

Tourist gastronomic engagement: Assessing travel motivation, food experiences, and post-visit outcomes in Central Luzon's culinary destinations

Gregana, Moresa Joy V. ✉

Lyceum of the Philippines University - Batangas, Philippines (mjvgregana@earist.ph.education)
Eulogio Amang Rodriguez Institute of Science and Technology, Philippines

Ylagan, Alex D.

Lyceum of the Philippines University - Batangas, Philippines (apylagan@lpubatangas.edu.ph)



ISSN: 2243-7770
Online ISSN: 2243-7789

OPEN ACCESS

Received: 20 July 2024

Revised: 13 August 2024

Accepted: 14 August 2024

Available Online: 15 August 2024

DOI: 10.5861/ijrsm.2024.1238

Abstract

This study aimed to explore the impact of travel motivation and food experiences on post-visit outcomes in gastronomic destinations within Central Luzon. Employing a sequential mixed methods design, the study analyzed the tourist demographics, examined relationships between key variables, and identified significant differences across demographic groups. The researcher used sequential mixed method and descriptive research design. The respondents of the study were 380 tourists who dined in Department of Tourism (DOT) accredited restaurants that serves local cuisines. The study concluded that majority of the respondents are male, aged 25 years old to 40 years old or belong to generation Y, single, employed, university graduate, and centrality of local food when traveling is important. Tourists in Central Luzon seek authentic food, fresh ingredients, and memorable experiences with loved ones. The study links tourist motivations to their satisfaction and recommends the region highlight these aspects. To improve satisfaction, the study suggests catering to under-represented demographics and organizing food-related events. Collaboration among all stakeholders is seen as key to enhancing Central Luzon's culinary tourism. Lastly, the research paper proposed a Tourists' Gastronomic Post-Visit Outcome framework.

Keywords: gastronomic destinations, post-visit outcomes, travel motivation, tourists' food experience, gastronomic tourism

Tourist gastronomic engagement: Assessing travel motivation, food experiences, and post-visit outcomes in Central Luzon's culinary destinations

1. Introduction

The convergence of travel and gastronomy has had a transformative impact on the tourism sector, leading to the emergence of food experiences as a significant motivator for tourists worldwide. A recent study investigates the influence of gastronomy on tourism emphasizes that gastronomic reasons greatly increase the perceived value of tourist encounters, leading to the appeal of destinations renowned for their distinctive culinary offers (Carral et al., 2020). Gastronomic tourism, a form of travel that focuses on the exploration and appreciation of regional culinary offerings, has garnered significant interest among tourists seeking authentic and distinctive encounters. Gastronomic tourism centers around the appreciation and indulgence in regional gastronomic delights and libations.

Central Luzon, a region renowned for its rich culinary heritage and vibrant gastronomic landscape, hosts several festivals dedicated to the celebration of food and beverages. These events aim to showcase the diverse culinary traditions of the region and entice visitors from far and wide. The tourism industry in Central Luzon is seeing significant growth and success. In the third quarter of 2023, the region had 2.8 million visitors. The data include 2.6 million arrivals from within the country and 197,837 arrivals from international destinations. These statistics indicate that Central Luzon has the potential to become a prominent tourist destination for both local and foreign visitors. Food festivals frequently showcase traditional cuisine, music, and dances, the more reasons tourists have increased.

The existing body of research has extensively examined the factors that drive individuals to travel and explore various food experiences at gastronomic destination across the globe. However, it is worth noting that there is a dearth of scholarly investigations specifically focused on the gastronomic tourism in Central Luzon. According to the Department of Tourism (DOT) Central Luzon, there has been limited research conducted on the factors that drive travel motivation and the food experiences associated with post-visit outcomes in Central Luzon, Philippines. The region's distinctive culinary heritage and flourishing gastronomic landscape render it an ideal setting for examining the interplay between travel motivation and dining experiences. It is imperative for tourism officials, destination marketers, and local food businesses to possess a comprehensive understanding of the underlying reasons that drive tourists to participate in Central Luzon gastronomic tourism, as well as the subsequent impact of these motives on their dining experiences. This research gap can be addressed in order to uncover the factors that attract travelers to these festivals, their culinary preferences, and the extent to which these preferences are fulfilled.

Travel motivation refers to the combination of internal and external variables that serve as driving forces compelling an individual or a group to engage in travel activities. Internal elements encompass individual needs, aspirations, and values, and external factors encompass environmental stimuli, marketing campaigns, and societal effects (Park & Lee, 2023). On the other hand. The food experience of a tourist is a comprehensive and intricate occurrence that incorporates the entirety of their interaction with food while engaging in a travel experience. According to López-Guzmán & García (2020), the consumption of food entails a comprehensive encounter that extends beyond the sensory perception of taste. This encounter comprises several elements such as visual stimuli, auditory cues, olfactory sensations, and the cultural backdrop against which the food is situated. Conversely, the concept of post-visit outcome comprises a diverse array of actions and attitudes that tourists may display subsequently to the completion of their journey. According to Chen and Wang (2019), the consequences can vary in terms of their positivity, negativity, or neutrality.

Motivation serves as a substantial indicator for both the adoption of locally sourced food and the

establishment of enduring loyalty towards food-related encounters. The present study focuses on an investigation of diverse aspects of motivation, encompassing cultural exposure, interpersonal connections, enthusiasm, sensory attraction, and health considerations. The impact of motivational dimensions on tourists' experiential loyalty towards local food is assessed in the study conducted by Williamson and Hassanli (2020). In investigating the influence of food experiences on hedonic well-being, which pertains to an individual's personal and subjective sensations of pleasure and contentment. The objective of this study is to investigate the various factors that contribute to the memorability of food experiences and to enhance the complexity and depth of the construct of memorable tourism experiences (Sthapit et al., 2019). Gastronomic destinations serve as a medium for facilitating the establishment of connections and fostering loyalty between consumers and local producers. The role of quality in fostering customer loyalty and satisfaction is of considerable importance and these factors are crucial determinants of a food destination (Khuat, 2018). The multifaceted components of gastronomic tourism, encompassing culinary encounters, cultural integration, and interaction with local food producers, seek to offer a deeper understanding of its influence on post-visit consequences (Dixit, 2019).

Multiple studies have demonstrated a significant association between travel motivation, tourists' food experience, and post-visit outcomes. An investigation conducted by Chen et al. (2019) revealed that individuals who possessed a greater inclination to partake in local cuisine during their travels exhibited better levels of satisfaction with their entire travel experience and were more inclined to endorse the destination to others. In a recent study conducted by Dixit and Prayag (2022), it was discovered that tourists who had a favorable gastronomic encounter exhibited a higher propensity to develop a positive post-visit disposition towards the site. In the study conducted by Hernandez-Rojas et al. (2021), they stated that there is a significance of food experiences in gastronomic tourism and the positive outcomes that can result for travelers after their visits. It is imperative to acknowledge that the correlation between travel motivation, food experience, and post-visit outcomes is intricate and susceptible to various influences, including the personal inclinations of the tourist, the caliber of the dining encounter, and the overall tourist experience. Nevertheless, the research indicates that food experiences may have a substantial impact on the post-visit outcomes of visitors. Consequently, tourism destinations and businesses should take this into account when planning and advertising gastronomic tourism experiences. Additionally, there was a higher likelihood among participants to express their intention of recommending the site to others and revisiting it in the future. The aforementioned research indicate that food can significantly influence the connection between travel motivation and post-visit outcome. Destinations have the potential to enhance tourist satisfaction, stimulate positive word-of-mouth, and foster return visitation by offering tourists a favorable culinary experience.

The findings of this research may have significant implications across tourism industries in the development and implementation of developmental strategies. The forthcoming development of a conceptual framework holds the potential to offer significant insights for the Regional Department of Tourism (DOT) office and the relevant authorities responsible for promoting Central Luzon as a gastronomic destination. Local food producers and restaurant businesses can benefit from gaining knowledge on efficient management of service quality provided to their customers. This study presents potential advantages for tour operators and travel agencies as it offers valuable insights that can assist in the creation of customized culinary experiences that are in line with the expectations and preferences of their particular target demographic. Moreover, this research endeavor may offer significant contributions to fellow scholars in the fields of tourism and academia. The research findings may augment the current knowledge base in the field, thereby increasing its relevance to other related scholarly investigations. By gaining a thorough comprehension of the diverse factors that impact travel motivation, the food experiences of tourists, and the significant importance of post-visit outcome, stakeholders such as the regional tourism office, managers, and restaurant owners can actively strive for the enhancement of tourist gastronomic experiences.

This study utilized a quantitative-descriptive research design, utilizing a modified structured-type questionnaire. The research focused on gastronomic destinations in Central Luzon. The study will involve individuals who visit Central Luzon and patronize local restaurants that offer regional food. The study's

population will be derived from the official records of the Department of Tourism. The scope of this study is restricted to both local and foreign tourists who visit restaurants, in order to minimize potential bias in the responses provided on the questionnaires. This study can facilitate the progress of sustainable destination development and stimulate economic growth within the gastronomic tourism sector of the region. The objective of this study is to create a promotional plan and establish a conceptual framework that can be utilized by the Central Luzon Regional Tourism Office in order to effectively promote and market gastronomic destinations in the region. The framework aims to attract a larger audience, improve visitor experiences, encourage sustainable development of the destination, and stimulate economic growth. Additionally, the framework may help future researchers assess other regions' gastronomic destinations.

Objectives of the Study - This research study aimed to thoroughly investigate the dynamic relationship among travel motivation, tourists' gastronomic experiences, and post-visit outcomes in Central Luzon's gastronomic destinations. More precisely, this study evaluated travel motivation of tourist in terms of culture, interpersonal, health and taste, and emotion; assessed the tourists' food experience in terms of novelty seeking, experience co-creation, servicescape, choice overload, experience intensification, memorable local food experience, and hedonic well-being; examined post-visit outcomes in terms of destination satisfaction and destination loyalty; tested the relationships of travel motivation and tourists' food experience to post-visit outcome; and proposed a Tourist Gastronomic Engagement Framework (TGEF).

2. Methods

Research Design - Quantitative research is a type of research that involves the collection and examination of numerical data. Utilizing statistical analysis is required in order to accomplish the goals of identifying trends and averages, formulating hypotheses, determining the existence of causal connections, and extrapolating findings to more extensive populations (SAGE Publications, 2016). This study employed a mixed-methods approach, incorporating elements of descriptive, correlational, and comparative research designs. This approach allowed the researcher to achieve a comprehensive understanding of the relationship between travel motivation, tourists' food experience in visiting Central Luzon and the post-visit outcomes in gastronomic destinations in the region. Descriptive statistics were used to profile the typical tourist visiting Central Luzon. This will involve analyzing data collected on demographics, travel habits, and preferences using measures like frequency tables, means, medians, and standard deviations. Descriptive correlational research involves the observation and analysis of relationships between variables, without manipulating them. Correlational analysis were used to assess the strength and direction of relationships between tourist profiles and gastronomy interest. Comparative analysis were used to compare means or variances of characteristics between subgroups, depending on the normality of the data. (Creswell & Creswell, 2018).

Participants of the Study - The researcher went to list of restaurants provided by the Department of Tourism (DOT) Central Luzon that offer local food from each provinces in Region III. The participants in this study consists of individuals who have dined at these particular dining establishments. The researcher chose the people who took part in the study through simple random sampling approach. The researcher consulted the roster of DOT-accredited dining establishments provided by DOT Central Luzon and inquired about the monthly customer count at each establishment. Upon receiving the data, it was forwarded to the statistician for the purpose of determining the required number of respondents from each of the eateries. Subsequently, after acquiring the results, the researcher revisited the eateries to carry out the survey. There is a total of 380 tourists, both local and international, who took part in the research and came from the seven provinces of Central Luzon. The population size is taken from the population of customers in each of the restaurants listed by the Department of Tourism (DOT) Central Luzon that serves local cuisine per month. The population size is 33,376, the margin of error is 5%, with a confidence level of 95%.

