

Food Tourism: Impact between Tourist Motivation, Destination Image, Attitude, and Visit Intention in Macao

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Abstract: Due to the growing popularity of food tourism and the availability of information, some research has been carried out on food tourism. However, there are still many areas that need to be explored. The aim of this paper is to explore the process of generating tourists' intention to visit before a food tour through the influence of destination image, tourists' motivation and attitude on tourists' intention to visit food tourism. Three hypotheses were formulated for the research model and empirical data were collected from tourists who had experienced food tourism in Macao. A total of 277 questionnaires were returned and the data were analysed using SPSS. According to the findings, the destination image variable and the visitor motivation variable had a significant positive impact on visitor attitudes; while the visitor attitude variable had a positive and significant impact on the visitor intention variable. Visitors who were knowledgeable about the destination's image were more satisfied than those who had greater motivation to visit.

Keywords: Food tourism, Destination image, Tourist motivation, Attitude, Visit intention

1. Introduction

Food is considered an important activity in travel. It is also one of the main resources that attract tourists to visit the destination, there is a significant correlation with the destination, and its influence is increasing [1]. Food not only attracts tourists but also contributes to the development of the local economy. One of the unique elements of destinations sought by international tourists in recent years is food and food-related events [2]. Therefore, food has become a strategic element that domestic and international destinations can use to promote their image and brand.

Macao promotes the diversity of cultural exchange between the East and West through the use of its distinctive geographic location and historical heritage. In recent years, Macao has made an effort to switch from the entire development of a casino economy to that of tourism. The distinctive fusion of gastronomy and tourism that characterizes Macao's emergence as a tourist destination includes elements of Portuguese, Chinese, and other regional cuisines. The distinctive local cuisine and food culture as an image of Macao as a culinary destination become one of the attractions for travellers to visit Macao for tourism while promoting food tourism. As a result, Macao has a lot of potential for the growth of food tourism.

Destination Marketing Organizations (DMOs) and tourism scholars alike are very interested in one of the tourist industry's most vibrant subsectors: food tourism. There is an expanding corpus of studies on the subject of tourist food. Studies on food tourism have received a lot of attention in the past. Examples include the attraction of food to visitors, the delicious food of visitors, and assessing visitors' on-site food experiences. Travel experiences are distinguished by their multi-stage structure. Since each experience stage is unique, multi-stage models indicate being able to forecast demand for travel. This study investigates the impact of visitors' behavioural intentions on pre-tourist motivation, destination image, and pleasure because there is a dearth of research on the behavioural intentions of tourists before food travel.

This paper focuses on the influence of tourists' travel motivations and destination image prior to their trip on the attitude of Macao's food tourists and their intention to visit, within the context of food tourism. The main purpose of this study is :

- 1) To explore the impact of different destination images and motivations on the attitude of visitors

to Macao.

- 2) To examine the impact of visitors' attitude with the destination prior to their intention to visit.
- 3) Based on the findings of the above study, to make recommendations to enhance visitors' visit to Macao for food tourism.

This study provides theoretical suggestions for the development of the tourism industry in Macao, as well as a reference for the improvement and development of foodtourism in the future.

2. Literature Review

2.1 Food Tourism in Macao

Food is a motivation for more and more people to travel, that is an indispensable activity for most travellers in tourist destinations, satisfying the multiple materials, cultural, social, and reputational needs of travellers during the trip[3].

Food and drink play a very important role for tourists, not only affecting their travel experience but also their Attitude with the trip and their impression of the destination. Food tourism has also become one of the hot topics in academia in recent years, with most scholars showing that it is a key factor in destination marketing and has a significant relevance and growing influence on destinations.

According to marketing media, the dishes promoted include Portuguese food, buffet, Michelin food, and street food. These four dishes are popular among visitors to Macao. After Chengdu and Shunde, Macao is now the third city in China to be named a UNESCO Creative Cities Capital of Gastronomy. To closely integrate food culture with the food tourism model and the city's culture with the food tourism model, the Macao Government Tourist Office (MGTO) conducts several promotional activities. This results in a distinctive food culture in Macao. The government has invested a lot of effort into luring tourists. For instance, the Macao Government hosts the Macao Food Festival (MFF) every year, which features over 100 vendors selling delectable snacks from Europe, Malaysia, China and other regions of Asia, in addition, to live music performances, gaming stalls, and attractions.

