Journal of Tourism Analysis: Revista de Análisis Turístico Vol. 33 No. 2, Año 2026 (avance en línea-preprint)

How to cite this work: Nematzadeh, M., Nematzadeh, A., Hossein, P. & Mohammadzadeh, P. (2026). Transforming Non-Culinary Destinations into Exotic Culinary Hotspots: An Empirical Analysis of Food-Related Satisfaction Factors Using EFA, CFA, and SEM. Journal of Tourism Analysis, 33 (2), 1-27. https://doi.org/10.53596/ka7pk163

Transforming Non-Culinary Destinations into Exotic Culinary Hotspots: An Empirical Analysis of Food-Related Satisfaction Factors Using EFA, CFA, and SEM

Transformación de destinos no culinarios en enclaves gastronómicos exóticos: un análisis empírico de los factores de satisfacción relacionados con la alimentación mediante EFA, CFA y SEM

Nematzadeh, Maryam[1]

Nematzadeh, Arezou[2]

Panahi, Hossein[3]

Mohammadzadeh, Parviz[4]

[1] University of Tabriz, Irán. nematzadehmaryam90@gmail.com

[2] Shahid Madani University, Iran, sevin.nematy@gmail.com

[3] University of Tabriz, Irán. panahi@tabrizu.ac.ir

[4] University of Tabriz, Irán. pmohamadzadeh@tabrizu.ac.ir

Abstract

Culinary tourism has been growing as a dynamic and non-seasonal segment in the tourism industry, especially in recent decades. The purpose of this article is to explore relevant factors contributing to the food-related experiences of tourists in a non-culinary destination that can help transform the region to an exotic culinary destination. To address these objectives, a combination of Factor Analysis and Structural Equation Modelling is employed to provide a comprehensive approach. Five significant factors are identified using the principal components method. Then the validity of these factors is confirmed by CFA and the structural relationships among them are examined by SEM. "Food Attributes", and "Dining Environments" are considered the most influential among these factors in shaping tourists' culinary experience. The result of this study

Reception: *21.10.2024* *Revision: 21.06.2025* ***Acceptance:*** *16.02.2026* ***Publication:*** *24.11.2026*

This work is subject to an international license of qttribution – no commercial 4.0 Creative Commons.

contributes significantly to destination marketing literature by highlighting the influence of food attributes and accessibility on future behavioural intentions of tourists visiting a non-culinary destination.

Keywords: Culinary Tourism, Tourist Satisfaction, Behavioural Intentions, Structural Equation Modelling, Emerging Tourism Segments

Resumen

El turismo gastronómico ha experimentado un crecimiento notable como un segmento dinámico y no estacional dentro de la industria turística, especialmente en las últimas décadas. El objetivo de este artículo es identificar y analizar los factores clave que influyen en las experiencias gastronómicas de los turistas en un destino no culinario y que pueden contribuir a su transformación en un enclave gastronómico exótico. Para alcanzar este objetivo, se adopta un enfoque metodológico integral que combina el Análisis Factorial Exploratorio (EFA), el Análisis Factorial Confirmatorio (CFA) y el Modelado de Ecuaciones Estructurales (SEM). Mediante el método de componentes principales se identifican cinco factores significativos, cuya validez es posteriormente confirmada a través del CFA, mientras que el SEM permite examinar las relaciones estructurales entre ellos. Los resultados muestran que los atributos de la comida y los entornos de restauración son los factores más influyentes en la configuración de la experiencia culinaria de los turistas. Este estudio contribuye de manera relevante a la literatura sobre marketing de destinos al poner de relieve el papel de los atributos gastronómicos y la accesibilidad en la formación de las intenciones comportamentales futuras de los turistas que visitan destinos no culinarios.

Palabras clave: Turismo gastronómico; Satisfacción del turista; Intenciones comportamentales; Modelado de ecuaciones estructurales; Segmentos turísticos emergentes

1 Introduction

In today's worldwide competitive environment, possessing a unique destination image is one of the vital management strategies to occupy a distinguished position in the tourism world (Jose et al., 2024; Rejikumar et al., 2021). Local food as one of the heritage components has been an ongoing and expanding tourist attraction that can promote development at both local and national levels (Kalenjuk Pivarski et al., 2023; Rivza et al., 2022). Food distinctiveness as a mark of each region is rooted in the diversity of cultural specificities (Kim et al., 2022) , the community structure of food production chain, and distinctive characteristics in the private sector in food-related services (Cheng, 2023; Sidali et al., 2015). In other words, gastronomy and destination image

mutually contribute to destination image in a multidimensional form (Kusumah, 2024). Through the promotion of the locality dimension of food as the personal footprint of each region, especially in the age of globalization, the region could enhance a new motivation for development (Chaigasem et al., 2023; Kan et al., 2022).

The term "Culinary Tourism" was introduced by Long for the first time in 1998. According to Long, the concept of culinary tourism provides a framework for exploring the otherness, newness, and unfamiliarity of new places through consuming local food, participating in foodways, observing meal systems, and eating styles in an ethnic environment (Long, 1998). Around the same time, culinary heritage was highlighted as an attraction in rural tourism by Bessière (1998).

Through broad perspectives on gastronomy tourism, food is a pivotal component of tourism experiences that simultaneously fulfils the psychological and physiological needs of tourists (Chang, Morrison, et al., 2021; Freire & Gertner, 2021). If the local food were available and accessible in restaurants and recommended to tourists, tourists' attention would be captured to consume or taste (Sugiama et al., 2022; Triana et al., 2023). This primary experience could motivate travellers to revisit destinations for gastronomy reasons (Mora et al., 2021). As a result, tourists' future behaviour could be predicted by measuring their current travel satisfaction (Piramanayagam et al., 2021); therefore, Local food experiences could be memorable and influence tourists' satisfaction, attitude, and future behaviour, leading to a revisit or recommendation to relatives, if these experiences are considered as new and unique, although not necessarily extraordinary (Gupta et al., 2023; Rasoolimanesh et al., 2023).

This study empirically examines the factors that contribute to transforming a typical tourism destination into a unique and novel gastronomy destination. To achieve this goal, the research aimed to identify factors associated with tourists' food-related experiences in a holiday destination where its cuisine has not yet been a primary motivation for visitation. A satisfactory food-related experience can be a motivational element, leading to a positive perception of the destination, and can contribute to tourists' intention to revisit for culinary reasons or their willingness to recommend it to others.

2 Theoretical background and literature review

Gastronomy studies are predominantly conducted to identify relationships between various determinants of travellers' food-related behaviours and the degree to which a destination's hospitality influences them, which is concerned with preference, choice, interaction and satisfaction (Aziz et al., 2023; Baghirov et al., 2023; Sinta Dewi, 2022). Gastronomic experiences as a multidimensional segment contribute to destination image and loyalty (Huete-Alcocer &

Hernandez-Rojas, 2022; Kovalenko et al., 2023; Moral-Cuadra et al., 2023). Local cuisine is considered a link between the unique landscape, culture, and dishes of a destination (Huete-Alcocer & Hernandez-Rojas, 2022; Pham et al., 2023). Food symbolizes communion through sharing and eating with others (Badu-Baiden, 2021; Li & Qiu, 2024). Furthermore, food functions as an element of authenticity and cultural identity through rituals, symbols, and belief systems (Cheng, 2023; Intason, 2024). Hence, travellers' eating experiences can be enriched through active participation in the culinary procedures, due to the universal trend of broadening traditional food knowledge and tasting various local dishes (Aksenova et al., 2022; Kokkranikal & Carabelli, 2024). Consequently, a variety of concepts and approaches have been studied in terms of food tourism that can be categorized into three segments as follows:

2.1 Authenticity of local food experiences

Since original local food is a reflection of a destination's culture, customs, authenticity, and traditions, it holds the potential to validate and enhance a tourist's food experience and provides insight into a location’s identity (Pantović et al., 2023). Tasting new and unique cuisine, observing culinary techniques, and the preparation processes, and learning about local gastronomic heritage and cultural value are all foundations of food tourism (Kalenjuk Pivarski et al., 2023; Malota & Mucsi, 2023) The culinary heritage of a given geographical area or community can reveal its rituals, traditions, and belief system, in addition to the foundations of collective identity and distinguishing features of a social group (Elss et al., 2020; Vuković & Terzić, 2020). Hence, by utilizing gastronomy in terms of heritage tourism, it becomes a high-quality cultural experience, playing a catalytic role in economic revival (Recuero-Virto & Arróspide, 2024).

2.2 Factors associated with the tourists' food-related experiences

Tourists' food consumption behaviour is influenced by sociocultural and psychological factors as well as a destination's condition and cuisine quality (Hiamey et al., 2021). Identification of internal and external factors that can affect travellers' choices and consumption of food products could provide a practical framework for marketing and for the development of tourism objectives based on gastronomy (Hao et al., 2024; Wang et al., 2024). Perception of the traditional food culture, while consuming local, authentic, and original foods, is influenced by the quality and quantity of the food-related services, regarding what is served and how and where it is served (Fakihuddin & Dewi, 2024; Goeltom et al., 2024). Travellers who acquire diverse and unique authentic and original experiences in food-related organizations, especially traditional ones, such as charming local cafes, teahouses, buffets, and various types of ethnic restaurants, are likely to revisit the destination or recommend it to relatives (Arviv et al., 2023; Aybek & Özdemir, 2022; Liu et al., 2023).