Research Instrument - The researcher collected data through the use of modified adapted questionnaires. The first component of the questionnaire describes the demographic information of the respondents, including

their gender, age, marital status, kind of tourist, professional status, educational level, and centrality of local food when traveling. The second section of the questionnaire evaluated the travel motivation in terms of culture, interpersonal, health and taste, and emotion. The questionnaire adapted from the study of Williamson & Hassanli (2020) with Cronbach alpha values all above 0.7 threshold. The third section assessed tourists' food experience concerning novelty-seeking, experience co-creation, servicescape, choice overload, experience intensification, memorable local food experience, and hedonic well-being. The researcher adapted the questionnaire from the study of Sthapit, Coudounaris, & Björk (2019) with a Cronbach alpha was 0.889, which is well above the critical value of 0.7. The last section of the questionnaire examined the post-visit outcome in Central Luzon in terms of destination satisfaction and destination loyalty. The researcher adapted the second and last part of the questionnaire from the study conducted by Khuat (2018). Cronbach Alpha is widely regarded as having a lower limit of 0.70 as an acceptable scale (Garson, 2016), wherein all constructs were tested at an acceptable level for confirmatory study (≥ 0.70). The amount of items per construct has been found to positively correlate with the Cronbach Alpha coefficient.

The instrument has undergone content validation by a diverse panel of specialists. One individual relates to a culinary professional employed within the restaurant sector, possessing extensive experience and longevity within the field. The individual in question has gained professional experience at internationally renowned venues such as Manila Hotel and Norwegian Star Cruises. Another individual with expertise in the field is a restaurant manager employed at Dusit Thani Boracay, who possesses over four years of experience in this managerial role within the hospitality industry. The final specialist is an esteemed academician, serving as a college dean specializing in the fields of Philippine gastronomic tourism and culinary education. The instrument has been adjusted in response to the recommendations and criticisms of the experts in order to make it more accurate and useful. The instrument was also subjected to reliability or pilot testing, the participants in this study are customers who have dined at restaurants in Metro Manila that offer authentic Filipino cuisine which yielded the following results from 30 respondents who were tourists that visited restaurants in Metro Manila that offers authentic cuisines:

According to the reliability statistics of Cronbach's Alpha, all variables assessed in the questionnaire produced results exceeding an acceptable level of 0.7. Therefore, the questionnaire is deemed to possess validity and reliability, rendering it suitable for general implementation. After the reliability testing with the statistician, the questionnaire has undergone the approval of ethics committee for review making sure that all aspects of the research undertaking conforms to the standard and institutional policies and adhere to acceptable and ethical research practices.

Indicators	No. of Items	Cronbach Alpha	Remarks
Culture	306		Good
Interpersonal	300		Good
Health and Taste	747		Acceptable
Notion	370		Good
Novelty Seeking	342		Good
Experience Co-creation	378		Good
Servicescape	306		Excellent
Choice Overload	784		Acceptable
Experience Intensification	304		Excellent
Memorable Local Food Experience	312		Excellent
Hedonic Well-being	317		Excellent
Destination Satisfaction	303		Excellent
Destination Loyalty	378		Good

Norge and Mallery (2003) provide the following rules of thumb: “_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor, and _ < .5 – Unacceptable”

Data Gathering Procedure - Once the research instrument has obtained approval, the researcher proceeded to compose a letter of consent addressed to the restaurant managers. This letter was duly acknowledged and endorsed by the research adviser through their signature. The purpose of this correspondence is to formally seek the individual's involvement in the research study by diligently completing the designated instrument. The

researcher also sent a formal letter addressed to the Department of Tourism, seeking their endorsement for the restaurants situated in the Central Luzon region. Furthermore, it is advisable to include a note specifically addressed to the respondents, which should be linked to the questionnaire together with the data privacy agreement. Upon receiving approval, the researcher promptly proceeded with the administration of the questionnaire to the participating restaurants. After extending a polite greeting, the researcher offered a concise explanation and guidance to the participants. Participants were given a brief period of time to complete the questionnaire. Subsequently, the researcher assessed the questionnaires to ensure the adequacy of data. In the event that the management desires to administer the questionnaire online, an alternative option will be provided in the form of a Google form link or QR code.

Data Analysis - This study relied on descriptive statistics. Weighted mean, standard deviation, and ranking were also used in examining post-visit outcome on destination satisfaction and destination loyalty. The distinctions of respondents in Central Luzon on the evaluation of the respondents' travel motivation through culture, interpersonal, health and taste, and emotions; the assessment of tourists' food experience through novelty-seeking, experience co-creation, servicescape, choice overload, experience intensification, memorable local food experience, and hedonic well-being; and the determining of post-visit outcome on destination satisfaction and destination loyalty were checked using Mann Whitney U-test, Kruskal Wallis and $\alpha = 0.05$. In testing the relationship of travel motivation and tourists' food experience to post-visit outcome, Spearman-rho and Regression analysis were used.

Ethical Considerations - The researcher ensured that each participant responds to the questions voluntarily and without any coercion, in adherence to the ethical guidelines outlined in the Code of Ethics. This was achieved by obtaining informed consent from the participants by the signing of a consent form, which guaranteed the veracity and objectivity of their responses. In accordance with the provisions of the Data Privacy Act of 2012, all replies were treated with the highest level of confidentiality and solely utilized for academic reasons. Respondents were guaranteed anonymity. Tourists who failed to comply with the research protocol were substituted by other respondents who possessed similar qualities, while also considering ethical implications.

3. Results and discussion

Table 1

Summary Table on Evaluation on the Travel Motivation of Tourists in Central Luzon

Travel Motivation of Tourists	Mean	Verbal Interpretation	Rank
Culture	4.58	<i>Strongly Agree</i>	3
Interpersonal	4.66	<i>Strongly Agree</i>	2
Health and Taste	4.57	<i>Strongly Agree</i>	4
Emotion	4.69	<i>Strongly Agree</i>	1
OVERALL MEAN	4.63	<i>Strongly Agree</i>	

Legend: 1.0 to 1.49 Strongly Disagree, 1.5 to 2.49 Disagree, 2.5 to 3.0 Moderately Agree, 3.5 to 4.49 Agree, 4.5 to 5.00 Strongly Agree

Table 1 shows the overall evaluation on the travel motivation of tourists in Central Luzon strongly agreed with a composite mean of 4.63. It was shown from the result that respondents focused more on emotion with the mean value of 4.69 and interpersonal as supported by the mean value of 4.66. While factors such as sensory appeal, culinary heritage, and social connection contribute to gastronomic tourism, emotions remain the primary motivator. As Sthapit et al. argue, "emotions are the best measure of travel motivation" in this context. They found that consuming local food at tourist destinations was strongly associated with positive emotions like joy, love, excitement, and interest, leading to memorable experiences. Similarly, Chang et al. found that emotions, particularly those stemming from dining experiences, significantly influence travel motivations and overall well-being. Another study highlighted the impact of emotions on the experiential value of food, making them a key determinant of trip motivation. This research emphasized that high-quality food experiences can enhance emotional well-being, impacting overall health. However, the authors noted that nuanced emotions derived from

diverse food-related activities likely have a more significant impact than those solely linked to sensory aspects.

On the other hand, least concentration on health and taste with mean value of 4.57 and culture with mean value of 4.58. While health and taste are factors in gastronomic tourism, they are not primary motivators for travelers. As Lin et al. note, "tourists' food consumption habits are shaped by various factors beyond mere health and taste preferences." Travelers often prioritize experiences such as cultural immersion, adventure, and relaxation when choosing a destination, often indulging in experiences that may not prioritize health. Similarly, while taste is a factor, Su et al. found that "foodies" are more driven by the desire to explore new flavors, learn about culinary practices, and engage with food customs than by health considerations. This suggests that the novelty and authenticity of food experiences often outweigh taste as a primary motivator.

Table 2

Summary Table on Assessment on the Tourists' Food Experience in Central Luzon

Tourists' Food Experience	Mean	Verbal Interpretation	Rank
Novelty Seeking	4.60	<i>Strongly Agree</i>	3
Experience Co-creation	4.57	<i>Strongly Agree</i>	4.5
Servicescape	4.61	<i>Strongly Agree</i>	2
Choice Overload	4.29	<i>Agree</i>	7
Experience Intensification	4.53	<i>Strongly Agree</i>	6
Memorable Local Food Experience	4.64	<i>Strongly Agree</i>	1
Hedonic Well-being	4.57	<i>Strongly Agree</i>	4.5
OVERALL MEAN	4.54	Strongly Agree	

Legend: 1.0 to 1.49 Strongly Disagree, 1.5 to 2.49 Disagree, 2.5 to 3.0 Moderately Agree, 3.5 to 4.49 Agree, 4.5 to 5.00 Strongly Agree

Table 2 presents the overall assessment on the tourists' food experience in Central Luzon. As seen from the result, respondents strongly agree with the composite mean of 4.54. Memorable local food experience ranked first with a mean value of 4.64 rated as strongly agree and servicescape ranked second with a mean value of 4.61 rated as strongly agree. Local gastronomy is a key aspect of tourism, offering a unique and memorable experience for travelers. As Ratnasari et al. note, "the emotional experiences that individuals engaging in tourism activities undergo while partaking in local cuisine are of paramount importance in influencing their levels of satisfaction and their inclination to revisit or endorse a particular destination." Local dishes, often difficult to replicate elsewhere, leave a lasting impression and connect tourists with the community and its customs. Yu & Zhang highlight the importance of authentic local food experiences, stating that they contribute to the overall dining and tourist experiences, enhancing the authenticity and cultural immersion sought by visitors. Similarly, Kokkranikal and Carabelli emphasize the strong connection between food and cultural identity, suggesting that memorable local food experiences provide a deeper understanding and appreciation of a destination's heritage and traditions.

Yet, respondents still agree on choice overload (4.29) rated as agree, experience intensification (4.53) rated as strongly agree, experience co-creation (4.57), and hedonic well-being (4.57) rated as strongly agree even though it obtained the least values. While choice overload can be a factor in consumer decisions, research suggests it may not be a primary concern for tourists seeking authentic food experiences. Putra suggests that tourists prioritize genuine culinary encounters over simply having many options. Tourists are often more interested in experiencing local culture and cuisine than being overwhelmed by choices. Putera and Mustapha's findings support this, indicating that factors like food quality, service, and ambiance have a greater impact on tourist satisfaction than choice overload.

Table 3 illustrates the overall assessment on post-visit outcome in Central Luzon where it was rated strongly agree with a composite mean of 4.67. As illustrated from the result, destination loyalty ranked first rated as strongly agree with a mean value of 4.70. Destination satisfaction is crucial for a successful visitor experience. When tourists have positive experiences and their expectations are met, they are more likely to recommend the destination to others and revisit themselves. This positive word-of-mouth promotion is essential for the

long-term success of any destination. Satisfied visitors also tend to spend more on souvenirs, accommodations, and other services during their stay. Mainolfi and Marino (2018) highlight the strong connection between tourist satisfaction and their future intentions. Their research shows that positive experiences, particularly with service quality, increase the likelihood of repeat visits and positive word-of-mouth. Essentially, destination satisfaction is a key indicator of how tourists will behave after their visit, directly influencing their decision to return or recommend the destination to others. It is clear that tourists' perceptions of a destination directly impact their satisfaction levels. Huete Alcocer and López Ruiz (2019) found that satisfied tourists are more likely to have positive behavioral intentions, such as revisiting or recommending the destination. Macanas (2020) reinforces this, stating that destination satisfaction is a major factor in post-visit outcomes, shaping tourists' behaviors after their trip. In instance, the study found that positive experiences, such as enjoying photo opportunities at popular landmarks like Rizal Park in Metro Manila, contribute to overall destination satisfaction. This satisfaction, in turn, makes tourists more likely to return and recommend the destination to others.

Table 3*Summary Table on Post-Visit Outcome in Central Luzon*

Post-Visit Outcome	Mean	Verbal Interpretation	Rank
Destination Satisfaction	4.63	<i>Strongly Agree</i>	2
Destination Loyalty	4.70	<i>Strongly Agree</i>	1
OVERALL MEAN	4.67	<i>Strongly Agree</i>	

Legend: 1.0 to 1.49 Strongly Disagree, 1.5 to 2.49 Disagree, 2.5 to 3.0 Moderately Agree, 3.5 to 4.49 Agree, 4.5 to 5.00 Strongly Agree

On the other hand, destination satisfaction ranked the lowest with a mean value of 4.63 rated strongly agree. Destination loyalty is an important measure in tourism, but emerging studies suggest it may not be the most influential factor in visitor satisfaction and future intentions. One explanation for this is that destination loyalty does not always result in repeated visits or positive word-of-mouth. Tourists may develop loyalty to a destination but still choose to explore other options for future vacations. Additionally, factors like service quality, value for money, and overall experience may have a greater impact on visitor satisfaction and the likelihood of return visits. (Leo et al., 2020). Destination loyalty is linked to positive outcomes like longer stays, increased activity participation, and positive recommendations (Stylidis et al., 2021). It can lead to a stable income stream for destinations through positive word-of-mouth and reduced marketing costs. However, achieving destination loyalty is challenging due to factors like novelty-seeking, complex decision-making, and diverse tourist motivations (Lv et al., 2020).