Different visitors have different orientations and preferences towards Macao cuisine, for example, visitors who like to experience the life of local people will be more interested in tasting local flavours. To promote Macao cuisine more effectively, the Macao Government Tourist Office (MGTO) will provide a direction for the planning and process of the promotion campaign, based on the fact that there are many cuisines in Macao and tourists have different orientations. In order to understand the behavioural intention of Macao visitors after tasting the food, this study investigates the behavioural intention of visitors at the level of Macao food by measuring their attitude with the destination image, motivation, and Attitude regarding the studies of several scholars.

2.2 Tourist Motivation

Visitor motivation is defined as a mixture of visitor needs and desires. The internal dynamics of visitor needs are reflected by visitor motivation and are referred to as push factors[4]. Whereas, pull factors are escape from the routine and combined with external dynamics, which affects the enjoyment of the visitor at the attraction. Tourists escape from their daily routine to enjoy themselves at new destination attractions, thus gaining interpersonal and/or personal rewards. Previous study on travel motivation has concentrated on the ideas of "push" and "pull" and the two incentives for seeking escape[4].

The travel action machine is the foundation of any endeavor to learn about travel behavior. It is characterized as the physiological and psychological wants and desires that influence, direct, and coordinate a person's behavior and activities. The study of travel behaviour and travel preferences is made easier by this comprehension of travel motivation. Understanding the driving forces behind tourism makes it easier to forecast visitor behavioural, including decision-making and intent to visit. For this understanding, it can be seen that tourism motivation is helpful to the study of tourism behaviour and tourism choices. However, food tourism is different from other tourism modes in terms of tourists' motivation and tourists' attitude. Tourist motivation can affect tourists' travel, expectation and attitude towards a destination, and then motivation can also affect post-tour activities, such as tourist loyalty.

Many scholars have presented different perspectives on travel motivation. The current research deals with behavioral motivation, related to the drive to learn, understand, join or participate. Food tourism motivation showed that motivations include learning about food culture, pleasurable feelings about novel foods, working with family members, and relaxation[5]. So food is an important part of the trip. Many researchers are interested in the relationship between tourists' motivation and tourists' attitude, as attitude has a positive impact on tourists' post-purchase behaviours (e.g., recommendation and intention to revisit).

2.3 Destination Image

Destinations are defined as complexes that attract visitors beyond their spatial boundaries through the products and services they offer. The image of a tourism destination is a complex structure that represents "a set of beliefs, ideas, and impressions that people have about a location". It is an impression that holds a complex set of products and attributes. Destination image attributes can be divided into cognitive and affective, and "the coexistence of these two components (cognitive and affective) can better explain the image tourists have of a place" [6].

Destination image is still one of the most popular research topics in tourism. According to a review of past literature, the destination image is mainly composed of natural and scenic resources, accessibility, cultural resources, safety, nightlife and entertainment, and quality/price ratio. This reflects the fact that destination images are more focused on the evaluation of the functional attributes of the destination, which refers to individuals' beliefs and knowledge about the object being evaluated.

An evaluation of a destination's image can help managers pinpoint the advantages and disadvantages of their location, forecast visitors' behavior intentions, and offer crucial information for managing and developing the location. This is because tourists' behaviour changes according to their perception of the destination image. In various studies, destination image has been identified as one of the main factors in the destination selection process of tourists. However, the influence of destination image in the destination choice process, tourists' behaviour and tourists' experience at the destination are of great importance. Tourists ultimately choose their destinations based on the image they present. It is therefore important that destinations are aware of the image that is being promoted so that travellers can make travel decisions.