2.3 What to serve

Culinary attributes, such as quality, price, and diversity of dishes (Carvache-Franco et al., 2021), and aesthetic values, such as the visual appeal of dining and garnish (Sari & Yulianto, 2024), are key factors that contribute to culinary and holistic satisfaction. In addition, the rich diversity of local cuisine could satisfy tourists and invoke a positive attitude and interest toward food, as it is not only a vital need but also indicative of local culture and civilization (Khoshkam et al., 2023; Murtini et al., 2023). Moreover, knowledge about a region's food culture has been valued as an interesting issue due to its roots in a region's civilization (Atsız et al., 2022; Park et al., 2022).

Knowledge of food-related culture is perceived as one of the critical features of gastronomy tourism and learning about various local wines and foods and their production processes is of popular interest (Kim et al., 2021; Stone et al., 2022). Thus, food experience can be evaluated as a representation of cultural involvement through participation in ritual performances, cooking classes, food tasting, and similar activities (Ellis et al., 2018). Learning about ingredients, cooking techniques, and recipes seems to be an extremely popular trend in gastronomy (Chang, Okumus, et al., 2021; Huang et al., 2024). More and more tourists show enthusiasm for participating in food-related activities such as farm tours and cooking classes every year (Kokkranikal & Carabelli, 2024; Qian et al., 2023).

2.4 Where and how to serve

The dining atmosphere is another vital component of satisfaction (Prihantini & Shamsudin, 2023). Emotional engagement during food experiences, especially in food festivals, is likely to leave a positive impression on tourists (Frolova et al., 2020). In this respect, restaurants play a crucial role in local economic development based on building the destination’s identity, as food-related experiences predominantly occur in this environment (Hult et al., 2023; Song & Kim, 2022). Furnishing and equipping restaurants with clean and up-to-date facilities creates a desirable dining environment for customers, thereby improving tourist satisfaction (Eren & Şahin, 2022; Ngah et al., 2022). Additionally, interior decoration, relaxation (Horng & Hsu, 2020), and entertainment during the eating process in restaurants enrich travellers' food experiences and, eventually, enhance tourism development by influencing tourists’ future behaviour toward the destination (Gu et al., 2021; Mohamed et al., 2022).

It is further necessary to equip restaurants with specialized workers, especially those with good language skills, to facilitate effective communication (Ijabah & Amrullah, 2023; Indrianty & Riana, 2024; Lam et al., 2022). And the publication of menus in several foreign languages (Hazaea et al., 2024), containing ingredients (Low, 2021) and prices (Haratikka et al., 2023) would provide

comfort in making decisions and choices. Furthermore, availability and convenient access to a variety of ethnic restaurants seem to be important in gaining tourist satisfaction to influence travellers' behavioural intentions positively (García, 2022; Iofrida et al., 2022; Liu & Felicen, 2021). Providing a "Slow Food" experience in restaurants can effectively contribute to tourist satisfaction with a focus on relaxation during the holiday (Baghirov et al., 2023; Huang et al., 2023). This provides a tourist with the opportunity to sit down, recreate, and enjoy tasting local food during meal times (Yang & Luo, 2021).

2.5 Future behavioural intentions

Promoting a destination's gastronomy requires an effective strategy and consideration of different food cultures to improve and tailor restaurant services and thus increase tourist satisfaction (Silaban et al., 2023). A tourist's satisfaction would be enhanced through marketing and promoting a positive culinary image (Králiková et al., 2020). Tourism marketing segments and hospitality businesses could perform effectively by developing strategies based on tourists' preferences, attitudes, and behaviours, as well as identifying motivational factors (Galati et al., 2023). Behavioural approaches are related to motivational factors regarding a traveller's perception of food within a particular destination (Jeaheng & Han, 2020; Kovalenko et al., 2023). Both push and pull motivations contribute to destination loyalty (Bayih & Singh, 2020; Osiako et al., 2022; Sojasi Qeidari & Hosseini Kahnooj, 2023). In this respect, internal traits of travellers include relaxation, fun, and family togetherness as push motivations, while destination attributes such as service quality act as external or pull motivations that affects tourist satisfaction (Carvache-Franco et al., 2023; Su et al., 2020).

Assessing tourist perception and satisfaction with food experiences and predicting subsequent Future Behavioural Intention (FBI) seems to be an essential stage in commercializing a region's culinary heritage. A causal relationship has been widely identified in the literature between satisfaction and FBI. As Smith asserted, tourists' behavioural intentions can be predicted by evaluating their satisfaction (Abdou et al., 2022; Soonsan et al., 2023). Their interaction with local food can be intensified through exposure to traditions and historical narrative of the destination (Baghirov et al., 2023; Liao et al., 2021). Past experiences may also influence food consumption behaviour (Aybek & Özdemir, 2022). The quality and authenticity of food experiences, along with the attractiveness of related factors significantly contribute to travellers' attitudes and satisfaction (Anggara et al., 2023). Therefore, tourists may be motivated to revisit destinations where they have attained unique, satisfying, and authentic gastronomic experiences (Hsu et al., 2022).

Through reviewing available research in gastronomy tourism literature, this study identifies major factors affecting tourist satisfaction. Unlike much of the existing literature, which focuses on

established culinary destinations, this study examines a typical holiday destination where traditional cuisine has not yet been considered a major attraction for tourists. To fill this gap in the literature, this study provides a comprehensive analysis of factors associated with food-related experiences in such a region and their impact on tourists' FBI. Specifically, we examine which factors significantly influence tourist attitudes and whether achieving sufficient satisfaction positively affect the FBI.

3 Methodology and data

For this study, a mixed-method approach, composed of qualitative and quantitative techniques, was chosen, following prior research on this concept such as Taheri et al. (2021) and Mariani and Okumus (2022). The case study approach, due to its potential to handle simple and complex situations (Baxter & Jack, 2008), was chosen. The analysis was performed using SPSS and the R programming language.

3.1 Data collection

The empirical study was conducted in Tabriz, one of the historical capitals of Iran and the capital of East Azerbaijan province. To collect data and analyse tourists' perceptions and attitudes, a multistage approach was adopted. Initially, before the main sampling, a pilot study with a sample size of 30 participants was carried out to refine the instrument and improve the structure, precision, and layout of the questions. Data were then gathered from the 14th of March 2019 to the 14th of May 2019. A simple random sampling technique was applied to the target population—tourists present in the city during the survey period. It was considered that 180 interviews should be held, which was sufficient to guarantee normal distribution. This sample size ensures adequate statistical power, enhancing the reliability of the sample and reducing the standard error (Taherdoost, 2016). Finally, it was necessary to exclude incomplete questionnaires or those filled out incorrectly.

To maintain the principles of privacy, confidentiality, and anonymity in the process of collecting the necessary data, interviews were arranged entirely anonymously through self-administered questionnaires. In addition, the aim was to collect as heterogeneous a sample as possible; therefore, participants from diverse demographic profiles were approached. Most of the tourists had a positive attitude upon being asked about travel-related issues, and it took each respondent approximately 10 minutes to complete the questionnaire.

3.2 Measurement instrument

The instruments used for assessing and analysing the content were a combination of quantitative and qualitative techniques. As social research largely consists of interpreting texts (Veal, 2017),

this mixed methodological approach is suitable. Qualitative techniques are commonly used in leisure and tourism research to identify discursive structures (Cheng, 2023). This provides an interpretive paradigm toward content, based on perceptions of the concerned groups. Quantitative studies as a tool in deductive research are useful for exploring latent structures of complex concepts like local food experiences (Pesämaa et al., 2021). Finally, according to the suggested techniques for organizing and conducting case study research (Zulkefli et al., 2024), a descriptive method was applied. This method is used to explain a current situation using an explanatory research design as a qualitative case-study approach and to predict tourists' behavioural intention through established causal relationships between satisfaction and future behavioural intention.

A set of variables was considered as the main determinants of gastronomy satisfaction. The definitions of variables were based on literature related to assessing tourists' satisfaction with food consumption in a destination and their future behavioural intention toward that place. Some researchers have examined tourists' satisfaction with the quality of food-related experience at a destination (Rodrigues et al., 2023). Other researchers, such as Tarinc et al. (2023) have proved a positive relationship between food satisfaction and FBI.

The survey instrument consisted of two sections: In the first part, information about socio-demographic profiles (gender, age, marital status, academic qualification, and occupation) and the reason for visiting the city were collected. In the second part of the questionnaire, travellers were requested to state their level of satisfaction regarding food-related experiences in the destination. This part was composed of 24 variables, classified into three categories related to the quality of local food offerings, service, and dining environment. Respondents rated the items on a five-point Likert scale, ranging from 1 (completely dissatisfied) to 5 (completely satisfied), which is a common scale in empirical studies used to measure attitudes and opinions (Valverde-Roda et al., 2023).

3.3 Reliability and validity of measurement scales

What is crucial before deciding on any statistical treatment to items is scrutinizing all variables for validity issues because the adequacy and accuracy of the results rely on the reliability and validity of the instrument used (Cheung et al., 2023). To ensure that the scale covers the entire studied content, eight experts involved either professionally or academically with the tourist industry were interviewed. According to their feedback, the content validity of the scale was confirmed.

Reliability, on the other hand, is a necessary component of the credibility and authenticity of findings which refers to the reproducibility or consistency of measuring instruments (Sumrin &

Gupta, 2021). To address this issue, the initial questionnaire was pilot-tested, with a sample of 30 tourists; therefore, Cronbach's alpha coefficient was evaluated. A Cronbach's alpha coefficient of 0.7 or above indicates satisfactory reliability. Final variables were developed based on the related literature and were modified to fit the research context and the target population.

In addition, Composite Reliability (CR), Average Variance Extracted (AVE), the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio (HTMT) were calculated. With CR the internal consistency of each construct was assessed, while AVE was used to verify convergent validity and the latter two were used for evaluating discriminant validity.