Table 4*Relationship between Travel Motivation and Tourists' Food Experience*

CULTURE	<i>r_s</i>	<i>p-value</i>	Interpretation
Novelty Seeking	.590**	0.000	Highly Significant
Experience Co-creation	.650**	0.000	Highly Significant
Servicescape	.594**	0.000	Highly Significant
Choice Overload	.495**	0.000	Highly Significant
Experience Intensification	.670**	0.000	Highly Significant
Memorable Local Food Experience	.544**	0.000	Highly Significant
Hedonic Well-being	.562**	0.000	Highly Significant
Food Experience OVERALL	.668**	0.000	Highly Significant
INTERPERSONAL			
Novelty Seeking	.679**	0.000	Highly Significant
Experience Co-creation	.728**	0.000	Highly Significant
Servicescape	.674**	0.000	Highly Significant
Choice Overload	.505**	0.000	Highly Significant
Experience Intensification	.735**	0.000	Highly Significant
Memorable Local Food Experience	.640**	0.000	Highly Significant
Hedonic Well-being	.681**	0.000	Highly Significant
Food Experience OVERALL	.749**	0.000	Highly Significant

HEALTH & TASTE			
Novelty Seeking	.487**	0.000	Highly Significant
Experience Co-creation	.553**	0.000	Highly Significant
Servicescape	.494**	0.000	Highly Significant
Choice Overload	.480**	0.000	Highly Significant
Experience Intensification	.502**	0.000	Highly Significant
Memorable Local Food Experience	.481**	0.000	Highly Significant
Hedonic Well-being	.501**	0.000	Highly Significant
Food Experience OVERALL	.575**	0.000	Highly Significant
EMOTION			
Novelty Seeking	.621**	0.000	Highly Significant
Experience Co-creation	.617**	0.000	Highly Significant
Servicescape	.725**	0.000	Highly Significant
Choice Overload	.477**	0.000	Highly Significant
Experience Intensification	.687**	0.000	Highly Significant
Memorable Local Food Experience	.663**	0.000	Highly Significant
Hedonic Well-being	.630**	0.000	Highly Significant
Food Experience OVERALL	.689**	0.000	Highly Significant
TRAVEL MOTIVATION OVERALL			
Novelty Seeking	.713**	0.000	Highly Significant
Experience Co-creation	.767**	0.000	Highly Significant
Servicescape	.727**	0.000	Highly Significant
Choice Overload	.610**	0.000	Highly Significant
Experience Intensification	.763**	0.000	Highly Significant
Memorable Local Food Experience	.692**	0.000	Highly Significant
Hedonic Well-being	.714**	0.000	Highly Significant
Food Experience OVERALL	.806**	0.000	Highly Significant

***. Correlation is significant at the 0.01 level (2-tailed)*

Table 4 presents the relationship between travel motivation and tourists' food experience on gastronomic destinations in Central Luzon. The result shows that the obtained r_s values (.806**) indicates a strong direct correlation and the resulted p-values (0.000) were all less than the alpha level. This means that there was a significant relationship exists and implies that the better the assessment of travel motivation, the higher their food experience. Travel motivations and food experiences are two crucial components that strongly influence a tourist's overall enjoyment with their vacation. It was revealed that there is a considerable relationship between these two aspects, since the reasons for traveling typically define the types of eating experiences that visitors seek out. For example, tourists who are motivated by a desire for cultural immersion are more inclined to seek out authentic local cuisine, while those motivated by relaxation may be more interested in indulging in opulent dining experiences. Additionally, tourists that prioritize adventure and exploration may be more ready to sample new and exotic meals. The correlation between the total food experience and overall travel motivation is relevant because of the increasing popularity of gastronomy tourism in the worldwide tourist sector. Gastronomic tourism encompasses more than simply eating at restaurants; it entails immersing oneself in the local food culture, touring farms, participating in food festivals, and engaging with genuine culinary traditions. Tourists need novel and distinctive experiences that leave a lasting impression even after their journey concludes. Gastronomic tourism offers them the chance to fully engage in the local culinary landscape (Nesterchuk et al., 2021). Moreover, the significance of food in creating memorable travel experiences is crucial due to its strong connection to cultural identity and local traditions. Culinary tourism enables guests to establish a profound connection with the place by sampling authentic dishes, acquiring knowledge about indigenous ingredients, and comprehending the culinary legacy of the area (Bertan, 2020).

Table 5 shows the relationship between travel motivation and post-visit outcome. Travel motivation and all its sub-variables was found to be significantly related to post-visit outcome with p-values of 0.000. There is a significant relationship between travel motivation in terms of culture and post-visit outcome with overall r_s values of .697** and p-values of 0.000. This implies that there is a strong correlation and suggests that the better the assessment of travel motivation the higher the post-visit outcome. Travel motivations have a major influence in shaping destination satisfaction and destination loyalty in post-visit outcomes. These two attributes is crucial

for businesses to appropriately attract and retain clients. Results have shown that there is a strong correlation between overall travel motivations and destination loyalty. When tourists are motivated by certain characteristics such as cultural encounters, relaxation, adventure, or social relationships, they are more likely to create a strong attachment to the location they visit. This emotional connection leads to frequent visits and strong word-of-mouth referrals, ultimately boosting destination loyalty.

Table 5*Relationship between Travel Motivation and Post-Visit Outcome*

CULTURE	r_s	p -value	Interpretation
Destination Satisfaction	.527**	0.000	Highly Significant
Destination Loyalty	.483**	0.000	Highly Significant
Post Visit Outcome OVERALL	.573**	0.000	Highly Significant
INTERPERSONAL TASTE			
Destination Satisfaction	.609**	0.000	Highly Significant
Destination Loyalty	.530**	0.000	Highly Significant
Post Visit Outcome OVERALL	.641**	0.000	Highly Significant
HEALTH & TASTE			
Destination Satisfaction	.451**	0.000	Highly Significant
Destination Loyalty	.457**	0.000	Highly Significant
Post Visit Outcome OVERALL	.476**	0.000	Highly Significant
EMOTION			
Destination Satisfaction	.603**	0.000	Highly Significant
Destination Loyalty	.617**	0.000	Highly Significant
Post Visit Outcome OVERALL	.661**	0.000	Highly Significant
TRAVEL MOTIVATION OVERALL			
Destination Satisfaction	.655**	0.000	Highly Significant
Destination Loyalty	.605**	0.000	Highly Significant
Post Visit Outcome OVERALL	.697**	0.000	Highly Significant

** . Correlation is significant at the 0.01 level (2-tailed)

Moreover, tourists who had their expectations realized during their visit are more likely to create a sense of contentment and devotion towards the region. The strong correlation between travel motivation and post-visit outcome can be attributed to the influence of travelers' motivations on their overall experience and perception of a destination. Tourists that possess strong motivation to visit a destination for specific purposes such as cultural immersion, thrilling experiences, rejuvenation, or seeing attractions are more inclined to have a favorable outcome after their stay. Their motivation strongly influences their expectations and experiences throughout the trip, which in turn affects their levels of pleasure, their intention to promote the destination, and their post-visit intentions towards products originating from the country they visited (Marques et al., 2021). Furthermore, visitors who possess higher levels of total travel motivation are more inclined to develop a profound emotional attachment to the destination, resulting in heightened happiness with their travel experience. The increased level of pleasure subsequently impacts their desire to disseminate favorable word-of-mouth recommendations regarding the destination. Moreover, travelers who possess a strong desire to travel are more inclined to develop a favorable emotional perception of the location, which significantly influences their level of pleasure and their intention to suggest the destination through conventional word-of-mouth communication (Prayag et al., 2020). Travel motivation has a significant impact on travelers' intents to purchase things from the country they visited. Tourists that possess a strong inclination to delve into a destination's culture, cuisine, and products are more inclined to have favorable intents towards acquiring and endorsing those products upon their return home. Hence, the strong correlation between the general motivation to travel and the overall outcome after visiting can be ascribed to the impact of motivation on satisfaction, intention to recommend, and post-visit intentions towards products. All of these factors collectively contribute to the overall travel experience and outcomes of tourists (Stylidis et al., 2021).

Table 6 shows the relationship between tourists' food experience and post-visit outcome. The tourists' food experience and all its sub-variables was found to be significantly related to post-visit outcome with p-values of 0.000. Overall, the r_s values of .779** and p-values of 0.000 were all less than the alpha level which means that

there is strong correlation between food experience and post-visit outcomes. The function of food in the overall food experience is of utmost importance, as evidenced by the results indicating that the quality of food can significantly influence post-visit outcomes. This investigation examining the association between broad food experiences and results following a visit revealed a statistically significant correlation between these two factors. When tourists have a favorable gastronomic encounter, they are more inclined to form a favorable overall perception of their visit.

Table 6

Relationship between Tourists' Food Experience and Post-visit Outcome

Novelty Seeking	<i>r_s</i>	<i>p</i> -value	Interpretation
Destination Satisfaction	.656**	0.000	Highly Significant
Destination Loyalty	.552**	0.000	Highly Significant
Post Visit Outcome OVERALL	.672**	0.000	Highly Significant
Experience Co-creation			
Destination Satisfaction	.642**	0.000	Highly Significant
Destination Loyalty	.546**	0.000	Highly Significant
Post Visit Outcome OVERALL	.668**	0.000	Highly Significant
Servicescape			
Destination Satisfaction	.685**	0.000	Highly Significant
Destination Loyalty	.625**	0.000	Highly Significant
Post Visit Outcome OVERALL	.723**	0.000	Highly Significant
Choice Overload			
Destination Satisfaction	.556**	0.000	Highly Significant
Destination Loyalty	.441**	0.000	Highly Significant
Post Visit Outcome OVERALL	.578**	0.000	Highly Significant
Experience Intensification			
Destination Satisfaction	.664**	0.000	Highly Significant
Destination Loyalty	.588**	0.000	Highly Significant
Post Visit Outcome OVERALL	.704**	0.000	Highly Significant
Memorable Local Food Experience			
Destination Satisfaction	.704**	0.000	Highly Significant
Destination Loyalty	.740**	0.000	Highly Significant
Post Visit Outcome OVERALL	.792**	0.000	Highly Significant
Hedonic Well-being			
Destination Satisfaction	.698**	0.000	Highly Significant
Destination Loyalty	.598**	0.000	Highly Significant
Post Visit Outcome OVERALL	.740**	0.000	Highly Significant
Food Experience OVERALL			
Destination Satisfaction	.735**	0.000	Highly Significant
Destination Loyalty	.646**	0.000	Highly Significant
Post Visit Outcome OVERALL	.779**	0.000	Highly Significant

***. Correlation is significant at the 0.01 level (2-tailed)*

Moreover, high-quality cuisine has the potential to elevate various elements of the dining encounter, including the quality of service and the overall atmosphere, resulting in increased levels of satisfaction. Additionally, food possesses the ability to elicit emotions and recollections, thereby impacting customers' overall perception of their stay. Hence, it is imperative for restaurants to provide utmost importance to the excellence of their food offerings to guarantee favorable post-visit results for their patrons. The correlation between the whole dining experience and the loyalty towards a destination after visiting can be elucidated by the notion of experientiality in culinary tourism. Studies have demonstrated that offering memorable food-related experiences can positively influence outcome factors, such as satisfaction and loyalty. Experiences related to food can have an impact on an individual's quality of life and their emotional connection to a place, which in turn influence their future intents to remain loyal to that destination. Research has confirmed a link between tourism experiences that leave a lasting impression and the development of loyal behaviors. Memories have a significant role in shaping attitudes and encouraging the desire to repeat these experiences in the future (Di-Clemente et al., 2019). Furthermore, the competitiveness of tourism locations is assessed based on their capacity to provide unforgettable experiences, characterized by distinctive aromas and culinary offerings that evoke good emotions,

ultimately resulting in future loyalty and intents to return. Hence, the comprehensive gastronomic encounter has a pivotal role in establishing enduring recollections, enriching the standard of living, and nurturing a sense of connection to a place, ultimately leading to loyalty towards the destination after the visit (Kim et al., 2021).

