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Local food, as destination attribute for travel motivation, satisfaction and stimulus for tourism development.

Abstract

Tourism has become an important global economic and leisure activity and food is a crucial element in destination branding and experience. Numerous promotional activities, including food related experiences are engaged in order to attract more tourists and improve their satisfaction. If a destination manages to identify and satisfy the needs and wants of tourists, these tourists will probably make repeat visits and spread positive word of mouth publicity. Food is a powerful tool that involves all human senses and can assist to tourists' satisfaction at a destination. Measuring tourist satisfaction plays an important role in marketing tourism products and services. In recent years, researchers have discussed the close relationships among psychological variables, such as motivation, attitude, perception, and satisfaction. Therefore, it is worthwhile to use these variables to study about tourists' behavior. Specifically; perception is the process by which the sensations are selected, organized, and interpreted. Robbins (2005) defines perception as a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment. The tourists perceive taste, quality, and nature through their five senses and perception may be different from tourist to tourist. Furthermore, sensation refers to the immediate response of the human sensory receptors, i.e. eyes, ears, nose, mouth, and skin to basic stimuli such as sights, sounds, smells, taste, and feelings. When visitors consume products, such as local food and services, associatively they compare the actual situation with their buying expectation. Consequently, they perceived service quality may directly affect tourists' satisfaction. Based on tourists'

attitudes and perception on what they have seen, consumed, and experienced, they develop their satisfaction or dissatisfaction about their holiday spending, which is crucial for the future economic and leisure activity of a tourism destination.

The purpose of this paper is a twofold. First, to examine the relationship between, food, destination attribute, importance & performance, travel motivation and satisfaction, as potential influences to tourism development. Second, an attempt to compare some of the major measurements of satisfaction research models and frameworks (instruments) that have been developed to identify and measure tourists' satisfaction, related to a destination and its food.

KEYWORDS: Food Tourism, Perception, Motivation, Customer Satisfaction, Tourism Development

- **Introduction**

Food is a basic and crucial element of the tourism product (Boniface, 2003; Cohen & Avieli, 2004; Hall & Mitchell, 2001; Hjalager & Richards, 2002; Long, 2004). More people are now travelling specifically in order to experience different cuisines and local cultures through food (Hall, Sharples, & Macionis, 2003; Long, 2004).as a result, gastronomy tourism has become an important aspect of tourism industry in order to attract international tourists (Horng & Tsai, 2010) and many destinations are using food as a source of attraction in their tourism marketing portfolio to differentiate themselves and broaden their market base while reinforcing their brand (McKercher, Okumuş, & Okumuş, 2008). On economic terms, food is the second largest expenditure in the travelers budget (Hall & Sharples, 2003, Correia et al. 2008).and it makes a key contribution to the economies of tourist destinations. As Hudman suggests, in reality, food has become an increasingly important element in the tourist industry and up to 25% of total tourist expenditure is accounted for by foods (Hudman,1986). As more and more researchers focus on the role of food in culture (Hegarty & O'Mahony, 2001; Williams, 1997), it becomes clear that food is increasingly regarded as an essential attribute of regional culture (Jones & Jenkins, 2002) and is seen as an important source of marketable images and experiences for tourists. Thus, the study of food tourism has a practical importance to the tourism industry and global economy. Traditionally, food's role has generally been considered as functional, because it is accepted that is required to satisfy physical hunger. However, depending on the tourism& culinary context, food can be experienced multidimensional in terms of entertainment (Finkelstein, 1989; Warde & Martens, 2000), esthetics (Bourdieu, 1984; Krautkramer, 2007), education (Hegarty &

O'Mahoney, 2001; Williams, 1997), memory (Boniface, 2003; Swislocki, 2009; Yan, 2008), and Culture (Fields,2002; Sparks, 2007). Recently, the importance of food has been highly recognized in the literature on tourist destinations. Its role in tourism intensifies, as the very nature of the touristic experience heightens our sensory awareness (perception) uniquely involves all senses and imagination and this high level of involvement tends to produce greater symbolic significance. Nevertheless, within the literature on food in tourism, most research focuses upon on-site experience rather than on the total experience (i.e. including destination selection, planning, arrival, departure, and post-trip reminiscence/communication). Food permits this holistic study of experiences through senses and perception estimation in relationship with time. It is still unclear though whether the role of food operates differently in different phases of the tourist experience, and on different tourist segments due to physical limitations (e.g. elder vs millennials). Indeed, the questions themselves have not hitherto been raised.

