

Future Tourist Behavioral Model Based on Perceived Value and Culinary Experience

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Abstract

This study aims to develop and test a model of future tourist behavior based on perceived value and the type of culinary experience obtained when visiting legendary restaurants in Bandung City. Culinary tourism is no longer merely regarded as a consumptive activity but also as a cultural experience that can foster tourist loyalty. In this study, perceived value is examined through two main dimensions: food experience value (authenticity and sensorial experience) and culinary destination value (service, atmosphere, price, spatial layout, and historical value). Meanwhile, the types of culinary experiences are classified into generic and whole experiences. The research method employed is a quantitative approach using a survey technique involving 200 respondents, with data collected through a Likert-scale questionnaire. Data analysis was conducted using Structural Equation Modeling based on Partial Least Squares (PLS-SEM). The results show that perceived value and type of culinary experience have a positive and significant effect on tourists' future behavior, measured by revisit intention and recommendation to others. However, the moderating effect of the type of culinary experience on the relationship between perceived value and future behavior was not statistically significant, although it indicated a positive direction. These findings imply that authentic and emotionally meaningful culinary experiences can enhance tourist loyalty. Therefore, culinary destination managers should create dining experiences that are not only flavorful but also rich in cultural value and local narratives. This study contributes theoretically to the development of gastronomic tourism and serves as a strategic reference for designing culinary experiences that influence future tourist behavior.

Keywords: Culinary tourism, perceived value, type of culinary experience, future behavior

A. INTRODUCTION

Culinary tourism has evolved into a significant dimension in shaping tourist experiences across various destinations. In line with the shift in tourist preferences from merely consuming food as a physical necessity to seeking cultural, emotional, and local identity values, dining experiences have become an integral part of meaningful travel (Sailesh, 2025). Food is no longer perceived as a mere complement but as a primary attraction that can enhance a destination's image and foster visitor loyalty. Tourists are increasingly driven to seek authentic and memorable culinary experiences, not only in terms of taste and atmosphere but also the stories behind the dishes served (Rozanis et al., 2024).

In this context, the concept of perceived value emerges as a crucial factor linking tourists' perceptions of culinary experiences with their future behavior. This value encompasses functional, emotional, social, and economic dimensions formed through interactions with elements of the experience such as food taste, service quality, ambiance, and cultural relevance (Martin et al., 2021). Several studies have shown that perceived value has a direct influence on future behavior, particularly in the form of revisit intention and destination recommendation (Santini et al., 2018; Rasoolimanesh et al., 2023; Chou et al., 2024). However, perceived value is not the sole contributor to such behavior.

Recent research has begun to highlight that the type of culinary experience—that is, the form and depth of tourist involvement in the culinary encounter—can strengthen or moderate the relationship between perceived value and future behavior. Martin et al. (2021) distinguish culinary experiences into

two main types: generic experiences, which involve ordinary consumption of local food, and whole experiences, which entail full engagement with iconic dishes that carry historical and cultural identity. These holistic and symbolic experiences have been proven more effective in creating positive memories and encouraging visitor loyalty to culinary destinations (Stone et al., 2018).

Bandung City was selected as the research site due to its rich culinary heritage, which is deeply embedded in the local Sundanese identity. Known not only as a center of creativity and education, Bandung is also one of Indonesia's premier gastronomic destinations, home to legendary culinary offerings passed down through generations, such as batagor, surabi, and mie kocok. The city hosts iconic eateries and food stalls that embody historical narratives and cultural values, making it an ideal natural laboratory for exploring the relationship between perceived value, types of culinary experiences, and tourist behavior. The variety of dining experiences—from street food to heritage restaurants—offers a rich landscape for understanding the dynamics of tourist engagement in authentic culinary tourism.

Although studies on the relationship between experiential value and tourist behavior are extensive, there remains a theoretical gap in the literature concerning the moderating role of the type of culinary experience within the relational model between perceived value and future behavior. Most previous research has only examined direct relationships among variables without considering the complexity and diversity of culinary experiences encountered by tourists. Furthermore, the context of legendary culinary experiences rich in historical, narrative, and symbolic values, and distinct from modern commercial cuisine has rarely been the focus of scholarly attention, despite its high potential for fostering sustainable tourist loyalty.

