

**THE TASTE OF TRAVEL: HOW FOOD IMPACTS AND
MODIFIES PEOPLE'S TRAVEL DECISIONS**

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This thesis has been a very long and exhausting work where even a worldwide spread pandemic epidemic tried to impede. However, the thesis could be overcome thanks to many factors and actors.

I have to say thanks to my beloved family. They do not understand a single word of English (except my sister). Still, they have been present all my life, facilitating me to start this and to sustain myself, morally and financially, which both are, tremendously important.

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Abstract

Food and travelling are topics that have become more and more popular throughout the last decade. Many synonyms can describe the combination of the two activities but one of the most popular, as pointed in the literature review, is culinary tourism.

The conjunction of the topics has become more and more critical for most of the travellers, opening up various opportunities for marketers, researchers and business investors.

Hence, the thesis aims to give an overall analysis of what is the food industry concerning marketing and hospitality. The aim has been to get further than that and proving that local food and local food displayed on social media, can modify the travel intention of food and travel passionates.

The data collection and analysis has been performed through quantitative analysis. The tool that has been used is a questionnaire, administered online. The questionnaire was based on six different and verified scales. Respondents were found from many diverse nations of the world.

It is possible to say that the significant findings of this research prompted that there is, in fact, an influence and a correlation between food motivation, food image and motivation for local food consumption, and intentions to travel, meanwhile moderated by the social media and past behaviours.

Keywords: Local food, Food Image, Tourism, Culinary tourism, Hospitality industry

JEL: M31; Z32

Resumo

Gastronomia e viagens são tópicos que se tornaram cada vez mais populares na última década. A combinação destas duas atividades pode ser descrita de diversas formas, mas uma das mais comuns, como esclarecido na revisão da literatura, é “turismo gastronómico”.

A conjugação destes dois temas tem-se tornado cada vez mais importante para a maioria dos turistas, abrindo inúmeras oportunidades para *marketers*, investigadores e investidores empresariais.

Deste modo, a presente tese tem como objetivo proporcionar uma análise global da indústria gastronómica no contexto do marketing e no setor hoteleiro. Para além disto, a finalidade da dissertação é a de prova que a gastronomia local, e gastronomia local presente nas redes sociais, pode modificar a intenção de viajar dos apaixonados por gastronomia e viagens.

A recolha de dados e respetivo estudo foram efetuados através de análise quantitativa. A ferramenta utilizada foi um questionário, administrado online, com base em seis escalas verificadas. Os respondentes provinham de diversos países.

É possível afirmar que os resultados principais proporcionados por esta investigação demonstram que há, de facto, influência e correlação entre motivação gastronómica, imagem gastronómica e motivação para consumo de gastronomia local, moderados por redes sociais e comportamentos/experiências anteriores.

Keywords: Gastronomia Local, Imagem Gastronómica, Turismo, Turismo Gastronómico, Setor Hoteleiro

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1. Introduction

This chapter presents a narrow description of the research topic, research questions, of the aim, objectives, of the conclusion and the structure of the dissertation.

1.1 The relevance of the topic

Food is embracing everybody life. Food is not a mere action to nourish a body, but it is way more, it is a lifestyle, it is a way to behave towards the planet, it is a way to feel excited, anxious, sad, happy, disgusted, delighted. Furthermore, food is nowadays becoming a solid reason to travel. In 2020, according to World food travel association (2020), 53% of all travellers are culinary travellers, this proves the size of this market, most of half of the planet travellers are travelling very much influenced by culinary reasons.

People in the US, according to Champion Traveler | Travel guides, are travelling more than ever, in the last decades, only in the US, the outbound of tourists has raised from 27.5 million in 1996 to 72.5 million in 2016, more than doubling the previous amount. Worldwide instead, the number of tourists has reached an astonishing 1.4 billion in 2018, according to The Guardian (2020). Since these new trends are emerging, it is crucial to understand why people travel, what do they wish to find, what do they want to discover, hinting the touristic industry on new trends.

The industry itself is always looking for new reasons that bring people to travel, such as wine path in Tuscany, the region, overall, had a total of almost 24 million of foreign tourists during 2015 (Ferrari, Mondéjar Jiménez, & Secondi, 2018). Hence, it is essential to uncover what new motivation move people to travel and travel again to the same destination, which indeed is a unique market opportunity. It is needed to understand and discover how to address these new desires, improving the touristic offer and fulfilling them. The new needs must be targeted and being used as marketing leverage.

Many people decide to travel because of particular food culture or a beverage-related tradition. According to the World food travel association, the food-related revenues coming from tourists are 125% than the average spending per person during the whole trip. This reveals the potential of the local food on tourist, not only providing a product but providing an

experience connected with real emotions that allows the workers of the sector to have more significant leverage than other industries on the tourists' money. Moreover, the same association according to their survey conducted in 2016 in the US, states that: 59% of the tourist are giving more importance to food than five years ago, 45% of respondents participated in at least five different culinary experiences while travelling, 49% shopped in local markets, 81% of travellers are learning about food and drink when visiting a destination. Furthermore, it emerged that culinary travellers generally spend 48% more than the other categories of travellers, highlighting the importance of food and local food.

Finally, it is essential to notice that, food, is considered to be around 33% of the total travel expenditure, which gives it a predominant role for the developing of local economies, which should intensely focus in attracting, satisfying and retaining customers. Food directly affects tourist's decisions behaviours and satisfaction, becoming a trigger to travel and one of the main reason for reiterating visits on the same locus (Björk & Kauppinen-Räsänen, 2019).

1.2 Objectives for this thesis

Food is acquiring an always more relevant position in nowadays lifestyle; it permeates every aspect of our life, giving people positive emotions and sometimes troubles. In this sense, in this thesis we try to uncover how relevant the food topic has become in people's lives, trying to investigate if in its various aspects, varying from local food, food image and motivation it can influence the people's travel intentions. This has been sought helped by three tailored research questions which have driven the research during its pathway. These questions always pushed their steps further until achieving to uncover them. The research questions are the following:

RQ1: What is the role of Food Image on influencing Intentions to Travel?

RQ2: Does Food Motivation strongly influence Intentions to Travel?

RQ3: Is the Intention to Travel influenced by Motivation for Local Food Consumption?

After having defined the research questions, in this thesis, we followed by creating a literature review data analysis so we can develop an innovative and fresh study thanks to previously existing and validated frameworks. After, this research resort to a data collection through a self-developed questionnaire, with its scales based on the literature. The

questionnaire collected answers for around four weeks, and a final amount of 333 respondents' answers were collected. Therefore, the objectives of the thesis are mentioned below:

- 1) Identify the differences between local food, food and food experiences in general, connecting the topic to tourism and travelling to explain what culinary tourism is. (Achieved from the literature review).
- 2) Explore the different concepts of food destination images and assess their influence on tourists.
- 3) Evaluate the impact of social media and its influence on food and travel intentions.
- 4) Provide theoretical and managerial contributions for tourism-destination countries and firms for improving the marketing and increasing the benefits coming to their food culture and traditions (Achieved from the discussion of the results).

1.3 Thesis main contribution

All along with this thesis path first from the industry data, then from the literature review and successively from the data analysis, there were constant positive signals that the hypothesis would be confirmed. These signals were increasing every step performed by the thesis.

Hence, the thesis naturally pushed us to wonder on a variety of topics, posing the ground for different hypotheses. The questions that arose were concerning the predictors' Food Motivation, Food Image, Motivation for Local Food Consumption, their influence on Intention to Travel and on how the relationship could be moderated by Social Media influence on Travellers and by Past behaviour.

In the end, thanks to the analyses, it has been possible to verify that all the predictors showed that the intentions to travel of food and travel enthusiasts are effectively influenced by a multitude of food components meanwhile passing through the moderation of social media and past behaviours. The main conclusions that have been draught were both theoretical and managerial. It was immediately evident from the respondents' answers that, culinary tourism is vital for the vast majority of them because it brings something new to their lives, providing excitement. Furthermore, the analyses also showed bright pieces of evidence that Food

Motivation, Food Image and Motivation for Local Food Consumption directly influence the Intentions to Travel of the respondents.

It has also been discovered that respondents are very interested in experiencing local food, which underlines that creating food experiences and promoting the local food image should be a priority for most managers and countries. Evidence from the survey shown that the marketing efforts on social media should be redirected to people that had not or had a low past behaviour but which, at the same time, had a medium or high usage of social media. This cluster was highlighted as the most influenceable segment. Noteworthy is also not to overlook the fact that this research created a bridge between food intentions to travel and social media showing how culinary tourism could be impacted by what is showcased on social media. The bridge was transparent by the analyses which have shown that when the person is a food and travel passionate, with a universal medium or high level of social media usage, their travel intention is strongly influenced by what is showcased online.

1.4 structure of the dissertation

The dissertation has been organised in 5 different chapters. Each one is performing a distinct function which is fundamental for the analyses. In the following table 1, there are listed all the tasks performed by each chapter.

Table 1: Thesis Structure

Introduction	Introduction of the topic
	Relevance of the topic
	Main objectives
	Structure of the thesis
Literature Review	Tourism Marketing
	Food and Travel
	Food as a destination
	Food Involvement and Consumption
	Social Media
	Intentions prediction and past behaviour
Methodology	Scales analysis
	Hypotheses definition
	Presentation of the scales
	Data collection process
Data Analysis	Data Treatment
	Profiling
	Descriptive analysis
	Logistic regression analysis
Conclusions	Theoretical contribution
	Managerial contributions
	Limitations
	Future researches

Source: Own elaboration

2.Literature Review

This chapter intends to highlight the relevant literature on the topics. This research will proceed to analyse the main concepts and theories regarding: Tourism Marketing, Food and Travel, Food as a Destination, Local food, Food consumption, Social Media Past behaviour and Intentions.

2.1 Tourism Marketing

A general definition of tourism marketing is not widespread in the literature but, as cited by Raina & Agarwa (2004, p.141): "*Tourism marketing activities are the systematic and coordinated efforts expanded by the national tourist organisations and/or tourist enterprises at international, national and local levels, to optimise the satisfaction of tourist groups and individuals in view of the sustained tourism growth*". Therefore, tourism marketing is a fundamental tool for tourism development by promoting it and developing correlated services. These are necessary to create a reason for consuming the offered touristic product; tourism Marketing helps, with the use of an accurate information system, to create the right situation for attracting customers and convincing them to spend money, increasing the revenues of the local economy and activating a circular flow of funds through reinvestments (Benghadbane & Khreis, 2019).

An activity that has become central in the ambit of tourism marketing is segmentation. Segmentation, as the basic point of tourism marketing strategies, has many benefits, such as first, increasing the competitive position for the actual destinations, second a better positioning on popular destinations by attracting a refined market, third uncovering market gaps in which is possible to deliver new touristic product occasions and fourth finding new potential customers for the product. The ultimate purpose of market segmentation is touristic satisfaction through tourism products. Furthermore, tourism marketing, starting from segmentation, has to create a need or a will that will influence the tourist in choosing the destination. However, this influence is limited, since there are uncontrollable variables over tourist decisions, for instance, economic factors.

Keeping the discussion on what tourist marketers do, after segmentation, it is essential to mention the marketing mix. The one used by tourism market is the classic one with the 4Ps, (Product, Promotion, Price, Place) but in the touristic industry, the first two are by far the most important (Meidan, 1984). Therefore, since the 4Ps have different weights in tourism

marketing, the classical theory has been adapted for optimising the revenues and attracting tourists who are the ones consuming the products (Maria, Giray, Gafarou, & Bamoi, 2019). Nevertheless, the 4Ps model is not enough to understand the industry, and there are other factors. One of the most important factors in the tourism marketing area is to understand the tourists deeply, what are their habits, tastes and what brings them to travel, not forgetting to investigate if demographic differences are playing a substantial role over the consumer behaviours (Shetty, 2019).

Furthermore, in tourism marketing, it is imperative to consider that one of the principal travel reasons has become the intangible cultural heritage (ICH), which allows travellers to connect with the new cultures and try a vast amount of the whole cultural package of the region (Masoud, Mortazavi, & Torabi Farsani, 2019). It is predominant then, for a touristic destination, to be successful, to deliver satisfaction, which leads to recommendations of the locus and strongly augment the likeability of repeating the visit. Lastly, on tourism marketing, it is also essential to focus on post-visit behavioural attitudes because they are very likely to be a predictor of the effective behaviour (Oviedo-García, Vega-Vázquez, Castellanos-Verdugo, & Orgaz-Agüera, 2019).

2.1.1 Food tourism marketing

Tourism is a sophisticated experience, and during it, the food gets in contact with the bodies and the minds of the tourists. The main aim of food in tourism is not only to satisfy a primary need, but to enhance social relationships, excitement, and learning (Chen & Huang, 2019).

It has been acknowledged by researchers (Horng, Tsai, & Horng, 2012) that food adds value to a specific destination, under multiple points of view, starting from the cultural part getting to the distinguishment of the locus and the sustainability of it. So, it is always a more common practice by touristic cities or areas to use food as a tool to develop tourism in the region (Chen & Huang, 2019). Moreover, there have been in many studies evidence that cuisine greatly influences travellers' decisions when planning a future trip. There are many ways to attract those travellers, such as presenting authentic and exciting food, following the example of Italy and France (Karim, Chi, & Chi, 2010).

Food could be marketised such as a promotor of destination authenticity and a culture displayer through the mean of photos and articles on social media which models the overall touristic encountering (Wong, Wu, Lu, & Law, 2019). Therefore, since food can be an excellent

marketing tool for attracting tourism, it is used as a point of difference compared with competitors and other localities. Thus, gastronomy is so providing new ways to encounter the desires of the market (Balderas-Cejudo, Patterson, & Leeson, 2019).

Hence, food, as intangible cultural heritage (ICH), can be inscribed in the UNESCO list and potentially become a marketing tool and a point of difference for attracting tourists (Masoud *et al.*, 2019). As a concrete example, there is Napoli with the “Art of Neapolitan Pizzaiuolo” which has been inscribed in the UNESCO list of ICH (“UNESCO - Art of Neapolitan ‘Pizzaiuolo’”, 2019). Thus, in sight of the extreme importance that food has in the overall experience, tourist food satisfaction is considered an excellent measurement for the post-experience evaluation (Chen & Huang, 2019). It is also noticeable that, when food is not the principal travel reason, food-related activities possibly can be a tool to disclaim wider experiential benefits of a locus towards his cultural insights (Balderas-Cejudo *et al.*, 2019).

2.1.1.1 Food image

An image is a referral of beliefs, attitudes, ideas and impressions that a person keeps toward something (Nelson, 2016). When expanding the topic and talking about destination image, it is widely accepted that it plays a vital role in the tourists' decision-making processes (Nelson, 2016). It is possible to say that the image of a destination is influenced by a multitude of factors, such as gender, past travel experiences or economic development.

Thanks to many contributors, the concept of the destination's image have been extended even more, and it also applies to destination food image. The food image perceived by tourist towards a destination is as well influenced by factors such as the nationality and the cultural background (Promsivapallop & Kannaovakun, 2019). Sharp is also the influence of media on food representations which can shape or reshape the overall impression of food towards a destination for the general public (Nelson, 2016).

Food image as a conceptualisation is constituted by three parts, the food, the place where the food is consumed and the way of serving it (Pattaya & Lertputtarak, 2012). Notably is the relationship between food image and behaviour intention. This link came from a research project in South Korea. The link says that the food image positively influences the intention to consume local food and food preferences. Explicit has been in the research the link between positive behavioural intentions toward destination food (Seo, Yun, & Kim, 2017). Furthermore, there have been distinct researches testing similar constructs in Thailand and Malaysia with similar results (Promsivapallop & Kannaovakun, 2019).

It is crucial to notice that the concept of food image has some influences and multidimensional nature. It can be cognitive-based, and therefore it forms according to, individual beliefs, experiences and thinking. Instead, if it is affective-based, it forms through emotions. A preponderant individual characteristic which influences food image is the food neophobia of the individuals. Studies suggest that tourist with low food neophobia are likely to shape their food image through a cognitive-based process (Lai, Wang, & Khoo-lattimore, 2019).

Moreover, when talking about food image, it emerges from the literature on the topic that the cuisine of a country can be a showcase for its national culture assimilating the cooking into its cultural identity. A clear example of it can be found in Italy, where food is completely blended in the Italian culture, and the image of it is part of everybody day to day life. The food image of Italy is that strong that attracts people to visit Italy because it reflects Italian culture and lifestyle (Karim et al., 2010).

2.2 Food and Travel

Food and travelling is an intricate topic; it was discovered that researchers often refer to both topics in a more comprehensive way, 'Culinary tourism' is the most used term within the food literature. The concept is also very similar and interchangeably with 'food tourism' and 'gastronomic tourism' as argued by academics (Ellis, Park, Kim, & Yeoman, 2018), so they will be used in this research.

