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Portugal as A Culinary Tourism Destination: Determinants of Revisit and Recommendation

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*I dedicate this thesis to my parents, Adhe and Tina  
I hope this achievement will fulfil the dreams you envisioned for me*



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## Resumo

Portugal possui muitos restaurantes com estrelas Michelin e produz muitos vinhos premiados. Caracterizado também por ser rico em gastronomia, é de grande importância determinar os factores que influenciam as pessoas para visitar e recomendar Portugal como destino turístico culinário. Este estudo está a utilizar um método quantitativo. Um questionário foi preenchido por pessoas que já estiveram em Portugal ou estão actualmente em Portugal e viajam pelo país para experimentar a cozinha portuguesa. Foram obtidas um total de 314 respostas. Os dados foram analisados utilizando estatísticas descritivas e testes de hipóteses, nomeadamente o teste t para duas amostras independentes. Para testar as relações do modelo conceptual, foram realizadas análises de correlação. Os resultados mostram que os turistas nacionais e internacionais, na sua maioria, experimentam o turismo gastronómico de forma diferente e os inquiridos normalmente concordam com todos os itens. Todas as hipóteses são verificadas excepto a relação entre neofilia e novidade. O estudo revelou que a experiência do turismo gastronómico local tem relações com a cultura alimentar local, autenticidade, prestígio, e interacção social. Da mesma forma, a satisfação tem um impacto positivo na intenção dos turistas de visitar e recomendar.

Palavras-chave:

Destino culinário, Portugal, Fidelidade, Satisfação turística, Experiência de turismo gastronómico





## Abstract

Portugal is a country with many Michelin-starred restaurants and produces many award-winning wines. With the rich gastronomical aspects that Portugal has, it is worth determining the factors that influence people to revisit and recommend Portugal as a culinary tourism destination. This study is using quantitative method. A questionnaire was filled out by people who have been to Portugal or are currently in Portugal and travel around the country to experience the cuisine. A total of 314 responses were obtained. Data was analysed using descriptive statistics and hypothesis tests, namely the independent t-test. To test the hypotheses model relationships, correlation analyses were conducted. Results show that domestic and international tourists mostly experience food tourism differently and respondents typically agree with all the items. All of the hypotheses are verified except the relationship between neophilia and novelty. The study revealed that local food tourism experience has relationships with local food culture, authenticity, prestige, and social interaction. Likewise, satisfaction positively impacts tourists' intention to revisit and recommend.

### Keywords:

Culinary destination, Portugal, Loyalty, Tourist Satisfaction, Food tourism experience



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# CHAPTER I

## 1. Introduction

### 1.1. Purpose and importance of the study

Culinary tourism is concerned with food and dining experiences that individuals have when travelling. Some travellers may look for foods that are comparable to those they eat at home when on a trip or holiday. Contrarily, some travellers may be fervently interested in trying the cuisine of other cultures or be genuinely intrigued about various cuisines (Karim & Chi, 2010). According to Long (2003), culinary tourism is exploring foods that are unfamiliar and new to tourists and use it to learn about other cultures and ways of life. In order to perceive difference and the capacity of food to represent and negotiate that difference, culinary tourism also involves tasting food in a way that is unusual and outside of routine. Culinary tourism provides a richer, more comprehensive level of experience by incorporating the senses of taste, smell, touch, and vision (Long, 2003). Smith and Xiao in Stone et al (2022), defined any travel-related activity where a visitor discovers, values, or eats locally branded food resources as a culinary tourism (Stone, Migacz, & Wolf, 2022).

One of the most obvious ways to tell one food system from another is through culture, which encompasses ethnicity and national identity. Culture is also the category in which culinary tourism occurs most frequently, giving rise to international meals, cookbooks, restaurants that specialise in the cuisine from particular culture, as well as classes and cooking shows that explain how to prepare food from various countries (Long, 2003).

As a popular tourist destination, Portugal welcomed four million visitors in total in 2020, placing it 41st in the world in terms of numbers. Lisbon and Porto are the two cities in Portugal that attract the most visitors from abroad. With 3.64 million visitors in 2019, Lisbon received a ranking of sixty-five among the most visited cities in the world. Porto received 2.49 million visitors, placing it in 96th place (World Data, 2022).

