



A SEMI-SYSTEMATIC REVIEW ON LOCAL FOOD AS A SOURCE OF TOURIST ATTRACTION AND SATISFACTION

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ABSTRACT

Tourism has been listed amongst the largest and fastest growing economic sectors of the world over the past few decades. Rise in discretionary income and quest for novel experiences have led to the development of gastronomic tourism, which emphasizes upon the role of local food to attract tourists and increase the likelihood of revisit. Gastronomy involves the study of interaction between culture and food, art of preparation and service of delicacies, regional cooking methods and science of eating good food. Food outlets serving high quality local food aid in building a brand image for the destination, which influences most of the tourists to try local food preparations.

Review approach with two phases was implemented for this study: firstly scoping, utilizing a semi-systematic technique; and secondly, a narrative on the basis of systematic review guidelines for survey and selection of literature. The study summarizes with a pictorial representation of the relevance of local gastronomy for a destination, which will assist tourism and hospitality academicians, marketers, government and local food outlet owners to develop strategies to attract and satisfy tourists, by virtue of their local food and beverage offerings.

KEYWORDS local gastronomy, local food, food tourists, gastronomy tourism, destination selection

1. INTRODUCTION

The phenomenon of tourism has existed since antiquity. Since 500 AD, festivals and participation in events have served as forms of tourism. 16th century saw the emergence of an aristocratic style of travel and leisure which could only be enjoyed by the wealthy. Middle class people constituted a dynamic component of tourism until 18th century. Destination's cultural & natural resources were used as a means of tourist attraction in early 1970s. In recent years, tourism has significantly increased in many regions of the world (Pavlidis & Markantonatou, 2020). As cited by López et al. (2019), World Tourism Organization (UNWTO) defines tourism as social, cultural & economic phenomenon associated with people moving away from their habitual area of residence for a particular purpose. Millions

of employments, both direct and indirect, are also created by tourism, with a large proportion going to women and young people. Modern travellers choose to engage in a variety of cultural activities. Furthermore, it is anticipated that between 2019 and 2023, the market for culinary tourism will increase by USD 82.02 billion (Technavio, 2019). As a result, tourist places all over the globe are now creating their own unique culinary identities to draw in more tourists (UNWTO, 2019; Rodríguez-Gutiérrez et al., 2020). Because tourism may produce sizable foreign exchange revenues, many developing nations see growth in this sector as a sign of economic prosperity (Rahman et al., 2018; Ali et al., 2020; Srihadi et al., 2016; Pamukçu et al., 2021; Levitt, Meng, et al., 2019; Roozbeh et al., 2013; H. M. Nguyen et al., 2019; Vázquez-Martinez et al., 2019).

World Tourism Organization (UNWTO, 1988) defines the tourist as “the temporary visitor who remains at least 24 hours at the place of destination, other than the usual environment”. However, culinary tourists tend to stay longer, spend more money on local goods, and ultimately boost sustainability, therefore attracting them has become an aim for many places (UNWTO, 2017). World Food Travel Association (2022) defines food tourism as “the act of traveling for a taste of place in order to get a sense of place”. The significance of seeking out specific flavours, and dining experiences is constantly rising. In fact, a traveller may select a certain destination based on its unique local cuisine. The distinctions depend upon the local history and culture, environmental and socioeconomic conditions, various kinds of food, and food choices of the inhabitants. As a result of these regional characteristics, local cuisine has developed into a form of attraction for tourists (Pavlidis & Markantonatou, 2020). Tourist food consumption has a significant impact on the local food supply, catering operations, and tourism-related services. Thus, it has a favourable impact on the demand for tourism (Kılıçhan et al., 2022).

In the real realms of hospitality, tourist development and destination marketing, the connection between food and tourism has always been a component that is becoming more and more significant. In the tourism literature, gastronomic tourism is also referred to “as food tourism or culinary tourism” (Balderas-Cejudo et al., 2019). The psychographic personality, developed from Plog's psycho - graphic profile model of 1974; modes of tourism experience as a form of social behaviour, founded by Cohen's tourist categorization in 1979; & socio-psychological needs and wants based on prior experiences, just like discussed in Pearce's 1988 travel career ladder are three key theoretical concepts connected to motivation that can be used to better understand the travel behaviour and personal decisions of tourists (Yoo et al., 2018).

Even in cases where there are no overt plans, food is clearly present on a tourist's schedule. In addition to the apparent significance of eating as a source of physiological nourishment, growing research indicates that travellers' interest in cuisine can enhance their overall vacation experiences. According to researchers, providing local cuisine from the destination being visited helps foster hospitality (Agyeiwaah et al., 2019; Sormaz et al., 2016).

Local cuisine is considered as a significant element in the destination selection, experience, and satisfaction of tourists. Also, modern visitors adore spending money on a trip

that lets them sample regional foods, giving them a visceral sense of connection (Chamoli et al., 2021). Destination's gastronomy is hard to imitate by competitors from other regions, as it is a strong reflection of its gastronomic identity influenced by the history of that place (Karsavuran & Dirlik, 2019).



Figure 1. Pro word cloud image of the study.

Reviews summarise the published research on a subject and describe the state of the art. The necessity for a study of the literature may result from an abundance of data, conflicting opinions, or an absence of agreement on a subject. Systematic and non-systematic or narrative reviews, are the two common categories of reviews. Identifying and summarising what has already been published, avoiding duplications, and looking for new study areas that have not been covered are all goals of narrative reviews. The search for relevant literature is an essential step in identifying the selection bias. It would be easy to create a good search plan in a format that is suited for search engines if the review query is well-defined. Therefore, it is advised to search the literature for narrative reviews in an organised manner, similar to that utilised for systematic reviews (Ferrari, 2015).

1.1. Rationale

Tourism is becoming a bigger part of culture, and one of the main components of culture is cuisine. Local cuisine, especially dishes of a local or ethnic nature, is popular with tourists (Singh & Najar, 2020).

Millions of tourists around the world travel in pursuit of new and distinctive cuisine or visit familiar locations to eat the foods they have tried on prior visits. Since food tourists are regarded to be the major cultural tourists, they typically search for locations offering more of heritage and cultural experience (Su, John et al., 2020). It can be offered through gastronomic trails, routes, circuits as well as attractions like regional cuisine, gourmet events, and the availability of diverse food and drink outlets (Berbel-Pineda et al., 2019).

According to Putra (2021), gastronomy encompasses an array of experiences and is crucial in determining how a destination is perceived by the tourists. Consuming meals when travelling is acknowledged as a significant element of the travel experience, both from a necessary and

symbolic standpoint. Despite its significance, not much research has been done to fully comprehend the complexity of food intake among tourists, particularly in terms of the motivational factors (Mak, 2018).

Scientific investigation into regional cuisine as an attraction for travellers has centred on management difficulties and consumer comprehension. These studies looked at local foods to differentiate destinations, local dishes in restaurant menus, branding and marketing, development of tourism food products, and related issues. More scientific research is needed on local food because there are still many unanswered concerns concerning how tourists consume local cuisine (Pavlidis & Markantonatou, 2020).

