safety usually cause foodborne illness (Harris et al., 2014). Tourists are concerned about the sanitation of food and the service environment as this directly impacts food safety and their health. Thus, tourists should be

protected from such health risks, particularly food safety and hygiene issues, to provide an excellent culinary experience at the destination (Choe & Kim 2018). There is empirical evidence to show that food service hygiene is one of the top three considerations by consumers when choosing a dining place (Fatimah et al., 2011). Williamson and Hassanli (2020) have also found that Chinese outbound travellers value cleanliness and safety highly. Against this background, some concerns have been raised about the health and hygiene standards relating to local and street food in certain developing countries (Alimi 2016; Amuquandoh 2011; Henderson et al., 2012; Lee, 2022). Liu (2014) found that the food safety risks associated with street food result from the use of uncertified raw materials due to unproductive reviews, poor set-up at the selling sites and lack of knowledge on hygiene among street food vendors.

Gastronomic experience, satisfaction and post-purchase behavioural intentions

The gastronomy of a destination is the source of a memorable travel experience (Adongo et al., 2015). That is why Chen and Huang (2019) have indicated that the role of gastronomy in creating exciting visitor experiences should not be underestimated. Sthapit (2019) demonstrated that participants who experienced high levels of emotions of joy during the gastronomic experience reflected on their more memorable gastronomic experiences long after the end of their holidays. Perceived experience drives customer satisfaction (Klaus & Maklan 2013) as such unique gastronomic experiences result in tourists' delight. According to López-Guzmán et al (2017), gastronomy is seen as a significant part of visitor satisfaction, whether as a primary or secondary incentive. The quality of experience positively and directly influences satisfaction through the cognitive variable, perceived value and the affective variable, emotions (González-Rodríguez et al., 2020). Jung et al (2015) found that tourist experience is influenced by a number of factors, including local cuisine (Sánchez-Cañizares & López-Guzmán 2012). Moreover, research has

shown that the on-site dining experience determines overall travel pleasure (Björk & Kauppinen-Räsänen 2014). Tourists' satisfaction with the gastronomic experience at the destination results in positive outcomes such as enhanced destination image, perceived value and PPBI such as revisit intentions and PWOM.

Satisfaction and destination image

Food is vital to the promotion of a destination because it can improve a destination's image (Chang et al., 2010; Kovalenko et al., 2023). Positive food experiences can increase place attachment and destination image (Hsu & Scott, 2020), loyalty and destination image (Esparza-Huamanchumo et al., 2022; Huete-Alcocer & Hernandez-Rojas, 2022) and perceived emotional value and brand image (Aydin et al., 2022). Food is a crucial factor in forming a destination's image (Chen & Huang 2016; Leong et al., 2017; Mak et al., 2012b). Thus, a pleasant gastronomic experience can help build a favourable image of a destination. On the other hand, unpleasant food-related experiences detract from visitor experiences, which impacts the image of tourist companies and destinations (Yozukmaz et al., 2017). Tourists' behaviour intentions can be influenced by a city's cuisine image (Tsai & Wang 2017). There is considerable evidence to show that a positive gastronomy experience improves not only a destination's image but also tourist behaviour intentions such as loyalty. (Folgado-Fernández et al., 2017); revisit intention (Kim et al., 2014) and recommendations (Choe & Kim 2018; Roustia & Jamshidi 2020). Leong et al (2017) found that the attractiveness of cuisine was linked to the attractiveness of a destination and tourist behaviour. Moreover, the intention to suggest local cuisine and visit a location is positively influenced by the image of local cuisine and the image of the food destination (Choe & Kim 2018).

Satisfactions and perceived value

Kim et al (2011) employed a modified theory of reasoned action to examine food tourists' intentions to return to a culinary festival in the southwest United States. It was discovered that contentment and perceived value influenced intentions to return to the festival. They also found that the antecedent of satisfaction is perceived value. Tourists' choice of destination can also be influenced by the perceived value of a resort's gastronomic offer (Lee et al., 2015) and the motivation to travel (Björk & Kauppinen-Räsänen 2014; López-Guzmán et al., 2017; Mak et al., 2012b). While perceived value and satisfaction have been reported to have a significant effect on loyalty (Juliana et al., 2022), the value placed on taste and quality of food and price are also deemed as attributes that predict satisfaction (Carvache-Franco et al., 2021).

