

Destination Food Image and Traveller's Visit Intentions Leading to Culinary Tourism: A Review Paper

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Abstract:

Food Image has began to influence the traveller visit intentions, thus realizing the connection between the both becomes crucial . Food image is now one of the key influencer for choosing a place to visit..Food in itself is diverse in nature with lot of cultures co-existing . Different types of food are used and can be linked with a specific location for destination branding ,marketing and promotion purpose .Since food is the basic human need and travller's would love to visit the place where authentic and genuine food is being served .This research work is focused to highlight the connection among food image of a destination & traveller's visit intentions .Fifty research papers have been extracted from the last fifteen years i.e from 2010-2024 with keywords food image,destination,traveller's visit intentions .Conclusions and findings of this paper will definitely help the stakeholders,destination branding companies to promote,popularise and market a destination .This paper provides a applied recommendation for labelling culinary tourism in a particular place of visit. . Provides a valuable insight to the destination marketers who are looking forward to reform a local food into a tourism product thus leading to the promotion of culinary and sustainable tourism. Scholars can also get valuable insights from this paper getting the future scope of research .It has also been analysed that generation z wants to spend least time in cooking and fulfills their interest in food as taking part in culinary tourism.

Keywords: Food Image ,Destination, Traveller ,Visit Intentions, Motivations, Systematic Literature Review.

Introduction :

Exploring local food cultures has become a key motivator for many travelers, elevating culinary tourism to a prominent position within the tourism industry (Hjalager, 2002). The connection among cuisine, culture, and travel has attained limelight , as culinary experience often shapes travelers' perceptions and intentions to visit a particular destination (Cohen & Avieli, 2004). As such, "destination food image," plays a valuable contribution in crafting tourists' preferences and decisions to visit (Baloglu & McCleary, 1999). This food image covers both tangible aspects for instance regional food,culinary outlets, and culinary festivals, along with intangible elements including the perceived quality and authenticity of the food experience (Richards, 2002).

Understanding the way destination food image impacts travelers' intentions to visit is crucial for tourism marketing companies and stakeholders seeking to enhance a destination's appeal through culinary tourism. The destination food image not only updates tourists about the culinary offerings of a place but also establishes a link between a traveler's personal food preferences and their broader travel motivations (Alves et al., 2018). Literature reflects that the appeal of food-related experiences can definitely influence both the decision-making process and the overall satisfaction of tourists, leading to stronger emotional connections with the destination (Gautam & Rani, 2020). However, despite of the fact that there is a growing body of literature, there remains a need for a deeper understanding of how the perception of a destination's food image affects travellers' visit intentions, also how these intentions ultimately contribute to the growth of culinary tourism.

A thorough understanding of the diverse variables influencing a tourist's gastronomic journey is essential for destinations seeking to differentiate themselves. (Mensah et al., 2023). The study involved a comprehensive analysis and synthesis of 50 research articles published between 2010 and 2023, conducted through a systematic review of the existing literature. Findings of the research indicates that food attributes, personal traits and destination attributes influence the gastronomic experience. This conceptual review work focuses to critically examine existing research on destination culinary image and its influence on travelers' visit intentions in the framework of culinary tourism. By extracting findings from a variety of studies, this paper seeks to highlight key factors that contribute to the development of the culinary image of a place and explore their implications for tourism behavior. The aim is to deliver a complete summary of the field, offering valuable insights for academics, marketers, stakeholders, local host population, destination managers interested in promoting culinary tourism as a sustainable and attractive tourism product.

REVIEW OF LITERATURE

1. Lertputtarak's research in 2012 explored how perceptions of Pattaya's overall appeal and its Thai cuisine influenced international tourists' plans to return.. Employing a questionnaire survey of 476 international visitors, the research aimed to understand tourists' perceptions of these factors and their influence on revisit intentions. Convenience sampling was utilized for data collection. The results revealed positive association between both destination image and the image of Thai cuisine and the vacationers' inclination to return to Pattaya. This suggests that positive perceptions of both the destination's overall appeal and the quality of its cuisine significantly influence tourists' travel decisions and their desire to revisit the location.
2. Ab Karim et al 2010 study explored influence of local culinary image on travel intentions, focusing on France, Italy, and Thailand. Utilizing an online survey of 294 individuals from tourist and culinary groups on Yahoo and MSN platforms, the research employed multiple regression analysis to examine the connection among perceived culinary image and the intent to visit these destinations. The results showed that a strong, positive perception of a country's food significantly increased the chances of travelers wanting to visit, emphasizing the critical role of food in attracting tourism.

3. Alderighi et al.'s 2016 study investigated the influence of regional culinary delicacies on the choice to revisit a tourist place. Through interviews with 1100 Italians, the study aimed to determine the effect of these unique food dishes offerings on travel intentions. A key finding revealed that a positive appreciation for regional delicacies significantly impacts the intention to revisit a destination. The research underscores the significant impact of food-related experiences on tourists' choices and their likelihood of revisiting a destination.
4. Birch and Memery's 2020 study delved into the "intention-behavior gap" concerning tourist consumption of local food and drink in Southeast Queensland, Australia. Recognizing that many tourists express interest in local cuisine but ultimately fail to engage with it during their visit, the study surveyed 546 respondents through an online panel. Employing regression analysis, the research explored the factors influencing this gap, examining differences in attitudes, behaviors, perceived barriers, and motivators. The findings confirmed the existence of an intention-behavior gap, highlighting the need for further investigation into the factors that prevent tourists from translating their interest in local food into actual consumption experiences.
5. In their 2020 study, Yasami et al. explored how Chinese tourists' perceptions of Phuket's food influenced their likelihood of returning. By examining data from 411 individuals, they identified four core aspects of food image: restaurant service, hygiene, variety, and taste. Among these, food taste and popularity had the strongest impact. Using statistical modeling, they confirmed that a positive food image directly increased loyalty intentions. Furthermore, they found that food satisfaction acted as an intermediary, meaning that positive food experiences significantly contributed to tourist loyalty and repeat visits.
6. Björk and Kauppinen-Räsänen's 2016 work examined the role of local food in destination attraction. By surveying attendees at a travel fair, the research explored travelers' food-related behaviors, including finding out the right place and insights of culinary understanding. The study identified three distinct traveler segments: "Experiencers," who prioritize authentic and unique local food, actively seek food-related information, and consider food crucial to their travel decisions; "Enjoyers," who value food but with a more casual approach; and "Survivors," for whom local food primarily fulfills basic needs. This research highlights the diverse motivations and behaviors of travelers regarding regional gastronomy and its significant effect on travel experiences and destination choices.
7. Tsai's 2016 study investigated the relationship between memorable travel experiences, place attachment, and behavioral intentions for consuming local food in Tainan, Taiwan. Utilizing data from 378 tourists, the study found that consuming local cuisine creates positive and unforgettable travel memories. These positive memories, in turn, foster a stronger connection and attachment to the destination, ultimately influencing tourists' future travel intentions. This research highlights the significant role of local food experiences in shaping tourist perceptions, fostering emotional connections, and driving repeat visitation.