Based on this background, this article aims to develop and test a model of future tourist behavior based on perceived value and the type of culinary experience they engage in. This study is expected to contribute to theoretical advancements in the field of gastronomic tourism and serve as a strategic reference for destination managers in designing authentic and memorable dining experiences to encourage return visits and organic promotion by tourists.

B. LITERATURE REVIEW

Future Behavior

Future behavior refers to tourists' intentions or inclinations to engage in certain actions in the future, which in the context of tourism generally includes the intention to revisit and the intention to recommend the destination to others. This concept is rooted in the notion of behavioral intention, which denotes a person's psychological tendency toward an action based on prior experiences (Liu et al., 2020). In this study, future behavior is measured through two main indicators: revisit intention and intention to recommend. These indicators reflect the extent to which tourists feel satisfied and connected to their experience at a culinary destination, particularly in the context of legendary restaurants. According to Martin et al. (2021), an authentic and enjoyable dining experience tends to increase the likelihood of repeat visits and word-of-mouth recommendations, which forms the foundation for measuring future tourist behavior in this study. Table 1 presents the dimensions and indicators of the future behavior variable used in this research.

Table 1. Dimensions and Indicators of the Future Behavior Variable

Variable	Dimension	Indicator	Code
Future Behavior	• Revisit Intention	I intend to revisit Bandung for its authentic food.	FB1
		I intend to revisit to try other types of food.	FB2
		I intend to revisit because of the atmosphere.	FB3

• Intention to Recomend	I intend to revisit because of the service.	FB4
	I intend to revisit because of the reasonable prices.	FB5
	I will recommend Bandung when talking with others.	FB6
	I will post comments about Bandung on social media.	FB7
	Delicious food serves as a motivation for tourists to visit.	FB8

Perceived Value

Perceived value is the overall evaluation made by tourists of the benefits and sacrifices involved in enjoying an experience, whether in the form of a product or service. In the context of culinary tourism, perceived value reflects not only economic value, but also the emotional, cultural, and social values embedded in the dining experience (Kim et al., 2019). In this study, perceived value is developed through two main dimensions: food experience value and food destination value.

The food experience value dimension includes: Authenticity, referring to the extent to which the food represents local traditions and culture; and Sensorial experience, which assesses how the food stimulates the senses and provides a unique impression. Meanwhile, the food destination value dimension includes indicators such as restaurant service, atmosphere/ambience, price, layout and cleanliness, as well as historical or heritage value. These indicators are used to measure tourists' overall perception of a culinary venue as a destination not merely as a place to eat. Table 2 presents the dimensions and indicators of the perceived value variable used in this study.

Table 2. Dimensions and Indicators of the Perceived Value Variable

Variable	Dimension	Indicator	Code
Perceived Value	• Food Authenticity value • Food Experience value	Eating local/iconic Bandung food is an authentic experience.	PV1
		I feel that eating local/iconic Bandung food helps me learn a glimpse of the local culture.	PV2
		Eating local/iconic Bandung food has provided me with something I did not know before.	PV3
		After eating local/iconic Bandung food, I now understand a bit of the local traditions.	PV4
		Local/iconic Bandung food is delicious.	PV5
		The experience of tasting local/iconic Bandung food is enjoyable.	PV6

Type of Culinary Experience

Type of culinary experience refers to the variation of experiences acquired by tourists when dining at a particular destination. In this study, the concept is divided into two main forms: generic culinary experience and whole culinary experience (Martin et al., 2021). Generic experience refers to a general dining encounter involving the consumption of local food without deep emotional or symbolic involvement, while whole experience represents a comprehensive engagement that involves culinary icons, history, and the cultural identity of a place. Whole experiences typically foster stronger emotional connections and serve as compelling reasons for tourists to revisit or recommend the destination.

Indicators used to measure type of culinary experience include the level of engagement with local food, recognition of iconic dishes, the historical and cultural appeal of food, and the presence of

extraordinary or unique dining experiences. The combination of these indicators reflects the depth and quality of tourists' culinary experiences during their visits.

Perceived value is the overall evaluation made by tourists regarding the benefits and sacrifices involved in enjoying an experience, whether it is a product or a service. In culinary tourism, perceived value reflects not only economic value but also emotional, cultural, and social values embedded in the dining experience (Kim et al., 2019). Based on this study, perceived value is developed through two main dimensions: food experience value and food destination value.