Gastronomy tourism has recently been studied in-depth with respect to ideas like destination competitiveness, destination branding, travel intents, and sustainable place development.

On searching for the keywords framed for this study, it was found that although there are several research articles on gastronomy and related themes, but there is a paucity of review articles on the topic. Therefore, it was decided to review the relevance of gastronomy via semi-systematic approach, which allows to reap the advantages of both, the traditional or narrative, and systematic review process.

1.2. Objectives

Narrative or integrative review technique can be helpful where a research question necessitates a more inventive approach to data collection and the goal of the review is to combine viewpoints to develop new theoretical models rather than to cover all articles that have ever been published on the subject (Snyder, 2019). Traditional or narrative literature reviews focus upon evaluating the epistemic development of any discipline (Pahlevan-Sharif et al., 2019).

This semi-systematic review adopts a simplistic approach to reconcile the studies done by various researchers on significance of local food or local gastronomy in attracting and satisfying tourists, and comprises of four major objectives:

- 1.2.1. To understand the meaning of gastronomy and its connection with tourism.
- 1.2.2. To highlight the relevance of gastronomy in tourists' destination selection.
- 1.2.3. To know about various aspects concerned with food consumption behaviour of tourists.
- 1.2.4. To acknowledge the role of local food in tourists' overall satisfaction.

Table 1. *Gastronomy, Tourists' destination selection, Food consumption behaviour, and Overall satisfaction.*

S.no.	Aspect of study	Connotation	Reference
1.2.1	Gastronomy	<ul style="list-style-type: none"> • Study of consuming good food. • Major attraction for tourists. • Gastronomy is built upon history, culture, geographical landscape & cooking techniques. 	<ul style="list-style-type: none"> • Kyriakaki et al. (2016). • Eren (2019); Morris et al. (2020).

		<ul style="list-style-type: none"> • Gastronomy tourism is the most widely accepted term, out of the several other terms like food tourism, tasting tourism & culinary tourism; which depict the importance of food for tourism industry. • Brand reputations of influential travel destinations are strongly tied to gastronomy. • Whether or not tasting local cuisine is the main motive of the journey, culinary tourism is defined as a trip during which various food-related activities convey the experience of local food and beverages. • Gastronomy tourism also includes “chefs, media, tourism providers, catering services, tourism services, government regulations, public awareness, food image, promotion, and marketing.” 	<ul style="list-style-type: none"> • Ketaren (2017). • Seočanac (2022); Mora et al. (2021). • López et al. (2019). • Okumus (2021); Widjaja et al. (2019). • Guruge (2020).
1.2.2	Gastronomy’s relevance in tourists’ destination selection	<ul style="list-style-type: none"> • Tourist opinion of places with a well-known, widespread culinary legacy, like Italy and France, are influenced by their renowned gastronomic offerings. • Choosing a destination based on its cuisine is crucial & has a significant impact on how satisfied travellers are with their trip. 	<ul style="list-style-type: none"> • Choe and Kim (2018); Lyu et al. (2020). • Ullah et al. (2022).
1.2.3	Food consumption behaviour of tourists	<ul style="list-style-type: none"> • Purchasing local food has a significant role in tourism. • Food is an essential tourism product and recognised as a significant attraction because travellers spend nearly half of their budget on food and beverages. • Race, culture and ethnicity are crucial social identifiers in the study of food and related behaviour. 	<ul style="list-style-type: none"> • Chamoli et al. (2021). • Tovmasyan (2019). • Reddy & van Dam (2020).
1.2.4	Role of local food in influencing tourists’ overall satisfaction.	<ul style="list-style-type: none"> • Local food is viewed as a resource that destinations, regions, and nations may use in their promotional campaigns and events. • Meal produced with local ingredients can give a feeling of the place & improve tourists' trip experience. • Tourists' enjoyment with a location is axiomatically influenced by the traits of food quality, service, and ambiance. • Destination's gastronomic features play a significant role in overall satisfaction & providing a distinctive tourist experience. • Emphasis of good restaurants is on creating local dishes which symbolize culture and landscape of the region. • A powerful brand represents the kind of services which will be offered, as well as the kind of experience which will be delivered to the customer. • The variety of foods served determines the quality and attractiveness of restaurants and other hospitality services. • For restaurants to achieve customer satisfaction, food quality & presentation is crucial. 	<ul style="list-style-type: none"> • Zhang et al. (2019). • Therkelsen (2016). • S. Kim, Badu-Baiden, et al. (2020). • Björk & Kauppinen-Räisänen (2016); Sthapit (2017). • Lin et al. (2022). • Rodríguez-Gutiérrez et al. (2020). • Zrnić et al. (2022). • Carins et al. (2020).

		<ul style="list-style-type: none">• Online reviews are important determinants of diners' restaurant choices.	<ul style="list-style-type: none">• Yang et al. (2017).
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2. METHODOLOGY

Whether quantitative or qualitative, literature reviews create a foundation for advancing knowledge, facilitating development in their disclosure of less recognized areas of focus and through the identification of research fields yet to be examined. However, identifying gaps and potential future directions is not easy within the context of gastronomy tourism because the field is particularly fragmented; undertaken from varied theoretical and methodological approaches (De Jong et al., 2018). The method adopted for this study is qualitative research method which brings forward prominent studies which emphasize upon the significance of gastronomy in tourism. A deductive method was employed and extensive literature review was carried out as the main research tool in order to highlight contextual explanations about the concept and finally, the paper presents future research directions in the field of gastronomy tourism.

In the last 30 years, narrative analysis has become a prominent methodological approach in the social sciences. Yet, tourism scholars have not used this method of research that much. Although narrative analysis is used in some tourism-related work, no research has looked at the particular varieties that tourism scholars find most valuable. Furthermore, nothing is known about the paradigmatic assumptions underlying narrative analysis in the tourism industry. However, tourism academics do not appear to be open to less-conventional methodological techniques, even though researchers from various areas of study are increasingly acknowledging the value of this method for offering a comprehensive view of social reality (Mura & Sharif, 2017). Narrative review is a summary of studies on a certain subject that may or may not be exhaustive in scope. Finding a broad background or perspective for a particular problem or issue is its main goal. There is no specified search protocol, interpretation, or evaluation of the quality of different studies. Synthesis is not reproducible (Demiris et al., 2019).

Analysing and condensing a corpus of literature is the main goal of a narrative or traditional literature review. This is accomplished by providing a thorough history of the relevant literature and highlighting new research streams, pointing out gaps, or pointing out discrepancies. This kind of literature evaluation can assist in building theoretical and conceptual frameworks, as well as in clarifying, focusing, and defining research issues (Arshed & Danson, 2015).