There are numerous Michelin-starred restaurants in Portugal, and many award-winning wines are produced. Portuguese cuisine, which has a Mediterranean flair, combines fresh seafood with basic ingredients like paprika and Portuguese olive oil to produce a delightful flavour that

attracts tourists. The country offers a variety of desserts and pastries in addition to seafood and wine, including “pastel de nata” - the famous custard pastry (Portuguese Association, 2022). With the aspects of gastronomy that Portugal has to offer, it is worth knowing the factors that influence people to revisit and recommend Portugal as a culinary tourism destination.

Research written by Przemysław Charzyński, Agnieszka Łyszkiewicz, and Monika Musiał in 2017 talked about Portugal as a culinary and wine tourism destination. The purpose of their research is to showcase the resources required for Portugal's culinary tourism. The authors concentrated on the traits of Portuguese cuisine. Particular focus has been placed on its distinctiveness and peculiarity, which sets it apart from other Mediterranean countries. In addition, the research also addresses the topic of tourists' familiarity with Portuguese cuisine and the popularity of Portuguese foods and beverages in Poland. Travelling is usually linked to a desire to learn about the traditions of diverse ethnic groups, and food is part of the tradition itself. The development of tourism is increasingly influenced by culinary products and traditions. A lot of tourism-related products are built on discovering the local cuisine. One of the greatest attractions of travel, it may be argued, is local and national food (Charzyński, Łyszkiewicz1, & Musiał, 2017). My research has similarity with theirs but with more focus on finding the factors that influence people to revisit and recommend Portugal as a culinary tourism destination.

Research undertaken by Charles Adongo, Samuel Anuga, and Frederick Dayour in 2015, discussed if international tourists would tell others to taste Ghanaian cuisines. The research aimed to investigate foreign visitors' perceptions on local dishes in Ghana. The findings of a random survey of hundreds of foreign tourists showed that there are many different local culinary experiences, including cultural, educational, novel, hedonistic-meaningful, and negative experiences. The study also discovered that tourists' experiences with local cuisine have a statistically significant impact on their propensity to suggest. Therefore, the study came to the conclusion that offering a memorable experience might be a workable strategy for developing referral marketing for local cuisine (Adongo, Anuga, & Dayour, 2015). The difference with the research that I am writing is that this research is focus on Portugal and also the intention of tourists not only to recommend but also to revisit Portugal.

## 1.2. Research questions, objectives, and structures



This study aims to address this research question:

- What are the determinants of revisit and recommend Portugal as a culinary destination?

The objective of this study is to understand the factors that influence people who have been to Portugal to revisit and recommend Portugal to other people as a culinary tourism destination. Domestic tourists are also considered, as the Portuguese cuisine is different per region. Portuguese tourists or resident tourists may travel through the country to taste Portuguese food. Therefore, the current research also aims to understand which factors caused Portuguese or resident tourists to (re)visit and recommend certain Portuguese regions as culinary destinations.

There are five chapters that is built as the structures of this research. **This first chapter** includes an introduction that details the context and scope of the research in addition to stating aim and objective.

**Chapter two** presents the literature review and the hypotheses of this research

**Chapter three** presents the methodology used to attain the goals listed in Chapter One.

**Chapter four** presents the analysis and interpretation of the result from the survey conducted for this research, as well as testing and summarize the hypotheses.

**Chapter five** presents a discussion of the results of this thesis, a conclusion which includes the contribution of this research to the academic study of tourism, limitations and finally suggestions for the future research.



## CHAPTER II

### 2. Literature Review

#### 2.1 Portugal as a culinary tourism destination

Portugal is located at the southernmost part of Europe and includes the Atlantic islands of Madeira and the Azores (Opello, 2022). Mountains and uplands cover a large portion of the Portuguese area. The majority of Portugal's highlands are located in the north part and centre of the country. Portugal is known as one of the most ethnically homogeneous nations in Europe, with ninety eight percent of the nation's population is of Portuguese ethnicity. Despite being located closer to the Atlantic Ocean, the Portuguese are thought of as a Mediterranean nation. Portugal has a diversified and rich cultural heritage (Charzyński, Łyszkiewicz1, & Musiał, 2017).