The food experience value dimension includes two indicators: authenticity and sensorial experience. Authenticity refers to the extent to which food represents local traditions and culture, while sensorial experience evaluates how much the food stimulates the senses and provides a unique impression. Meanwhile, the food destination value dimension encompasses indicators such as restaurant service, atmosphere/ambience, price, layout and cleanliness, as well as historical or heritage value. These indicators are used to assess tourists' overall perception of a culinary venue as a destination, rather than merely a place to eat.

Table 3. Dimensions and Indicators of the Type of Culinary Experience Variable

Variable	Dimension	Indicator	Code
Type of Culinary Experience	• Food Experience	Bandung offers a variety of local foods as a culinary experience.	TC1
		Bandung offers a variety of iconic dishes as a culinary experience.	TC2
	• Whole Experience	Eating local food alone creates a memorable dining experience.	TC3
		Eating both local and iconic dishes creates a more memorable dining experience.	TC4
		Bandung offers an overall authentic culinary experience.	TC5

Conceptual Framework and Hypotheses

Based on the background and literature review, this study involves three variables: perceived value as the independent variable, future behaviour as the dependent variable, and type of culinary experience as the moderating variable. The conceptual framework of this research is illustrated as follows.

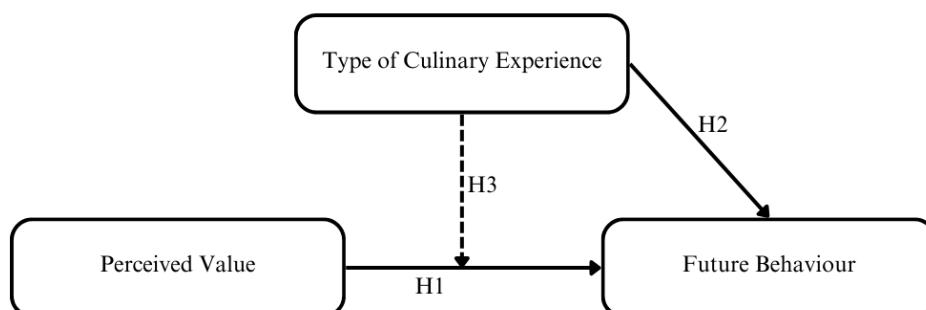


Figure 1. Conceptual Framework

The hypotheses in this study are as follows:

H₁ : Perceived Value has a significant effect on Future Behaviour.

H₂ : Type of Culinary Experience has a significant effect on Future Behaviour.

H₃ : Type of Culinary Experience significantly moderates the effect of Perceived Value on Future Behaviour.

C. RESEARCH METHOD

This study employs a quantitative approach with an explanatory method aimed at examining the relationships among the variables of perceived value, type of culinary experience, and tourists' future behaviour. Data collection was conducted through a survey using a closed-ended questionnaire with a 5-point Likert scale, distributed to tourists who have visited legendary restaurants as culinary destinations. The sampling technique used was purposive sampling, with respondent criteria being tourists who have had dining experiences at legendary restaurants and understand the local culinary context. The sample size consisted of 200 respondents.

Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. This technique was selected due to its capability to handle complex models with latent variables comprising multiple indicators, as well as its suitability for exploratory research with moderate sample sizes. Model testing was conducted in two stages: measurement model evaluation (outer model) to assess the validity and reliability of the indicators, and structural model evaluation (inner model) to examine the relationships among variables and the significance of the moderating effects. The entire analysis process aimed to test the hypotheses and develop a model of tourists' future behaviour based on perceived value and culinary experience.

D. RESULTS AND DISCUSSIONS

As an initial stage in presenting the research results, the analysis of respondent characteristics is essential to provide a comprehensive demographic profile of the participants. This information not only offers empirical context to the findings but also serves as a foundation for assessing the representativeness of the sample relative to the target population. The demographic characteristics examined include gender, age, highest education level, type of occupation, and monthly income. Understanding the respondents' backgrounds is necessary to interpret the relationships among the research variables more objectively and comprehensively, particularly in relation to perceived value, types of culinary experience, and tourists' future behavioural tendencies within the context of gastronomy-based tourism. The following table summarizes the respondent characteristics in this study.