Important is not to overlook the need to conceptualize Culinary tourism. A general definition, widely accepted, of 'Culinary tourism' cited by Ellis *et al.* (2018) is: "Visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel". Furthermore, culinary tourism is seen as a way to directly touch and experience other cultures through food (Wong *et al.*, 2019). It is also noted that food is not a consequence of tourism, but is itself an integral part of it (Björk & Kauppinen-Räsänen, 2019). According to Balderas-Cejudo, Patterson and Leeson (2019), culinary tourism is a new profitable niche market which is rapidly evolving. Gastronomy tourism is seen as travelling with the target of engaging and benefiting from unique and intense food experiences (cited in Kivela & Crofts, 2009).

Hence, on any travel, it can be highlighted how food has become a fundamental part of the experience for tourists (Ketter, 2019). Discovering and tasting local food and flavours has

a double value: it entertains the tourist discovering tastes, and it develops the person by being a cultural activity allowing to discover different traditions and flavours (Kim & Eves, 2012).

It was noted by researchers that the motives which drive culinary tourists were undefined in the tourism literature (Akyuz, 2019).

Therefore, it is needed to better explain the concept of travelling with the concept of food, and it is also pointed out how gastronomy can remarkably enhance the tourist experience by often being associated with the trial of new products that produce a high level of satisfaction. Furthermore, it is argued that culinary tourism strongly encourages travelling in order to pursue enjoyment from food and food-related activities. This happens because a culinary tourist is a person willing to start a quest for tasting and experiencing what a local and real dish from a specific corner of the planet is. Thus, food-related activities are becoming more than an ever-popular choice for tourist in search of authentic experiences (Balderas-Cejudo *et al.*, 2019). Food, therefore, is a fundamental part of the tourist experience because it can profoundly affect the decision-making process relating to travelling and the posterior evaluation of the overall trip (Lee, Pennington-Gray, & Kim, 2019).

As previously said, food not only affects tourists' decisions, behaviours and satisfaction, but it has also been proven that a specific food event or culture is a trigger for travelling. Furthermore, food and food-related activities such as fairs, events and cultures have been proved to be a substantial determinant part on influencing the attachment and involvement of a defined place. Moreover, it also contributes to record extraordinary experiences, giving a plus to the overall travel and to the intention of paying another visit at the same destination (Björk & Kauppinen-Räsänen, 2019). Additionally, it is very important to highlight the impact of the food consumption by tourists, since it can be up to the 33% of the total expense during the trip, positioning the food sector as a primary part of the experience (Ketter, 2019).

Given the importance of the industry, it cannot be overlooked the phenomenon of food neophobia, not knowing a local food, which is a strong component that will accompany any traveller during his culinary journey, impacting on his experience. It has been suggested from previous research that food neophobia negatively influences motivation to consume local food; therefore, it is essential to keep it in consideration when talking about culinary tourism (Akyuz, 2019). It is also essential to consider that food motives and interests vary people; food is very likely to influence tourist attitudes, such as food neophobia does, inevitably creating tourists' food-related wills. These wills can describe the desires of the tourism market, which then should forecast tourists' behaviours once they reach the destination (Chen & Huang, 2019).

Traveller's food-motives and decision making are also strongly influenced by online information. Often travellers react to online data's according to the credibility of the source, so, marketers need to understand what is credible and what is not (Chen & Huang, 2019). A strategy applicable to tourists that promotes the local economy can be the marketisation of highly involved individuals in food, making them more likely to try new dishes and involving them in culinary tourism creating ad hoc materials and opportunities (Akyuz, 2019).

Due to the high level of interest food, and particularly in local food, organising culinary tours and cooking workshops can be a strategy for promoting the local economy (Masoud *et al.*, 2019). This leads the discussion about local food, which will be the next argument, and to the fact that local food can only be consumed on-spot. Consequently, it is important to promote it to the right kind of customer and make a marketing effort to cluster the right subjects (Akyuz, 2019).

2.2.1 Local food

When the term local food appears more times it is needed to define it; therefore when talking about local food, this research refers to specific local products that are prepared in the area and are branded regionally, keeping the identity of that territory (Sims, 2009).

The importance of culinary tourism connected to the local one is related to the physical and sensual lived moment coming from the willingness to relate with local foods (Ellis *et al.*, 2018). The purpose of performing culinary tourism in a specific area is to expand the knowledge of the area itself, teaching about local cooking skills, the food tradition and local food trends, trying at the same time to relate with sustainable tourism since culinary tourism often has positive correlations with it, helping, for example, valuing the destination and increasing its development.

Furthermore, culinary tourism is a phenomenon in rapid development, with many travellers, especially older, that plan travels purposely to discover local food in multiple ways and have tastings of local specialities (Balderas-Cejudo *et al.*, 2019). Such a phenomenon can have major impacts on the whole local system of destination, possibly resulting in favourable outcomes for hosted and hosts (Madaleno, Eusébio, & Varum, 2019).

2.2.2 Factors that influence local food consumption

Local food consumption can be influenced by more factors, for example, the desire of tasting unknown and extraneous local food might come from a necessity of excitement (Kim,

Eves, & Scarles, 2009); being able to try new foods in their native environment is a fundamental reason for dining out during holidays, and tasting new foods can help in building relationships and improving social relations (Madaleno *et al.*, 2019). Hence, local food consumption in locus is, in turn, influenced by many personal factors such as socio-demographic traits, cultural background, religion, past experiences, food-related personality, previous experiences and ideas that can lead motivation (Mak, Lumbers, & Eves, 2012; Madaleno *et al.*, 2019). When talking about motives in regards of local food consumption, there were found nine main ones: escaping from the routine, authentic experience, togetherness, prestige, sensory appeal, exciting experience, health concern, getting knowledge and the physical environment (Madaleno *et al.*, 2019).

Furthermore, in the literature, there has been pointed out a clear connection within food preferences during vacation and the national culture, influencing the total quantity of consumed food. Religion can also influence the amount of consumed food (Madaleno *et al.*, 2019). Age, gender, being single or married, education, working, income, are all factors that also influence food consumption. Women, for example, are particularly interested in enjoying local foods on holiday, whereas younger people have less interest in discovering the culture through consumption of local food compared to their older counterparts. Also, food-related traits of personality have been seen as another substantial variable influencing food consumption in visitors (Madaleno *et al.*, 2019).

Furthermore, something else that can influence local food consumption is the local food image itself. Food preferences are influenced by food image (Promsivapallop & Kannaovakun, 2019)

Factors used by marketers that actively influence the local food consumption are the distinctiveness of local food and the role of it within the local culture. Noticeable is the fact that there are very few examples of local people used to create a local image in the field of food tourism destination and local tourism promotion (Nelson, 2016).

2.2.3 Food Neophobia

Food neophobia is referred to as an irrational status where the individual fear or does not like anything new (Lai *et al.*, 2019). Food neophobia is also described as the reluctance or refusal to eat new kind of foods, and it is strictly linked to food consumption. It is believed to be a determinant factor in deciding consumption behaviours. (Akbar, Ali, Ahmad, Akbar, & Danish, 2019). Hence, Food neophobia is a contradictory attitude toward new food. This leads

to two different approaches by the tourists, some love to create memories of trips around food, others instead are not comfortable with unfamiliar cuisines. People who are neophobic tend to avoid unknown food; on the contrary people with a low level of food neophobia tends to try many new foods. This has also been confirmed in studies regarding Chinese tourists, where, food neophobia, appeared to have a significant influence on the tourists' food-related behaviours (Lai et al., 2019).

Moreover, it is also known that high food neophobia consumers are less likely to consume and adopt organic and healthy food in comparison to people with low food neophobia. Empirical studies have shown that food neophobia moderates the relationship of purchase intention and also the behaviours towards organic foods (Akbar et al., 2019).

2.3 Food as a destination

Food has evolved, it is not anymore something to eat but, when locally made, it is related to the idea of authentic travel experience, and it is a significant motive to travel at a destination. An example of travelling for food is found in a revolutionary touristic experience made in Italy called: "Pescatourism". In this experience, customers were joining a fishing boat for a day with a local fisherman, trying to fish with him and eating what fished right on the spot immediately cooked with traditional Italian recipes (Oviedo-García *et al.*, 2019). Fishing and recipes are part of the local food culture for this area, and they have successfully been used to reinvent food culture as the destination. Such as in the example, generally, local food culture and derivatives can have a positive impact on the regional economy because of the attractiveness of the culinary experience, which as previously seen in the literature review, is a strong tourist attraction and a determinant element of the experience on the chosen destination (Madaleno *et al.*, 2019). China also is similarly emphasizing its local food culture under a marketing point of view to promote tourism in the country and trying to use once more the food as the destination (Ketter, 2019).

However, it is crucial to consider that some of the tourists are perceiving food practically, assigning it no more than a functional role in the experience. On the other hand, some people focus the journey on eating and drinking, allowing the food to become the destination (Ketter, 2019). The focus is that strong on food and drinks while travelling that a positive experience of the service, of the products and on-site facilities, can result in loyalty behaviours, positive recommendations to friends and reiterated visits (Yoon & Uysal, 2005).

As a consequence, destination loyalty becomes an evaluation tool for tourist food-related experiences (Chen & Huang, 2019).

When talking about food as a destination and travellers with a high food involvement, they prefer to be immersed in the local culture, eating in local restaurants where to find authentic menus, participating in local food events, joining cooking classes and visiting small food producers. Generally, this kind of high food involvement profiles interested in local food cultures are older tourists with a higher education manifesting stronger desires, than younger tourists, to understand and discover the local culture through local food consumption (Balderas-Cejudo *et al.*, 2019).

2.3.1 Types of Food-Oriented Tourist

There are more types of tourists; food-oriented ones are the ones who focus their travels on food and beverages, taking them into account as the principal reason for visiting a destination (Ketter, 2019). This Category of tourist can be sub-divided into two main categories, first foodies, which are a particular kind of tourist strongly passionate towards food, they enjoy the matter, being an expert of it, learning about it and acquiring knowledge, they love the deriving feeling of exclusivity. A foodie is not only a culinary tourist, but it is also a lifestyle that gets associated with a trendy and bohemian life attitude (Ketter, 2019).

The second category is food explorers, which are people who have as the primary purpose of travelling what is food-related, they love to eat like locals trying and tasting the flavours of the territory. Furthermore, they love to wander around looking for hidden restaurants in secondary streets or to find family ruled businesses such as small wineries or charming markets and cosy shops, learning as much as possible from the area, getting knowledge about the cuisine, traditions, ingredients, cooking techniques and spices of the locus (Ketter, 2019).

Food-related personalities have also been found to be a discriminant on tourism food consumption, and the two most discriminants are food neophobia and variety-seeking. Food neophobia augments the likeability to choose a familiar food other than a new one, variety-seeking instead look for diversity and consume different choices of goods and services (Madaleno *et al.*, 2019).

2.4 Food Involvement and Consumption

The concept of involvement refers to motivation towards a recreative activity or product, and it is widely used to understand tourist behaviours. It is crucial not to forget that the level of involvement towards food varies across people. Tourist food involvement is a variable used to check the tourist behaviours and activities in a destination. So, tourist food involvement is a robust tool in revealing tourist behaviours towards food. The more a tourist is involved, the more tourist food involvement will be a good meter to monitor the level of satisfaction regardless of their motives or previous researches (Chen & Huang, 2019).

Food involvement is a unique variable because food consumption is overall a very complicated behaviour interconnected with a considerable amount of cultural, social, psychological and economic factors (Ketter, 2019). Even if complex, food consumption has been conceptualised as a union of four behaviours. These behaviours are liking, preference, choice and intake. Liking is considered as the delight earned by consuming food. Preference is the deliberate decision within two or more kinds of food. The choice instead is the decision referred to the food selection, and finally, intake is the total consumed quantity of food (Mak, Lumbers, Eves, & Chang, 2012).

When it refers to tourists, the concept evolves into the selection and consumption of food at a tourism destination. The fact of being in a specific destination made very complicated and impractical to measure the food intake of the tourists (Mak, Lumbers, Eves, et al., 2012). It is essential to realize that food consumption has different facets. Tourists, according to their nationalities, have a different level of local food consumption. The value that the tourists gain through the consumption often results in a positive image towards the destination, creating positive behavioural intentions. However, the influence of the image reciprocates on local food consumption because it tends to affect consumption positively. Furthermore, it is crucial to consider that food consumption has become an essential tourism activity businesswise and leisure wise (Promsivapallop & Kannaovakun, 2019).

2.4.1 Foodstagramming

Foodstagramming, as defined by Wong *et al.* (2019) is: “*a process in which an individual captures food photos and posts them onto social media specializes in visual content sharing such as Instagram and Facebook*”. Food photo-taking and consequentially sharing has become a new trending habit in dining and travelling. The visual display is, in fact, extremely important. Foodstagramming is simply a continuous behaviour towards food which brings

pleasure during the dining and the travelling (Wong *et al.*, 2019). Moreover, it is vital to notice that 60% of the USA diners take photos and share them on social media according to a recent survey (Zagat 2016).

Noteworthy is the fact that it is likely, according to cognitive psychology, that the sensory experience might be improved thanks to the use of digital food imagery, escalating the importance of this phenomenon. Therefore, Foodstagramming should give immediate and lasting gratification on a journey, improving tourist satisfaction. Food selfies combine a multitude of sensory information's, reaffirming the choices regarding food and improving, even more, the person dining and travelling experience, capturing images and sharing them might satiate the food craver. Foodstagramming also helps to be a leader and a facilitator in social networks community in the discussion over the topic (Wong *et al.*, 2019).

2.5 Social Media

This chapter will give a brief panoramic of the social media environment and the social media concept. Furthermore, it will analytically review the current knowledge on the topic.

Social media is a term that defines a range of sites which provide a platform and a place where to perform a broad range of social actions (Mercadal, 2019). Social media are Internet-based applications and websites intending to promote the sharing of content user-generated on the platforms. They also intend to promote their usage to achieve massive communication through them. Further on, it is possible to say that any application that permits anyone to create a profile, add friends, collecting a list and connect with them is considered a social network (Cooper, 2019).

The concept of social media started in the late 1990s. First one to gain immense popularity was Friendster in 2002. Later, Facebook took over becoming the most used social network on the Internet. When categorising social networks, they can be divided according to their scope. They can be blogs allowing people to publish their content, wikis allowing users to generate informative content on different topics such as Wikipedia. Then they can be online multiplayer games/social networks such as Minecraft, they can be video-sharing social Network as YouTube, or they can be Microblogging social network such as Twitter (Cooper, 2019).

Social networks had a massive rise, and it is due to new technologies such as smartphones and tablet computer. These technologies provided easier access to the Internet and social media applications while on mobile. Thanks to its broad diffusion, social media has

become a primary tool in marketing, becoming an inexpensive alternative to traditional marketing, signaling the birth of social Media Marketing. These benefits, however, come with a price. In the last period, there have been privacy concerns about online privacy and protection of user information. Furthermore, it is also essential to signal the impact of social media, which, since their conception, they changed lifestyles, politics, relations and communication changing how people experience everyday life (Cooper, 2019).

2.5.1 Social media marketing

Social media marketing programs are marketing plans aimed to create interactive and attractive content. These contents aim to attract and convince users to share them with their network. Social media marketing programs have been recently added in the integrated marketing communications because they are easy to coordinate and are made inexpensive to re-sharing contents. Another advantage of media marketing systems is that they allow managers to assess results in real-time and they make targeting more efficient (Mercadal, 2019).

It is also important to clarify that the primary goal of social media marketing is to capture the interest of social media sites users. The reasons behind are coming from the discovery that the social media communities can model consumers opinions and actions creating and spreading an electronic word of mouth. Therefore, marketers need to be aware of them and try to perform a positive influence. Social media in the last decades started to become more and more a substitute for traditional media, performing an exponential growth; therefore, their impact cannot be overlooked (Mercadal, 2019).

2.5.1.1 Social media influence on travelling and food consumption

Social media are becoming more and more fundamental in the tourism sector. Thanks to the Internet, people modified how they plan their travels and how they share their memories and moments. Social media also impacted how people plan their trips, dividing their impact before the trip and after the trip. Before people look for information, suggestions and ideas on social media, after people are sharing or not their experience on social media impacting others. Hence, tourists are continuously affected by the opinions of trusted friends on social media (Oliveira, Araujo, & Tam, 2020). Furthermore, it has been proved that a consistent amount of travellers are deciding their travel plans based on reviews and social media posts. It happens because people acquire the motivation to go to a specific destination anytime they receive input

on it. The input, in this case, is watching their friends content alongside with the location tag (Asvikaa & Gupta, 2019). It has been discovered that increased exposure to different and various food cultures through social media it increases and elevates the image of the place associated with the same food, altogether with making the food an attraction for tourism and a tool for promotion. (Nelson, 2016)

In light of this discovery, it is essential to add that social media influence not only travels but also food consumption, and they facilitate the diffusion of information. Through the globalisation food and culture got closer in different countries and culture, and social media are strong forces that push the adaptation process (Choudhary, Nayak, Kumari, & Choudhury, 2019). In a study about acculturation to sustainable food through social media, social media has been proven to be a robust influential tool on the acculturation towards new foods and in the food choices. Furthermore, they have been felt as facilitators towards new food and not imposers. Social media, in the same context, they also augmented the respondent's familiarity towards new foods and culture, meanwhile having international travels, and they helped them to adapt travellers to the new situation. The information taken from the study is that Social media and the pieces of information present in them influence people on how they see, relate and consume food (Choudhary et al., 2019).