2.4 Attitude

Attitude as the ingrained propensity to regularly respond favourably or unfavourably to a specific item. According to the Theory of Planned Behavior, attitudes are psychological tendencies that are represented through positive or negative assessments of one's engagement in a behaviour. In the field of tourism, attitudes are the dispositions or feelings of travellers toward vacation spots and destination tourism services, which are based on perceptions of tourism products and destination qualities [7]. Person's attitudes influence how they act or perform. As a result, the attitudes of tourists are a reliable indicator of their decision to travel to a particular location. According to the Theory of Planned Behavior, tourist attitudes are psychological dispositions that are represented in terms of positive or negative assessments of their participation in a behaviour. Tourist attitudes are a valid predictor of tourist choice behaviour as well as tourist engagement and satisfaction. Research exploring personal, underlying destination attractiveness factors as antecedents of tourists' cognitive evaluations within a destination context is still quite limited.

In creating models of tourism motivation and behavior, attitudes are essential, if not among the most important issues of debate. Attitude comes before motivation. Few research have looked at the connection between visitors' attitudes and their desire for traveling, traveler's attitude about a destination is influenced by his or her behavioral ideas regarding the push and pull of travel motivation. Gnoth presented a conceptual framework to characterize the relationship between motivation and attitudes, building on earlier studies on the subject. His or her sensory demands and value system determine the attitudes formed by tourism. As mentioned above, we propose the following hypothesis:

H1: Tourist motivation has a positive and significant effect on the attitude.

Destination image qualities may affect attitude formation and change at each stage of a visitor's decision-making process due to the intangible nature of tourism and the spatial and temporal isolation of holiday purchases and consumption[8]. Some scholars have suggested that how visitors perceive a location can have a significant impact on visitors' attitudes towards that location. Destination images

have varied effects on attitudes and behaviours connected to travel by confirming or reinforcing preexisting attitudes and behaviours, developing new ones, and modifying them. There are also studies that show how visitors' perceptions of a particular destination affect their attitudes towards that destination[9].As mentioned above, we propose the following hypothesis:

H2: Destination image has a positive and significant effect on the attitude.

2.5 Visit Intention

Visit intention can be viewed as the precursor to a person's decision-making, which is the act of choosing, providing, and utilizing goods, services, experiences, or ideas to satiate wants and desires [10].Visit intention is also defined as the certainty of the possibility of engaging in a certain behaviour. Visit intention represents the extent to which an individual plans to perform or not perform a behaviour, where intention is the idea that an individual's future behaviour will carry out a predetermined plan, so visit intention is and was a tool for predicting a client's future behaviour.

Visit intention has been frequently utilized in tourism to investigate tourist behavior after experiencing a tourism product or service at a site. In the context of food tourism, previous research has created two measures of visit intention, namely tourists' propensity to consume local cuisine and willingness to suggest local food to others.

The theory of planned behaviour states that perceptions of behavioural control over behaviour as well as attitudes and subjective standards all influence behavioural intentions. Person's intention to engage in a behaviour is positively correlated with their sentiments toward that behaviour. External behaviour is influenced by the intentions behind attitudes[11]. However, the degree of correlation between attitudes and behaviour varies depending on the situation. Many academics have evaluated and backed the connection between attitudes and behavioural intentions to visit destinations in earlier tourism research attitudes influence behavioural intentions. Tourists' attitudes influence future tourism behaviour. As mentioned above, we propose the following hypothesis:

H3: The Tourist Attitudet has a positive and significant effect on the Tourist Visitation Intent construct.

The research model is based on the above hypothesis and is shown in Figure 1.