2. LITERATURE REVIEW

• Understanding Tourist Experience

Experiences can be conceived of as subjective, intangible, continuous and highly personal phenomena (O'Dell, 2007). An experience is not a snapshot, but a complex process that involves multiple parties, evolves over time, and retains value long into the future. In tourism experience research, experiences are often defined in relation to a person who is engaged with an event on an emotional, physical, spiritual or intellectual level (Pine & Gilmore, 1999), and who is left with memorable impressions (Gram, 2005) sometimes unique. The tourist experience is a complicated psychological process. Since the 1970s, the tourist experience has become one of the most popular academic topics, reflected in the constant growth of the social science literature on the tourist experience during the last four decades (Botterill & Crompton, 1996; Clawson & Cohen, 1979; Larsen, 2007; Lee & Crompton, 1992; O'Dell, 2007;) to list only a few. Most of this research focuses on on-site experience as a unidimensional approach that involves an interaction between tourists and destinations, with destinations constituting the site of the experience and tourists considered as the actors. However, few of these studies concretely define the components of tourism or explain what exactly constitutes a tourism experience. Within the variety of concrete approaches to understanding the tourist experience, as multi dimension process, most researchers focus on psychological processes by examining: motivation (Ryan & Glendon, 1998; Ryan, 2002), perception (Robbins,2005, Lamb et al.,2014), satisfaction (Gram, 2005; Prentice, Witt, &

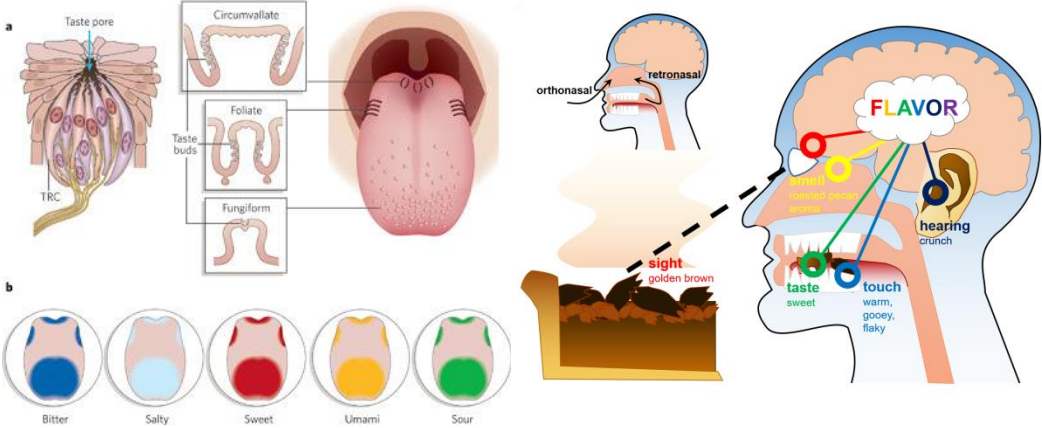
Hamer, 1998) and loyalty (Yoon and Uysal,2005). Tourist experience is a journey that begins with everyday experiences that determine travel motivation, and continues on site through interacting with the destination, and via recollection and communication after returning from the trip. It is important to examine time and situation on tourism experience in correlation with the study of economic terms. Craig-Smith and French (1994) viewed tourism experience as involving three phases: “pre-experience”, “during the experience” “post-experience”. These multi-phase experiences, are largely ignored within the tourism studies literature (Mitchell & Hall, 2001). According to Quan, & Wang (2004) there are two general approaches to the study of the tourist experience, namely, the social science approach and the marketing/management approach. Despite the variety of the concrete approaches within the social sciences, the tourist experience is “purified” as the experience that is in sharp contrast or opposing to the daily experience. It is claimed that tourists choose travel as a way to experience something different from their daily lives. Such a type of the tourist experience can be termed here as “peak experience”, and food has proven that it can play a great role on this direction.

- **Perception**

Due to the uniqueness of food and the complexity human nature, the meaning of perception might be of unique overlooked importance. “Neurogastronomy” is the study of flavor perception and the ways it affects cognition and memory. It is influenced by the psychology and neuroscience of sensation, learning, satiety, and decision making. Areas of interest include how olfaction contributes to flavor, food addiction and obesity, taste preferences, and the linguistics of communicating and identifying flavor as shown in Figure 1 (Shepherd, 2012). Food is the only thing that is experienced by the human sensory system to the fullest once all senses are involved. Taste in particular (gustatory perception) includes five established basic tastes such as sweetness, sourness, saltiness, bitterness, and umami (savory). Experiments have demonstrated that these five tastes are distinct from one another, change through age as our senses of smell and taste deteriorate, a finding nearly universal after 60 years of age. By 80 years of age, most individuals’ sense of smell is significantly impaired, (women less than men), Shepherd, 2012). This is the reason that the combination of food on any other tourism experience can work as a stimulus multiplier. Under specific circumstances, food is a unique tool able to create peak and unique memorable experiences. The destination selection process is greatly influenced by the tourists’ motives, attitudes, and perceptions. According to Lamb et al. (2014), perception is the processes by which people select, organize, and interpret stimuli into a meaningful and coherent picture. Similarly, Solomon (2001) defines perception as the process by in which the sensations are selected,