2.6 Intentions prediction and past behaviour

This section will present essential concepts on intentions and behaviour, focusing on the theory of planned behaviour and focusing on past behaviour.

The theory of planned behaviour (TPB) is used to predict leisure intentions and behaviour (Ajzen, 2014; Ajzen & Driver, 1992). The theory states that people are very likely to manifest a behaviour if they think that it will lead to a valuable outcome for them. It also states that if people think that their important referents will approve this behaviour and if they have the material ability to perform it, the behaviour will be more likely to manifest. This theory is very applicable to all the kind of behaviours which are not totally under the control of the person. (Lam & Hsu, 2006).

Digging in the literature it has been seen people's behaviour is best predicted by their intentions to do it, and three factors determine their intentions, people attitudes, perceived norms and ultimately perceived control (Roland, Mierop, Frenay, & Corneille, 2018). Therefore, it is believed to be central in the TPB the individual's intention to do a behaviour,

because intentions are supposed to encompass the motivational factors that influence behaviour by being indications of how something matter to a specific person (Ajzen & Driver, 1992).

In the TPB theory, there are also highlighted three independent determinants of intention, which are attitude toward the behaviour meaning the favourability towards a determined behaviour. Secondly, there is the subjective norm, indicating the social pressure on performing or not the behaviour and as of last there is the degree of perceived behavioural control which refers to the grade of easiness in performing the behaviour, and it is assumed to reflect past experiences. In general, it is possible to say that the higher is the favourability of the attitude and the subjective norm towards the act and the bigger is the perceived control and the higher will be the subject intention of performing the behaviour. This also means that the intention is seen as an antecedent of behaviour (Ajzen & Driver, 1992).

When talking about past behaviours, there are theories referred to behaviour stating that the best predictor of behavioural intention is past behaviour itself. One of the reasons for that is that people tend to have behavioural persistency. It was also proved in a study that summing past behaviour to the theory of planned behaviour would increase the variance in explaining behavioural intentions (Ouellette & Wood, 1998). Furthermore, another research highlighted how past behaviour has also been found as a significant predictor of travellers' intention in the destination choice (Lam & Hsu, 2006).

3 Methodology

This chapter outlines the applied research methodology, the data collection, the building of the questionnaire, the scales selection, the choice of the survey instrument. Furthermore, it describes which has been the target population and the sampling method.

3.1 Survey instrument

This study attempts to measure how FM - Food Motivations, FI - Food Image and LF – Motivation for Local Food Consumption, thanks to the influence of the use of social media and thanks to previous behaviours, can impact people's travel intentions. It also aims to elaborate on how exactly this influence on the final consumer is created. Such a kind of research demands for quantitative measures. There are two kinds of quantitative researches, surveys or experiments. In both cases, the research must be formal and unbiased. This research will use the quantitative method in the survey, which is likely the most insightful tool for the problematic.

A survey is a statistical tool that aims to obtain specific data from a particular group of people which is a representative selection from a population of interest, aimed to define behaviours, opinions or any other relevant characteristics of them (Johnson, 2019). Quantitative research is a systematic investigation of an observable and measurable phenomenon through mathematical techniques. The choice of quantitative research was needed because they are reputed reliable and accurate (Smith, 2019); therefore, the nature of the work demands accuracy and reliability. The results of the research must be measurable and numerical in order to connect the observation with the mathematic. A self-administered questionnaire has been developed based on a comprehensive literature and previous studies. The survey attempts to measures how travel intentions can be modified through online platforms thanks to the influence of local food. After deep and extended researches on the topic, following the detections of the most significant authors, subsequently of finding the suitable verified scales and following the creation of a comprehensive literature review we started to build the questionnaire.

The questionnaire has been divided into seven sections: FM – Food Motivation, FI - Food Image, LF - motivation for Local Food Consumption, SM - Social Media Influence on Travellers, PB - Past Behaviours, TI - Intention to Travel, food enthusiasts and travellers' demographics. In order to statistically and adequately assess travel intentions, only valid scales

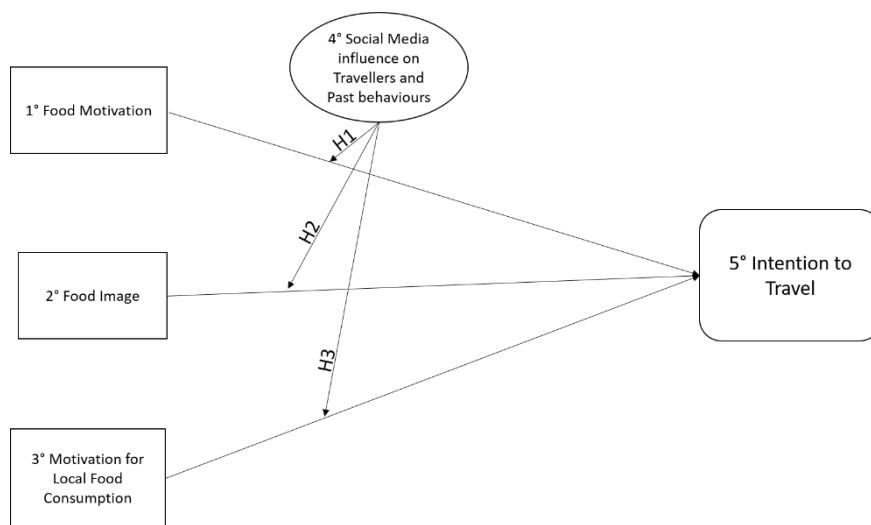
have been used. Then, it has been created the survey to analyse and obtain data to perform quantitative analysis.

The analysis has been performed using SPSS26 statistical program. SPSS analysis has been improved by adding an extension called PROCESS, a logistic regression analysis tool created by Andrew F. Hayes. Finally, in order to achieve better results and obtain more critical data, a pre-test with 10 participants was performed. The objective was to receive feedbacks, improve possible misunderstandings in the survey and expose gaps.

3.2 Scales and Hypothesis

In the following sections, there will be given an in-depth analysis of each of the used scales. This has been done to describe each topic adequately. Furthermore, there will be presented the hypothesis in the form of assumptions. The following assumptions, using the positivistic approach, were tested to check if they were confirmed or refused by the analysis of the data gathered from the questionnaire. In the following figure 1, it is possible to see the conceptual model, which visually represents the three hypothesis and all the dimensions.

Figure 1. Conceptual model



Source: Own elaboration

3.2.1 Food Motivation

This section investigated the Food Motivation of travellers and how is moderated by Social Media Influence on Travellers and Past Behaviour. Furthermore, it investigates how much of the impact on Travel Intentions are moderated. The questions were adopted by the Food-related motivation scale by Qian Cheng and Rong Huang (2019). The tool to evaluate

the respondent's agreement level has been a 7-point Likert scale. Respondents have been asked to rate their level of agreement with each question present in the section; the range of agreement could be from strongly disagree, which equals 1, to strongly agree which equals 7.

H1: Food Motivation has a positive influence on Intention to Travel, and the relationship is moderated by Social Media influence on Travellers and by Past behaviour.

3.2.2 Food Image

This section investigated the Food Image of travellers and how it is mediated by Social Media Influence on Travellers. It also investigates the role of the moderators on Travel Intentions. The questions were adopted by the questionnaire created by Shahrim Ab Karim & Christina Geng-Qing Chi (2010). The tool to evaluate the respondent's agreement level has been a 7-point Likert scale. Respondents have been asked to rate their level of agreement with each statement of the section; the range of agreement could be from strongly disagree, which equals 1, to strongly agree which equals 7.

H2: Food Image has a positive influence on Intention to Travel, and the relationship is moderated by Social Media influence on Travellers and by Past behaviours.

3.2.3 Motivations for Local Food Consumption

This section investigated the Motivation for Local Food Consumption of travellers and how its impact on Travel Intentions is moderated by Social Media Influence on Travellers and Past Behaviour. The statements were adopted from a scale created and successively verified by Kim, Eves and Scarles (2013). The tool to evaluate the respondent's agreement level has been a 7-point Likert scale. Respondents have been asked to rate their level of agreement with each question present in the section, the range of agreement could be from strongly disagree, which equals 1, to strongly agree which equals 7.

H3: Motivation for Local Food Consumption has a positive influence on Intention to Travel, and the relationship is moderated by Social Media influence on Travellers and by Past behaviours.

3.2.4 Social Media Influence on Travelers

This section investigated the Social Media Influence on Travellers and its moderation effect on Travel Intentions, additionally asking them to point out the destination that has been researched. The questions were adopted by the questionnaire created by Chung & Koo (2015), which adapted previous research from Vogt & Fesenmaier (1998). The tool to evaluate how much the respondents agreed with the sentences is a 7-point Likert scale. Respondents have been asked to rate their level of agreement with three sentences. The range of the level of agreement could be from strongly disagree, which equals 1, to strongly agree which equals 7.

3.2.5 Past Behaviours

This section investigated Past Behaviours and its moderation effect on Travel Intentions connected to the previously researched destination. This question has been inserted because the literature review shown evidence that past behaviour was increasing the explained variance of behavioural intentions. The question was adopted and slightly rearranged from the research of Lam & Hsu (2006). The tool to evaluate if respondents had any Past behaviours or not it has been a single sentence. The question was giving a range of 6 possible answers, describing how many times the respondent had been to this specific destination lastly searched on its social media. The range of answers was divided such as: "0 times", "1 time", "2-3 times", "4-5 times", "6-10 times", and "more than 10 times". Answers have then been recoded in SPSS from 1 to 6 in order to perform descriptive analysis.

3.2.6 Travel Intentions

This section investigates the Travel Intentions to a specific destination previously researched on Social Media. Travel Intentions have been measured through 3 sentences, adapted from a Lam & Hsu's research (2006). To each sentence was attributed a different magnitude of likeability to visit a destination. The first sentence was considering the possibility to visit the destination in the next 12 months. The second asked the intention to visit the destination in the next 12 month, and the third asked if the person wanted to visit the destination in the following 12 months. The tool to evaluate the respondent's agreement with the sentences has been a 7-point Likert scale. Respondents have been asked to rate their level of agreement with each of the sentence present in the section. The range of agreement could be from strongly disagree, which equals 1, to strongly agree which equals 7.

3.2.7 Demographics

Demographics section inquired the respondents about their profiles and characteristics, aiming to create a comprehensive respondent profile. Demographics variables have been selected according to the literature review suggestions, as pointed out in chapter 2 of this research there are many demographics variable that needs to be taken into account which can be determinant in the explanation of the results. Therefore, after carefully considering the literature, we decided that the variables Gender, Age, Nationality, Education Level were fundamental, and therefore, they have been included in the survey.

3.3 Sampling and target population

This subchapter will describe the sampling size, method and the target population. The sample size is critical, the sample cannot be too small, or data will not be enough to confirm the hypothesis either too broad, because it might waste time and money. However, a larger sample is generally more accurate, if made with probability sampling (Fowler & Lapp, 2019). Since this is not the case, there is no need for a larger sample. Hence, a pilot study, to be relevant, generally need around 30 subjects (Fowler & Lapp, 2019). Since the conducted study has 333 respondents, this condition is more than satisfied.

The sampling method used in the study is a nonprobability sampling. An attempt of randomness has been attempted by sampling through convenience sampling with a snowball effect. Randomness is a critical component of the survey methodology to make the sample more representative of a population (Johnson, 2019). It has been possible to spread the questionnaire in such a random way due to the vast amount of international experiences from the researchers' background. The survey begins with two filtering questions such as: "Are you interested in travelling?" "Are you interested in food?". The participant answer could range a 7-Likert scale in order to evaluate their overall interest in the topic. Additionally, Respondents have been sought by many diverse countries and cultures to avoid cultural bias.

Furthermore, an effort was made to keep the balance between genders; however, a predominance of females has been noticed. The sample counted 333 respondents from 53 different nations. The target population for this study is people of any age interested in travelling and food. Target persona was also an active Internet user because the questionnaire has only been administrated online.

3.4 Data collection

Data were collected through an online and self-designed instrument, a questionnaire, data were collected thanks to the Snowball effect. The survey was based on verified scales with established validity and reliability. The questionnaire has been spread in Facebook posts, groups, Facebook messenger, WhatsApp groups, WhatsApp private chats, Instagram, LinkedIn post, Telegram chats and Reddit. The questionnaire has been launched on the 11th of December 2019 and closed the 17th of January 2020. Concerning the analysis of output, they started in half of January and ended on the 29th of February 2020.

3.5 Questionnaire design

The questionnaire, shown in appendix A, was constructed to collect relevant information allowing to validate the hypothesis and the conceptual model. Some scales subdued minor words changes to help non-natives English speakers to understand the questions quickly. The questionnaire has been designed through an online service, named "Google Forms". This service is very intuitive, and it allows versatility on the construction of the survey. Likert-scales are adequately constructed, and accessibility is granted through several devices like smartphones, laptops and tablets. Answers have been limited to one per respondent, by asking any respondent to access to their Google account before performing the test. Google form also allows the researcher to choose between open and closed questions, and it let to instantly download data, transmuting them into Excel and then SPSS. Before launching the survey, a pre-test has been performed with people from different backgrounds in a total number of 10 participants. Thanks to their feedbacks minor typing mistakes have been rearranged. Overall the participant's feedback was positive, only 2 out of 10 complained about the length considering it very extensive. Regarding that, no question or scale was removed. They all have been judged fundamental to verify the conceptual model.

Furthermore, the survey has been compared with others resulting no longer than the average. However, an attempt to improve this issue has been made. A progression bar was added to motivate participants to not drop out of the survey and proceed until the end. Successively the questionnaire has been checked again and then spread. Concerning the design of the survey, it also creates a distinction on gender, education, age groups and nationalities. This has been done because, as seen in the literature review, it can influence food consumption and the level of interest in discovering new foods. So, every difference between one participant to the other might as well uncover differences in travel reasons and intentions. Therefore, it is mandatory to keep any peculiarity in consideration for obtaining more insightful results. Heterogeneity in

respondents has been sought not to be culturally biased and uncover the motives that make the respondents travelling, what influence them and how they decide to go to a place instead of another.

4. Data Analysis

In this chapter, we will analyse the outputs from the survey. We will also meticulously describe every sub-section, testing all the hypothesis and presenting the results. Many studies have been made on the influence of food and local food on the overall travel experience such as the study “Destination Foodscape, a stage for Travellers food experience” made by Björk & Kauppinen-Räsänen in 2019. However, a few studies focus on the influence of local food on the actual travel intentions through the moderation of social media and past behaviours.

4.1 Data Treatment

The first step has been to download the data from the online service Google Forms. Data has been downloaded as an excel sheet in order to be easily analysed by IBM SPSS Statistics 26. An extension of SPSS has been installed, aiming to improve the analyses. This extension is called PROCESS, and it allows to efficiently and accurately perform logistic regression analysis. Moreover, It also allows to correctly analyse the influence of the moderators on the dependent variable. Once SPSS has been opened, we immediately recoded the 7 Likert-type scales from sentences to numbers using the command, recode into the same variable. Strongly disagree has been computed into 1 and strongly agree into 7. A scale variable was used, and items were treated as they were as interval data (Sullivan & Artino, 2013).

The second operation in SPSS was to remove from the study anyone who answered that was not interested at all or just not much interested in travelling, food or both. Hence respondents who replied from 1 to 3 of the Likert-type scale, where 1 equals strongly disagree and 3 equals somewhat disagree, to the two screening statements: “I am interested in travelling”, “I am interested in tasting different kinds of food” have been excluded from the analyses. Out of 333 answers, 312 fitted both the criteria of being interested in travelling and tasting a different kind of foods or at least being neutral towards them. The remaining 21 respondents have been removed from the dataset.

For the socio-demographic variables such as Gender, Nationality and Education, they were inserted as nominal variables. Differently has been treated the variable Age; it has been treated as a numeric variable. The items Interest in tasting local food, Past behaviours and Nation of destination have been treated as nominal variables as well. Hence, to demonstrate the consistency of the measurements, we performed Reliability Analysis through the Cronbach analysis, testing all the scales. After validating all of them, we proceeded with the

multiple logistic regression analysis. We, overall, were able to perform with SPSS the following analysis, Descriptive Statistics and Exploratory factorial analysis. Multiple logistical regression analysis has been performed through the extension of SPSS called PROCESS. Model 2 has been the one used for the regression.

