



## **A Taste of Asia - Local Service Food Experience in Asia**

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## **Abstract**

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Food is an essential part of the travel experience in today's tourism industry. Therefore, it is necessary to enhance local cuisines experience to increase the ability to attract tourists. This thesis aims to understand which Asia local food consumption value had contributed to the intention to revisit Asia countries of tourists. By understanding the drivers of tourist's behavior, the service providers, restaurants, and local tourist departments can improve the food tourism industry in the region to attract more tourists. A quantitative research approach was used to analyze information from a data set of 261 European and American travelers. Based on the result of EFA, there are three food consumption values that the European and American travelers paid attention to which are food location value, food emotional value and food price and quality value. The result of EFA analysis in this dissertation is different from the previous finding which found food price value and food quality value as two distinctive values. This research found that European and American travelers consider food prices to be fair and worth the quality of food. Multiple regression has been conducted and found that food emotional value and food location value have statistically significant impact on the intention to revisit Asia countries. With this result, it is recommended for restaurant and local tourist departments to focus on improving service quality to leave an emotional impression on visitors and enhancing location factors to attract people and increase the likelihood that they will return in the future.

**Keywords:** Food Tourism, Asian Food, Local Food, Food consumption value

## **Resumo**

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No setor do turismo a gastronomia é uma parte essencial da experiência. Consequentemente, para atrair mais turistas é necessário melhorar a experiência relacionada com a gastronomia local. Esta dissertação tem como objetivo identificar os atributos relacionados com a gastronomia asiática que mais contribuem para a intenção de revistar um país na Asia.

Conhecer os hábitos gastronómicos dos turistas permite ao setor da restauração, ao turismo local e a outros serviços relacionados melhorar as suas ofertas gastronómicas e assim atrair mais turistas Ocidentais.

Foi utilizada uma metodologia quantitativa para analisar um questionário com 261 respostas válidas de turistas oriundos da Europa e da América do Norte. Os Resultados indicam três variáveis que os turistas europeus e americanos valorizam: i) o local onde são servidas as refeições; ii) as emoções que a gastronomia local desperta e iii) o preço/qualidade das refeições.

Adicionalmente os Turistas Europeus e Americanos consideram relevante o preço justo das refeições e a qualidade da comida. Os resultados da regressão múltipla indicam que as emoções que a gastronomia local desperta e o local onde são servidas têm impacto estatisticamente significativo na intenção de visitar um país Asiático.

Do ponto de vista prático, é recomendado que os restaurantes e o turismo local melhorem a qualidade do serviço potenciando a ligação emocional à gastronomia e ao local com a finalidade de atrair mais turistas e aumentar a probabilidade de visitar o país.

**Palavras-chave:** Turismo Gastronómico, Comida Asiática, Comida Local, Valor do Consumo Alimentar

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## 1 Introduction

People's income is increasing, making the demand for tourism and entertainment activities to increase. According to the World Travel and Tourism Council (2021), the revenue of the tourism industry as a contribution to global GDP has increased by 77% over the past 13 years from approximately US\$5,260.35 billion dollars in 2006 to 9170 billion U.S dollars in 2019. Moreover, Asia-Pacific is the fastest growing region and ranked second on the contribution of revenue to the total revenue of the tourism industry in 2019 (World Travel & Tourism Council, 2021). With the development of the tourism industry in Asia, countries in the region have developed and introduced different types of experience tourism to satisfy the needs of tourists seeking new experiences. Hence, food tourism has emerged as a new tourism product to attract international travelers.

Experiencing local food is always an indispensable part of traveling. According to a survey by Boyne et al. (2002), tourists spend 40% of their budget on food while traveling. Many previous studies have also shown that food plays a crucial important role in the tourist experience. Some travelers would return to the same destination to enjoy its unique culinary flavors (Kivela & Crofts, 2006; Rong-Da et al., 2013). Food products and related activities can also stimulate tourists to extend their stay at that location (Mitchell & Hall, 2006). Culinary and food tourism can make a significant contribution to destinations, people, and sustainability. Thus, it is really salient for businesses to give tourists a positive lens and take advantage of the unique benefits of food tourism in that area (Hall, 2020).

Multiple studies examine the relation between food and tourism from different aspects. For example, Belisle (1983) examined the threshold between tourism and local food production. Later on, Telfer and Wall (1996) also studied the economic linkage between food production and tourism. Various authors examine the role of food as a marketing tool such as Horng and Tsai (2012b) discovered culinary tourism development in Hong Kong and Singapore in terms of marketing strategies. Chaney and Ryan (2012) studied the role of New Asian Cuisine in Singapore in promoting the country's tourism industry. Through theories of experience economy, theory of customer satisfaction, customer's loyalty, competitiveness and the development of marketing destination, current food tourism research is focusing on aspects social activities such as culinary trails (Wojcieszak & Gazdecki, 2018), educational and experiential tour such as cooking classes, visits ingredient farms (Bondzi et al., 2019). Though much research has been conducted, there is

currently little research clearly on the introduction of local food experiences in Asia. From the review of Okumus (2020) on the previous studies for the food tourism topic, he also pointed out that research about local food is one of the gaps in food tourism literature. Therefore, this dissertation aims to fill the gap in research about local food. Specifically, this thesis focuses on food tourism in Asia, with the aim to guide and support tourists to have a more specific and general view of Asian food so that they have more reasons and strong beliefs to enjoy these cuisines and spend money appropriately for travel.

The main objective of this dissertation is to understand which Asian local food consumption value positively contributes to the revisit intention of the European and American tourists. The Asian local food consumption value examined in this research including quality value, price value, location value, and emotional value. Through quantitative research surveying the European and American tourists, this research aims to find out which characteristics of Asia local food are the drivers to attract the European and American tourists to come back. By understanding the reason why tourists choose to experience local food tourism in Asia, the tour agency or government can advertise the strengths of Asian cuisines to attract more tourists and contribute to the national economy.

To achieve the objectives of this research, there are two research questions that will need to be answered. The first research question is “Which characteristics of Asia local food that European and American tourists perceive to have the highest consumption value?”. The second research question is “Which Asia local food’s consumption values are a motive for tourists to revisit?”

This dissertation is designed to have six chapters. The first chapter is the Introduction which introduces the research background and the need to conduct this research. The second chapter is the Literature Review which summarizes key theories including what is food tourism, the food consumption theory and reviews previous similar research. Chapter 3 is methodology presenting which quantitative methods are used, how data is collected and analyzed. Chapter 4 presents the result from data analysis and interprets the meaning of the data. Chapter 5 is Finding and discussion. The last chapter is the conclusion.

## 2 Literature Review

### 2.1 Food Tourism

Although tourists spend nearly 40% of their budget on food while traveling (Boyne et al., 2002) this does not mean that all tourists are “food tourists”. Regarding the definition of “food tourism”, in previous studies there were many names. There are researchers on the concept of food and wine tourism (Erica & Giovanni, 2010), tasting tourism (Priscilla, 2017), culinary tourism (Long, 2013; Horng & Tsai, 2012a), gastronomic tourism (Hall & Mitchell, 2005; Groves, 2001). Regardless of which terminologies are used, it serves the same meaning that tourists travel to experience the food or food related products of the destinations. (Hall & Sharples, 2003).

Hall and Sharples (2003) gave a definition of food tourism at each level, detailing the activities that visitors will participate in when experiencing food tourism. Specifically, according to Hall and Sharples (2003) at the highest level of food tourism, the primary purpose of travelling is to find the place where the food is made. At this level, food tourism will include the meaning of “gourmet tourism”, “cuisine tourism” and “gastronomy tourism”. The second level, the main purpose of tourism is not to find the origin of the food, but visitors will also enjoy and experience the food at restaurants, visit manufacturers, and local markets. or at food festivals. This level covers the meaning of “culinary tourism”. The lowest level of food tourism according to Hall and Sharples (2003) is that enjoying food is one of many other activities of tourists while traveling.