In Portugal, there are roughly ten million people. The capital city of Lisbon and its surrounding areas, home to roughly 1.9 million people, have the highest population density. Porto in the north of Portugal is the country's second-largest city. In general, the country's coastline regions have a higher population than its interior regions. The majority of Portuguese people are Catholic, however, there are numerous other religions in Portugal, and religious freedom is guaranteed under the country's constitution. Portuguese, which has Latin roots, is spoken by 250 million people worldwide and ranks third among all European languages. It is the fifth most widely spoken language in the world (Visit Portugal, 2022).

Tourism is one contributor to the economy of Portugal (Portuguese Chamber, n.d.). In all of its various regions, Portugal has a remarkable array of food products. The ecology and history of a region clearly influence its culinary preferences today (Fernandes, 2017). Despite that Portuguese food has similar basic ingredients as Spanish food such as rice, pork products, and olive oil. However, the technique of food preparation in Portugal is different. Portuguese food has been significantly influenced by the major geographic discoveries. The cuisine has been distinguished from other national European cuisines by the use of spices imported from Asia, Africa, and South America (Luard, 2004) .

Portugal's regional cuisines make use of herbs and spices that are native to certain regions. The meat of hares, goats, partridges, or fish is prepared in a variety of ways in the mountains. The

majority of foods cooked in coastal areas are seafood-based (Charzyński, Łyszkiewicz1, & Musiał, 2017).

For tourists who enjoy all types of cultural travel, including culinary tourism, Portugal can be considered as a paradise for it. (Malchrowicz, 2009). Portugal is frequently linked to a number of well-known foods, including wine, olive oil, and *bacalhau*. Each Portugal's diverse regions offer tourists their regional specialties in terms of food, drink, and dessert. Portugal is a nation of vineyards, where a significant number of native varieties are still present. In every region of the nation, there are numerous food festivals that are held and draw tourists, but not all of them were made purely for that purpose. As seen by the daily culinary practises of the Portuguese, such as celebration of dinner and visits to the patisseries, the Portuguese have a desire for celebration that is linked to Mediterranean culture (Charzyński, Łyszkiewicz1, & Musiał, 2017).

## 2.2 Local Culture

Culture is a difficult term to define (Spencer-Oatey, 2012). But the one that is most relatable to this research is the definition of culture by Matsumo (as cited in Spenser-Oatey 2012, pp.2) that defines culture as “the set of attitudes, values, beliefs, and behaviours shared by a group of people, but different for each individual, communicated from one generation to the next.”. Food is recognised as a part of the local culture that tourists consume and also is part of tourism promotion (Tikkanen, 2007).

The consumption of country specialties, such as regional food or drinks, might reveal a region's culture. Tourists may want to experience the regional specialties in various parts of a foreign country. Since we experience new local cuisines while also experiencing a new culture, food can be categorised among cultural motivators (Kim & Eves, 2012).

Tourists learn from different cultures to theirs to experience the local identity. What creates the sense of the place and identity are the customs, knowledge, and the behaviour of location, “Food represents the language, origin and evolution of the place as food acts as the symbol of a place's culture. The design of any food tourism offering will not be viable if it does not take into account the cultural characteristics of the territory. Gastronomy allows tourists to access the cultural and historical heritage of destinations through tasting, experiencing and purchasing.” (Ellisa, Parkb, Kimc, & Yeomanb, 2018). Due to its history and colonial past

with Brazil, Macao, India, and Portuguese-speaking countries in Africa, Portugal has the influences from those countries, such as the use of the spices and the vegetables (Skuland, et al., 2020), which make the Portuguese dishes are unique.

