

## FACTORS INFLUENCING CONSUMER BEHAVIOR TO VISIT GASTRONOMY TOURISM DESTINATION, MODERATING ROLE OF SOCIAL MEDIA MARKETING

Dina Ahmed Mohammed<sup>1</sup>; Albattat Ahmad<sup>1\*</sup>; Norhidayah Azman<sup>2</sup>

<sup>1</sup>Graduate School of Management, Management and Science University, University Drive, Off Persiaran Olahraga, Section 13, 40100, Selangor, Malaysia.

<sup>2</sup>Faculty of Business Management and Professional Studies, Management and Science University, University Drive, Off Persiaran Olahraga, Section 13, 40100, Selangor, Malaysia.

### Abstract

The perception of a destination's image significantly enhances tourist satisfaction and fosters loyalty. Positive emotions are indicative of a more enjoyable holiday. Research indicates that the perception of a place significantly enhances tourist pleasure. Tourists evaluate areas based on their subjective viewpoints. Tourist behavior is significantly impacted by happiness. Consequently, the contentment of tourists and their opinion of a site will serve as catalysts for subsequent trips. Modern clients may experience information overload from multiple sources. It entails the retrieval of information from memory or acquiring knowledge from alternative sources. Both internal and external sources are utilized to conduct information retrieval. Internal data encompasses both personal and historical data. External information searches encompass the utilization of both conventional and digital media, personal recommendations, and intermediaries involved in marketing. It was believed that well-informed purchasers would disregard alternative sources. This study employed quantitative research methodology to survey a sample of 400 visitors within the age range of 20 to 50 years old. The collected data was then analyzed using the Statistical Package for the Social Sciences (SPSS). Tourist choices are shaped by previous encounters and a sense of familiarity with a particular destination. In situations where there is a lack of internal resources, individuals seek assistance from external sources. Marketers can assist individuals in developing a favorable perception of a certain location and locating authentic social media content by providing positive information. Research indicates that social media platforms facilitate the connection between customers, providers, and third parties, hence influencing the formation of images. Tourists' impression and inclination to visit were influenced by symbolic signals such as gourmet restaurant advertisements and social cues like recommendations from friends and family. Therefore, utilizing social media platforms can facilitate the establishment in achieving worldwide acclaim and transforming into a renowned tourist destination. Numerous companies utilize social media platforms to establish a favorable reputation in the eating industry. They achieve this by providing enticing travel information and promoting positive word-of-mouth. Online resources assist travelers in selecting a destination and tailoring their holiday to their preferences. The extent and substance of information that visitors get during the process of decision-making significantly impacts their inclination to visit.

*Keywords: Factors, Consumer Behavior, Gastronomy, Tourism, Destination*

## **Introduction**

Tourism is the act of escaping from a repetitive routine and journeying to distant locations in search of amusement, recreation, rest, and enjoyment. Throughout this procedure, individuals make use of the services offered by enterprises (Moon & Chan, 2022; Kaur & Kaur, 2022). This pertains to the process through which individuals are entranced by the tranquility of nature as a means of escaping the monotonous nature of their demanding profession and materialistic way of life (Yang, Xu & Hannam, 2022). Hence, the dominant mentality of the general population has greatly influenced the rapid growth and diverse structure of the tourism industry as a social framework (Hassan et. al., 2022). According to Meo et.al. (2022), the expansion of tourism in advanced and developed countries has led to favorable economic outcomes and increased employment opportunities. Several nations are currently benefiting from the tourist sector, which includes advantages such as heightened inflow of foreign currency, amplified employment prospects, and a favorable influence on the nation's gross domestic product. The aim of this study is to gain understanding of the tourism prospects in Malaysia and examine how the tourism industry can be efficiently promoted via social media platforms. According to Rahman et al. (2022), social media or social networking sites can significantly influence the expansion of the tourism business in the current digital age since they are extensively and efficiently utilized. Social media platforms, such as Facebook, Instagram, YouTube, and personal blogs, exert a significant impact on the perspectives of clients who are interested in leisure travel to specific areas. These platforms have empowered the general population to acquire comprehensive awareness and understanding about the places, along with the unique experiences that may be experienced there. These platforms offer substantial exposure for tourist locations and hotels, facilitating the expansion of their businesses.

Gastronomy and tourism are converging as rural regions strategically allocate resources to gastronomy products and tourism in response to significant economic changes. Rural areas are motivated by the fact that food and beverages account for one-third of tourism revenue, a substantial sum that garners the interest of both enterprises and governments. The culinary aspect, serving as a tourist attraction that embodies the essence and customs of a particular region, possesses the ability to entice individuals to explore and engage with it. Therefore, it has become a crucial element of cultural and heritage tourism (Moral-Cuadra). Gastronomy tourism is a type of specialized tourism that focuses on the desire to discover and experience different types of food. The degree of engagement or interest in this form of tourism varies, spanning from a lack of interest in food beyond its fundamental role of nourishment, to a broad interest in discovering rural or urban regions through their culinary offerings, to a particular curiosity in experiencing diverse cuisines, and ultimately to a heightened level of interest in gastronomy, which encompasses the exploration of cuisine, gastronomy, or gourmet experiences (Stone, Migacz & Wolf, 2022). According to Sutheshna (2021), the "spatial fixity" of gastronomy tourism is crucial since travelers must physically visit the place where the food is produced in order to properly enjoy and understand the meal, thereby becoming food tourists. Advocates argue that food tourism involves

both the act of eating and establishing a sense of location, while also enjoying local culinary options.

Gastronomy tourism, classified as a specialized form of tourism by Christia & Fine (2022), has become a significant driver of economic growth and employment in several countries. According to Wondirad, Kebete, and Li (2021), the growth and advancement of gourmet tourism present multiple opportunities for hospitality and tourism firms. According to Kivela and Crotts (2006), gourmet tourism should be considered a crucial marketing strategy, whose importance is determined by the historical or unconventional background of exceptional food and wine. This has highlighted the significance of recognizing this niche tourism industry as a significant contributor to the country's economic prosperity. In 2019, Malaysia's tourism industry remained prosperous despite the COVID-19 outbreak, drawing in a total of 26.1 million tourists and generating MYR86.14 billion in revenue (tourist Malaysia, 2020). The food and beverage sector in Malaysia experienced a 1.6% increase in expenditures, reaching MYR11.46 billion, compared to the previous year. These findings indicate that cuisine could have a substantial impact on the country's ability to attract tourists. According to Wondirad, Kebete, and Li (2021), the increasing interest in cuisine and local food research significantly affects tourism revenue and offers public and financial assistance to the local population. Moreover, the consumption habits of both residents and tourists have changed as a result of heightened consciousness regarding food quality, health and dietary considerations, widespread food promotion on various social media and platforms, and an expanding curiosity in experimenting with different cuisines (Hakim, Suryantoro & Rahardjo, 2021). Moral-Cuadra et. al. (2022) endorses the idea that gastronomy is crucial in augmenting the attractiveness of a tourist destination. The Malaysia Tourism Promotion Board (MTPB) has undertaken many tourism initiatives to augment the influx of international tourists to Malaysia. In order to promote Malaysia as a gastronomic tourism hotspot, marketers and the Malaysian government have prioritized showcasing the local food in promotional materials such as travel guides, brochures, and websites (Osman, 2022; Jamaluddin & Ghani, 2022; Nair, 2021; Cakir, M. U., & Özbay, 2021). Moreover, Malaysian cuisine has been depicted as extremely desirable in numerous cooking-focused television programs, such as those broadcasted on the Asian Food Channel (Osman, 2022). Uncertainties remain over the efficacy of the Malaysian government's endeavors to globally sell and promote local cuisine, as well as the depiction of the Malaysian culinary identity. Despite several studies demonstrating positive outcomes in terms of tourists' acceptance and perceptions of Malaysian food and cuisine (Osman, 2022; Jamaluddin & Ghani, 2022; Nair, 2021; Cakir, M. U., & Ozbay, 2021; Wondirad, Kebete, & Li 2021; Kebete & Li 2021), Malaysian cuisine has not attained the same degree of worldwide acknowledgment as Japanese or Thai cuisine. Salman and Hasim (2012) assert that Malaysia is internationally recognized for its scenic natural landscapes and modern urban architecture, rather than its culinary offerings. The aim of this study was to discover the factors that influence the purchasing decisions of consumers who are considering Malaysia as a destination for gourmet tourism. The study aimed to evaluate the efficacy of marketing strategies, including promotional materials and domestic tour itineraries, in enticing tourists to visit Malaysia. This study utilized quantitative content analysis to investigate

the factors that affect culinary tourism and their potential impact on tourists' inclination to visit following a pandemic. Moreover, the study examined how social media marketing affects the connection between the factors influencing culinary tourism and the likelihood of visitors visiting post-pandemic.

## Literature Review

Zhang, Lu, Huang, and Zhang (2022) assert that tourism has experienced growth in specific destinations. Nevertheless, the distribution of this industry is not evenly spread throughout countries, regions, and localities. Mass tourism, characterized by a large number of individuals engaging in sun-and-sea activities, is both seasonal and geographically concentrated. According to Islamovna (2021), beach resorts offer a wide range of tourism amenities. This model employs a theoretical framework, however, Hussain (2021) cautions against its application in the context of tourism development. It emphasizes the importance of destinations adapting to new challenges in order to survive. Fakfare, Lee, and Han (2022) differentiate between the "old tourist" and the "new tourist." The former refers to inexperienced, conventional, and mass visitors who have a preference for package holidays, while the latter encompasses spontaneous, original, and ecologically sensitive individuals. Therefore, customized, and flexible tourism is suitable for tourists who exhibit "post-Fordist" characteristics, such as higher affluence, education, a greater sense of adventure, and a higher level of respect for other cultures and the environment (Cave et al., 2022).

Nevertheless, the mass tourist paradigm may not be inherently obsolete. Destinations have sufficient complexity to accommodate many stages of growth (Chen et al., 2022). There is a debate about whether sun-and-sea destinations and increased expectations, which mostly stem from human needs, can coexist harmoniously. They provide prospects for advancement through the implementation of innovative strategies that enhance and distinguish the existing tourism products (Önder & Gunter, 2022). Hsu, Liu, and Lin (2022) propose that diversification entails including a blend of mainstream and niche tourism offerings to entice novel clientele and retain current ones. Implementing a niche tourism strategy can assist destination managers and planners in promoting sustainability and attracting affluent tourists, hence stimulating economic growth (Massidda, Piras, & Seetaram, 2022). Niche tourism can be categorized into overarching market segments such as cultural, rural, and sport tourism, and further subdivided into micro-niches. Culinary tourism is a particular area of expertise.

Food and tourism are interconnected through many terms such as "food tourism," "cuisine tourism," "taste tourism," "gourmet tourism," and "restaurant tourism" (Payandeh et al., 2022). While these names may have distinct connotations, they all denote individuals who have a strong enthusiasm for both gastronomy and exploration. Gastronomy tourism, as defined by Durmaz, Çayırtaş, and Çopuroğlu (2022), refers to the act of traveling to indulge in regional food and drinks, while also seeking out distinctive and memorable culinary encounters. Discerning tourists must partake in culinary experiences while on holiday, which gives rise to problems over their

identification. Therefore, a connoisseur traveler is not tedious as culinary incentive is essential for travel (Gupta & Mohta, 2022).