Food tourism can be passive, such as watching a local chef prepare a meal. It can be active such as tourists' experiences cooking local food by themselves. Actively engaging in the food making process is also a cultural experience of local cuisine and techniques (often referred to as “culinary tourism”) or more broadly integrate the role of food in the culture, lifestyle of a so that tourists can “taste place” (Hill and Fountain, 2021). These cultural experiences can be called “gastronomy tourism” (Björk & Kauppinen-Räsänen, 2014). However, the experience of food tourism can be simply because tourists want to enjoy the local food, or it can be simply that they want to spend time with their travel partners through participating in some local food making experience (Ellis et al., 2018). Thus, food tourism should not only include tourists whose main purpose is to find out about the origin of dishes, but food tourism can also target ordinary tourists who love to experience the local culture, or simply want to experience something new.

## 2.2 The development of food tourism in Asia

Like the cuisines of other regions, Asian cuisine is equally diverse with unique food. In the Asian perspectives, sensory properties of food such as the senses of taste and smell are very important (Arai, 2002). Generally speaking, there are many countries in Asia that rely on income from tourism (including food) rather than income from the export of agriculture or merchandise (Jalis et al., 2009). The variety of local food contributes to enriching the flavors of foods around the world. For example, Western food shows a tendency to use ingredient pairs that share similar flavor compounds. In contrast, Asian food tends not to use those compounds together (Ahn et al., 2011).

According to Kruse (2004), Asian food has become an important part of food in America. Asian Food tends to be quite diverse in dishes in the archipelago (Jubilado, 2020). Apart from that, the British tend to prefer and enjoy Asian cuisines with a high percentage approximately 65% (Recchi et al., 2019). Furthermore, in order to assimilate into the culture of Asian countries, Westerners often require chopsticks to pick up their food instead of spoon and fork (Cohen and Avieli, 2004).

Asian Food is rich with different varieties. Research has shown that Asian traditional foods are not only rich in nutrition, but also have disease-fighting and health-promoting benefits (Harmayani et al, 2019). Furthermore, according to Wahlqvist (2002), the migration of Asians to Australia has increased food variety and physical activity as being two of the basic features of healthy living. Hence, the health value would be enhanced because of the influence of food variety.

Besides, fermented foods are believed to be really crucial in the daily life of people in the Asian region, it is also known as a tradition and an integral part of the diet and can be prepared at home using simple techniques and equipment (Aidoo et al., 2006). With the same point of view, Azam et al. (2017) suggested that lactic acid bacteria are involved in the fermentation of traditional Asian foods, thereby proving that they have a profound influence on improving the quality and safety of food.

Specifically, Umami is the fifth basic taste (after four basic tastes, salty, sour, sweet, and bitter) that is the inimitable taste of Asian food. Umami is found in dried and fermented seafood or products derived from beans, grains, and dried mushrooms. Furthermore, in Southeast Asia, fish and seafood sauces are the most preferred condiments containing umami, whereas in East Asia,

umami is commonly found in soy sauces used for cooking. In Japan, Umami is an ingredient often added to soups or boiled dishes (Hajeb and Jinap, 2015).

Finally, becoming the national dish of England, 'chicken tikka masala' has gained worldwide fame for its healthy ingredients and more people around the world use the taste and Indian recipes that contribute to making Indian cuisine more popular in the future (Mangalassary, 2016). Overall, according to a study by Jang et al. (2009) that focused on the attributes of 6 types of Asian foods (Japanese, Chinese, Korean, Indian, Thai and Vietnamese), it was observed that consumers' satisfaction varies depending on each attribute with the high performance of the food if it is marketed successfully.

### **2.3 Food consumption value theory**

Value of a product can be seen from the supply side, such as the contribution of that product in a corporation's profit or it can be seen from the consumer perspective. From the customer's perspective, the consumption value of a product is measured by the value contributions of that product's attribute with the consumer's utilitarian perspective of whether or not it is consistent (Gallarza et al., 2011; Sanchez-Fernández and Iniesta-Bonillo, 2007). Sheth et al., (1991) proposed the theory on consumption value of a product is that consumption behavior will be influenced by four dimensions of consumption values namely functional, emotional, social, and epistemic values. Each dimension of consumption value has different contributions on the consumer's consumption value depending on diverse contexts. The utilitarian perspective on value measurement of consumption value can be applied to any product including food.

Hagevos and Ophem (2013) developed a consumer-centric food consumption value including four dimensions which are product value, process value, location value and emotional value. The product and process value focus on the physical product attributes and the price-quality relation of foods. Process values are properties related to the production process of food. To assess process value, consumers will be interested in whether the manufacturer is committed to conducting sustainable development, doing business in an ethical manner. For example, does the producer meet the requirements for animal welfare, or environmental pollution. Sustainability consumption has become more important among consumers today, more than 50% of the consumers in the UK are more concerned about sustainability when making buying decisions for food and beverage (Menu Matters and C.O.next, 2020). Especially, sustainability-marketed

products are the key to winning the millennials and Generation Z as these groups of consumers are adopting more sustainable behaviors than any other groups (Deloitte, 2021). Location values include attributes related to the environment where the food was purchased or consumed. Emotional value is the customer's feelings when enjoying the meal. These are feelings like pleasure, enjoyment, excitement, or relaxation when enjoying a meal or when experiencing a stage in the cooking process (Jeon & Cheong, 2010; Kim et al., 2009).

The food consumption value framework can be extended to include more dimensions that are relevant to the changing context of the customer's behaviors. Some researchers argued that food tourism can also contribute to the prestige value for the tourist (Chang et al., 2010). According to Maslow's hierarchy of needs, when the needs at the lowest level are met, people will move towards higher needs, including the increasing need of self-actualization. Sharing new places to eat with friends in another country is seen as a way to fulfill the need for self-expression (Kim et al., 2009). Epistemic values are values that satisfy the customer's curiosity, discovery, and knowledge that also make a positive contribution to the customer's food consumption value (Yeon & Cheong, 2013; Young & Seongseop, 2018). Because the definition of food tourism includes gastronomy tourism, it is food tourism through which to learn the cultural values of that tourist destination. Thus, through food tourism can satisfy the value of curiosity, learn a new culture, also known as epistemic value. Food tourism can also contribute to the interaction value for customers, because food tourism is a type of tour that family or friends can experience together. Therefore, food tourism provides the value of interaction for customers (Goolaup & Mosberg, 2016; Yeong et al., 2009).

#### **2.4 The relationship between local food attribute and tourists' local food consumption value**

Kim et al. (2009) studied the contribution of Health value of food to customer satisfaction and revisit intention. Their research paper found that the nutritional characteristics of foods statistically significantly impact the customer's satisfaction and they are essential factors that determine the revisit intention of customers. Specifically, those features are nutritional information, fresh and natural ingredients, weight control, and a nutritionally balanced diet. Kim and Eves (2012) studied tourist's local food consumption value and found five dimensions that had the highest and significant impact on the overall consumption value. Five dimensions are epistemic

value, interaction value, emotional value, sensory appeal, and health value. Another study on Korean cuisine by Han and Ryu (2009) found three factors that contribute to food consumption value: price, customer's satisfaction and decoration. The novelty of Han and Ryu (2009) is that they found decoration has an important positive impact on predicting customer satisfaction and price perception. Kwun (2011) studied the contribution value of Food service attributes. The results of the study show that service and product quality, menu, and facility have a statistically significant impact on the perceived value, satisfaction and attitude of consumers. Yoon et al. (2011) conducted a study on Sustainable food consumption trends among Generation Y. This study assesses the value contribution of green restaurant attributes to consumer's food consumption value. Research results show that characteristics such as natural/organic ingredients, value/service reliability, environmental activities, reputation, food quality, nutritional menu, atmosphere, and location have a positive contribution to Gen Y customer's food consumption value.

