

## Exploring the Nexus of Gastronomic Tourism and Its Impact on Destination Image

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**Abstract :** Gastronomic tourism has evolved into a prominent niche within the travel industry, with tourists increasingly seeking unique culinary experiences as a primary motivation for their journeys. This research explores the intricate relationship between gastronomic tourism and its profound influence on the overall image of travel destinations. It delves into the multifaceted aspects of culinary experiences, tourists' perceptions, and the preservation of cultural identity, all of which play pivotal roles in shaping a destination's image. The primary aim of this study is to comprehensively examine the interplay between gastronomy and tourism, specifically focusing on its impact on destination image. The research seeks to achieve the following objectives: (1) Investigate how tourists perceive and engage with gastronomic tourism experiences. (2) Understand the significance of food in shaping the tourism image. (3.) Explore the connection between gastronomy and the destination's cultural identity. Quantify the relationship between tourists' engagement in co-creation activities related to gastronomic tourism and their overall satisfaction with the quality of their culinary experiences. To achieve these objectives, a mixed-method research approach will be employed, including surveys, interviews, and content analysis. Data will be collected from tourists visiting diverse destinations known for their culinary offerings. This research anticipates uncovering valuable insights into the nexus between gastronomic tourism and destination image. It is expected to shed light on how tourists' perceptions of culinary experiences impact their overall perception of a destination. Additionally, the study aims to identify factors influencing tourist satisfaction and how cultural identity is preserved and promoted through gastronomic tourism. The findings of this research hold practical implications for destination marketers and stakeholders. Understanding the symbiotic relationship between gastronomy and tourism can guide the development of more targeted marketing strategies. Furthermore, promoting co-creation activities can enhance tourists' culinary experiences and contribute to the positive image of destinations. This study contributes to the growing body of knowledge regarding gastronomic tourism by consolidating insights from various studies and offering a comprehensive perspective on its impact on destination image. It offers a platform for future research in this domain and underscores the importance of culinary experiences in contemporary travel. In conclusion, this research endeavors to illuminate the dynamic interplay between gastronomic tourism and destination image, providing valuable insights for both academia and industry stakeholders in the field of tourism and hospitality.

**Keywords :** gastronomy, tourism, destination image, culinary

**Conference Title :** ICTHS 2024 : International Conference on Tourism and Hospitality Studies

**Conference Location :** Bengaluru, India

**Conference Dates :** January 29-30, 2024