Based on the regression analysis on Table 7, the relationship between various independent variables and a dependent variable, likely related to food experience or behavior during travel. The Independent Variables (Predictor Variables) are Sex, Age, Civil status, Professional status, Education level, Centrality of local food when traveling, Travel motivation, Food experience.

Table 7

Predictor of Post-Visit Outcome

Independent Variable	Variable/ Predictor	Unstandardized Coefficients B	t	Sig.	Interpretation
Constant			4.147	.000	
Sex		.060	1.886	.060	Not Significant
Age		-.004	-.072	.942	Not Significant
Civil		-.072	-1.690	.092	Not Significant
Prof Status		.050	1.582	.115	Not Significant
Educ Level		.027	.717	.474	Not Significant
Centrality Of Local Food When Traveling		-.004	-.124	.902	Not Significant
Travel Motivation					
Culture		.068	1.445	.149	Not Significant
Interpersonal		.035	.624	.533	Not Significant
Health and Taste		.107	2.866	.004	Significant
Emotion		.089	1.811	.071	Not Significant
Food Experience					
Novelty Seeking		.335	4.471	.000	Significant
Experience Co-creation		.123	1.270	.205	Not Significant
Servicescape		.475	5.173	.000	Significant
Choice Overload		.242	2.559	.011	Significant
Memorable Local Food Experience		.726	7.959	.000	Significant
Hedonic Well-being		.257	2.752	.006	Significant
Food Experience Overall		-1.288	-3.358	.001	Significant

***Excluded Variable: Travel Motivation Overall and Experience Intensification (these variables cannot be used to predict the dependent variable)*

The Unstandardized Coefficients (B) represent the change in the dependent variable for a one-unit change in the independent variable. t-value is the ratio of the coefficient to its standard error. It indicates the significance of the coefficient. Sig. (p-value) indicates the probability of observing the result by chance if the null hypothesis is true (i.e., the coefficient is actually zero). Based on the rule of thumb, If the p-value is less than the chosen significance level (usually 0.05), the coefficient is considered statistically significant, indicating that there is likely a relationship between the independent variable and the dependent variable. If the p-value is greater than the significance level, the coefficient is not considered statistically significant, suggesting that there may not be a significant relationship between the independent variable and the dependent variable.

From the analysis, the independent variables Sex, Age, Civil status, Professional status, Education level, Centrality of local food when traveling, and Travel motivation (culture, interpersonal, and emotion) do not have a statistically significant relationship with the dependent variable. Their coefficients have p-values greater than 0.05. Whereas health and taste have statistically significant relationship with the dependent variable where p-value is less than 0.05.

The inclination to consume regional dishes made with fresh ingredients is frequently regarded as the primary factor determining both health and taste. Travelers who place a high importance on consuming fresh foods are likely to encounter a boost in their energy levels and enhanced digestion while on their journey. Moreover, incorporating locally sourced components in traditional recipes might enhance the authenticity of the

gastronomic encounter for tourists. Travelers can enhance their knowledge of the culture and traditions of their location by trying dishes prepared using locally produced produce and meats. It was demonstrated that preconceived notions about the quality of food can significantly impact the results after a visit. Travelers who expect to savor delicious and tasty meals are more prone to forming favorable memories of their trip and may be more willing to suggest the destination to others.

The level of satisfaction and loyalty among tourists is contingent upon their physical well-being and the quality of their sensory experience. Food quality and taste have a significant impact on the level of satisfaction experienced by tourists. Visitors desire authentic, exquisite cuisine that excites their taste buds and creates a memorable experience. The capacity of food sellers to provide diverse and customized food options that cater to the dietary requirements and preferences of visitors enhances their level of pleasure. Venues may enhance traveler pleasure by offering excellent cuisine, which in turn creates favorable memories and experiences. The nutritional well-being of food also impacts tourists' opinions of the destination. Tourists are increasingly prioritizing their health and actively searching for dining establishments that offer healthier options. Consuming fresh, locally sourced foods and following healthier menus enhances the overall well-being and enjoyment of tourists. Discerning tourists who prioritize their health gravitate towards establishments that offer a harmonious blend of delectable and nourishing cuisine (Park & Widyanta, 2022). Moreover, the independent variables related to food experience (novelty seeking, servicescape, choice overload, memorable local food experience, hedonic well-being, food experience overall) do have statistically significant relationships with the dependent variable. Their coefficients have p-values less than 0.05.

The significant variables (novelty seeking, servicescape, choice overload, memorable local food experience, hedonic well-being, food experience overall) could be important factors influencing food experiences during travel, while the non-significant variables may not play a significant role in this context.

Proposed Framework



Figure 1. *Gregana-Alcaraz' Tourist Gastronomic Engagement Framework (TGEF)*

The proposed framework is based on the presented regression analysis explores the relationship between various independent variables and a dependent variable, likely pertaining to food experiences or behaviors during travel. While factors such as sex, age, civil status, professional status, education level, centrality of local food when traveling, and travel motivation show no statistically significant relationship with the dependent variable, elements related to food experience—specifically, novelty seeking, servicescape, choice overload, memorable local food experience, hedonic well-being, and overall food experience—demonstrate significant associations. These findings suggest that factors influencing food experiences, such as seeking novelty, evaluating the dining environment, coping with choice overload, recalling memorable experiences, experiencing emotional well-being, and the food-related factors, play crucial roles in shaping individuals' food experiences

during travel.

Tourism Food Experience and Post Visit Outcome

As shown in the framework, the Tourism Food Experience is a predictor of Post Visit Outcome. This means that food experience—specifically, novelty seeking, servicescape, choice overload, memorable local food experience, hedonic well-being, and overall food experience—demonstrate significant relationship to the potential outcome of the tourist to be satisfied and loyal. The relationship between tourism food experiences and post-visit outcomes, including satisfaction and loyalty, is a widely researched topic. Key factors highlighted in the framework include novelty seeking, servicescape, choice overload, memorable local food experiences, hedonic well-being, and overall food experience. Novelty seeking is crucial, as tourists seek unique culinary experiences, contributing to satisfaction and loyalty. The servicescape, encompassing ambiance and decor, significantly influences customer perceptions and behaviors. Choice overload can diminish satisfaction, emphasizing the importance of curated menus. Memorable local food experiences create lasting connections to destinations, enhancing satisfaction. Emotional well-being derived from food experiences positively impacts satisfaction and loyalty.

Travel motivation of tourist and post visit outcome

As shown in the framework, the travel motivation of the tourist is a predictor of Post Visit Outcome. This means that travel motivation of the tourist specifically on the health and taste —demonstrate significant relationship to the potential outcome of the tourist to be satisfied and loyal. The relationship between travel motivation, particularly focused on health and taste, and post-visit outcomes like satisfaction and loyalty, is a crucial aspect of tourism research. This connection provides valuable insights for destination management and marketing strategies. Travel motivation theories, such as Maslow's hierarchy of needs and Pearce's travel career ladder, as highlighted by Oktadiana, and Agarwal, (2022) provide frameworks to understand tourists' underlying reasons for travel. Health and taste motivation, which emphasizes nutritious and flavorful culinary experiences, is gaining popularity in food tourism. Studies have shown that tourists motivated by health considerations tend to report higher satisfaction levels, especially when their culinary experiences align with their dietary preferences. This motivation also influences intentions to revisit destinations and recommend them to others. Understanding the role of health and taste motivation has significant implications for destination management, as offering diverse and healthy culinary experiences can attract tourists and enhance overall satisfaction. Tailoring promotional efforts to highlight the health benefits and culinary delights of local cuisine can further appeal to tourists seeking authentic and nutritious food experiences.

Framework Symbolism

This framework reflects a Sandwich like figure which this symbolism can be richly applied to travel motivation, experience, destination satisfaction, and loyalty, drawing upon its order of stages. In terms of travel motivation, the sandwich represents the initial sparks that ignites the tourists' desire to travel inspired by different building blocks. Sandwiches and travel motivation are constructed from distinct elements. A sandwich requires a variety of ingredients to be gratifying, whereas travel desire is driven by a blend of circumstances (Goh et al., 2021). Travelers may be motivated by layered needs— Just like a sandwich might consist of layers of savory and sweet components, travel goals can also be multi-layered. A journey can satisfy the need for rest and rejuvenation (bread) while also providing chances for immersing oneself in different cultures and experiences (fillings). As travelers engage with destinations, the sandwiches symbolizes the transformative power of travel experiences, where encounters with different cultures, landscapes, and cuisines can lead to personal growth and enlightenment. Just as the sandwich undergoes layers of different ingredients, travelers may undergo their own experience, gaining new perspectives and insights along the way (Chen et al., 2022). Moreover, Kim et al. (2020) found that tourists are becoming more driven by experiential desires, actively seeking out distinctive and life-changing events. This aligns with the concept of a meticulously constructed sandwich that presents a unique blend of flavors. Similarly, a meticulously planned journey that caters to

experience desires extends beyond the mere location of the destination. In terms of destination satisfaction and loyalty, sandwich symbolizes the enduring connection forged between travelers and the places they visit. The enjoyment of a sandwich is influenced by the quality of its ingredients, just as the happiness of a destination is influenced by the quality of its many elements. The whole experience is influenced by cleanliness, safety, attractions, and service. This sense of loyalty may manifest in repeat visits, positive word-of-mouth recommendations, and even advocacy on behalf of the destination (Xiang et al., 2020).

Implications of the Framework

The practical and managerial implications of the proposed framework based on the regression analysis of food experiences during travel are significant for various stakeholders in the tourism and hospitality industry. Tourism boards and destination marketers can leverage the identified factors related to food experiences to promote their destinations. Highlighting unique culinary offerings, emphasizing the ambiance of dining establishments, and showcasing memorable local food experiences can attract travelers who prioritize food experiences in their travel decisions. Hoteliers and restaurant owners can use the insights from the framework to enhance their offerings and customer experiences. They can focus on creating inviting servicescapes, curating menus that cater to novelty seekers, and reducing choice overload by simplifying menu options. Additionally, emphasizing memorable local food experiences and promoting hedonic well-being through food can lead to higher customer satisfaction and loyalty. Tour operators and experienced designers can incorporate elements that align with the identified factors influencing food experiences into their itineraries and packages. This could include guided food tours focusing on unique local cuisines, immersive dining experiences in picturesque settings, and activities aimed at enhancing emotional well-being through food-related experiences. Food and beverage companies can develop products tailored to meet the preferences of travelers seeking novel culinary experiences. They can collaborate with local producers to source authentic ingredients, create innovative menu offerings, and design packaging that reflects the destination's identity to evoke memorable experiences. Understanding the importance of food experiences in shaping overall travel satisfaction, travel agencies and tour operators can tailor their offerings to match the preferences of different traveler segments. By collecting data on travelers' food preferences and past experiences, they can personalize recommendations and itineraries to enhance customer satisfaction and foster loyalty.

4. Conclusions and recommendations

The tourists highly agreed that emotion drives their journey to Central Luzon gourmet destinations. They agreed that visiting these places should bring back memories and bring back happy times. Interpersonally, respondents overwhelmingly agreed that experiencing new places with friends and family enhances ties and lets them enjoy time together. The respondents strongly agreed that visiting Central Luzon introduces them to authentic flavors and customs. Finally, respondents firmly agreed that they expected to consume local cuisines with fresh ingredients for health and taste. Tourists in Central Luzon particularly like the native cuisine, finding it both delicious and unforgettable. The ambiance is warm and animated, enhancing the pleasure. They have a strong appreciation for experimenting with new culinary creations and gaining knowledge about local gastronomic customs, which enhances the whole eating experience as a voyage of exploration and contentment. The tourists intend to promote and support local culinary culture. Whereas in terms of destination satisfaction, tourists were satisfied with their experience during their visit in Central Luzon. There is a significant relationship between; travel motivation in terms of culture, interpersonal, health and taste, and emotions and tourists food experience in terms of novelty-seeking, experience co-creation, servicescape, choice overload, experience intensification, memorable local food experience, and hedonic well-being. There is also a significant relationship between travel motivation in terms of culture, interpersonal, health and taste, and emotions, and post-visit outcomes in terms of destination satisfaction and destination loyalty. Lastly, there is a significant relationship between tourists' food experience in terms of novelty-seeking, experience co-creation, servicescape, choice overload, experience intensification, memorable local food experience, and hedonic well-being and post-visit outcome in terms of destination satisfaction and destination loyalty. The proposed Tourists' Gastronomic

Engagement Framework (TGEF) to improve tourist satisfaction and loyalty, as well as stimulate the growth of gastronomic tourism businesses in Central Luzon.