Satisfaction and PPBI

Tourists' gastronomic experiences at destinations influence their satisfaction and behavior (López-Guzmán & Sánchez-Cañizares 2012). There is a link between positive perceptions regarding food services/products and positive behavioural intentions among travellers (Bianchi 2017; Çabuk et al., 2014; Soltani et al., 2021). Studies have established that a favourable gastronomic experience enhances tourists' satisfaction and, as a consequence, future behavioural intentions (Chi et al., 2013; Hwang et al., 2018; Mason & Paggiaro 2012). Attributes of the gastronomic experience such as festivalscape of food and wine events and emotions (Mason & Paggiaro 2012); novel and diverse characteristics of food (Hwang et al., 2018); food activities (Stone et al., 2019); cultural experience and sensory appeal (Li & Qiu, 2023), gastronomic experience (Ullah et al., 2022) and restaurant atmospherics (Heung & Gu 2012) enhance visitors' satisfaction and their behavioural intentions. Nam and Lee (2011) proved that foreign travellers' satisfaction positively impacts their propensity to return and recommend traditional Korean

restaurants. Also, Chi et al (2013), in a related study in Malaysia, found that tourists' satisfaction with their culinary experience has a direct and beneficial impact on their perception of the quality of their culinary experience and their behavioural intentions. This is because such gourmet experiences, mainly when eating local cuisine, allow travellers to generate significant and lasting memories that enhance their identification with or attachment to local attractions and their behavioural intentions (Tsai, 2016). Behavioural intentions resulting from satisfaction with the gastronomic experience are loyalty, revisit intentions, recommendation and PWOM.

Satisfaction and revisit/loyalty

PPBI resulting from satisfaction with the gastronomic experience could manifest in loyalty and revisit intentions. Evidence suggests that a direct positive association exists between gourmet satisfaction and visitor loyalty (Agyeiwaah et al., 2019; Esparza-Huamanchumo, et al., 2022; Folgado-Fernández et al., 2017; Ha & Jang 2010; Ji et al., 2016; Li & Qiu, 2023). Vesci and Botti (2019) concluded that the quality of food and beverages influences revisit intentions and, as a result, loyalty to a specific tourist destination. This is further reiterated by Yasami et al (2022) who reported a relationship between perceived destination food image, food satisfaction, and loyalty intentions. The culinary experience promotes contentment in such a way that when tourists express high levels of satisfaction with a destination's gastronomic offer, they become loyal (Berbel-Pineda et al., 2019).

Tourists' intentions to return to a destination are also influenced by their satisfaction with the gastronomic experience (Alderighi et al., 2016; Björk & Kauppinen-Räsänen 2017).

Table 2: Effect of satisfaction with the gastronomic experience on destination image, perceived value and PPBI