8. In 2019, Lai et al. investigated how food image contributes to a destination's brand perception, focusing on three key culinary areas in Baja California, Mexico. They analyzed data from 518 US tourists using a statistical method called Squares SEM to test four hypotheses. The study successfully confirmed a model that integrated various elements of a food destination's appeal, considering both local and visitor viewpoints. This research delivers a thorough conceptual framework for food tourism branding and offers a strong basis for future studies on destination image and branding.

9. Toudert & Bringas-Rábago's 2019 study examined the effect of cognitive destination food image on visitor expectations, satisfaction, and future intentions within the context of the US-Mexico border. Utilizing Structural Equation Modeling, the research analyzed data from 518 US tourist in 3 important culinary regions of Baja ,California and Mexico. The findings revealed significant differences in how tourists and excursionists perceive and value dimensions of destination food image. This research emphasizes the importance of understanding these nuanced differences to effectively tailor marketing strategies and enhance the visitor experience within border regions.

10. Babolian Hendijani (2016) investigated the influence of food experiences on tourist satisfaction in Indonesia. The study aimed to explore the food-related experiences of international tourists visiting Indonesia and how these experiences affect their overall satisfaction with their trip. Data was collected through self-administered questionnaires distributed randomly to tourists at Jakarta International Airport and various tourist areas around Jakarta. Statistical analyses, including factor analysis, multiple linear regression, and descriptive analysis, were employed to analyze the collected data. The results of the multiple linear regression analysis revealed that "heritage" and "ingredients" were significant factors impacting tourists' overall satisfaction. This suggests that tourists who appreciated the heritage associated with Indonesian cuisine and the quality of the ingredients used were more satisfied with their overall experience. The findings imply that destinations can differentiate themselves and enhance tourist satisfaction by leveraging their unique food offerings, emphasizing both the cultural heritage embedded in local dishes and the quality of their ingredients. This highlights the importance of culinary tourism as a tool for destination marketing and enhancing the overall tourist experience.

11. Zhang et al.'s (2019) study conducted field research in Shunde County, China, to investigate the role of authenticity within the quality-satisfaction-loyalty framework in food tourism. The findings challenged traditional perspectives by demonstrating that perceived authenticity of rural local food significantly influences the relationship between quality attributes, tourist satisfaction, and subsequent loyalty. This research emphasizes the critical role of authentic cuisine in shaping overall food tourism experience and highlights its importance for sustainable tourism development.

12. Seo et al.'s (2017) study investigated the effect of destination culinary image on Korean tourists' intentions to cherish local cuisine. Utilizing structural equation modeling on data collected from 357 tourists, the research found that both cognitive and affective dimensions of food image significantly impact tourists' preferences for and intentions to eat destination foods. Notably,

cognitive image exerted a stronger influence. Furthermore, the study highlighted the crucial role of preference for destination foods in predicting actual consumption intentions. These findings emphasize the importance of effectively communicating the cognitive image of destination foods to tourists, promoting authenticity, and encouraging firsthand experiences to enhance their desire to partake in local culinary offerings. Eat

13. In 2019, Promsivapallop and Kannaovakun investigated how tourists from China and Australia perceived Phuket's culinary offerings and how those perceptions affected their food choices and consumption. Employing a survey-based quantitative methodology, they discovered five primary elements influencing tourists' views of a destination's food: the quality of restaurant service, the flavor of the food, cleanliness and safety standards, the range of food options and dining etiquette, and the unique cultural aspects of the dining experience. While Australians tended to rate these factors more positively than their Chinese counterparts, the researchers found that 'food taste' was the most significant predictor of both food preferences and actual consumption for both groups. Additionally, it was observed that the perceived image of the food had a greater impact on what tourists wanted to eat than on what they actually ate, emphasizing the power of perception in shaping tourists' culinary decisions.

14. Tsai and Wang's (2017) study addresses the limited research on branding within the emerging food tourism industry. Focusing on Tainan, Taiwan, a city renowned for its street food, the research utilizes a novel value-driven approach to investigate the role of experiential value in shaping food tourism branding. The study found that "consumer return on investment" (CROI), a specific type of experiential value, significantly enhances a destination's food image. Furthermore, this enhanced food image directly influences tourists' behavioral intentions toward food tourism. This research contributes significantly to the theoretical understanding of experiential value in food tourism by identifying CROI as a key antecedent of place food image and provides valuable practical recommendations for developing effective food tourism branding strategies for destinations.

15. Choe and Kim's (2018) study investigated the impact of tourists' perceived value in consuming local food on their attitudes, destination image, and behavioral intentions. Utilizing data collected through a quota sampling survey, the research found that tourists' perceived value significantly influenced their attitudes towards local food, their overall perception of the destination, and their intentions to engage in future travel behaviors. Importantly, the study also revealed that cultural background moderates these relationships, highlighting the need for culturally sensitive marketing strategies. The study undertaken offers deep dive into the critical role of local food consumption value in shaping tourist experiences and offers valuable guidance for destination marketing organizations in leveraging local food as a key marketing tool.