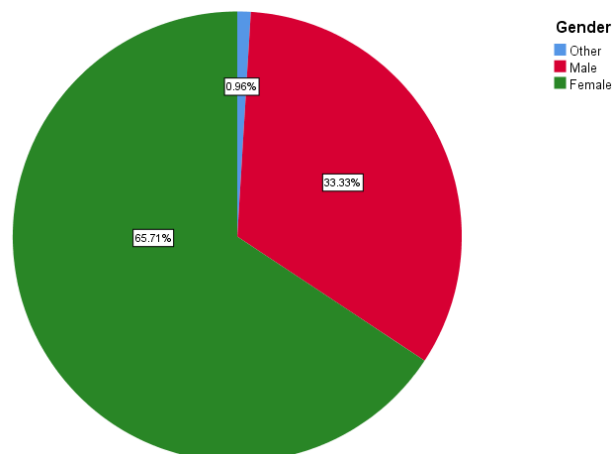
4.2 Respondent Profile and tourism-destination country

This section will describe the respondent profiles, starting from Gender and following with Age, Education and Nationality considering only the valid answers, therefore 312. Profiles have been analysed beginning with the demographics. It is crucial to notice that demographics are inevitably influenced by the means that spread the questionnaire, online tools. Therefore, due to the nature of new technologies, the average age of the respondent has been quite young.

4.2.1 Gender

The first considered variable is Gender. The vast majority of respondents are females counting a total of 205 and consisting of 65.7%. Males are 104 consisting of 33.3%, and the gender Other consisted of 3 respondents counting for 1% of the total answers, as shown in figure 2.

Figure 2. Gender display



Source: Own elaboration

4.2.2 Age

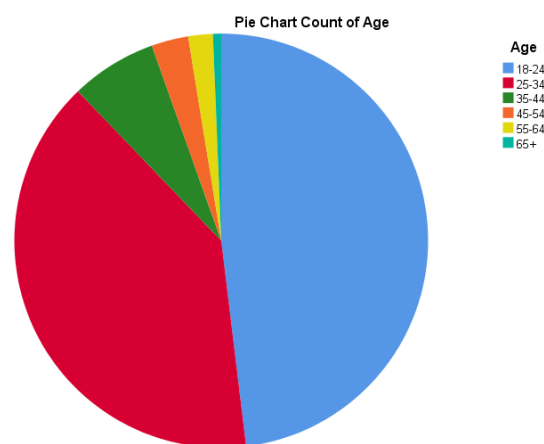
The age section, analyse and describe the age range of all the valid respondents. As anticipated, due to the modalities of spreading the survey, most answers are coming from young individuals genetically more present in the online world and also more likely to be friends of friends of the researchers. In the age range of 18-24, there are 48.1% of all the respondent, almost half of the total. Instead, in the range of 25-34, there is 39.7%. These two ranges out of the total six are representing more than 87% of the whole sample, showing a young sample. In the range of 35-44, there is 6.7% of the respondents, in 45-54 there is 2.9%, in 55-64 1.9% and the 65+ only 0.6%. It is, therefore, possible to infer that the age range has been influenced by the methodology. It is also possible to say that the ranges comprised between 55-64 and 65+ are the least present on the total number of responses.

Table 2. Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	150	48.1	48.1	48.1
	25-34	124	39.7	39.7	87.8
	35-44	21	6.7	6.7	94.6
	45-54	9	2.9	2.9	97.4
	55-64	6	1.9	1.9	99.4
	65+	2	.6	.6	100.0
Total		312	100.0	100.0	

Source: Own elaboration

Figure 3. Age Pie chart



Source: Own elaboration

4.2.3 Education

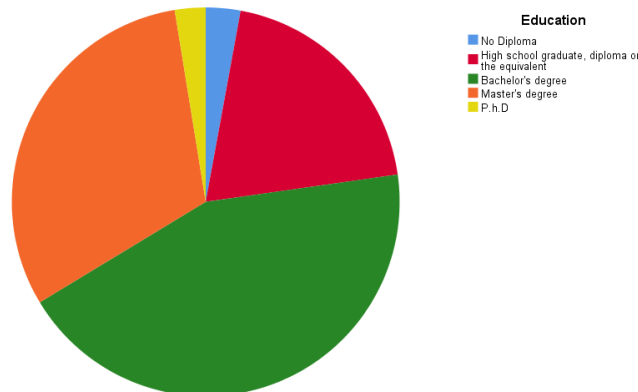
Education subchapter analyses different education levels. It is possible to say that the vast majority of the respondent achieved a bachelor’s degree (43.6%) or a master’s degree (31.1%). Among the respondents, there are three more categories, the ones who do not own a Diploma, 2.9%, the ones who own a PhD 2.6% and high school graduates, counting for 19.9%. The PhD and No Diploma categories are the ones with the least number of respondents.

Table 3. Education

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Diploma	9	2.9	2.9	2.9
	High school graduate, diploma or the equivalent	62	19.9	19.9	22.8
	Bachelor's degree	136	43.6	43.6	66.3
	Master's degree	97	31.1	31.1	97.4
	P.h.D	8	2.6	2.6	100.0
	Total	312	100.0	100.0	

Source: Own elaboration

Figure 4. Education chart



Source: Own elaboration

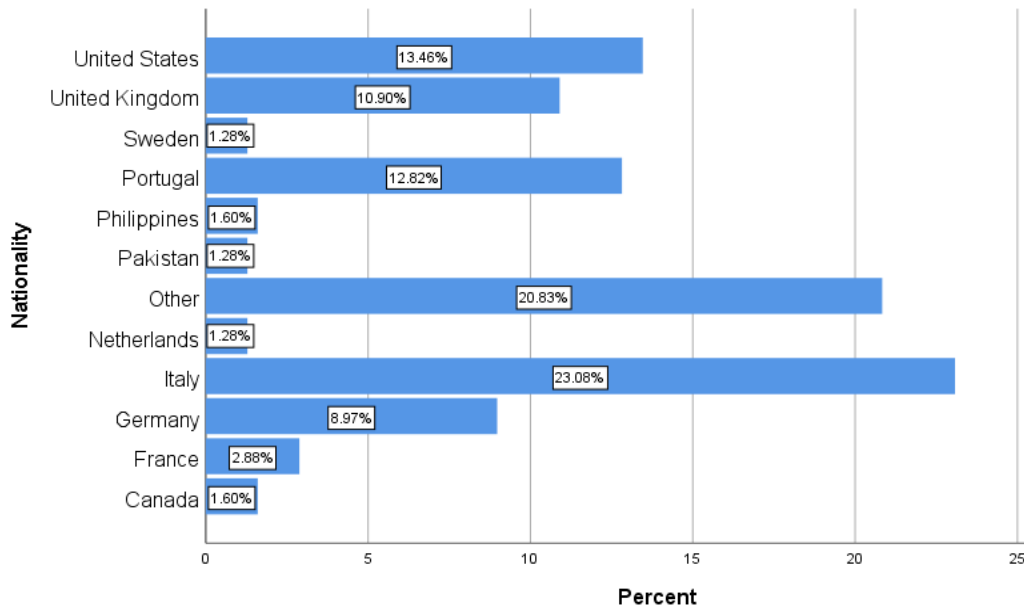
4.2.4 Nationality

This section analyses the nationality of the respondents. As shown in appendix C, the variety of nationalities is enormous. Variety has been purposely sought since from the literature it emerged that a low variety of nationalities was shown as a strong cultural bias.

As a result, in the sample, there are 53 different nationalities of the respondents. The most represented countries are Italy with 23.1% followed by the USA with 13.5% of the respondents, then Portugal with 12.8%, it follows the UK with 10.9% and then Germany with 9%. Altogether, these nationalities are representing 69.23% of the sample. Other represented nations are France with 2.88%, the Philippines 1.60%, Canada 1.60%, Sweden 1.28%, Pakistan 1.28% and Netherlands 1.28%. The other remaining nations represent a total of 20.83% of the

sample. Twenty-five nations are represented by a single participant, such as Afghanistan or Burma. This is possibly due to three factors, these nations have a lower level of access to the internet compared to the other countries, these nations have a lower total population, and the last factor is that the researchers did not have the chance to develop a significant network in that areas.

Figure 5. Nationality



Source: Own elaboration

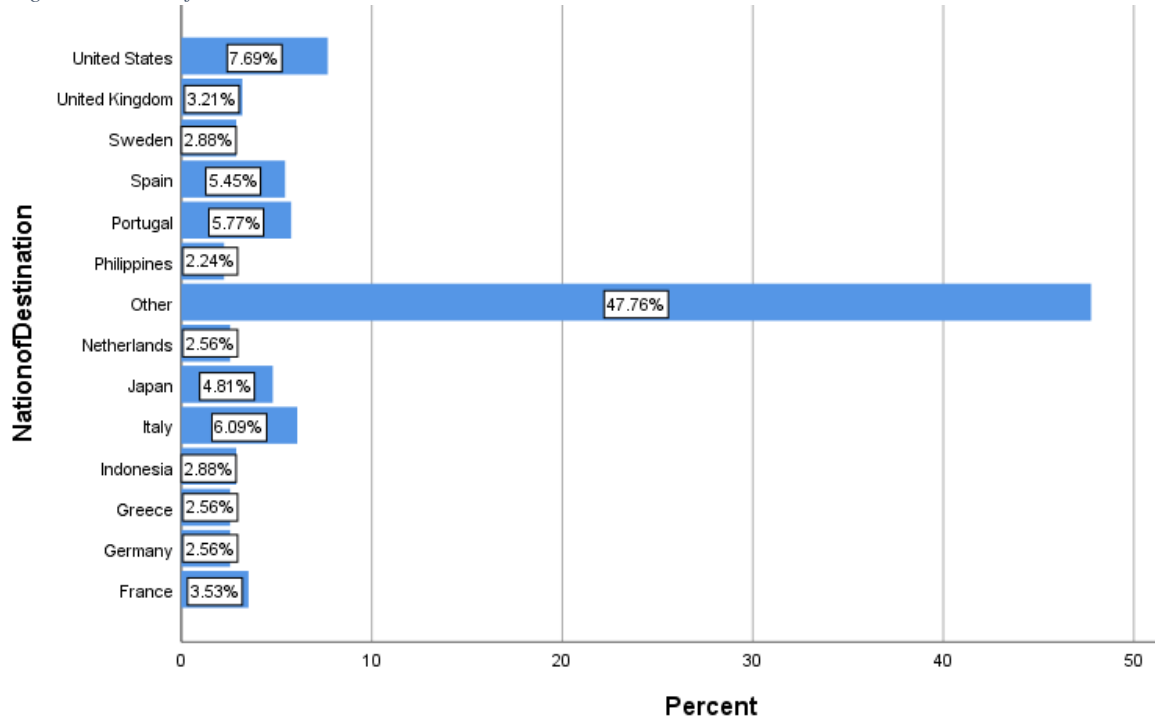
4.2.5 Nation of destination

This section presents the various destinations that the respondents were searching for online. The question posed was very straightforward asking the respondents which nation related to the last online researches they were thinking. The concept was to check if there were some pattern or some nations that were more connected to the popular travelling imaginary. Respondents answers, as seen in appendix C, spread all over an astonishing number of 82 different nations.

As shown in the graph below, only a limited number of countries had a notable number of participants, at least more than 2%. The most researched country was the USA, with 7.69% of researches counting 24 respondents. At second place it is possible to find Italy with 6.09% closely followed by Portugal 5.77% and Spain 5.45%. After with slightly lower figures, there is Japan 4.81%, 3.53% France, 3.21% UK. Then there are Sweden and Indonesia with the same percentage of respondents 2.88% it follows Greece, Germany and The Netherlands with the same number of respondents 2.56%. The last country to be searched above 2% is The

Philippines. The other countries are counting for 47.76% of the total, showing an extremely heterogeneity of the answer and variability of respondent’s researches.

Figure 6. Nation of Destination



Source: Own elaboration

4.3 Descriptive Analysis

The subsequent section unveils the Descriptive Analysis performed with SPSS Statistics 26. The study of the Mean and Standard Deviation was done for 94 items, including every scale composed by the items. The scales have all been previously computed.

The first two statements “I am interested in travelling”, and “I am interested in tasting different kinds of food” were meant to have an exploratory nature. People had to say on a Likert-type scale from 1 to 7 on how much they agreed with those two questions. This has been done to exclude participants not valuable for the research. People that have been taken out of the survey are the ones that selected the option Strongly disagree, Disagree or Somewhat disagree in any of these two questions. However, the number of respondents not interested in any of the two activities or both has been very low, counting a total of solely 21 respondents. These respondents have then been kicked from the survey.

4.3.1 Food Motivation

This research, as a first step, analysed every single mean of each item and then computed Food-related Motivation scale. The Food-related motivation is the first variable present on the survey; this scale was validated by Chen & Huang (2019).

As shown in Table 4, the item FM6 - I like trying different styles or types of food during travel interestingly presents the highest mean and the lowest standard deviation, showing respectively the values 6.07 and 1.069. Meanwhile, the item FM3 - I decide on destinations to visit only based on the foods I wanted to experience has the lowest mean, corresponding to 2.88. The highest variability on the answers can be found on the variable FM2 - Prior to my trip, I plan food choices to experience local culture showing divergent answers between the respondents. Through computing the six items of the construct, it has been obtained the mean and the standard deviation of the construct itself. Therefore FM - Food-related motivation shows a mean of 4.69 and a standard deviation of 1.20. It is possible to say that the mean shows a tendency to somewhat agreeing with the whole construct.

Table 4. Food Motivation

	N	Minimum	Maximum	Mean	Std. Deviation
FM1	312	1	7	4.29	1.671
FM2	312	1	7	4.61	1.722
FM3	312	1	7	2.88	1.659
FM4	312	1	7	5.24	1.594
FM5	312	1	7	5.04	1.717
FM6	312	2	7	6.07	1.069
FoodrelatedMotivationscale	312	1.33	7.00	4.6902	1.20363
Valid N (listwise)	312				

Source: Own elaboration

4.3.2 Food Image

The food image construct measurement scale is made by three dimensions, these dimensions are respectively Food/cuisine (FIFC), Dining/Restaurants (FIDR) and Food-related tourism activities (FIFR) as suggested by Karim, Chi, & Chi (2010). Each value of the means and the standard deviation is exhibited in Table 5.

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The item FITA3 - Offers unique cultural experience is the one that presents the highest mean, 5.62, instead of the item FITA2 - Offers package tours related to food and wine is the variable with the lowest mean which as low as 3.30. Regarding the standard deviation the highest is presented by FIDR6 - Offers restaurants menus in English and the lowest by FIDR1 - Offers reasonable price for dining out. The mean of the scale FI – Food Image is equal to 4.75, which means that the scale is close to a general somewhat agreeing and so the mean is on the positive side of the scale, the standard deviation is of 0.85.

Table 5. Food Image

	N	Minimum	Maximum	Mean	Std. Deviation
FIFC1varietyoffood	312	1	7	4.79	1.469
FIFC2goodqualityfood	312	1	7	5.27	1.381
FIFC3thedestinationofferregionallyproducedfoodproducts	312	1	7	4.90	1.564
FIFC4foodpresentations	312	1	7	4.21	1.485
FIFC5exoticcookingmethods	312	1	7	4.27	1.603
FIFC6deliciousfood	312	1	7	5.48	1.391
FIDR1reasonablepricediningout	312	1	7	5.51	1.221
FIDR2attractiverestaurants	312	1	7	4.87	1.257
FIDR3easyaccesstorestaurant	312	1	7	5.20	1.259
FIDR4specialtyrestaurants	312	1	7	4.76	1.413
FIDR5friendlyservicepersonnel	312	1	7	4.92	1.475
FIDR6restaurantmenuinenglish	312	1	7	4.58	1.844
FITA1foodandwineregions	312	1	7	4.21	1.590
FITA2tourspackagefoodandwine	312	1	7	3.30	1.614
FITA3uniqueculturalexperience	312	1	7	5.62	1.351
FITA4streetmarket	312	1	7	5.30	1.339
FITA5uniquestreetfood	312	1	7	5.13	1.422
FITA6variousfoodactivities	312	1	7	3.81	1.685
FITA7Muchliteratureonfoodandtourism	312	1	7	3.78	1.684
FIFCfoodimagefoodcuisine	312	1.33	7.00	4.8200	1.02388
FIDRfoodimagediningrestaurants	312	1.00	7.00	4.9722	1.01610
FITA	312	1.00	7.00	4.4505	1.07793
FI	312	1.17	6.78	4.7476	.85480
Valid N (listwise)	312				

Source: Own elaboration

4.3.3 Interest in tasting local food

The question posed in this section was basic: “Are you interested in tasting local food at a destination?”. There could be two possible answers to the question, yes or no. The purpose

of the question was to create a distinction between individuals who were already interested in tasting local food with who were not, and to see if on both categories there would have been a significant divergence between the two groups. To perform descriptive analysis with SPSS no has been recoded into 1 and yes into 2. The result is an astonishing mean of 1.98. From all the 312 valid respondents, only six replied no as shown in appendix E, displaying that they were not interested in tasting local food. Furthermore, we thought that there was no necessity to create two groups since the almost unanimity of the answers.