### 2.3 Food Authenticity

In experiencing food tourism, authenticity is one of the important aspects (Ellisa, Parkb, Kimc, & Yeomanb, 2018). Local food has the ability to appeal the desire of the visitors for the authenticity within their holiday. Sims (2009), in her research about food, place, and authenticity, indicates that tourists can be appealed by local products on a variety of levels, ranging from a basic need for traditional things that can be purchased and consumed as a symbol of place to a sophisticated and deep-seated desire for a more authentic sense of self (Sims, 2009). The World Food Travel Association (WFTA) defines food tourism as having three main characteristics: authentic local products, authentic recipes, and authentic ways of cooking. Most food tourists assume that they can only get “the real thing” in the original place or the destination (Anthanaopoulou, 2020). Therefore, authenticity is part of food tourism experience.

Food authenticity can be considered as the genuineness of local cuisine that is unique to a location and serves as a form of description of the local culture. An authentic food experience is a type of cultural phenomena in which all aspects of food production is taken into account in ways that enable tourists to fit into the local way of life. Local cuisine, which is typically a traditional dish, is a resource for travellers looking for authenticity. Consuming food authentically entails being true to both the dining experience and the cuisine. Cooking techniques, aromas from the kitchen, recipes, ingredients, food and drink practises, societal meanings, associated ceremonies, and festivals are all examples of food authenticity. The design and arrangement of dining spaces may also demonstrate the authenticity of local food (Zhang, Chen, & Hu, 2019).

### 2.4 Motivation

Food is not only one of our basic psychological needs but is also motivation in tourism (Tikkanen, 2007). For some people food tourism is the primary motivation and for some others, it is not (Hall & Sharples, 2003). Despite some find food tourism fascinating, some find it

strangely unfamiliar. For this case, there is the term neophilia, which denotes a search for the new taste, to taste something that have not been tried, and neophobia which avoiding the unknown or unfamiliar food (Gyimóthy, 2009). Food neophilia has been known as one of the important motivators for tourism (Chang & Yuan, 2011). Food neophilia is a food personality trait that indicates how eager a person is to try new foods and how little of a fear they have of them (Baah, Bondzi-Simpson, & Ayeh, 2020). Research by Ji, Wong, Eves, Scarles (2016) shows that most visitors show a desire to eat dishes that are unfamiliar to them from their country of origin.

Since there is a need to interact socially, spend time with family and friends, and visit friends or relatives, social interaction is considered as a component of motivation. It is possible to see eating during a holiday as a way to recreate social connections. According to Wang (1999) in Kim & Eves (2012), one important purpose of tourism is to strengthen inter-family unity. It is therefore not surprising that socialisation and family togetherness have been found to be an essential feature in tourists' motivation given the nature of tourism destinations as places where a big number of people with a shared interest are brought together. In general, eating with others satisfies a need for social connection, where conviviality builds and strengthens socialites (Kim & Eves, 2012). In general, dining with others satisfies a demand for social interaction, whereas conviviality builds and strengthens socialites. It's possible for holiday meals to improve social ties and foster personal connections (Symons, 1994).

In the tourism industry, prestige is a key element (Duman & Mattila, 2005). When a service or product's perceived utility is linked to one or more social groups, prestige or social value is shaped. Tourists' attitudes and behaviours are influenced by social value since it might help them feel more desirable and better about themselves (Rousta & Jamshidi, 2020). Prestige is associated with a sense of self-worth, acceptance, and a desire to catch people's attention. Based on this, eating very well authentic cuisine in a nice setting might be seen as a way to stand out from other people in terms of social status (Kim & Eves, 2012). To conclude, food neophilia, social interaction, and prestige are part of motivation in this study.

## 2.5 Food Tourism Experience

The WFTA describes food tourism as the act of traveling for a taste of place in order to get a sense of a place (World Food Travel Association, -). Gee (as cited in Adongo 2015) stated that

a lot of pleasure in traveling has been linked with dining out and trying new food. When tourist experience new taste from the local food they have, it can arouse emotional responses such as enjoyment, fulfilment and sensory stimulation, especially when they find the experience is new. By consuming local food while traveling, the experience is assumed as partaking in the authentic local culture, as well as increasing the knowledge of the tourist on how they prepare, serve, consume the food, and experience the hospitality of the locals (Adongo, Anuga, & Dayour, 2015).