According to Kattiyapornpong, Ditta-Apichai, and Chuntamara (2022), tourists who favor a laid-back eating experience are attracted to the local food. Hence, it transcends the confines of a mere tourism specialty. Moral-Cuadra, Solano-Sánchez, Menor-Campos, and López-Guzmán (2022) discovered in a prior investigation that when culinary-gastronomic cuisine is presented and experienced appropriately, it has the potential to enhance visitor pleasure and behavior. The studies revealed that those with a strong interest in food and culinary experiences exhibited a higher level of cultural awareness and tended to prolong their stays compared to other tourists. The results indicate that gourmet tourists are sought after in various other areas. The gastronomic tourist profile has been delineated by research organizations (Stone, 2022; Chiu & Huang, 2022; Wan & Choi, 2022). Based on the study, culinary tourists often fall into the age ranges of 30-50 and 51-64. These visitors had superior financial resources and educational backgrounds compared to other travelers. They are courageous and seasoned explorers with a greater inclination towards immersing themselves in the local culture. Expenditures on gourmet travel experiences constitute a larger portion of their overall travel budget. The researchers discovered little demographic and travel preference disparities between culinary and non-culinary tourists, suggesting that these factors had negligible influence on food tourism. Nevertheless, there were variations in food tourism reasons, culinary evaluations, and individuals' self-perception as gastronomic tourists (Campón-Cerro et al., 2022). Vukolic, Gajić, and Penic (2022) assert that contemporary market segmentation theory prioritizes 'values or benefits' rather than conventional demographic factors. Food tourists may be overstated unless non-food-related factors are taken into account. Choosing a destination is a challenging task that involves evaluating both tangible and intangible factors.

Culinary tourism, as highlighted by Vukolic, Gajić, and Penic (2022), is a significant sector that has the potential to foster customer loyalty. Therefore, it can serve as a feasible substitute for developing places that are unable to capitalize on the conventional "sun and sea" tourism model or lack the essential natural and cultural assets to allure tourists, including well-established tourist destinations. Investing in initiatives to enhance and promote food offers can assist destinations in revitalizing tourist arrivals and expanding market presence, if food has the capacity to impact the travel decisions of a significant market group (Yu et al., 2022). According to Dewi and Nugroho (2022), the connection between the product and the traveler is crucial in gourmet tourism. Gastronomy tourism necessitates the physical presence of tourists at the spot where food or drink is being produced. Although it is feasible to export and consume local produce in foreign countries, gastronomy tourism mostly emphasizes the act of indulging in local cuisine and immersing oneself in the local culture and surroundings. Hence, culinary tourism has the potential to enhance local economies, advance the cause of food and biodiversity protection, and safeguard local identities. In the next section, the pertinent literature is utilized to analyze gourmet tourism, local identity, and destination image.

The culinary traditions of a place are a reflection of its culture, environment, and unique characteristics. Embracing the characteristics of natural or traditional cuisine is inherent in its consumption (Suanpang et al., 2022). Local cuisine plays a significant role in conveying intricate meanings and abstract concepts that reflect the distinctiveness of a location. Moreover, it contributes to the establishment of a tourist destination's identity (Panas et al., 2022). The Mediterranean diet and traditional Mexican cuisine have been recognized as intangible cultural heritage by Unesco, owing to their profound cultural value. Diverse national cuisines are seeing a trend towards globalization and homogenization, which is detrimental to their distinctiveness. The culinary aspect of a place can play a crucial role in redefining its image and creating a unique identity at both the national and regional levels. This is because modern tourism is increasingly centered around authentic, locally sourced experiences (OECD, 2012). Recreating historical events, revisiting lost elements, and actively contributing to the process of creation, innovation, and embracing change are integral to the concept of "individual, collective, and territorial identity." One way to achieve this is by preserving and promoting a particular gourmet product, along with its associated skills and techniques. According to the study conducted by al. in 2022, food tourism has the potential to increase profits and visibility for local companies, enhance the public's view of the place by being linked to top-notch culinary products, offer a unique local product, and enhance the overall experience. In order to establish themselves as premier culinary destinations, countries strive to entice tourists by showcasing local products and enhancing their array of options (Yodchim & Bousri, 2022; Indra et al., 2022; García, 2022).

Studies indicate that travelers' travel choices are closely linked to the perception of a destination, encompassing lesser-known factors such as positive encounters with unique cuisine. According to Del Pilar Leal Londoño, Georgescu-Paquin, and Arcos-Pumarola (2022), a remarkable culinary experience has the potential to enhance connections with the local area. Therefore, the consumption of local food and cuisine enables travelers to get knowledge about the specific location and enhances their whole travel experience. Patronizing local gastronomy also enhances tourists' engagement with the local population, increasing the likelihood of their return and recommendation of the destination. Ultimately, the author asserts that delving into regional gastronomy fosters enduring recollections and a genuine affinity with local landmarks.

Prior to reaching their intended location, individuals on culinary vacations evaluate their experiences based on their pre-trip expectations, which encompass factors such as the taste and variety of cuisine, the ambiance, and the quality of customer service (UNWTO, 2012). Consequently, tourists who appreciate the cuisine of a particular place tend to be devoted and more likely to revisit, thereby enhancing its standing. Kattiyapornpong, Ditta-Apichai, and Chuntamara (2022) examined the correlation between visitors' travel itineraries and their perceptions of the cuisine in different countries. Tourists evaluated cuisine, dining establishments, food-related tourism, and activities such as unique cultural experiences and street markets, as well as cooking classes or farm visits. Based on their assessments, we drew conclusions about their perceptions of

food and their intentions to visit. This survey confirmed the enduring appeal of their cuisine and the well-deserved recognition for their food and wine tours. Additionally, it provided warm and welcoming hospitality together with affordable costs.

In their study, Ningsih, Urganini, and Nurussahar (2022) propose the examination of the alignment of cuisine, food, and tourism with the economic development objectives of a particular area when formulating a gastronomy tourism plan. Engage relevant organizations and conduct rigorous research and evaluation from many culinary and tourist angles to comprehensively comprehend the economic influence of food tourism. Conducting research is crucial for comprehending various aspects of tourism, including the characteristics of tourists, their countries of origin, gastronomic and tourism choices, as well as the supply and value networks involved. Dixit and Prayag (2022) highlight the significance of this thesis, demonstrating that every scenario, including this dissertation, requires distinctiveness. An analysis was conducted on the knowledge and experience of food tourism in Norway and Tuscany, Italy. The growth of gastronomy tourism relied on scientific culinary skill and global managerial/political knowledge. In contrast, Italy focused on utilizing local food and managerial/political knowledge. Therefore, it is essential for food tourism programs to be developed taking into account the unique physical, social, and environmental characteristics of each terroir (Roy & Gretzel, 2022). Mohammad, Rahman, and Mayor-Vitoria (2022) argue that the combination of tourism and exceptional agricultural practices has the potential to foster a more ecologically sustainable future for rural regions and their inhabitants. Their investigation revealed a scarcity of well-structured food and tourism production networks in central regions. In order to cater to tourists, it is essential that high-quality cuisine is associated with its specific 'terroir', allowing the origin of the product to be easily identified. This connection between production and place is of utmost importance (p. 1482). In order to achieve success, it is imperative for all parties involved in the "terroir" industry, including farmers, entrepreneurs, and communities, to work together and cooperate in setting and carrying out objectives at every stage of production. Sanchez-Caizares and Castillo-Canalejo (2015) also discovered this in Slovenia and Spain. Effective collaboration among restaurants, travel agencies, hotels, locals, and tourists are essential for establishing a culinary tourism management system that enhances the competitiveness of destinations and promotes regional development. The interactions between dining establishments and other stakeholders are of utmost importance. In addition, Guell et al. (2022) conducted a study that analyzed a successful food tourism strategy that relied on active involvement of stakeholders. The authors conclude that there is a lack of coordination between food and tourism in delivering successful policy outcomes, based on the principles of sustainability and a model of emerging gastronomic tourism themes such as knowledge exchange and networking, supply chain constraints, fear of change, regionalization of governing bodies, and marketing. Therefore, the incorporation of food tourism, marketing, distribution, and policy integration has the potential to enhance social capital (Janiszewska et al., 2022).

Based on the unique characteristics and promotional efforts of the location. According to the

research conducted by Janiszewska et al. (2022), it is important for visitors to have a clear understanding of the origins of food. Their aim is to illustrate the importance of educating visitors about cuisine, highlighting that "language and the utilization of words" can be equally vital as taste. Gourmet tourism entails a deep understanding of the geographical origin, manufacturing process, and culinary traditions associated with food. It emphasizes a cultural perspective on gastronomy that takes into account the contributions of farmers, animals, and plants, as well as the rural origins of gastronomy (Janiszewska et al., 2022). They impart knowledge to tourists regarding local cuisine, as individuals are more inclined to establish an emotional bond with a destination's culture when they are introduced to its historical, geographical, economic, and culinary aspects. Seyedabolghasemi et al. (2022) defines 'gastro speak' as a form of communication that encompasses all spoken and written expressions related to gastronomy. It aims to commodify and highlight a specific gastronomic identity, emphasizing the infusion of knowledge. According to Seyedabolghasemi et al. (2022), gastro talk revitalizes the gastronomic identities of tourist destinations through a cognitive system.

Promoting a destination's cuisine is crucial and requires a variety of approaches tailored to specific goals. In a study conducted by Bolles (2022), Schmuckel (2021), and Oxenford et al. (2021), four Caribbean islands - Aruba, the Dominican Republic, Jamaica, and Martinique - were found to employ different marketing and promotional strategies. Martinique, for instance, emphasizes the authenticity, history, and fusion of its cuisine, as well as organic farming and agri-tourism. The other islands, to varying degrees, focus on strategies employed by other Caribbean destinations. The researchers also highlighted the importance of considering the strategies of the islands' tourism organizations in order to fully realize their potential as gastronomic destinations. This is due to a lack of diverse dining options and accommodations for different culinary groups, as well as the influence of other promotional materials.

The authors present a set of issues that key stakeholders suggested for an ideal gastronomy tourism initiative, recognizing that success requires a mix of quantitative (economic impacts) and qualitative (visitor satisfaction, return intentions, and cultural sustainability) indicators (Bolles,2022). These include literature-mentioned indicators. The authors conclude that a clear strategy, strong stakeholder cooperation, unifying leadership, and provisions for revitalising the region's profile, communicating quality standards, and promoting regions as tourists perceive them are essential for the strategic process until it is implemented (Oxenford et al., 2021). Valentina, Turgarini, and Indriastri (2021) highlight the need of cooperating with government, businesses, and local inhabitants to develop marketing plans that maximise a destination's diverse resources and unique local traits. in destination context. Since a destination product is a complex mix of stakeholders and components, Fyall & Leask (2007) emphasize cooperation. Destination management organizations should serve as a unifying force, bringing together all components of the destination to promote effective collaboration (Cankül, & Altıntaş,2021).



