

Exploring the Effects of Cuisine Experience, Emotions, Place Attachment on Heritage Tourists' Revisit Behavioral Intentions: The Case Study of Lu-Kang

Authors : An-Na Li, Ying-Yu Chen, Yu-Lung Lin

Abstract : Food tourism is one of the growing industries in the tourism industry today. The Destination Marketing Organizations (DMOs) are aware of the importance of gastronomy 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 the region. Heritage destinations provide culinary heritage, which fits the current interest in traditional food, and cuisine is a part of a general desire for authentic experience. However, few studies have empirically examined antecedents of food tourists' behavioral intentions. This study examined the effects of cuisine experience; emotions, place attachment and tourists' revisit behavioral intentions. A total of 408 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 recommendation, local learning, life transfer and interpersonal share. In addition, cuisine experience had significant impacts on emotions and place attachment, emotions had significant effects on place attachment, furthermore, which in turn place attachment had significant effects on tourists' revisit behavioral 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 could play a significant role in promoting tourist revisit intentions or word of mouth. Implications for theory and practice are discussed.

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

Conference Title : ICFTFC 2018 : International Conference on Food Tourism and Food Culture

Conference Location : Kyoto, Japan

Conference Dates : April 26-27, 2018