*Table 2-1: Summaries of previous research on the relationship between local food attribute and food consumption value*

Food attributes	Relationship with food consumption value/ tourist's satisfaction	Authors
Tourist's cultural experience, personal individual relations, excitement, sensory appeal, and health concerns	Significantly influence tourist's food consumption value	Kim and Eves (2012)
Food healthiness attributes	Significantly influence tourist's food consumption value and satisfaction	Kim et al. (2009)
Decor and artifacts of the restaurant	Significantly influence customer's satisfaction	Han and Ryu (2009)
Food service attributes	Significantly influence customer's satisfaction	Kwun (2011)
Food quality, service reliability, environmental activities, reputation, food quality, nutritional menu, atmosphere, and location	Significantly influence customer's behavioral intention	Yoon et al., (2011)

Taste/ quality value, emotional value, prestige value, epistemic value	Significantly influence tourist's attitude toward local food	Young and Seongseop, 2018
Taste, health concern, price, serving style and staff services	Significantly influence tourist's satisfaction	Minh et al., (2019)

**2.5 The relationship between local food consumption value and behavioral intention**

The hypothesis that higher food consumption value can lead to intention to purchase that food and recommend it to others has been supported by previous studies (Guan, 2012; Hsu and Chen, 2014; Im et al., 2012; Kim et al., 2014; Lee et al., 2011; Phillips et al., 2013; Ryu and Han, 2010). Huang and Hsu (2009) found a positive association between consumers' attitudes towards the intention to choose or revisit a destination. This relationship means that if a person has a positive perception of the food of a certain country, it is likely that they intend to visit that country. A positive attitude towards a particular food can also lead to a customer recommending that food to their friends or family (Phillips et al., 2013).

**3 Methodology**

**3.1 Research hypotheses**

In this research, key dimensions of local Asian foods were collected from previous studies. The previous literature was reviewed on the basis of the characteristics of food tourism and the function of local and traditional foods in relation to food tourism. The attributes selected in this study are those that have significantly influenced tourist's food consumption value or tourist's satisfaction. The Asia local food attributes used in this research include quality value (taste, nutrition contribution, flavor...), price value, location value (the physical appearance of the restaurants/ vendors...), and emotional value.

Product value including all the physical attributes of the food such as nutrition value, the taste, color, freshness... These physical attributes of food have been found to be an important drivers of food consumers' behaviors (Connors et al., 2001; Furst et al., 1996; Lusk and Briggeman, 2009; Rozin, 2007, Young & Seongseop, 2018).

**Hypothesis 1:** Food quality value positively contribute to the intention to revisit Asia

Price of any product directly affects the buying decision of the customer. Kim et al., (2009) found that the proportion between price and the quality of food significantly impacts the overall satisfaction of the customer as well as it is one of the drivers for the future behavior intention. Lai (2015) have also found that customers are satisfied with the restaurant if they received a good value for money meal.

**Hypothesis 2:** Food price value positively contribute to the intention to revisit Asia

Food location value related to the physical appearance of the restaurant or local food vendor. These attributes include size, architecture (landscape), grandeur, the space of a particular setting, the variety of dishes in the restaurant (Swoboda and Morschett, 2001), the space, atmosphere of the restaurant (Corrigan, 1997) or the attitude of service staff (Baker et al., 2000). Through the food experience location, it is a catalyst that evokes the emotions of consumers and thereby contributes to the customer's food consumption value according to the marketing of emotions, desires, states of mind (Beardsworth and Keil, 1997).

**Hypothesis 3:** Food location value positively contribute to the intention to revisit Asia

Emotional values are the feelings of tourists when enjoying a meal. The feeling of pleasure, enjoyment, excitement, or relaxation after having a meal had a positive impact on the overall satisfaction of a customer toward the restaurant (Jeon & Cheong, 2010).

**Hypothesis 4:** Food emotional value positively contribute to the intention to revisit Asia

### **3.2 Conceptual Framework**

Figure 3-1 presented the conceptual framework of this research which is adapted from the tested model from Minh et al., (2019) to prove for the above hypotheses. This framework is designed to test for the impact of different food consumption values on the intention to revisit Asia countries. The detail of attributes for each food consumption value are adapted from various previous researches and is presented in Table 3-1. To measure for the Intention to revisit Asia, the measurement scales are adapted from the research of Young & Seongseop (2018) including four attributes which are presented in Table 3-2.

*Figure 3-1: Research framework (Adapted from: Minh et.al., 2019)*

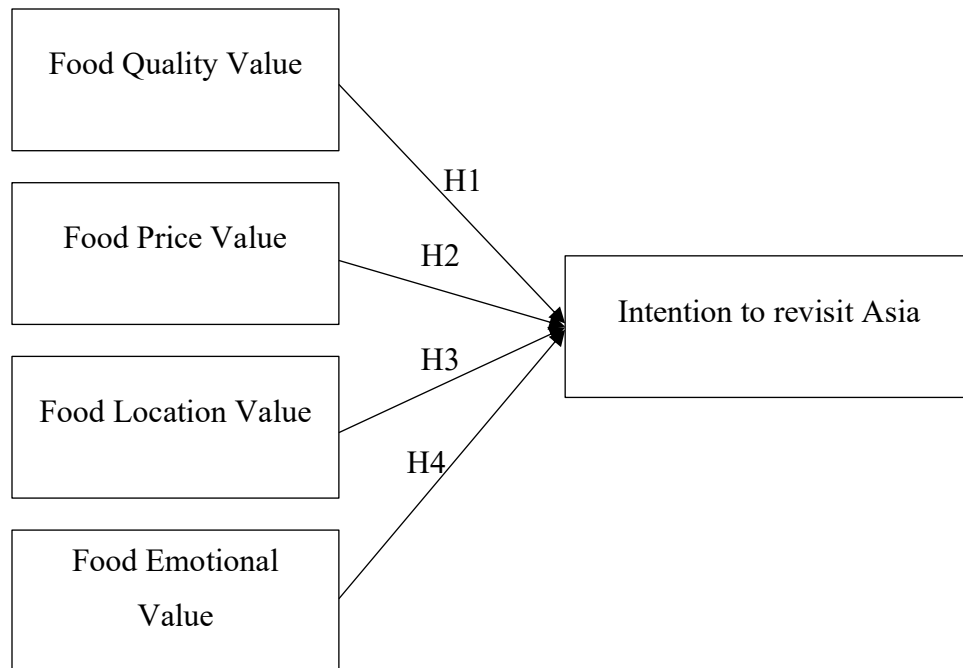


Table 3-1: Measurement scale for independent variables

Independent variables	Statements	Previous studies
Quality	Overall, Asia local food is delicious	Young & Seongseop (2018)
	The ingredients of Asia local food are fresh	Kim et al., (2012) Minh et al., (2019) Young & Seongseop, (2018)
	Asia local food use organic ingredients	Kim et al., (2012) Minh et al., (2019) Young & Seongseop, (2018)
	The food processing is hygiene	Young & Seongseop, (2018)
	Asia local food provides good nutrition	Kim et al., (2012) Minh et al., (2019) Young & Seongseop, (2018)
	Overall, I think that Asia local food provides a high standard of quality	Young & Seongseop, (2018)
Price	The price of Asia local food is reasonably	Young & Seongseop, (2018)
	The price of Asia local food is worth with the quality of the food	Minh et al., (2019)

		Young & Seongseop, (2018)
	There is no price discrimination between foreign and domestic customers. All customers are equally treated in term of price.	Minh et al., (2019)
	The bill is correct with what the restaurant stated in the menu	Minh et al., (2019)
Location	The decoration of Asia restaurants/ food stalls is beautiful	Han and Ryu (2009) Yoon et al., (2011)
	The atmosphere inside Asia local restaurants makes me want to eat more	Han and Ryu (2009) Yoon et al., (2011)
	The atmosphere in Asia local food market (night streets) make me want to try all the food	Han and Ryu (2009) Yoon et al., (2011)
	The food menu is designed with food picture that make me want to try all the dishes	Han and Ryu (2009) Yoon et al., (2011)
	Outside of Asia restaurant are decor with variety of sample dishes that make me feel hungry and want to eat	Han and Ryu (2009) Yoon et al., (2011)
Emotional	I feel happy when eating Asia local food	Young & Seongseop, (2018)
	Asia local food gives me pleasure	Young & Seongseop, (2018)
	Eating Asia local food changes my mood positively	Young & Seongseop, (2018)
	After eating food in Asia, I craved for Asia local food when I return to my country	Young & Seongseop, (2018)
	Eating Asia local food makes me feel excited	Young & Seongseop, (2018)

*Table 3-2: Measurement scale for dependent variable*

<b>Dependent variable</b>	<b>Statements</b>	<b>Previous studies</b>
Intention to revisit	I would like to revisit the Asia country to enjoy the local food	Young & Seongseop, (2018)
	I would like to revisit the Asia country to explore more of its diverse local food	Young & Seongseop, (2018)
	I would like to revisit the Asian country for a food tour	Young & Seongseop, (2018)
	I would like to revisit the Asia country to learn how to cook their cuisine from the local people	Young & Seongseop, (2018)

### 3.3 Data collection

#### 3.3.1 Questionnaire Conception

The questionnaire is built to focus on finding answers to the hypothesis of the article. The survey questions in this study were inspired by previous studies, and have been adjusted to fit the hypotheses of this study (See Appendix 1).