Factors	Key hospitality/tourism authors	Related concepts
Satisfaction and destination image	Chang, Richard C.Y.; Kivela, Jakša; Mak, Athena H.N. (2010) Chen, Qian; Huang, Rong (2016) Choe, Ja Young; Kim, Seongseop (2018) Folgado-Fernández, José A.; Hernández-Mogollón, José M.; Duarte, Paulo (2017) Hsu, Fu Chieh; Scott, Noel (2020) Kim, Samuel Seongseop; Agrusa, Jerome; Chon, Kaye (2014) Leong, Quee-Ling; Ab Karim, Shahrim; Awang, Khairil Wahidin; Bakar, Ainul Zakiah Abu (2017) Mak, Athena H.N.; Lumbers, Margaret; Eves, Anita; Chang, Richard C.Y. (2012) Rousta, Alireza; Jamshidi, Dariyoush (2020) Tsai, Chen-Tsang; Wang, Yao-Chin (2017) Yozukmaz, Nisan; Bekar, Aydan; Kiliç, Burhan (2017) Kovalenko, Alina; Dias, Álvaro; Pereira, Leandro; Simões, Ana (2023) Huete-Alcoer, Nuria; Hernandez-Rojas, Ricardo (2022) Esparza Huamanchumo, Rosse. M; Hernández-Rojas, R. David; Longa-López, R. Alejandra; Cárdenas-Jarama, Martin (2022) Aydin, Melih; Hatice, Sari; Salvarci, Salvaci (2022)	Appetizing assurance, Familiar flavour, Attitudes toward local food, Gastronomic experiences, Place food image, Food neophobia, Traditional gastronomy, Quality, Cuisine
Satisfactions and perceived value	Björk, Peter; Kauppinen-Räsänen, Hannele (2014) Kim, Young Hoon; Kim, Mincheol; Goh, Ben K. (2011) Lee, Kuan-Huei; Packer, Jan; Scott, Noel (2015) López-Guzmán, Tomás; Lotero, Claudia Patricia Uribe; Gálvez, Jesús Claudio Pérez; Rivera, Ingrid Ríos (2017) Mak, Athena H.N.; Lumbers, Margaret; Eves, Anita; Chang, Richard C.Y. (2012) Juliana, Juliana; Pramono, Rudy; Sartjie, Indriany; Roon, Jocelyn; Orlina, Meita; Daicy, Vanessa (2022) Carvache-Franco, Mauricio; Orden-Mejía, Miguel; Carvache-Franco, Wimer; Zambrano-Conforme, Diana; Carvache-Franco, Orly (2021)	Eating and food experiences, Perceived value, Local cuisine, Taste and quality
Satisfaction with food	Bianchi, Constanza (2017) Çabuk, Serap; Tanrikulu, Ceyda; Gelibolu, Levent (2014) Chi, Christina Geng-Qing; Chua, Bee Lia; Othman, Mohhidin; Karim, Shahrim Ab (2013) Heung, Vincent C.S.; Gu, Tianming (2012) Hwang, Jinsoo; Kim, Seongseop; Choe, Ja Young; Chung, Chang-Ho (2018) López-Guzmán, Tomás; Sánchez-Cañizares, Sandra (2012) Mason, Michela C.; Paggiaro, Adriano (2012) Nam, Jang-Hyeon; Lee, Timothy Jeonglyeol (2011) Stone, Matthew J.; Migacz, Steven; Wolf, Erik (2019) Tsai, Chen-Tsang Simon (2016) Çabuk, Serap; Tanrikulu, Ceyda; Gelibolu, Levent (2014) Ullah, Nadeem; Khan, Jawad; Saeed, Imran; Zada, Shsgufta; Xin, Shanchao; Kang, Zhihao., & Hu, Yike (2022)	Characteristics of food, Memorable travel experiences, Perceived food image, Attitude, Diverse characteristics of food, Destination and local food, Cultural experience and sensory appeal, Gastronomic experience

Table 2 Cont.