16. Tikkanen's 2007 study explores the diverse verticals of food tourism in Finland by applying Maslow's hierarchy of needs. Departing from previous research that primarily focused on food as an attraction or cultural phenomenon, this study examines food from both productional and motivational perspectives. Utilizing a combination of secondary data and interviews, the research identifies five

distinct sectors of food tourism, each linked to a specific level of Maslow's theory of hierarchy of needs. The framework provides a valuable lens for understanding the motivations and experiences of food tourists in Finland, offering insights for tourism development and marketing strategies.

17. Horng and Tsai's 2010 study conducted a cross-national analysis of government websites from six East Asian destinations: Hong Kong, Japan, Korea, Singapore, Taiwan, and Thailand. The research aimed to understand the techniques employed by these countries to promote their culinary tourism through official online platforms. Utilizing a five-stage content analysis model, the study examined the content and presentation of cuisine and gastronomy on these websites. Key findings revealed that crucial dimensions for effectively promoting culinary tourism through government websites include comprehensive information on "Cuisine and Food Culture," detailed presentations of "Featured Foods & Recipes," guidance on "Table Manners," dedicated sections on "Culinary Tourism" experiences, information on "Restaurant Certification" programs, and comprehensive "Restaurant Guides." These findings provide valuable insights for destination marketing organizations in developing effective online strategies for promoting their unique culinary offerings to international travellers.

18. In 2015, Sanchez-Cañizares and Castillo-Canalejo compared how tourists in Spain and Slovenia viewed food-focused travel. Through the use of 392 surveys collected in Ljubljana and Córdoba, they sought to determine the importance of food as a travel motivator, evaluate how tourists perceived culinary tourism, and analyze its influence on overall travel enjoyment. The study revealed distinct needs for improvement in both countries. In Spain, the findings emphasized the need to enhance language skills among tourism professionals, invest in human capital development within the culinary sector, and foster innovation in traditional dishes. In Slovenia, the study highlighted the importance of increasing international visibility for this emerging sector of tourism.

19. Peštek and Činjurević's 2014 study explored the underlying dimensions of local cuisine image among foreign tourists visiting Sarajevo, Bosnia and Herzegovina. Utilizing a multi-attribute approach, the research identified four key dimensions: "food uniqueness and cultural heritage," "food quality and price," "nutrition and health benefits of food," and "affective image of food." These dimensions were found to significantly influence tourist satisfaction with their food experiences. This research provides valuable insights into the factors that shape tourist perceptions of local cuisine and highlights the importance of understanding these dimensions for developing effective food tourism strategies in emerging tourism markets.

20. Chi et al.'s (2013) work explored the intricate connection among tourists' seeming culinary image, contentment with the dishes served, standards of food preparation, and behavioral intentions within the Malaysian context. Utilizing structural equation modeling, the research revealed a complex interplay between these factors. Specifically, the study found that tourists' perceived food image directly influenced both their food satisfaction and their evaluation of culinary quality. Furthermore, culinary image indirectly impacted behavioral intentions through its influence on quality of food. Tourist contentment was found to directly influence perceived culinary quality and

also directly impact behavioral intentions. Finally, the study concluded that perceived culinary quality directly influenced tourists' behavioral intentions. These findings underscore the critical role of food as a key driver of tourist behavior, emphasizing the importance of managing and enhancing a destination's food image to attract and retain visitors.

21. Youn and Kim's 2017 study, conducted in Perth, Australia, investigated the impact of unfamiliar food-related attributes on consumer perceptions of authenticity and purchase intentions in Chinese restaurants. The research examined the influence of factors such as unique ingredients, distinctive dishes, and tales about a dish's origin. Findings revealed that these unfamiliar attributes significantly increased consumers' perceptions of authenticity. Recognizing the critical role of authenticity in customer satisfaction and purchase intentions within the ethnic restaurant sector, the study confirmed the mediating role of perceived authenticity in driving consumer behavior. This research provides valuable insights for Chinese restaurant managers, emphasizing the importance of incorporating unique ingredients, creative food names, and engaging origin stories to enhance the perceived authenticity of their offerings and ultimately drive customer demand.

22. Sims' 2009 study, conducted in the Lake District and Exmoor regions of the UK, argues that local food has an important part in creating a sustainable travel experience by fulfilling visitors' desire for authentic travel encounters. Through in-depth interviews with 78 individuals, the research delves into the values and desires underlying travellers' culinary preference during their holidays. By challenging existing definitions of "local food" and "authenticity," the study emphasizes that local food consumption can enhance the visitor experience by connecting travelers with the unique culture and heritage of their destination. This research provides valuable insights for tourism stakeholders in developing sustainable tourism strategies that prioritize authentic local food experiences.

23. Rahman et al.'s (2018) study aimed to understand the factors influencing tourists' selection of local foods in restaurant settings. Utilizing a quantitative approach with 280 respondents, the research developed and empirically tested a framework that examined the relationships between tourist satisfaction, food quality, perception, purchase intention, and purchase behavior. The findings revealed that tourist satisfaction and perception significantly impact the intention to purchase local foods, while purchase intention mediates the relationship between satisfaction and actual purchase behavior. Furthermore, tourist satisfaction was found to be positively influenced by perceived food quality. These findings provide valuable insights into the decision-making process of tourists when selecting local food, highlighting the critical role of factors such as satisfaction, perception, and intention in influencing their consumption behavior.

24. Pérez Gálvez et al.'s (2017) study investigated the importance of food as a key attraction for foreign travelers visiting Lima, Peru, a renowned culinary destination. By classifying tourists into three groups – Survivors, Enjoyers, and Experiencers – based on their attitudes towards local cuisine, the research identified distinct tourist motivations for engaging with Lima's culinary scene. These motivations were categorized into three dimensions: new food experiences, cultural immersion, and social interaction. The study found that the aspect of "new food experience" and "socialization"

significantly contributed to tourist satisfaction with their gastronomic experiences in Lima. The study undertaken gives indepth knowledge into the diverse motivations and expectations of food tourists, highlighting the importance of understanding these nuances for developing effective culinary tourism strategies in destinations like Lima.

