

Understanding the Effective of Cuisine Experience, Emotions on Revisit Intentions: The Case Study of Lu-Kang

Authors : An-Na Li, Ying-Yu Chen, Chang-Kuang Chiou

Abstract : Food tourism is one of the growing industries and areas of interest in the tourism industry today. The Destination Marketing Organizations (DMOs) are aware of the importance of gastronomy in order to stimulate local and regional economic development. From the heritage and cultural aspects, gastronomy is becoming a more important part of the cultural heritage of region and countries. Heritage destinations provide culinary heritage, which fits the current interest in traditional food, and cuisine is part of a general desire for authentic experiences. However, few studies have empirically examining food tourist's behavior. This study examined the effects of cuisine experience, emotions and tourists' revisit intentions. A total of 402 individuals responded to the on-site survey in the historic town of Lu-Kang in Taiwan. The results indicated that tourists' cuisine experience include place flavor, media recommended local learning, life transfer and interpersonal share. In addition, cuisine experience had significant impacts on emotions, which in turn cuisine experience and emotions had significant effects on tourists' revisit intentions. The findings suggested that the cuisine experience is a multi- dimensions construct. On the other hands, the good quality of cuisine experience could evoke tourists' positive emotions and it plays a significant role in promote tourist revisit intentions and word of mouth. Implications for theory and practice are discussed.

Keywords : culinary tourism, cuisine experience, emotions, revisit intentions

Conference Title : ICIHT 2015 : International Conference on Information, Hospitality and Tourism

Conference Location : Kyoto, Japan

Conference Dates : November 12-13, 2015