Factors	Key hospitality/tourism authors	Related concepts
Satisfaction and revisit/loyalty	Li, Xiangping; Qiu, Liangwei (2023)	
	Soltani, Morteza; Soltani Nejad, Nima; Taheri Azad, Fatemeh; Taheri, Babak; Gannon, M. Joseph (2021)	
	Agyeiwaah, Elizabeth; Otoo, Felix Elvis; Suntikul, Wantanee; Huang, Wei-Jue (2019)	Tourist experience, Local food product
	Alderighi, Marco; Bianchi, Carluccio; Lorenzini, Eleonora (2016)	experience, brand
	Berbel-Pineda, Juan M.; Palacios-Florencia, Beatriz; Ramírez-Hurtado, José M.; Santos-Roldán, Luna (2019)	and destination brand, Service and
	Birch, Dawn; Memery, Juliet (2020)	food quality, Novel
	Björk, Peter; Kauppinen-Räsänen, Hannele (2017)	food consumption,
	Correia, Antónia; Zins, Andreas H.; Silva, Francisco (2015)	Food and food
	Di-Clemente, Elide; Hernández-Mogollón, José Manuel;	service, Food
	Campón-Cerro, Ana María (2020)	experience
	Folgado-Fernández, José A.; Hernández-Mogollón, José M.;	satisfaction,
	Duarte, Paulo (2017)	Authenticity, Food
	Ha, Jooyeon; Jang, SooCheong (2010)	and beverage
	Ji, Mingjie; Wong, IpKin Anthony; Eves, Anita; Scarles, Caroline (2016)	quality, Staff
	Lin, Yi-Chin; Chen, Chin-Chin (2014)	service and
	Mohamed, Mohamed E.A.; Hewedi, Mahamoud M.; Lehto, Xinran; Maayouf, Magdy (2020)	information,
	Otengei, Samson Omuudu; Bakunda, Geoffrey; Ngoma, Muhammed; Ntayi, Joseph M.; Munene, John C. (2017)	Quality and variety
Tsai, Chen-Tsang Simon; Lu, Pei-Hsun (2012)	of gastronomic	
Vesci, Massimiliano; Botti, Antonio (2019)	experience,	
Yasami, Mehri; Promsivapallop, Pornpisanu; Kannaovakun, Prathana (2021)	Perceived value,	
Li, Xiangping; Qiu, Liangwei (2023)	Food taste,	
Castillo-Manzano, Ignacio; Castro-Nuño, Mercedes; Pozo-Barajas, Rafael (2022)	Cultural	
Esparza Huamanchumo, Rosse. M; Hernández-Rojas, R. David; Longa-López, R. Alejandra; Cárdenas-Jarama, Martin (2022)	experience and	
	sensory appeal	
Satisfaction and Recommendation	Adongo, Charles A.; Anuga, Samuel W.; Dayour, Frederick (2015)	Local food
	Björk, Peter; Kauppinen-Räsänen, Hannele (2012)	experience,
	Chandralal, Lalith; Valenzuela, Fredy-Roberto (2013)	Attributes of local
	Correia, Antonia; Kim, Seongseop; Kozak, Metin (2020)	food, Perceived
	Kim, Young Hoon; Kim, Mincheol; Goh, Ben K. (2011)	value, Service
	Law, Rob; Buhalis, Dimitrios; Cobanoglu, Cihan (2014)	fairness, Perceived
	Pearce, Philip L.; Packer, Jan (2013)	local hospitality,
	Su, LuJun; Hsu, Maxwell K. (2013)	Food image,
	Wang, Ying-Chuan (2015)	Cuisine quality,
	Tung, Vincent Wing Sun; Ritchie, J. BrentR. (2011)	Cultural
	Li, Xiangping; Qiu, Liangwei (2023)	experience and
Soltani, Morteza; Soltani Nejad, Nima; Taheri Azad, Fatemeh; Taheri, Babak; Gannon, M. Joseph (2021)	sensory appeal,	
Yazicioğlu, Irfan; Keskin, Emeah; Sezen, Nevres (2022)		

Thus, tourists' intention to revisit the destination is determined by their culinary experiences (Di-Clemente et al., 2020), food and food service (Lin & Chen 2014), the quality and variety of the gastronomic experience (Castillo-Manzano et al., 2022) and authenticity of the dining experience (Tsai & Lu 2012). In a study by Otengei et al (2017), they discovered that most visitors who enjoyed the Macau Food Festival planned to return and recommend it to others. In addition, in a study conducted in Portugal, travellers pleased with the local cuisine were more likely to return to the destination (Correia et al., 2015).

On the contrary, Mohamed et al (2020) discovered that the effect of food experience satisfaction on destination revisit intention was not significant. Also, Birch and Memery (2020) found that while future tourists intended to buy a lot of local cuisines, previous visitors bought much less than expected. This could be because the expectations of past visitors were not met.

Satisfaction and recommendation/ PWOM

Another consequence of satisfaction with the gastronomic experience is a recommendation. Tourists' culinary experiences in their host country have a statistically significant impact on their readiness to recommend the destination to others (Adongo et al., 2015; Li & Qiu, 2023). The eating experience (Pearce & Packer 2013; Su & Hsu 2013; Soltani et al., 2022) and food image and cuisine quality (Yazicioğlu et al., 2022) influences tourists' satisfaction and their desire to recommend the destination to others. This is against the background that previous studies have shown that tourists satisfied with their travel experience are more likely to return to the same location and make favourable recommendations to their family and friends (Kim et al., 2011). However, Correia et al (2020) highlighted that the characteristics of local food and their impact on recommendation intentions differ depending on the type of eatery. Travellers who have had satisfactory and memorable tourism experiences at a location are more inclined to tell others about

their positive experiences (Chandralal & Valenzuela 2013; Tung & Ritchie 2011). Such experiences could also be shared online (Björk & Kauppinen-Räsänen 2012). This is referred to as eWOM, a significant factor influencing tourists' intentions to visit Macau (Wang 2015). According to Law et al. (2014), food is also one of the most socially shared topics.