25. López-Guzmán et al.'s (2017) study explored the motivations of North American tourists visiting Cuenca, Ecuador, with a specific focus on the role of gastronomy. By segmenting tourists based on their gastronomic motivations, the research identified distinct groups with varying levels of interest and engagement with local cuisine. The findings revealed that tourist satisfaction with their culinary experiences varied significantly across these segments, highlighting the importance of understanding and catering to the diverse motivations and expectations of different types of food tourists. This research provides valuable insights for tourism stakeholders in Cuenca to develop targeted marketing strategies and enhance the overall culinary tourism experience for visitors.

Methodology

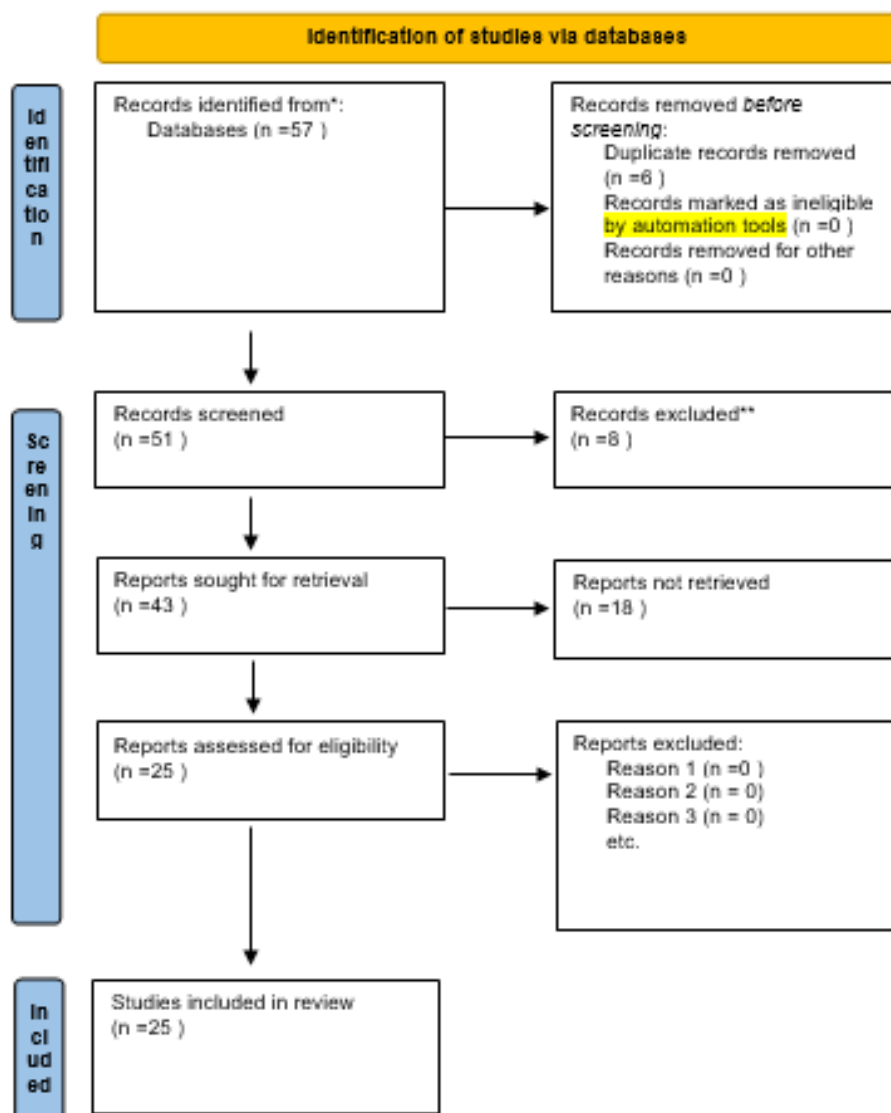


Table 1: Review of Literature on factors affecting destination food image and visit intentions.

S.No	Paper Title	Author	Year of Publication	Objectives	Methodology	Findings
1	The Relationship between Destination Image, Food Image, and Revisiting Pattaya, Thailand	(Lertputtarak, 2012)	2012	To study tourists' perception towards destination image and Thai food image as well as study the relationship between these two variables and the tourists' intention to revisit ,	Questionnaire was used to survey 476 foreign visitors and convenience sampling method was used .	Results indicate that destination image and image of Thai Food had a positive relationship with tourists' intention to revisit
2	Culinary Tourism as a Destination Attraction:An Empirical Examination of Destinations' Food Image	(Ab Karim & Chi, 2010)	2010	To study : a)The relationship between destination food image and travelers' visit intention ,b) the relationship between information sources and travelers' purchase decisions .	An online survey was conducted, the population consisted of members of online travel and food groups of yahoo.com and MSN.comA total of 294 individual responded to online survey. A	Article illustrates the food image of France, Italy and Thailand countries for their popular cuisine

					series of Multiple regression were conducted.	
3	The impact of local food specialities on the decision to (re)visit a tourist destination: Market-expanding or business-stealing?	(Alderighi et al., 2016)	2016	The foremost objective is to find out the impact of Local Food specialities on the decision to revisit the destination	1100 Italians were interviewed about local food specialities.	Strong appreciation for a local food speciality has a positive effect on the intention to visit .
4	Tourists,Local Food and intention-behaviour gap	(Birch & Memery, 2020)	2020	This study focuses in the intention gap behaviour i.e past research indicates that whilst many tourists are interested in local food and drink ,a number do not consume any while visiting destination	546 respondents recruited via an online panel of visitors to Southeast ,Queensland ,Australia .	Regression analysis explores differences in attitudes ,behaviours,barriers and drivers and concludes an intention behaviour gap is