3.4 Data analysis

The research analysis follows a three-stage approach to investigate the determinants of tourists' satisfaction with traditional food. First, the underlying constructs were identified and exploring latent variables based on observed ones using Exploratory Factor Analysis (EFA), second, the validity and accuracy of the measurement model were confirmed utilizing Confirmatory Factor Analysis (CFA), and finally, the relationship between the constructs were assessed through Structural Equation Modelling (SEM).

EFA was employed to specify the underlying structure of tourists' food-related satisfaction. To determine whether the data were appropriate for factor analysis and to ensure that all criteria were met, the data set was examined through the Kaiser-Meyer-Olkin (KMO) and Bartlett's test (Panda et al., 2021). Bartlett's test of sphericity was significant at 0.00; the overall value of KMO was 0.744, signifying that the data matrix had sufficient correlation to the factor analysis. Therefore, the EFA approach, using the principal component method (PCA) with varimax rotation, was adopted in the analysis phase. The EFA using PCA is a statistical procedure that can be employed to summarize the information contained in several original variables into a smaller set of variables (factors) with a minimal loss of information (Wentzell et al., 2021).

After identifying factors through EFA, CFA was carried out in order to validate the model and evaluate the accuracy of those factors. When it comes to testing whether the data fit a hypothesized measurement model, confirmatory factor analysis is an appropriate approach (Steenkamp & Maydeu-Olivares, 2023). Using CFA, it can be ensured that identified factors from EFA are accurate reflections of observed variables (Marsh et al., 2020). In this phase, R programming language is utilized. Employing CFA using the lavaan package enables the researchers to examine the factor loadings and model fit indices, as well as analyse modification indices, making necessary improvements concerning the model fitting. Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and

Standardized Root Mean Square Residual (SRMR) are fit indices that help assess model adequacy.

Performing Structural Equation Modelling (SEM) is the next step to test the structural relationships between the latent constructs confirmed by CFA and behavioural intention variables, namely the intention to revisit and willingness to recommend the destination to others. The SEM approach simultaneously examines complex relationships between observed and latent variables using a combination of factor analysis and multiple regression analysis (Hair Jr et al., 2021). This method provides a comprehensive understanding of the direct and indirect effects among constructs (Owolabi et al., 2020). The SEM model included latent constructs for Food Attributes, Dining Environment, Exploring Knowledge, Service Quality, and Accessibility to Traditional Food, with specified covariances between them. These constructs serve as exogenous variables predicting two endogenous outcome variables: Revisit_Intention and Recommend_Intention. A graphical representation of the proposed structural model, including all hypothesised paths, is provided in Figure 2. To ensure a robust evaluation of the proposed theoretical model, goodness-of-fit was assessed by chi-square test, CFI, TLI, RMSEA, and SRMR, implemented through the lavaan package.

Combined use of EFA, CFA, and SEM allowed the identification of the underlying structure of tourists' food-related satisfaction, the validation of the measurement model, and an understanding of how different factors contribute to overall satisfaction. Following this methodology, it was not only to ensure the reliability and validity of the measurement model but also enhance the robustness of the findings (Krasavac et al., 2024). It also enabled the prediction of the FBI based on tourists' satisfaction levels.

4 Research results

4.1 Respondents' profile

A total of 152 questionnaires were returned, representing about 90% of the targeted sample size. The descriptive analysis revealed that the number of female, single, and young travellers aged 20-39 was greater than others in their categories. Most of them had at least a university degree. Around three-fifths of them had an income. Despite Tabriz being widely well-known for its historical and cultural significance, our findings underscore a critical gap: its gastronomy has remained largely unrecognised as an attraction factor for tourists to visit the city. This insight adds to the existing literature by focusing on a region traditionally overlooked for its gastronomy.

4.2 Exploratory Factor Analysis (EFA)

The appropriateness of factor analysis, assessing partial correlation among variables, was confirmed, while the reliability of research findings was supported through Cronbach's alpha. The principal component analysis (PCA) was applied to explore and reduce observed variables into a smaller set of underlying dimensions, as displayed in Table 1, for further analysis. Only the factors with eigenvalues equal to or greater than one were considered significant. Five factors consisting of Food Attributes, Dining Environment, Exploring Knowledge, Service Quality, and Accessibility to Traditional Food, with eigenvalues above one, were generated. This was considered a satisfactory solution and factors accounted for 61.68 percent of the total cumulative variance.

Table 1. Factor analysis results of tourist's satisfaction

Factor name and variables	Factor loadings	Eigen-value	Variance explained (%)	Cronbach's alpha	Communalities
F1 Food Attributes		4.816	24.079	0.764	
Traditional eating customs- ritual	0.708				0.556
Local & ethnic ingredients	0.696				0.579
Aesthetic of dinning	0.686				0.583
Price of food	0.632				0.475
Quality of food	0.626				0.537
Traditional dinning utensils	0.593				0.453
F2 Dining Environment		2.604	13.020	0.801	
Pleasant smell	0.760				0.706
Cleanliness of facilities	0.737				0.637
Interior decoration	0.683				0.645
Cleanliness of environment	0.655				0.669
Convenient and relaxation	0.633				0.554
F3 Exploring Knowledge		2.240	11.202	0.795	
Cooking classes	0.846				0.771
Participating in food preparation	0.797				0.740
Cooking methods/recipes	0.787				0.623
F4 Service Quality		1.490	7.448	0.779	
Respectful treatment	0.853				0.748
Friendly service	0.824				0.767
Language skills of restaurant staffs	0.763				0.644
F5 Accessibility to Traditional Food		1.187	5.934	0.630	
Designed menu in several languages	0.728				0.585
Accessibility to an ethnic restaurant	0.715				0.581
Menu of traditional food	0.529				0.486

Source: Authors' elaboration

Assessment of commonalities is also needed to identify whether the variables meet acceptable levels of explanation. The 24 variables were subjected to EFA to measure tourists' perceived

satisfaction with local cuisine. Variables with communalities equal to or above 0.4 were considered of practical significance and included in a factor. As a result, four items with low communalities were removed and the remaining 20 variables had communalities ranging from 0.45 to 0.77, indicating that variance in each satisfaction attribute variable was reasonably explained by the five-factor solution.

These five factors are independently structured with minimal overlap among them and the correlation of the variables with their emerging factors is signalled by higher loadings on their related factor. Each factor is labelled based on the items that constitute it. Factor 1 is comprised of six variables and is named "Food Attributes" showing the highest eigenvalue, 4.82, and explains the highest percentage of variance, 24.08 percent, with the Cronbach's alpha equal to 0.76, revealing a high correlation between the observed variables for this factor. This demonstrates the importance of Food Attributes, such as quality and price, in satisfying food-related activities.

These figures for the second factor demonstrate the potential of cleanliness and visual beauty to affect tourists' sensory perceptions. Factor 3 is composed of three variables concerning exploring knowledge that reveal the influence of obtaining knowledge about regions' local food on enriching the food experience. Factor 4 is represented by three variables depicting service quality, meaning that good communication enhances food experience. Factor 5 is made up of four features relating to access to traditional food, highlighting the relative importance of this factor in satisfying tourists.

4.3 Confirmatory Factor Analysis (CFA)

In order to validate the factor structure identified through EFA, we performed the confirmatory factor analysis (CFA). According to Table 2, the results of CFA demonstrate a good fit of the model to date. In other words, the existence of the five latent factors identified in the EFA is supported by CFA. Fit indices suggested an acceptable model fit, CFI =0.845, TLI = 0.816, SRMR = 0.081 and RMSEA = 0.080, except for chi-square being significant ($\chi 2(160) = 304.178$, $p<0.001$). Although goodness-of-fit indices are below the commonly recommended threshold (0.9 for CFI and TLI and 0.1 for RMSEA and SRMR), given the complexity of the model, they can be considered reasonable. Thus, observed variables used to measure five components of satisfaction with food-related activities have acceptable converged values.

Table 2. Model fit indices CFA & SEM

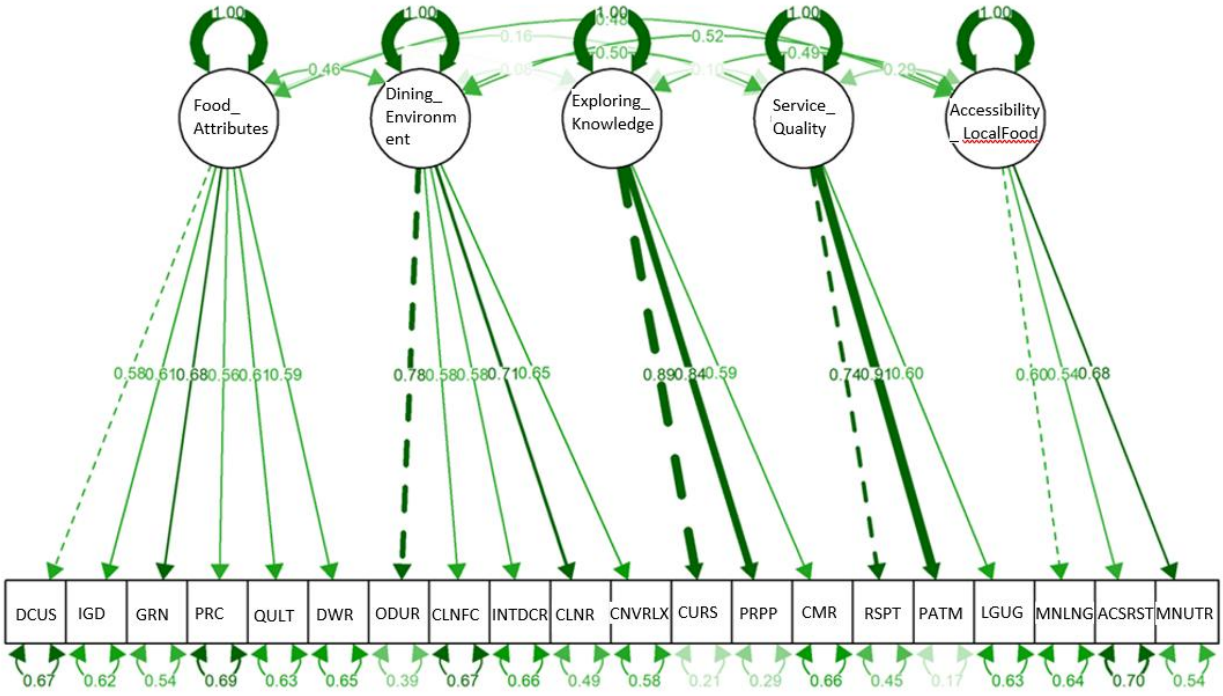
Model	χ^2 (df)	p-value	CFI	TLI	RMSEA (90% CI)	SRMR	Fit Evaluation
CFA	304.178 (160)	< 0.001	0.845	0.816	0.080 (not reported)	0.081	Acceptable, moderate fit given model complexity
SEM	347.077 (190)	< 0.001	0.851	0.819	0.077 (0.064–0.090)	0.077	Acceptable, moderate fit; supports structural interpretation