The DOT Central Luzon may conduct surveys or focus groups to understand preferences of health-conscious tourists and those seeking novel flavors. They may also develop and promote itineraries highlighting wellness retreats featuring local, healthy ingredients and partner with food bloggers and social media influencers who cater to specific dietary needs or adventurous palates. The Regional Department of Tourism may host food festivals with interactive elements like cooking demonstrations, farm tours, or cultural performances. They may also partner with local restaurants and homestays to offer immersive dining experiences where tourists learn about regional cuisine and dialect and encourage restaurants to offer "healthy spins" on traditional dishes, using fresh, local produce while maintaining cultural authenticity. Tourism officers and ambassadors may train tourism staff and restaurant personnel on the cultural significance of local dishes and ingredients. They may develop menus with information on local ingredients, potentially translated into key tourist languages and organize workshops and events connecting tourists with local cooks and chefs to learn traditional cooking techniques. Regional tourism officers may collaborate with restaurants to design unique food tours or programs with incentives for visiting multiple establishments. They may also create social media campaigns encouraging tourists to share their favorite Central Luzon food experiences. Central Luzon's Tourism Regional office may utilize the use of social media and influencer marketing so they can engage more to both men and women of all ages. They may also promote the importance of food when traveling to reach more travelers due to the significant difference between travel motivation, tourists' food experience, and post-visit outcome. Collaboration between local residents, restaurant operators, and tourism offices may enhance the overall performance of their gastronomic offerings. This advancement will enable collaborators to adopt a more strategic approach towards a broader range of business prospects. By collaborating, it is possible to attain greater benefits that align more closely with the specific needs and preferences of the local community. Restaurant operators, food establishments, local community, and tourism offices may prioritize the excellence of their food offerings in order to attract more satisfied tourists, hence increasing the likelihood of repeat visits. Future researchers may explore the food scene beyond DOT-recognized restaurants, including local markets, street vendors, and home-cooked meals and analyze the marketing strategies of successful international food tourism destinations to identify best practices. They may also conduct longitudinal studies investigating the relationship between tourists' motivations, food experiences, and their post-visit satisfaction and recommendations.

5. References

- Ademoglu, A., & Sahan, M. (2023). The effects of gastronomic experience and food image towards the gastronomic products of local tourism on the intention to eat local foods: The case of Hatay. *Journal of Multidisciplinary Academic Tourism*, 129–140. <https://doi.org/10.31822/jomat.2023-8-2-129>
- Adongo, C. A., Anuga, S. W., & Dayour, F. (2015). Will they tell others to taste? International tourists' experience of Ghanaian cuisines. *Tourism Management Perspectives*, 15, 57–64. <https://doi.org/10.1016/j.tmp.2015.03.009>
- Agyeiwaah, E., Otoo, F. E., Suntikul, W., & Huang, W.-J. (2019). Understanding culinary tourist motivation, experience, satisfaction, and loyalty using a structural approach. *Journal of Travel & Tourism Marketing*, 36(3), 295–313. <https://doi.org/10.1080/10548408.2018.1541775>
- Ali, M., Puah, C.-H., Ayob, N., & Raza, S. A. (2019). Factors influencing tourist's satisfaction, loyalty and word of mouth in selection of local foods in Pakistan. *British Food Journal*, 122(6), 2021–2043. <https://doi.org/10.1108/bfj-11-2018-0728>
- Alzboun, N., Alhur, M., Khawaldah, H., & Alshurideh, M. T. (2023). Assessing gastronomic tourism using machine learning approach: The case of google review. *International Journal of Data and Network Science*, 7(3), 1131–1142. <https://doi.org/10.5267/j.ijdns.2023.5.010>
- An, S., Choi, J., Eck, T., & Yim, H. (2023). Perceived risk and food tourism: Pursuing sustainable food tourism experiences. *Sustainability*, 16(1), 13–13. <https://doi.org/10.3390/su16010013>

- Anton Martin, C., Camarero Izquierdo, C., & Laguna-Garcia, M. (2021). Culinary tourism experiences: The effect of iconic food on tourist intentions. *Tourism Management Perspectives*, 40, 100911. <https://doi.org/10.1016/j.tmp.2021.100911>
- Antón, C., Camarero, C., Laguna, M., & Buhalis, D. (2019). Impacts of authenticity, degree of adaptation and cultural contrast on travellers' memorable gastronomy experiences. *Journal of Hospitality Marketing & Management*, 28(7), 743–764. <https://doi.org/10.1080/19368623.2019.1564106>
- Aydin, B., Erdogan, B. Z., & Koc, E. (2022). The impact of novelty seeking on intention to visit a country: The mediating role of overall cuisine image. *Advances in Hospitality and Tourism Research (AHTR)*. <https://doi.org/10.30519/ahtr.882183>
- Baah, N. G., Bondzi-Simpson, A., & Aye, J. K. (2019). How neophilia drives international tourists' acceptance of local cuisine. *Current Issues in Tourism*, 23(18), 2302–2318. <https://doi.org/10.1080/13683500.2019.1619676>
- Badu-Baiden, F., & Kim, S. (Sam). (2022). Is local food consumption memorable? Exploration of a multidimensional measurement scale to explain tourists' memorable local food consumption experiences. *International Journal of Tourism Research*. <https://doi.org/10.1002/jtr.2536>
- Balderas-Cejudo, A., Patterson, I., & Leeson, G. W. (2019). Senior foodies: a developing niche market in gastronomic tourism. *International Journal of Gastronomy and Food Science*, 16, 100152. <https://doi.org/10.1016/j.ijgfs.2019.100152>
- Batat, W. (2020). The role of luxury gastronomy in culinary tourism: An ethnographic study of Michelin-Starred restaurants in France. *International Journal of Tourism Research*, 23(2). <https://doi.org/10.1002/jtr.2372>
- Batat, W., Peter, P. C., Moscato, E. M., Castro, I. A., Chan, S., Chugani, S., & Muldrow, A. (2019). The experiential pleasure of food: A savoring journey to food well-being. *Journal of Business Research*, 100, 392–399. <https://doi.org/10.1016/j.jbusres.2018.12.024>
- Beerli-Palacio, A., & Martín-Santana, J. D. (2019). Explaining the gap in the image of tourist destinations through the content of and exposure to secondary sources of information. *Current Issues in Tourism*, 23(20), 2572–2584. <https://doi.org/10.1080/13683500.2019.1658726>
- Berbel-Pineda, J. M., Palacios-Florencio, B., Ramírez-Hurtado, J. M., & Santos-Roldán, L. (2019). Gastronomic experience as a factor of motivation in the tourist movements. *International Journal of Gastronomy and Food Science*, 18, 100171. <https://doi.org/10.1016/j.ijgfs.2019.100171>
- Bertan, S. (2020). Impact of restaurants in the development of gastronomic tourism. *International Journal of Gastronomy and Food Science*, 21, 100232. <https://doi.org/10.1016/j.ijgfs.2020.100232>
- Birch, D., & Memery, J. (2020). Tourists, local food and the intention-behaviour gap. *Journal of Hospitality and Tourism Management*, 43, 53–61. <https://doi.org/10.1016/j.jhtm.2020.02.006>
- Björk, P., & Kauppinen-Räsänen, H. (2016). Local food: A source for destination attraction. *International Journal of Contemporary Hospitality Management*, 28(1), 177–194. <https://doi.org/10.1108/ijchm-05-2014-0214>
- Campoverde-Aguirre, R., Carvache-Franco, M., Carvache-Franco, W., & Almeida-Cabrera, M. (2022). Analysis of the quality of service in gastronomic festivals. *Sustainability*, 14(21), 14605. <https://doi.org/10.3390/su142114605>
- Carral, E. V., del Río, M., & López, Z. (2020). Gastronomy and tourism: Socioeconomic and territorial implications in Santiago de Compostela-Galiza (NW Spain). *International Journal of Environmental Research and Public Health*, 17(17), 6173. <https://doi.org/10.3390/ijerph17176173>
- Carvache-Franco, M., Orden-Mejía, M., Carvache-Franco, W., Zambrano-Conforme, D., & Carvache-Franco, O. (2021). Attributes of the service that influence and predict satisfaction in typical gastronomy. *International Journal of Gastronomy and Food Science*, 24, 100356. <https://doi.org/10.1016/j.ijgfs.2021.100356>
- Carvache-Franco, M., Orly Carvache-Franco, Carvache-Franco, W., César Villagómez-Buele, & Arteaga-Peñañiel, M. (2020). Motivation and segmentation of gastronomic events: festival of the Red Crab in Ecuador. *Annals of Leisure Research*, 26(1), 27–43. <https://doi.org/10.1080/11745398.2020.1830421>
-

- Carvalho, M., Kastenholz, E., & Carneiro, M. J. (2021). Co-creative tourism experiences – a conceptual framework and its application to food & wine tourism. *Tourism Recreation Research*, 1–25. <https://doi.org/10.1080/02508281.2021.1948719>
- Carvalho, M., Kastenholz, E., Carneiro, M. J., & Henrique, L. (2023). Co-creation of food tourism experiences: Tourists' perspectives of a Lisbon food tour. *Tourist Studies*, 23(2), 128–148. <https://doi.org/10.1177/14687976231168941>
- Celuch, K. (2021). Hashtag usage and user engagement on instagram: The case of #foodfestivals. *Journal of Physical Education and Sport @JPES*, 21(2), 966–973. <https://doi.org/10.7752/jpes.2021.s2120>
- Chang, J., Morrison, A. M., Lin, S. H.-H., & Ho, C.-Y. (2020). How do food consumption motivations and emotions affect the experiential values and well-being of foodies? *British Food Journal, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/bfj-04-2020-0355>
- Chen, C.-C., Han, J. (Jennifer), & Wang, Y.-C. (2022). A hotel stay for a respite from work? Examining recovery experience, rumination and well-being among hotel and bed-and-breakfast guests. *International Journal of Contemporary Hospitality Management, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/ijchm-08-2021-0975>
- Choe, J. Y. (Jacey), & Kim, S. (Sam). (2018). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *International Journal of Hospitality Management*, 71, 1–10. <https://doi.org/10.1016/j.ijhm.2017.11.007>
- Choo, H., Park, D.-B., & Petrick, J. F. (2022). Festival tourists' loyalty: The role of involvement in local food festivals. *Journal of Hospitality and Tourism Management*, 50, 57–66. <https://doi.org/10.1016/j.jhtm.2021.12.002>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications, Inc.
- Culha, O. (2020). The effect of food festival quality on place attachment and destination recommendation intention through festival experience and festival satisfaction: The case of the Didim International Olive Festival. *Journal of Convention & Event Tourism*, 21(5), 1–30. <https://doi.org/10.1080/15470148.2020.1775743>
- Dancausa Millán, M. G., Millán Vázquez de la Torre, M. G., & Hernández Rojas, R. (2021). Analysis of the demand for gastronomic tourism in Andalusia (Spain). *PLOS ONE*, 16(2), e0246377. <https://doi.org/10.1371/journal.pone.0246377>
- de Jong, A., & Varley, P. (2018). Food tourism and events as tools for social sustainability? *Journal of Place Management and Development*, 11(3), 277–295. <https://doi.org/10.1108/jpmd-06-2017-0048>
- Di-Clemente, E., Hernández-Mogollón, J. M., & Campón-Cerro, A. M. (2019). Tourists' involvement and memorable food-based experiences as new determinants of behavioural intentions towards typical products. *Current Issues in Tourism*, 1–14. <https://doi.org/10.1080/13683500.2019.1631265>
- Dilistan Shipman, Z. (2020). Factors affecting food choices of millennials: How they decide what to eat? *Journal of Tourismology*, 6(1). <https://doi.org/10.26650/jot.2020.6.1.0036>
- Dixit, S. K. (2020). *The routledge handbook of tourism experience management and marketing* (S. K. Dixit, Ed.). Routledge. <https://doi.org/10.4324/9780429203916>
- Dixit, S. K., & Prayag, G. (2022). Gastronomic tourism experiences and experiential marketing. *Tourism Recreation Research*, 47(3), 217–220. <https://doi.org/10.1080/02508281.2022.2065089>
- Đurkin Badurina, J., Klapan, M., & Soldić Frleta, D. (2023). Stakeholders' collaboration in the development of an authentic gastronomic offering in rural areas: Example of the Ravni Kotari region in Croatia. *Sustainability*, 15(5), 4649. <https://doi.org/10.3390/su15054649>
- Erol, N., & Yazicioglu, İ. (2022). The effect of local food consumption motivation factors to travel intention of gastronomic purpose from the perspective of construal level theory. *Journal of Tourism and Gastronomy Studies*. <https://doi.org/10.21325/jotags.2022.1123>
- Esparza Huamanchumo, R. M., Hernández-Rojas, R. D., Longa-López, R. A., & Cárdenas-Jarama, M. (2022). Gastronomy as an effect of visitor loyalty: The Peruvian (Lima) case. *International Journal of Tourism Cities*. <https://doi.org/10.1108/ijtc-03-2022-0071>