Iakovou, Wardana, GdeSukaatmadja, and Setini (2022) devised a gourmet tourism plan for Central Macedonia, Greece, utilizing a SWOT analysis. The first aspect highlights the region's culinary assets, which can attract the desired market segment, while the second aspect empowers local food suppliers by establishing robust collaborative networks. The latter action is also deemed crucial, as per Kokkranikal and Carabelli (2021), since gastronomy tourism products and services, along with the provision of local meals with profound cultural significance, necessitate specialized training in the hospitality industry. According to a study conducted by Durmaz et al. (2022), the development of food clusters requires a well-defined branding strategy to foster mutually beneficial relationships between agriculture and tourism, leveraging local economic, cultural, and environmental strengths for the benefit of local stakeholders.

The tourism business defines "tourism marketing activities" as national tourist organizations and/or tourist firms' systematic and coordinated international, national, and local efforts. These efforts are done to maximize visitor group and individual satisfaction for sustained tourism growth (Marta, Melnyk & Baran, 2021). Thus, tourist marketing promotes tourism and creates related services to increase it. Tourism marketing relies on an accurate information system to attract customers and encourage them to spend money, enhance local revenues, and promote cyclical cash flow through reinvestigations (Matiza & Slabbert, 2021). Tourism marketing has increasingly relied on market segmentation in recent years. As the foundation of tourism marketing strategies, segmentation has many benefits, including increasing the competitiveness of destinations, attracting a more refined market, revealing market gaps in which new touristic product occasions can be delivered, and discovering new potential customers. Tourism goods are designed to meet tourist needs, which is the ultimate goal. Tourism marketing must create a want or want that drives visitors to choose the place, starting with segmentation. Tourist decisions are affected by several factors, including the economy, thus this impact is limited. Discussing the marketing mix is crucial after segmentation. Tourism uses the 4Ps (Product, Promotion, Price, and Place), although only the first two are important (Sailm, 2022). To maximise profits and entice buyers, the 4Ps of tourism marketing have been changed (Achmad, Wulandari & Marcelino, 2022). Even yet, the 4Ps model cannot fully understand the sector. Tourism marketing relies on understanding potential customers' behaviors, tastes, and travel reasons (Aljubori, 2022). Marketing a destination to tourists should also incorporate its intangible cultural heritage (ICH), which allows visitors to interact with various cultures and fully appreciate the region's cultural attractions (Mooney & Gewinner, 2022). Thus, a successful tourist destination must provide a favorable experience to attract repeat visits and referrals. Tourist marketing must also consider post-visit behavioural attitudes, which predict effective conduct. The Theory of Rational Action (TRA) is a prominent psychological theory of behavioural intention. The Theory of Reasoned Action by Ajzen and Fishbein (1988) predicts behavior based on attitudes and goals. The outcomes they expect from a behaviour determine their choice (Srivastava et al., 2022). Ajzen & Fishbein 1988 define the theory as behavioural aim, attitude, and subjective criteria. According to the TRA model, behavioural intention, which precedes action, is linked to an individual's attitudes and subjective standards for a certain

behaviour (Han, 2021). A behavioral action-oriented attitude and subjective behavior expectancies are reliably associated, according to the TRA (Nguyen, Thanh & Nguyen, 2022). Purpose strength determines behavior (Loureiro, Guerreiro & Han, 2022). TRA explores how cognitive processes affect behavior (Ulker-Demirel & Ciftci, 2020). The approach also emphasizes that context variables can change behaviour and attitudes. The concept states that age, gender, race, education, and other factors divide the population into classes with dramatically different life experiences. Thus, different groups may have different views on behavior (Lama, Pradhan & Shrestha, 2019). TRA, founded 20 years ago, continues to provide a comprehensive framework for marketing studies, particularly on consumers' perceptions that they should or should not consume certain products for reasons other than product quality. It helps devise approaches to change behavior by explaining why people do it. People choose a behavior based on its effects and their expectations (Passafaro, 2020). Conceptual Framework as figure 1 below:

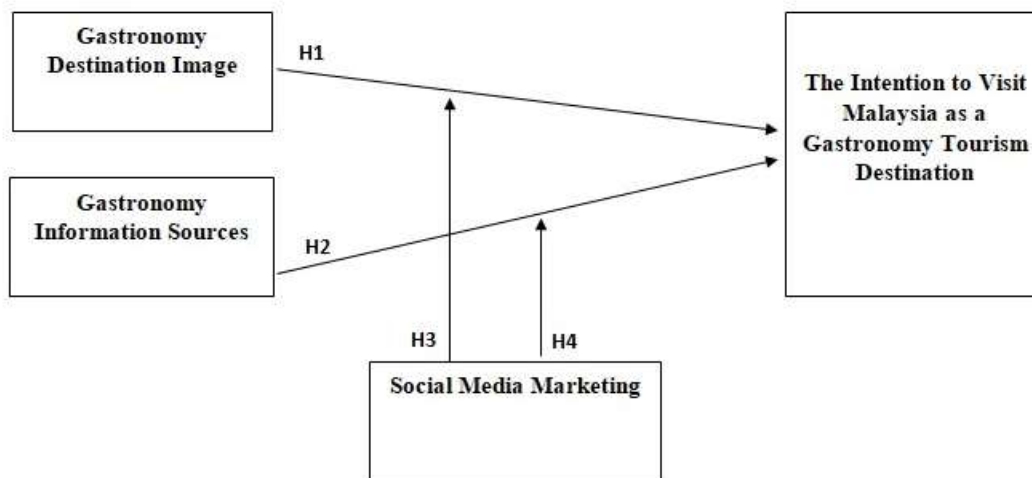


Figure1 Conceptual Framework

To assess the reliability of each item, it is necessary to estimate the factor loading. As per the findings of Ringle et al. (2023), a threshold value of 0.7 or higher for the loading of each item is deemed to be reliable. Furthermore, it is necessary for both the Cronbach's Alpha and composite reliability scores to be at least 0.7. In addition, the average variance extracted (AVE) is calculated by taking the mean of the squared loadings of the items associated with the construct. It is a commonly used metric to assess convergent validity. An AVE score of 0.5 or higher indicates that the construct explains more than 50% of the variability in its elements (Ringle et. al.,2023). Table 1 demonstrates that the Cronbach's Alpha and composite reliability values exceed 0.7, whereas the AVE values surpass 0.5. Therefore, the convergent validity of the constructs has been confirmed.

To determine the discriminant validity, it is necessary to assess the Fornell-Larcker criterion, cross loadings, and the Heterotrait-Monotrait Ratio. According to the Fornell-Larcker criterion, the

square root of the average variance extracted (AVE) for each variable should be greater than the correlation across latent variables. This condition is satisfied in the current investigation, as indicated in Table 3. In relation to cross loadings, it is necessary for the loading of each indicator to be greater than the loadings of the indicators of its related variables. According to Table 2, we can see that the cross loadings requirement is met (Ringle et al., 2023). To confirm the Heterotrait-Monotrait ratio (HTMT), it is necessary to ensure that the value is below 0.85. Table 3 demonstrates that the HTMT criterion is satisfied, confirming the establishment of discriminant validity.

Table 1; CR, CA, and AVE

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Gastronomy Destination Image (GDI)	0.957	0.958	0.966	0.752
Gastronomy Information Source (GIS)	0.963	0.963	0.971	0.770
Social Media Marketing (SMM)	0.947	0.950	0.960	0.726
Intention to Visit (ItV)	0.966	0.966	0.974	0.782

Table 2; Discriminant Validity

	GDI	GIS	SMM	ItV
GDI	0.823			
GIS	0.905	0.833		
SMM	0.962	0.880	0.809	
ItV	0.830	0.903	0.843	0.839

Table 3; HTMT

	GDI	GIS	SMM	ItV
GDI				
GIS	0.843			
SMM	0.710	0.820		
ItV	0.864	0.736	0.881	

Table 4; Direct Relationship

	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
GTI -> ItV	0.371	0.375	0.078	4.760	0.000
GIS -> ItV	0.330	0.332	0.077	4.278	0.000

The initial hypothesis posited that there is a correlation between the image of a gourmet destination and the intention to visit this destination. The results shown in Table 4 demonstrate a significant link, as evidenced by the score ( $\beta = 0.371$ ,  $t = 4.760$ ,  $p < 0.001$ ). Therefore, hypothesis 1 has been verified. Hypothesis 2 proposed that there is a correlation between sources of gastronomy information and the intention to visit a culinary destination. The findings shown in Table 4 demonstrate a statistically significant result, with a  $\beta$  score of 0.303, a t-value of 4.278, and a p-value less than 0.001.

Table 5; Moderating effect

	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
SMM * GTI -> ItV	0.087	0.066	0.071	1.239	0.216
SMM * GIS -> ItV	0.204	0.016	0.065	2.068	0.000

The influence of social media marketing on the connection between gastronomy destination image and intention to visit gastronomy destination is not statistically significant, as indicated by the

score ( $\beta = 0.087$ ,  $t = 1.239$ ,  $p < 0.001$ ). These findings indicate that hypothesis 3 lacks statistical significance. Social media marketing has a crucial role in influencing the connection between the image of a gastronomic location and the intention to visit that destination. This is supported by the statistical findings, with a score of  $\beta = 0.204$ ,  $t = 2.068$ ,  $p < 0.001$ . Therefore, it can be inferred that hypothesis 4 has been validated.

## Discussion

Contemporary consumers may experience a sense of being inundated by the vast quantity of information accessible through various channels (Song, 2022). It requires purposefully activating memory or collecting knowledge from other sources (Martins et al., 2022). Information retrieval behavior encompasses both internal and external sources (Zaman, Hasan & Shams, 2022). Internal data might be influenced by individual, personal, and historical experiences. External information search encompasses several sources such as print and electronic media, word of mouth, and marketing intermediaries (Tlabela et al., 2022). Consumers possessing sufficient internal data were believed to disregard alternative sources (Kaurav & Gursoy, 2022). Hence, the decisions of visitors were influenced by their previous experiences and location information. In the absence of sufficient internal resources, individuals would seek external sources for information.

According to Bernard et al. (2022), individual motivation can be characterized as a combination of "push and pull" factors. Individuals were conflicted by both internal and external factors. These factors influenced individuals' inclination towards specific locations (Li & Cao, 2022). Two individual characteristics can also influence preferences for information. Demography mostly influences the behavior of individuals in obtaining knowledge. This may vary on age or socioeconomic status (Cai et al., 2022). The second element comprised the individual's travel attributes, encompassing the duration of their stay, previous travel background, and group characteristics. All of these factors affect information search effort and sources. Travelers utilize information sources based on the criteria of costs and benefits, as stated by Mohammad, Rahman, and Mayor-Vitoria (2022). Zhan et al. examine the various sources of information and how individuals perceive them as potential threats. The study conducted in 2022 by al. demonstrates a significant correlation. In order to reduce the perceived risk associated with purchasing intangible things, individuals can enhance their method of retrieving information. In their study, Majeed and Ramkissoon (2022) discovered that individuals tend to reduce their efforts in searching for information when there is a fee involved. Consumers' information search activities are significantly influenced by the perceived risk and expense associated with specific products. This approach prioritizes the process of acquiring knowledge rather than the actual action itself. This entails the collection and utilization of data for the purpose of making informed judgments.