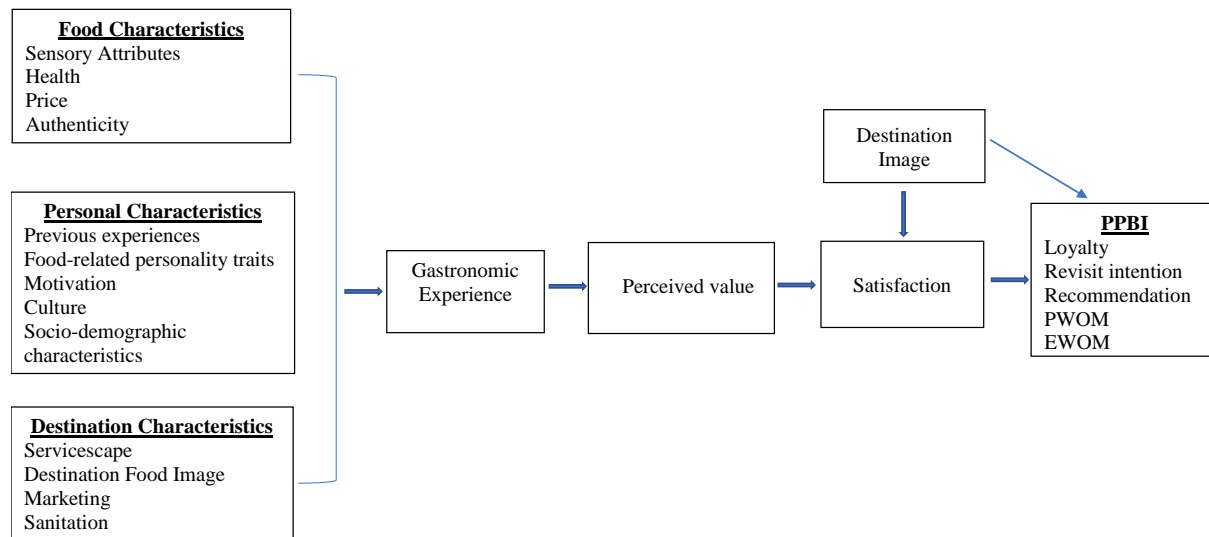


Figure 2: Factors Influencing The Gastronomic Experience At The Tourist Destination And Post-Purchase Behavioural Intentions

Conclusion

This study has established that tourists' satisfaction with the gastronomic experience hinges on three major factors, as shown in Figure 2; the food and its sensory characteristics, characteristics of the individual, and the destination. This coincides with the results of previous studies by Mak et al (2012), who also found out that cultural/religious influences, socio-demographic factors, food-related personality traits, exposure effect/past experience, and motivational factors are five sociocultural and psychological elements that influence visitors' food consumption. It also falls in line with Randall and Sanjur's (1981) model on factors influencing food preference in which they identified three key factors namely, characteristics of the individual, characteristics of the food and characteristics of the environment. However, there have been many studies relating to food/gastronomic experiences since Randall and Sanjur (1981) and Mak et al (2012) studies. This

study focused on 13 years i.e., 2010 to 2023 during which there have been significant additions to the literature.

Mak et al (2012) identified five sociocultural and psychological factors influencing tourists' food intake. On the other hand, Randall and Sanjur (1981), in addition to the personal characteristics, identified food and environmental (destination) characteristics as accounting for tourists' food preferences. Randall and Sanjur (1981) food characteristics were mainly the sensory attributes of food, its preparation, and the ingredients used. However, this study has further pointed to factors like health, price/value and authenticity as important factors influencing the gastronomic experience of tourists. Health issues have become critical, and people are particular about what they ingest. In addition, tourists seek value for money and authentic culinary experiences in their food purchases.

This study found that the personal characteristics influencing the gastronomic experience of the tourist include previous experience, food-related personality traits, motivation, culture and socio-demographic characteristics. These indicate that different people will derive different satisfaction levels with the gastronomic experience at the destination. The individual's level of satisfaction with a gastronomic experience depends on whether they have had a previous experience with that food, whether they are neophobic or neophilia, or motivated by food. It also depends on their cultures, such as values, religious and traditional beliefs and other socio-demographic characteristics such as age, gender, income and social status.