						evident
5	Food Image and Loyalty Intentions: Chinese Tourists' Destination Food Satisfaction	(Yasami et al., 2020)	2020	This study examined the multidimensional construct of food image, assessed the impact of destination food image on tourist loyalty intentions and investigated the mediating effect of food satisfaction on this relationship	A survey was conducted of 411 Chinese tourists who had visited Phuket.	Results of Explanatory Factor Analysis revealed four dimensions including restaurant service, food safety and hygiene, variety and table manners, and food taste and popularity, among which, food taste and popularity was the most

						influential factor contributing to tourists' perceptions of Thai food image. Structural Equation Modeling confirmed the relationships between perceived destination food image, food satisfaction, and loyalty intentions. Additionally, a mediation model demons
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						<p>trated that food satisfaction mediates the relationship between food image and loyalty intentions. Theoretical and managerial implications are discussed in the context of tourism marketing and destination management</p>
6	Local food: a source for destination attraction	(Björk & Kauppinen-Räisänen, 2016)	2020	This study aims to explore factors affecting travellers' food-related behaviour by focusing on the local	A self-administered questionnaire provided to attendees of a travel fair	The study reveals three types of food-

				<p>food market. By doing so, the study contributes to the research on food experience in tourism and food-based regional development. The local food phenomenon presents essential research issues from various perspectives.</p>	<p>gauges respondents' food attitudes and food-related behaviour related to information sourcing and perceptions of food experiences.</p>	<p>related behaviour. Experiences are committed; they perceive food as essential to destination choices. They search for food-related information before their trips and value originality, newness and locality, as well as authenticity and uniqueness in local food,</p>
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						which eventually have an impact on travel satisfaction. Enjoyers have more casual attitudes towards food, though they view it as an important aspect of their holiday. For survivors, the local food of their destination serves mainly physiological needs.
7	Memorable Tourist	(Tsai, 2016)	2016	The purpose of the study was to model	Data were collected by	The survey

	Experiences and Place Attachment When Consuming Local Food			the memorable travel experiences, place attachment and behavioral intentions for consuming local food.	self-administered surveys of 378 tourists visiting Tainan, Taiwan.	results show that the experiences of consuming local cuisines enable tourists to create positive and unforgettable memories, and such positive memories further enhance their identification with or strong attachment to local attractions and behavioral intention.
8	Food and cuisine image	(Lai et al., 2019)	2019	This study addresses the conceptualization	Four hypotheses	The evaluati

	<p>in destination branding: Toward a conceptual model</p>			<p>of food image and examines the role food and cuisine play in the formation of destination brand image.</p>	<p>were examined through Squares SEM techniques. The model validation was carried out assessing the measurement and structural model. Additionally a multi-group analysis was performed to test the tourists and excursionists moderation effect. The study used 518 questionnaires completed by US visitors in three important gastronomic regions of the coast of Baja California, Mexico.</p>	<p>on aligns the various dimensions, underlying variables, and indicators of food destination attractiveness as reflected in host-tourist perspectives. The paper offers a comprehensive conceptual framework of food tourism branding and suggests a pathway for future</p>
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						empirical research on destination image and branding.
9	Destination food image, satisfaction and outcomes in a border context: tourists vs excursionists	(Toudert & Bringas-Rábago, 2019)	2019	The purpose of this paper is to examine the impact of cognitive destination food image in food expectation, satisfaction and visit outcomes within a local context of the USA–Mexico border. The differences between tourists and excursionists were also assessed for their possible implications in strengthening an active market strategy in the framework of the same objective.	Four hypotheses were examined through Squares SEM techniques. The model validation was carried out assessing the measurement and structural model. Additionally a multi-group analysis was performed to test the tourists and excursionists moderation effect. The study used 518 questionnaires completed by US visitors in	The results suggest that tourists and excursionists obey different dimensions when structuring cognitive destination food image which showed a significant impact on visitor

					three important gastronomic regions of the coast of Baja California, Mexico.	satisfaction and future intentions.
10	Effect of food experience on tourist satisfaction: the case of Indonesia	(Babolian Hendijani , 2016)	2016	The paper aims to investigate food-related experiences among international tourists visiting Indonesia and the effect of food on their overall satisfaction.	Data was collected through self-administrated questionnaires that were distributed randomly to tourists at Jakarta International Airport and some tourist areas around Jakarta. Statistical analyses such as factor analysis, multiple linear regression and descriptive analysis were used to analyze the data.	The findings of the multiple linear regression analysis showed that “heritage” and “ingredients” were significant factors that affected the overall satisfaction of tourists. Results imply that destinations can have differen

						<p>tiated themselves through using their unique foods.</p>
11	<p>Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience</p>	<p>(Zhang et al., 2019)</p>	2019	<p>The study examines the role of authenticity in the quality–satisfaction–loyalty framework</p>	<p>The field research was performed in Shunde County, Guangdong Province, China.</p>	<p>The results challenge the traditional view of quality attributes by highlighting that authenticity is a key antecedent to the quality–satisfaction–loyalty framework of food tourism. In contrast, the relationships</p>

						among quality attributes, tourist satisfaction, and tourist loyalty are contingent on the extent to which food tourists perceive the authenticity of rural local food.
12	Destination food image and intention to eat destination foods: a view from Korea	(Seo et al., 2017)	2017	Food image has begun to influence tourist behaviour, so understanding the food image of a destination is important. This study examined the relationships among destination food image, preference, and intention to eat destination foods.	A total of 357 tourists in Korea participated in this study.	The results of structural equation modelling confirmed empirically that image

						affected behavioral intention as it applied to food. Cognitive image had a stronger influence than affective image on preferences for destination foods and intention to eat destination foods. In addition, preference for destination foods predicted intention to eat destination
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						ion foods. This study indicate s that the cogniti ve image of destinat ion foods should be identifi ed and that image strength ened to increas e tourists' intentio ns to eat destinat ion foods. Marketi ng strategi es should appeal to both authenti city and the unique
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						cognitive image of destination foods as well as encourage tourists to experience destination foods and gain internal information.
13	Destination food image dimensions and their effects on food preference and consumption	(Promsiva pallop & Kannaovakun, 2019)	2019	The study investigated destination food image dimensions and their effects on the food preference and consumption of independent Chinese and Australian tourists visiting Phuket, Thailand.	In order to test the hypotheses, a quantitative research method using a personally administered survey was employed.	The findings reveal five destination food image factors comprising restaurant service, food taste, health and