Panas et al. (2022) investigated the influence of geographical, temporal, and operational aspects on customer behavior. Geographical factors influence both the internal and exterior search for information. This tendency may be influenced by previous experiences. For example, someone

who has utilized a product will retain it in their memory. This technique facilitates introspection and enables comprehension of past occurrences. When clients are dissatisfied with their own experiences, they will actively seek external expertise. Individuals are motivated to pursue external information in order to alleviate feelings of emptiness (Panas et al., 2022; Kotler & Armstrong, 1994; Murray, 1991). External search is a useful tool when additional information is required. Consequently, individuals will actively pursue alternate data sources in order to fulfill their requirements (Wang & Li, 2022). Acquaintances, family members, and trustworthy sources can offer crucial information.

When initiating a search, whether it be ongoing or for the purpose of acquiring further knowledge, individuals employ the temporal dimension search technique. This occurs irrespective of the intended objective of the search. At this level, the act of seeking knowledge is motivated by the recognition of a need (Mohammad et al., 2022). Consumers engage in research to acquire further knowledge about unfamiliar products. In contrast, individuals who already possess knowledge about the products may actively seek further information in order to make more informed selections regarding pricing and quality. The study conducted by Liu et al. in 2022. Furthermore, the information search can be utilized to facilitate future product acquisitions. Customers who possess knowledge about the products may not feel the need to acquire additional information (Liang et al., 2022). Once an information source is chosen, operational information retrieval is employed. The data utilized has the potential to impact customers' choices (Liang et al., 2022). Family and friends serve as personal sources, while salesmen and marketing messages serve as commercial sources. Magazines and newspapers, on the other hand, function as public sources. Lastly, personal sources can also include observation and product testing. The authors Sun, Law, and Luk published a work in 2022, which references the previous work of Kotler and Armstrong from 1994. The study conducted by Bui et al. (2022) shown that customer demographics had an impact on the effectiveness of information sources. Prospective vacationers have to conduct thorough research on their desired location prior to making a reservation. The research needs are contingent upon the specific things that are to be acquired. Extensive research is crucial, particularly in global markets, when dealing with more expensive products (Sano & Romão, 2022). Discerning customers also actively pursue additional information prior to making a decision (Berto & Murwani, 2022). Presently, tourists are required to conduct thorough investigations on excursions and other tourism-related endeavors (Yuan et al., 2022). In the present era of abundant information, successful marketing campaigns and promotions need to comprehend the proactive information-seeking behavior of clients (Yang et al., 2022). The provision of pertinent information enables clients to make informed judgments (Briez, Ezzat & Abd Eljalil, 2022).

The success of tourism goods heavily relies on the acquisition of client information. Prior to making a purchase, customers need to evaluate multiple sources of information (Nugraha, Hamin & Elliott, 2022). Briez, Ezzat, and Abd Eljalil (2022) proposed that the majority of prospective visitors would actively pursue information. The quality and authenticity of information sources

have a significant impact on people's reactions to them. Typically, visitors employ various sources to assess a website. Research is undertaken while acquiring expensive items or anticipating elevated risks associated with specific products (Sano & Romão, 2022). Multiple sources might offer location or destination details. Information sources can be categorized as either official or informal (Liu et al., 2022). Informal word-of-mouth information is obtained from relatives, acquaintances, and fellow travelers who had previous experiences. The organization of this knowledge is deficient, nevertheless, its veracity is contingent upon the communication skills of the source. In their study, Meenakshy and Srivastava (2022) asserted that word-of-mouth held equal influence on traditional print or electronic media.

Credible sources encompassed both print and online advertisements. The formal sources of information mentioned cater to specific demographics (Panas et al., 2022). Previous research indicates that the choice of information source is influenced by multiple factors. Song (2022) posited that specialists have a greater inclination towards acquiring additional knowledge compared to non-experts. Intellectually proficient individuals conducted extensive research across various information repositories. These individuals have the ability to utilize both print and digital forms of media (Wang & Li, 2022). According to them, individuals possess varying degrees of inquisitiveness when it comes to the knowledge they desire. Certain consumers actively seek external knowledge, whereas others depend on their own skills. The efficacy of the system hinges upon the client's characteristics, proficiency in the product, and the availability of things (Sano & Romão, 2022). According to Wang and Li (2022), the choice of tourist objects and trip aims plays a crucial role in determining the information and communication channels used. In a separate investigation conducted by Oshriyeh, Ghaffari, and Nematpour (2022), it was found that the characteristics of travel groups, the inclusion of extended family and friends, previous visits to the destination, and familiarity with the place all have an impact on individuals' information-seeking behavior.

Certain travelers utilize both internal and exterior sources (Oshriyeh, Ghaffari, & Nematpour, 2022). Senior and non-senior passengers have distinct approaches to accessing information. Older individuals exhibit a reduced propensity for acquiring knowledge to the same extent as their younger counterparts. In 2022, he emphasized the use of market-driven consumer information search trends. The required information must be both accurate and comprehensive. Customers that conduct research on vacations prior to making a booking enhance their overall experience (Nam, 2022). Therefore, well-informed travelers will have more satisfaction. Customers can be classified based on their information search behavior and the sources they rely on (Tudoran, 2022). Luo et al. (2022) discovered that German, French, British, and Japanese tourists visiting the United States employed distinct strategies when seeking information. Travel enterprises serve as the primary information providers for British tourists, with word of mouth being the subsequent source. Conversely, Germans and French individuals exhibited a higher propensity to adhere to the guidance of their relatives and acquaintances, suggesting that personal endorsements were the

primary means of obtaining information.

Effective destination image management necessitates a comprehensive comprehension of tourist behavior (Hunter, 2022). Styliadis (2022) asserts that a destination's image plays a crucial role in fostering confidence among passengers towards its various components. According to Choi and Cai (2022), the primary determinant of passengers' choices is the visual aesthetics of a location. Rao et al. provide a definition of destination image as the complete combination of an individual's beliefs, cognitions, and perceptions related to a specific area. According to Al. (2022), destination image is the combination of factual information, subjective impressions, preconceived notions, imaginative constructs, and emotional concepts related to a specific destination, as perceived by an individual or a group. This concept affirms the notion that we may discern distinctive attributes of a destination's intended audience that might entice them. Destination imagery plays a crucial role in the promotion of a location (Liang & Lai, 2022). Nadeau, Wardley, and Rajabi (2022) contend that the selection of a principal destination image is of paramount importance in the marketing and promotion of a destination to a specific target market.

The perception of a destination's reputation significantly influences tourists' choices of travel destinations (Tse and Tung, 2022; Liang & Lai, 2022; Choi & Cai, 2022). It is widely recognized among marketers that the perception of a destination significantly influences customer behavior (Choi & Cai, 2022). According to Pereira, Gupta & Hussain (2022), the type of picture will be determined by two factors: the distinctiveness or specialization of the site and the strategies employed to attract visitors. Choi & Cai (2022) argue that the visual representation of a holiday place plays a crucial role in the process of selecting a destination. Strategically locating a place to cater to a specific market can distinguish it from others (Hunter, 2022). The perception of a place plays a vital role in comprehending and conveying travel patterns, as well as formulating effective marketing tactics to help destinations thrive in a fiercely competitive market (Rao et al., 2022).

Kovačić (2022) states that research in several academic disciplines shows that sensory signals and human characteristics might impact the perception of a destination. The correlation between inputs, external environment, and prior experience was uncovered. Personality traits were associated with social and psychological behavior. In their study, Guthrie and Gale (1991) discovered that visuals have a greater influence on consumer decision-making compared to product attributes and impressions. Individuals make decisions based on their perception of the destination. Positive reputations have the ability to draw in visitors. According to Kotler, Bowens, and Makens (2002), enhancing one's image is crucial for achieving competitiveness. Therefore, a favorable perception of a place enhances its likelihood of attracting tourists and effectively competing against competitors. Baloglu and Mangalolu (2001) discovered that the perceptions of passengers towards a place were influenced by the sources of information they received. Specifically, data from travel agencies was crucial for international travel.



According to Li and Cao (2022), marketers are concerned with tourism destination image since it affects consumer decision-making. In order to distinguish its viewpoint, a destination or market must implement a segmentation process (Penagos-Londoño et al., 2021). This process entails the development and positioning of product and service strategies. The strategy for positioning a product involves enhancing its perception among prospective customers (Jose et al., 2022). Geographical location has an impact on one's sense of alignment with oneself and the act of traveling. Self-congruity refers to the alignment between a tourist's self-perception and their perception of a destination image (Deb, 2021). Outsiders may perceive a region in a distinct manner compared to residents or frequent guests. Visitor image refers to an individual's perception of a particular place and their probability of actually going there. Destination promoters are able to tailor the image of a place and strengthen their strategic approach through this. In a study conducted by Krishna (2021), it was discovered that comprehending the many elements of a picture can aid in the identification of target demographics and the strategic placement of an image inside specific market categories. According to Koustoulidou et al. Al. (2021) asserts that effectively managing destinations through the strategic promotion of their brand image is crucial for establishing their position.

Sharma and Nayak (2019) examine the expectations and satisfaction of travelers regarding India's tourist reputation. The study investigated the disparities between anticipated and real contentment. India's abundant cultural heritage was found to enhance favorable perceptions. Regrettably, India's tourism standing has been marred by insufficient safety measures and infrastructure. India must address these concerns and focus its marketing approach on visitor safety and infrastructure. Rittichainuwat et al. have a specific objective they are striving to achieve. Al. (2020) analyzed the strengths and shortcomings of Thailand's global tourism image. The study aimed to enhance Thailand's reputation. The Thai Authority of Tourism has actively marketed Thailand as a secure and hospitable tourist destination, highlighting its diverse range of cultural, natural, historical, and retail attractions. Thailand is renowned for its issues with pollution, traffic congestion, the presence of prostitutes, and the widespread prevalence of the AIDS pandemic. Therefore, Thailand must enhance its reputation in order to allure a larger number of tourists and uphold its position as a prominent global tourism destination. Rattichainuwat et al. (2020) investigated the impact of demographic factors on tourists' perceptions of a destination and their visitation frequency.

Merkel (2019) examined the perspectives of German tourists on the United States. The study analyzed the perception, image, socio-demographic characteristics, and previous visits of individuals in the United States. The study categorized passengers into groups with high and low probabilities. The study revealed that the group with a strong inclination had a more positive perception of the United States compared to the group with a weak inclination. Nevertheless, the prior engagements had little impact on either of the German tourist groups. Wu and Liang (2020) conducted a study on the perceptions of visitors towards wine. The scope of his comprehensive analysis of wine tourism literature was centered on the caliber of its substance. The individual

assessed promotional material for wine tourism and identified specific visual characteristics. The author's conclusion posits that the perception of the wine area has transitioned from an industrial focus to one centered around leisure and tourism.