Systematic reviews are efficient in synthesising the results of a group of studies on a specific subject and can offer evidence of impact that can guide policy and practice, despite the strict criteria for the search technique and article selection used in the review. Systematic reviews aren't always the greatest tactic, though. Instead, this can obstruct a thorough systematic review process when attempting to explore a wider topic that has been conceptualised differently and investigated across disciplines. Instead, mapping theoretical methods or themes and detecting knowledge gaps within the literature could be accomplished through a semi-systematic review approach. An integrative review approach can be helpful in these situations when the goal of the review is to combine perspectives to create novel models of theory rather than to cover all articles that have been published on the topic (Snyder, 2019).

Articles were searched using Google scholar's advanced search option, ranging from year 2016 to 2022, and containing all the specified keywords anywhere in them. Google scholar advanced search was conducted to find the articles with all of the pre-determined keywords like "gastronomy, gastronomic and destination", with the exact phrase "local food", and with atleast one of the words being attraction, selection or choice. This search engine retrieved a list of 7540 publications inclusive of 242 review articles. The screening and review process of articles lasted for almost three months from February to April of the year 2023.

The first step was to shortlist the publications of reputed publishers like Taylor & Francis, Emerald, Elsevier, Springer, MDPI, and Sage. For this, articles were segregated using google scholar's advanced option- "return articles published in", by entering all the six publishers one by one, other details remaining exactly the same. Retrieved publications were screened by going through their title, abstract and conclusion, so that they are in line with the research question of the study, which aims to find out the relevance of local gastronomy for a destination and the influence it has upon tourists' overall satisfaction. Apart from these reputed publications, other related articles from various publishers, as shown by the search engine were also referred to, for this study.

Table 2. Publications retrieved from Google scholar, screened and reviewed for this study.

Type of publication from the year 2016 to 2022.	Taylor & Francis	Emerald	Elsevier	Springer	MDPI	Sage	Other publishers	Total publications retrieved
Any type	439	286	277	230	218	98	5750	7298
Review articles	20	18	20	14	20	1	149	242
Total	459	304	297	244	238	99	5899	7540
Articles reviewed for this study (Publisher wise)								
No. of Research & Review	Taylor & Francis	Emerald	Elsevier	Springer	MDPI	Sage	Other publishers	Total references

articles	25	11	25	3	8	7		
	(79)						(30)	109

As evident from Table 2, the number of review articles are quite less as compared to research articles being published by reputed publishers from the year 2016 to 2022, as per the searched keywords for the study. Further, it is ascertained that Taylor & Francis has the maximum number of publications, whereas Sage has the least number of publications.

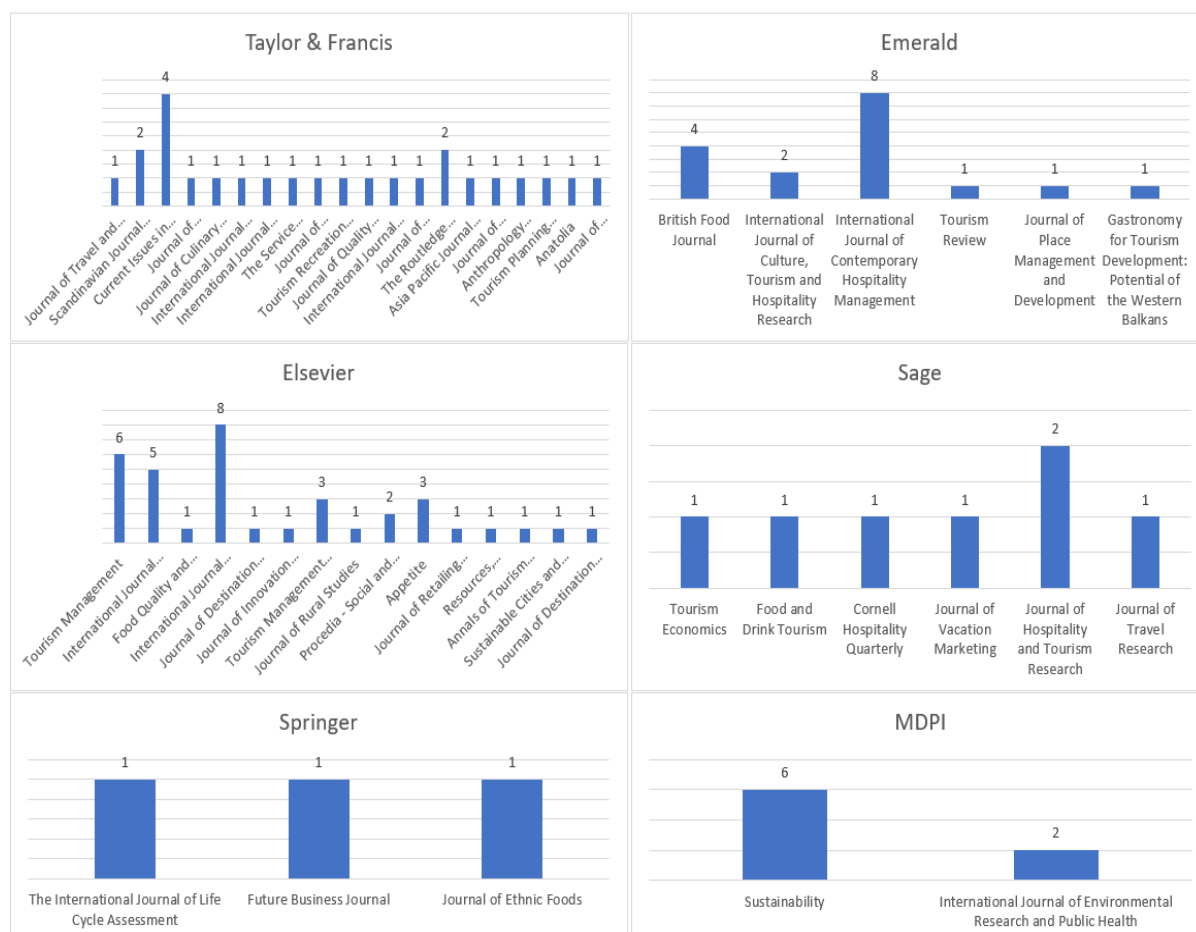


Figure 2. No. of articles from various journals of selected publishers, reviewed for the study.

As evident from Figure 2, maximum number of journals which were considered for this study were published by Taylor & Francis. These were 20 in number. Second most considered journals were published by Elsevier (15), and third position was for journals published by Emerald & Sage, 6 journals from each. Maximum number of articles reviewed for this study were from International Journal of Contemporary Hospitality, published by Emerald, and International Journal of Hospitality Management, published by Elsevier. A good number of 8 articles from each of these journals were found to be relevant, hence considered for this study.

Second step implied manually searching for relevant articles and information related to the research question. This also included book chapters, conference proceedings, and official

websites of WFTA & UNWTO. Relevant sources which support the adoption of semi-systematic review methodology for this study, were also searched manually.

Publications retrieved manually from other sources (exclusive of Google scholar search), screened and reviewed for this study.

Manually searched articles, conferences, books, official websites etc.	47
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A total of 156 references mentioned for this study consisted of 109 publications retrieved via google scholar and 47 publications retrieved via manual search. These may be referred to, for gaining a deeper insight.