The study further points to the importance of specific destination characteristics to the gastronomic experience of the tourist. The context in which the food is produced and delivered is also important. Specifically, the study identifies factors such as the servicescape, marketing and sanitation as factors influencing the gastronomic experience of tourists. This study further indicates

that satisfaction with the gastronomic experience is the product of the perceived value of the experience. The destination image also enhances satisfaction. Both destination image and satisfaction influence tourists' PPBI. The PPBIs are loyalty and revisit intentions, recommendation, PWOM and EWOM. It stands to reason that when tourists have favourable images about a destination and are satisfied with the gastronomic experience, that will elicit some positive behavioural outcomes. Thus whereas previous studies based on a systematic review of the literature identified the factors influencing the gastronomic experience, this study has extended these studies by analyzing the consequences of the gastronomic experience.

The modern tourists' greatest attraction of a trip is food, thus, promoting the essence of the places they visit (Carvache-Franco et al., 2021). In effect, gastronomy has a pull effect due to factors such as satisfaction with the service, the environment at the establishments and, overall, the enjoyment of a cuisine (Esparza-Huamanchumo et al., 2022). While cultural experience, sensory appeal, and health concerns are vital to predicting food satisfaction, interpersonal relation stands out as the most important variable which determines intention to recommend and to revisit (Li & Qiu, 2022). Theoretically, understanding how other gastronomic factors and satisfaction with a destination's food can influence food tourist cognitive, affective and overall image of the destination (Huete-Alcocer & Hernandez-Rojas, 2022) may be vital to contributing to improving food tourists' recommendation, revisit and loyalty to a particular destination. Furthermore, emotional bonds have been reported between a destination's gastronomy and tourists' visitation (Esparza-Huamanchumo et al., 2022).

Diverse secondary experiences are said to influence food images formation (Mohamed et al., 2021), hence from a practical implication view point, there is the need for manager to balance the uniqueness of food experiences with more generic international flavors and urban spaces

(Fusté-Forné & Leer, 2023) especially in an era where a destination's food and cuisine are visualized based on its cultural and environmental features (Mohamed et al., 2021). Avenues for interactions between food tourists and locals should be created. For instance, cooking demonstrations by locals through creative and interactive cooking experiences with tourists thus, creating an epistemic value for tourists. Eternal memories are created when food consumption provides elevated intensities of epistemic value (Soltani et al., 2021). While various destinations might have their own challenges in terms of ethics in food production, it is paramount for managers to understand this topic or gastrodiploacy as food tourists visit a destination with diverse mindsets that might not comply with standards of some destination food production policies. For instance, the clashes between national and international values in terms of the relationship between the promotion of food and traditions with regards to dog meat, the killing and consumption of whale meat (Ranta, 2015) and most recently the production and consumption of foie gras, a French delicacy where geese are forced to enlarge their livers, (Vatnick, 2023) eliciting international debate and a call to ban it.

From a governmental perspective, a stronger collaboration with various food outlets for food tourism cannot be overemphasized. The use of food to promote a country as an attractive and exotic country has been well documented (Esparza-Huamanchumo et al., 2022; Fusté-Forné & Leer, 2023; Huete-Alcocer et al., 2022) and for this to be sustained, support in terms of government innovative policies and recognition of these food outlets are paramount. For instance, Thai government promotes Thailand through the use of food by officially recognizing and awarding restaurants that exhibit standards and quality and authenticity of the food served and also adhere not only to hygiene, safety, and taste controls, but also to standards dealing with the Thai national image through menus, dress codes, music and decor (Ranta, 2015).

The results of this study are valuable for destination marketers as it provides a comprehensive range of essential factors for providing memorable gastronomic experiences. To be successful at attracting tourist gastronomic tourists, destinations should gain more insights into the personal characteristics of tourists and ensure that both the food and destination have the requisite elements that appeal to the tourists. The results of this study are also crucial for promoting gastronomic tourism. This study is based on a review of the available literature. This study has potential limitations, English language journals were prioritized, resulting in the bias review of literature on gastronomy tourism as other publications in other languages might have been resourceful and might have contributed to the outcome of this research. The prioritization of journal articles over books and other grey literature negate the opportunity for inclusion of important areas of research related to this study thus, leading to a partial findings and recommendations presented herein. The lack of qualitative narratives and arguments further negate the outcomes of the study due to the fact that the choice of focused areas were based on keywords. The conclusions are based on different studies undertaken in different contexts at different times. There would be the need to test the validity of the findings in a single empirical study.

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