- Fan, D. X. F., Qiu, H., Jenkins, C. L., & Lau, C. (2020). Towards a better tourist-host relationship: the role of social contact between tourists' perceived cultural distance and travel attitude. *Journal of Sustainable Tourism*, 1–25. <https://doi.org/10.1080/09669582.2020.1783275>
- Fitri, N. (2021). Effects of Novelty Seeking, Destination Image, and Perceived Value Through Satisfaction on Revisit Intention to MICE Destinations. *Atlantic Press*. <https://doi.org/10.2991/assehr.k.210909.012>
- Fitrizal, F., Elfiswandi, E., & Sanjaya, S. (2021). The impact of culinary tourism on tourist satisfaction and destination loyalty: Padang city, West Sumatra context. *Jurnal Manajemen Dan Pemasaran Jasa*, 14(1), 135. <https://doi.org/10.25105/jmpj.v14i1.8594>
- Flower, E. K., Burns, G. L., Jones, D. N., & McBroom, J. (2021). Does the experience make a difference? Comparing tourist attitudes pre- and post-visit towards the elephant tourism industry. *Annals of Tourism Research Empirical Insights*, 2(2), 100025. <https://doi.org/10.1016/j.annale.2021.100025>
- Folgado-Fernández, J. A., Hernández-Mogollón, J. M., & Duarte, P. (2018). Destination image and loyalty development: The impact of tourists' food experiences at gastronomic events. *Scandinavian Journal of Hospitality and Tourism*, 17(1), 92–110. <https://doi.org/10.1080/15022250.2016.1221181>
- Fons, M. V. S., Arilla, J. M. P., & Quintana, V. M. (2021). Customer loyalty according to Maittres in the catering: Sociological analysis of the dinescape experience before and during COVID-19. *Cuadernos de Turismo*, 48, 493–496.
- Forlani, F., Dini, M., & Pencarelli, T. (2022). The importance of food and beverages in wellness experiences: A cross-continental analysis of tourists' perceptions. *British Food Journal*, 124(13), 520–540. <https://doi.org/10.1108/bfj-05-2022-0430>
- Gholipour Soleimani, A., & Einolahzadeh, H. (2018). The influence of service quality on revisit intention: The mediating role of WOM and satisfaction (Case study: Guilan travel agencies). *Cogent Social Sciences*, 4(1). <https://doi.org/10.1080/23311886.2018.1560651>
- Gregana, M. J. V., & Ylagan, A. D. (2022). Gastronomic tourist destination in Pampanga: Basis for development plan. *International Journal of Research Studies in Management*, 10(3). <https://doi.org/10.5861/ijrsm.2022.39>
- Grubor, B., Kalenjuk Pivarski, B., Đerčan, B., Tešanović, D., Banjac, M., Lukić, T., Živković, M. B., Udovičić, D. I., Šmugović, S., Ivanović, V., Ćirić, M., & Ćirić, I. (2022). Traditional and authentic food of ethnic groups of Vojvodina (Northern Serbia)—preservation and potential for tourism development. *Sustainability*, 14(3), 1805. <https://doi.org/10.3390/su14031805>
- Guan, X., Gong, J., Li, M., & Huan, T.-C. (2021). Exploring key factors influencing customer behavioral intention in robot restaurants. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/ijchm-06-2021-0807>
- Gupta, V., & Duggal, S. (2020). How do the tourists' behavioral intentions influenced by their perceived food authenticity: A case of Delhi. *Journal of Culinary Science & Technology*, 1–21. <https://doi.org/10.1080/15428052.2020.1764430>
- Gurbaskan Akyuz, B. (2019). Factors that influence local food consumption motivation and its effects on travel intentions. *Anatolia*, 30(3), 358–367. <https://doi.org/10.1080/13032917.2019.1595072>
- Hashemi, S., Mohammed, H. J., Kiumarsi, S., Kee, D. M. H., & Anarestani, B. B. (2021). Destinations food image and food neophobia on behavioral intentions: Culinary tourist behavior in Malaysia. *Journal of International Food & Agribusiness Marketing*, 1–22. <https://doi.org/10.1080/08974438.2021.1943101>
- Hernandez-Rojas, R. D., Folgado-Fernandez, J. A., & Palos-Sanchez, P. R. (2021). Influence of the restaurant brand and gastronomy on tourist loyalty. A study in Córdoba (Spain). *International Journal of Gastronomy and Food Science*, 23, 100305. <https://doi.org/10.1016/j.ijgfs.2021.100305>
- Hong, J. (Jenny), & Desai, K. K. (2019). Variety-Seeking behavior and information processing in choosing a vacation destination. *Journal of Travel Research*, 59(5), 850–863. <https://doi.org/10.1177/0047287519862871>
- Hossain, M. S., Sambasivan, M., Abuelhassan, A. E., & Khalifa, G. S. A. (2020). Factors influencing customer citizenship behaviour in the hospitality industry. *Annals of Leisure Research*, 26(1), 1–24. <https://doi.org/10.1080/11745398.2020.1850302>
-

- Hsu, F.-C., Liu, J., & Lin, H. (2022). Affective components of gastronomy tourism: Measurement scale development and validation. *International Journal of Contemporary Hospitality Management*, 34(9), 3278–3299. <https://doi.org/10.1108/ijchm-09-2021-1112>
- Huete Alcocer, N., & López Ruiz, V. R. (2019). The role of destination image in tourist satisfaction: The case of a heritage site. *Economic Research-Ekonomska Istraživanja*, 33(1), 1–18. <https://doi.org/10.1080/1331677x.2019.1654399>
- Hwang, J., Kim, S. (Sam), Choe, J. Y. (Jacey), & Chung, C.-H. (2018). Exploration of the successful glocalization of ethnic food: A case of Korean food. *International Journal of Contemporary Hospitality Management*, 30(12), 3656–3676. <https://doi.org/10.1108/ijchm-07-2017-0452>
- Jeaheng, Y., & Han, H. (2020). Thai street food in the fast growing global food tourism industry: Preference and behaviors of food tourists. *Journal of Hospitality and Tourism Management*, 45, 641–655. <https://doi.org/10.1016/j.jhtm.2020.11.001>
- Jeong, Y., & Kim, S. (2019). Exploring a suitable model of destination image. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1287–1307. <https://doi.org/10.1108/apjml-10-2018-0441>
- Jimenez-Beltran, J., Jara-Alba, C., Roldan-Nogueras, J., & Gomez-Casero, G. (2019). Motivational segmentation of the gastronomic tourist in the city of Cordoba (Spain). *GeoJournal of Tourism and Geosites*, 26(3), 874–886. <https://doi.org/10.30892/gtg.26316-404>
- Jonson, A. P., & Masa, J. R. A. (2023). Gastronomicscape: Determinants of gastronomic tourism experience and loyalty. *African Journal of Hospitality, Tourism and Leisure*, 12(3), 1127–1144. <https://doi.org/10.46222/ajhtl.19770720.421>
- Kalenjuk Pivarski, B., Grubor, B., Banjac, M., Đerčan, B., Tešanović, D., Šmugović, S., Radivojević, G., Ivanović, V., Vujasinović, V., & Stošić, T. (2023). The sustainability of gastronomic heritage and its significance for regional tourism development. *Heritage*, 6(4), 3402–3417. <https://doi.org/10.3390/heritage6040180>
- Kartika, D. N., & Nasution, Ph.D., Prof. R. A. (2023). An exploratory study of digital assets to stimulate consumer experience through consumer journey on pre-visit and post-visit at tourism sector. *International Journal of Current Science Research and Review*, 06(02). <https://doi.org/10.47191/ijcsrr/v6-i2-97>
- Kaufman, T. J. (2019). An exploratory study into millennial's interest in food tourism. *Research Journali*, 6(1). www.researchjournali.com
- Kaufman, T. J. (2020). An exploratory study into generation Z's interest in food tourism. *Journal of Travel Tourism and Recreation*, 2(3), 12–18. <https://doi.org/10.22259/2642-908x.0203003>
- Kaufman, T., & Severt, D. (2023). Gender differences based upon psycho-centric profiles in food tourism. *International Journal of Research in Tourism and Hospitality*, 9(1), 1–8. <https://doi.org/10.20431/2455-0043.0901001>
- Kesgin, M., Onal, I. K., Kazkondu, İ., & Uysal, M. (2022). Gastro-tourism well-being: the interplays of salient and enduring determinants. *International Journal of Contemporary Hospitality Management*, 34(9), 3253–3277. <https://doi.org/10.1108/ijchm-09-2021-1132>
- Khuat, T. T. (2018). The aspects of culinary tourism in tourists' satisfaction and tourists' loyalty. Insights from Vienna. *Modul Vienna University*.
- Kim, S., Park, E., Fu, Y., & Jiang, F. (2021). The cognitive development of food taste perception in a food tourism destination: A gastrophysics approach. *Appetite*, 165, 105310. <https://doi.org/10.1016/j.appet.2021.105310>
- Kim, S., Park, E., & Lamb, D. (2019). Extraordinary or ordinary? Food tourism motivations of Japanese domestic noodle tourists. *Tourism Management Perspectives*, 29, 176–186. <https://doi.org/10.1016/j.tmp.2019.01.001>
- Knollenberg, W., Duffy, L. N., Kline, C., & Kim, G. (2020). Creating competitive advantage for food tourism destinations through food and beverage experiences. *Tourism Planning & Development*, 18(4), 379–397. <https://doi.org/10.1080/21568316.2020.1798687>
- Kokkranikal, J., & Carabelli, E. (2021). Gastronomy tourism experiences: The cooking classes of Cinque Terre.