4.3.4 Motivation for Local Food Consumption

This section will present the results of the scale: "Motivation for local food consumption". The scale is composed of five dimensions, which are Cultural experience (LFCE), Excitement (LFEX), Interpersonal Relationship (LFIR), Sensory appeal (LFSA) and Health concern (LFHC). These dimensions have been used to prove the Motivation for local food consumption. The scale created with the five dimensions has been already statistically validated by Kim & Eves (2012).

The item that presents the highest mean is LFC3 – Discover something new with a very high value 6.10, the lowest mean is presented by LFEX6 - Takes me away from the crowds and noise with a value of 3.92. The highest variance on answers has been registered by LFEX5 - Holiday makes me not worry about routine with a value of 1.627, the lowest variance instead has been highlighted by the variable LFC3 – Discover something new with a value of 0.972. The scale Motivation for local food consumption itself has registered a Mean of 5.19, showing a consistent amount of favourable answers, and a standard deviation of 0.709.

Table 6. Motivation for Local Food Consumption

	N	Minimum	Maximum	Mean	Std. Deviation
LFCE1 consumetolearnthetaste	312	1	7	5.91	1.067
LFCE2uniqueopptounderstandlocalcult	312	2	7	5.98	1.059
LFCE3discoversomethingnew	312	1	7	6.10	.972
LFCE4seethingslnormallydontsee	312	2	7	5.86	1.087
LFCE5howpeoplelive	312	1	7	5.51	1.356
LFCE6specialexp	312	2	7	5.85	1.088
LFCE7increaseknowledge	312	1	7	5.97	1.030
LFCE8authenticexp	312	1	7	5.93	1.192
LFEX1experiencinginlocalmakemeexcited	312	1	7	5.72	1.267
LFEX2helpsrelax	312	1	7	4.28	1.486
LFEX3makesmeexhilarated	312	1	7	4.53	1.427
LFEX4excitingexpectations	312	1	7	5.20	1.299
LFEX5holidaynoworries	312	1	7	4.62	1.627
LFEX6takesmeawayfromnoise	312	1	7	3.92	1.585
LFEX7differentfromwhatieat	312	1	7	5.61	1.143
LFIR1talktoeverybody	312	1	7	4.82	1.622
LFIR2increasefriendship	312	1	7	4.80	1.419
LFIR3peoplethattravels	312	1	7	5.42	1.446
LFIR4friendandFAMILY	312	1	7	5.37	1.399
LFSA1smellsNICE	312	1	7	5.25	1.180
LFSA2tastesGOOD	312	1	7	5.57	1.088
LFSA3looksNICE	312	1	7	5.04	1.116
LFSA4differentthanFoodatHOME	312	2	7	5.77	1.007
LFHC1isNutritious	312	1	7	4.59	1.072
LFHC2containsFreshandLocalingredients	312	1	7	5.24	1.124
LFHC3keepsmeHEALTHY	312	1	7	4.26	1.189
LFCE	312	2.25	7.00	5.8890	.84610
LFEX	312	1.00	7.00	4.8379	1.01696
LFIR	312	1.00	7.00	5.1010	1.19712
LFSA	312	2.50	7.00	5.4087	.85697
LFHC	312	1.00	7.00	4.6966	.91032
LF	312	2.23	6.90	5.1866	.70862
Valid N (listwise)	312				

Source: Own elaboration

4.3.5 Social Media Influence on Travellers

This subchapter presents the result of the scale Social Media influence on travellers. The scale is composed of 3 items, and it was previously used by Chung & Koo (2015). The item with the highest mean is SM3 - I use social media to search for and obtain extra

information while I am travelling with a mean of 5; additionally, this item has also the lowest variance 1.756. The variable with the lowest mean, but at the same time, the highest standard deviation is SM1 - I use social media for searching and purchasing travel products, with a value of respectively 4.39 and 1.896. The scale Social Media influence on travellers has a mean of 4.62 and a standard deviation of 1.666, allowing us to describe the scale as somewhat agreeing with the whole construct.

Table 7. Social Media Influence on Travelers

	N	Minimum	Maximum	Mean	Std. Deviation
SM1 use for searching And Buying travel Products	312	1	7	4.39	1.896
SM2 create a tourism Plan	312	1	7	4.47	1.856
SM3 search information While Travelling	312	1	7	5.00	1.756
SM	312	1.00	7.00	4.6186	1.66554
Valid N (listwise)	312				

Source: Own elaboration

4.3.6 Past Behaviours

The item Past Behaviours was inserted to verify if respondents have already been in the destination researched by them on the Internet. The range of possible answers varied between 6 categories explained in the methodology; the scale has been previously validated by Lam & Hsu (2006) to test a similar situation.

Concerning the respondents, the ones that have never been to the searched destination are the most significant group counting for the 42.3% followed by the second biggest group which are the people that have been there only once count for the 24.4%. This group is made by 66.7% of the respondents counting for 208 respondents. People that have been 2 or 3 times to the researched destination count for the 20.2%. Then as fourth most numerous group, there are the people that have been there 4-5 times 6.1% followed by 6 to 10 times and more than 10 times with the same number of respondents, 3.5%. The overall mean is 2.15 as shown in Appendix E displaying that most of the respondents have never been or have been only 1 time to the searched destination and the standard deviation is of 1.317 presenting a quite low variability in the answer, confirmed by the significant amount of respondents that are present in the firsts options.

Table 8. Past Behaviours

	Frequency	Percent	Valid Percent	Cumulative Percent
0 times	132	42.3	42.3	42.3
1 time	76	24.4	24.4	66.7
2-3 times	63	20.2	20.2	86.9
4-5 times	19	6.1	6.1	92.9
6-10 times	11	3.5	3.5	96.5
More than 10 times	11	3.5	3.5	100.0
Total	312	100.0	100.0	

Source: Own elaboration

4.3.7 Travel Intentions

The thesis, in this sub-chapter, attempted to measure the travel intentions concerning a researched destination. Travel Intentions has been measured by three items, and the scale has been previously validated by Lam & Hsu (2006). The item with the highest mean is TI3 - I Want to visit the destination, with a mean of 6. The very high mean indicates that many respondents gave a very definite answer; additionally, this has also been the item with the lowest standard deviation with a value of 1.192. The variable which had the lowest mean, 4.83, is also the one that has the highest standard deviation, 1.818, and this variable is TI1 - There is a possibility that I will visit the destination in next 12 months. The scale TI - Travel intentions had a mean of 5.23 the highest of all the scales, and a variance of 1.381. This high value might be an indicator of correlation between the online search and the travel intentions to the destination.

Table 9. Travel Intentions

	N	Minimum	Maximum	Mean	Std. Deviation
TI1likelihoodvisitthedestinationnext12months	312	1	7	4.83	1.818
TI2intendtovisittheDestination	312	1	7	4.85	1.815
TI3iwanttovisitthedestination	312	1	7	6.00	1.192
TI	312	1.00	7.00	5.2254	1.38076
Valid N (listwise)	312				

Source: Own elaboration

4.4 Exploratory factorial analysis

In this section, using SPSS 26 and its extension PROCESS, we will perform reliability analysis, validity analysis and multiple linear regression analysis and will describe all the output of them to create the statistical ground for concluding.

4.4.1 reliability and validity

In this subchapter, we performed a reliability test in order to assess the reliability and validity of the sample. To do so and to accept the research results, it is necessary to evaluate and analyse the reliability of the Likert-type scale.

The analysis has been realized through the statistical program SPSS 26. The measure called Cronbach's alpha has been used to assess the reliability of the study. The statistical measure is meant to provide a numerical value for the internal consistency referred to a collection of test data. The idea is to measure how much all items are measuring the same concept. The Cronbach's alpha final value will be a value almost always comprised between 0 and 1. The higher the value of the alpha, the higher is the reliability (Sheposh, 2019). Meanwhile working with Cronbachs' alpha, it is crucial to consider determined intervals, If the alpha is below 0.5 the value is not acceptable, a score between 0.7 and 0.79 is acceptable, between 0.8 and 0.89 means that the consistency is right, with 0.9 or above is excellent and above 0.95 is also excellent. However, it might signify that the questions can be too repetitive (Sheposh, 2019).

Cronbach test has been performed, and as shown in the table below, all the constructs present acceptable values, their alpha is above 0.7. The two constructs that performed best are the LF -Motivation for local food consumption with a value of 0.917, then LFCE – Cultural experience with a value of 0.896 and then SM – Social media influence on travellers with 0.892. Instead, the values that performed the worst are LFHC – Health concern with a value of 0.73 and FIFC – Food/Cuisine with a value of 0.78. Both, however, are above the threshold of 0.7 and therefore, they are acceptable.

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Table 10. Chronbach's alpha

Main construct	Sub-construct	Cronbach's Alpha	Items	SUM of all the Items (only for secondary scales)
Food-related Motivation		0.852	FM1	
			FM2	
			FM3	
			FM4	
			FM5	
			FM6	
Food Image	Food/Cuisine	0.78	FIFC1	0.889
			FIFC2	
			FIFC3	
			FIFC4	
			FIFC5	
			FIFC6	
	Dining/Restaurants	0.805	FIDR1	
			FIDR2	
			FIDR3	
			FIDR4	
			FIDR5	
			FIDR6	
	Food-related tourism activities	0.83	FITA1	
			FITA2	
FITA3				
FITA4				
FITA5				
FITA6				
FITA7				
Motivation for local food consumption	Cultural experience	0.896	LFCE1	0.917
			LFCE2	
			LFCE3	
			LFCE4	
			LFCE5	
			LFCE6	
			LFCE7	
			LFCE8	
	Excitement	0.844	LFEX1	
			LFEX2	
			LFEX3	
			LFEX4	
			LFEX5	
			LFEX6	
			LFEX7	
	Interpersonal relationship	0.828	LFIR1	
			LFIR2	
			LFIR3	
			LFIR4	
	Sensory appeal	0.784	LFSA1	
LFSA2				
LFSA3				
LFSA4				
Health concern	0.73	LFHC1		
		LFHC2		
		LFHC3		
Social media influence on travellers		0.892	SM1	
			SM2	
			SM3	
Travel Intentions		0.799	TI1	
			TI2	
			TI3	

Source: Own elaboration

4.4.2 Multiple Logistical regression

A Plug-In of SPSS has been used to perform multiple logistical regression analyses. The Plug-In is PROCESS, a handy tool; it allows us to perform and understand logistical analysis easily. PROCESS has been used to analyse the relationships of the constructs in each configuration of the conceptual model. It has been used to verify three different displays of the same conceptual model, each one consisting of 1 independent variable, one dependent, two co-variates and two moderators.

The thesis analysed the relationships in the conceptual model through the validation or not of the three-research hypothesis. The first hypothesis to be examined has been: "Food Motivation has a positive influence on Intention to Travel, and the relationship is moderated by Social Media influence on travellers and past behaviours (H1)". Secondly, H2 has been examined: "Food Image has a positive influence on Intention to Travel, and the relationship is moderated by Social Media influence on Travellers and by Past behaviours (H2)". As a third and last hypothesis, this thesis will analyse: "Motivation for Local Food Consumption has a positive influence on Intention to Travel, and the relationship is moderated by Social Media influence on Travellers and by Past behaviours (H3)".

To verify H1, we used a moderation model. This has been done because Food motivation might influence Travel Intentions through the moderation of Social Media Influence and past behaviour and having Food Image and Motivation for Local Food consumption as covariates. Therefore, the analysis aims to check if there are some factors from FM and IT moderated by SM and PB that explains and validates the relationship. Nonetheless, for testing H2, a moderation model has been used. The model was considering Food Image to influence Travel Intentions through the moderation of Social Media Influence and past behaviour, having Food Motivation and Motivation for Local Food consumption as well as covariates. The analysis aimed to check if there were some factors from FI and IT that moderated by SM and PB could explain and validate the relationship.

Such as in the previous hypothesis, in H3, we decided to use a moderation model because it was more functional to answer our question. This thesis checks through the selected model if the motivation for Local Food consumption might influence Travel Intentions through the moderation of Social Media Influence and past behaviour, having Food motivation and Food Image as co-variates. In other words, this analysis aims to check if there are some factors from LF and IT that moderated by SM and PB explains and validates the relationship. Through moderation, this research checked if the moderators can change the relationship between the

independent variable and the dependent variable. Noticeable is the fact that the two moderators in use are not categorical since they have more than two possible answers.

4.4.2.1 Assumption of the Multiple logistic regression

This thesis performed three different analysis which underlined the same assumptions. This happened because the independent variables and the moderators of the conceptual model in the three configurations are the same and they are also valid in each model; hence, they are present in all the three configurations. The confidence level for all the three intervals is of 95.0000. If all the assumptions hold, it is possible to use the model for statistical inference, if not, it is only valid for the sample.

4.4.2.1.1 linearity of the model

The multiple regression model is the following:

$$\begin{aligned} \text{Travel Intentions} = & \beta_0 + \beta_1 * \text{Food Motivation} + \beta_2 * \text{Food Image} + \\ & \beta_3 * \text{Motivation for Local Food Consumption} + \beta_4 * \text{Social Media} + \\ & \beta_5 * \text{Past Behaviour} + \Sigma \end{aligned}$$

(t=2.469) (t=-0.001) (t=0.225) (t=0.137) (t=0.163) (t=0.107)

By construction, the theoretical model assumes linearity.

4.4.2.1.2 The mean of the residual component of the model is zero

Table 11. Residual Statistics

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.7258	6.5632	5.2254	.47775	312
Std. Predicted Value	-3.139	2.800	.000	1.000	312
Standard Error of Predicted Value	.084	.354	.174	.051	312
Adjusted Predicted Value	3.7074	6.5915	5.2251	.48027	312
Residual	-3.86673	3.05589	.00000	1.29548	312
Std. Residual	-2.961	2.340	.000	.992	312
Stud. Residual	-2.971	2.389	.000	1.003	312
Deleted Residual	-3.89834	3.18679	.00037	1.32361	312
Stud. Deleted Residual	-3.010	2.408	-.001	1.006	312
Mahal. Distance	.288	21.821	4.984	3.735	312
Cook's Distance	.000	.085	.004	.007	312
Centered Leverage Value	.001	.070	.016	.012	312

a. Dependent Variable: TI

Source: Own elaboration

If the mean of the residual components is 0, it means that the mean of the fitted value is the same as the mean of the observed value. Since the mean is 0, it is possible to say that the mean of the fitted value is the same as the mean of the observed value.

4.4.2.1.3 The independent variables are not correlated with the residual terms

Table 12. Correlations

		Unstandardized Residual	FM	FI	LF	SM	PB1 how many times visited the destination
Unstandardized Residual	Pearson Correlation	1	.000	.000	.000	.000	.000
FM	Pearson Correlation	.000	1	.486**	.471**	.158**	.080
FI	Pearson Correlation	.000	.486**	1	.515**	.273**	.113*
LF	Pearson Correlation	.000	.471**	.515**	1	.237**	.100
SM	Pearson Correlation	.000	.158**	.273**	.237**	1	.253**
PB	Pearson Correlation	.000	.080	.113*	.100	.253**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Own elaboration

In order to analyse the Pearson correlation, it is necessary to perform bivariate analysis on continuous variables. All the variables, FM, FI, LF, SM, and PB are continuous because the

variables can take on any value between their minimum and maximum. Since the correlation between the independent variables and the Unstandardized Residual is 0, it means that there is nothing left unexplained by the model.

4.4.2.1.4 There is no correlation among the residual terms

Table 13. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.346 ^a	.120	.105	1.30602	.120	8.323	5	306	.000	1.581

a. Predictors: (Constant), PB1howmanytimesvisitedthethoughtdestination, FM, SM, LF, FI

b. Dependent Variable: TI

Source: Own elaboration

Since the value of the Durbin-Watson is quite close to 2, residuals are assumed to be independent.