The local food experience in a place is linked to cultural assets, religious and spiritual significance, and emotional values that characterise food experience in a tourism destination, in addition to the basic benefits obtained from eating (Kim & Eves, 2012). In their study about Egyptian food experience of international visitors: a multidimensional approach, Mohamed, Hewedi, Lehto, and Maayouf (2020) use four-dimensional measure to assess food experience, which are sensory food experience, intellectual food experience, affective food experience, and behavioural food experience. Auditory, aural, olfactory, gustatory, and tactile sensations all fall under the category of sensory experience. Feelings, sentiments, and emotions are all aspects of affective experience. Physical actions and behaviours are referred to as behavioural experience. Learning, thought, and stimulation of interest are all examples of intellectual experience (Mohamed et al, 2020).

Badu-Baiden et al. (2022) revealed that culture has a strong influence on tourist food tourism experience, their affective states, and behavioural intentions. According to Zhang et al. (2019), authenticity is essential because modern consumers desire authentic experiences and has positively influences food and service quality, and physical environment which are part of tourism experience as well. Tourists who participate in food tourism may indicate food neophilia, or the desire to try new foods while travelling (Kim, Eves, & Scarles, 2009), and consuming novel food satisfies neophilia (Mak, Lumbers, Eves, & Chang, 2013). Kim & Eves (2012) found that interpersonal relations which is the combination of togetherness (social interaction) and prestige in their study influences the behaviour and emotion. Therefore, the following hypotheses are proposed:

H1: The local culture is positively related to the local food tourism experience

H2: The food authenticity is positively related to the local food tourism experience

H3: The tourist motivation is positively related to the local food tourism experience

H3a Food neophilia is positively related to the novelty

H3b: Prestige is positively related to the local food tourism experience

H3c: Social interaction is positively related to the local food tourism experience

## 2.6 Satisfaction

Tourists' satisfaction with their food tourism experience can build positive perception and can increase the intention for local and international tourists to revisit a destination (Mohamed et al., 2020). Customer satisfaction is a frame of mind and an emotional reaction to the consumption process. It is the attitude that customers have after consuming and may indicate how much they enjoy their consumption experience. These suggest that measuring customer satisfaction involves comparing pre- and post-consumption expectations and impressions of a product or service (Tse & Wilton, 1988). Therefore, if the customer's experience lives up to their expectations, it will lead to satisfaction, and the opposite outcome will occur if the experience falls short of their expectations. In tourism research, tourist satisfaction is used to evaluate how visitors feel about various aspects of travel (Zhang, Chen, & Hu, 2019); in this study, tourist satisfaction is used to measure how tourists feel about their food tourism experiences.

Mohamed et al. (2020) on their study found that three of the four multidimensional of food experience (sensory, intellectual, affective, behavioural experience) positively influences food experience satisfaction. Except for intellectual experience which its hypothesis towards satisfaction was not supported. According to Adongo et al. (2015), novelty has positive influence to the willingness to recommend. To date, the relationship between novelty and satisfaction has not been studied in the context of food tourism. Therefore, this study tests whether satisfaction mediates the relationship between novelty and intention to recommend. Consequently, the following hypothesis is proposed:

H4: A positive food experience is positively related to the tourist satisfaction

H4a: A positive food tourism experience is positively related to the tourist satisfaction

H4b: A positive novelty is positively related to the tourist satisfaction

## 2.7 Destination Loyalty



Tourists can show loyalty by committing to return to a location where they had a memorable positive food tourism experience or by choosing a local food destination as their primary vacation spot for future culinary exploration. Tourists who have positive experiences are more likely to inform others as a positive attitude includes pleasure and satisfaction (Badu-Baiden, Kim, Xiao, & Kim, 2022).