						hygiene , variety and eating manner s, and unique cultural experie nce. These food image factors were found to be more favoura ble in the percepti ons of Australi an tourists than those of Chinese tourists. In additio n, the finding s confirm the effects of certain food
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						image factors on food preference and consumption among tourists, and the influences are contingent upon the nationality of tourists. Food taste image was found to be the only food image factor which consistently predicted the food preferences and consumption of both
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						nationalities. Moreover, the food image factors were found to have higher degrees of influence on food preference than food consumption
14	Experiential value in branding food tourism	(Tsai & Wang, 2017)	2017	Although food tourism has been characterized as an emerging industry, studies of branding in food tourism are limited. This work applies a novel, value-driven approach to evaluate experiential value as the antecedent for branding food tourism.	The research setting is Tainan: a Taiwanese historical city with many street vendors selling traditional foods. Data were collected only from Taiwanese residents. Empirical results reveal that one type	the study makes a theoretical contribution to examining experiential values in food tourism by identifying CROI

					of experiential value, consumer return on investment (CROI), can significantly enhance a place's food image. Place food image then, in turn, significantly affects a tourist's behavioral intentions toward food tourism.	as a key antecedent of place food image. The study also makes practical recommendations for branding food tourism in a given destination.
15	Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention	(Choe & Kim, 2018)	2018	Despite the importance of understanding food consumption value from tourists' perspectives, few studies have explored how experiencing local food in a destination shapes tourists' consumption value. This study explores the effect of tourists' local food consumption value on their perceptions and behaviors.	This study obtained data through a quota sampling survey.	The findings show that tourists' local food consumption value effectively explains tourists' attitudes toward local

						food, food destination image, and behavioral intentions. In addition, the cultural background of tourists partially moderates the relationships between the proposed constructs. This study is the first empirical application of consumption value theory to the context of
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						tourists' local food experiences. It provides insights into appropriate marketing strategies for the restaurant and food tourism industries and offers practical suggestions to destination marketing organizations (DMOs) for using local food as a destination
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						ion marketi ng tool.
16	Maslow's hierarchy and food tourism in Finland: Five cases	(Tikkanen, 2007)	2007	The purpose of this paper is to explore the sectors of food tourism in Finland by using Maslow's hierarchy of needs in the classification	Previous research on food tourism concentrates on the role of food as an attraction, as a cultural phenomenon, and as an experience. Moreover, food from productional and motivational viewpoints is reviewed briefly. The empirical data consists both of the secondary data and an interview.	The findings introduce five sectors of food tourism where the needs and motivations are linked with Maslow's hierarchy of needs.
17	Government websites for promoting East Asian culinary tourism: A cross-national analysis	(Hornig & Tsai, 2010)	2010	This study explores the contents of the cuisine and gastronomy websites of Hong Kong, Japan, Korea, Singapore, Taiwan and Thailand, analyzing the techniques used to introduce and promote these East	Five stage content analysis model was used.	After analyzing and integrating six Asian countries' government websites, this study

				<p>Asian tourist destinations' cuisine and food culture.</p>	<p>has found the website dimensions most essential for the promotion of culinary tourism to be "Cuisine and Food Culture," "Featured Foods & Recipes," "Table Manners," "Culinary Tourism," "Restaurant Certification" and "Restaurant Guides"</p>
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18	A comparative study of tourist attitudes towards culinary tourism in Spain and Slovenia	(Sanchez-Cañizares & Castillo-Canalejo, 2015)	2015	The purpose of this paper is to determine the role of gastronomy as a destination attraction, tourists' perception of culinary tourism, its influence on satisfaction with the trip, and the economic value tourist's attach to the opportunity to try traditional cuisine. The paper also examines possible sociocultural differences between different tourist segments according to how they rate gastronomy in their motivations for travel.	Design/methodology/approach-Data were collected by means of 392 questionnaires distributed in Ljubljana (Slovenia) and Cordoba (Spain). Various bivariate and multivariate statistical techniques are used to perform a comprehensive econometric study.	The study reveals the need to improve language skills, human capital formation, and the innovation of traditional dishes in the Spanish sample. It also shows that the future of culinary tourism in Slovenia will depend on enhancing the international visibility
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						y of this emerging tourism sector
19	Tourist perceived image of local cuisine: The case of bosnian food culture	(Peštek & Činjurević, 2014)	2014	The purpose of this paper is to explore the underlying dimensions of local cuisine image by identifying the key cuisine attributes tourists rely on in their evaluations of local cuisine; and to identify those dimensions of local cuisine image which have the strongest influence of tourist satisfaction with food experience. These issues are addressed within the context of Bosnia and Herzegovina, an emergent tourism market in Western Balkans.	The research is exploratory. The city of Sarajevo was chosen as a study setting. Image of local cuisine was measured by using a multi-attribute approach in which several food attributes are specified and incorporated into the measurement instrument. Data from convenience sample of foreign tourists (n = 402) were quantitatively analyzed using multivariate and descriptive	Results suggest that the local cuisine image comprises four components (dimensions): “food uniqueness and cultural heritage”, “food quality and price”, “nutritional and health benefits of food” and “affective image of food”. Further

					statistics.	more, findings show that these dimensions differ in terms of their relative importance in explaining the overall tourist satisfaction with food experience.
20	Investigating the Structural Relationships Between Food Image, Food Satisfaction, Culinary Quality, and Behavioral Intentions: The Case of Malaysia	(Chi et al., 2013)	2013	This study was designed to test a theoretical model determining the relationships among tourists' perceived food image, food satisfaction, culinary quality, and behavioral intentions.	The structural relationships between the variables were examined by adopting a structural equation modeling (SEM) approach, and the empirical data was collected in Malaysia.	Analysis of findings revealed that (a) tourists' perceived food image played a role in directly influencing food