4.4.2.1.5 The variance of the random term is constant

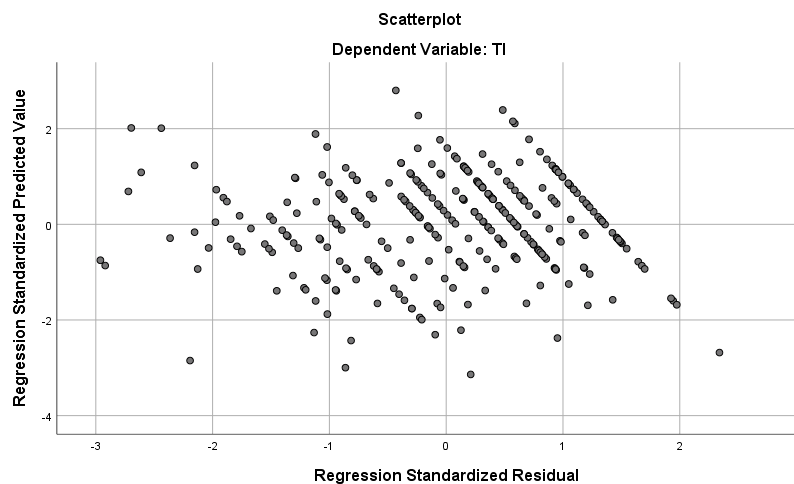


Figure 7. Scatterplot

Source: Own elaboration

Residuals do not appear to be randomly distributed; therefore, this assumption might fail.

4.4.2.1.6 Normality of the residuals

Figure 8. Histogram

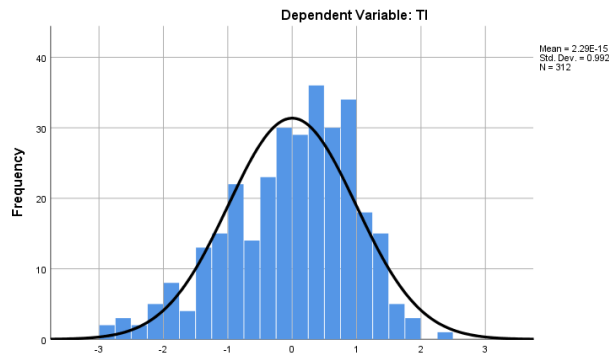
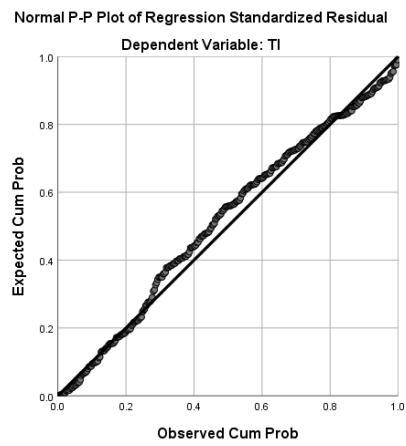


Figure 9. Normal Plot



Possibly the assumption fails because residuals are nor normally distributed on the 45° line nor normally distributed on the histogram.

4.4.2.1.7 There is no correlation among the explanatory variables

Table 14. Coefficients

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.469	.573		4.311	.000		
	PB1howmanytimesvisitedthethoughtdestination	.107	.058	.102	1.845	.066	.933	1.072
	FM	-.001	.074	-.001	-.015	.988	.697	1.434
	FI	.225	.108	.139	2.075	.039	.639	1.565
	LF	.137	.128	.070	1.065	.288	.662	1.511
	SM	.163	.048	.197	3.413	.001	.865	1.156

a. Dependent Variable: TI

Source: Own elaboration

Having variables that are very much correlated is a problem because they are both competing in explaining the dependent variable if they are not too much correlated, it is ideal because they are, in fact, explanatory. To verify if this assumption holds it is needed to check the Tolerance which must be above 0.1 and the VIF, Variance Inflation Factor, which, if above 10, means that there is a severe problem of correlation among the independent variables.

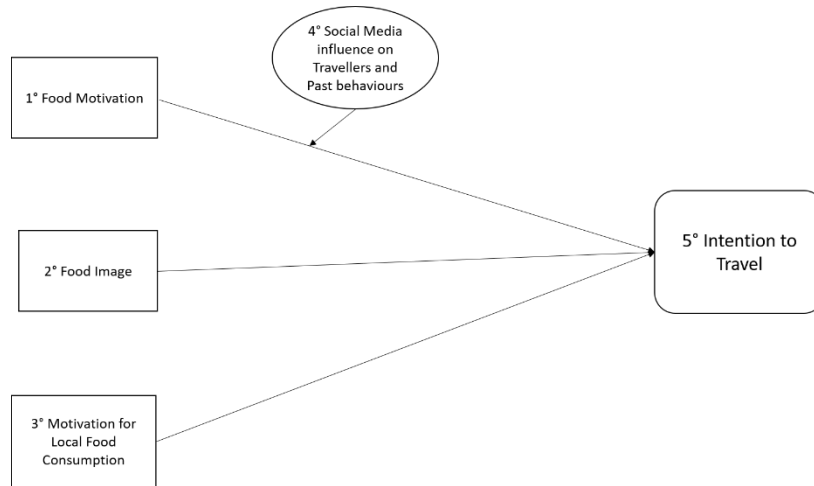
Tolerance is bigger than 0.1 for both the independent variables; therefore, they are not correlated among themselves, and the assumption holds. VIF is minor than 10; therefore, we can conclude that for all the explanatory variables, there is no close correlation among themselves; hence the assumption holds.

4.4.2.2 Multiple regression with Travel Intention as the dependent variable Food Motivation as independent and Social Media Influence and Past Behaviour as moderators

In this configuration of the model, shown in figure 10, we will proceed analyzing through PROCESS all the variables, organized such as FM Independent variable, SM and PB as moderators, FI and LF as covariates and TI as the dependent variable.

The Taste of travel: How food impacts and modifies people’s travel decisions

Figure 10. Model Configuration 1



Source: Own elaboration

Model : 2

Y : TI

X : FM

W : SM

Z : PB

Covariates:

FI LF

Sample

Size: 312

OUTCOME VARIABLE:

TI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.3839	.1474	1.6629	7.5088	7.0000	304.0000	.0000

The model presents a p-value lower than 0.05, equal to .0000. It means that the independent variable Food Motivation and the model, consisting of also the variables FI, LF, SM and PB, significantly predicts and explain TI. If the p is minor 0.05, such as in this case, it also means that at least some of the variables used are important in explaining the dependent variable, Intention to travel. Furthermore, the p-value of .0000 allows the researchers to affirm that the H1 just tested is confirmed. Therefore, it is possible to affirm that there is a positive relationship between the independent variable and the dependent variable and also that all the

model is relevant. Moreover, the total variance predicted, R-square, of the dependent variable, is .1474. Since the R-square is .1474, it means that 14.74% of the variability of TI is explained by the model. The coefficient also tells that for every increase of 1 unit in the model increase TI increase of 0.3839

Model	coeff	se	t	p	LLCI	ULCI
constant	1.2633	.9157	1.3796	.1687	-.5386	3.0652
FM	.2612	.1895	1.3781	.1692	-.1118	.6341
SM	.1075	.1807	.5953	.5521	-.2480	.4631
Int_1	.0105	.0369	.2847	.7761	-.0621	.0831
PB	.7894	.2260	3.4921	.0006	.3446	1.2342
Int_2	-.1405	.0451	-3.1186	.0020	-.2292	-.0519
FI	.2209	.1073	2.0592	.0403	.0098	.4321
LF	.1347	.1276	1.0559	.2918	-.1163	.3857

Product terms key:

Int_1: FM x SM
 Int_2: FM x PB

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0002	.0811	1.0000	304.0000	.7761
X*Z	.0273	9.7256	1.0000	304.0000	.0020
BOTH	.0277	4.9369	2.0000	304.0000	.0078

At this stage of the analyses, it is important to consider that if the p-value of the variable is above .05, it means that the variable is not alone a significant predictor of the dependent variable, vice-versa if the value is under .05, it means they are significant predictors. Even if some variables have p-values that seems not to be relevant in predicting TI, (this might suggest excluding them from the model) through the analysis it has been proved that they, however, helped to explain the total variance of the Y. Anytime we attempted to exclude any of them, the total predicted R-square always diminished.

PROCESS, to understand if the effect is more significant than what would have been with a random sampling fluctuation alone, computes thousands of these effects. Therefore, if the interval of confidence of the indirect effect does not include 0 and the effect is positive, then it means that the moderating relationship is significant and that the population value is likely not to be 0. It is possible to say that the moderators are positively changing the relationship between the independent and the dependent variable.

Therefore if p-values are under .05 and there is no 0 in the confidence interval, there has been significant moderation. FM, SM, and LF had their p-value above .05 they are not significant predictors of TI. Instead, FI and PB are significant predictors of TI because their p-value is under .05, and PB is a significant moderator. However, in the logistical regression with moderators, the most significant p-values are the ones of the interactions. The first interaction, Int_1, had a p-value higher than .05, namely .7761, and a confidence interval within -.0621 LLCI (Lower limit confidence interval) and .0831 ULCI (Upper limit confidence interval). It had a 0 in between; therefore, the moderation effect might be 0.

Instead second interaction Int_2 has a p-value under .05 namely .0020. The interval of confidence of Int_2 is between the lower limit -.2292 (LLCI) and the upper limit -.0519 (ULCI). Since the confidence interval does not include 0, we can conclude that there is a significant moderating effect. It is possible to say that the coefficient, or b value, is likely to be more than 0. In other words, there is a moderation effect on the population. Furthermore, as shown by the numeric results of BOTH interaction, the p-value is under .05 being .0078, which means that together both interactions are significant.

Focal predict: FM (X)
Mod var: SM (W)
Mod var: PB (Z)

The moderation differentiates what happens at a low level of social media, therefore with the standard deviation under the mean, at a medium level of social media which means with a standard deviation close to the mean and at a high level of social media which means with a standard deviation above the mean. Each scenario is combined with low medium and high of past behaviour.

Conditional effects of the focal predictor at values of the moderator(s):

LOW SM

SM	PB	Effect	se	t	p	LLCI	ULCI
2.9530	1.0000	.1517	.1012	1.4986	.1350	-.0475	.3509
2.9530	2.1474	-.0095	.0926	-.1031	.9179	-.1917	.1726
2.9530	3.4642	-.1946	.1151	-1.6909	.0919	-.4210	.0319

At a low level of SM and low, medium and high level of PB all the p-value are above .05; therefore, the relationship between SM PB and TI is non-significant. Effect values are also very similar among them, which might signify that the effect is not too significant.

MEDIUM SM

4.6186	1.0000	.1692	.0913	1.8531	.0648	-.0105	.3488
4.6186	2.1474	.0079	.0729	.1089	.9134	-.1355	.1514
4.6186	3.4642	-.1771	.0919	-1.9277	.0548	-.3579	.0037

At a medium level of SM and low, medium and high level of PB the p-value is slightly above .05, therefore is non-significant and there is no relationship between SM PB and TI. The three effect values are also very similar, which can signify that the effect is not too significant.

HIGH SM

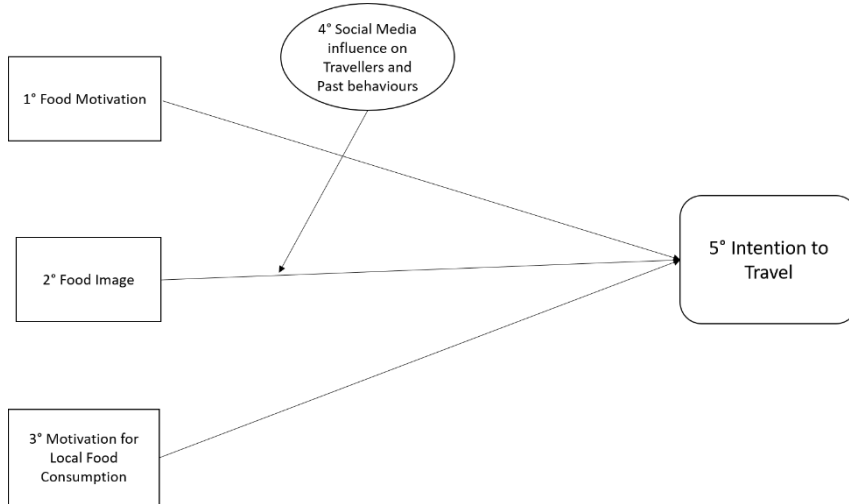
6.2841	1.0000	.1867	.1182	1.5792	.1153	-.0459	.4192
6.2841	2.1474	.0254	.0980	.2594	.7955	-.1674	.2183
6.2841	3.4642	-.1596	.1058	-1.5091	.1323	-.3677	.0485

At a high level of SM and at a low, medium and high level of PB the p-value is slightly above .05, therefore, is non-significant and there is no significant relationship between SM PB and TI. The three effect values are also very similar, which can signify that the effect is not too significant.

4.4.2.3 Food Image as an independent variable, Social Media Influence and Past Behaviour as moderators and Intentions to travel as the dependent variable

We will proceed to analyse through PROCESS all the variables of the model shown in figure 11. The variables had different roles, FI Independent variable, SM and PB as moderators, FM and LF as covariates and TI as the dependent variable.

Figure 11. Model Configuration 2



Source: Own elaboration

Model: 2

Y : TI

X : FI

W : SM

Z : PB

Covariates:

FM LF

Sample

Size: 312

OUTCOME VARIABLE:

TI

Model Summary

The Taste of travel: How food impacts and modifies people's travel decisions

R	R-sq	MSE	F	df1	df2	p
.4014	.1611	1.6362	8.3392	7.0000	304.0000	.0000

The model presents a p-value lower than 0.05, equal to .0000. Which means that the independent variable Food Image and the model, consisting of also the variables FM, LF, SM, and PB significantly, predicts and explain Travel Intention. If the p is minor 0.05, such as in this case, it means that at least some of the variables used are important in explaining the dependent variable, Intention to travel. Since the p-value is .0000, it is possible to affirm that H2 undergoing testing is confirmed. It means that there is a positive relationship between the independent variable and the dependent variable and that all the model is relevant. The total variance predicted, R-square, of the dependent variable is .1611. From another point of view, since the R-square is .1611, it means that 16.11% of the variability of TI is explained by the model. The coefficient tells that for every increase of 1 unit in the model increase TI increase of 0.4014

Model	coeff	se	t	p	LLCI	ULCI
constant	1.7428	1.1628	1.4987	.1350	-.5455	4.0310
FI	.3399	.2645	1.2851	.1997	-.1805	.8603
SM	-.3052	.2628	-1.1613	.2464	-.8223	.2119
Int_1	.0957	.0546	1.7516	.0808	-.0118	.2032
PB	1.3114	.3165	4.1433	.0000	.6886	1.9343
Int_2	-.2513	.0650	-3.8652	.0001	-.3793	-.1234
FM	.0025	.0727	.0341	.9728	-.1406	.1455
LF	.1754	.1268	1.3840	.1674	-.0740	.4249

Product terms key:

Int_1 : FI x SM
 Int_2 : FI x PB

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0085	3.0681	1.0000	304.0000	.0808
X*Z	.0412	14.9400	1.0000	304.0000	.0001
BOTH	.0414	7.4954	2.0000	304.0000	.0007

What the analyses are showing is that even if some p-values are above .05 and seem not to be relevant in predicting TI, they help to explain the variance of the model. Anytime we tried to exclude them or one of them the total predicted R-square it always diminished.

Moving on, the variables FI, SM, FM, and LF since the fact that their p-value is above .05 they are not significant predictors of TI. Instead, PB is a significant predictor and moderator of TI because its p-value is under .05. The first interaction Int_1 has a p-value higher than .05, namely .0808, and the confidence interval is -.0118 for the LLCI (Lower limit confidence interval) and .2032 ULCI (Upper limit confidence interval), and it has 0 in between therefore the moderation effect might be 0.

Instead the second interaction Int_2 has a p-value under .05 namely .0001. The interval of confidence for the lower limit is -.3793 (LLCI) then the upper limit is -.1234 (ULCI). Since the confidence interval does not include 0, we can conclude that there is a significant moderating effect. It is possible to say that the coefficient, or b value, is likely to be more than 0. In other words, there is a moderation effect on the population. Furthermore, as shown by the numeric results of BOTH interaction, the p-value is under .05 being .0007, which means that together united both interactions are significant.

Focal predict: FI (X)
 Mod var: SM (W)
 Mod var: PB (Z)

Conditional effects of the focal predictor at values of the moderator(s):

SM	PB	Effect	se	t	p	LLCI	ULCI
2.9530	1.0000	.3711	.1459	2.5426	.0115	.0839	.6583
2.9530	2.1474	.0827	.1430	.5786	.5633	-.1986	.3640
2.9530	3.4642	-.2482	.1821	-1.3630	.1739	-.6065	.1101

At a low level of SM in the context of FI as an independent variable and at a medium and high level of PB the p-value is above .05; therefore, there is a non-significant relationship between SM, PB and TI. Instead, at a low level of SM and low level of PB, the p-value is under .05 with a value of .0115; therefore, the relationship between SM, PB and TI is significant. The three effect values are also different, which can signify that the effect is significant.