CFI = Comparative Fit Index; TLI = Tucker-Lewis Index; RMSEA = Root Mean Square Error of Approximation; SRMR = Standardized Root Mean Square Residual

Source: Authors' elaboration

As shown in Figure 1, the indicators for latent variables were all significant with high factor loadings, exceeded the recommended threshold of 0.5, indicating strong relationships between observed variables with their corresponding latent constructs. Furthermore, acceptable or marginal convergent validity was supported by calculating the Average Variance Extracted (AVE) for each construct, approximately 0.50, as displayed in Table 3. It demonstrates that latent factors explain a substantial portion of the variance of the observed variables. In addition, Composite Reliability (CR) values above 0.70 for each construct confirm adequate internal consistency and reliability. Table 4 provides the CFA Summary, exhibiting that the measurement model is demonstrated to have both reliability and convergent validity based on these results collectively.

Figure 1. Confirmatory Factor Analysis (CFA) diagram



Source: Authors' elaboration

Table 3. Convergent validity measures

Construct	Cronbach's Alpha	CR	AVE
Food Attributes	0.776	0.776	0.367
Dining Environment	0.793	0.796	0.442
Exploring Knowledge	0.808	0.822	0.614
Service Quality	0.796	0.802	0.581
Accessibility to Traditional Food	0.637	0.637	0.371

CR = Composite Reliability; AVE = Average Variance Extracted

Source: Authors' elaboration

Table 4. CFA summary

Construct	Indicators	Std. Loading	AVE	CR
Food Attributes	DCUS, IGD, GRN, PRC, QULT, DWR	0.556–0.670	0.367	0.776
Dining Environment	ODUR, CLNFC, INTDCR, CLNR, CNVRLX	0.571–0.788	0.442	0.796
Exploring Knowledge	CURS, PRPP, CMR	0.584–0.888	0.614	0.822
Service Quality	RSPT, PATM, LGUG	0.606–0.906	0.581	0.802
Accessibility to Traditional Food	MNULNGG, ACCSSRST, MNUTRF	0.568–0.663	0.371	0.637

AVE = Average Variance Extracted; CR = Composite Reliability;

Source: Authors' elaboration

Discriminant validity was assessed using both the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT), Tables 5 and 6. As shown in Table 5, the Fornell–Larcker results demonstrate that the square roots of the AVE values exceeded inter-construct correlations, supporting discriminant validity. In addition, all HTMT values (Table 6) were below the recommended threshold of 0.85, further confirming that the constructs are empirically distinct.

Table 5. Discriminant validity – Fornell Larcker criterion

Construct	Food Attributes	Dining Environment	Exploring Knowledge	Service Quality	Accessibility to Traditional Food
Food Attributes	0.606				
Dining Environment	0.459	0.665			
Exploring Knowledge	0.019	0.082	0.783		
Service Quality	0.158	0.499	0.100	0.762	
Accessibility to Traditional Food	0.483	0.519	0.494	0.286	0.609

Source: Authors' elaboration

Table 6. Discriminant validity – Heterotrait-Monotrait ratio (HTMT)

Construct	Food Attributes	Dining Environment	Exploring Knowledge	Service Quality	Accessibility to Traditional Food
Food Attributes	1.000				
Dining Environment	0.62	1.000			
Exploring Knowledge	0.15	0.20	1.000		
Service Quality	0.30	0.65	0.25	1.000	
Accessibility to Traditional Food	0.60	0.70	0.65	0.45	1.000

Source: Authors' elaboration

4.4 Structural Equation Modelling (SEM)

The SEM analysis was conducted to explore the relationship between the latent variables, confirmed with CFA, and the FBI variables, namely intention to revisit and willingness to recommend the destination to others. Based on the information provided in Table 2, the overall fit of the model suggests an acceptable and moderate fit. This model fitting evaluation was based on multiple indices. Although the chi-square test was significant at 347.077 with 190 degrees of freedom, other fit indices provide additional insights into the model fit. The CFI and TLI values were 0.851 and 0.819, respectively, which indicate a moderate fit. The SRMR value of 0.077 supports an acceptable fit. The RMSEA was 0.077, with a 90% confidence interval ranging from 0.064 to 0.090, and a p-value below 0.05 for the test of close fit, suggesting that the model does fit the data reasonably well.

The factor loadings for all the latent factors were significant, which is an indicator of the strong relationship between observed variables and their respective latent constructs. In addition, the covariances between the latent variables revealed significant relationships. These covariances indicate that these latent variables are interrelated and consistent with the theoretical framework.

The structural paths from the latent variables to Revisit_Intention and Recommend_Intention were examined and illustrated in the Figure 2 and Table 7 For Revisit_Intention, positive and significant effects of Food Attributes ($\beta = 0.375$, $p = 0.072$) and Accessibility to Traditional Food ($\beta = 0.782$, $p = 0.020$) were observed, which means they can increase the likelihood of revisiting. Food Attributes ($\beta = 0.736$, $p = 0.001$) also showed a strong positive effect on Recommend_Intention, suggesting that tourists experiencing better food attributes are more likely to recommend the destination to others. However, the remaining factors did not demonstrate significant predictive power for the FBI.

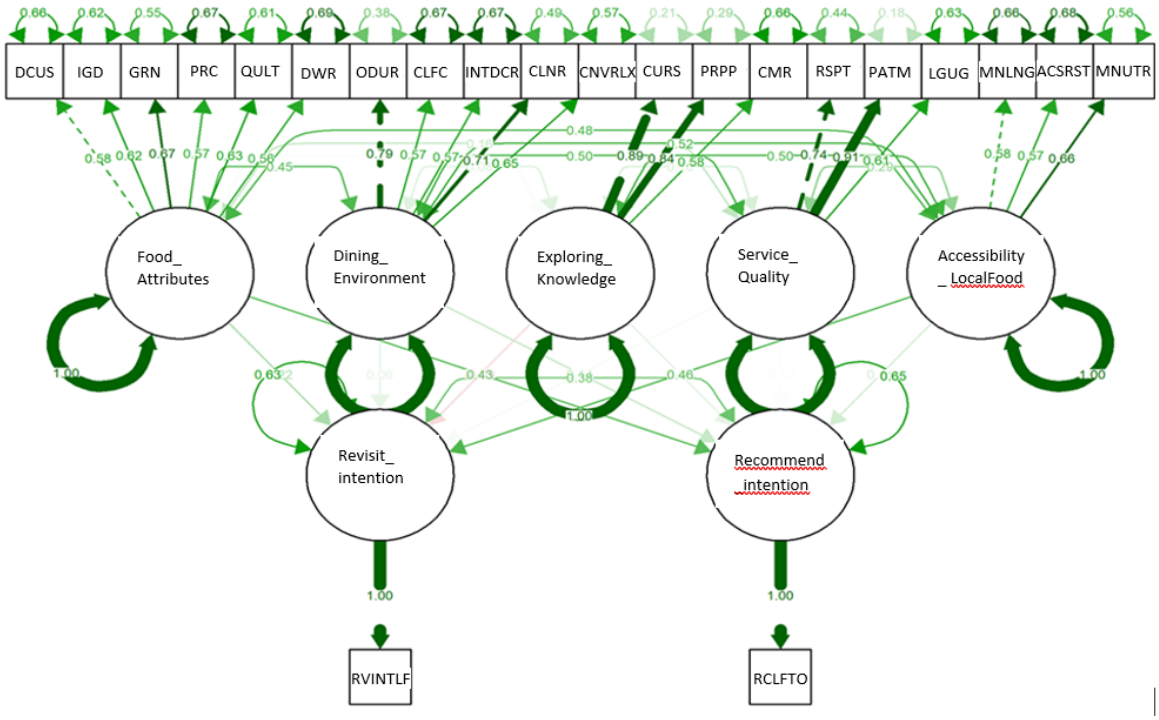
Table 7. Hypothesis testing summary

Hypothesis	Path	Standardized β Coefficient	p-value	R^2 (for DV)	Supported?
H1	Food Attributes → Revisit_Intention	0.375	0.072	0.42	Marginally Supported
H2	Accessibility to Traditional Food → Revisit_Intention	0.782	0.020	0.42	Supported
H3	Food Attributes → Recommend_Intention	0.736	0.001	0.47	Supported
H4	Dining Environment → FBI	Not Significant	> 0.05	—	Not Supported
H5	Exploring Knowledge → FBI	Not Significant	> 0.05	—	Not Supported
H6	Service Quality → FBI	Not Significant	> 0.05	—	Not Supported

(Structural Paths, β, p-values, R^2); FBI = Revisit/Recommend

Source: Authors' elaboration

Figure 2. Structural equation modelling (SEM) diagram



Source: Authors' elaboration

5 Discussion and conclusion

5.1 Discussion

Tourists' perceptions of food experiences could be enriched if tourism authorities design and base policies according to tourists' expectations about a satisfactory food experience. According to Lin

et al. (2023) and Omar et al. (2020), local food as a representation of culture_ containing the beliefs, customs, norms, cultures, and traditions of a destination_ can significantly attract tourists' attention and increase their satisfaction. In previous studies, exploring relevant factors was pursued in destinations where visitors had prior insight into exotic cuisines and where tasting local-traditional food was one of the main attractions. This study makes a novel contribution to the literature by revealing how food-related satisfaction can be a key driver for transforming non-culinary destinations into culinary hotspots.