						satisfac tion and quality of culinar y experie nce (culinar y quality) ; (b) food image influen ced tourists' behavio ral intentio ns through culinar y quality; (c) tourist satisfac tion with their food experie nce directly affected perceiv ed quality of their culinar
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						<p>y experie nce and behavio ral intentio ns; and (d) tourists' behavio ral intentio ns were directly affected by their evaluati on of culinar y quality. This study conclud ed that food was an imperat ive contrib utor in destinat ion tourism due to its capabili ty in influen cing tourists' perceiv</p>
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						ed image, food satisfaction, culinary quality, and consequently impacting tourists' behaviors in the selection of a travel destination
21	Effects of ingredients, names and stories about food origins on perceived authenticity and purchase intentions	(Youn & Kim, 2017)	2017	The current study examines the influence of unfamiliar food-related attributes (i.e., ingredients and food names) and stories about food origins on consumers' perceptions of authenticity and their purchase intentions. The results show that unfamiliar ingredients, unique food names, and stories about food origins increase consumers'	The data were collected in Perth, the largest city in Western Australia, from April to May 2016. Data collection was designed to cover a wide range of sites on both weekdays and weekends. Ra	The findings of the current study suggest that the management of Chinese restaurants should develop unique food names and stories about a

				perceptions of authenticity. In ethnic restaurants, authenticity has been emphasized as a critical factor for ensuring customer satisfaction and purchase intentions. The mediating role of customers' perceptions of authenticity is confirmed in the current study	ndom Sampling method was used .	dish's origin, as these are pivotal elements contributing to customers' perceptions of authenticity and purchase
22	Food, place and authenticity: Local food and the sustainable tourism experience	(Sims, 2009)	2009	This paper draws on research from two UK regions, the Lake District and Exmoor, to argue that local food can play an important role in the sustainable tourism experience because it appeals to the visitor's desire for authenticity within the holiday experience.	In order to explore the values and motivations behind tourists' holiday food choices, a qualitative approach based upon semistructured interviews was chosen. In total 78 interviews were taken .	By engaging with debates surrounding the meaning of locality and authenticity, the paper challenges existing understandings of these concepts and offers a new

						way forward for tourism research by arguing that "local food" has the potential to enhance the visitor experience by connecting consumers to the region and its perceived culture and heritage.
23	Tourist's preferences in selection of local food: perception and behavior embedded model	(Rahman et al., 2018)	2018	Locally derived foods from the lens of restaurant settings play an important source of tourist attraction. Surprisingly, research into this sector is quite scarce. The aim of	The research is designed as quantitative in nature. A sum of 280 usable questionnaires was used from 300	The results show that the relationship of tourist satisfaction and

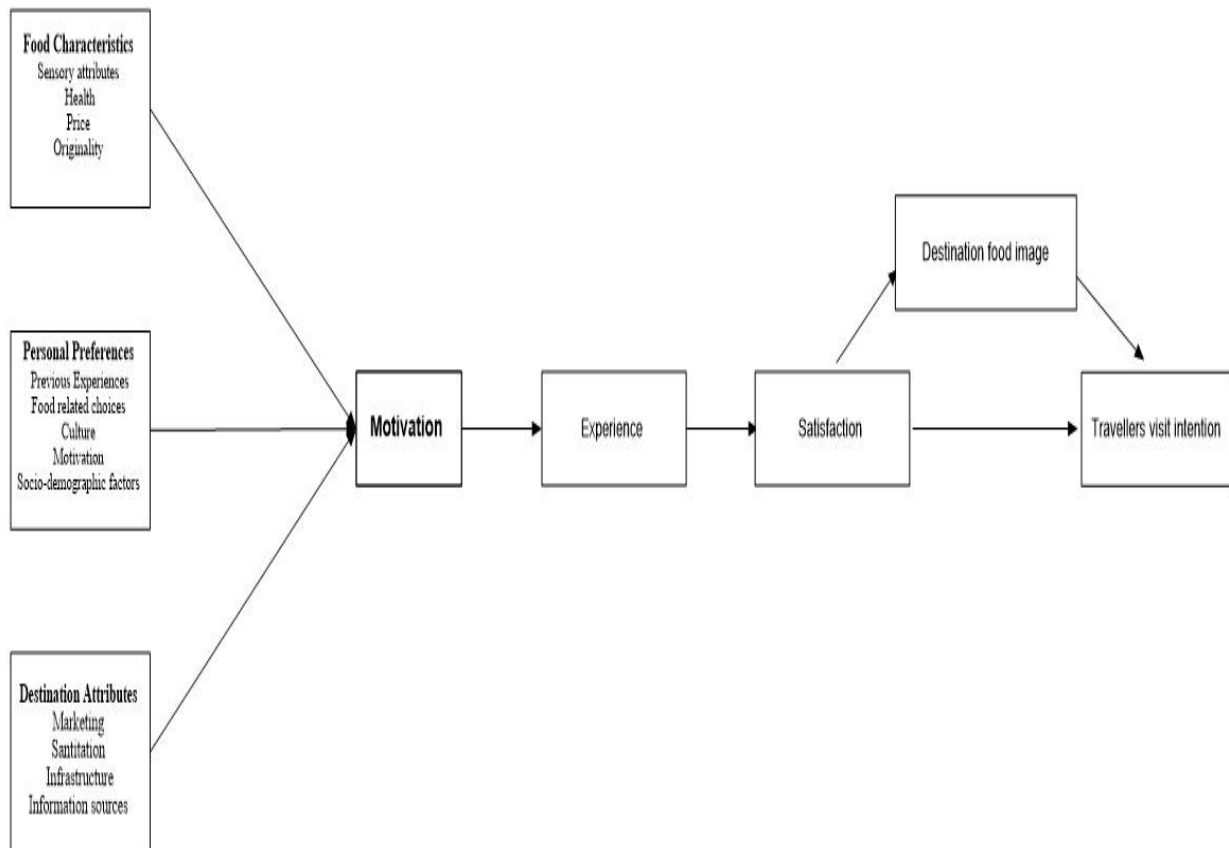
				<p>the paper is to develop and empirically examine a conceptual framework on tourist's preferences in selecting local foods. The framework includes tourists' satisfaction, quality of food, tourist's perception, purchase intention and purchase behavior among tourist's selection for local foods.</p>	<p>distributed instruments by using convenient sampling techniques</p>	<p>behavior is mediated by purchase intention, whereas tourist's satisfaction and perception have a positive and significant impact on the intention of purchasing local foods. There is also a significant relationship between tourist's satisfaction and perceiv</p>
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						ed quality toward the tourist's perception of local foods. Moreover, a significant relationship exists between tourist's intentions and tourist's purchase behavior
24	Gastronomy as an element of attraction in a tourist destination: the case of Lima, Peru	(Pérez Gálvez et al., 2017)	2017	In recent years, gastronomy has become one of the main sources of attraction in the tourist destinations. The objective of this study is to present the results of a research conducted on the foreign tourists in the city of Lima, a World Heritage Site, which is considered as one	Therefore, the foreign tourists were arranged, following the model developed by Björk and Kauppinen-Räsänen (2016), in three different groups: survivors,	Further more, it shows that the foreign tourists have different motivations regarding gastronomy,