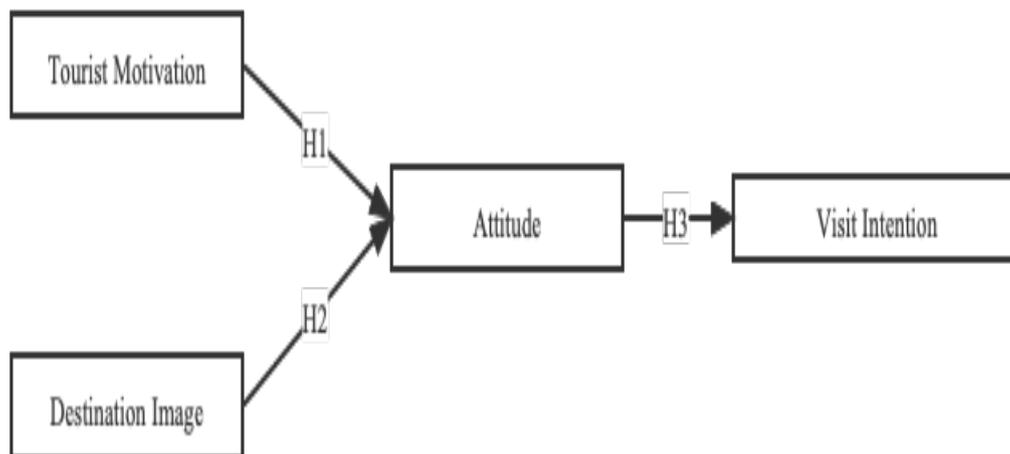


Figure 1: Research model

3. Research Methodology

3.1 Data Collection and Sample

This study adopts a quantitative research method, with the questionnaire using a convenience

sampling method and data collected through an online questionnaire. The target population is tourists who have done food tourism in Macao. The content of the questionnaire will be divided into two stages. The first part contains the questions to test the model and consists of five structures. The second part contains the basic information of the population. Each scale of the questionnaire in this paper adopts a five-point Likert scale method, specifically divided into "strongly disagree", "disagree", "average", "agree", and "strongly agree". Tourists are required to mark their agreement level of each item on a section by Likert scale, and all the variables were compiled into question items to form the questionnaire for this study.

Table 1: Sample characteristics

Demographics	Frequency	Percentage
Gender		
Male	67	38%
Female	110	62%
Age		
18-20	16	9%
21-20	139	78%
31-40	15	8%
41-50	3	3%
51 and above	4	2%
Education		
Under high school	3	2%
High school	3	2%
Diploma	15	8%
Bachelor	92	52%
Postgraduate and above	64	36%
Travel Frequency		
1-3times per year	119	67%
4-6times per year	44	25%
More than 7 times a year	14	8%
Monthly Income (USD)		
Under 3000	50	28%
3001-5000	45	26%
5001-8000	32	18%
8000- 10,000	14	8%
Over 10,000	36	20%
Occupation		
Student	95	54%
Employed/self-employed	66	37%

Table 1 shows the demographics of the participants. 261 questionnaires were collected, 84 of which were rejected because the participants' main purpose of visiting Macao was not food tourism, resulting in 177 valid questionnaires. The response rate for this questionnaire was 68%.

Respondents were evenly distributed between males (36%) and females (62%). The majority of respondents were between the ages of 21 and 20. A bachelor's degree was held (52%), followed by a graduate degree or higher (36%). Regarding income levels, the number of trips respondents take is between 1-3 per year and respondents report a monthly income of less than RMB 3,000 (yuan).

3.2 Measurement

The questionnaire was developed to collect data and achieve the desired research objectives. All of the items measured were adopted from previous studies, for example, five items for Tourist Motivation [12], five items for Destination image [13], five items for Attitude [14], and five items of Tourist visit intention [15]. The detailed measurement items are shown in Table 2.

Table 2: Measurement scale

Construct	Sources
Tourist Motivation	
1. I like to eat food that has a local flavour. 2. I like to try different kinds of food every day. 3. I am prepared to give more time to food when I travel. 4. An important reason for me to visit Macao is to try the local food. 5. Having the opportunity to try different food from what I usually eat is one of the important reasons for visiting Macao.	[12]
Destination Image	
1. A wide variety of food is available locally. 2. Good quality of locally available food. 3. Local availability of food produced in the region. 4. Attractive local food displays. 5. Good food is available locally.	[13]
Attitude	
1. Food tourism can ensure the quality of the tourist environment. 2. Food tourism can contribute to the development of local tourism. 3. Food tourism has an educational value. 4. Food tourism can enhance my travel experience. 5. food tourism can enhance my knowledge of food.	[14]
Visit Intention	
1. I will be planning a food tour in the next two years. 2. I want to do a food tour in the next two years. 3. I will try to take a food trip within the next two years. 4. I am willing to save money in order to take a food trip in the next two years. 5. I will recommend local food to others.	[15]

3.3 Data analysis

First of all, questionnaire survey and basic data classification were conducted by questionnaire star. We used spss to analyze the reliability and validity of the data.