Primary data was collected through an online survey. The research object of this thesis is European and American tourists who have traveled to at least one country in Asia. So, the first set of questions is Screening questions, which aims to eliminate respondents who have never had travel experience in any Asian country. If the respondents choose, they have never visited any Asian country, it would be automatically redirected to the end of the questionnaire. Travelers are randomly selected to cover a broad and representative socio-demographic spectrum (both genders, different ages, nationalities, etc.).

To measure the food consumption value, the respondents are asked to rate how much they agree with the statement about characteristics of their food experience in Asia countries based on a seven – point Likert scale in which 1 indicating “strongly disagree” and 7 indicating “strongly agree”. To measure for the intention to revisit Asia, the respondents are asked to rate how likely they would like to revisit Asia on a seven – point Likert scale in which 1 indicating they do not have intention to revisit to 7 indicates they will definitely revisit.

#### 3.3.2 Sample size requirement

According to Hair et al., (2006), the population in using Maximum Likelihood estimation can be determined in two ways: the minimum and based on the number of factors examined in the research. The minimum sample should equal to 50 (Hair et al., 2006). Another method to identify sample size is based on the number of variables used in the research which is calculated as the formula below:

$$N = \sum_{j=1}^m kP_j$$

In which, N is the minimum sample size, m is the number of factors and P<sub>j</sub> is the attribute j and k is sample ratio for an analytical variable which can be 5/1 or 10/1. In this research there are

four factors and each factor will use 4 -5 attributes to measure. Therefore, apply the function above the minimum sample size for this research should be  $N = (4 * 5) * 5 = 100$  observations.

### **3.4 Statistical methods**

After collecting sufficient responses, data were exported, treated, and analyzed through Statistical Package, for Social Sciences (SPSS) – IBM SPSS Statistics 26, in order to test for the validity of the measurement scale as well as to test for the research hypotheses.

First, the exploratory factor analysis (EFA) has been performed to understand the underlying dimensions of food consumption value. EFA is used to identify the structure of the relationship between the variable and the respondent (MacCallum & Austin, 2000). The attributes that affect a factor the most have the highest factor loadings. The closer factors are to -1 or 1, the more they affect the variable. The most common cut off to find attributes that constitute a factor is 0.5. If one attribute has a high contribution in 2 factors, which factor that the attribute has higher factor loading will be chosen. Attributes that do not have factor loading larger than 0.5 in any factors will be omitted out.

After the factors have been formed, the Cronbach  $\alpha$  coefficient of the reliability of the food consumption value has been used to test the reliability of the attributes in each food consumption value. The rule of thumb for the reliability of each dimension is when Cronbach's alpha value is greater than 0.7 (Lavrakas, 2008). Cronbach's alpha value is greater than 0.7, indicating that the attributes used to measure the value of food consumption are inherently consistent, and the scale of each dimension is reliable. If a food consumption value is not reliable enough, it is omitted from the multiple regression.

After the factors have been formed and tested for its reliability, multiple regression will be performed to test for the hypotheses. The multiple linear regression is conducted to examine whether there is a significant relationship between food consumption value with the intention to revisit Asia of European and American tourists. No multicollinearity among independent variables is one of the assumptions for multiple linear regression to have no bias estimation. To test for whether multicollinearity exists the Variance Inflation Factor (VIF) test is used. VIF estimates the degree to which the variance of the regression coefficients is swollen due to the multicollinearity in the model (Dodge, 2008). A rule of thumb in interpreting VIF value is that if VIF is smaller than 5 indicating that the variable has low or no correlation with other independent variables in the

model. If VIF value higher than 5 indicates that the variable has high correlation with other independent variables in the model and the no multicollinearity assumption is violated. Hence, if the VIF value of all the independent variables is smaller than 5, the multiple regression can be performed to test for the hypotheses.

## 4 Data analysis

### 4.1 Descriptive statistic

The final dataset contains 261 observations. Respondents are coming from 20 countries in which most of them are from the United States (39.1%) and the United Kingdom (14.9%). Majority of the respondents have visited from 1 – 5 Asia countries (59% of the respondents), only a few respondents have visited more than 20 Asia countries. Among all Asia countries, Thailand and Vietnam are the most visited destinations in Asia with more than 149 respondents among 261 having visited these two countries at least once (equivalent to more than 50% of the respondents). Central Asia countries are the least visited destination according to this research survey in which Kazakhstan and Kyrgyzstan are the most visited destinations in central Asia but only 2.68% of the respondents have visited these two countries. The least visited countries are Yemen and Armenia located in the Western Asia with only 0.38% of the respondents having visited these destinations.

Travel with family (42.53%) and solo travel (31.42%) are two most common types of travel that the respondents choose when traveling to Asia. Majority of the respondents travel for leisure purpose rather than business purpose as 59.39% of the respondents said they never travel for business purpose. The most common number of leisure as well as business trips tourists have a year is 1 – 2 trips. More than 60% of the respondents are employed; only a small percentage (6.13%) of them are unemployed. Majority of the respondents (72.41%) own a bachelor's degree or above. Regarding the budget for food during travel, 67.82% of the respondents spent 21% - 40% on food, only a small number of respondents (4.98%) spent more than 50% of their budget on food.

*Table 4-1: Demographic characterization*

Nationality (20 countries)		Age ranking (years)	
USA	39.10%	18 - 25	18.01%
United Kingdom	14.90%	26 – 40	44.06%
Canada	11.90%	41 - 55	24.52%

Others	34.10%	56 – 70	13.41%	
<i>Total</i>	<i>100%</i>	<i>Total</i>	<i>100%</i>	
<b>Number of countries have visited</b>		<b>Travel partner</b>		
1-5 countries	59.00%	Family	42.53%	
6 - 10 countries	31.03%	Solo	31.42%	
11-20 countries	8.81%	Friends	18.77%	
More than 20 countries	1.15%	Other	7.28%	
<i>Total</i>	<i>100%</i>	<i>Total</i>	<i>100%</i>	
<b>Most visited country (Number of respondent)</b>		<b>Travel frequency</b>	<b>Leisure trips</b>	<b>Business trips</b>
Thailand	152	1 – 2 trips/ year	68.20%	27.97%
Vietnam	149	2 – 5 trips/ year	22.22%	8.81%
Singapore	91	5 – 10 trips/ year	3.45%	2.68%
China	89	Never travel for leisure/ business purpose	3.07%	59.39%
Malaysia	87	More than 10 trips	3.07%	1.15%
Total respondents	261	<i>Total</i>	<i>100%</i>	<i>100%</i>
<b>Gender</b>		<b>Employment</b>		
Male	50.57%	Employed	67.82%	
Female	40.61%	Retired	11.49%	
Other	6.90%	Student	14.56%	
Prefer not to say	1.92%	Unemployed	6.13%	
<i>Total</i>	<i>100%</i>	<i>Total</i>	<i>100%</i>	
<b>Budget spends for food</b>		<b>Education</b>		
21% – 30%	43.30%	Bachelor's degree	48.66%	
31% – 40%	24.52%	Doctorate degree	2.68%	
10% – 20%	17.24%	High school degree or equivalent	19.16%	
41% – 50%	9.96%	Less than a high school diploma	1.92%	
51% – 60%	4.21%	Master's degree	21.07%	
61% – 70%	0.77%	Other or prefer not to say	6.51%	
<i>Total</i>	<i>100%</i>	<i>Total</i>	<i>100%</i>	

Regarding food quality value, on average tourists agreed that Asia local food is delicious as the average scale for this attribute is at 5.64. On average, tourists felt neutral with the statement that Asia local food provides good nutrition and high quality. However, tourists slightly disagree with the statements that the process of making Asia local food is hygiene. Though, on average, tourists agreed (average scale is 5.19) that Asia local food's ingredients are fresh, however, they slightly disagreed (average scale is 3.79) with the statement that Asia local food's ingredients are organic. Hence, there is a mixed perception of tourists toward the Asia local food's quality value.