- Tourism Recreation Research*, 1–12. <https://doi.org/10.1080/02508281.2021.1975213>
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103–110.
- Kreeger, J. C., Parsa, H. G., Smith, S. J., & Kubickova, M. (2017). Calendar effect and the role of seasonality in consumer comment behavior: A longitudinal study in the restaurant industry. *Journal of Foodservice Business Research*, 21(3), 342–357. <https://doi.org/10.1080/15378020.2017.1400364>
- Lacap, J. P. (2019). The effects of food-related motivation, local food involvement, and food satisfaction on destination loyalty: The case of Angeles City, Philippines. *Advances in Hospitality and Tourism Research (AHTR)*, 238–257. <https://doi.org/10.30519/ahtr.550600>
- Lai, M. Y., Khoo-Lattimore, C., & Wang, Y. (2019). Food and cuisine image in destination branding: Toward a conceptual model. *Tourism and Hospitality Research*, 19(2), 238–251. <https://doi.org/10.1177/1467358417740763>
- Latiff, K., Ng, S. I., Aziz, Y. A., & Kamal Basha, N. (2019). Food authenticity as one of the stimuli to world heritage sites. *British Food Journal*, 122(6), 1755–1776. <https://doi.org/10.1108/bfj-01-2019-0042>
- Lau, C., & Li, Y. (2019). Analyzing the effects of an urban food festival: A place theory approach. *Annals of Tourism Research*, 74, 43–55. <https://doi.org/10.1016/j.annals.2018.10.004>
- Lee, S., Bruwer, J., & Song, H. (2015). Experiential and involvement effects on the Korean wine tourist's decision-making process. *Current Issues in Tourism*, 20(12), 1215–1231. <https://doi.org/10.1080/13683500.2015.1050362>
- Leo, G., Brien, A., Astor, Y., Najib, M., Novianti, S., Rafdinal, W., & Suhartanto, D. (2020). Attraction loyalty, destination loyalty, and motivation: Agritourist perspective. *Current Issues in Tourism*, 1–13. <https://doi.org/10.1080/13683500.2020.1772207>
- Levyta, F., Dewantara, Y. F., Rosman, D., & Umam, C. (2022). The influence of food tourism behavior on visitor intent to purchase local food: A study in Serang, Banten, Indonesia. *Routledge EBooks*, 433–440. <https://doi.org/10.1201/9781003248002-58>
- Li, X., Kong, W. H., & Yang, F. X. (2021). Authentic food experiences bring us back to the past: An investigation of a local food night market. *Journal of Travel & Tourism Marketing*, 38(3), 233–246. <https://doi.org/10.1080/10548408.2021.1902910>
- Li, X., & Yang, H. (2023). Place-bound memory and people-bound memory affecting destination loyalty in the food tourism industry. *Innovative Marketing*, 19(2), 1–16. [https://doi.org/10.21511/im.19\(2\).2023.01](https://doi.org/10.21511/im.19(2).2023.01)
- Lin, J., Cui, Q., Xu, H., & Guia, J. (2020). Health and local food consumption in cross-cultural tourism mobility: an assemblage approach. *Tourism Geographies*, 1–19. <https://doi.org/10.1080/14616688.2020.1867887>
- Lin, M.-P., Marine-Roig, E., & Llonch-Molina, N. (2021). Gastronomic experience (co)creation: Evidence from Taiwan and Catalonia. *Tourism Recreation Research*, 1–16. <https://doi.org/10.1080/02508281.2021.1948718>
- Lin, M.-P., Marine-Roig, E., & Llonch-Molina, N. (2022). Gastronomy tourism and well-being: Evidence from Taiwan and Catalonia Michelin-Starred restaurants. *International Journal of Environmental Research and Public Health*, 19(5), 2778. <https://doi.org/10.3390/ijerph19052778>
- López, T. E. H., Hernández, Y. C., Sánchez, L. M. C., & Pastaz, M. M. V. (2019). Gastronomic tourism: Attitudes, motivations and satisfaction of the visitor in Cantons of Tungurahua, Ecuador. *American Journal of Industrial and Business Management*, 09(03), 699–719. <https://doi.org/10.4236/ajibm.2019.93047>
- Lugosi, P., Robinson, R. N. S., Walters, G., & Donaghy, S. (2020). Managing experience co-creation practices: Direct and indirect inducement in pop-up food tourism events. *Tourism Management Perspectives*, 35, 100702. <https://doi.org/10.1016/j.tmp.2020.100702>
- Lv, X., Li, C. (Spring), & McCabe, S. (2020). Expanding theory of tourists' destination loyalty: The role of sensory impressions. *Tourism Management*, 77, 104026. <https://doi.org/10.1016/j.tourman.2019.104026>
- Macanas, R. (2020). Tourism experience and post-visit intentions: The moderated-mediation effect of satisfaction through “socially-induced photography.” *SSRN Electronic Journal*.
-

- <https://doi.org/10.2139/ssrn.3911190>
- Mainolfi, G., & Marino, V. (2018). Destination beliefs, event satisfaction and post-visit product receptivity in event marketing. results from a tourism experience. *Journal of Business Research*, 116. <https://doi.org/10.1016/j.jbusres.2018.03.001>
- Mariani, M. M., & Bresciani, S. (2022). Guest editorial: Creating, managing and marketing gastronomy experiences in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 34(9), 3201–3209. <https://doi.org/10.1108/ijchm-09-2022-070>
- Marques, C., Vinhas da Silva, R., & Antova, S. (2021). Image, satisfaction, destination and product post-visit behaviours: How do they relate in emerging destinations? *Tourism Management*, 85, 104293. <https://doi.org/10.1016/j.tourman.2021.104293>
- Martín, J. C., Román, C., López-Guzmán, T., & Moral-Cuadra, S. (2020). A fuzzy segmentation study of gastronomic experience. *International Journal of Gastronomy and Food Science*, 22, 100248. <https://doi.org/10.1016/j.ijgfs.2020.100248>
- Maruo-Schröder, N., Schäfer-Althaus, S., & Uta Schaffers. (2023). Traveling bodies. In *Routledge eBooks*. Informa. <https://doi.org/10.4324/9781003331803>
- Matalas, A., Panaretos, D., Tzoutzou, M., & Lazaridis, G. (2023). Food-Related behaviours of female and male tourists before and during the COVID-19 pandemic. *Sexes*, 4(1), 167–187. <https://doi.org/10.3390/sexes4010014>
- May, R. Y. Y., Aziz, P. J., Latip, M. S. A., Amin, S. F. M., & Jailani, A. J. A. (2021). Exploration of the consumer style inventory of culinary tourists: Jonker street, Melaka. *City University EJournal of Academic Research*, 3(1).
- Mensah, I., Solanki, S., & Bansah, A. K. (2023). A systematic review of factors influencing the gastronomic experience at the tourist destination and post-purchase behavioural intentions. *E-Review of Tourism Research*, 2(1).
- Mohamed, M. E., Lehto, X., Hewedi, M., & Behnke, C. A. (2021). Naïve destination food images: Exploring the food images of non-visitors. *Journal of Hospitality and Tourism Management*, 47, 93–103. <https://doi.org/10.1016/j.jhtm.2021.03.005>
- Mora, D., Solano-Sanchez, M. A., Lopez-Guzman, T., & Moral-Cuadra, S. (2021). Gastronomic experiences as a key element in the development of a tourist destination. *International Journal of Gastronomy and Food Science*, 25, 100405. <https://doi.org/10.1016/j.ijgfs.2021.100405>
- Moral-Cuadra, S., Acero de la Cruz, R., Rueda López, R., & Salinas Cuadrado, E. (2020). Relationship between consumer motivation and the gastronomic experience of olive oil tourism in Spain. *Sustainability*, 12(10), 4178. <https://doi.org/10.3390/su12104178>
- Mota, S., Fernandes, P., Michele Meneses Pinto, & Pinheiro, P. (2023). Gastronomy as a motivation for travel: A study of gastronomic tourism in the city of João Pessoa-PB. *Applied Tourism*, 7(3), 74–82. <https://doi.org/10.14210/at.v7i3.19315>
- Mustapha, R. I. P. R. (2023). Choice overload: A systematic literature review of hospitality and tourism. *ESTEEM Journal of Social Sciences and Humanities*, 7(1).
- Nasir, M. N. M., Rahim, M. A., & Hassan, S. (2021). Proposing a research model of destination loyalty: The case of gastronomic tourism in Malaysia. *International Journal of Modern Trends in Business Research*, 4(18), 8–13.
- Nesterchuk, I., Balabanyts, A., Pivnova, L., Matsuka, V., Skarha, O., & Kondatenko, I. (2021). Gastronomic tourism: Features and development tools. *Linguistics and Culture Review*, 5(S4), 1871–1885. <https://doi.org/10.21744/lingcure.v5nS4.1877>
- Nidal Alzboun, Alhur, M., Hamzah Khawaldah, & Muhammad Turki Alshurideh. (2023). Assessing gastronomic tourism using machine learning approach: The case of google review. *International Journal of Data and Network Science*, 7(3), 1131–1142. <https://doi.org/10.5267/j.ijdns.2023.5.010>
- Nowotny, H. (2021). In AI we trust: Power, illusion and control of predictive algorithms. *John Wiley & Sons*. <https://doi.org/10.1007/s00146-022-01388-0>
- Oktadiana, H., & Agarwal, M. (2022). Travel career pattern theory of motivation. In *Routledge Handbook of*

- Social Psychology of Tourism*, 77–86.
- Okumus, B. (2020). Food tourism research: A perspective article. *Tourism Review*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/tr-11-2019-0450>
- Okumus, B., Dedeoğlu, B. B., & Shi, F. (2021). Gender and generation as antecedents of food neophobia and food neophilia. *Tourism Management Perspectives*, 37, 100773. <https://doi.org/10.1016/j.tmp.2020.100773>
- Okumus, B., Mehraliyev, F., Ma, F., & Köseoglu, M. A. (2020). Intellectual connections in food tourism literature: A co-citation approach. *International Journal of Tourism Research*, 23(2), 220–237. <https://doi.org/10.1002/jtr.2409>
- Orea-Giner, A., & Fusté-Forné, F. (2023). The way we live, the way we travel: Generation Z and sustainable consumption in food tourism experiences. *British Food Journal*, 125(13). <https://doi.org/10.1108/bfj-11-2022-0962>
- Oviedo-García, M. Á., Vega-Vázquez, M., Castellanos-Verdugo, M., & Orgaz-Agüera, F. (2019). Tourism in protected areas and the impact of servicescape on tourist satisfaction, key in sustainability. *Journal of Destination Marketing & Management*, 12, 74–83. <https://doi.org/10.1016/j.jdmm.2019.02.005>
- Özdemir, B., & Seyitoğlu, F. (2018). A conceptual study of gastronomical quests of tourists: Authenticity or safety and comfort? *Tourism Management Perspectives*, 23, 1–7. <https://doi.org/10.1016/j.tmp.2017.03.010>
- Park, E., Kim, S., & Xu, M. (2020). Hunger for learning or tasting? An exploratory study of food tourist motivations visiting food museum restaurants. *Tourism Recreation Research*, 1–15. <https://doi.org/10.1080/02508281.2020.1841374>
- Park, E., Muangasame, K., & Kim, S. (2021). “We and our stories”: Constructing food experiences in a UNESCO gastronomy city. *Tourism Geographies*, 1–22. <https://doi.org/10.1080/14616688.2021.1943701>
- Park, E., & Widyanta, A. (2022). Food tourism experience and changing destination foodscape: An exploratory study of an emerging food destination. *Tourism Management Perspectives*, 42, 100964. <https://doi.org/10.1016/j.tmp.2022.100964>
- Park, S., & Kang, J. (2021). More is not always better: Determinants of choice overload and satisfaction with customization in fast casual restaurants. *Journal of Hospitality Marketing & Management*, 1–21. <https://doi.org/10.1080/19368623.2021.1946879>
- Pérez-Priego, M., García-Moreno García, M., Gomez-Casero, G., & Caridad y López del Río, L. (2019). Segmentation based on the gastronomic motivations of tourists: The case of the Costa Del Sol (Spain). *Sustainability*, 11(2), 409. <https://doi.org/10.3390/su11020409>
- Pivarski, B. K., Grubor, B., Banjac, M., Đerčan, B., Tešanović, D., Šmugović, S., Radivojević, G., Ivanović, V., Vujasinović, V., & Stošić, T. (2023). The sustainability of gastronomic heritage and its significance for regional tourism development. *Heritage*, 6(4), 3402–3417. <https://doi.org/10.3390/heritage6040180>
- Pratt, S., Suntikul, W., & Agyeiwaah, E. (2020). Determining the attributes of gastronomic tourism experience: Applying impact-range performance and asymmetry analyses. *International Journal of Tourism Research*. <https://doi.org/10.1002/jtr.2356>
- Prayag, G., Gannon, M. J., Muskat, B., & Taheri, B. (2020). A serious leisure perspective of culinary tourism co-creation: The influence of prior knowledge, physical environment and service quality. *International Journal of Contemporary Hospitality Management*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/ijchm-10-2019-0897>
- Promsivapallop, P., & Kannaovakun, P. (2019). Destination food image dimensions and their effects on food preference and consumption. *Journal of Destination Marketing & Management*, 11, 89–100. <https://doi.org/10.1016/j.jdmm.2018.12.003>
- Promsivapallop, P., & Kannaovakun, P. (2020). Factors influencing tourists’ destination food consumption and satisfaction: A cross-cultural analysis. *Asia-Pacific Social Science Review*, 20(2), 87–105.
- Putera, I., & Mustapha, R. (2023). Choice overload: A systematic literature review of hospitality and tourism. *ESTEEM Journal of Social Sciences and Humanities*, 7(1).