Word of mouth (WOM) communication is typically characterised as in-person communication between customers about any product, brand, or service (Arndt, 1967). The Internet's rapid expansion has had a big impact on the world of marketing and commerce. The Internet has provided marketers with new methods for promoting their goods and services as well as new channels for interacting with customers. Due to these technical advancements, electronic word-of-mouth (eWOM), which is powered by the internet and online social networks, is increasing interest in the academic community (Chen & Xie, 2008). eWOM is also the informal exchange of information between producers and consumers as well as among customers (Setiawan, 2014). Tourists with positive memorable experiences or satisfaction can recommend through WOM or eWOM.

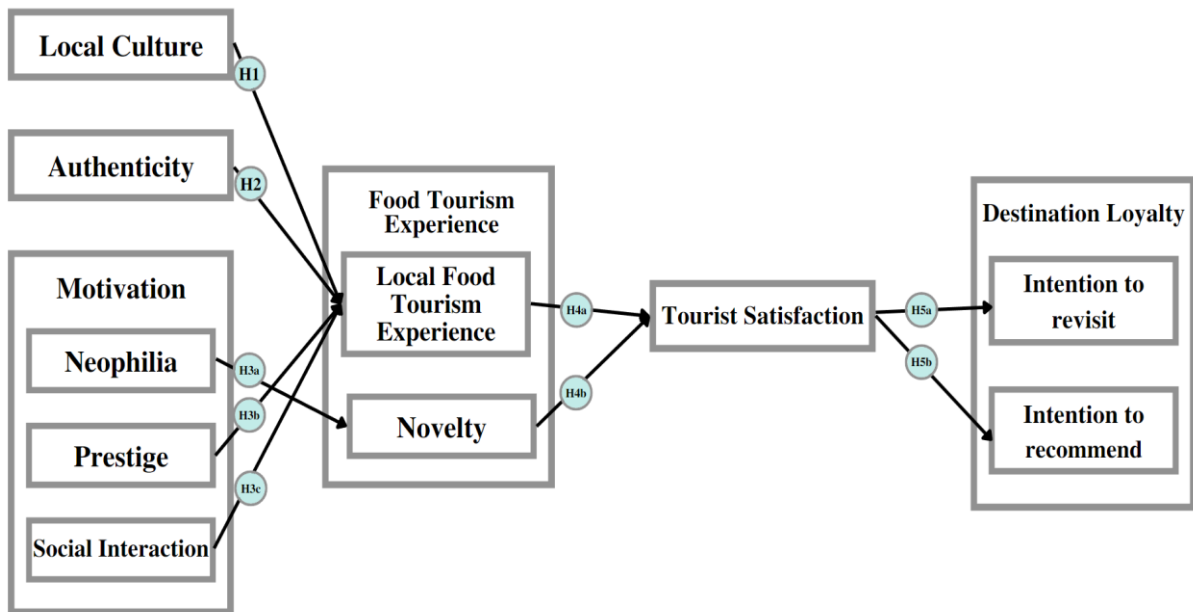
According to Badu-Baiden et al. (2022), positive memorable food experiences paint a positive image of local food destination and stimulate intentions to revisit. A study by Adongo et al. (2015) noted that tourists with memorable negative encounters with food can affect their intention to recommend the food to others. Girish and Chen (2017) on their research concluded that satisfaction of tourists significantly affects their willingness to revisit and recommend (Girish & Chen, 2017). Tanford and Jung (2017), found significant positive impact between satisfaction and loyalty also found in the research (Tanford & Jung, 2017). The following hypotheses are therefore proposed:

H5: Tourist satisfaction is positively related to tourist loyalty

H5a: Tourist satisfaction is positively related to the intention to recommend the destination

H5b: Tourist satisfaction is positively related to the intention to revisit the destination

## 2.8 Conceptual model



## CHAPTER III

### 3. Methodology

#### 3.1 Research procedures

The purpose of this study is to understand which factors influence tourists to revisit and recommend Portugal as a culinary destination. Therefore, quantitative research is the most suitable method to conduct the research by distributing questionnaires to people who have been to Portugal and have tasted Portuguese food, and to people who are in Portugal and ever travel within the country to taste Portuguese food.