organized, and interpreted. Furthermore, the sensation refers to the immediate response of the human sensory receptors, i.e. eyes, ears, nose, mouth, skin to basic stimuli such as sights, sounds, smells, taste, and feelings. When consuming products (food, wine) and services, tourists compare the actual situation with their buying expectation. The evaluation process is highly dependent on their perception about the service quality and the product performance. Robbins (2005) defines perception as a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment. The tourists perceive the taste, quality, and nature through the five senses and perception may be different from tourist to tourist. Therefore, the perceived service quality may directly affect the tourists' satisfaction.

Figure 1



Adapted by : Shepherd GM. Neurogastronomy 2012

• Motivation

Tourist satisfaction has been addressed using several perspectives and theories (Kozak, 2000). Among them, one of the most commonly used is the expectation disconfirmation model (Meng, Tepanon, & Uysal, 2008; Oliver, 1980). This model suggests analyzing and comparing ex-ante tourists' motivations and their actual satisfaction and dissatisfaction with a destination to derive informative insight (Alegre & Garau, 2010). Motivations behind tourists' decisions to travel have been explored widely in the literature, and a wide range of motivation variables have been identified, and divided into internal, psychological drivers and external drivers related to destination attributes (Crompton, 1979; Dann, 1981; Uysal & Hagan, 1993; Uysal & Jurowski, 1993). Kozak (2002a) analyzed the travel motivations of tourists from the same country visiting two different geographical destinations and of

tourists from two different countries visiting the same destination. Through this procedure, he developed a tourism motivation model that measures motivation with 14 items grouped into four constructs: culture, pleasure-seeking/fantasy, relaxation, and physical. Wang, Qu, and Hsu (2016) found that travel motivations -influence travelers' cognitive image and cognitive image interacts with affective image to form individuals' expectations toward travel destinations. Their study also noted that travel motivation and advertising had a stronger effect on cognitive image for males than females. Hsu, Cai, and Li (2010) showed that -expectation of visiting an outbound destination has a direct effect on motivation to visit the destination; motivation has a direct effect on attitude toward visiting the destination. Therefore, the motivations for traveling can be internal and external, and satisfaction and behavioral intentions are affected by travel motivations (Fielding, Pearce, & Hughes, 1992; Mason, Gos, & Moretti, 2016), satisfaction is a significant antecedent of a tourist's intention to return to a destination (Taher, Jamal, Sumarjan, & Aminudin, 2015), in particular, for destinations that are in the mature stage of the life cycle The effect of socio-demographic variables in the tourist decision process is also an issue which has received some attention. Some studies propose that age and level of education nationality and occupation represent determinant variables in the travel decision process (Goodall and Ashworth, 1988; Woodside and Lysonski, 1989; Weaver et al., 1994; Zimmer et al., 1995, Font,2000). Many studies have analyzed the relationships between travel motivations and tourist satisfaction used importance-performance analysis to investigate the relationship among factors of motivation.

- **Tourist Satisfaction and Destination Loyalty intention**

Assessing satisfaction can help managers to improve services (Fornell,1992) and to compare organisations and destinations in terms of performance (Kotler, 1994). Satisfaction can be used as a measure to evaluate the products and services offered at the destination (Noe & Uysal, 1997; Schofield, 2000). As stressed by Yoon and Uysal (2005), satisfaction should be perceived from a multidimensional perspective, i.e. more than one observed variable should be considered. Chon (1989) demonstrates that both the perceived evaluative outcome of the holiday experience at the destination and the associated expectations are important elements in shaping tourist satisfaction. Customer satisfaction can be estimated with a single item, which measures the overall satisfaction (Fornell, 1992; Bigné et al., 2001). Besides the global perception about the outcome alone, the degree of satisfaction can be evaluated through specific service attributes (Mai and Ness, 2006). Satisfaction can be

evaluated using the theory of expectation/confirmation in which expectations and the actual destination outcome are compared (Oliver,1980; Chon, 1989, Bigné et al., 2001). That is, if expectations exceed perceived outcome then a positive disconfirmation is obtained, leaving the tourist satisfied and willing to repeat the visit; if a negative disconfirmation occurs, the tourist feels dissatisfied and will look for alternative travel destinations. Based on these studies, three observed variables (also referred to as indicators) are used in order to measure tourist satisfaction 1) general destination satisfaction;(2) mean satisfaction level in terms of destination attributes; and (3) whether destination expectations were met, (Oom do Valle et al 2006).