3. LITERATURE REVIEW

Narrative review checklist (*ANDJ narrative review checklist - Elsevier*) was referred to, for framing and reporting the different sections of the study.

3.1. Gastronomy and its connection with tourism

The Greek words *gastros*, which means stomach, and *gnomos*, which means knowledge or law, are the origins of the word gastronomy. Long coined the phrase "gastronomy tourism" in 1998 describes how travellers can learn about other cultures through local cuisine (Kyriakaki et al., 2016; Sormaz et al., 2016). The cultural identity of a region with food as its primary focus can be established through gastronomy, which is a combination of historical and cultural factors (Nugroho et al., 2021).

As per World Food Travel Association, "local gastronomy is the product that food tourism offers to visitors." The tourists' overall perception of the location's food tourism is shaped by their gastronomic experiences (Wolf, 2019). It is important to understand the distinction between culinary and gastronomy. Whereas, culinary is mostly concerned with preparation of food, execution, taste creation, and procedures, gastronomy emphasizes upon aspects of food, environment, history, culture and flavour. Although both the terms study food and its derived methods, gastronomy is more philosophical in character whereas culinary is more technical (Baldwin, 2018). Food is a physiological need, according to Maslow's hierarchy of needs (Smith, 2017). Any fundamental food may satisfy a person's physiological demands, and by adding value to the dining experience, they can advance to the following levels of the food hierarchy. The fifth stage of Maslow's hierarchy of needs, self-realization, can ultimately be attained through experimenting with different regional cuisines (Guzel & Apaydin, 2016).

It denotes travel to primary and secondary food producers, food festivals, eateries, and specific areas where sampling food and/or taking in the characteristics of a specialised food production region are the main travel motivations (Kilic et al., 2017; Kyriakaki et al., 2016). Food and drink tourism has allegedly developed into a unique sector of the tourism industry and is no longer just an insignificant holiday need (Everett, 2016).

Gastronomy and tourism have a close relationship. In addition to the fact that travellers must eat when travelling to meet their biological needs, gastronomy also enhances quality of the vacation experience (Kyriakaki et al., 2016; Widjaja et al., 2019; Nguyen et al., 2019).

One of the essential components for the development and promotion of tourism attractions is gastronomy. Understanding a place's cuisine is essential to comprehend its culture, traditions, and intangible heritage. Food as an attraction, food as a product component, food as an experience, and food as a cultural phenomenon are the main four ways in which the relationship between tourism and gastronomy can be examined (López-Guzmán et al., 2017; OCTA & Skift, 2015).

Gastronomy tourism is viewed as being especially crucial for developing countries due to the large economic benefit it may bring (Mgonja et al., 2016). This specialized form of tourism has developed due to the inclusive aspects of food, such as learning about the local culture and looking out for authentic dining experience (Mak et al., 2016; Yazicioğlu et al., 2019).

The World Tourism Organization (UNWTO) estimates that \$1.7 trillion was made from international tourism in 2018. Food is now the second-highest budget item for travellers, and regardless of whether the lodging where they stay offers food or not, tourists still like to sample the regional specialities. Tourism is an activity in which a visitor gains knowledge of, develops an appreciation for, or consumes branded local sources. In this sense, eating and drinking locally has been incorporated into tourism (Guruge, 2020).

"The type of tourism where tourists consider local foods and cuisines the principal or secondary motivation, to visit gastronomic areas, gastronomic festivals, and restaurants, or other places where food tasting and/or the experience related to gastronomy are key elements" is what is meant by "gastronomic tourism" (Mohtar & Thirumoorthi, 2019; Pu et al., 2019; Sormaz et al., 2015).

"Food tourism is the pursuit and enjoyment of unique and memorable food and drink experiences, both far and near" World Food Travel Association (2018, p. 7). The significance of food tourism in modern tourism management has made it the cornerstone of several industry and policy initiatives and agendas, most notably the Common Agricultural Policy, the "European Region of Gastronomy network," and the UNESCO Cities of Gastronomy programme. Thus, the connection between tourism and cuisine has been studied from a variety of angles (De Jong et al., 2018). Recognizing gastronomy as a significant contributor to the creation of national brand may be a successful global marketing tactic for environment friendly travel (Vázquez-Martinez et al., 2019; Pu et al., 2019).

3.2. Gastronomy's relevance in tourists' destination selection

Eating is in fact one of the most basic activities of mankind, therefore there are so many interdisciplinary studies done on this aspect which give due importance to the fact that food attracts tourists to a destination (Okumus et al., 2018; Tovmasyan, 2019).

The enjoyment of good food is a deciding element when selecting a holiday destination and is also crucial for determining how satisfied travellers will be with their trip (Cordova-Buiza et al., 2021).

Culinary tourism encompasses more than just eating while travelling; it also refers to having first hand exposure to the distinctive culinary culture and food specialities of a particular

region. A region can become a famous culinary tourist destination only if its unique gastronomic image has been emphasized, developed, promoted and sold. A study by M. Y. Lai et al. (2019) analysed how gastronomic image is conceptualised and how it contributes to the creation of destination brand identities. In fact, since the phase leading up to a visit, or anticipation, is the most crucial in tourist promotional strategy, it is essential to know not just where images of non-visitors are amassing but also which one is shaping these images. The nation will be better able to plan and take tourists from desire to contemplation and purchase by understanding the brand image that they hold (Lai et al., 2019).

The “World Tourism Organization (UNWTO)” is concerned about the inadequate promotion of culinary tourism, even though the key motive for 15 percent tourists is to visit a region with a variety of local delicacies. Gastronomy tourism ranks third, just behind cultural and natural landscapes (Ullah et al., 2022).

Food acts as a medium for cultural interaction, enabling visitors to get more immersed in local practices and to comprehend the distinctive and genuine characteristics of a particular culture (Tsai & Wang, 2017; Sengel et al., 2015). Travel which is primarily driven by a desire to consume food is called culinary tourism (Lyu et al., 2020). Holiday food consumption seems to result in many kinds of experience like cultural, sensory and social. A wide range of enterprises, “including food producers, retailers, hotels, restaurants, attractions, farmers' markets, and gastronomic festivals” cater to the sensory needs of gastronomic tourists (Dixit, 2022). Major activities of food tourists include food tasting, farm tours, and wine trails, which are driven by a desire to try a particular type of local cuisine which can be found in local restaurants of a destination (Zhang et al., 2019).

Nowadays, many tourist locations are vying for attention as gastronomy and culture hotspots by positioning their food and beverage offerings and experiences as their unique selling propositions (Andersson et al., 2017). A growing trend in travel is gastronomy tourism. With their delectable cuisines, France, Thailand, and Italy have attracted an extensive number of travellers. The main objectives for food-focused visitors, according to a 2009 study by Smith & Costello, are to have the chance for personal indulgence, rest, and relaxation. They also travel in pairs, have higher education levels, spend more money compared to other cultural tourists, stay longer, and stay in hotels. Likewise, Chaney & Ryan in 2012 verified that gastro-tourists had the expertise and knowledge of engaging with various cultures (Guzel & Apaydin, 2016). There are numerous places around the World that have a distinct gastronomic identity. Products like Turkish coffee, Turkish doner, Bosnian pastries, Italian pizza, and French wine are a few famous delicacies. A list of places and foods with distinctive culinary identities could include Roma Ice Cream, Tantuni in Mersin, Boyoz in Zmir, Baklava in Gaziantep, Mant in Kayseri, Ice cream in Kahramanmaraş, Gazoz in Nide, and Simit in Ankara (Yazicioğlu et al., 2019).