The significant role of Food Attributes and Accessibility to Traditional Food supports the idea that even destinations without a strong culinary image can leverage these aspects to boost tourist satisfaction and future behavioural intentions. Thus, marketing schemes and promotional strategies that disregard the quality of served food are doomed to failure.

In these scenes, providing high-quality traditional food, prepared with local ingredients, can meet the appetite of those who pursue authentic food experiences, confirming previous studies in culinary destinations, such as Arviv et al. (2023). Besides, other variables of Food Attributes that significantly contribute to perceived content are also supported by previous researches, including the aesthetic of ethnic cuisine (Kan et al., 2022), local dinning utensils (Guadalupe-Moyano et al., 2022), reasonable pricing (Jeaheng et al., 2023), and culinary rituals (LONG, 2020).

The Dining Environment is the second major factor that demonstrates the role of dining surroundings in a satisfactory food experience, which has been previously proven by researchers (Silaban et al., 2023; Yan & Felicen, 2021). Aside from tangible values, providing an opportunity for tourists to become conscious of the authenticity of a region, through actively participating in the local food preparation process would be profitable in capturing their attention toward exotic and unique food experiences in the destination. This argument is supported by the findings of the present research as well as previous studies (Ozturk & Akoglu, 2020; Rachao et al., 2020).

Another significant factor seems to be Service Quality, as Bertan (2020); Maraňa et al. (2023), and several other researchers have proven previously demonstrated. Finally, restaurants and menus in the culinary tourism literature have gained high importance, especially regarding convenient access to traditional food (Čaušević & Fusté-Forné, 2022).

The relationship between satisfaction and FBI has been confirmed in several studies, such as Piramanayagam et al. (2021) and Orden-Mejía and Moreno-Manzo (2024). The results of SEM analysis in the current study do not oppose this statement. The SEM results reveal a strong effect of food attributes on both revisit intention and willingness to recommend, whereas Accessibility to Traditional Food influences the former without having a significant impact on the latter.

However, there are some conflicts between our results and previous studies. For instance, despite the proven effect of service quality on the intention to revisit, recommend by Wantara and Irawati (2021) and Nugroho et al. (2021), our findings do not support such an effect. Dining Environment, Exploring Knowledge, and Service Quality are other factors for which we could not find a significant impact on FBI whilst other researchers, such as Lilies and Shamsudin (2023) have exhibited evidence for their effect. These differences can be considered a novelty of the current research and might be due to research objectives of studying food tourism factors in non-culinary destinations.

5.2 Conclusion

This research offers significant contributions to the burgeoning field of culinary tourism by focusing on a non-culinary destination—an area often overlooked in the literature. By employing a comprehensive methodological approach, combining EFA, CFA, and SEM, we were able to rigorously examine how specific factors contribute to tourists' satisfaction and behavioural intentions. The findings suggest that non-culinary regions like Tabriz can develop strong culinary identities, thereby transforming themselves into culinary tourism hotspots. This represents a substantial advance in the scientific understanding of how destination marketing can be applied to regions without a traditional culinary appeal.

Food Attributes emerged as the most influential factor in food satisfaction. High-quality and well-presented local food, prepared with local ingredients served with traditional eating costumes, is particularly appealing to tourists. The fragrance and cleanliness of the dining environment also appear to be significant components of food-related contentment. Since restaurants are the primary settings in which culinary experiences occur, refurbishing them with traditional designs and decorations can evoke a sense of authenticity and inspiration, while also granting relaxation and pleasure.

As culinary tourists have a strong desire to learn about local traditions and pursue ethnic foodways, providing opportunities to meet these desires can generate a sense of fulfilment. Service quality, followed by convenient accessibility to traditional cuisine and ethnic restaurants, significantly enhances tourists' satisfaction.

Our findings offer actionable insights for tourism managers and destination marketers. They can plan strategies to develop traditional food offerings, improve the dining atmosphere, and enhance service quality in order to significantly increase tourist satisfaction and behavioural loyalty. Resource allocation, training, and promotional strategies targeting food-related tourism growth are among the effective approaches for emerging destinations.

5.3 Limitations and recommendations for future research

The findings provide empirical and novel information for tourism marketing that will facilitate the transformation of a destination into a unique culinary destination. However, some limitations should be pointed out. Despite adherence to strict scientific criteria, omission of some crucial variables, due to the study's specific circumstances, may have interfered with the results. For instance, travellers' attitude toward authenticity and ethnicity of gastronomy, recognition of local-foods value among travellers, and their passion for involvement in authentic food experience, which could potentially alter the results, were not examined.

Future studies should consider the familiarity level with local cuisine, including a comparison between first-time and repeat visitors, to further verify the effects of food-related contributors on the tourists' perception, attitude, and satisfaction. They should consider comparative analyses between non-culinary destinations like Tabriz and well-established culinary hotspots to explore how contextual differences shape satisfaction and FBI. In the data-collection phase, the use of structured questionnaires, instead of group discussions or personal interviews, to measure variables might threaten reliability in favour of achieving apparent results and meeting the study's time-constraints. Therefore, future studies should adopt more flexible and multidimensional method to collect the required data.

6. References

Abdou, A. H., Mohamed, S. A. K., Khalil, A. A. F., Albakhit, A. I., & Alarjani, A. J. N. (2022). Modeling the relationship between perceived service quality, tourist satisfaction, and tourists' behavioral intentions amid COVID-19 pandemic: Evidence of yoga tourists' perspectives. *Frontiers in Psychology*, *13*, 1003650. https://doi.org/10.3389/fpsyg.2022.1003650

Aksenova, D., Cai, W., & Gebbels, M. (2022). Multisensory prosumption: how cooking classes shape perceptions of destinations. *International Journal of Contemporary Hospitality Management*, *34*(9), 3417-3439. https://doi.org/10.1108/IJCHM-09-2021-1117

Anggara, A. P., Lin, C.-W., Mao, T.-Y., & Susanto, E. (2023). Effects of food authenticity, food quality, and service quality on tourist satisfaction under multiple regression model during Covid-19. AIP Conference Proceedings, https://doi.org/10.1063/5.0113828

Arviv, B., Shani, A., & Poria, Y. (2023). Delicious–but is it authentic: Consumer perceptions of ethnic food and ethnic restaurants. *Journal of Hospitality and Tourism Insights*. https://doi.org/10.1108/JHTI-10-2022-0470

Atsız, O., Cifci, I., & Law, R. (2022). Understanding food experience in sharing-economy platforms: Insights from Eatwith and Withlocals. *Journal of Tourism and Cultural Change*, *20*(1-2), 131-156. https://doi.org/10.1080/14766825.2021.1880419

Aybek, G., & Özdemir, B. (2022). Effects of ethnic restaurant experience on prospective tourist intentions: Mediating role of food image. *Tourism Management Perspectives*, *44*, 101034. https://doi.org/10.1016/j.tmp.2022.101034

Aziz, S., Khan Niazi, M. A., & Zafar, S. (2023). Food is fuel for tourism: Understanding the food travelling behaviour of potential tourists after experiencing ethnic cuisine. *Journal of vacation marketing*, 13567667231194371. https://doi.org/10.1177/13567667231194371

Badu-Baiden, F. (2021). *Memorable local food tourism experiences and their effects on attitudinal and behavioral consequences* Hong Kong Polytechnic University]. Polyu Electronic Theses.