The analysis and exploration of consumer loyalty is relatively recent in tourism research. Understanding which factors increase tourist loyalty is valuable information for tourism marketers and managers (Flavian et al., 2001). Many destinations rely strongly on repeat visitation because it is less expensive to retain repeat tourists than to attract new ones. Baker and Crompton (2000) show that the strong link between consumer loyalty and profitability is a reality in the tourism industry. The revisit intention is explained by the number of previous visits; Court and Lupton, 1997; Petrick et al., 2001). Besides destination familiarity and the overall satisfaction that tourists experience for a particular destination, is also regarded as a predictor of the tourist's intention to prefer the same destination again (Oh, 1999; Kozak and Rimmington, 2000; Bigné and Andreu, 2004; Alexandros and Shabbar, 2005; Bigné et al., 2005). Bigné et al. (2001) model return intentions through destination image, perceived quality and satisfaction as explanatory variables. Yoon and Uysal (2005) use tourist satisfaction as a moderator construct between motivations and tourist loyalty. Um et al. (2006) propose a model based on revisiting intentions that establishes satisfaction as both a predictor of revisiting intentions and as a moderator variable between this construct and perceived attractiveness, perceived quality of service and perceived value for money. More complex models have the advantage of allowing a better understanding of tourist behaviour since more variables and their interactions can be taken into account. However, for more effective marketing interventions it is important to assess whether the destination models also consider the tourist's personal characteristics (Woodside and Lysonski, 1989).

In fact, despite the use of more comprehensive models, so far, research has left relatively unspecified the main personal characteristics (socio-demographic and motivational) of the more potentially loyal and satisfied tourists. Barbara and Mazursky, (1983); Turnbull and Wilson, (1989); Pine et. al., (1995); provide evidence on the connection between satisfaction, loyalty and profitability. The authors refers that working with loyal customers reduces customer recruitment costs, customer price sensitivity and servicing costs. In terms of traditional marketing of products and services, loyalty can be measured by repeated sales

or by recommendation to other consumers (Pine et al., 1995). Yoon and Uysal (2005) stress that travel destinations can also be perceived as a product which can be resold (revisited) and recommended to others (friends and family who are potential tourists). Petrick (2004) in his study about the desirability of loyal tourists states that loyal visitors can be less price sensitive than first time visitors. The determining factors of loyalty have been studied in the marketing literature. Bitner (1990), Dick and Basu (1994) and Oliver (1999) show that satisfaction from products or services affect consumer loyalty while the level of satisfaction that tourists experience in a destination is a determinant of the tourist revisiting. Baker and Crompton (2000) define satisfaction as the tourist's emotional state after experiencing the trip. Therefore, evaluating satisfaction in terms of a travelling experience is a post-consumption process (Fornell, 1992; Kozak, 2001).

Recently, more holistic models have been used to explain destination loyalty in tourism research such as: Yoon and Uysal (2005) propose a model which relates destination loyalty with travel satisfaction and holiday motivations. This study finds a significant cause-effect relationship between travel satisfaction and destination loyalty as well as between motivations and travel satisfaction. Oh (1999) establishes service quality, perceived price, customer value and perceptions of company performance as determinants of customer satisfaction which, in turn, is used to explain revisit intentions. Bigne et al. (2001) identify that returning intentions and recommending intentions are influenced by tourism image and quality variables of the destination. Kozak (2001) model intentions to revisit in terms of the following explanatory variables: overall satisfaction, number of previous visits and perceived performance of destination. Um et al. (2006) propose a structural equation model that explains revisiting intentions as determined by satisfaction, perceived attractiveness, perceived quality of service and perceived value for money. In this study repeat visits are determined more by perceived attractiveness than by overall satisfaction. The revisit decision-making process should be modelled in the same way as modelling a destination choice process. This implies that the personal characteristics of tourists, such as motivations and socio-demographic characteristics also play an important role in explaining their future behaviour. Oliver (1999) states that loyalty is a construct that can be conceptualized by several perspectives. Cronin and Taylor (1992), Homburg and Giering (2001) measure the construct "future behavioral intention" by using two indicators: the intention of repurchase and the intention to provide positive recommendations. Oppermann (2000); Bigné et al., (2001); Chen and Gusoy, (2001, et al., 2003); Niininen et al., (2004); Petrick, (2004) propose similar approach adopting tourist loyalty intention is represented in terms of the intention to revisit the destination and the willingness to recommend it to friends and relatives. Therefore, two indicators, "revisiting intention" and "willingness to recommend" are used as measures of destination loyalty intention. (Oom do

Valle et al 2006).