There are primarily two categories of tourists who dine at the destination: those who do it as a natural component of their travel experience and others who choose their destinations entirely based on the food they prefer. Most travellers enjoy trying out new foods when they visit new

places. Culinary experience influences travellers' selections for destinations and is becoming a more significant component of the travel experience. It is well known that tourists select food items with care, being particular about how they will feel after consuming that item. The distinctiveness of the local cuisine can considerably improve a tourist's perception. When visitors are satisfied with the meal experience, local cuisine may develop into a revisit attraction for them (Dao, 2019). An individual who is interested in or wishes to take part in gastronomic tourism primarily gets the information from watching travel and cooking shows on television shows. It has been found that there is a connection between the characteristics of television cookery programmes and the intention to engage in gastronomic tourism (Temeloğlu & Taşpınar, 2018).

Many tourist places try to provide food and drink as important destination products in order to satisfy the expanding culinary interest and demand of visitors (Dinis et al., 2019). Culinary tourism, a key component of cultural tourism, is greatly influenced by the geographic locations, natural elements, and sociocultural aspects of a place (Meneguel et al., 2019). Tourist preferences and/or interests in food can influence where they go, and in many places, management of food supplies and spurring innovation in the foodservice industry is dependent on this knowledge (Li et al., 2020).

3.3. Food consumption behaviour of tourists'

As per the data reviewed by Levitt et al. (2019), up to 75 percent of travellers engage in food tourism annually. This is a significant number because these people significantly boost the economy of food producers, local farmers, and micro businesses (Levitt, Zhang, et al., 2019).

Since travelling is seen as a means of escaping routine, tourists prefer eating at special and authentic outlets rather than those which are part of multinational chains (Daries et al., 2018).

Food and beverages have become crucial considerations for tourists who are on vacation or even on a work trip as about one third of all tourist spendings are done on eating (Hashim et al., 2017; Pezenka & Weismayer, 2020; Li et al., 2020). Dayour et al. (2016) discovered that repeat visitors spent more money on food and drinks than first-time visitors because they have higher faith in the destination's offerings.

Hospitality research has demonstrated the significance of social food consumption and experiential importance of food related activities. According to studies, customer preferences have changed because of greater knowledge of novel flavours and ingredients as well as a desire to sample regional cuisine (Prayag et al., 2020).

The number of "gastronomic tourists" or "culinary tourists," who prioritise sampling a destination's cuisine, is steadily rising. Hence, one of the main draws of a tourist site is local cuisine. The purpose of this study is to determine the experiences of foreign culinary tourists in "Hong Kong". More particularly, it intended to examine how local food features and advantages of intake of local foods affected behavioural intention, satisfaction, and familiarity with the place (Seongseop et al., 2021). In response to tourists' eagerness to consume genuine, original, location-appropriate culinary heritage, the hospitality industry has

developed innovative products (Boesen et al., 2017). As a result, recent years have seen a boom in food tourism, driven by a need to experience "genuine" depictions of locale (Taheri et al., 2018; Robinson et al., 2018). Personality factors related to food may affect how much local cuisine tourists choose to buy. Food neophilia represents people's eagerness to try new foods, whereas food neophobia describes people's avoidance of new foods (Williamson & Hassanli, 2020; Mascarello et al., 2017).

Behavioural food experience and attitude towards food authenticity favourably influences intention to revisit a restaurant. There is a strong link between meal experience, desire to return to the food establishment, and intention to travel to the city of origin (Pu et al., 2019). Eating local food is largely considered as an integral aspect of tourists' experience. Locally unique cuisine can play a significant role in shaping the perception of a place as well as serving as a tourism draw in itself. Affection was found to be the most significant predictor out of the several factors which included hygienic conditions, affection, service quality, food quality, value, and satisfaction (Chauhan & Kumari, 2019). Along with serving as a basic source of nutrition, food-related characteristics also serve as a window into the local culture, which benefits overall visitor pleasure. Consuming food when travelling fosters better social bonds between visitors and locals, increases their familiarity with regional cuisines, and has symbolic cultural significance. Food & restaurant attributes optimise the touristic experience, enhance tourists' understanding of the socio-cultural lifestyle, enhance destination attractiveness, develop an emotional connection with the destination, and subsequently contribute towards overall satisfaction of tourists. This is because tourist preference is to have authentic foods of a destination in a natural atmosphere rather than dining at well-established food chains (Kala, 2020). Depending on whether travellers go primarily to sample the food and drink of certain regions or regard gastronomy as one of their destination's many attractions, local food can be a main or secondary motivator for tourists to select places. The desire to return to an eatery or a destination is influenced by the perceived value & satisfaction of tourists. Yet, the contrary is also true, as bad local food experiences significantly reduced satisfaction and decreased intention to return (Santos et al., 2020).

Quality and flavour are significant determinants of restaurant choice, according to the research by Duarte Alonso et al. (2013). Mak et al. (2012) lists five aspects which describe cultural and religious variables, sociodemographic factors, personality factors, motivational factors and previous experience elements that determine local food intake. Also, it is established in numerous studies that cultural and religious roots have an impact on dietary preferences (e.g. kosher food). According to Daries et al. (2018), status, destination experience, gastronomic experience, and loyalty were the driving forces behind culinary tourists' behaviour in high-end restaurants. According to Carvache-Franco et al. (2019), social, physical, and environmental variables as well as culture and tradition are what influence customers to dine at typical restaurants. For food to be considered authentic, it must be local to the area. As a result, travellers who are interested in sampling the local cuisine stay away from international hotels and corporate restaurants like McDonald's, KFC, Pizza Hut, etc. Five subgroups of gastronomic tourists can be identified: food tourists, interested buyers, unreached tourists, unengaged tourists, and laggards. This classification was created

as per the importance which travellers gave to gastronomy throughout their trip. Gastronomy enhances the charm of a destination, helps to sustain the originality of foods and beverages, and gives nations the chance to market their cuisines under the names of their nations or regions (Guruge, 2020).