Table 4. Respondent Characteristics

Characteristic	Classification	Frequency	Percentage
Gender	Male	104	52%
	Female	96	48%
Age	20-29	42	21%
	30-39	60	30%
	40-49	64	32%
	50-59	34	17%
Occupation	Student	22	11%
	Private Employee	56	28%
	Civil Servant	24	12%
	Entrepreneur	50	25%

	Others	48	24%
Highest Education Level	Senior High School (SMA)	40	20%
	Diploma	40	20%
	Bachelor's Degree	76	38%
	Postgraduate	64	32%
Monthly Income	< 2.5 million IDR	18	9%
	2.5 – 5 million IDR	32	16%
	5 – 7.5 million IDR	48	24%
	> 7.5 million IDR	102	51%

Source: Primary data collected by the researcher, 2025

Based on the frequency distribution results, the composition of respondents in this study shows a relatively balanced proportion between male (52%) and female (48%) participants. Regarding age groups, most respondents fall within the productive age range of 30–49 years, with the largest proportion in the 40–49 years group (32%), followed by 30–39 years (30%), then 20–29 years (21%), and the remainder aged 50–59 years (17%). This indicates that most respondents are adults in an active phase of life, both economically and socially. In terms of occupation, respondents were dominated by private employees (28%) and entrepreneurs (25%), followed by other job categories (24%), civil servants (12%), and students (11%). This profile suggests a diverse occupational background, which may influence perceptions and preferences in tourism activities, especially culinary tourism.

Meanwhile, the education level of respondents shows a tendency towards higher education, with 38% holding a bachelor's degree and 32% a postgraduate degree, while the remainder have diploma (20%) and senior high school (20%) qualifications. This reflects that most respondents possess relatively high literacy in understanding tourism value and experience. Regarding monthly income, more than half of the respondents (51%) earn above IDR 7,500,000, while 24% fall within the IDR 5,000,000–7,500,000 range, 16% between IDR 2,500,000–5,000,000, and only 9% earn below IDR 2,500,000. This income distribution indicates that most respondents have relatively high purchasing power, enabling them to access and enjoy quality culinary tourism experiences, as well as having the potential to revisit and recommend to others.

Prior to testing the relationships among variables in the structural model, validity and reliability tests were conducted on the research instruments. Validity was assessed through loading factor analysis, while reliability was measured using Cronbach's Alpha and Composite Reliability (CR). Additionally, Average Variance Extracted (AVE) was employed to evaluate the convergent validity of each construct.

Table 5. Outer Model Results

Measurement Item	Loading Factor	AVE	Cronbach's Alpha	CR
Perceived Value				
PV1 Enjoying local/iconic Bandung food is an authentic experience.	0.934	.662	.892	.892
PV2 I feel that enjoying local/iconic Bandung food helps me learn a glimpse of local culture.	0.799			
PV3 Enjoying local/iconic Bandung food gives me something I didn't know before.	0.815			
PV4 After enjoying local/iconic Bandung food, I now understand a little about local traditions.	0.846			

PV5	Local/iconic Bandung food is delicious.	0.828				
PV6	The experience of tasting local/iconic Bandung food is enjoyable.	0.810				
Future Behaviour						
FB1	I want to visit Bandung again for its authentic food.	0.756	.671	.965	.969	
FB2	I want to visit again to try other foods.	0.837				
FB3	I want to visit again because of the atmosphere.	0.867				
FB4	I want to visit again because of the service.	0.846				
FB5	I want to visit again because the prices are reasonable.	0.796				
FB6	I will recommend Bandung when talking to others.	0.816				
FB7	I will post comments related to Bandung on social media.	0.858				
FB8	Delicious food motivates tourists.	0.846				
Type of Culinary Experience						
TC1	Bandung has a variety of local foods as a culinary experience.	0.841	.698	.938	.941	
TC2	Bandung has a variety of iconic menus as a culinary experience.	0.823				
TC3	Eating local food alone makes the dining experience memorable.	0.867				
TC4	Eating local and iconic food makes the dining experience more memorable.	0.797				
TC5	Bandung offers an overall authentic experience.	0.849				

The test results show that all items in the variables Perceived Value, Future Behaviour, and Type of Culinary Experience have loading factor values above 0.70, indicating that each indicator has a strong contribution in explaining the construct being measured (Hair et al., 2019). The AVE values of the three constructions also exceed the minimum threshold of 0.50, indicating that the latent variables can explain more than 50% of the variance of their indicators on average.