- **The significance of Memory**

Another strong factor that effects motivation & loyalty (selection and return to a destination) is memory which could work as motivator once travelers use their past experiences to select future destinations to visit a destination and to create once more memorable tourism experiences (MTE). These experiences could be further reinforced if paired with unique food memories. The attributes connecting local food tourism and memory have not been clearly described or understood. Within tourism, researchers (Kim 2014; Kim, Ritchie, and McCormick 2010; Tung and Ritchie 2011) have provided frameworks connecting travel experiences to memory, usually focusing on an entire vacation, trip, or destination. Tung and Ritchie (2011) recommended that researchers identify specific elements of travel that are likely to foster memorable experiences, and this research considers how food and beverage, essential elements in travel experiences, are connected with memory. It has been proposed that food and drink are significant to memory because they often involve all five senses (perception) (Sutton, 2010). They also studied how food can evoke cognitive, emotional, and physical recollections (Holtzman 2006). It is difficult to objectively describe the connection between food and memory because “memory” is difficult to define as it may refer to individual, social, or collective memory. For destination managers and tourism businesses, knowing how to develop a memorable experience is extremely important (Kim, Ritchie, and McCormick 2010). A destination that is memorable will have a competitive advantage by offering more outstanding and exceptional experiences (Chandralal, Rindfleish, and Valenzuela 2015). There are advantages for tourism providers to foster *memorable tourism experiences* (MTE). It is proven that travelers who developed satisfying MTE at a destination are more likely to share positive word-of-mouth about the destination (Chandralal and Valenzuela 2013; Tung and Ritchie 2011). are more likely to bring others to the destination (Tung and Ritchie 2011) , use their past experiences to select future destinations to visit (Kozak 2001) and formulate purchase intentions while are more tolerant to expensive prices (Petrick, Morais, and Norman 2001). . Letter research has aimed at conceptualizing a model for memorable culinary experience and developing a scale of measurements. Quan and Wang (2004) developed a model describing a food experience as either a “consumer” experience (the utilitarian needs to feed oneself) or a “peak” experience (a hedonic involvement) which intensifies by the introduction of novel elements (Crolie and Janiszewski, 2016). Thus, Quan and Wang’s model (2004) suggests the importance of unique foods to memorable culinary experiences. Hence, the study of memorable tourism experiences is relevant because of the marketing and competitive implications.

3. MEASUREMENTS OF SATISFACTION

On the second part, different research models and frameworks (instruments) are presented which help researchers to identify and measure the tourists' satisfaction related to food and a place/resort or a destination. There are four representative instruments widely applied and discussed by researchers such as:

1. **Importance-Performance Analysis – IPA:** (Martilla and James 1977, Fishbein, 1963; Evans & Chon, 1989; Almanza, Jaffe, & Lin, 1994; Duke, & Persia, 1996),
2. **SERVQUAL-Service Quality:** (Parasuraman et al., 1988; Johns and Howard, 1998; Abdullah, 2005; Carman, 1990; ; Babakus & Boller, 1992; Brown et al., 1993),
3. **SERVPERF-Service Perception:** (Cronin and Taylor, 1992; Boulding et al., 1993, Lee et al., 2000; Parker & Mathew, 2001)
4. **Expectation Disconfirmation model /Expectation confirmation theory (ECT):** (Meng, Tepanon, & Uysal, 2008; Oliver, 1977, 1980). (Alegre & Garau, 2010; Yoon & Uysal, 2005).

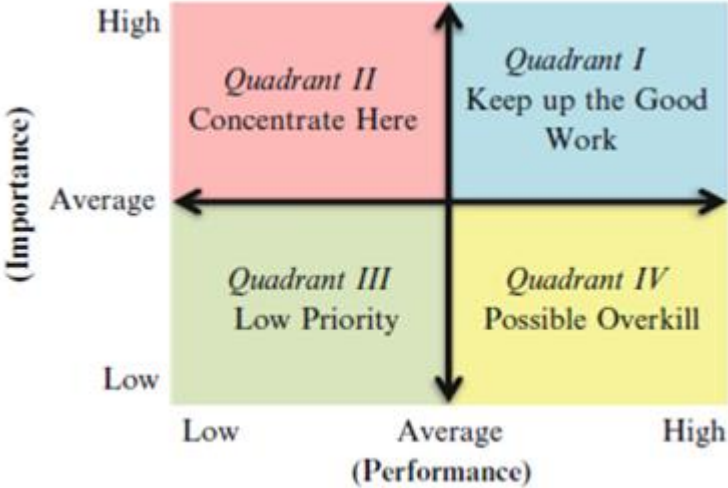
There are also other models used to estimate customer satisfaction that we will not study on this work such as the **HOLSAT - Holiday Satisfaction** (Alegre & Garau, 2010), the **Kano & Seraku, model** (Mont και Plepys, 2003, Xu et al., 2009), the **Microeconomic model** of customer satisfaction (Liu and Zhao, 2012, Hom, 2000) and the **Macroeconomic model** of customer satisfaction (Hom, 2000)