Choe and Kim (2018) express that if local cuisine is produced using well-known ingredients and techniques and is accompanied with an explanation that is suitable for their understanding, it can readily catch the attention of tourists. Understanding how a customer's consumption value is shaped by their local food experience is essential to understand their perspective and potential future actions. According to Björk and Kauppinen (2016) study, tourists believe that local food is more delicious, fresh, and authentic. Even though almost all tourists have access to beverages and food at their lodgings, they nevertheless prefer to go out to experience the local cuisine and culture of the place they are visiting (de Jong et al., 2018). Local cuisine contributes significantly to the tourist's experience, but how much depends on how eager they are to sample it. Hence, whereas food is a supporting aspect for some tourists who travel, it is the primary reason for others. Tourists look forward to attend food festivals rather than sightseeing when local food is the primary motive of their travel (Íriguler, 2021). The culinary festivals may serve as a supplemental draw to the destination or serve as its main attraction (Guzel & Apaydin, 2016).

The concept of brand is defined in the context of businesses as the collection of values such as symbols, signs, terms, names, and patterns that distinguish a company's goods and services from those of its competitors. It is also viewed as a key factor in fostering customer loyalty. Michelin-starred restaurants have become a popular new trend for gauging the calibre of cuisine in tourist destinations, according to Castillo-Manzano et al. (2020). The findings demonstrate that in the gastronomy-tourism interaction, restaurant quality is more significant than quantity, and restaurants which have stars strongly attract international tourists. According to Meneguel et al. (2019), high-quality restaurants that employ innovation foster the growth of culinary tourism.

Academic scholars are interested in the expanding market area of gastro-tourism since it generates huge amount of income globally. These "gastro-tourists" pursue gastronomic experiences unintentionally even while they are travelling for another purpose, like business or friend visits. Further, gastro-tourists come in all ages, racial and economic backgrounds (Williams et al., 2019).

Many societal, environmental, and human factors influence people's food choices (Rankin et al., 2018). It includes physical, cultural, interpersonal status, and prestige factors (Kim et al., 2019). To further understand consumer behaviour, future research may examine what motivates the consumption of traditional foods and the role that food plays in the tourist experience (Hsu et al., 2018).

3.4. Role of local food in influencing tourists' overall satisfaction

There is not a single meaning that is accepted worldwide for the term "local food," however it can be interpreted to mean either meals produced locally or foods with a distinctive local flavour. The idea that local meals and beverages may preserve the economy, culture, and environment, makes local food an essential component of tourism that could increase the value of the location (Hashim et al., 2017; Adams, 2018; Björk & Kauppinen-Räsänen, 2016).

According to Ellis et al. (2018), a territory's gastronomic culture cannot be viewed as an isolated trait; instead, it is the result of various civilizations and cultures that have inhabited the area. It is evident how cuisine is transferred from one location to another and modified for the new environment even in migratory movements (Nyamnjoh, 2018).

Local cuisine aids in educating tourists about the traditions, culture and unique features of a region through knowledge and information transfer, which contribute to the destination's distinctive features (López-Guzmán et al., 2017; Chang et al., 2018; Andersson et al., 2017). It has been noted that travellers want to try the local cuisine available at the destination (Karaman & Girgin, 2021). So, given their effectiveness in promoting knowledge, skill development and exposure to "experts" in the field, as well as their ability to generate "unique social worlds around the activity," culinary experience can be classified as a serious leisure (Curran et al., 2018, p.1119; Sjölander-Lindqvist et al., 2019).

According to research, a place's cuisine and eating customs might draw tourists looking for unique experiences and regional specialties. Local cuisine has social, cultural, psychological, and experiential significance for visitors. By consuming local cuisine, visitors can satiate their demands for leisure, adventure, escape, social status, education, and way of life. The availability of local and foreign food can influence a visitor's experience and revisit intention, even though the reasons for eating local and foreign food may vary (e.g., to sate hunger, experience a new culture, or engage in social interaction) (Pavlidis & Markantonatou, 2020).

The findings of the study by Rehman et al. (2022) show that except for emotional value, local food pleasure is positively correlated with local food consumption value. Tourist involvement and behavioural intention were greatly influenced by their satisfaction with the local cuisine. Engagement of tourists is strongly correlated with behavioural intention. Tourists choose their destinations and travel to those places where the food is of high quality. The researchers found that higher-quality food boosts consumer satisfaction (Konuk, 2019). Singh & Singh (2021) conducted a thorough literature review and selected the following aspects of satisfaction for the analysis of tourist satisfaction and future intentions. 1. Cleanliness and hygiene 2. In terms of appearance and taste 3. Using live cooking techniques 4. Improved staff communication and familiarity with nearby tourism attractions 5. Overall contentment. The same aspects are also mentioned by Thuan et al. (2018).

Tourists' commitment to a location is often strengthened by pleasant memories of eating local cuisine. Several aspects that contribute to memorable food tourism experiences have been

identified by tourism researchers. They include the links to the senses, to emotions, to relationships with others, to novelty and experimentation, to concentration and attention, and to reflective connections (Stone et al., 2022; Sthapit, 2017; Rahman et al., 2018).

Local food also aids in building a brand image for the destination (Marty et al., 2021). From a business's marketing perspective, brand name is important. Most ethnic restaurants are family-run standalone businesses (Rasal, 2018). A brand is a name, word, sign, symbol, design, or a mix of these features that helps clients identify a particular product or service and set it apart from similar goods and services. Consumer confidence is increased through brand name, as it is a promise of quality which ensures that they will realize their expectations or perhaps even be overwhelmed by the dining experience at that specific restaurant (Gordin et al., 2016; Yi et al., 2017). According to Singh & Nika (2019), brand is "what is in the minds of consumers when they hear the name of the company" and is a highly crucial consideration in evaluating the company.

From an academic standpoint, the various types of restaurants are reflected in the plethora of gastronomy studies addressing them as "luxury restaurants, sustainable restaurants, restaurants in prestigious guides, restaurants located in hotels, restaurants or street food stalls, halal restaurants, or fast-food restaurants". Tourists' intentions to suggest and revisit a destination are positively influenced by the reputation of the area as well as its restaurants (Hernandez-Rojas et al., 2021).

The restaurant sector, in contrast to many others, is indeed a culture-oriented industry that creates products with aesthetic and symbolic significance. Restaurants that are clearly targeted at the bottom spectrum of tourist market are typically less expensive and are primarily found on walkable areas, whereas restaurants that are primarily targeted at the local consumers are found in downtown streets and other "hidden places" across the city. High-class citizens, tourists, and members of the upper middle class are more likely to reside in or visit locations with innovative eateries. TripAdvisor provides review of many tourist-friendly and high-quality eateries. While low-quality restaurants can raise their quality by innovating, high-quality eateries can succeed for a while without innovating at all, since they are surviving on their uniqueness. The quality of eateries and their innovation levels are strongly correlated with one another (Erkuş-Öztürk & Terhorst, 2016).

The culinary selection and restaurant experience have always been crucial to the reputation of hotel facilities. The current customers are retained, and prospective customers are generated in this manner. The catering business upholds tradition while developing a reputation for the quality and consistency of its offerings (Zrnić et al., 2022). Tourists looking for authenticity, visit local eateries and routinely eat local food as a method to experience local life (Lu et al., 2015).