With regard to reliability analysis, the greater the reliability coefficient, the greater the reliability of the measurement. The scholar DeVellis(1991) thinks that 0.60 ~ 0.65 (it is best not to); 0.65 ~ 0.70 (minimum acceptable value); 0.70 ~ 0.80 (quite good); 0.80 ~ 0.90 (very good). Bach A reliability coefficient is the most commonly used reliability coefficient at present. The formula is: $a = (k/k - 1) * (1 - (\sum Si^2)/ST^2)$. Among them, K is the total number of items in the scale, Si² is the intra-item variance of the score of the I-item, and ST² is the variance of the total score of all items. As can be seen from the formula, the A coefficient evaluates the consistency among the scores of each item in the scale, which belongs to the intrinsic consistency coefficient. As for validity analysis, KMO coefficient and significance of Bartley's spherical test are used to analyze validity in the results of all factor analysis.

4. Findings

4.1 Reliability

Reliability analysis, also known as reliability analysis, is a research method that tests whether question items under the same system are stable, accurate and internally consistent. When the Cronbach's alpha coefficient is greater than 0.7, it indicates that the internal consistency of the variable's question items is acceptable; when it is greater than 0.9, it indicates high internal reliability; when it is less than 0.7, it indicates high internal reliability when the alpha coefficient is greater than 0.9; when the alpha coefficient is less than 0.7, a question item that does not belong to the scale should be eliminated and the scale's reliability coefficient.

According to the Table 3, the dependability coefficient is 0.966, which is higher than 0.9, demonstrating the good quality of the study's data. In the case of the "alpha coefficient for deleted items," the reliability coefficient does not considerably rise when any of the items are removed, suggesting that the deletion of the items is not recommended. The CITC values of the examined items

were all larger than 0.4, indicating a high degree of dependability and a good correlation between the examined items.

Table 3: Reliability Analysis

Cronbachs Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
966	967	20

4.2 Validity

Validity, also known as correctness, indicates the extent to which a scale can accurately measure the intended measurement target and can be classified as scale validity, content validity and construct validity. The KMO test and Bartlett's (Bartlett's) test of sphericity need to be applied and validity can only be assured for the variable if the observed value of the statistic is large and the probability p-value is less than a given level of significance. The scale in this study was formed by question deletion and statement modification based on a well-established scale, so only its structural validity needed to be tested. An exploratory factor analysis was conducted on each variable scale through SPSS.

In the KMO coefficient, the value ranges from 0 to 1, and the closer to 1, the better the structural validity of the questionnaire. If the significance of Bartlett's spherical test is less than 0.05, the questionnaire has good structural validity. Based on Table 4, the results indicate that the validity is up to standard.

Table 4: Validity Analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.940
Approx. Chi-Square	2867.167
Bartlett's Test of Sphericity	df
	136
	Sig.
	000

4.3 Regression analysis

In order to avoid the problem of multicollinearity among independent variables, this study chooses the stepwise multiple regression analysis method, and only the values of relevant variables that enter into the regression equation are listed in the table.

From the tables, the linear regression analysis was conducted with destination image, food tourism motivation as the independent variable and food tourism attitude as the dependent variable.