4.6186	1.0000	.5304	.1328	3.9945	.0001	.2691	.7917
4.6186	2.1474	.2421	.1065	2.2728	.0237	.0325	.4516
4.6186	3.4642	-.0889	.1336	-.6652	.5064	-.3517	.1740

At a medium level of SM in the context of FI as an independent variable and at and high level of PB the p-value is slightly above .05, therefore, is non-significant and so it means there is no relationship between SM, PB and TI. Instead at a medium level of SM and a low and medium level of PB, the p-value is under .05 precisely .0001, and .0237, therefore it is possible to say that in this case there is a significant relationship between SM, PB and TI. The three effect values are also different, which can signify that the effect is significant.

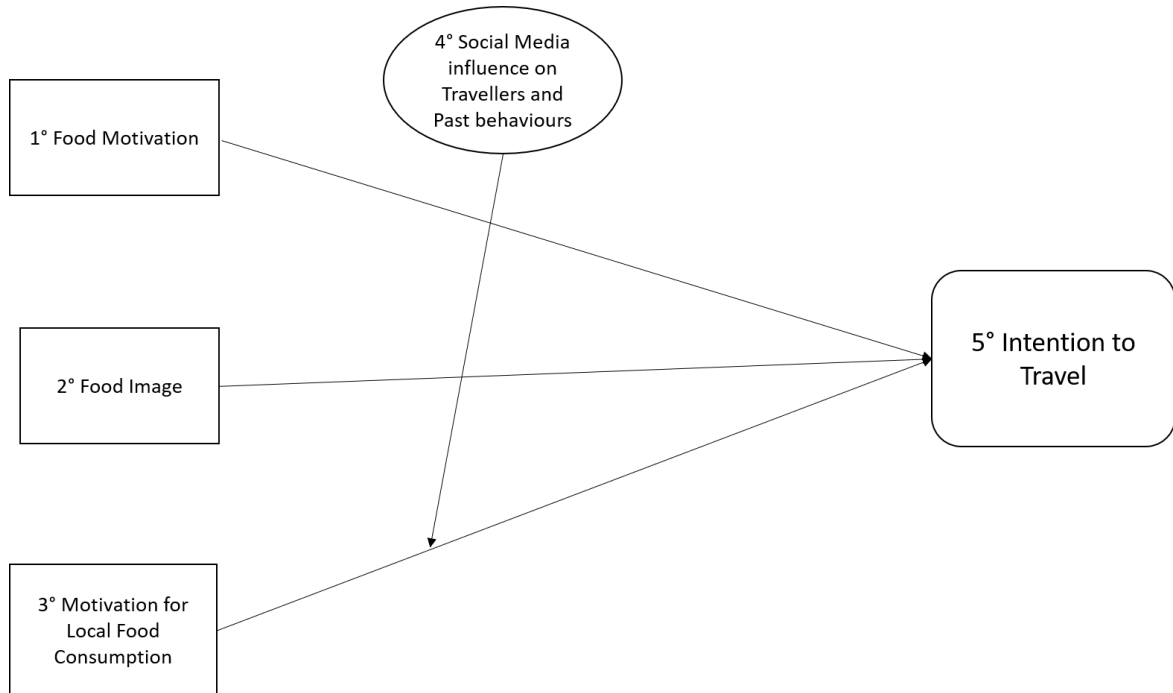
6.2841	1.0000	.6898	.1747	3.9486	.0001	.3460	1.0335
6.2841	2.1474	.4014	.1371	2.9275	.0037	.1316	.6712
6.2841	3.4642	.0705	.1381	.5104	.6101	-.2013	.3423

At a high level of SM with FI as the independent variable and at a high level of PB, the p-value is above .05, hence non-significant. Therefore, there is no relationship between SM, PB and TI. Instead at a high level of SM and at a low and medium level of PB, the p-value is under .05 precisely at .0001, and .0037, therefore it is possible to say that there is a significant relationship between SM, PB and TI. The three effect values are different, which can signify that the effect is significant.

4.4.2.4 Motivation for local food consumption as an independent variable and Social Media Influence and Past Behaviour as moderators and Intentions to travel as the dependent variable

We will proceed analyzed through PROCESS all the variables in the model present in figure 12. The variables had different roles, FI Independent variable, SM and PB as moderators, FM and LF as covariates and TI as the dependent variable.

Figure 12. Model Configuration 3



Source: Own elaboration

Model: 2

Y : TI

X : LF

W : SM

Z : PB

Covariates:

FM FI

Sample

Size: 312

OUTCOME VARIABLE:

TI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.3642	.1326	1.6917	6.6400	7.0000	304.0000	.0000

The model presents a p-value lower than 0.05, actually equal to .0000. This means that the independent variable, Motivation for local food consumption and the model, consisting of the variables FM, FI, SM and PB, significantly predicts and explain Travel Intention. If the p is minor 0.05, such as in this case, it means that at least some of the variables used and are important in explaining the dependent variable, Intentions to travel. Since the p-value is .0000, it is possible to affirm that H3 tested in this analysis is confirmed; there is a positive relationship between the independent variable, the dependent variable and all the model is relevant. Moreover, the total predicted variance, R-square, of the dependent variable is .1326. In short, the R-square value means that 13.26% of the variability of TI is explained by the model. The coefficient tells that for every increase of 1 unit in the model increase TI increase of 0.3642

Model	coeff	se	t	p	LLCI	ULCI
constant	2.0110	1.4381	1.3984	.1630	-.8189	4.8408
LF	.2140	.2950	.7255	.4687	-.3665	.7945
SM	-.2033	.3281	-.6197	.5359	-.8490	.4424
Int_1	.0693	.0625	1.1083	.2686	-.0537	.1923
PB	1.0105	.4339	2.3288	.0205	.1567	1.8644
Int_2	-.1711	.0815	-2.0998	.0366	-.3314	-.0108
FM	-.0002	.0737	-.0030	.9976	-.1452	.1447
FI	.2353	.1081	2.1767	.0303	.0226	.4479

Product terms key:

Int_1 : LF x SM
 Int_2 : LF x PB

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0035	1.2283	1.0000	304.0000	.2686
X*Z	.0126	4.4093	1.0000	304.0000	.0366
BOTH	.0129	2.2602	2.0000	304.0000	.1061

We needed to clarify that even if some p-values seem not to be relevant in predicting TI and this might suggest excluding them from the model, through the analysis it has been seen

that they help to explain the variance of the model. When we tried to exclude any of them, the total predicted R-square always diminished. LF, SM, and FM since have their p-value above .05 they are not significant predictors of TI. Instead, PB and FI are significant predictors of TI since their p-value is under .05. Furthermore, when referred to moderators such as PB, If the p-value is under .05, there has been significant moderation.

The first interaction Int_1 has a p-value higher than .05, namely .2686, and the confidence interval is -.0537 for the LLCI (Lower limit confidence interval) and .1923 ULCI (Upper limit confidence interval). This interval contains 0 consequentially the moderation effect might be 0. Instead Int_2 has a p-value under .05 namely .0366. The interval of confidence of Int_2 is comprised within the lower limit -.3314 (LLCI) and the upper limit -.0108 (ULCI). Since the confidence interval does not include 0, we can conclude that there is a significant moderating effect. It is possible to say that the coefficient, or b value, is likely to be more than 0. In other words, there is a moderation effect on the population. Furthermore, as shown by the numeric results of BOTH interaction, the p-value is above .05 being .1061, which means that united both interactions are not significant.

Focal predict: LF (X)
 Mod var: SM (W)
 Mod var: PB (Z)

Conditional effects of the focal predictor at values of the moderator(s):

LOW SM

SM	PB	Effect	se	t	p	LLCI	ULCI
2.9530	1.0000	.2475	.1665	1.4866	.1382	-.0801	.5752
2.9530	2.1474	.0512	.1553	.3299	.7417	-.2544	.3569
2.9530	3.4642	-.1740	.2038	-.8540	.3938	-.5750	.2270

At a low level of SM and with low medium and high level of PB, all the p-value are above .05; therefore, the relationship between SM, PB and TI are non-significant. The three effect values are similar, which can signify that the effect is not too significant.

MEDIUM SM

4.6186	1.0000	.3629	.1664	2.1809	.0300	.0355	.6904
4.6186	2.1474	.1666	.1291	1.2905	.1979	-.0875	.4207
4.6186	3.4642	-.0586	.1599	-.3667	.7141	-.3733	.2560

At the medium level of SM in the context of LF as an independent variable and at a medium and high level of PB the p-value are slightly above .05, therefore, is non-significant therefore there is no relationship between SM, PB and TI. Instead at a medium level of SM and a low level of PB, the p-value is under .05 with a value of .0300; therefore it is possible to say that there is a significant relationship between SM, PB and TI. The three effect values are also different, which can signify that the effect is significant.

HIGH SM

6.2841	1.0000	.4783	.2221	2.1534	.0321	.0412	.9154
6.2841	2.1474	.2820	.1758	1.6043	.1097	-.0639	.6279
6.2841	3.4642	.0568	.1769	.3209	.7485	-.2913	.4048

At a high level of SM with LF as the independent variable and at a medium and high level of PB the p-value is above .05, therefore non-significant and there is no relationship between SM, PB and TI. Instead, at a high level of SM and low level of PB, the p-value is under .05 precisely at .0321. Therefore, it is possible to say that at this level, there is a significant relationship between SM, PB and TI. The three effect values are also quite different, which can signify that the effect is significant.

5. Conclusions

This section will summarize the findings of the literature review united with the analysis of the data, meanwhile connecting them with the previous hypothesis. In this work, we decided to analyze topics of newer interest by researchers or topics that were untouched. It is possible to say that this research contributed to the field of tourism marketing and food marketing, providing new insights where gaps have been found. Gaps could be described, such as the influence of social media on the travel intentions, the destination choice and how much food can be accountable for. Additionally, this research contributed to provide a wider knowledge towards the constructs that impact all travellers on the context of food choices, travel decisions and influence of local food on consumption. There are also some fields where this study makes an original contribution; for instance, this study adds the social media construct as a moderator of the travel decisions and evaluates its influence in the nowadays contest. This study can be considered as pioneeristic in the perspective of adding social media as a moderator to local food influence on travelling intentions.

5.1 Theoretical contribution

This study has been created to define the variability of travel intentions in relation with external factors linked to the food industry and experiences, all of this passing through the moderation of the nowadays society such as social media and the moderation of past behaviours. External factors can be referred to the constructs of Food Image, Food Motivation, Motivation for local food consumption, Social Media and Past behaviours. Furthermore, the final sample of the study allowed to answer the research questions and accomplished the prefixed objectives.

This study leans on a final dataset counting 312 participants heterogenic between each other. Participants are from many different nations; this has been done to avoid as much as possible with constrained resources, any cultural bias. In the survey, the majority of participants were females (65.5%); the majority of the participants also had between 18 and 34 years old (87.8%). Most of them had a bachelor's degree or a master (74.7%) coming from a vast variety of nations, 53 precisely. Participants were also interested in going in an even more significant number of nations, 82.

The research questions that drove all this study are 3, Rq1 is wondering if the role of food image influences travel intentions and how, Rq2 is questioning if Food Motivation

influence intention to travel and Rq3 tries to uncover if the intention to travel is influenced by motivation for local food consumption. The first one wondered: "What is the role of Food Image on influencing intentions to travel?", From the analyses it emerges that Food Image has a strong role in influencing intentions to travel, showing that when there is a low, medium or high usage of Social Media, it directly influences Travel Intentions of people with little or no Past Behaviour, remarking the importance of its dimension. The second research question asked: "Does Food Motivation strongly influence Intentions to Travel?", there is only one answer to that, Yes. The construct proved himself to be important in explaining Intentions to Travel by having a significant p-value and by explaining the 14.74% of the total Variation of Intentions to travel. The last research question stated: "Is the Intention to Travel influenced by Motivation for Local Food Consumption?", after performing the analyses, it is mandatory to answer yes. Motivation for Local food Consumption directly influence the Intention to Travel, being able to explain 13.26% of the total variation of Intentions to Travel. It is possible to say that we have been able to find answers to all three of the research questions.

Foremost has also been the analysis of the descriptive statistics, pointing out which construct evaluated by Likert-type scale was higher than 4, hence on the positive side. When reviewing all the constructs, it emerged that not a single one had a mean value under 4, considered negative. The mean of all ranged between 4.62 and 5.22 in a 7-point Likert-type scales.

Since the sample was counting on food passionate and travel enthusiast, it was likely that a survey regarding culinary tourism would have obtained positive results. As further proofs, there are the descriptive results of this sentence from FM construct. The sentence states I like trying different styles or types of food during travel, and it had an incredible mean of 6.07, proving the importance of culinary tourism for the sample and the interest into trying a wide range of foods. When talking about the whole constructs, we can point out that food and travel enthusiast, had the highest means for the constructs of Travel intentions and the construct of Consumption of local food with astonishing means of 5.22 and 5.19. This might be because Traveling and Local food are both topics that elicit a strong emotional reaction in anyone interested in. People could be moved by positive emotions. As found in the literature review, culinary tourism is deeply rooted in the meaningfulness of the local moment, as described by Ellis et al. (2018).

However, talking about the predictors of the model, it is essential to point out the construct Motivation for Local Food Consumption. As previously said, it had a high mean; this

is likely to signify that consumers give very high importance to the possibility of experiencing local food being almost itself the experience. Similar findings are also present in the study of Madaleno et al. (2019). Focusing on this scale, there was an item that scored an astonishing mean, LFC3 – Discover something new with a value of 6.10. This can show how strong is the motivation towards the excitement of finding something new when related to local food.

About the three last dimensions, as previously said, they had a mean value higher than 4. This proves their importance in the food experience for the participants of the survey. Food Image scored an average mean of 4.74, Food Motivation of 4.69 and Social Media Influence on travellers of 4.62, is the dimension with the lowest value. It means that participants valued this the least among all the dimensions, but, since the high average, it is still pretty relevant. High results were expected and confirmed since from the literature review; it was clear that food and travel as topics have a high level of involvement and produce much excitement. Following the descriptive analysis, we conducted an exploratory factor analysis to prove the validity and reliability of all the constructs. They resulted valid and reliable. Hence we proceeded with multiple logistic regression analyses, aiming to validate or confute the three hypotheses. With no exception, all the hypothesis highlighted a positive relationship between the tested variables.

In the first hypothesis, the logistic multiple regression applied confirmed that all the variables are essential to explain intentions to travel. The independent variable was Food motivation moderated by social media and past behaviour with Food Image and Motivation for local food consumption as covariates. The model confirmed the hypothesis that food motivation directly influences travel intentions. Furthermore, it can explain the variability of 14.74% of the dependent variable. Most variables when single accounted recorded a p-value above .05, but anytime this thesis attempted to exclude them; the total explained variability of TI drastically decreased, proving that this configuration of the model was appropriate. However, it was not possible to accurately define how Food motivation could at low medium or high level of social media and past behaviour, influence the results.

Also, in the second hypothesis, the results confirmed H2 and proved that all the variables are important to explain the model. The items present in this hypothesis are Food Image as an independent variable moderated by social media and past behaviour with Food motivation and Motivation for local food consumption as covariates. The analysis confirmed H2, stating that Food image has a direct influence on travel intentions, explaining the 16.11% of the variability. Most variables recorded a high p-value, but if any of them was taken out of

this model's configuration, the total explained variability was drastically decreasing. Furthermore, the analysis uncovered that when there is a medium or high level of SM usage and a low or medium repetition of PB people are changing, even more, their intention to travel thanks to food image. This proves once more the strong influence that Food Image can have on the travel intentions of food and travel passionate. Synthetizing, the more people use social media and have no previous experience, the more they are likely to be influenced by the food image and change their intentions to travel. This can have significant implications for marketers.

The third hypothesis was confirmed as well, proving that Motivation for Local Food Consumption as the independent variable with Food Motivation and Food Image as covariates and Social Media plus Past Behaviours as moderators, of the independent variable, has a positive influence on intention to travel and can explain the 13.26% of its variability. Most of the elements present in the model, if taken alone, had a p-value above the threshold of .05 but, if removed from the model, were significantly dropping the explained variability. Therefore, we decided to keep once more all the variables in the model. Moreover, a key fact has been discovered in the analysis process. Multiple logistic regression unveiled that at medium and high usage of SM and when the past behaviour repetition was low, Motivation for local food consumption was directly and energetically influencing the travel intentions of the participants.

This opens up a wide range of possibilities for marketers and aligns with the results of H2. H3 confirmed what was highlighted by the literature review; more and more travellers are planning their travels, aiming to discover local food in multiple ways (Balderas-Cejudo et al., 2019). The three configurations of the model, if summed up together, explained up to 44.11% of the total variability of Intentions to travel, proving themselves to be very influential constructs which cannot be overlooked when facing any situation in the culinary tourism market.