Restaurant business is much more than just taking an order, serving food and beverages to the guest, collecting bill, and cleaning the table (Ismail et al., 2016). The decision of which service alternatives to use, is determined by the aspirations and objectives of a specific restaurant (Baldwin et al., 2010). Customers are emotionally comforted by restaurants' service quality, which is measured by factors including staff responsiveness, menu

preparation, service speed, appearance, and equipment (Huang, 2003). By examining 22,104 reviews of twenty-five restaurants at TripAdvisor, the study's goal for Aktaş Polat (2022) was to model how customers perceive the quality of service in fine-dining establishments and to ascertain how customers feel about the quality of the service. "Food presentation, taste, temperature, freshness, nutrition, and menu variety" are all aspects of food quality, which influence customers' decision to return to the restaurant or not (Rajput & Gahfoor, 2020).

Apart from providing food to meet patrons' physiological needs, restaurants actually serve as the primary source of one of the most authentic cultural experiences a visitor may have while on a vacation (Lai et al., 2018).

Nowadays, restaurants are places where consumers can obtain not only food but also a full gourmet experience due to the growing socialization and diversifying expectations of customers. Currently, user-generated content (UGC) and new "information and communication technologies" allow for the collection of enormous volumes of data about customer or consumer satisfaction. TripAdvisor is one of these UGC-based travel-related platforms, which was established in the early twenty-first century and quickly became known as the world's most popular travel and lodging website. Word of Mouth or digital WoM sources have gradually gained popularity amongst researchers and travellers (Lin et al., 2022).

Several studies have looked at how social media affects restaurant choice among customers since it gives diners the chance to discuss their eating experiences (Tran, 2015; Park & Nicolau, 2015). Internet restaurant review sites provide a summary of establishment's name, location, and the reviewer's overall rating of its cuisine and service (Zhang et al., 2010). According to Zhang et al. (2010), these internet reviews highlighted restaurant attributes like "food quality, service quality, and environment" which helped the diners to assess the restaurant's quality by going through them. Restaurant web reviews have the most powerful impact on patron's dining decision (Gunden, 2017). Internet evaluations today could link a potential customer with a restaurant directly even before he or she enters the establishment (Yang et al., 2017). In their study of restaurant qualities using online review analysis, Chaves et al. (2014) found that the most common element from the consumer's point of view is the meal quality. In a study of consumer experiences on an online platform, Pantelidis (2010) identified six often encountered restaurant characteristics that might affect a customer's choice of restaurant. These six factors listed in order of their importance are "food, service, atmosphere, price, menu, and design".

Several sorts of restaurants were included in the study of online customer reviews by Pezenka & Weismayer (2020), yet various results might be drawn for various types of restaurants. Customer post-experience reviews show the elements influencing joy, contentment, and discontent regarding the dining experience. After consumption, satisfaction refers to both the cognitive evaluation and the emotional reaction that follow this evaluation (Aktas-Polat & Polat, 2021).

Customer pleasure with the food is what motivates them to visit restaurants (Kim et al., 2013). Hanaysha (2016) discovered that meal quality affects satisfaction, perception of brand

image amongst customers and also has an impact on their selection of the restaurant (Zrni et al., 2021). Customers choose between several restaurants based on factors including "location, cleanliness, consistency, price, service, and food quality" (Mun et al., 2022).

The display of historical or traditional symbols, like the establishment year, may be done to boost customer preferences for the related restaurant and visitation intentions. When a label with a past-oriented focus is visible, eateries and grocery stores receive more favourable reviews compared to the hidden label or exhibited with a present-oriented focus. Moreover, highlighting tradition in advertising might raise perceptions of quality (Maezawa & Kawahara, 2021).

In the context of tourism, the resurgence of regional cuisine is crucial for drawing tourists. Based on the findings of the study by Khoshkam et al., (2022), visitor pleasure was highly impacted by food culture traits. The distinctiveness of the destination, food authenticity, value for money, diversity in food and culture, gastronomic experience, and influence of word-of-mouth has been identified to play roles in visitor satisfaction and loyalty, from a gastronomic tourism viewpoint (Dabi et al., 2022; Ali et al., 2020; Lacap, 2019; Vuksanovi and Demirovi Bajrami, 2020). Local cuisine can be utilised to generate favourable and distinctive tourist impressions on a tourism product of the tourist site. In other words, local cuisine can inspire travellers, influence where they choose to go, help achieve sustainable development, encourage them to return, and generally make them happier travellers (ve Sürdürebilirlik et al., 2018).

The research done by Sahin et al. (2021) demonstrates that there is a substantial connection between participants reasons for consuming local cuisine and satisfaction, indicating a significant and positive relationship between these two variables. It was discovered that consumer satisfaction is unaffected by the "interpersonal contacts," "sensory experience," and "excitement" dimensions, and that the "health" and "learning" dimensions of local food consumption motivations have an impact on customer satisfaction (Rousta & Jamshidi, 2020).

The findings of the study by Salamah et al. (2022) demonstrate that destination food image and tourist satisfaction have a significant impact on domestic tourist behavioural intentions towards local restaurants and cafés. The findings of one more similar study by Abdullah & Rahman (2022) show that food image, destination image, and service quality are the key determinants of visitor contentment, while unforgettable experiences, reasonable prices, and incredible food taste are the key determinants of visitor intent to return. Findings of the study by Rousta & Jamshidi (2020) revealed that tourists' attitudes about local cuisine were positively influenced by factors such as "taste/quality value, health value, price value, emotional value, and prestige value". Although food image of the destination did not influence the revisit intention, but it influenced the intention for recommending local food.

Recurring visitors exhibit a dedication towards familiar areas on behavioural and emotional level. Tourist fidelity is defined as "a profound commitment" to consistently revisit a favourite tourist site over time. Thus, it is tied to a temporal paradigm that emphasizes potential lifelong visitation behaviour (Clarke & Bowen, 2021). Moreover, tourist intention to

return is influenced by visitor convenience, transportation to the location, entertainment, friendliness, and service satisfaction (Rajput & Gahfoor, 2020). The goal of a return visit is to encourage "visitors to be inclined to revisit the comparable site, for satisfying experiences, and recommend the place to others to grow the loyalty" (Chien, 2017).

Most of the prior study in this area indicates that the level of happiness of the visitor, the perception of the destination, and the level of service provided are indicators of loyalty (Cossío-Silva et al., 2019). There are a few key elements that are thought to be crucial to have significant effect on visitors' intentions to return, even though different studies have produced different sets. These include the desire for novelty, the physical and cultural surroundings, safety and security, fun and entertainment, regional cuisine, infrastructure, pricing, promotional offers, the perception of the place among tourists, and happiness with their travel experience (Ngoc & Trinh, 2015). The enjoyment of local cuisine, which serves as both entertainment and a cultural activity, improves the whole tourism experience of visitors, makes the travel experience more distinctive, aids in differentiating tourist destinations, and promotes the emergence of "food tourism" as a desirable contemporary travel trend that is well-liked by the younger generation of travellers (Ghanem, 2019).