4.4 Shortage of High Quality Management Personnel

Table 5: Regression Analysis of Attitude

	Parameter Estimates (n= 175)								
	Unstandardized Coefficients		Standardized Coefficients	t	p	VIF	R ²	Adj R ²	F
	B	Std. Error	Beta						
Constant	4.082	0.939	-	4.347	0.000**	-			
Destination Image	0.656	0.063	0.673	10.336	0.000**	2.067	0.648	0.644	F(2,172) =158.041, p=0.000
Attitude	0.159	0.061	0.171	2.626	0.009**	2.069			

Dependent Variable: Tourist Attitude
D-W: 2.187
p<0.05 ** p<0.01

At present, the shortage of high-quality management personnel makes the development of enterprises stagnant. Although the state has introduced various policies to support the training of management talents, there is no doubt that a small number of high-quality management talents cannot meet the huge needs of enterprises. In the context of "Internet +", high-quality management personnel are not only required to have excellent professional quality, but also to be proficient in modern information technology and know how to combine the Internet with management platforms to create a

management model adapted to the new era. In reality, not only is there a lack of highly qualified management personnel, but a team model headed by highly qualified management personnel is still not in place. Without a team, it is difficult to carry out extensive training, and moreover, companies are not willing to provide young people with the opportunity to reform by trial and error, resulting in many school students and graduates lacking systematic learning experience, as well as channels for hands-on practice. This is undoubtedly a sad thing. Companies should understand that talent is the ladder of development and progress, and that without a steady stream of high-quality talent to inject into the company, its development and reform will stagnate.

Table 6: Regression Analysis of Visit Intention

Parameter Estimates (n= 175)									
	Unstandardized Coefficients		Standardized Coefficients	t	p	VIF	R ²	Adj R ²	F
	B	Std. Error	Beta						
Constant	4.058	1.114	-	3.644	0.000**	-			F(1,173)
Attitude	0.82	0.055	0.753	15.033	0.000**	1	0.566	0.564	=226.000, p=0.000

Dependent Variable: Visit Intention
D-W: 1.864
p<0.05 ** p<0.01

According to Tables 5 and Tables 6, the model equation is: food tourism attitude = 4.082 + 0.656*destination image + 0.159*motivation for food tourism, with a model R-squared value of 0.648, implying that destination image and motivation for food tourism explain 64.8% of the variation in food tourism Attitude. An F-test of the model revealed that the model passed the F-test (F= 158.041, p=0.000<0.05), with food tourism behavioural intention = 4.058 + 0.820*food tourism Attitude and a model R-squared value of 0.566, implying that food tourism Attitude explained 56.6% of the variation in food tourism behavioural intention. An F-test of the model revealed that the model passed the F-test (F=226.000, p=0.000<0.05), which means that food tourism attitude must have an influential relationship on food tourism behavioural intention. In addition, the multiple integration test for the destination image and food tourism motivation model found that all VIF values in the model were less than 5, meaning that there was no cointegration problem; and the D-W values were around the number 2, thus indicating that there was no autocorrelation in the model and that there was no correlation between the sample data and the model was good.

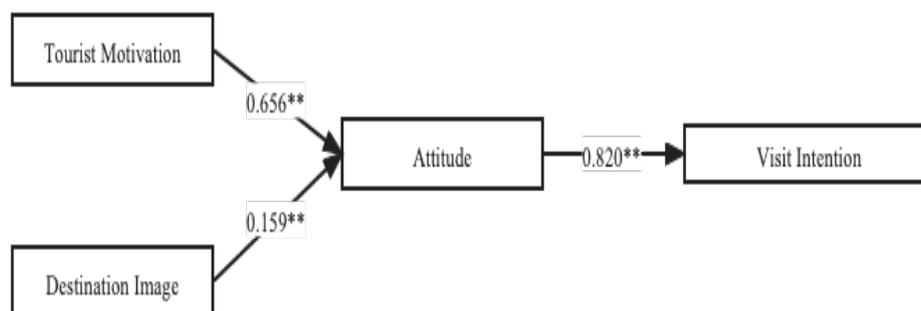


Figure 2: The regression analysis of the research model

Based on Fig. 2, the final specific analysis shows that:

(1) The regression coefficient value for destination image is 0.656 (t=10.336, p=0.000<0.01), implying that destination image will have a significant positive relationship on food tourism Attitude.