Tourists agreed with the taste value and deliciousness of the Asia local food, however, they were concerned about the healthiness value of Asia local food. The average score of the deliciousness of Asia local food was also the second highest among all attributes. This result is also similar with the findings in the study of Minh et al. (2019) in which they found tourists were most satisfied with the taste of Vietnam's local food. In the study of Young & Seongseop (2018), the deliciousness of Hong Kong's food was also rated the second highest among all attributes in their research.

There is also a mixed perception of tourists toward the food's price value. On average, tourists agreed that the price of Asia local food is reasonable and the price worth the quality they received. However, on average tourists think there is price discrimination between foreign and domestic customers. Tourist's attitude is neutral toward the statement that the bill is correct with what the restaurant stated in the menu. It might be due to the fact that some restaurants stated the after-taxed/ VAT price on the menu but some restaurants did not. Therefore, some tourists agreed that the bill was correct, but some tourists disagreed.

Tourists' attitude toward the food location value is neutral and slightly agree. Among all the attributes in the food location value, tourists score the highest for the location and atmosphere at night market. On average, tourists slightly agreed that the atmosphere in Asia's local food market made them want to try all the food. While the attributes related to restaurants' location or decoration only receive an average score around 4. This result indicates tourists perceived a neutral attitude toward the food location value. In tourists' perception, they value trying food in the Asia local night market more than trying food in a restaurant.

Tourists perceive high food' emotional value. On average, tourists slightly agree that eating Asia food makes them feel happy, gives them pleasure, and makes them feel excited. They also admit that they craved local food after travelling.

Tourists strongly agreed that they want to come back to visit Asia countries to enjoy local food and to explore more of Asia's diverse local food. On average, tourists slightly agreed that they want to revisit Asia countries to experience food tourism and to learn how to cook the local food. Overall, a majority of the respondents want to revisit Asia countries for food. Moreover, 62.07% of the respondents want to revisit Asia countries within the next 1 – 2 years, 17.62% of the

respondents want to visit Asia countries in the next 2 – 3 years. Only 6.51% of the respondents have no intention to revisit Asian countries (See Appendix 2).

*Table 4-2: Descriptive analysis for each dimension of food value*

Food consumption value	Attribute	Mean	STDEV
<b>Food quality value</b>	Overall, Asia local food is delicious	5.64	1.47
	The ingredients of Asia local food are fresh	5.19	1.39
	Asia local food use organic ingredients	3.79	1.35
	The food processing is hygiene	3.61	1.27
	Asia local food provides good nutrition	4.79	1.28
	Overall, I think that Asia local food provides a high standard of quality	4.73	1.40
<b>Food price value</b>	The price of Asia local food is reasonably	5.76	1.26
	The price of Asia local food is worth with the quality of the food	5.52	1.29
	There is no price discrimination between foreign and domestic customers. All customers are equally treated in term of price.	3.88	1.70
	The bill is correct with what the restaurant stated in the menu	4.89	1.30
<b>Food location value</b>	The decoration of Asia restaurants/ food stalls is beautiful	4.05	1.29
	The atmosphere inside Asia local restaurants makes me want to eat more	4.19	1.43
	The atmosphere in Asia local food market (night streets) make me want to try all the food	4.99	1.61
	The food menu is designed with food picture that make me want to try all the dishes	4.31	1.36
	Outside of Asia restaurant are decor with variety of sample dishes that make me feel hungry and want to eat	4.08	1.29
<b>Food emotional value</b>	I feel happy when eating Asia local food	5.35	1.23
	Asia local food gives me pleasure	5.48	1.35
	Eating Asia local food changes my mood positively	4.97	1.51
	After eating food in Asia, I craved for Asia local food when I return to my country	5.10	1.67
	Eating Asia local food makes me feel excited	4.98	1.54

<b>Intention to visit Asia</b>	I would like to revisit the Asia country to enjoy the local food	6.18	1.11
	I would like to revisit the Asia country to explore more of its diverse local food	5.93	1.21
	I would like to revisit the Asian country for a food tour	5.15	1.61
	I would like to revisit the Asia country to learn how to cook their cuisine from the local people	4.87	1.58

## 4.2 Exploratory Factor Analysis (EFA)

EFA was applied in this study by using maximal likelihood analysis and a varimax rotation method to determine the Asia local food consumption value. Among the 20 attributes, 18 items were explored and condensed into 4 factors. The value of the Kaiser–Meyer–Olkin (KMO) sampling adequacy was 0.895, and Bartlett’s sphericity was significant ( $p < 0.001$ ), verifying the adequacy of the EFA. All the four factors had eigenvalues of  $>1.000$ , and the total variance of the nine factors accounted for 63.64%.

The first factor contains all the attributes in food emotional value and one attribute in the food quality value (FQ1). The FQ1 stated that Asia local food overall is delicious. It can be associated with the emotional value such that when tourists enjoy good food, they feel happy and pleased. This factor captured 38.07% of the variance. Factor 2 included all five items of food location value and explained approximately 11.11% of the variance. The third and fourth factors include a mix of food price value and food quality values. The third factor includes FP3, FP4 in food price value and FQ4 and FQ6 in food quality value. This factor explains 8.09% of the variance. The fourth factor includes FP1 and FP2 in food price value and FQ2 in food quality value. This factor explains 6.37% of the variance. All factor loadings for the 18 items were high and exceeded the threshold of 0.50.

In terms of the reliability of the explored constructs, the coefficient alpha values of factor 1, 2 and 3 were larger than 0.70 and were between 0.75 and 0.89, indicating that these three factors meet the reliability criteria (Nunally, 1978). However, the coefficient alpha values for factor 4 was only at 0.62 indicating that the components of this factor might not be related and they are not reliable to form a factor. Even if you delete one attribute from this factor which is factor FP1, the coefficient alpha values are still below the 0.7 benchmark. Indeed factor 4 included two attributes from local food price value that stated how reasonable the price of Asia local food is, while the

FQ2 stated the freshness of Asia food. There is no connection between the freshness of the ingredient with the reasonable price of the food. Since, factor 4 did not meet the reliability criteria, this factor will be omitted from the regression analysis. Therefore, there are three factors that are statistically appropriate for the data analysis and the measurement assessment.

Hence, from the result of the EFA, items of the same factor were grouped into the same group, meaning that these items were well used to define the factors. Factor 1 represents the food's emotional value including attributes EV1, EV2, EV3, EV4, EV5 and FQ1. Factor 2 represents food location value including FL1, FL2, FL3, FL4 and FL5. The last factor represents food quality and price value including FP3, FP4, FQ4 and FQ6. There is no food quality value as expected. This result differed with the finding of Young & Seongseop (2018) and Minh et al. (2019) who found customer perceived food quality as an independent value. The mix of food quality attributes in food emotional attribute and price attribute might imply that European and American customers perceived the food quality value in accordance with the feeling that the quality of food brought to the customer as well as in accordance with the price that they have to pay for the food.

*Table 4-3: Summary of the exploratory factor analytic results.*

		% of variance (Eigen-value)	Factor loading	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's alpha
Factor 1	EV1	38.07%	0.84	0.805	0.856	0.89
	EV4		0.83	0.757	0.861	
	EV5		0.75	0.733	0.863	
	EV2		0.71	0.698	0.871	
	EV3		0.69	0.759	0.859	
	FQ1		0.60	0.514	0.897	
Factor 2	FL2	11.12%	0.78	0.595	0.793	0.82
	FL3		0.72	0.678	0.768	
	FL5		0.71	0.61	0.792	
	FL4		0.68	0.6	0.791	
	FL1		0.67	0.609	0.789	
Factor 3	FP3	8.09%	0.85	0.591	0.679	0.75
	FP4		0.74	0.502	0.722	
	FQ4		0.64	0.56	0.701	
	FQ6		0.50	0.576	0.685	
Factor 4	FP1	6.37%	0.80	0.323	0.666	0.62

	FP2		0.76	0.453	0.476	
	FQ2		0.52	0.508	0.392	

For dependent variables, the KMO for overall value was 0.727 and Bartlett's test was significant at 0.00. These numbers concluded that the data was suitable for factor analysis. For revisit intentions, all factors had eigenvalue above 1.0, and the first factor contain all four attributes of the revisit intention explains 65.76% of the total variance. Only one group was presented after the dimension reduction including the attribute IR1, IR2, IR3 and IR4.