Using quantitative methods helps to assess the case in the research objectively. Questionnaires are often used to measure the opinion of tourists regarding topics that the researchers are interested in. Since it is possible to evaluate the reliability using objective measures before conducting the research, the accuracy of using a questionnaire is almost guaranteed (Seakhoa-King, 2007).

By gathering responses to the survey, data will be collected which will then be tested to see if it supports the proposed hypotheses in this research. The survey was published online, posted on several social media websites including Facebook, LinkedIn, Instagram, as well as on instant messaging applications to spread the survey further. The survey was open to respondents from 3<sup>rd</sup> of June 2022 to 27<sup>th</sup> of June 2022 online.

#### 3.2 Questionnaire Structure

The questionnaire was created to understand the elements of the food experience that respondents participated in when in Portugal, such as culture, authenticity, motivation and dimensions of the local food experience; as well as to understand if the respondents were satisfied and would be willing to recommend and revisit Portugal for the food experience. The questionnaire used a Likert scale (outlined from 1 (strongly disagree) to 5 (strongly agree)) for each question. Before distributing the questionnaire to a larger audience, a pilot test was conducted to understand the potential flaws and design of the questionnaire. There were 32 respondents for the pilot test.

#### 3.3 Variable Measurement

Construct items were adapted from previous related studies. Table 1 shows how each measure was combined and arranged in order to collect data on the construct, with small adjustments (such as paraphrasing) to better suit this research without losing its function.

Table 1 Items measurement

Construct	Items	Reference
Local Food Culture	<p>I closely experienced the local food culture</p> <p>I had an authentic local food cultural experience</p> <p>Experiencing local food gives me an opportunity to increase my knowledge about different cultures</p> <p>Experiencing local food helps me see how other people live</p> <p>Experiencing local food makes me see the things that I don't normally see</p> <p>Experiencing local food enables me to learn what this local food tastes like</p> <p>Experiencing local food allows me discover something new</p> <p>Tasting local food in an original place is an authentic experience</p> <p>Tasting local food served by local people in its original place offers a unique opportunity to understand local cultures</p> <p>Tasting local food in its traditional setting is a special experience</p> <p>It is important to me to taste local food in its original place</p>	Adongo, Anuga, & Dayour (2015); Kim & Eves (2012)
Authenticity	<p>The ingredients of the food I ate in Portugal were locals</p> <p>The food I ate in Portugal used authentic cooking methods</p> <p>The appearance of the food I ate in Portugal was attractive</p> <p>The restaurant I visited had an environment with local characteristics</p> <p>The Production site/kitchen in the place where I had food in Portugal made people feel authentic</p> <p>I experienced the local Portuguese food culture</p> <p>I could feel the locals' eating habit</p> <p>Tasting food in the local area makes people feel authentic</p>	Zhang, Chen, & Hu (2019)
Food Neophilia	<p>I am constantly trying new cuisines</p> <p>I prefer places where cuisines from different cultures are served</p> <p>I am eager to try different cuisines</p> <p>I will try any cuisine when I do not know the ingredients used</p>	Baah, Bondzi-Simpson, & Ayeh (2020)

	<p>I like cuisines from different countries  I will try a new cuisine when I go out  I am not afraid to eat foods I have never had before  I am not selective in what to eat</p>	
Social Interaction	<p>Tasting local food enables me to meet new people with similar interests  Tasting local food enables me to have an enjoyable time with friends and/or family  Having local food increases friendship or kinship</p>	Kim & Eves (2012)
Prestige	<p>I like to talk to everybody about my local food experience  I like to take pictures of local food to show friends  Experiencing local food enriches me intellectually  I want to give advice about local food experiences to people who want to travel  Eating well-known Portuguese food gives me higher social status  Eating Portuguese local food gives me a chance to show off my travel food experience to others  My prestige would be improved by eating Portuguese local food  Showing pictures of my Portuguese local food experiences enables me to impress others</p>	Kim & Eves (2012); Rousta & Jamshidi (2020)
Novelty	<p><i>The food experience I had in Portugal...</i>  It was once-in-a lifetime experience  It was a unique experience  It was different from previous food experiences  It was new experience</p>	Adongo, Anuga, & Dayour (2015)
Food Tourism Experience	<p><i>Sensory</i>  The Portuguese food I have eaten tastes good  The Portuguese food I have eaten smells nice  The Portuguese food I have eaten looks nice  <i>Intellectual</i>  Experiencing Portuguese food made me see things that I do not usually see  Experiencing Portuguese food gave me an opportunity to increase my knowledge about different cultures  Tasting Portuguese food in its original place is an authentic experience  Experiencing Portuguese food allowed me to discover something new  Tasting Portuguese food in its traditional setting is a special experience  Experiencing Portuguese food helped me see how Portuguese people live  Tasting Portuguese food served by local people in its original place offered a unique opportunity to understand Portuguese cultures  The taste of Portuguese food in Portugal is different to the taste of the same food in my own country  <i>Affective</i></p>	Mohamed M. E. (2020)