- **The IPA Framework**

Importance-Performance Analysis (IPA) has been a popular tool for understanding customer satisfaction, prioritizing service quality improvements and for measuring service quality. It is well known of its simplicity since Martilla and James (1977) first demonstrated this technique. For a considerable period of time, IPA has been used as a tool for understanding customers' needs and desires so as to develop marketing strategies to respond to them. IPA is widely used in many areas in which customer satisfaction is a key to a thriving business including tourism (Taplin, 2012). The underlying assumption in IPA is the relationship between importance attribute and attribute performance toward customer satisfaction is linear and symmetric. Therefore, IPA measures the satisfaction

from customer satisfaction surveys based on two components of product or service attributes: the importance of a product or service to a customer and the performance of organization in providing that product or service (Yee, Yeung, & Cheng, 2010). IPA focuses on the gap between the customer expectation on the importance and judgment on the performance of specific attribute of service consumed. The objective is to identify which attributes or its combination gives more impact toward customer satisfaction and leads to the repetitive customer purchase behavior. It is useful information to evaluate competitive position and enable prioritization of available strategies to enhance customer satisfaction. In order to operationalize IPA analysis, it is critical to clearly determine the attributes of service delivered to the customer. Based on the predetermined attribute, two dimensions are classified: (1) the importance of each attribute and (2) judgments of its performance. Therefore, the questions are developed to assess each attribute that surrounds the significance of the attribute and how well the deliverable of attribute is separated into two sections. Then, the questions are asked to the selected sample of customers to get their feedback. Using the feedback gathered from the customers, central tendency of each (mean values) attribute is calculated and rank ordered from high to low categories. The central tendency of each attribute's importance and performance will be paired and used as coordinates for plotting respective attribute in two-dimensional grid that has been divided into four quadrants as illustrated in figure 2.

Figure 2.



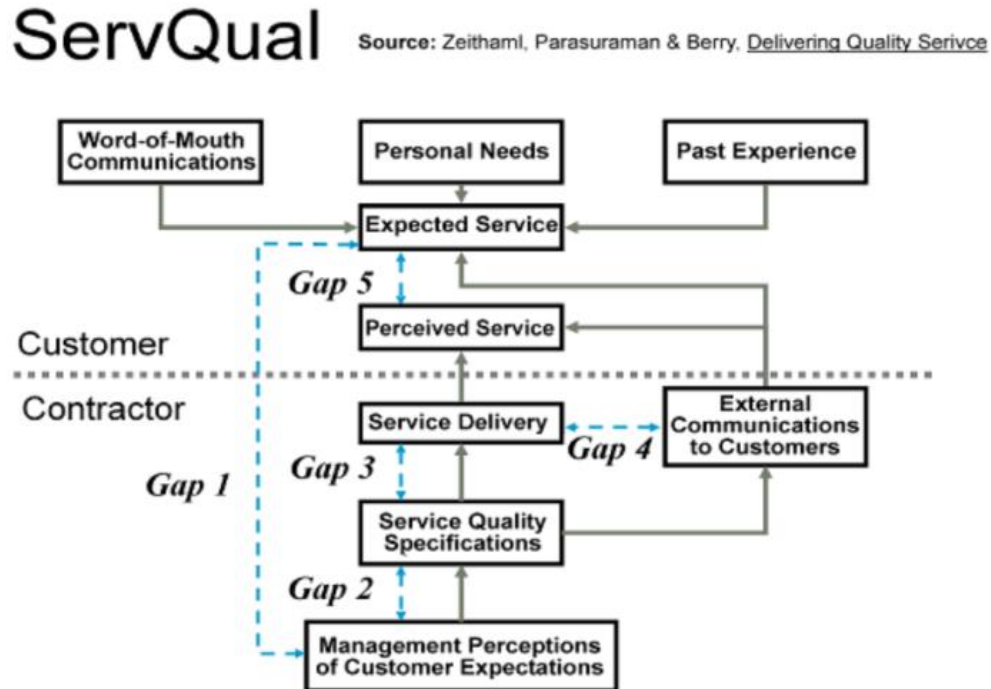
Adapted: IPA quadrants Martilla and James (1977)