### 4.3 Regression analysis

The multiple linear regression was used to study the impact of each local food consumption value to the revisit intention. All the variables had a VIF value smaller than 10 (Table 4-4) indicating that there is no highly correlated pair among interdependent variables hence we can conduct a multiple regression with all three independent variables.

From the regression result, EV and FL have been found to have a statistically significant impact on the revisit intention. The positive and statistically significant of EV and FL to the revisit intention indicates that among three local food consumption values, the local food emotional value and the local food location value contributed the most value to revisit intention of the tourists. This result implies that experiencing food that impacts tourist's feelings makes them have deep memories with the destination and make them want to come back. The feeling of happiness, pleasure and excitement when enjoying a meal has a significant impact on customer's behavior. The positive and statistically significant FL on the intention to revisit implies that the location, decoration and atmospheres of the restaurant plays an important role in deciding tourist's behavior. The coefficient estimation of EV is 0.52 higher than the coefficient estimation of FL which is at 0.27. This result indicates that food's emotional value has a higher impact on the intention to revisit. Young & Seongseop (2018) also found the food's emotional value had the second highest impact on the attitude toward local food in Hongkong, while food taste/ quality value had the highest impact.

The FPQ1 is not statistically impacting the revisit intention. This result is consistent with the finding of Young & Seongseop (2018) who has stated that tourists who perceived a high price value did not necessarily have a positive attitude toward local food in Hong Kong.

*Table 4-4: Regression results*

Variables	Unstandardized Coefficients Beta	Std. Error	t	VIF
Intercept	1.78***	0.26	6.87	
EV	0.52***	0.05	10.00	1.51
FL	0.27***	0.06	4.56	1.66
FPQ1	-0.03	0.05	-0.55	1.38

Notes: This table reports the result of the regression model:

$$IR = \beta_0 + \beta_1 EV + \beta_2 FL + \beta_3 FPQ1 + \varepsilon$$

The dependent variable is the IR which is the average value of four attributes IR1, IR2, IR3 and IR4. EV is the independent variables that measure the food emotional value which is calculated as the average of six attributes EV1, EV2, EV3, EV4, EV5 and FQ1. FL is the independent variables that measure the food location value which is calculated as the average of FL1, FL2, FL3, FL4 and FL5. FPQ1 is the independent variables that measure the food price and quality value which is calculated as the average of FP3, FP4, FQ4 and FQ6.

\*\*\*indicates the 1% significance level; \*\* 5% significance level; \* 10% significance level.

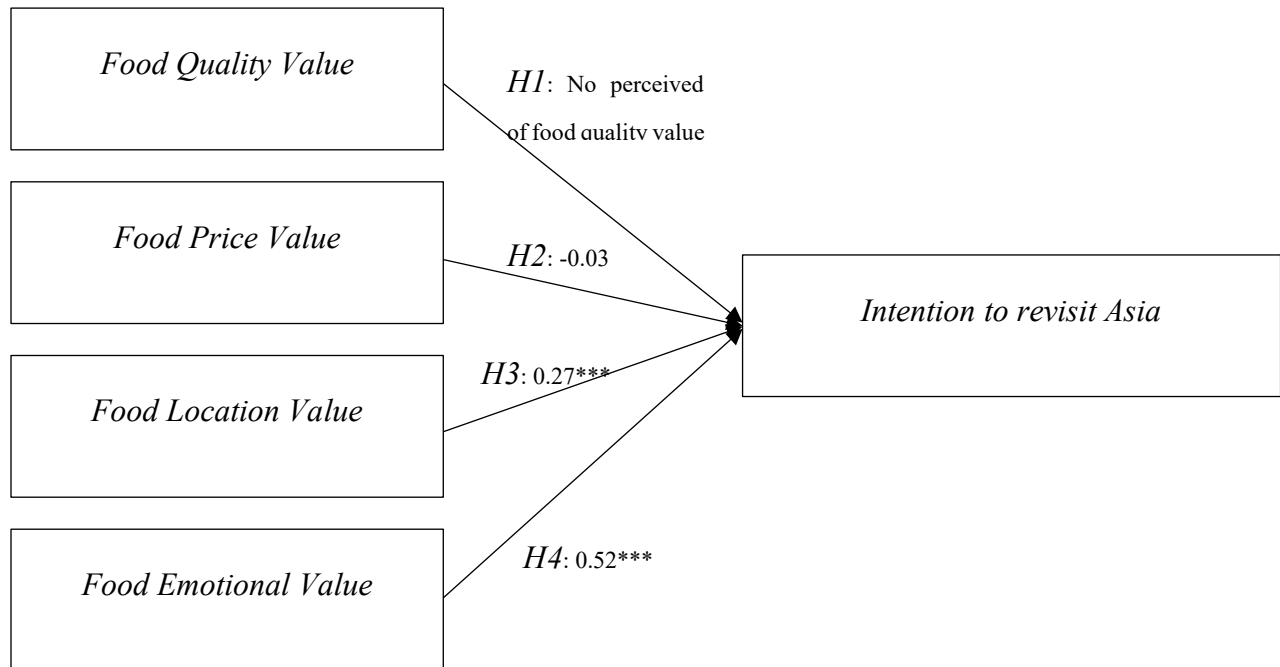
The first hypothesis that this research aims to test is “Food quality value positively contributes to the intention to revisit Asia”. However, from the EFA there is no food quality value factor has been formed, the scatter of food quality attributes in food emotional value and food price value indicates the European and American tourist perceived food quality value in accordance with the feeling value it brought and the worth of price instead of perceiving food quality value as an independent value. Since, there is no food quality value the first hypothesis is rejected and stated that food quality value does not directly contribute to the intention to revisit Asia of European and American tourists.

The second hypothesis to be tested is “Food price value positively contributes to the intention to revisit Asia”. The insignificance of the FPQ1 variable in the multiple regression indicates that the second hypothesis can be rejected and stated that food price value does not contribute to the intention to revisit Asia of European and American tourists.

The third hypothesis is “Food location value positively contributes to the intention to revisit Asia”. The variable FL has been found to have a statistically significant impact on the intention to revisit Asia. Hence, the third hypothesis cannot be rejected. It can be concluded that food location value positively contributes to the intention to revisit Asia for European and American tourists.

The last hypothesis that this thesis aims to test is “Food's emotional value positively contributes to the intention to revisit Asia”. The statistically significant impact of EV on IR indicates that the fourth hypothesis cannot be rejected. Hence, based on the result of multiple regression, it can be concluded that food's emotional value positively contributes to the intention to revisit Asia for European and American tourists.

Figure 4-1: Estimated conceptual model (Adapted from: Minh et al., 2019)



## 5 Findings and Discussion

The results of this research paper contribute to the theory of food consumption value as well as contribute practical evidence about the influence of food consumption value on customer's behavior.

First, this study has applied the theory of consumption value to study the consumer behavior of tourists towards food products. According to Sheth et al. (1991) the consumption value of a product to a customer will affect the consumption behavior of that customer. This theory of consumer value can also be applied to tourism products including food tourism. Consumption values of a product including functional, emotional, social, and epistemic values (Sheth et al., 1991) can also be used to measure the consumption value of local cuisine. Based on previous studies in the field of food tourism, the commonly studied food consumption value dimensions include food quality value, food location value, food price value, food emotional value, food health

value (Minh et al., 2019; Young & Seongseop, 2018; Yoon et al., 2011; Han & Ryu, 2009). This study has developed measures for food consumption values and based on the results of Exploratory factors analysis, the three food consumption values that European and American tourists are interested in are food emotional value, food location value, and food price and quality value. Previous studies have found food quality to be a distinct consumption value. However, in this study the attributes of food quality were allocated to measures in food emotional value and food price value. This result implies that today's tourists value quality in terms of the feeling that quality gives when experiencing a product, rather than merely perceiving the quality of food by evaluating its ingredients. or compared with the comb quality of other foods. At the same time, the food quality value is also assessed along with the food price. This result implies that today's tourists are concerned with the worth of price and the fairness between the price and the quality of the products and services they receive.

Through descriptive analysis, this study found that Thailand and Vietnam are the two Asian countries that the majority of European and American tourists have visited once. These are also two countries with a very diverse local food background. Most European and American tourists spend 21-40% on food while traveling. The results of this survey are similar to those of Boyne et al. (2002) that travelers spend 40% of their budget on food while traveling.