## Conclusion

The perception of a destination will enhance the level of satisfaction and loyalty among tourists. Tourists will derive greater enjoyment from their journey when experiencing positive feelings. Research has demonstrated that the perception of a place enhances the enjoyment of visitors. The extent to which tourists derive pleasure from a destination is contingent upon their subjective interpretation of that location. Moreover, visitor satisfaction significantly impacts tourist conduct. Consequently, a high level of tourist satisfaction and a favorable perception of a place will result in an increased number of repeat visits. Contemporary consumers could experience a sense of being inundated with information from many channels. It refers to the deliberate retrieval of information from one's memory or the acquisition of knowledge from external sources. Information search behavior involves the utilization of both internal and external sources. Personal and historical data could potentially be classified as internal data. An external information search encompasses the utilization of data from conventional and digital media, personal recommendations, and marketing intermediaries. Consumers possessing sufficient information were believed to disregard alternative sources. Research has demonstrated that the judgments made by tourists are influenced by their previous experiences and level of familiarity with a particular region. When individuals lack sufficient internal resources, they rely on other sources. Marketers can assist individuals in creating a favorable perception of a certain place and acquiring reliable social media content by providing good information. Research indicates that social media platforms facilitate the connection between customers, providers, and other third parties, so impacting the process of image development. The perception and desire of tourists to visit a location were influenced by symbolic signals, such as media advertisements promoting gourmet locations, as well as social stimuli, such as recommendations and word-of-mouth from friends and family. Hence, social media platforms might facilitate the location in attaining worldwide visibility and establishing itself as a sought-after resort. Numerous enterprises employ social media platforms to establish a favorable reputation as a culinary destination. They achieve this by providing enticing travel information and promoting positive word-of-mouth. Travelers utilize several online resources to select a destination and tailor their holiday according to their preferences. The information that visitors acquire during the decision-making process, both in terms of its quality and quantity, has a positive impact on their desire to visit.

## References

- Abduh, M., & Isma, S. N. Z. (2017). Economic and market predictors of solvency of family Takaful in Malaysia. *Journal of Islamic Accounting and Business Research*, 8(3). doi:10.1108/JIABR-06-2015-0030

- Ahmad, S. A., Almsafir, M. K., & Siron, R. (2013). Using Arabic words in Malaysia Takaful industry and impact on untapped Malay market. *Journal of Islamic and Human Advanced Research*, 3(10), 740-761. *Marketing*, 6(S4), 21-26.
- Aziz, N. A. B. A., Aziz, N. N. B. A., Aris, Y. B. W., & Aziz, N. A. B. A. (2015). Factors influencing the paddy farmers' intention to participate in agriculture Takaful. *Procedia Economics and Finance*, 31, 237-242.
- Ali, A. Y. S., & Jama, A. K. A. (2016). Determinants of Islamic insurance acceptance: Empirical evidence from Somalia. *European Journal of Business and Management*, 8(15), 102-108.
- Ana, I. C. (2022). *Examining Nigerian Immigrant Perceptions Regarding US Government Settlement Support Programs* (Doctoral dissertation, Walden University).
- Achmad, S. H., Wulandari, A., & Marcelino, D. (2022). Social Media Marketing Activity Influences Visit Interest to Indonesian Tourism Destination with Brand Equity as Intervening Variable. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 19(1), 1311-1337.
- Aljubori, S. (2022). Big Data in Tourism Marketing and its Role in the Efficiency of Tourism and Travel Companies-an Applied Study in Travel and Tourism Companies. *TANMIYAT AL-RAFIDAIN*, 41(133), 396-419.
- Angell, C., & Potoglou, D. (2022). An insight into the impacts of COVID-19 on work-related travel behaviors in the Cardiff Capital Region and following the UK's first national lockdown. *Cities*, 124, 103602.
- Alfandi, A. M., & Marco, V. (2022). Electronic Word of Mouth Effects on Middle East Destination Overall Image and Behavioral Intention: An Empirical Study in Jordan. In *New Governance and Management in Touristic Destinations* (pp. 134-151). IGI Global.
- Briez, M. G., Ezzat, M., & Abd Eljalil, S. G. (2022). Assessing the Influence of Using Online Marketing Tools on Egyptian Domestic Tourism: Online Behavior, Online Purchase Intention and E-Satisfaction. *International Journal of Tourism and Hospitality Management*, 5(1), 137-163.
- Bhatia, A., Roy, B., & Kumar, A. (2022). A review of tourism sustainability in the era of Covid-19. *Journal of Statistics and Management Systems*, 1-18.
- Baker, D. M. A. (2022). Caribbean Tourism Development, Sustainability, and Impacts. *Contemporary Issues Within Caribbean Economies*, 235.
- Bolles, A. L. (2022). *Women and Tourist Work in Jamaica: Seven Miles of Sandy Beach*. Rowman & Littlefield.
- Bernard, S., Rahman, I., Liu, S., & Nanu, L. (2022). COVID-19 and hospitality services: The role of information sources, believability, fear, and behavioral intentions. *Journal of Global Hospitality and Tourism*, 1(2), 110-127.

- Bui, V., Alaei, A. R., Vu, H. Q., Li, G., & Law, R. (2022). Revisiting tourism destination image: a holistic measurement framework using big data. *Journal of Travel Research*, 61(6), 1287-1307.
- Berto, A. R., & Murwani, E. (2022). Sociocultural Information Gap in the Dive Tourism Industry: Evidence from Komodo National Park. *Jurnal Ilmu Komunikasi*, 20(1), 1-17.
- Benesty, J., Chen, J., Huang, Y., & Cohen, I. (2009). Pearson correlation coefficient. *In Noise reduction in speech processing* (pp.1-4). Springer Berlin Heidelberg.
- Bertram, D. (2009). Likert Scales. Retrieved from <http://poincare.matf.bg.ac.rs/~kristina/topic-dane-likert.pdf>
- Burns, A. C., & Bush, R. F. (2006). *Marketing Research* (5<sup>th</sup> ed., pp575). New Jersey: Pearson Prentice Hall.
- Department of Statistics Malaysia, official portal. (2017). *Population Quick info*. Retrieved from [https://www.dosm.gov.my/v1/index.php?r=column%2Fcone&menu\\_id=b2RVUmEyZ2ZZYXhaUzUrdnpsaWozdz09](https://www.dosm.gov.my/v1/index.php?r=column%2Fcone&menu_id=b2RVUmEyZ2ZZYXhaUzUrdnpsaWozdz09)
- Cherry, K. (2013). Reliability- *What is reliability?* Retrieved from <http://psychology.about.com/od/researchmethods/f/reliabilitydef.htm>
- Campón-Cerro, A. M., Di-Clemente, E., Hernández-Mogollón, J. M., & Folgado-Fernández, J. A. (2022). Olive oil tourism experiences: Effects on quality of life and behavioural intentions. *Journal of Vacation Marketing*, 13567667221095592.
- Christia, J., & Fine, M. B. (2022). TRAVEL, TOURISM AND ECONOMIC IMPACT OF THE CHILDREN'S MUSEUM OF SOUTH CAROLINA. *The Coastal Business Journal*, 13(1), 2.
- Chebli, A., Othmani, M. C., & Said, F. B. (2020). Market Segmentation in Urban Tourism: Exploring the Influence of Personal Factors on Tourists' Perception: Chebli, A., Chabou Othmani, M. & Ben Said, F.(2020). Market Segmentation in Urban Tourism: Exploring the Influence of Personal Factors on Tourists' Perception. *Journal of Tourism and Services*, 20 (11), 74-108. *Journal of Tourism and Services*, 11(20), 74-108.
- Celebi, D., Pirnar, I., & Eris, E. D. (2020). Bibliometric analysis of social entrepreneurship in gastronomy tourism. *Tourism: An International Interdisciplinary Journal*, 68(1), 58-67.
- Cakir, M. U., & Özbay, G. (2021). The Role of Brand Image in Gastronomic Destinations: An Analysis on Turkey and Malaysia Website. *International Journal of Contemporary Tourism Research*, 6(1), 40-53.
- Cankül, D., & Altıntaş, E. (2021). Evaluation of Official Websites in Terms of Gastronomy Tourism in the Destination Marketing Process. *Co-Editors*, 89.
- Cave, J., Dredge, D., van'tHullenaar, C., Waddilove, A. K., Lebski, S., Mathieu, O., ... & Zanet, B. (2022). Regenerative tourism: the challenge of transformational leadership. *Journal of Tourism Futures*, (ahead-of-print).
- Chen, L., Hu, H., He, X., & Lyu, M. (2022). The Development Path and Data Mining Mode

of Rural Tourism under the Background of Big Data. *Wireless Communications and Mobile Computing*, 2022.

- Chen, H., Chen, H., & Tian, X. (2022). The dual-process model of product information and habit in influencing consumers' purchase intention: The role of live streaming features. *Electronic Commerce Research and Applications*, 53, 101150.
- Chiu, S. T., & Huang, W. J. (2022). Heritage interpretation from supply and demand perspectives: the case of culinary heritage workshops in Hong Kong. *Journal of Heritage Tourism*, 1-30.
- Cuesta-Valino, P., Gutiérrez-Rodríguez, P., & García-Henche, B. (2022). Word of mouth and digitalization in small retailers: Tradition, authenticity, and change. *Technological Forecasting and Social Change*, 175, 121382.
- Chin, C. H., & Wong, P. M. W. (2022). Exploring the Impact of Social Media Marketing on Tourism Destination Marketing and Revisit Intention: The Extension of Stimulus-Organism-Response (SOR) Model. *Studies of Applied Economics*, 40(2).
- Cai, Y., Li, G., Liu, C., & Wen, L. (2022). Post-pandemic dark tourism in former epicenters. *Tourism economics*, 28(1), 175-199.
- Choi, S. H., & Cai, L. (2022). Destination Image Is Not Enough: Proposing Experiential Tourism Image. *Tourism Analysis*.
- Deb, M. (2021). An empirical investigation on heritage destination positioning and loyalty. *Current Issues in Tourism*, 24(12), 1735-1748.
- Dewi, B. P., & Nugroho, S. P. (2022, June). Preservation of 'Jenang' as Gastronomy Tourism in Yogyakarta. In *UNCLLE (Undergraduate Conference on Language, Literature, and Culture)* (Vol. 2, No. 01, pp. 376-385).
- Durmaz, Y., Çayırağası, F., & Çopuroğlu, F. (2022). The mediating role of destination satisfaction between the perception of gastronomy tourism and consumer behavior during COVID-19. *International Journal of Gastronomy and Food Science*, 28, 100525.
- del Pilar Leal Londoño, M., Georgescu-Paquin, A., & Arcos-Pumarola, J. (2022). Food festivals as builders of the image of a tourist destination. *Journal of Policy Research in Tourism, Leisure and Events*, 1-17.
- Dixit, S. K., & Prayag, G. (2022). Gastronomic tourism experiences and experiential marketing. *Tourism Recreation Research*, 47(3), 217-220.
- DelboscD'Auzon, H. (2022). Videos promoting food tourism—best practices and examples.
- Echchabi, A., & Ayedh, A. M. (2015). Factors influencing the Yemeni customers' intention to adopt Takaful products. *Gadjah Mada International Journal of Business*, 17(1), 25-45.
- Echchabi, A., & Echchabi, F. (2013). Islamic insurance in the European countries: Insights from French Muslims perspective. *WSEAS Transactions on Business and Economics*, 10(3), 125-132.
- Fakfare, P., Lee, J. S., & Han, H. (2022). Thailand tourism: a systematic review. *Journal of Travel & Tourism Marketing*, 39(2), 188-214.

- Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism, and global change: a rapid assessment of COVID-19. *Journal of sustainable tourism*, 29(1), 1-20.
- Greene, M., Ellsworth-Krebs, K., Volden, J., Fox, E., & Anantharaman, M. (2022). Practicing culture: exploring the implications of pre-existing mobility cultures on (post-) pandemic practices in Norway, Ireland, and the United States. *Sustainability: Science, Practice and Policy*, 18(1), 483-499.
- Gupta, K., & Mohta, S. (2022). Future of food tourism in India: a psychographic overview. In *Event Tourism in Asian Countries* (pp. 171-182). Apple Academic Press.
- García, L. Á. C. (2022). Gastronomic tourism, factors that affect the competitiveness of restaurants in Zacatecas, México. *Turismo y patrimonio*, (18), 49-65.
- Ge, J., & Gretzel, U. (2022). Social media-based visual strategies in tourism marketing. In *Research Anthology on Social Media Advertising and Building Consumer Relationships* (pp. 376-395). IGI Global.
- Guell, C., Brown, C. R., Navunicagi, O. W., Iese, V., Badrie, N., Wairiu, M., ... & Unwin, N. (2022). Perspectives on strengthening local food systems in Small Island Developing States. *Food security*, 1-14.
- Gebreel, O. S. S., & Shuayb, A. (2022). Contribution of Social Media Platforms in Tourism Promotion. *International Journal of Social Science, Education, Communication and Economics (SINOMICS JOURNAL)*, 1(2), 189-198.
- Green, S. B. (1991). How many subjects does it take to do a regression analysis? *Multivariate Behavioral Research*, 26(3), 499-510.
- Goforth, C. (2015). *Research Data Services + Sciences*. Retrieved from <http://data.library.virginia.edu/using-and-interpreting-cronbachs-alpha/>
- George, D., Mallery, P. (2005). *SPSS for windows step-by-step: A simple guide and reference 11.0 update* (4th ed.). Boston: Allyn and Bacon.
- Hair, J. F., Celsi, M. W., Money, A. H., Samouel, P., & Page, M. J. (2003). *Essential of business research methods*. New York: Leyn Publishing.
- Hays, S., Page, S. J., & Buhalis, D. (2018). Social media as a destination marketing tool: its use by national tourism organisations. *Current Issues in Tourism*, 21(3), 346-357.
- Htay, S. N. N., & Salman, S. A. (2013). Viability of Islamic insurance (Takaful) in India: SWOT analysis Approach. *Review of European studies*, 5(4), 145- 154.
- Husin, M. M., & Rahman, A. A. (2014). Do Muslims intend to participate in Islamic insurance? *Journal of Islamic Accounting and Business Research*, 7(1), 42- 58.
- Husin, M. M., & Rahman, A. A. (2013). The role of brand in the Malaysian Takaful industry. *Sains Humanika*, 63(1), 1-6.
- Henderson, J. C. (2018). *Food tourism reviewed*. *British Food Journal*, 120(3), 577-590.
- Hall, G. (2015). Person's correlations coefficient.

[http://www.hep.ph.ic.ac.uk/~hallg/UG\\_2015/Pearsons.pdf](http://www.hep.ph.ic.ac.uk/~hallg/UG_2015/Pearsons.pdf)

- Hassan, T., Carvache-Franco, M., Carvache-Franco, W., & Carvache-Franco, O. (2022). Motivations as predictors of religious tourism: the Muslim pilgrimage to the city of Mecca. *Journal of Cultural Heritage Management and Sustainable Development*.
- Hussain, A. (2021). A future of tourism industry: Conscious travel, destination recovery and regenerative tourism. *Journal of Sustainability and Resilience*, 1(1), 5.
- Hovelsrud, G. K., Veland, S., Kaltenborn, B., Olsen, J., & Dannevig, H. (2021). Sustainable Tourism in Svalbard: Balancing economic growth, sustainability, and environmental governance. *Polar Record*, 57.
- Hoque, A., Shikha, F. A., Hasanat, M. W., Arif, I., & Hamid, A. B. A. (2020). The effect of Coronavirus (COVID-19) in the tourism industry in China. *Asian Journal of Multidisciplinary Studies*, 3(1), 52-58.
- Higgins-Desbiolles, F. (2020). Socialising tourism for social and ecological justice after COVID-19. *Tourism Geographies*, 22(3), 610-623.
- Higgins-Desbiolles, F. (2020). The “war over tourism”: challenges to sustainable tourism in the tourism academy after COVID-19. *Journal of Sustainable Tourism*, 29(4), 551-569.
- Hakim, M. A. A., Suryantoro, A., & Rahardjo, M. (2021). Analysis of the Influence of Tourism Growth on Economic Growth and Human Development Index in West Java Province 2012-2018. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Vol*, 4(1), 160-169.
- Hsu, F. C., Liu, J., & Lin, H. (2022). Affective components of gastronomy tourism: measurement scale development and validation. *International Journal of Contemporary Hospitality Management*, (ahead-of-print).
- Huy, L. V., Phan, Q. P. T., Phan, H. L., Pham, N. T., & Nguyen, N. (2022). Improving tourists’ green electronic word-of-mouth: a mediation and moderation analysis. *Asia Pacific Journal of Tourism Research*, 27(5), 547-561.
- Hunter, W. C. (2022). Semiotic fieldwork on chaordic tourism destination image management in Seoul during COVID-19. *Tourism Management*, 93, 104565.
- Han, H. (2021). Consumer behavior and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research. *Journal of Sustainable Tourism*, 29(7), 1021-1042.
- Islamovna, U. Z. (2021). The Role of the Tourist and Recreation Complex in the Strategy of Development of the Tourist Industry of Uzbekistan. *Academic Journal of Digital Economics and Stability*, 6, 119-132.
- He, Q. (2022). Rethinking the legal regulation of Internet platform monopoly in China. *Policy & Internet*.
- Ivanova, M., Ivanov, I. K., & Ivanov, S. (2021). Travel behaviour after the pandemic: the case of Bulgaria. *Anatolia*, 32(1), 1-11.
- Indra, F., Juliana, J., Hubner, I., & Sitorus, N. B. (2022). Development Of Gastronomic Tourism Potential In Pontianak West Kalimantan. *Journal of Information Systems and*

*Management (JISMA)*, 1(5), 28-42.

- Idris, N. H., Salleh, N. A., Ahmad, N., Ismail, S., & Yazid, Z. A. (2014). *Determinants of intention to use Islamic banking products among Malay Muslims: A case study in Johor Baharu*. 2nd World Conference on Islamic Thought & Civilization (pp. 606-615).
- Index Mundi. (2017). *Malaysia Religion*. Retrieved from <http://www.indexmundi.com/malaysia/religions.html>
- Jalil, M. A. & Rahman, M.K. (2014). The impact of Islamic branding on consumer preference towards Islamic banking services: An empirical investigation in Malaysia. *Journal of Islamic Banking and Finance*, 2(1), 209-229.
- Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.
- Kelley, T. L. (1942) "The reliability coefficient". *Psychometrika*, 7(2), pp.75-83. doi:10.1007/BF02288068
- Janiszewska, D., Ossowska, L., Kurdyś-Kujawska, A., & Kwiatkowski, G. (2022). Relational food festivals: Building space for multidimensional collaboration among food producers. In *Planning and Managing Sustainability in Tourism* (pp. 79-93). Springer, Cham.
- Jamaluddin, M. R., & Ghani, W. S. W. A. (2022). Special Events and Destination Marketing Strategies in Emerging Economies in Asia. In *Marketing Tourist Destinations in Emerging Economies* (pp. 47-67). Palgrave Macmillan, Cham.
- Jose, A., Rejikumar, G., Asokan Ajitha, A., Mathew, S., & Chakraborty, U. (2022). Destination image and perceived meaningfulness for visitor loyalty: A strategic positioning of Indian destinations. *Tourism Recreation Research*, 1-20.
- Jeng, C. R. (2019). The role of trust in explaining tourists' behavioral intention to use e-booking services in Taiwan. *Journal of China Tourism Research*, 15(4), 478-489.
- Kattiyapornpong, U., Ditta-Apichai, M., & Chuntamara, C. (2022). Exploring gastronomic tourism experiences through online platforms: evidence from Thai local communities. *Tourism Recreation Research*, 47(3), 241-257.
- Kerdpitak, C. (2022). Marketing Effectiveness Model of Tourism Business in Thailand. *Journal of Hunan University Natural Sciences*, 49(4).
- Kim, W., & Park, S. (2018). Social media and destination branding: Consumer-generated videos versus destination marketer-generated videos. *Journal of Vacation Marketing*, 24(3), 283-295.
- Kaur, S., & Kaur, M. (2022). Image of Local Cuisine in Emerging Gastronomic Destinations: Scale Review, Development, and Validation. *International Journal of Hospitality & Tourism Administration*, 1-49.
- Kokkranikal, J., & Carabelli, E. (2021). Gastronomy tourism experiences: the cooking classes of Cinque Terre. *Tourism Recreation Research*, 1-12.



- Keni, K., Dharmawan, P., & Sihombing, S. O. (2022, May). Looking Forward to Travel Abroad Again: An Empirical Study of People Intention to Travel in the Pandemic Covid-19 Era. In *Tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021)* (pp. 127-134). Atlantis Press.
- Khadijah, U. L. S., Novianti, E., & Anwar, R. (2022). Social Media In The Marketing Of Religious Tourism: The Case Of Umrah And Hajj Services. *Sosiohumaniora*, 24(1).
- Kaurav, R. P. S., & Gursoy, D. (2022). Introduction to the Handbook on Tourism and Social Media. In *Handbook on Tourism and Social Media*. Edward Elgar Publishing.
- Kovačić, S., Jovanović, T., Vujičić, M. D., Morrison, A. M., & Kennell, J. (2022). What shapes activity preferences? The role of tourist personality, destination personality and destination image: evidence from Serbia. *Sustainability*, 14(3), 1803.
- Krishna, G. (2021). Understanding and identifying barriers to electric vehicle adoption through thematic analysis. *Transportation Research Interdisciplinary Perspectives*, 10, 100364.
- Koustoulidou, S., Hoorens, M. W., Dalm, S. U., Mahajan, S., Debets, R., Seimbille, Y., & de Jong, M. (2021). Cancer-associated fibroblasts as players in cancer development and progression and their role in targeted radionuclide imaging and therapy. *Cancers*, 13(5), 1100.
- Lund, A. L., (2013). Cronbach's alpha ( $\alpha$ ) using SPSS. Retrieved from <https://statistics.laerd.com/spss-tutorials/cronbachs-alpha-using-spss-statistics.php>
- Lehmann, E. (2011). *Fisher, Neyman, and the creation of classical statistics*. New York: Springer.
- Mansor, K. A., Masduki, R. M. N., Mohamad, M., Zulkarnain, N., & Aziz, N. A. (2015). A study on factors influencing Muslim's consumers preferences towards Takaful products in Malaysia. *Romanian Statistical Review*, 63(2), 78-89.
- Li, J., & Cao, B. (2022). Study on Tourism Consumer Behavior and Countermeasures Based on Big Data. *Computational Intelligence and Neuroscience*, 2022.
- Loureiro, S. M. C., Guerreiro, J., & Han, H. (2022). Past, present, and future of pro-environmental behavior in tourism and hospitality: A text-mining approach. *Journal of Sustainable Tourism*, 30(1), 258-278.
- Liu, C. H., Horng, J. S., Chou, S. F., Yu, T. Y., Huang, Y. C., & Lin, J. Y. (2022). Integrating big data and marketing concepts into tourism, hospitality operations and strategy development. *Quality & Quantity*, 1-18.
- Liang, F., Mu, L., Wang, D., & Kim, B. S. (2022). A new model path for the development of smart leisure sports tourism industry based on 5G technology. *IET Communications*, 16(5), 485-496.
- Luo, N., Olsen, T., Ganguly, S., & Liu, Y. (2022). Food supply chain waste reduction for a circular economy in the COVID-19 pandemic: a longitudinal study of New Zealand consumers. *The International Journal of Logistics Management*, (ahead-of-print).