For the Perceived Value construct, the loading factor values range from 0.799 to 0.934, with an AVE of 0.662, Cronbach's Alpha of 0.892, and CR of 0.892. These results show that the construction has very good validity and reliability. Similar results were shown by the Future Behaviour construct, which has an AVE of 0.671, a Cronbach's Alpha of 0.965, and CR of 0.969. Meanwhile, the Type of Culinary Experience construct has loading factors ranging from 0.797 to 0.867, an AVE of 0.698, Cronbach's Alpha of 0.938, and CR of 0.941.

After ensuring that all constructs in the research instrument meet the validity and reliability criteria, the next step is to test the hypotheses to evaluate the causal relationships among the variables in the developed conceptual model. This testing is conducted using the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS), which is chosen due to its capability to estimate complex structural relationships with a relatively moderate sample size and data distribution that is not necessarily normal. Below are the results of the hypothesis testing in this study.

Table 6. Hypothesis Testing Results

	Original Sample (O)	T statistic (O/STDEV)	P values	Decision
Perceived Value → Future Behaviour	0.181	2.743	0.003	H0 rejected
Type of Culinary Experience → Future Behaviour	0.672	10.359	0.000	H0 rejected
Type of Culinary Experience x Perceived Value → Future Behaviour	-0.050	1.565	0.059	H0 supported

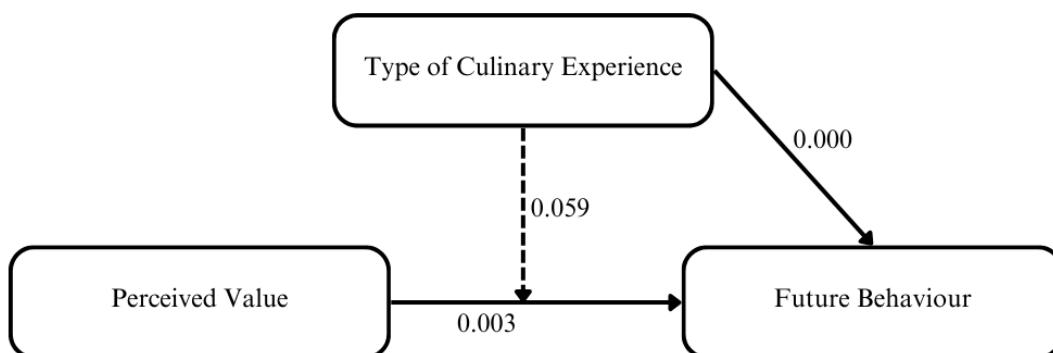


Figure 2. Hypothesis Testing Results

Statistical analysis using the SEM-PLS approach via SmartPLS 4 application shows that the variable perceived value (X) has a significant positive effect on future behaviour (Y), as indicated by a t-statistic value of 2.742, which is greater than the t-table value of 1.654, and a p-value of 0.003, which is below the significance threshold of 0.05. This finding provides empirical evidence that the null hypothesis (H_{01}) is rejected, and the alternative hypothesis (H_{11}) is accepted, meaning that a high perception of value by tourists towards culinary tourism elements significantly contributes to their intention to revisit and recommend the destination to others.

Theoretically, this positive relationship suggests that the higher the level of satisfaction and benefits experienced by tourists from consuming local food—whether sensory, emotional, or cognitive—the greater their tendency to engage in repeated behaviours (future behaviour). This result aligns with findings by Martin et al. (2021), which emphasize that perceived value, especially within the food experience value dimension, plays a crucial role in influencing tourists' future behaviour. Authenticity is one of the most prominent indicators shaping perceived value, as it provides an experience that is not only sensorially pleasurable but also culturally meaningful.

Moreover, in the context of culinary tourism, the authenticity of local food is understood not only as uniqueness in taste or presentation but also as a representation of cultural identity capable of creating emotional attachment between tourists and the destination. This is consistent with the opinions of Zhang et al. (2019), Souza et al. (2020), and Hernandez et al. (2021), who state that perceptions of local food authenticity are strong predictors of tourist loyalty to a destination. Therefore, culinary tourism development strategies should not only focus on taste and price aspects but also strengthen cultural elements and local narratives in the dining experience to enhance perceived value and encourage sustainable tourist behaviour.

Furthermore, the second hypothesis indicates that the variable type of culinary experience (Z) has a highly significant positive effect on future behaviour (Y), with a t-statistic of 10.359, far exceeding the t-table threshold of 1.654, and a p-value of 0.000, well below the 0.05 significance level. This finding shows that the null hypothesis (H_{02}) is rejected, and the alternative hypothesis (H_{12}) is accepted, meaning that the more positive the culinary experience gained by tourists, the greater their tendency to revisit and recommend the destination to others.