Baghirov, F., Bozbay, Z., & Zhang, Y. (2023). Individual factors impacting tourist satisfaction and revisit intention in slow tourism cities: an extended model. *International Journal of Tourism Cities*. https://doi.org/10.1108/IJTC-05-2023-0094

Baxter, P., & Jack, S. (2008). Qualitative case study methodology: Study design and implementation for novice researchers. *The qualitative report*, *13*(4), 544-559. https://doi.org/10.46743/2160-3715/2008.1573

Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: motivations, satisfaction and tourist behavioral intentions. *Heliyon*, *6*(9). https://doi.org/10.1016/j.heliyon.2020.e04839

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

Bessière, J. (1998). Local development and heritage: traditional food and cuisine as tourist attractions in rural areas. *Sociologia ruralis*, *38*(1), 21-34. https://doi.org/10.1111/1467-9523.00061

Carvache-Franco, M., Carvache-Franco, O., Carvache-Franco, W., Villagómez-Buele, C., & Arteaga-Peñafiel, M. (2023). 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

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

Čaušević, A., & Fusté-Forné, F. (2022). Local cuisine in a tourist city: Food identity in Sarajevo Restaurant menus as a source of destination marketing. *European Journal of Tourism, Hospitality and Recreation*, *12*(1), 61-77. https://doi.org/10.2478/ejthr-2022-0004

Chaigasem, T., Srikongpan, C., & Phongphet, B. (2023). The Influence on Local Gastronomy of the Michelin Guide Assessment Criteria: A Case study in Phuket Old Town, Thailand. *preprints.org*, 1-25. https://doi.org/10.20944/preprints202310.0671.v1

Chang, J., Morrison, A. M., Lin, S. H.-H., & Ho, C.-Y. (2021). How do food consumption motivations and emotions affect the experiential values and well-being of foodies? *British Food Journal*, *123*(2), 627-648. https://doi.org/10.1108/BFJ-04-2020-0355

Chang, J., Okumus, B., Wang, C.-H., & Chiu, C.-Y. (2021). Food tourism: cooking holiday experiences in East Asia. *Tourism Review*, *76*(5), 1067-1083. https://doi.org/10.1108/TR-09-2019-0399

Cheng, D. (2023). Exploring the cultural anthropology of gastronomic tourism: Supply-side stakeholders' perspectives and experiences of Suzhou-style cakes. *International Journal of Gastronomy and Food Science*, *34*, 100819. https://doi.org/10.1016/j.ijgfs.2023.100819

Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2023). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*, 1-39. https://doi.org/10.1007/s10490-023-09871-y

Ellis, A., Park, E., Kim, S., & Yeoman, I. (2018). What is food tourism? *Tourism Management*, *68*, 250-263. https://doi.org/10.1016/j.tourman.2018.03.025

Elss, V. I., Buono, G., & Treu, J. (2020). Interpretation of gastronomic traditions within tourism. *Journal of Tourism and Hospitality Management*, *8*(2), 60-67. https://doi.org/10.17265/2328-2169/2020.02.002

Eren, E., & Şahin, M. N. (2022). Evaluation of Gastronomical and Architectural Formations of Restaurants in Touristic Regions: The Case of Alanya. *Journal of Tourism Intelligence and Smartness*, *5*(3), 230-242.

Fakihuddin, M., & Dewi, L. (2024). Customer Satisfaction at an Upscale Restaurant in Indonesia Post-Covid-19: Personal Hygiene and Service Quality. International Conference on Business, Management, Accounting and Sustainable Economy (ICBMASE 2023), https://doi.org/10.2991/978-94-6463-394-8_16

Freire, J. R., & Gertner, R. K. (2021). The relevance of food for the development of a destination brand. *Place Branding and Public Diplomacy*, *17*, 193-204. https://doi.org/10.1057/s41254-020-00164-5

Frolova, E. V., Rogach, O. V., & Ryabova, T. M. (2020). Towards development of tourism industry: Insights into tourist nutrition via food and impressions. *Entrepreneurship and Sustainability Issues*, *8*(2), 840. https://doi.org/10.9770/jesi.2020.8.2(51)

Galati, A., Testa, R., Schifani, G., & Migliore, G. (2023). Tourists' motivation toward culinary destination choice: targeting Italian tourists. *Journal of Foodservice Business Research*, *26*(4), 647-668. https://doi.org/10.1080/15378020.2021.1948295

García, L. Á. C. (2022). Gastronomic tourism, factors that affect the competitiveness of restaurants in Zacatecas, México. *Turismo y Patrimonio*(18), 49-65. https://doi.org/10.24265/turpatrim.2022.n18.03

Goeltom, V. A. H., Juliana, J., Angelina, J., Tandra, J. K., Valencia, V., & Sianipar, R. (2024). The Impact Of Service Quality & Dining Atmosphere Towards Customer Satisfaction At Authentic Restaurants In Tangerang. *Jurnal Ekonomi*, *13*(02), 819-827. https://doi.org/10.1108/IJCHM-Aug-2012-0148

Gu, Q., Li, M., & Kim, S. S. (2021). The role of nostalgia-evoking stimuli at nostalgia-themed restaurants in explaining benefits, consumption value and post-purchase behavioral intention. *International journal of hospitality management*, *96*, 102955. https://doi.org/10.1016/j.ijhm.2021.102955

Guadalupe-Moyano, V., Villagómez-Buele, C., Carvache-Franco, M., Carvache-Franco, W., & Ramón-Casal, T. (2022). Evaluation of the hygienic quality of the gastronomic offer of a coastal tourist destination: A study in San Pablo, Ecuador. *Foods*, *11*(6), 813. https://doi.org/10.3390/foods11060813

Gupta, V., Galati, A., & Sharma, S. (2023). Explore, eat and revisit: does local food consumption value influence the destination's food image? *British Food Journal*, *125*(12), 4639-4661. https://doi.org/10.1108/BFJ-10-2022-0844

Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., Ray, S., Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). An introduction to structural equation modeling. *Partial least squares structural equation modeling (PLS-SEM) using R: a workbook*, 1-29. https://doi.org/10.1007/978-3-030-80519-7_1

Hao, F., Aman, A. M., & Zhang, C. (2024). What is beautiful is good: attractive avatars for healthier dining and satisfaction. *International Journal of Contemporary Hospitality Management*. https://doi.org/10.1108/IJCHM-09-2023-1490

Haratikka, H., Nizar, M. A. K., Mardayanti, I., Arfah, Y., & Arseto, D. D. (2023). Investigating the Consumers' Perception of Prices on English Food Menu: A Case Study of STIE Bina Karya's Students. *Global Journal of Business, Economics & Social Development*, *1*(1), 40-44. https://doi.org/10.56225/gjbesd.v1i1.6

Hazaea, A. N., Alfaifi, A., & Al-Sofi, B. B. M. A. (2024). Linguistic landscape of restaurants in a tourist city: do outdoor signs represent menus? *International Journal of Tourism Cities*. https://doi.org/10.1108/IJTC-01-2024-0012

Hiamey, S. E., Amenumey, E. K., & Mensah, I. (2021). Critical success factors for food tourism destinations: A socio-cultural perspective. *International Journal of Tourism Research*, *23*(2), 192-205. https://doi.org/10.1002/jtr.2402

Horng, J.-S., & Hsu, H. (2020). A holistic aesthetic experience model: Creating a harmonious dining environment to increase customers' perceived pleasure. *Journal of Hospitality and Tourism Management*, *45*, 520-534. https://doi.org/10.1016/j.jhtm.2020.10.006

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

Huang, T.-Y., Chen, J. S., & Ramos, W. D. (2023). Slow tourism: the relationship between tourists' slow food experiences and their quality of life. *Tourism Review*, *78*(1), 159-176. https://doi.org/10.1108/TR-02-2022-0053

Huang, Y., Hall, C. M., & Chen, N. (2024). Destination Restaurants' Practices and the Production of Locality: The Case of Michelin Restaurants in China. *Foods*, *13*(12), 1838. https://doi.org/10.3390/foods13121838

Huete-Alcocer, N., & Hernandez-Rojas, R. D. (2022). Does local cuisine influence the image of a World Heritage destination and subsequent loyalty to that destination? *International Journal of Gastronomy and Food Science*, *27*, 100470. https://doi.org/10.1016/j.ijgfs.2022.100470

Hult, K., Scander, H., & Walter, U. (2023). Contemporary dining room professionals: towards a "hip" style of hospitality identity. *Research in Hospitality Management*, *13*(1), 11-21. https://doi.org/10.1080/22243534.2023.2239573

Ijabah, N., & Amrullah, Q. L. (2023). Need Analysis of English Tourism: The Evidence from The Employees of Tourism Industry. *Acitya: Journal of Teaching and Education*, *5*(2), 214-226. https://doi.org/10.30650/ajte.v5i2.3590

Indrianty, S., & Riana, N. (2024). Mastering Speaking English And Implementation of Communication Hospitality Skills on Museum Guide Service in Bandung. *IDEAS: Journal on English Language Teaching and Learning, Linguistics and Literature*, *12*(1), 171-187. https://doi.org/10.24256/ideas.v12i1.4025

Intason, M. (2024). The dilemma between cultural rituals and hedonism for tourism in a cultural festival: a case study of the Lanna Songkran festival in Chiang Mai, Thailand. *International Journal of Event and Festival Management*, *15*(2), 121-149. https://doi.org/10.1108/IJEFM-03-2023-0027

Iofrida, N., De Luca, A. I., Zanchini, R., D'amico, M., Ferretti, M., Gulisano, G., & Di Vita, G. (2022). Italians' behavior when dining out: Main drivers for restaurant selection and customers segmentation. *International Journal of Gastronomy and Food Science*, *28*, 100518. https://doi.org/10.1016/j.ijgfs.2022.100518

Jeaheng, Y., Al-Ansi, A., Chua, B.-L., Ngah, A. H., Ryu, H. B., Ariza-Montes, A., & Han, H. (2023). Influence of Thai street food quality, price, and involvement on traveler behavioral intention: exploring cultural difference (eastern versus western). *Psychology Research and Behavior Management*, 223-240. https://doi.org/10.2147/PRBM.S371806

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

Jose, A., Rejikumar, G., Asokan Ajitha, A., Mathew, S., & Chakraborty, U. (2024). Destination image and perceived meaningfulness for visitor loyalty: A strategic positioning of Indian destinations. *Tourism Recreation Research*, *49*(3), 577-596. https://doi.org/10.1080/02508281.2022.2040294

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

Kan, T., Hsu, P.-Y., & Ku, E. C. (2022). Promoting traditional local cuisines for tourists: evidence from Taiwan. *British Food Journal*, *124*(8), 2481-2496. https://doi.org/10.1108/BFJ-05-2021-0582