- Liang, S. H., & Lai, I. K. W. (2022). Tea tourism: Designation of origin brand image, destination image, and visit intention. *Journal of Vacation Marketing*, 13567667221099952.
- Lama, S., Pradhan, S., & Shrestha, A. (2019). An e-tourism adoption model & its implications for tourism industry in Nepal. In *Information and communication technologies in tourism 2019* (pp. 291-303). Springer, Cham.
- Mattson, M. (2022). Economic Impacts of Protected Area Tourism on Local Communities in Nepal.
- Madubuiké, S. C. (2020). COVID-19 effect on travel behaviour among Vantaa residents.
- Meo, M. S., Kanwal, S., Ali, S., Karim, M. Z. A., & Kamboh, A. Z. (2022). The future and challenges of applying innovative technologies in the tourism and hospitality industry in Asia. In *Handbook of Technology Application in Tourism in Asia* (pp. 1287-1298). Singapore: Springer Nature Singapore.
- Moon, H., & Chan, H. (2022). Millennials' staycation experience during the COVID-19 era: mixture of fantasy and reality. *International Journal of Contemporary Hospitality Management*, (ahead-of-print).
- Madanaguli, A., Srivastava, S., Ferraris, A., & Dhir, A. (2022). Corporate social responsibility and sustainability in the tourism sector: A systematic literature review and future outlook. *Sustainable Development*, 30(3), 447-461.
- Moral-Cuadra, S., Solano-Sánchez, M. Á., Menor-Campos, A., & López-Guzmán, T. (2022). Discovering gastronomic tourists' profiles through artificial neural networks: analysis, opinions and attitudes. *Tourism Recreation Research*, 47(3), 347-358.
- Massidda, C., Piras, R., & Seetaram, N. (2022). Analysing the drivers of itemised tourism expenditure from the UK using survey data. *Annals of Tourism Research Empirical Insights*, 3(1), 100037.
- Mariani, M., & Okumus, B. (2022). Guest editorial Features, drivers, and outcomes of food tourism. *British Food Journal*.
- Mohammad, M. F., Rahman, N. A. A., & Mayor-Vitoria, F. (2022). Semantic-Based Technology in Shaping the Strategy of Tourism in Malaysia. In *Handbook of Technology Application in Tourism in Asia* (pp. 181-201). Singapore: Springer Nature Singapore.
- Marta, B., Melnyk, I., & Baran, R. (2021). Factors of digitalization of the marketing activity of tourist enterprises of Ukraine in the conditions of global digitalization. *Baltic Journal of Economic Studies*, 7(3), 29-36.
- Mooney, S., & Gewinner, I. (2022). Gender in Marketing. In *Encyclopedia of Tourism Management and Marketing*. Edward Elgar Publishing.
- Matiza, T., & Slabbert, E. (2021). Tourism is too dangerous! Perceived risk and the subjective safety of tourism activity in the era of COVID-19. *Geo Journal of Tourism and Geosites*, 36, 580-588.
- Martins, M. R., da Costa, R. A., & Moreira, A. C. (2022). Backpackers' space-time behavior in an urban destination: The impact of travel information sources. *International*

*Journal of Tourism Research.*

- Majeed, S., & Ramkissoon, H. (2022). Social media and tourists' behaviors: post-COVID-19. In *Handbook on Tourism and Social Media*. Edward Elgar Publishing.
- Meenakshy, M., & Srivastava, M. (2022). An insight into the drivers of electronic word of mouth in tourism. *International Journal of Public Sector Performance Management*, 9(1-2), 144-164.
- Merkl, P. H. (2019). Conclusion: a new lease on life for the radical right?. In *Encounters with the Contemporary Radical Right* (pp. 204-227). Routledge.
- Marshall, G & Jonker, L. (2011). An introduction to inferential statistics: A review and practical guide. *Radiography*, 17(1). doi:DOI/10.1016/j.radi.2009.12.006
- Nguyen, C. P., Thanh, S. D., & Nguyen, B. (2022). Economic uncertainty and tourism consumption. *Tourism Economics*, 28(4), 920-941.
- Nam, K. (2022). Conversion paths of online consumers: A sequential pattern mining approach. *Expert Systems with Applications*, 202, 117253.
- Nair, B. B. (2021). Gastrodiplomacy in Tourism: 'Capturing Hearts and Minds through Stomachs.' *International Journal of Hospitality & Tourism Systems*, 14(1), 30-40.
- Nadeau, J., Wardley, L. J., & Rajabi, E. (2022). Tourism destination image resiliency during a pandemic as portrayed through emotions on Twitter. *Tourism and Hospitality Research*, 22(1), 60-70.
- Ningsih, C., Turgarini, D., & Nurussahar, H. (2022). Tourism attraction of Saung Ciburial as a potential gastronomic tourist village. In *Current Issues in Tourism, Gastronomy, and Tourist Destination Research* (pp. 414-418). Routledge.
- Nugraha, A. K. N. A., Hamin, H., & Elliott, G. (2022). The role and impact of risk reduction in leisure tourism. *Annals of Leisure Research*, 25(2), 179-202.
- Osman, S. (2022). Technology Application in Tourism Fairs, Festivals and Events in Malaysia. In *Technology Application in Tourism Fairs, Festivals and Events in Asia* (pp. 301-311). Springer, Singapore.
- Önder, I., & Gunter, U. (2022). Blockchain: Is it the future for the tourism and hospitality industry?. *Tourism Economics*, 28(2), 291-299.
- Oxenford, H. A., Cox, S. A., van Tussenbroek, B. I., & Desrochers, A. (2021). Challenges of turning the Sargassum crisis into gold: current constraints and implications for the Caribbean. *Phycology*, 1(1), 27-48.
- Oshriyeh, O., Ghaffari, M., & Nematpour, M. (2022). Lines in the sand: the perceived risks of traveling to a destination and its influence on tourist information seeking behavior. *International Journal of Tourism Cities*.
- Peck, R., Olsen, C., & Devore, J. L. (2011). *Introduction to statistics and data analysis*. Wadsworth, USA: Cengage Learning.
- Park, H. M. (2008). Univariate analysis and normality test using SAS, Stata, and SPSS.

Working Paper. The University Information Technology Service (UITS) Center for Statistical and Mathematical Computing, Indiana University.

- Passafaro, P. (2020). Attitudes and tourists' sustainable behavior: An overview of the literature and discussion of some theoretical and methodological issues. *Journal of Travel Research*, 59(4), 579-601.
- Prasongthan, S., & Silpsrikul, R. (2022). The structural equation model of behavioural intentions toward gastronomy tourism in Thailand. *Kasetsart Journal of Social Sciences*, 43(2), 425-432.
- Perelygina, M., Kucukusta, D., & Law, R. (2022). Digital business model configurations in the travel industry. *Tourism Management*, 88, 104408.
- Pavlidis, G., & Markantonatou, S. (2020). Gastronomic tourism in Greece and beyond: A thorough review. *International Journal of Gastronomy and Food Science*, 21, 100229.
- Payandeh, E., Allahyari, M. S., Fontefrancesco, M. F., & Surujlale, J. (2022). Good vs. fair and clean: An analysis of slow food principles toward gastronomy tourism in Northern Iran. *Journal of Culinary Science & Technology*, 20(1), 51-70.
- Penagos-Londoño, G. I., Rodríguez-Sánchez, C., Ruiz-Moreno, F., & Torres, E. (2021). A machine learning approach to segmentation of tourists based on perceived destination sustainability and trustworthiness. *Journal of Destination Marketing & Management*, 19, 100532.
- Panas, G., Thrasidi, N., Halkiopoulou, C., & Gkintoni, E. (2022). Consumer Behavior and Cognitive Factors in Relation to Gastronomic Tourism and Destination Marketing in Greece. In *Transcending Borders in Tourism Through Innovation and Cultural Heritage* (pp. 655-677). Springer, Cham.
- Park, K., Esfahani, H. N., Novack, V. L., Sheen, J., Hadayeghi, H., Song, Z., & Christensen, K. (2022). Impacts of disability on daily travel behaviour: A systematic review. *Transport Reviews*, 1-26.
- Popović, M. (2022). USAGE OF SOCIAL MEDIA MARKETING IN TOURISM. *Turističkoposlovanje*, (29), 5-13.
- Pereira, V., Gupta, J. J., & Hussain, S. (2022). Impact of travel motivation on tourist's attitude toward destination: Evidence of mediating effect of destination image. *Journal of Hospitality & Tourism Research*, 46(5), 946-971.
- Rouse, M. (2016). *Data collection*. Retrieved from <http://searchcio.techtarget.com/definition/data-collection>
- Rahman, M. K., Hossain, M. M., Akter, S., & Hassan, A. (2022). Technology Innovation and Social Media as a Global Platform for Tourism Events. In *Technology Application in Tourism Fairs, Festivals and Events in Asia* (pp. 121-132). Springer, Singapore.
- Roy, N., & Gretzel, U. (2022). Marketing Gastronomic Tourism Experiences as Luxury. In *The Emerald Handbook of Luxury Management for Hospitality and Tourism*. Emerald Publishing Limited.
- Rueda-Urbe, C., Lötberg, U., & Åkesson, S. (2022). Foraging on the wing for fish while

migrating over changing landscapes: traveling behaviors vary with available aquatic habitat for Caspian terns. *Movement ecology*, 10(1), 1-15.