				of the main gastronomic leaders of the world. The principal results indicate that foreign tourists have different attitudes toward the local gastronomy.	enjoyers, and experiencers.	which we have grouped into three dimensions: new food experience, culture, and socialization. The results show that the dimensions new food experience and socialization contribute to a greater degree to gastronomic satisfaction.
25	Food Motivations in a Tourist Destination:	(López-Guzmán et al., 2017)	2017	The current aim is to contribute to the scientific literature in the field of the	The methodology is based on a questionnaire	Three segments are identified

	<p>North American Tourists Visiting the City of Cuenca, Ecuador</p>			<p>relationship between gastronomy and tourism in Latin America from the experience affirmed by North American tourists in the city of Cuenca (Ecuador).</p>	<p>presented to North American travelers during their visit to the city of Cuenca</p>	<p>ed, and depending on their belonging to a certain segment, the tourists have different motivations with respect to gastronomy. Finally, the results permit concluding that the levels of satisfaction of the tourists differ depending on their attitude toward gastronomy, identifi</p>
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						ed by the three segmen ts.
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Factors influencing the culinary experience at the tourist destination

Key Findings & Conclusions:

The systematic review of literature on destination food image and its influence on travelers' visit intentions provides several key insights into the role of food in tourism. Based on the analysis of fifty research papers spanning from 2010 to 2024, this study highlights the significance of food image in shaping travel decisions, enhancing destination appeal, and fostering culinary tourism.

1. **Food Image as a Determining Factor for Travel Intentions:** Several studies indicate that the perception of a destination’s food image strongly influences travelers' visit intentions (Ab Karim & Chi, 2010; Lertputtarak, 2012). Tourists are more likely to visit and revisit destinations known for their unique and high-quality culinary experiences (Alderighi et al., 2016).
2. **Authenticity and Local Cuisine Influence Destination Loyalty:** Authenticity plays a crucial role in shaping travelers' perceptions of food and contributes to destination loyalty (Zhang et

al., 2019). Tourists prefer destinations that offer genuine, traditional culinary experiences, reinforcing the importance of authenticity in culinary tourism branding (Seo et al., 2017).

3. **Memorable Food Experiences Enhance Destination Attachment:** Consuming local cuisine creates positive travel memories, which foster stronger emotional connections with the destination, thereby increasing the likelihood of repeat visits (Tsai, 2016). The more travelers associate food experiences with their cultural and personal preferences, the more likely they are to return (Gautam & Rani, 2020).

4. **Culinary Tourism as a Branding Strategy:** Effective branding strategies incorporating local food image can significantly enhance a destination's appeal (Lai et al., 2019; Tsai & Wang, 2017). Food image dimensions such as taste, hygiene, service quality, and cultural significance contribute to successful destination branding (Toudert & Bringas-Rábago, 2019).

5. **Food Satisfaction Mediates Destination Loyalty:** The relationship between destination food image and traveler loyalty is mediated by food satisfaction. Studies confirm that tourists who are highly satisfied with the food experience are more likely to revisit the destination and recommend it to others (Yasami et al., 2020; Choe & Kim, 2018).

6. **The "Intention-Behavior Gap" in Culinary Tourism:** While many tourists express interest in experiencing local cuisine, they may not always engage with it due to various barriers, such as unfamiliarity, dietary restrictions, or availability (Birch & Memery, 2020). This highlights the need for marketing strategies that bridge this gap and encourage tourists to explore local food experiences.

7. **Influence of Demographics on Culinary Preferences:** Studies show that factors such as nationality, cultural background, and generational preferences impact food tourism behaviors. Generation Z travelers, for example, prioritize convenience and are more inclined towards culinary tourism due to their preference for eating out rather than cooking (Mensah et al., 2023).

8. **Sustainable and Cultural Impacts of Culinary Tourism:** Culinary tourism not only promotes economic benefits but also supports cultural preservation and sustainable tourism development (Sims, 2009). Integrating local food into tourism marketing helps preserve culinary heritage while offering tourists an immersive cultural experience.

The findings of this review reinforce the vital role of food in influencing travelers' visit intentions and the development of culinary tourism. Destination marketers and stakeholders should leverage food image as a key promotional tool by emphasizing authenticity, enhancing food quality, and ensuring a memorable dining experience. Additionally, future research should focus on exploring the role of digital marketing in shaping food image perceptions and examining the evolving preferences of new generations of travelers. Addressing the intention-behavior gap in culinary tourism remains a challenge that requires targeted marketing efforts and better understanding of tourist decision-making processes. By recognizing food as a core element of tourism, destinations can enhance their attractiveness, boost local economies, and create sustainable tourism models that benefit both tourists and local communities alike.

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