This positive relationship reinforces the theoretical argument that culinary experience is a key element in shaping tourist loyalty, especially in culture-based tourism contexts. The type of culinary experience enjoyed by tourists, whether generic or authentic, contributes to forming a deep impression of the destination, which in turn drives future behaviour. This aligns with findings by Martin et al. (2021), Tsai (2016), and Chen et al. (2020), which show that the generic culinary experience—experiencing local food even without direct involvement in specific iconic culinary items—has a significant impact on tourists' intention to revisit, sometimes even stronger than the whole, comprehensive culinary experience.

Moreover, this study supports the tourist experience theory (Quan & Wang, 2004), which states that tourists' emotional and cognitive involvement in food consumption can create a personal meaningful experience related to the destination. Thus, even though the culinary experience may not always be complex or comprehensive, a simple but authentic and enjoyable experience still significantly contributes to shaping tourists' future behaviour. This has important implications for culinary destination development, suggesting that creating tourist loyalty does not always require complex iconic dishes but rather natural, memorable, and easily accessible experiences that foster sustainable emotional attachment.

For the third hypothesis, the results show that perceived value (X) has a positive and significant effect on future behaviour (Y). This is supported by a t-statistic value of 2.742 (greater than the t-table 1.654) and a significance level of 0.003 (less than 0.05), so H_{03} is rejected and H_{13} is accepted. This confirms that the higher the perceived value of local food consumed by tourists, the stronger their tendency to revisit and recommend the destination to others.

However, when the moderating variable type of culinary experience (Z) is included, the test results show that the interaction between perceived value and culinary experience does not have a significant effect on future behaviour. The obtained t-statistic is 1.565 (less than the t-table) and the significance value is 0.059 (greater than 0.05), indicating that hypothesis H_{13} is rejected and H_{03} is accepted. Nevertheless, the direction of the relationship remains positive, indicating a tendency for moderation effect, although not statistically strong enough to be considered significant.

This finding has important implications: the type of culinary experience, especially the generic experience dimension, consuming local food without involvement in iconic culinary items—still contributes to the formation of perceived value but does not consistently strengthen the influence of perceived value on future behaviour. This aligns with studies by Martin et al. (2021), Cankul et al. (2024), Huang et al. (2019), and Chen et al. (2020), which show that generic culinary experiences can create high perceived value but do not always guarantee deep enough experiences to strongly drive repeat behaviour, especially if not accompanied by more authentic or symbolic elements of local culture.

Theoretically, these results support the Experiential Value theory (Mathwick et al., 2001), which states that consumer experience value is determined not only by functional interaction but also by emotional and symbolic contexts of the experience. In this context, generic local food consumption may only create utilitarian value but does not sufficiently build deep affective and cognitive involvement. Therefore, although perceived value is proven to significantly affect future behaviour, strengthening this influence through culinary experience moderation requires further attention, especially in designing

culinary tourism strategies that not only offer taste but also build meaningful narratives, authenticity, and cultural interactions for tourists.

E. CONCLUSION

This study confirms that perceived value and type of culinary experience are important determinants in shaping tourists' future behaviour in the context of culinary tourism. The statistical analysis results indicate that both perceived value and type of culinary experience have a positive and significant effect on tourists' intention to revisit and recommend the destination. These findings strengthen the understanding that the experience of consuming local food is viewed not only from functional or taste aspects but also from symbolic meaning, authenticity, and the accompanying cultural connection.

However, the test of the moderating effect of type of culinary experience on the relationship between perceived value and future behaviour showed insignificant results. This indicates that culinary experience, especially within the generic experience dimension, although contributing to perceived value, has not been able to consistently strengthen this relationship in the context of tourists' repeat behaviour.

Therefore, the main implication of this study is the importance of managing culinary destinations not only by focusing on serving tasty and affordable food but also by creating authentic, narrative, and culturally rooted experiences. Enhancing the emotional and cognitive aspects of the culinary experience is key to building sustainable tourist loyalty. For further development, this study recommends exploring more complex and integrative dimensions of culinary experience, as well as testing the mediating roles or conducting multigroup analysis based on different tourist segments.

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