In relation to the fulfilment of a need, aim, or desire, satisfaction refers to a customer's general sentiment towards provider of the service or an emotional response to the discrepancy between what they expect and what they receive. When a product's perceived outcome is compared to a person's expectations, it can either make them feel happy or disappointed (Al-Rifat & Tasnim, 2019). Satisfaction may be explained as "a static condition of need or motivation fulfilment" (Albayrak & Caber, 2018). To develop highly sought-after tourism services and goods, satisfaction is crucial. In general, tourist satisfaction is an essential component of successful destination marketing since it influences the use of services and goods, the decision to return, and the choice of location. The results of certain studies indicated that satisfaction does have a favourable effect on intention to choose a vacation spot (Mohammed et al., 2018).

The degree of how well a product satisfies visitors' needs and impressions of the calibre of the experience is reflected in their level of satisfaction. Behavioural loyalty towards food tourism events, such as local breweries and food festivals, has been proven to be significantly predicted by satisfaction, which is intimately linked to loyalty. Also, improving visitors' prior understanding of the local cuisine offered at a destination has a significant effect on subsequent satisfaction (Williamson & Hassanli, 2020).

Unforgettable characteristics of food play a vital influence in increasing tourism yield, differentiating a location from others of a similar kind, enhancing the destination's reputation, encouraging growth in related economic sectors, and encouraging new visitors (Björk & Kauppinen Räsänen, 2016; Chi, Chua, Othman, & Karim, 2013; Hendijani, 2016; Seo, Yun, & Kim, 2017).

Overall satisfaction of tourists may be described as the level of the overall enjoyment felt by tourists arising from the capability of the trip to satisfy the expectations, desires and

requirements of the tourists. It influences their propensity to suggest the place they have visited to others, such as friends and family (Bayih & Singh, 2020).

3.2. Limitations of research reviewed

Although the objectives framed upon the research question were comprehensively reviewed and reported, but still there is a scope for quantitative review on the theme of gastronomy. The search included articles published exclusively in English language since 2016, therefore it misses the exploration of studies published in other languages. Articles were searched using google scholar search engine, which provides an overall idea of the studies on gastronomy tourism, being conducted around the world by various researchers. But this search does not allow exhaustive review of all the articles indexed at one particular database. Each database has its own parameters of gauging the quality of articles and then indexing them, therefore it is recommended to use a particular database like web of science or scopus while conducting future review studies.

3.3. Need for future research

Gastronomy is a significant practical area that destination marketers should specifically take into mind and investigate. They are seen as a potential, especially for places that lack the triad of sea, sand, and sun. In actuality, the same way as the way to a great marriage is through the stomach, so is the way to success in establishing a destination's reputation and winning over devoted patrons. Food has indeed become a crucial component of a tourist destination's appeal (Stone et al., 2018; Kim et al., 2021).

Findings of the study by Björk & Kauppinen-Räsänen (2016) suggest that, while not all travellers look for gastronomic experiences, still they are almost certainly exposed to the impact of food. However, the food experiences that travellers have are multifaceted, significant on many levels, and they possess a dynamic quality that draws the attention of academicians and marketers. So, as a way of destination branding, a variety of marketing initiatives that aim to give visitors a satisfying & memorable dining experience ought to be managed strategically.

Local food has many different aspects, including geographic, cultural, and socioeconomic aspects. Several benefits of local cuisine for destination marketing and growth have been discussed in tourism research, but it seems there have not been many empirical studies on the concept and significance of local food (Stalmirska, 2021). Relatively little empirical research has looked at the dining experience of local dishes and how it affects the actions of tourists. The influences of regional cuisine and meals are frequently overlooked in most of the research that have been conducted to examine tourist behaviour. As a result, there is a significant void in the literature on local food tourism studies, particularly with relation to customer behaviour (Ghanem, 2019).

Dining at three-star French restaurants was regarded as gastronomy tourism up to 1970s and 1980s, but today the focus is on experiencing other cultures. Also, there is an important consideration for where, how, when, and why we eat and drink in this modern age (Guzel & Apaydin, 2016).

A memorable culinary travel experience often involves five factors: the food or drink consumed, the place or setting, the company, the occasion, and tourist elements like novelty and authenticity (Stone et al., 2018). Therefore, the relevance of food and dining establishments in overall satisfaction of tourists at the destination should be investigated, considering their essential position in giving authentic tourist experiences, complementing function in destination appeal, and enhancement of the total tourism offerings. In fact, some tourists already cite visiting a particular restaurant or simply getting to know the local food as the primary driving force for their journey (Pérez Gálvez et al., 2017).

A study conducted by Gunden (2017), ascertained the relative significance of online reviews in patron restaurant choice. To achieve its goal, his study primarily focussed on the quantity of internet reviews, eatery rating, and relevant restaurant characteristics, like "food quality, service quality, atmosphere, and price". The biggest limiting factor of the study, as stated by the researcher was that the researcher did not concentrate on a particular kind of restaurant. Due to this, all types of restaurants, including full-service and quick food establishments were included in the results. Future research may repeat this experiment and include the factor of type of restaurant to further understand the aspect that influences consumers the most in a particular setting.

4. SUMMARY

Food has the power to enhance the place's reputation and many other areas of a society. It can assist in simulating the resurrection of gastronomy of the region, which ultimately fosters the development of unique foodways and culinary heritage. Gastronomy and tourism connection is attributed to the fact that gastronomy enhances the quality of trip experience, apart from fulfilling the physiological requirement of the traveller.

Brand love, which is the customer's liking of a brand's or product's name, has a significant influence on establishing and enhancing the connection between the customer and the brand. A destination's brand image encompasses its local attractions, climate, geography, and terrain, as well as its cultural history, food scene, and gastronomic offerings. Tourism-related food and gastronomy consumption is on the rise, and it has evolved into an alluring activity with symbolic value. Due to the rising significance that tourists place on knowing everything about the local gastronomy culture of the places they visit, gastronomic tourism is currently seen as one of the finest strategies to strengthen and solidify specific local tourist destinations. Academicians, marketers, and managers have been interested in the topic of food tourism, especially because food consumption pattern is a significant component of travel. Eating influences how happy you are with your trip, whether you plan to go back, and how likely you are to suggest a place.



Figure 3. Local food as a destination attraction.

Local cuisine expresses cultural, racial, and individual identities that draw tourists. Although its importance in ensuring visitors have a positive trip experience and in influencing tourists' opinions of a place is recognized, the influence of travellers' intake of local food on tourist behaviour is still a subject that needs more research. Local cuisine received recognition for a shared cultural history on the "UNESCO's list of intangible cultural heritage", and a location's cuisine is also regarded as being the most important factor in travel destination selection.

Previous studies claim that a visitor's overall impression of the destination is significantly influenced by the experience encountered with local cuisine. Researchers in tourism have examined tourists' satisfaction across a wide range of travel-related variables. For managers of tourism businesses and places, it has become a maxim to comprehend how and on what the tourist's loyalty depends. Rising interest in gastronomy amongst the research fraternity is attributed to the fact that it is currently a multidisciplinary, cross-cutting phenomenon which touches everyone.

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