The first hypothesis of this research which stated that food quality value positively contributes to the intention to revisit Asia has been rejected. Though from the descriptive analysis, it is indicated that European and American tourists rate the satisfaction with the quality of Asia local food very high, the results of EFA and multiple regression, the nutritional values or High quality of Asia local food did not significantly affect the intention to revisit Asia of European and American tourists. Therefore, these are not two important factors that need to be improved to promote food tourism for Asia. This result is different from the previous research of Lertputtarak (2012), Kim and Eves (2012), Namkung and Jang (2007), Minh et al. (2019) who found that taste has a positive influence on the satisfaction of the tourists. The different results of this research might imply that European and American customers perceived the food quality value in accordance with the feeling that the quality of food brought to the customer as well as in accordance with the price that they have to pay for the food instead of perceiving the food quality value as an independent value dimension.

The second hypothesis of this research stated that food price value positively contributes to the intention to revisit Asia has also been rejected. Through the descriptive analysis, European and American tourists perceived the price of Asia local food as reasonable and worth the price. However, tourists perceive that there is a phenomenon of price discrimination between international and domestic tourists. Through EFA, the factors of discrimination in the price of food and the quality of food are brought together and form a mixed of food price and quality value. However, the results of multiple regression indicate that there is no significant influence of the food price value as well as food quality value on European and American tourists' decision to return to tourism. Therefore, food price and quality value are not two important values that determine the behavior of tourists. The insignificant impact of food price value to the intention to revisit was found in this research inconsistent with the study of Lertputtarak (2012), Steptoe et al. (1995), Kim and Eves (2012) and Minh et al. (2019). However, this result is consistent with the finding of Young & Seongseop (2018) who found no significant impact of Hong Kong local food price value on the intention to revisit tourists.

The third hypothesis of this research stated that food location value positively contributes to the intention to revisit Asia has been tested to be a valid statement. The result from descriptive analysis indicated that tourists appreciate the culinary atmosphere at night markets more than the culinary atmosphere at restaurants in Asia. Night market cuisine is one of the prominent features of Asian tourism, so that tourists prefer to experience traveling at night markets and enjoy local food at the night market when traveling in Asia. The results from multiple regression show that the food location value statistically significantly impacts intention to revisit Asia. The finding of positive influence of food location on the intention to revisit the tourists is consistent with previous research of Lertputtarak (2012), Kim and Eves (2012) and Minh et al. (2019). This result suggests that Asian countries should adopt the form of food tourism at the Night market to promote tourism in the country. Each locality can set up night markets on certain days of the week and organize local food vendors selling local specialties. Promoting a night market food tour experience can help draw customers to revisit.

The last hypothesis of this research stated that food's emotional value positively contributes to the intention to revisit Asia has been accepted. Tourists perceived a high food' emotional value. They also admit that they craved local food after travelling. Through EFA, tourists perceive the deliciousness of local Asia food as having similarities with their perception of the food's emotional

value. This result shows that it is possible that the value of the quality of Asia local food has a direct influence on the behavior of tourists, which has a relationship that affects the emotions of tourists and thereby affects the behavior of tourists. behavior and consumption decisions of tourists. The results of multiple regression indicate that food's emotional value has a strong impact on European and American tourists' decision to return to Asia. The positive influence of food emotional value on the intention to revisit found in this research consistent with the result of previous studies of Young & Seongseop (2018), Minh et al. (2019); Yoon et al. (2011), Han & Ryu (2009). From this result, it is suggested that tourism promoters should pay attention to how to build promotional images that affect tourists' emotions. In addition to improving the palatability of dishes to make tourists feel excited and happy, restaurants can also influence customers' emotions through service and enthusiastic service attitude of staff. Arousing tourists' curiosity is also a way to influence customers' emotions. Restaurants can convey the story and culture of the country through the dishes, such as a story about the origin of the dish, thereby stimulating the curiosity and understanding of customers and thereby making them want to eat, revisit and experience, learn more about the origin and how to make that dish.

## **6 Conclusion**

### **6.1 Main conclusion**

This study aims to understand more deeply about the consumption values of food on the behavior and decision to return to Asia of European and American tourists. The consumption values of food studied in this article include food emotional value, food price and quality value and food location value. Of these three values, only food emotional value and food location value had a positive relationship with tourists' decision to return to Asia. The results of this study are consistent with the results of studies by Minh et al. (2019) and Young & Seongseop (2018).

Through studying the influence of the consumption value of food on the behavior of tourists, some recommendations can be drawn to contribute to the management and development of tourism in Asian countries. Among food consumption values, food emotional value and food location value have an impact on the return behavior of European and American tourists. This suggests that restaurants and tourist service locations should focus on leaving an emotional impression on tourists. When tourists are touched, feel happy, or become more positive after experiencing the food, they are more likely to return to the restaurant. Restaurants and food service establishments

can influence tourists' emotions by improving the service skills of their staff. A warm and welcoming service attitude can affect the emotions of tourists, make them feel warmly welcome and thereby make them want to return to travel.

The location and atmosphere of the dining experience also have a strong impact on tourists' return to travel behavior. But tourists especially appreciate the experience of eating and drinking at the night market when traveling to countries in Asia. This suggests a way for localities to attract and promote local cuisine through the organization of night markets. When traveling, tourists expect to experience the daily cultural activities of the indigenous people and they can find that through the night market. The night market is a gathering place of indigenous people selling local products and foods, so the night market is always a must-visit destination when traveling. Therefore, in order to attract tourists back to travel, creating a tourist impression at the night market is very important. Tourism developers and promoters need to focus on improving the way the night market is organized, and controlling the quality of the food at the night market.

## **6.2 Theoretical and Practical Implications**

The findings of this study contribute to increase and develop the existing literature on the topic related to local food which is still one of the gaps in food tourism literature according to the literature review of Okumus (2020). The theoretical base of this research is food consumption value theory introduced by Hagevos and Ophem (2013) which introduced four dimensions of food value including product value, process value, location value and emotional value. Their framework for food consumption value has been extended and applied in examining the consumption value of different types of food including local food. The model framework of this research is built upon the study of Minh et al. (2019) and Young & Seongseop (2018) in which they examined the local food consumption of Vietnam and Hongkong. This research combined the result of the two research, eliminating the value that did not have significant impact on the revisit intention. The results of four local food consumption values have been examined in this research which are food quality value, food price value, food location value, and food emotional value. Moreover, this research extended the scope of the research to not only one country but examined the whole Asia local food consumption value. This research has learnt from the previous model, eliminating the insignificant food consumption value and contributing a literature for Asia local food topic.

The result of this research has practical implications for the travel industry in Asia. This research has found that food emotional value and food location value have significant impact on the intention to revisit of European and American tourists. This result suggests that tourism promoters should pay attention to how to build promotional images that affect tourists' emotions as well as focus on the decoration and the atmosphere of the food experiencing location to make a good impression for the tourist so that they increase the chance that they will come back.

### **6.3 Limitations and future research**

This study still has some limitations. Firstly, this study is aimed at European and American tourists with 261 survey participants, but more than 65% of the respondents come from three countries, USA, UK and Canada. This figure shows that the results are biased by the USA, UK and Canada tourist target groups rather than results that might be representative of the entire Europe and Americas region. To overcome this limitation, future studies may continue to collect more data from travelers from other countries in the region to reduce the high concentration of respondents in the USA, UK and Canada.

The second limitation of this study is that it only studies the impact of food consumption value on the intention to revisit at the general level, but has not gone into depth analysis of the difference in this relationship in the target groups. different tourists. For example, tourists who have been to many countries in Asia will have a different perception of food consumption value than those who have only been to 1-5 countries in Asia. Moreover, it is possible that tourists who have been to many countries in Asia will have no intention of returning, while tourists who have only visited a few times will want to come back to experience again. The factor of how many countries have been to Asia can have an impact on tourists' decision to return. Therefore, if we do not include the variable of how many Asian countries we have traveled to in the regression model, the analysis results may not adequately and accurately reflect the relationship between food consumption value and the intention to revisit tourists. In future research, the factor of number of countries that a tourist has visited can be included to study the relationship of that factor with the intention to revisit tourists.