(2) The regression coefficient value for food tourism motivation was 0.159 (t=2.626, p=0.009<0.01), implying that food tourism motivation would have a significant positive influence relationship on food tourism Attitude.

(3) The regression coefficient value for food tourism attitude is 0.820 (t=15.033, p=0.000<0.01), implying that food tourism attitude exerts a significant positive influence relationship on food tourism behavioural intentions.

4.5 Discussion

This study examines the influence of tourism motivation and destination image on tourists' behavioural intentions through attitudes in the context of food tourism. The findings of the study are explained and discussed in the following section. Firstly, this study analyses the antecedents of attitudes in terms of travel motivation and destination image through regression analysis, and the results provide insight into the fact that destination image has a greater impact on attitudes than travel motivation, and therefore tourists with destination image are more likely to be satisfied in the context of food tourism. In a study examining Chinese tourists' behaviour in Korea, the relationship between tourists' attitudes and destination image was examined and a significant effect was found between the two.

Secondly, this study also examined the consequences of attitudes. This evidence suggests that if tourists hold positive attitudes towards the destination's, then this promotes visit intentions.

The results show that tourists' behavioural intentions are influenced by their attitudes. If attitudes are high, then it will increase visitors' behavioural intention to visit the destination for food tourism. A related study further empirically supported our findings by observing that both tourists' attitudes and behavioural intentions exhibited correlated behaviours.

The results of this study have several implications. As destination image and motivation have a direct impact on tourist attitudes towards food tourism, it is important to continue to strengthen the image of the destination. In addition, promotional tools need to be strengthened in order to create as well as deepen the image of the destination in the minds of tourists. Another implication is that more festivals as well as festivals need to be organised in order to change tourist attitudes.

5. Conclusions and Limitation

5.1 Conclusion

Food tourism offers a great opportunity to promote and enhance a destination. Some tourists will visit a destination specifically for food tourism in order to visit a specific dining establishment or generally indulge in the local food. Destinations need to focus on visitor attitude when developing long-term plans for the local tourism industry. In this article, we have analysed the food tourism visitors to Macao.

According to the findings of the study, the tourist Attitude variable has a substantial positive relationship with both the tourist motivation and destination image variables, and it also has a positive relationship with the tourist intention variable. A tourist who is knowledgeable about the destination's image is more satisfied than a tourist who has a greater motivation to visit. If the destination is well known, then the tourist will perceive that he will be satisfied if he can go to that destination, and this will motivate the tourist to have the intention to go to that place.

Macao was awarded the title of "Creative City Gastronomy Capital" by UNESCO earlier this year. Based on past research, cumulative attitudes are a better predictor of consumer repurchase intentions and overall behavioural assessment. Tourist attitudes are a valid predictor of tourist decision behaviour, as well as tourist involvement and satisfaction. There is still a dearth of research investigating individual, underlying destination attractiveness criteria as antecedents of travellers' cognitive assessments within a destination setting. The government will therefore be able to improve the local image and promote food tourism to draw tourists by researching Macao's potential as a "creative city food capital." To encourage the sustainable development of tourism in Macao, the government must continually organize and promote as well as strengthen the image of developing local food tourism. As a result, this study examines how to promote food tourism and entice tourists to visit Macao for food.

5.2 Limitations and future research

Despite all the precautionary work done in this study to ensure the objectivity, reliability and validity of the study, there are many shortcomings and some limitations, but these limitations can be overcome in future studies.

(1) Inadequate sample: For sample collection, the age stage of the target group is limited, mainly concentrated between 21-30 years old, which led to some bias in the results coming out.

(2) This study used a convenient sampling method, and the research group involved is not extensive, so the research results are not accurate enough to provide a reference in another future study.

(3) For the regression analysis, a two-part independent analysis was conducted. The first part is that tourist motivation and destination images influence tourist attitude and the second part is that tourist attitude influences tourist behavioural intentions. Tourist attitude may be influenced by other aspects than Attitude influenced by travel motivation and destination images, so in the second part, the results may increase the instability of the result.

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