- **SERVQUAL MODEL**

Is a multidimensional research instrument designed to measure service quality by capturing respondents' expectations and perceptions along the five dimensions of service quality. The "SERVQUAL" model comes from the words SERVICE and QUALITY and is one of the most common measures used to measure service quality. It is a method of measuring service quality which can be defined as the difference between the performance expected by customers and the performance actually provided (Mont and Plepys, 2003) so it is built on the expectancy-disconfirmation paradigm, which in simple terms means that service quality is understood as the extent to which consumers' pre-consumption expectations of quality are confirmed or disconfirmed by their actual perceptions of the service experience. This is a difference that provides us with information on consumer satisfaction and the performance levels of the business as perceived by customers. Based on this model, the customer has specific expectations from a service he / she is about to receive after having previous experience. These expectations can also be created by the company itself through advertisements. Next, a comparison is made between the service he expected to receive and the one he eventually received. The result of this comparison is also the final impression that the consumer will have on the quality of the service. The SERVQUAL model is illustrated in the diagram below. The questionnaire consists of matched pairs of items; 22 expectation items and 22 perceptions items, organized into five dimensions which are believed to align with the consumer's mental map of service quality dimensions (Parasuraman, Valarie Zeithaml and Leonard L. Berry. 1988). Both the expectations component and the perceptions component of the questionnaire consist a total of 22 items, comprising 4 items to capture tangibles, 5 items to capture reliability, 4 items for responsiveness, 4 items for assurance and 5 items to capture empathy. The questionnaire is designed to be administered in a face-to-face interview it is customary to add additional items such as the respondent's demographics, prior experience with the brand or category and behavioral intentions (intention to revisit/repurchase, loyalty intentions and propensity to give word-of-mouth referrals).

The SERVQUAL Model

Figure 3: The five dimensions of service quality)



Source : Parasuraman, Zeithaml and Berry (1985).

Although many studies have used the SERVQUAL model as a framework in measuring service quality, there has also been theoretical and operational criticisms directed onwards, this model exist in the literature of services marketing. These criticisms have mainly revolved around right from its dimensional structure to the interpretation and implementation of the instrument (Buttle, 1996; Babakus and Boller, 1992; Lam Wong and Yeung, 1997; Smith, 1995; Newman, 2001). A number of researchers have reported *different dimensions for expectations, perceptions and gap scores*. Thus, the universality of *SERVQUAL's five dimensions* has been questioned (Buttle, 1996; Carman, 1990; Cronin and Taylor, 1994). Shortcomings concerning convergent and discriminant validity have also been noted (Buttle, 1996). Nevertheless, despite the criticism, SERVQUAL has been widely used in various contexts throughout other studies.

- **Servperf scale**

Cronin and Taylor (1992) examined Servqual scale and analyzed the relation of the questions in the scale with service satisfaction (Jain and Gupta, 2004). Servqual Scale developed the Servperf scale, based on the content of Servqual scale, by asserting that it is incompetent to measure the performance (Cronin and Taylor, 1992). They explained the reason of incompetency of Servqual scale that the consumers do not know about expectation related to service before they receive the service; they even do not know what to expect (Gurbuz et al., 2008). Cronin and Taylor (1994) developed Servperf scale, based on performance has been recently supported by most researchers (Burch et al., 1995; Oliver, 1993). Servperf has been identified that it has been used to measure service quality in entertainment parks, aerobic schools and investment consulting companies, retail companies, banks, hospitals and higher education foundations (Yilmaz, 2011). These can be inferred from the studies executed by Cronin and Taylor (1994); Burch et al. (1995). Although criticism on Servperf, they experienced it in four basic service sectors (e.g., banking, insect control, dry-cleaning and fast-food). They developed Servperf scale, performance-based tool, versus Servqual scale (Jain and Gupta, 2004). Thus, Cronin and Taylor (1992) revealed Servperf as an alternative measurement tool by asserting that the gap between performance and expectation should be measured on only performance-based 22 variables and five basic dimensions developed for Servqual scale by Parasuman et al., in 1988, took place in standard (Okumus and Yasin, 2007). (Yilmaz, 2011).

- **Expectation confirmation theory (ECT or expectation disconfirmation theory)**

It is a cognitive theory which seeks to explain post-purchase or post-adoption satisfaction as a function of *expectations, perceived performance, and disconfirmation* of beliefs. The structure of the theory was developed by Richard L. Oliver in 1977 and 1980. The model of (EDP) implies that consumers purchase goods and services with pre-purchase expectations about the anticipated performance. The expectation level then becomes a standard against which the product is judged. That is, once the product or service has been used, outcomes are compared against expectations. If the outcome matches the expectation *confirmation* occurs. *Disconfirmation* occurs where there is a difference between expectations and outcomes. A customer is either satisfied or dissatisfied as a result of positive or negative difference, between expectations and perceptions. Thus, when service performance is better than what the customer had initially expected, there is a positive disconfirmation between expectations and performance, which results in satisfaction, while when service performance

is as expected, there is a confirmation between expectations and perceptions which results in satisfaction. In contrast, when service performance is not as good as what the customer expected, there is a negative disconfirmation between expectations and perceptions which causes dissatisfaction.