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## Appendix

### Appendix 1: Questionnaire

I am conducting research about the consumption value of Asia local food. This survey aims to ask you about your experiences and perception of Asia local food tourism. Please answer the questions based on your own experience and feeling.

The information remains confidential and will be used only for research purposes.

It will take about 5 minutes to finish the survey.

Thank you!

#### A survey on Asia local food consumption value

##### Group I: Screening questions

Question 1: Have you ever been to any Asia country? (If No, please skip the survey)

Yes

No

Question 2: Which Asia countries have you been to? Please tick all the region of Asia that you have visited.

- |                                      |                                     |                                       |   |
|--------------------------------------|-------------------------------------|---------------------------------------|---|
| <input type="checkbox"/> Afghanistan | <input type="checkbox"/> Iran       | <input type="checkbox"/> Mongolia     | <input type="checkbox"/> State of Palestine   |
| <input type="checkbox"/> Armenia     | <input type="checkbox"/> Iraq       | <input type="checkbox"/> Myanmar      | <input type="checkbox"/> Syria                |
| <input type="checkbox"/> Azerbaijan  | <input type="checkbox"/> Israel     | <input type="checkbox"/> Nepal        | <input type="checkbox"/> Tajikistan           |
| <input type="checkbox"/> Bahrain     | <input type="checkbox"/> Japan      | <input type="checkbox"/> North Korea  | <input type="checkbox"/> Thailand             |
| <input type="checkbox"/> Bangladesh  | <input type="checkbox"/> Jordan     | <input type="checkbox"/> Oman         | <input type="checkbox"/> Timor-Leste          |
| <input type="checkbox"/> Bhutan      | <input type="checkbox"/> Kazakhstan | <input type="checkbox"/> Pakistan     | <input type="checkbox"/> Turkey               |
| <input type="checkbox"/> Brunei      | <input type="checkbox"/> Kuwait     | <input type="checkbox"/> Philippines  | <input type="checkbox"/> Turkmenistan         |
| <input type="checkbox"/> Cambodia    | <input type="checkbox"/> Kyrgyzstan | <input type="checkbox"/> Qatar        | <input type="checkbox"/> United Arab Emirates |
| <input type="checkbox"/> China       | <input type="checkbox"/> Laos       | <input type="checkbox"/> Saudi Arabia | <input type="checkbox"/> Uzbekistan           |
| <input type="checkbox"/> Georgia     | <input type="checkbox"/> Lebanon    | <input type="checkbox"/> Singapore    | <input type="checkbox"/> Vietnam              |
| <input type="checkbox"/> India       | <input type="checkbox"/> Malaysia   | <input type="checkbox"/> South Korea  | <input type="checkbox"/> Yemen                |

Indonesia Maldives Sri Lanka Other**Group II: Tourist's perceived of Asia local food quality**

Question 3: Based on your experience and feeling, evaluate how much you agree with the below statement about the quality of Asia local food (1: Strongly disagree - 7: Strongly agree)

Quality value	Statements	Likert scales						
		1	2	3	4	5	6	7
FQ1	Overall, Asia local food is delicious	1	2	3	4	5	6	7
FQ2	The ingredients of Asia local food are fresh	1	2	3	4	5	6	7
FQ3	Asia local food use organic ingredients	1	2	3	4	5	6	7
FQ4	The food processing is hygiene	1	2	3	4	5	6	7
FQ5	Asia local food provides good nutrition	1	2	3	4	5	6	7
FQ6	Overall, I think that Asia local food provides a high standard of quality	1	2	3	4	5	6	7

**Group III: Tourist's perceived of Asia local food's price**

Question 4: Based on your experience and feeling, evaluate how much you agree with the below statement about the price value of Asia local food (1: Strongly disagree - 7: Strongly agree)

Price value	Statements	Likert scales						
		1	2	3	4	5	6	7
FP1	The price of Asia local food is reasonably	1	2	3	4	5	6	7
FP2	The price of Asia local food is worth with the quality of the food	1	2	3	4	5	6	7
FP3	There is no price discrimination between foreign and domestic customers. All customers are equally treated in term of price.	1	2	3	4	5	6	7
FP4	The bill is correct with what the restaurant stated in the menu	1	2	3	4	5	6	7

**Group IV: Tourist’s perceived of Asia local food’s location**

Question 5: Based on your experience and feeling, evaluate how much you agree with the below statement about the location value of Asia local food (1: Strongly disagree - 7: Strongly agree)

<b>Location value</b>	<b>Statements</b>	<b>Likert scales</b>						
FL1	The decoration of Asia restaurants/ food stalls is beautiful	1	2	3	4	5	6	7
FL2	The atmosphere inside Asia local restaurants makes me want to eat more	1	2	3	4	5	6	7
FL3	The atmosphere in Asia local food market (night streets) make me want to try all the food	1	2	3	4	5	6	7
FL4	The food menu is designed with food picture that make me want to try all the dishes	1	2	3	4	5	6	7
FL5	Outside of Asia restaurant are decor with variety of sample dishes that make me feel hungry and want to eat	1	2	3	4	5	6	7

**Group V: Tourist’s perceived of Asia local food’s emotional value**

Question 6: Based on your experience and feeling, evaluate how much you agree with the below statement about the emotional value of Asia local food (1: Strongly disagree - 7: Strongly agree)

<b>Emotional value</b>	<b>Statements</b>	<b>Likert scales</b>						
EV1	I feel happy when eating Asia local food	1	2	3	4	5	6	7
EV2	Asia local food gives me pleasure	1	2	3	4	5	6	7
EV3	Eating Asia local food changes my mood positively	1	2	3	4	5	6	7
EV4	After eating food in Asia, I craved for Asia local food when I return to my country	1	2	3	4	5	6	7

EV5	Eating Asia local food makes me feel excited	1	2	3	4	5	6	7
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**Group VI: Intention to visit Asia**

Question 7: Please rate the level of likelihood from 1 to 7 for the following intention

1	2	3	4	5	6	7
I have no intention to revisit	Very unlikely	Unlikely	I am not sure	Likely	Very likely	I will definitely revisit

Intention to travel	Statements	Likert scales						
		1	2	3	4	5	6	7
IR1	I would like to revisit the Asia country to enjoy the local food	1	2	3	4	5	6	7
IR2	I would like to revisit the Asia country to explore more of its diverse local food	1	2	3	4	5	6	7
IR3	I would like to revisit the Asian country for a food tour	1	2	3	4	5	6	7
IR4	I would like to revisit the Asia country to learn how to cook their cuisine from the local people	1	2	3	4	5	6	7

Question 8: Within how many years would you like to revisit Asia country for a food tourism?

- Will not revisit
- 1 – 2 years
- 2 – 3 years
- 3 – 4 years
- 4 – 5 years
- More than 5 years

**Group VII: Demographic**

Question 9: What is your nationality?

USA, Canada, United Kingdom and member state of the European Union (Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden.)

Question 10: What is your gender?

- Male
- Female
- Other
- Prefer not to say

Question 11: What is your age?

- 18 - 25
- 26 – 40
- 41 - 55
- 56 – 70

Question 12: What is your occupation?

- Student
- Employed
- Unemployed
- Retired

Question 13: What is the highest degree or level of school you have completed?

- Less than a high school diploma
- High school degree or equivalent
- Bachelor's degree
- Master's degree
- Doctorate degree
- Other
- Prefer not to say

Question 14: How often do you travel abroad a year (leisure purpose only)?

- Never travel for leisure purpose
- 1 – 2 trips/ year
- 2 – 5 trips/ year
- 5 – 10 trips/ year
- 10 - 15 trips/ year
- 15 – 20 trips/ year
- More than 20 trips/ year

Question 15: How often do you travel abroad a year (business purpose only)?

- Never travel for business purpose
- 1 – 2 trips/ year
- 2 – 5 trips/ year
- 5 – 10 trips/ year
- 10 - 15 trips/ year
- 15 – 20 trips/ year
- More than 20 trips/ year

Question 16: Who do you usually travel with?

- Family
- Friends
- Solo
- Other

Question 17: How much of your travelling budget is for food?

- 10% – 20%
- 21% – 30%
- 31% – 40%
- 41% – 50%
- 51% – 60%
- 61% – 70%
- > 70%

**Appendix 2: The pie chart of number of years that tourists tend to revisit Asia in the future**