- Razak, R. A., & Mansor, N. A. (2022). Instagram influencers in social media-induced tourism: Rethinking tourist trust towards tourism destination. In *Research Anthology on Social Media Advertising and Building Consumer Relationships* (pp. 1437-1446). IGI Global.
- Rao, X., Qiu, H., Morrison, A. M., Wei, W., & Zhang, X. (2022). Predicting private and public pro-environmental behaviors in rural tourism contexts using SEM and fsQCA: the role of destination image and relationship quality. *Land*, 11(3), 448.
- Rittichainuwat, B., Laws, E., Maunchontham, R., Rattanaphinanchai, S., Muttamara, S., Mouton, K., ... & Suksai, C. (2020). Resilience to crises of Thai MICE stakeholders: a longitudinal study of the destination image of Thailand as a MICE destination. *Tourism Management Perspectives*, 35, 100704.
- Suanpang, P., Jainan, A., Thanyakit, S., Chuamsompong, B., & Boonrattanakitbhummi, C. (2022). DECODING THE BODY OF KNOWLEDGE IN FOOD CULTURAL IDENTITY IN UNESCO WORLD HERITAGE FOR LOCAL CURRICULUM DEVELOPMENT TO SUPPORT GASTRONOMY TOURISM. *Journal of Positive School Psychology*, 2760-2774.
- Štrba, E., Kolačková, J., Kršák, B., Sidor, C., & Lukáč, M. (2022). Perception of the Impacts of Tourism by the Administrations of Protected Areas and Sustainable Tourism (Un) Development in Slovakia. *Sustainability*, 14(11), 6696.
- Stridell, R. (2022). Is it out of our hands?: A case study of sustainability interpretations and implementations regarding Tiveden National Park.
- Stone, M. J. (2022). Culinary Tourism. In *Encyclopedia of Tourism Management and Marketing*. Edward Elgar Publishing.
- Stone, M. J., Migacz, S., & Wolf, E. (2022). Learning through culinary tourism and developing a culinary tourism education strategy. *Journal of Tourism and Cultural Change*, 20(1-2), 177-195.
- Sutheeshna, B. S. (2021). Tourism, urbanization and spatial reorganization: some reflections on tourism development in Goa, India. In *Reflections on 21st Century Human Habitats in India* (pp. 219-242). Springer, Singapore.
- Seyedabolghasemi, M. A., Kilic, H., Avci, T., Eluwole, K. K., & Lasisi, T. T. (2022). Residents' perceptions of sustainable tourism destination recovery: The case of Northern Cyprus. *Land*, 11(1), 94.
- Schnepel, E. M. (2021). Cooanomics and Development: Martinique and St. Lucia, cases in contrast. *Créoles: enjeux éducatifs et culturels*, 225.
- Sailm, S. H. (2022). Big Data in Tourism Marketing and its Role in the Efficiency of Tourism and Travel Companies-an Applied Study in Travel and Tourism Companies. *TANMIAT AL-RAFIDAIN*, 41(133).
- Syahputra, S., Fakhri, M., Putri, C. A., & PRADANA, M. (2022). The Role of Loyalty and

Satisfaction's Effect on Word-of-Mouth Influence in Indonesian B2B Environment.

- Shi, S. (2022). Social media relationship marketing for tourism: key antecedents and outcomes. In *Handbook on Tourism and Social Media* (pp. 173-187). Edward Elgar Publishing.
- Song, H. (2022). Linking images to information sources: An examination of potential Chinese tourists' multi-sensory images of the United Kingdom. *Journal of China Tourism Research*, 1-15.
- Sun, S., Law, R., & Luk, C. (2022). Tourists' travel-related information search channels. *International Journal of Hospitality & Tourism Administration*, 23(2), 149-164.
- Sano, K., & Romão, J. (2022). Exploring how travel blogs influence Chinese tourists to visit Japan: a netnographic study of Chinese tourists travel blogs. In *Handbook on Tourism and Social Media* (pp. 301-321). Edward Elgar Publishing.
- Styliadis, D. (2022). Exploring resident-tourist interaction and its impact on tourists' destination image. *Journal of Travel Research*, 61(1), 186-201.
- Sharma, P., & Nayak, J. K. (2019). Understanding memorable tourism experiences as the determinants of tourists' behaviour. *International Journal of Tourism Research*, 21(4), 504-518.
- Smith, S., & Xiao, H. (2018). Culinary tourism supply chains: A preliminary examination. *Journal of Travel Research*, 57(6), 784-797.
- Srivastava, D., Dwivedi, P. K., Tripathi, V., & Singh, A. (2022). Measuring the Impact of Environmental Knowledge towards Intention to Buying Organic Food Products in Tier-II Cities of India. *Journal of Positive School Psychology*, 9908-9918.
- Statcan.gc.ca. (2013). *Data processing*. Retrieved from <http://www.statcan.gc.ca/edu/power-pouvoir/ch3/5214783-eng.htm#tphp>
- Sekaran, U. (2003). *Research method for business: A skill building approach* (4<sup>th</sup> ed.). New York: John Wiley & Sons, Inc.
- Salman, S. A., & Htay, S. N. N. (2014). Potential push-pull factors to introduce Takaful (Islamic Insurance) as a new product in India: Preliminary overview. *Research Journal of Applied Sciences, Engineering and Technology*, 8(20), 2121-2125.
- Salleh, M. C. M., Abdullah, N. I., Razali, S. S. (2013). The relationship of Takaful agents' Islamic ethical behaviour towards customers' satisfaction, trust, and commitment: A preliminary analysis. *Journal of Islamic Finance and Business Research*, 2(1), 77-88.
- Soualhi, Y., & Al Shammari, A. A. R. (2015). Indicators of Takaful Awareness among Kuwaitis. *Journal of Islamic Banking and Finance*, 3(2), 75-89. doi:10.15640/jibf.v3n2a8
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students* (5th ed.). New Jersey: Prentice Hall.
- Shanmugam, R., & Chattamvelli, R. (2015). *Statistics for Scientist and Engineers*. John Wiley & Sons. (pp.89-110).

- Simon, M. K. (2011). *Conducting pilot studies. Dissertation and scholarly research: Recipes for success*. Seattle, WA: Dissertation Success, LLC.
- Tse, S., & Tung, V. W. S. (2022). Measuring the valence and intensity of residents' behaviors in host–tourist interactions: implications for destination image and destination competitiveness. *Journal of Travel Research*, 61(3), 565-580.
- Tan, W. K., Lee, Y. S., & Chua, B. L. (2018). Gastronomic tourism in Malaysia: Between the nostalgia for tradition and the urge for modernity. *Tourism Management Perspectives*,
- Tudoran, A. A. (2022). A machine learning approach to identifying decision-making styles for managing customer relationships. *Electronic Markets*, 32(1), 351-374.
- Tlabela, K. R. U., Douglas, A., & Fairer-Wessels, F. A. (2022). Generating opportunities for tourism businesses through information exchanges with visitor information centres in South Africa.
- Umedovna, T. K., & Oktyamovna, A. S. (2021). Planning and management of gastronomy tourism in the territory. *ResearchJet Journal of Analysis and Inventions*, 2(04), 237-242.
- Ullah, N., Khan, J., Saeed, I., Zada, S., Xin, S., Kang, Z., & Hu, Y. (2022). Gastronomic Tourism and Tourist Motivation: Exploring Northern Areas of Pakistan. *International Journal of Environmental Research and Public Health*, 19(13), 7734.
- Ulker-Demirel, E., & Ciftci, G. (2020). A systematic literature review of the theory of planned behavior in tourism, leisure, and hospitality management research. *Journal of Hospitality and Tourism Management*, 43, 209-219
- Viana-Lora, A., Nel-lo-Andreu, M. G., & Anton-Clavé, S. (2022). Advancing a framework for social impact assessment of tourism research. *Tourism and Hospitality Research*, 14673584221105007.
- Vukolic, D., Gajić, T., & Penic, M. (2022). The effect of social networks on the development of gastronomy—the way forward to the development of gastronomy tourism in Serbia. *Journal of Tourism Futures*, (ahead-of-print).
- Valentina, D., Turgarini, D., & Indriastri, I. I. (2021). The effect of internet marketing and electronic word of mouth of Sundanese gastronomy tourism on tourist visit motivation to Bandung. In *Promoting Creative Tourism: Current Issues in Tourism Research* (pp. 771-776). Routledge.
- Wondirad, A., Kebete, Y., & Li, Y. (2021). Culinary tourism as a driver of regional economic development and socio-cultural revitalization: Evidence from Amhara National Regional State, Ethiopia. *Journal of Destination Marketing & Management*, 19, 100482.
- Wan, Y. K. P., & Choi, S. H. (2022). Food Tourists and Food Image in a Creative City of Gastronomy in Macao, China. *Journal of China Tourism Research*, 18(2), 376-396.
- Wardana, I., GdeSukaatmadja, I. P., & Setini, M. (2022). Formulation of Business Strategies to Improve Business Performance by SWOT and SQSPM Approach in Era Pandemic: A Study on Culinary MSMEs. *Quality-Access to Success*, 23(188).

- Wang, Y., & Li, C. (2022). Differences between the formation of tourism purchase intention and the formation of actual behavior: A meta-analytic review. *Tourism Management, 91*, 104527.
- Wu, G., & Liang, L. (2020). Examining the effect of potential tourists' wine product involvement on wine tourism destination image and travel intention. *Current Issues in Tourism, 1-16*
- Watt, James H & Berg, S. A. (2002). *Research method for communication science* [e-book]. Retrieved from <http://ciosmail.cios.org:3375/readbook/rmcs/ch07.pdf>
- Yang, P., Xu, H., & Hannam, K. (2022). A touristic habitation: automobilities of Chinese driving tourists. *Tourism Geographies, 1-21*.
- Yang, Y., Fan, Y., Jiang, L., & Liu, X. (2022). Search query and tourism forecasting during the pandemic: When and where can digital footprints be helpful as predictors? *Annals of Tourism Research, 93*, 103365.
- Yu, P., Tang, H., Zuo, D., & Mahendran, R. (2022). The Growing Importance of Gastronomy Tourism in China. In *Gastronomy, Hospitality, and the Future of the Restaurant Industry: Post-COVID-19 Perspectives* (pp. 19-47). IGI Global.
- Yodchim, S., & Bousri, A. (2022). The Impact of Street Food Tourism Routes to Promote Tourism on Consumer Purchasing Decision Trends on Consumer Consumption Trips in The Northern Bangkok Area. *Journal of Positive School Psychology, 7367-7372*.
- Yuan, Y., Chan, C. S., Eichelberger, S., Ma, H., & Pikkemaat, B. (2022). The effect of social media on travel planning process by Chinese tourists: the way forward to tourism futures. *Journal of Tourism Futures*.
- Zhan, L., Zeng, X., Morrison, A. M., Liang, H., & Coca-Stefaniak, J. A. (2022). A risk perception scale for travel to a crisis epicentre: Visiting Wuhan after COVID-19. *Current Issues in Tourism, 25(1)*, 150-167.
- Zhu, H., & Deng, F. (2020). How to influence rural tourism intention by risk knowledge during COVID-19 containment in China: Mediating role of risk perception and attitude. *International journal of environmental research and public health, 17(10)*, 3514.
- Zhang, Q., Lu, L., Huang, J., & Zhang, X. (2022). Uneven development and tourism gentrification in the metropolitan fringe: A case study of Wuzhen Xizha in Zhejiang Province, China. *Cities, 121*, 103476.
- Zhou, T., Song, Y., & Zhou, P. (2022). Continued use intention of travel apps: from the perspective of control and motivation. *Technology Analysis & Strategic Management, 34(6)*, 703-716.
- Zaman, M., Hasan, R., & Shams, S. M. (2022). Impact of Big Data on Tourism and Hospitality: Challenges and Organisational Adaptation. In *Business Under Crisis, Volume II* (pp. 185-202). Palgrave Macmillan, Cham.
- Zikmund, W. G. (2003). *Business Research Methods* (7 Edition). South-Western Publishing. pp. 54, 55, 65, 402, 738.