Khoshkam, M., Marzuki, A., Nunkoo, R., Pirmohammadzadeh, A., & Kiumarsi, S. (2023). The impact of food culture on patronage intention of visitors: the mediating role of satisfaction. *British Food Journal*, *125*(2), 469-499. https://doi.org/10.1108/BFJ-12-2020-1165

Kim, S., Choe, J. Y., King, B., Oh, M., & Otoo, F. E. (2022). Tourist perceptions of local food: A mapping of cultural values. *International Journal of Tourism Research*, *24*(1), 1-17. https://doi.org/10.1002/jtr.2475

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

Kokkranikal, J., & Carabelli, E. (2024). Gastronomy tourism experiences: the cooking classes of Cinque Terre. *Tourism Recreation Research*, *49*(1), 161-172. https://doi.org/10.1080/02508281.2021.1975213

Kovalenko, A., Dias, Á., Pereira, L., & Simões, A. (2023). Gastronomic Experience and Consumer Behavior: Analyzing the Influence on Destination Image. *Foods*, *12*(2), 315. https://doi.org/10.3390/foods12020315

Králiková, A., Peruthová, A., & Ryglová, K. (2020). Impact of destination image on satisfaction and loyalty. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, *68*(1). https://doi.org/10.11118/actaun202068010199

Krasavac, B. C., Marinković, V., Soldić-Aleksić, J., & Aćimović, E. K. (2024). Gastronomy Tourism and the Perceived Image of Serbian National Cuisine: Structural Equation Modeling of the Main Determinants. *Economics of Agriculture*, *71*(1), 225-237. https://doi.org/10.59267/ekoPolj2401225C

Kusumah, E. P. (2024). Sustainable tourism concept: tourist satisfaction and destination loyalty. *International Journal of Tourism Cities*, *10*(1), 166-184. https://doi.org/10.1108/IJTC-04-2023-0074

Lam, R., Cheung, C., & Lugosi, P. (2022). The impacts of cultural intelligence and emotional labor on the job satisfaction of luxury hotel employees. *International journal of hospitality management*, *100*, 103084. https://doi.org/10.1016/j.ijhm.2021.103084

Li, X., & Qiu, L. (2024). Local Food Consumption: The Trio of Motivation, Satisfaction, and Loyalty. *Journal of China Tourism Research*, *20*(1), 48-69. https://doi.org/10.1080/19388160.2023.2176960

Liao, Y. K., Wu, W. Y., Truong, G. N. T., Binh, P. N. M., & Van Vu, V. (2021). A model of destination consumption, attitude, religious involvement, satisfaction, and revisit intention. *Journal of vacation marketing*, *27*(3), 330-345. https://doi.org/10.1177/1356766721997516

Lilies, P., & Shamsudin, M. F. (2023). Exploring the Impact of Atmospheric Quality on Customer Satisfaction and Revisit Intentions in Fine Dining Restaurants : A Study in Indonesia. *Asia Pacific Journal of Social Science Research*, *8*(1), 12. http://www.abrn.asia/ojs/index.php/apjssr/article/view/133

Lin, B., Wang, S., Fu, X., & Yi, X. (2023). Beyond local food consumption: the impact of local food consumption experience on cultural competence, eudaimonia and behavioral intention. *International Journal of Contemporary Hospitality Management*, *35*(1), 137-158. https://doi.org/10.1108/IJCHM-01-2022-0099

Liu, Y., & Felicen, S. S. (2021). Customer dining experience among ethnic Asian cuisine restaurant in Changde City, China. *International Journal of Research*, *9*(3), 121-132. https://doi.org/10.5861/ijrsm.2021.m7723

Liu, Y., Ting, H., & Ringle, C. (2023). Appreciation to and behavior intention regarding upscale ethnic restaurants. *Journal of Hospitality & Tourism Research*, *47*(1), 235-256. https://doi.org/10.1177/10963480211011544

Long, L. M. (1998). Culinary tourism: A folkloristic perspective on eating and otherness. *Southern Folklore*, *55*(3), 181.

LONG, N. T. (2020). The competitiveness of Soc Trang ecotourism associated with Khmer Culture. *The Journal of Asian Finance, Economics and Business*, *7*(10), 1107-1117. https://doi.org/10.13106/jafeb.2020.vol7.no10.1107

Low, P. (2021). Descriptive language of 'Thai SELECT premium' restaurant menus: Appealing perception and collocations. *Journal of Language and Linguistic Studies*, *17*(4), 1669-1683. https://doi.org/10.52462/jlls.122

Malota, E., & Mucsi, A. (2023). Tasting a new culture: adjustment to a foreign culture through traditional local cuisine. *Food, Culture & Society*, *26*(1), 209-229. https://doi.org/10.1080/15528014.2021.2001619

Maraña, E. C., Mena, G. D., & Niegas Jr, A. G. (2023). Cultural sensitivity of food establishments as predictor of company reputation and quality service. *International Journal of Science and Research Archive*, *8*(2), 617-644. https://doi.org/10.30574/ijsra.2023.8.2.0326

Mariani, M., & Okumus, B. (2022). Features, drivers, and outcomes of food tourism. *British Food Journal*, *124*(2), 401-405. https://doi.org/10.1108/BFJ-02-2022-022

Marsh, H. W., Guo, J., Dicke, T., Parker, P. D., & Craven, R. G. (2020). Confirmatory factor analysis (CFA), exploratory structural equation modeling (ESEM), and set-ESEM: Optimal balance between goodness of fit and parsimony. *Multivariate behavioral research*, *55*(1), 102-119. https://doi.org/10.1080/00273171.2019.1602503

Mohamed, M. E., Kim, D. C., Lehto, X., & Behnke, C. A. (2022). Destination restaurants, place attachment, and future destination patronization. *Journal of vacation marketing*, *28*(1), 20-37. https://doi.org/10.1177/13567667211014947

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., Martín, J. C., Román, C., & López-Guzmán, T. (2023). Influence of gastronomic motivations, satisfaction and experiences on loyalty towards a destination. *British Food Journal*, *125*(10), 3766-3783. https://doi.org/10.1108/BFJ-02-2023-0121

Murtini, S., Sutedjo, A., & Setya, M. (2023). Understanding Semanggi Traditional Food as an Attraction of Culinary Tourism in Surabaya City. International Joint Conference on Arts and Humanities 2023 (IJCAH 2023), https://doi.org/10.2991/978-2-38476-152-4_164

Ngah, H. C., Mohd Rosli, N., Lotpi, M., Samsudin, A., & Anuar, J. (2022). A review on the elements of restaurant physical environment towards customer satisfaction. *International Journal Of Academic Research In Business And Social Sciences*, *12*(11), 818-828. https://doi.org/10.6007/IJARBSS/v12-i11/15621

Nugroho, I., Hanafie, R., Rahayu, Y., Yuniar, H., Azizah, R., & Hasanah, R. (2021). Sustainable hospitality and revisit intention in tourism services. Journal of Physics: Conference Series, https://doi.org/10.1088/1742-6596/1908/1/012004

Omar, R., Syed, O. R., Ning, B., Vagenas, S., & Ali, F. (2020). Eat, work, love: Alternative tourists' connection with ethnic food. *British Food Journal*, *122*(6), 1999-2019. https://doi.org/10.1108/BFJ-10-2018-0699

Orden-Mejía, M., & Moreno-Manzo, J. (2024). Examining consumer experience in a gourmet food hall: Impacts on satisfaction and behavioural intentions. *International Journal of Gastronomy and Food Science*, *35*, 100890. https://doi.org/10.1016/j.ijgfs.2024.100890

Osiako, P., Kummitha, H., & Szente, V. (2022). Motivational Decisions, Satisfaction, and Revisit Behavior of Domestic Tourists: An Empirical Analysis. *GeoJournal of Tourism and Geosites*, *44*(4), 1442-1449. https://doi.org/10.30892/gtg.44432-964

Owolabi, H., Ayandele, J., & Olaoye, D. (2020). A Systematic Review of Structural Equation Model (SEM). *Open Journal of Educational Development (ISSN: 2734-2050)*, *1*(2), 27-39. https://doi.org/10.52417/ojed.v1i2.163

Ozturk, S. B., & Akoglu, A. (2020). Assessment of local food use in the context of sustainable food: A research in food and beverage enterprises in Izmir, Turkey. *International Journal of Gastronomy and Food Science*, *20*, 100194. https://doi.org/10.1016/j.ijgfs.2020.100194

Panda, P., Mishra, S., & Behera, B. (2021). Developing a research methodology with the application of explorative factor analysis and regression. *IOSR Journal of Business and Management*, *23*(4), 23-31. https://doi.org/10.9790/487X-2304022335

Pantović, D., Cvijanović, D., Cvijanović, G., & Šobić, L. (2023). Tradition and culture as the base for the tourism product: case of UNESCO intangible heritage. *Facta Universitatis, Series: Economics and Organization*, 103-116. https://doi.org/10.22190/FUEO230130007P

Park, E., Kim, S., & Xu, M. (2022). Hunger for learning or tasting? An exploratory study of food tourist motivations visiting food museum restaurants. *Tourism Recreation Research*, *47*(2), 130-144. https://doi.org/10.1080/02508281.2020.1841374

Pesämaa, O., Zwikael, O., HairJr, J., & Huemann, M. (2021). Publishing quantitative papers with rigor and transparency. *International Journal of Project Management*, *39*(3), 217-222. https://doi.org/10.1016/j.ijproman.2021.03.001

Pham, T. D. Q., Pham, D. M., Nguyen, T. T., Nguyen, N. C., & Vo, P. Q. (2023). *Research on the influence of culinary culture on tourism development in Ca Mau province* FPTU Cần Thơ].