5.2 Managerial contributions

It is possible to state that this research actively contributed to the field of culinary tourism connected with social media by providing insightful additions which closed gaps in the literature. One addition can be described as the moderation of social media and the role that they play related to food and travelling. Besides, this research provided new knowledge on the various constructs that impact travelling intention within the context of culinary tourism and

food in general, as well as proving all the relationships between intentions to travel and all the constructs.

From this work, it is possible to connect with the nowadays world, where it is present an always increasing demand for gastronomic experiences. Tourists are demanding to consume in locus vivid and authentic experiences. This concept has been found in the literature review and re-affirmed by the research; tourists are steadily demanding more food experiences on the place (Balderas-Cejudo et al., 2019). Marketers cannot lose such an opportunity; it is a golden chance, and it can be easily implemented.

As proven by the analyses, and in part highlighted in the literature review, food and in particular food image can be a powerful tool that can improve the country image, permeating the culture and providing a strong appeal towards any tourist. A useful approach that marketer can follow is to focus on what every country has to offer of typical from its food heritage. Then the country should showcase it in the most used social media and to the right target group. Through paid advertisements in social media, it is easy to profile and reach the desired target groups. As a suggestion for profiling the country or the gastronomical region willing to attract tourist and promote their local products should target people having a low visit ratio of the country or the area which also are food and travel passionate. This target persona proved to be the most influenced on social media and most likely to modify their travel intentions according to the perceived food image of the country.

A further suggestion that comes from the literature review it is to include local people with distinctive local traits in the social media strategy, being them authentic testimonials of the cultural identity and natural promoters of the local products and natural influencers for travellers to explore the country. Another suggestion that managers can grasp is that food motivation is a strong factor that pushes travellers. Furthermore, it has been proved how the excitement of discovering is a fundamental factor for all the food passionate. This advises managers to emphasize it when doing food promotion of local food; it is vital to provide the “wow effect”. Furthermore, in order to achieve more cost-efficient campaigns, managers should prioritize specifically food and travel enthusiast, which generally possess a higher food motivation compared to other targets. The reasons why managers should do it are mainly two, they are more likely to be affected by the food in their intention to travel, and if the overall experience is positive, they will be a natural advocator of what they did, reinforcing the WOM and the e-WOM.

Another critical contribution for managers is the fact that also motivation for local food consumption strongly influenced people's travel intentions. Like food image, when there is a medium or high level of Social Media usage and no past behaviour in the destination, people are even more likely to influence their travel intention because of the Motivation for local food consumption. This promotes the concept for managers to continually showcase their local food to attract the right target visitor and influence their travel intentions. It can be done through organizing food fairs, local food workshop, food tasting, thematic dinner and cooking classes in the locus. The objective is to make tourists discover and enjoy local food and increase the connection of them to the area. Furthermore, this can also lead to an increase in the retention rate and the repetition of travel. A final overall suggestion that managers can grab is that if they wish to attract new tourists they should redirect the funds for advertising in local food advertising in social media towards people that are food passionate and have not still visited the country, or they just came few times.

5.3 Limitations

All studies inevitably face limitations, and this one is not an exception. Every study must deal with them; it is in the intrinsic nature of any scientific research. However, it is essential to disclose the faced limitations in order to increase the understanding of the results and suggest how future studies might enlarge the whole work. Limitations are revealed as it follows.

As a first limitation, it is possible to notice the unbalance of the sample under the gender point of view, the age groups and the title of the study. With a higher amount of resources, participants could have been selected more carefully to obtain a more balanced sample under every point of view and to obtain even more heterogenic results.

A second limitation can be found in the impossibility to perform a longitudinal study because of the lack of time and money. A longitudinal study could reiterate the results of this study in to see if any development could have arisen. It is essential also to consider developments that could have been brought in the light of the new Covid-19 pandemic situation which might discourage travels and change tourists intentions.

A third limitation has been encountered in the impossibility to analyze the whole model towards a single destination or within a choice range of two or three destinations. Even if some country stood up in the choice as a possible destination, such as Italy, US or Portugal, there

were not enough resources to understand why they stood up and uncover the reasons of their preference above other nations.

5.4 Future researches

There are multiple suggestions for future research which could enlarge the actual one. The first suggestion of future research could be one measuring what the impact of the Covid19 influence on future travel decisions, uncovering if people will be scared or will have the same interest in trying the local food at their local destination. Also, it would be noticeable to discover what is the impact of the pandemic situation and how a pandemic crisis can modify people willingness for future travels, maybe pushing people towards digital solutions.

Another suggestion for future researches could focus on trying to obtain a more balanced sample to see if the results of this work are similar for different gender balances and from different nations. Furthermore, it could be valuable to implement a model able to understand why among many countries, only some stood out. The model should cover the hypothesis of the country culinary history and the effect of the country cultural influence. Moreover, it would be valuable to limit this study to a set of specific destinations and compare the results with the present study.

As a last future research suggestion, insightful could be the study of a concept such as social media gastronomic experiences, to test if people could appreciate such as in a destination what is only seen online, through a complete online culinary experience. This concept could be very similar to the phenomenon of Mukbangin, and it might be valuable to uncover if this new activity would be appreciated by food passionate.

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Appendix

Appendix A - Online questionnaire

Impact of Local Food on Travel Intentions

This study aims to understand better how much local food influences travelling decisions nowadays and determining how social networks can be determinant in our choices.

Please respond in a sincere way, there are no correct answers in the questionnaire, the aim of it is just to know your opinion.

The disclosure is reserved for academic and scientific purposes only. Data collection and processing will be solely under the care of the author of the master thesis. All the responses will be confidential and anonymous.

Thank you very much for your cooperation, your participation is extremely valuable.

***Campo obbligatorio**

1. How much do you agree with the following statements about food and travelling? *

Contrassegna solo un ovale per riga.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I am interested in travelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in tasting different kinds of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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2. How much do you agree with the following statements about food? *

Contrassegna solo un ovale per riga.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Food plays an important role in my destination choice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prior to my trip, I plan food choices to experience local culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I decide on destinations to visit only based on the foods I wanted to experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I usually do some research about the local food or restaurants prior to my trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prior to my trip, one thing I anticipate is eating the food there	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like trying different styles or types of food during travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. How much do you think it is important each of the following statements related to a destination? *

Contrassegna solo un ovale per riga.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
The destination offers variety of foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers good quality of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers regionally produced food products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers attractive food presentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers exotic cooking methods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers delicious food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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4. How much do you think it is important each of the following statements related to a destination? *

Contrassegna solo un ovale per riga.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
The destination offers reasonable price for dining out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers many attractive restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers easy access to restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers varieties of specialty restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers friendly service personnel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers restaurants menus in English	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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5. In your opinion, how much is important each of the following statements related to a destination? *

Contrassegna solo un ovale per riga.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
The destination offers food and wine regions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers package tours related to food and wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers unique cultural experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers opportunity to visit street market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers unique street food vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers various food activities, e.g. cooking classes and farm visits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The destination offers much literature on food and tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Are you interested in tasting local food at a destination? *

Contrassegna solo un ovale.

- Yes
 No

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7. How much do you agree with the following statements about local food? *

Contrassegna solo un ovale per riga.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I consume it to learn how it tastes like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food offers a unique opportunity to understand local cultures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consume local food to discover something new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consume local food to see the things that I don't normally see	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consume local food to see how other people live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consume local food to have a special experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consume local food to increase my knowledge about different cultures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consume local food to have an authentic experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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8. How much do you agree with the following statements? *

Contrassegna solo un ovale per riga.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Experiencing local food in its original place makes me excited	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food helps me to relax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food makes me feel exhilarated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food creates an expectation that it is exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food in holiday makes me not worry about routine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food takes me away from the crowds and noise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food is different from what I normally eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. How much do you agree with the following statements? *

Contrassegna solo un ovale per riga.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I Talk to everybody about my local food experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having local food increases friendship or kinship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I Give advice about local food experiences to people who want to travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food enables me to have an enjoyable time with friends and/or family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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10. How much do you agree with these statements regarding your usual experiences with local food? *

Contrassegna solo un ovale per riga.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
It smells nice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It tastes good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It looks nice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food is different to the taste of the same food in my own country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. How much do you agree with these statements related to your interest in consuming local food? *

Contrassegna solo un ovale per riga.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Local food is nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food contains a lot of fresh ingredients produced in a local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food keeps me healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. How much do you agree with these statements? *

Contrassegna solo un ovale per riga.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I use social media for searching and purchasing travel products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use social media for searching to create an actual tourism plan after choosing a destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use social media to search for and obtain extra information while I am travelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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13. Thinking about your latest research for information about a destination on social media, have you already visited the destination? How many times? *

Contrassegna solo un ovale.

- 0 times
- 1 time
- 2-3 times
- 4-5 times
- 6-10 times
- More than 10 times

14. How much do you agree with the following statements related to the destination you just thought about? *

Contrassegna solo un ovale per riga.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
There is a likelihood to visit the destination in next 12 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I intend to visit the destination in next 12 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to visit the destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Which is the nation of your destination? *

16. Gender *

Contrassegna solo un ovale.

- Female
- Male
- Other

17. Age *

Contrassegna solo un ovale.

- 18 - 24
- 25 -34
- 35 - 44
- 45 -54
- 55- 64
- > 65

18. Nationality *

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19. Select your latest education level *

Contrassegna solo un ovale.

- No diploma
- High school graduate, diploma or the equivalent
- Bachelor's degree
- Master's degree
- P.h.D

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Appendix B - Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	3	1.0	1.0	1.0
	Male	104	33.3	33.3	34.3
	Female	205	65.7	65.7	100.0
	Total	312	100.0	100.0	

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Appendix C - Nationality and Nation of Destination

		Nationality			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Afghanistan	1	.3	.3	.3
	Akrotiri	1	.3	.3	.6
	American Samoa	1	.3	.3	1.0
	Argentina	2	.6	.6	1.6
	Australia	2	.6	.6	2.2
	Austria	2	.6	.6	2.9
	Belgium	3	1.0	1.0	3.8
	Brazil	1	.3	.3	4.2
	British Virgin Islands	1	.3	.3	4.5
	Bulgaria	1	.3	.3	4.8
	Burma	1	.3	.3	5.1
	Canada	5	1.6	1.6	6.7
	China	2	.6	.6	7.4
	Croatia	1	.3	.3	7.7
	Cyprus	1	.3	.3	8.0
	Denmark	1	.3	.3	8.3
	Finland	2	.6	.6	9.0
	France	9	2.9	2.9	11.9
	Germany	28	9.0	9.0	20.8
	Greece	1	.3	.3	21.2
	Honduras	1	.3	.3	21.5
	Hong Kong	2	.6	.6	22.1
	Hungary	1	.3	.3	22.4
	India	3	1.0	1.0	23.4
	Iran	1	.3	.3	23.7
	Ireland	3	1.0	1.0	24.7
	Israel	1	.3	.3	25.0
	Italy	72	23.1	23.1	48.1
	Jordan	2	.6	.6	48.7
	Kazakhstan	1	.3	.3	49.0
	Lebanon	1	.3	.3	49.4
	Lithuania	1	.3	.3	49.7
	Malaysia	3	1.0	1.0	50.6
	Monaco	1	.3	.3	51.0
	Montenegro	1	.3	.3	51.3
	Netherlands	4	1.3	1.3	52.6
	Norway	2	.6	.6	53.2
	Pakistan	4	1.3	1.3	54.5
	Philippines	5	1.6	1.6	56.1
	Portugal	40	12.8	12.8	68.9
	Romania	1	.3	.3	69.2
	Russia	2	.6	.6	69.9
	Slovakia	2	.6	.6	70.5
	South Africa	1	.3	.3	70.8
	Spain	2	.6	.6	71.5
	Sweden	4	1.3	1.3	72.8
	Switzerland	3	1.0	1.0	73.7
	Turkey	3	1.0	1.0	74.7
	Ukraine	1	.3	.3	75.0
	United Arab Emirates	1	.3	.3	75.3
	United Kingdom	34	10.9	10.9	86.2
	United States	42	13.5	13.5	99.7
	Vietnam	1	.3	.3	100.0
	Total	312	100.0	100.0	

		NationofDestination			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Afghanistan	4	1.3	1.3	1.3
	Albania	2	.6	.6	1.9
	Andorra	1	.3	.3	2.2
	Antarctica	1	.3	.3	2.6
	Argentina	4	1.3	1.3	3.8
	Australia	4	1.3	1.3	5.1
	Austria	3	1.0	1.0	6.1
	Azerbaijan	1	.3	.3	6.4
	Belgium	5	1.6	1.6	8.0
	Bolivia	2	.6	.6	8.7
	Brazil	3	1.0	1.0	9.6
	Brunei	1	.3	.3	9.9
	Burma	1	.3	.3	10.3
	Cambodia	2	.6	.6	10.9
	Canada	5	1.6	1.6	12.5
	China	3	1.0	1.0	13.5
	Colombia	2	.6	.6	14.1
	Costa Rica	2	.6	.6	14.7
	Cuba	2	.6	.6	15.4
	Cyprus	1	.3	.3	15.7
	Denmark	1	.3	.3	16.0
	Dominican Republic	1	.3	.3	16.3
	Ecuador	1	.3	.3	16.7
	Egypt	3	1.0	1.0	17.6
	Fiji	1	.3	.3	17.9
	Finland	3	1.0	1.0	18.9
	France	11	3.5	3.5	22.4
	Germany	8	2.6	2.6	25.0
	Ghana	1	.3	.3	25.3
	Greece	8	2.6	2.6	27.9
	Hong Kong	3	1.0	1.0	28.8
	Hungary	2	.6	.6	29.5
	Iceland	1	.3	.3	29.8
	India	5	1.6	1.6	31.4
	Indonesia	9	2.9	2.9	34.3
	Iran	2	.6	.6	34.9
	Ireland	1	.3	.3	35.3
	Israel	2	.6	.6	35.9
	Italy	19	6.1	6.1	42.0
	Japan	15	4.8	4.8	46.8
	Jordan	2	.6	.6	47.4
	Kazakhstan	2	.6	.6	48.1
	Korea, South	2	.6	.6	48.7
	Latvia	2	.6	.6	49.4
	Madagascar	1	.3	.3	49.7
	Malaysia	1	.3	.3	50.0
	Malta	1	.3	.3	50.3
	Mauritius	1	.3	.3	50.6
	Mexico	2	.6	.6	51.3
	Mongolia	1	.3	.3	51.6
	Morocco	3	1.0	1.0	52.6
	Namibia	1	.3	.3	52.9
	Netherlands	8	2.6	2.6	55.4
	New Zealand	2	.6	.6	56.1
	Oman	1	.3	.3	56.4
	Pakistan	1	.3	.3	56.7
	Peru	3	1.0	1.0	57.7
	Philippines	7	2.2	2.2	59.9
	Poland	4	1.3	1.3	61.2
	Portugal	18	5.8	5.8	67.0
	Puerto Rico	3	1.0	1.0	67.9
	Qatar	1	.3	.3	68.3
	Romania	1	.3	.3	68.6
	Russia	6	1.9	1.9	70.5
	Sao Tome and Principe	1	.3	.3	70.8
	Sierra Leone	1	.3	.3	71.2
	Singapore	1	.3	.3	71.5
	Slovenia	1	.3	.3	71.8
	Spain	17	5.4	5.4	77.2
	Sri Lanka	1	.3	.3	77.6
	Sweden	9	2.9	2.9	80.4
	Switzerland	4	1.3	1.3	81.7
	Taiwan	1	.3	.3	82.1
	Thailand	6	1.9	1.9	84.0
	Tunisia	2	.6	.6	84.6
	Turkey	5	1.6	1.6	86.2
	Ukraine	2	.6	.6	86.9
	United Arab Emirates	1	.3	.3	87.2
	United Kingdom	10	3.2	3.2	90.4
	United States	24	7.7	7.7	98.1
	Vietnam	5	1.6	1.6	99.7
	West Bank	1	.3	.3	100.0
	Total	312	100.0	100.0	

Appendix D – Interest in travelling and food

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
How much do you agree with the following statements about food and travelling? [I am interested in travelling]	333	1	7	6.50	.911
How much do you agree with the following statements about food and travelling? [I am interested in tasting different kinds of food]	333	1	7	6.11	1.250
Valid N (listwise)	333				

Appendix E – Interest in tasting Local food

INTERESTEDtastinglocalfood					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	1.9	1.9	1.9
	Yes	306	98.1	98.1	100.0
Total		312	100.0	100.0	

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
INTERESTEDtastinglocal food	312	1	2	1.98	.138
Valid N (listwise)	312				

Appendix E – Past Behaviours

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PB1howmanytimesvisitedthethoughtdestination	312	1	6	2.15	1.317
Valid N (listwise)	312				