- Putra, A. N. (2021). Literature review of food tourism, culinary tourism, and gastronomy tourism. *Journal of Innovation Research and Knowledge*, 1(4), 517–527. <https://doi.org/10.53625/jirk.v1i4.319>
- Rachão, S. A. S., de Jesus Breda, Z., de Oliveira Fernandes, C., & Joukes, V. N. P. M. (2021). Drivers of experience co-creation in food-and-wine tourism: An exploratory quantitative analysis. *Tourism Management Perspectives*, 37, 100783. <https://doi.org/10.1016/j.tmp.2020.100783>
- Ramírez-Gutiérrez, D., Santana-Talavera, A., & Fernández-Betancort, H. (2020). Tasting experiences of a destination's local gastronomy on tourist communications. *Tourism Recreation Research*, 1–15. <https://doi.org/10.1080/02508281.2020.1799293>
- Rasoolimanesh, S. M., Khoo-Lattimore, C., Md Noor, S., Jaafar, M., & Konar, R. (2020). Tourist engagement and loyalty: Gender matters? *Current Issues in Tourism*, 24(6), 1–15. <https://doi.org/10.1080/13683500.2020.1765321>
- Ratnasari, R. T., Gunawan, S., Mawardi, I., & Kirana, K. C. (2020). Emotional experience on behavioral intention for halal tourism. *Journal of Islamic Marketing*, 12(4), 864–881. <https://doi.org/10.1108/jima-12-2019-0256>
- Reutskaja, E., Cheek, N. N., Iyengar, S., & Schwartz, B. (2021). EXPRESS: Choice Deprivation, Choice Overload, and Satisfaction With Choices Across Six Nations. *Journal of International Marketing*, 30(3), 1069031X2110738. <https://doi.org/10.1177/1069031x211073821>
- Richards, G. (2021). Evolving research perspectives on food and gastronomic experiences in tourism. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/ijchm-10-2020-1217>
- Rodrigues, P., Ana Pinto Borges, & Vieira, E. (2023). Gastronomic experiences on tourists' life satisfaction and happiness: The case of Porto. *European Journal of Tourism Research*, 34, 3412–3412. <https://doi.org/10.54055/ejtr.v34i.3034>
- Rousta, A., & Jamshidi, D. (2019). Food tourism value: Investigating the factors that influence tourists to revisit. *Journal of Vacation Marketing*, 26(1), 135676671985864. <https://doi.org/10.1177/1356766719858649>
- Roy, N., & Gretzel, U. (2021). Feeling opulent: Adding an affective dimension to symbolic consumption of themes. *Tourism Geographies*, 1–23. <https://doi.org/10.1080/14616688.2020.1867885>
- Şahin, A., & Kılıçlar, A. (2022). The effect of tourists' gastronomic experience on emotional and cognitive evaluation: An application of S-O-R paradigm. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/jhti-09-2021-0253>
- Setyo Prasiyono Nugroho, Erythrea, M., & Yudi Setiaji. (2019). Tourists' motivation in visiting nDalem Prince Joyokusuman (Gadri Resto) Yogyakarta as a gastronomy tourism destination. <https://doi.org/10.5220/0009319800370042>
- Shipman, Z. D. (2019). Factors affecting food choices of millennials: How they decide what to eat? *Journal of Tourismology*, 6(1), 49–62. <https://doi.org/10.26650/jot.2020.6.1.0036>
- Singh, N. (2020). Sustainability, social, and technology development trends in events. *Events and Tourism Review*, 3(1), 1–6. <https://doi.org/10.18060/24221>
- Skavronskaya, L., Moyle, B., & Scott, N. (2020). The experience of novelty and the novelty of experience. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.00322>
- Star, M., Rolfe, J., & Brown, J. (2020). From farm to fork: Is food tourism a sustainable form of economic development? *Economic Analysis and Policy*. <https://doi.org/10.1016/j.eap.2020.04.009>
- Sterchele, D. (2020). Memorable tourism experiences and their consequences: An interaction ritual (IR) theory approach. *Annals of Tourism Research*, 81, 102847. <https://doi.org/10.1016/j.annals.2019.102847>
- Sthapit, E. (2017). Memories of gastronomic experiences, savoured positive emotions and savouring processes. *Scandinavian Journal of Hospitality and Tourism*, 19(2), 115–139. <https://doi.org/10.1080/15022250.2017.1402702>
- Sthapit, E., Björk, P., & Coudounaris, D. N. (2022). Towards a better understanding of memorable wellness tourism experience. *International Journal of Spa and Wellness*, 1–27. <https://doi.org/10.1080/24721735.2022.2136120>
- Sthapit, E., Coudounaris, D. N., & Björk, P. (2019). Extending the memorable tourism experience construct: An
-

- investigation of memories of local food experiences. *Scandinavian Journal of Hospitality and Tourism*, 19(4-5), 333–353. <https://doi.org/10.1080/15022250.2019.1689530>
- Sthapit, E., Kumaran, P. S., & Björk, P. (2020). Tourists' motivations, emotions and memorable local food experiences. *Journal of Gastronomy and Tourism*. <https://doi.org/10.3727/216929720x15968961037881>
- Stone, M. J., Migacz, S., & Sthapit, E. (2021). Connections between culinary tourism experiences and memory. *Journal of Hospitality & Tourism Research*, 109634802199417. <https://doi.org/10.1177/1096348021994171>
- Stone, M. J., Migacz, S., & Wolf, E. (2018). Beyond the journey: The lasting impact of culinary tourism activities. *Current Issues in Tourism*, 22(2), 147–152. <https://doi.org/10.1080/13683500.2018.1427705>
- Stone, M. J., Soulard, J., Migacz, S., & Wolf, E. (2018). Elements of memorable food, drink, and culinary tourism experiences. *Journal of Travel Research*, 57(8), 1121–1132. <https://doi.org/10.1177/0047287517729758>
- Stylidis, D., Woosnam, K. M., & Tasci, A. D. A. (2021). The effect of resident-tourist interaction quality on destination image and loyalty. *Journal of Sustainable Tourism*, 1–21. <https://doi.org/10.1080/09669582.2021.1918133>
- Su, D. N., Johnson, L. W., & O'Mahony, B. (2018). Analysis of push and pull factors in food travel motivation. *Current Issues in Tourism*, 23(5), 1–15. <https://doi.org/10.1080/13683500.2018.1553152>
- Su, D. N., Johnson, L. W., & O'Mahony, B. (2020). Will foodies travel for food? Incorporating food travel motivation and destination foodscape into the theory of planned behavior. *Asia Pacific Journal of Tourism Research*, 25(9), 1012–1028. <https://doi.org/10.1080/10941665.2020.1805475>
- Sun, H., Wu, S., Li, Y., & Dai, G. (2019). Tourist-to-Tourist interaction at festivals: A grounded theory approach. *Sustainability*, 11(15), 4030. <https://doi.org/10.3390/su11154030>
- Sweeney, J., Payne, A., Frow, P., & Liu, D. (2020). Customer advocacy: A distinctive form of word of mouth. *Journal of Service Research*, 23(2), 139–155. <https://doi.org/10.1177/1094670519900541>
- Tarulevicz, N., & Ooi, C. S. (2019). Food safety and tourism in Singapore: Between microbial Russian roulette and Michelin stars. *Tourism Geographies*, 1–23. <https://doi.org/10.1080/14616688.2019.1654540>
- Thai, N. T., & Yuksel, U. (2017). What can tourists and travel advisors learn from choice overload research? *Consumer Behavior in Tourism and Hospitality Research*, 1–26. <https://doi.org/10.1108/s1871-317320170000013001>
- Thio, S., Jokom, R., & Kartika, E. W. (2022). What motivates tourists to eat and return to a destination during Covid-19 pandemic? *Proceedings of the International Academic Conference on Tourism (INTACT) "Post Pandemic Tourism: Trends and Future Directions"* (INTACT 2022), 255–268. https://doi.org/10.2991/978-2-494069-73-2_19
- Tunming, N., Chaigasem, T., Siritwong, P., & Ngowtanasuwan, G. (2020). The strategy development of gastronomic tourism based on Tai-Dam's ethnic indigenous identities in Thailand. *African Journal of Hospitality, Tourism, and Leisure*, 9(2).
- UNWTO. (2023). *EU guidebook on sustainable tourism for development* | UNWTO. [unwto.org. https://www.unwto.org/EU-guidebook-on-sustainable-tourism-for-development](https://www.unwto.org/EU-guidebook-on-sustainable-tourism-for-development)
- Valverde-Roda, J., Medina Viruel, M. J., Castaño Prieto, L., & Solano Sánchez, M. Á. (2022). Interests, motivations and gastronomic experiences in the world heritage site destination of Granada (Spain): satisfaction analysis. *British Food Journal*. <https://doi.org/10.1108/bfj-07-2021-0830>
- Vesci, M., & Botti, A. (2019). Festival quality, theory of planned behavior and revisiting intention: Evidence from local and small Italian culinary festivals. *Journal of Hospitality and Tourism Management*, 38, 5–15. <https://doi.org/10.1016/j.jhtm.2018.10.003>
- Virto, N. R., Punzón, J. G., López, M. F. B., & Figueiredo, J. (2019). Perceived relationship investment as a driver of loyalty: The case of Conimbriga Monographic Museum. *Journal of Destination Marketing & Management*, 11, 23–31. <https://doi.org/10.1016/j.jdmm.2018.11.001>
- Vo-Thanh, T., Zaman, M., Hasan, R., Akter, S., & Dang-Van, T. (2022). The service digitalization in fine-dining restaurants: a cost-benefit perspective. *International Journal of Contemporary Hospitality Management*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/ijchm-09-2021-1130>
-

- Vuksanović, N., & Demirović Bajrami, D. (2020). Image of local cuisine as part of a rural tourism offer. *Gastronomy for Tourism Development*, 91–108. <https://doi.org/10.1108/978-1-78973-755-420201006>
- Wan, Y. K. P., & Choi, S. (2020). Food tourists and food image in a creative city of gastronomy in Macao, China. *Journal of China Tourism Research*, 1–21. <https://doi.org/10.1080/19388160.2020.1852992>
- Wang, L., Filimonau, V., & Li, Y. (2020). Exploring the patterns of food waste generation by tourists in a popular destination. *Journal of Cleaner Production*, 279, 123890. <https://doi.org/10.1016/j.jclepro.2020.123890>
- Wang, S., Lehto, X., & Cai, L. (2019). Creature of habit or embracer of change? Contrasting consumer daily food behavior with the tourism scenario. *Journal of Hospitality & Tourism Research*, 43(4), 595–616. <https://doi.org/10.1177/1096348018817586>
- Werner, K., Griese, K.-M., & Faatz, A. (2019). Value co-creation processes at sustainable music festivals: A grounded theory approach. *International Journal of Event and Festival Management*, 11(1), 127–144. <https://doi.org/10.1108/ijefm-06-2019-0031>
- Widjaja, Y. I., Khalifa, G. S. A., & Abuelhassan, A. E. (2019). The effect of destination reputation on the revisit intention to Halal tourism destination of Jakarta. *International Journal of Business, Economics and Law*, 20(5).
- Williams, H. A., Yuan, J. (Jessica), & Williams, R. L. (2019). Attributes of memorable gastro-tourists' experiences. *Journal of Hospitality & Tourism Research*, 43(3), 327–348. <https://doi.org/10.1177/1096348018804621>
- Williamson, J., & Hassanli, N. (2020a). Sharing, caring, learning: Role of local food in domestic trips. *Tourism Analysis*, 27(1). <https://doi.org/10.3727/108354220x15987151867890>
- Williamson, J., & Hassanli, N. (2020b). It's all in the recipe: How to increase domestic leisure tourists' experiential loyalty to local food. *Tourism Management Perspectives*, 36, 100745. <https://doi.org/10.1016/j.tmp.2020.100745>
- Yoo, J. J.-E., Park, J., & Cho, M. (2022). Cocreation of gastronomy experience through cooking classes. *International Journal of Contemporary Hospitality Management*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/ijchm-09-2021-1152>
- Yu, C.-E., & Zhang, X. (2020). The embedded feelings in local gastronomy: A sentiment analysis of online reviews. *Journal of Hospitality and Tourism Technology*, 11(3), 461–478. <https://doi.org/10.1108/jhtt-02-2019-0028>
- Yu, C.-P., Chang, W.-C., & Ramanpong, J. (2019). Assessing visitors' memorable tourism experiences (mtes) in forest recreation destination: A case study in Xitou nature education area. *Forests*, 10(8), 636. <https://doi.org/10.3390/f10080636>