Piramanayagam, S., Sud, S., & Seal, P. P. (2021). Relationship between tourists' local food experiencescape, satisfaction and behavioural intention. In *Tourism in India* (pp. 140-154). Routledge. https://doi.org/10.1080/13032917.2020.1747232

Prihantini, L., & Shamsudin, M. F. (2023). Exploring the Impact of Atmospheric Quality on Customer Satisfaction and Revisit Intentions in Fine Dining Restaurants. *Asia Pacific Journal of Social Science Research*, *8*(1), 12-12.

Qian, J., Lin, P., Wei, J., Liu, T., & Nuttavuthisit, K. (2023). Cooking class travel in Thailand: an investigation of value co-creation experiences. *Sage Open*, *13*(2), 21582440231176994. https://doi.org/10.1177/21582440231176994

Rachao, S., Breda, Z., Fernandes, C., & Joukes, V. (2020). Cocreation of tourism experiences: are food-related activities being explored? *British Food Journal*, *122*(3), 910-928. https://doi.org/10.1108/BFJ-10-2019-0769

Rasoolimanesh, S. M., Iranmanesh, M., Seyfi, S., Ari Ragavan, N., & Jaafar, M. (2023). Effects of perceived value on satisfaction and revisit intention: Domestic vs. international tourists. *Journal of vacation marketing*, *29*(2), 222-241. https://doi.org/10.1177/13567667221086326

Recuero-Virto, N., & Arróspide, C. V. (2024). Food tourism to revitalize the Basque Country. *Heliyon*, *10*(11). https://doi.org/10.1016/j.heliyon.2024.e31279

Rejikumar, G., Ajitha, A. A., Jose, A., & Mathew, S. (2021). Strategic positioning of tourist destinations-analyzing the role of perceived meaningfulness. *Journal of Hospitality and Tourism Management*, *49*, 140-151. https://doi.org/10.1080/02508281.2022.2040294

Rivza, B., Foris, D., Foris, T., Privitera, D., Uljanova, E., & Rivza, P. (2022). Gastronomic heritage: A contributor to sustainable local tourism development. *Geo Journal of Tourism and Geosites*, *44*(4), 1326-1334. https://doi.org/10.30892/gtg.44418-950

Rodrigues, P., Borges, A., & 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

Sari, N. T. P., & Yulianto, E. (2024). A Literature Review: Unraveling the Dimensions of Food Quality and Its Influence on Consumer Satisfaction. *KnE Social Sciences*, 453–467-453–467. https://doi.org/ 10.18502/kss.v9i11.15835

Sidali, K. L., Kastenholz, E., & Bianchi, R. (2015). Food tourism, niche markets and products in rural tourism: Combining the intimacy model and the experience economy as a rural development strategy. *Journal of sustainable tourism*, *23*(8-9), 1179-1197. https://doi.org/10.1080/09669582.2013.836210

Silaban, P. H., Chen, W.-K., Eunike, I. J., & Silalahi, A. D. K. (2023). Traditional restaurant managers' use of sensory marketing to maintain customer satisfaction: Findings from PLS-SEM and fsQCA. *Cogent business & management*, *10*(1), 2196788. https://doi.org/10.1080/23311975.2023.2196788

Sinta Dewi, N. (2022). Analysis of the Effect of Atmospherics, Food Quality, Service Quality and Other Customer on Brand Preference through Brand Image, Customer Satisfaction, and Brand Trust of Sushi Tei Restaurant Consumers at Galaxy Mall Surabaya. *Journal of Economics, Finance And Management Studies*, *5*(03), 673-686. https://doi.org/10.47191/jefms/v5-i3-20

Sojasi Qeidari, H., & Hosseini Kahnooj, S. R. (2023). Analysis of factors influencing the motivation for traveling to culinary destinations and Their Effect on Tourists' loyalty and return. *Journal of Quality Assurance in Hospitality & Tourism*, 1-23. https://doi.org/10.1080/1528008X.2023.2206592

Song, H., & Kim, J.-H. (2022). Effects of history, location and size of ethnic enclaves and ethnic restaurants on authentic cultural gastronomic experiences. *International Journal of Contemporary Hospitality Management*, *34*(9), 3332-3352. https://doi.org/10.1108/IJCHM-09-2021-1126

Soonsan, N., Sukhabot, S., & Phakdee-Auksorn, P. (2023). Understanding the relationship between gastronomic experience, satisfaction, and revisit intention. *Kasetsart Journal of Social Sciences*, *44*(2), 585–592. https://doi.org/10.34044/j.kjss.2023.44.2.29

Steenkamp, J.-B. E., & Maydeu-Olivares, A. (2023). Unrestricted factor analysis: A powerful alternative to confirmatory factor analysis. *Journal of the Academy of Marketing Science*, *51*(1), 86-113. https://doi.org/10.1007/s11747-022-00888-1

Stone, M. J., Migacz, S., & Wolf, E. (2022). Learning through culinary tourism and developing a culinary tourism education strategy. *Journal of Tourism and Cultural Change*, *20*(1-2), 177-195. https://doi.org/10.1080/14766825.2021.1876078

Su, D. N., Johnson, L. W., & O'Mahony, B. (2020). Analysis of push and pull factors in food travel motivation. *Current Issues in Tourism*, *23*(5), 572-586. https://doi.org/10.1080/13683500.2018.1553152

Sugiama, A. G., Oktavia, H. C., & Karlina, M. (2022). The effect of tourism infrastructure asset quality on tourist satisfaction: a case on forest tourism in Tasikmalaya Regency. *International Journal of Applied Sciences in Tourism and Events*, *6*(1), 65-71. https://doi.org/10.31940/ijaste.v6i1.65-71

Sumrin, S., & Gupta, S. (2021). Establishing validity and reliability in case study research projects. In *The Routledge companion to marketing research* (pp. 119-131). Routledge. https://doi.org/10.4324/9781315544892-9

Taherdoost, H. (2016). Sampling methods in research methodology; how to choose a sampling technique for research. *International journal of academic research in management (IJARM)*, *5*. https://doi.org/10.2139/ssrn.3205035

Taheri, B., Pourfakhimi, S., Prayag, G., Gannon, M. J., & Finsterwalder, J. (2021). Towards co-created food well-being: culinary consumption, braggart word-of-mouth and the role of participative co-design, service provider support and C2C interactions. *European Journal of Marketing*, *55*(9), 2464-2490. https://doi.org/10.1108/EJM-02-2020-0145

Tarinc, A., Aytekin, A., Ozbek, O. T., Ergün, G. S., Keles, A., Uslu, F., Keles, H., & Yayla, O. (2023). How do food neophobia and neophilia moderate the effect of local food quality on dining satisfaction and post-dining behavioral intention in the perspective of sustainable gastronomy tourism? *Sustainability*, *15*(12), 9510. https://doi.org/10.3390/su15129510

Triana, D. S., Koerniawaty, F. T., & Darsana, I. M. (2023). Identification of supporting components for the tourism attractiveness of Munggu village as a coastal tourism destination in Badung regency. *JPPI (Jurnal Penelitian Pendidikan Indonesia)*, *9*(4), 527-538. https://doi.org/10.29210/0202313373

Valverde-Roda, J., Medina Viruel, M. J., Castano Prieto, L., & Solano Sanchez, M. A. (2023). Interests, motivations and gastronomic experiences in the world heritage site destination of Granada (Spain): satisfaction analysis. *British Food Journal*, *125*(13), 61-80. https://doi.org/10.1108/BFJ-07-2021-0830

Veal, A. J. (2017). *Research methods for leisure and tourism*. Pearson UK.

Vuković, A. J., & Terzić, A. (2020). Gastronomy and regional identity: Balkan versus national cuisine. In *Gastronomy for tourism development* (pp. 1-25). Emerald Publishing Limited. https://doi.org/10.1108/978-1-78973-755-420201002

Wang, L. e., Qiao, G., Zhang, X., Zhang, Q., & Li, J. (2024). Food and Tourism. *The Wiley Blackwell Companion to Tourism*, 469-488. https://doi.org/10.1002/9781119753797.ch32

Wantara, P., & Irawati, S. A. (2021). Relationship and impact of service quality, destination image, on customer satisfaction and revisit intention to Syariah Destination in Madura, Indonesia. *European Journal of Business and Management Research*, *6*(6), 209-215. https://doi.org/10.24018/ejbmr.2021.6.6.1192

Wentzell, P. D., Giglio, C., & Kompany-Zareh, M. (2021). Beyond principal components: A critical comparison of factor analysis methods for subspace modelling in chemistry. *Analytical Methods*, *13*(37), 4188-4219. https://doi.org/10.1039/D1AY01124C

Yan, H., & Felicen, S. S. (2021). Dinescape and servicescape experience among costumers of themed restaurant in Shanghai. *International Journal of Research Studies in Management*, *9*(3), 1-14. https://doi.org/10.5861/ijrsm.2021.m7722

Yang, M., & Luo, S. (2021). Effects of rural restaurants' outdoor dining environment dimensions on customers' satisfaction: A consumer perspective. *Foods*, *10*(9), 2172. https://doi.org/10.3390/foods10092172

Zulkefli, N. S., Saidin, S. S., Nasir, M. N. M., & Awang, Z. (2024). Exploration of the Travel Motivations of Gastronomy Tourism: A Case Study in East Region Area. In *The AI Revolution: Driving Business Innovation and Research: Volume 1* (pp. 865-876). Springer. https://doi.org/10.1007/978-3-031-54379-1_74