1. Theoretical constructs: Expectation confirmation theory involves four primary constructs: *expectations, perceived performance, disconfirmation of beliefs, and satisfaction*. (Oliver 1977 & 1980).
2. Post-Purchase or Post-Adoption, the Expectation Confirmation: Despite its widespread popularity, the EDP is not free of shortcomings. The main criticisms of this approach focus on the use of expectations as a comparison standard in measuring customer satisfaction, the dynamic nature of expectations and the timing of its measurement, the meaning of expectations to respondents, the use of difference scores in assessing satisfaction, and the reliability and validity of the EDP in predicting customer satisfaction during and after , (Yuksel & Yuksel, 2001, Halstead, Hartman, & Schmidt, 1994, Reisinger & , Waryszak, 1996).

4. DISCUSSION

In this paper, we examined the role of food on tourism experience in order to take a closer look on its unique multidimensional nature in terms of its effect on tourists' decision making, motivation, perception satisfaction, memory shaping, and loyalty, in relation with time (pre, during, after trip) and its potential influence to tourism development. Special interest was given to the significance role of unique "Peak experiences" created by memorable culinary experiences which could work both as motivation and loyalty stimulator factors across time (Quan, & Wang, 2004). It was pointed that in recent years few studies concretely explain what exactly constitutes a tourism experience and its relation to local food taking into account new elements such as technology (Neurogastronomy), and attitudes of different generation tourists. Secondly, we present some of the major measurements of satisfaction research models and frameworks (instruments) that have been developed to identify and measure tourists' satisfaction, related to a destination and food focusing on the Importance-Performance model, Expectancy-Disconfirmation Theory, SERVQUAL & SERVPERF models among many. There is widespread consensus among satisfaction theories. The majority of these theories, for example the Expectancy Disconfirmation Paradigm, concur that product performance exceeding prior expectations or some form of standards signifies satisfaction, whereas dissatisfaction is the outcome when product performance falls short of that standard. Thus, the disparity concept between the actual outcome and the expected

constitutes the core of the majority of the satisfaction theories. Some researchers suggest that in order to have a higher product evaluation, we should raise customer expectations substantially above the product or service performance. This assumption is criticized on the grounds that it does not take into account of the concept of tolerance levels. Drawing on this assumption Oliver developed the Expectancy-Disconfirmation paradigm which assumes that satisfaction results from the disconfirmation of predictive expectations, postulating that if the outcome of a product or service is judged to be better than or equal to the expected, the consumer will feel satisfied. If, on the other hand, actual outcome is judged not to be better than expected, the consumer will be satisfied. The EDP has gained growing support from researchers and it has become the most widely applied framework in studies assessing customer satisfaction with tourism and hospitality services including food studies.

The Importance-Performance model, borrowed from Fishbein and Ajzen's (1975) consumer behavior model, and adapted to hospitality services by Barsky (1992), assumes that consumer satisfaction is a function of beliefs about an object's attributes (that is a product or service possesses a particular attribute) and the strength of these belief (that is, the relative importance of each attribute to the customer's overall satisfaction with the product or service). The majority of these theories suggest that customer satisfaction is a relative concept and judged in relation to a standard. While several comparison standards have been proposed in the literature, no consensus exists concerning which standard might be the most appropriate (which standard best predicts customer satisfaction) (Cote, Foxman & Cutler, 1989).

CONCLUSION

This brief review has underlined the rapid growth in food related tourism experience scholarship, which has developed into a well-defined field encompassing multi-disciplinary perspectives. The optimism expressed in the future growth of cultural tourism demand in the UNWTO report (2018), makes it almost certain that this field will continue to expand. The UNWTO report on tourism and culture synergies (2018) points to a number of areas of future cultural tourism development, including food tourism, which may also become fruitful areas for research. The tourism experts surveyed by the UNWTO expect cultural tourism to grow in future (93% agree). Growth is also expected to increase the diversity of food related tourism demand and supply, increasing the importance of a number of niches, and stimulating a general shift towards intangible heritage such as gastronomy and what we could call, "soft cultural infrastructure". One can conclude that quality gastronomy is a decisive factor in

satisfaction, as it produces a lasting memory about the experience lived by the tourist (WTO, 2012). Gastronomy per se is a journey of experiences and can also be a journey of creative experiences. Academics, scientists and managers are increasingly interested in search of alternatives to measure the multidimensionality of the influence of food on tourism experience from new angles. Analyzing this paper one can conclude that emerging trends and future directions in food tourism researches on tourist experience, such as the role of technology and innovation, use of unique local ingredients, creativity, terroir, immigration, influence the equation of tourism experience and food, proving that the need of more advanced satisfaction measuring tools will play a key role in the future. The area of tourism satisfaction is dynamic in nature, and the future question will be, how successfully existing measuring models will be able to describe these dynamic aspects of food related experience.

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