	My Portuguese food experience was exciting My Portuguese food experience was interesting My Portuguese food experience was relaxing My Portuguese food experience was pleasant <i>Behavioral</i> I was deeply engrossed in my Portuguese food experience Portuguese food has good value for money for me The Portuguese Food I ate was healthy I ate/enjoyed a large variety of Portuguese dishes I ate Portuguese food the way the Portuguese do	
Satisfaction	I am satisfied with the overall food experience I felt I had got what I wanted This travel experience exceeded my expectations	Zhang, Chen, & Hu (2019)
Intention to Revisit the culinary destination	I will praise Portuguese food I would like to revisit Portugal for food tourism in the future To explore diverse local food, I would like to revisit Portugal in the future I would like to come back to Portugal to enjoy Portuguese food	Zhang, Chen, & Hu (2019); Rousta & Jamshidi (2020)
Intention to Recommend the culinary destination	I would recommend others to taste Portuguese food I would share my Portuguese culinary experience on social media I would provide my Portuguese culinary experience on social media at the request I would post my comments on social media during and after my travel I would say positive things about Portuguese local food to others	Badu-Baiden, Kim, Xiao, & Kim (2022)

### 3.4 Data Analysis

Data was analysed using descriptive statistics and hypothesis tests, namely the independent t-test. To test the hypotheses model relationships, correlation analyses were conducted. Cronbach alpha was calculated after the pilot test to measure internal consistency. Results from alpha values allow to conclude there is internal consistency (see table 2). Therefore, we continued the progress by distributing the questionnaire to a larger audience. Multiple changes were made to the questionnaire after the pilot test for grammatical errors and the ordering of reply options.

Table 2 Cronbach Alpha result

Constructs	Alpha
Cultural Food	
Experience	0.861
Authenticity	0.852
Neophilia	0.837
Social Interaction	0.728
Prestige	0.918
Food Experience	0.804
Sensory FE	0.895
Intellectual FE	0.905
Affective FE	0.904
Behavioral FE	0.748
Satisfaction	0.818
Intention to revisit	0.953
Intention to recommend	0.893





## CHAPTER IV

### 4. Results

#### 4.1. Sample description

From a total of 534 respondents, we have 472 (88%) respondents who answered that they have been to Portugal, 48 (9%) respondents who answered that they have never been to Portugal, and 14 (3%) respondents who did not answer this first question which determined if they could answer further survey questions. The survey used the logic that if the respondent had never been to Portugal and had never tasted Portuguese food in Portugal, they would not be suitable to continue taking the survey. The research is about Portugal as a culinary destination and the sample target is those who have been to Portugal or who reside in Portugal and have travelled to other regions in Portugal. In total from the respondents who could proceed to answer the survey, there are 314 (67%) out of 472 suitable respondents who completed the survey and incomplete answers make up 158 (33%) respondents. Therefore, we proceed only with the 314 complete answers.

The respondents are mostly female with a percentage of 58.60%, and is followed by male 38.22%, non-binary (or other) 1.27%, and 1.91% of respondents preferred not to say their gender. People with the age between 26-35 dominated the sample, followed by people aged 56-65. Most of the respondents are from Europe (55%), followed by Asia (22%), North America (10%), South America (10%), Africa (2%) and Oceania (1%) (see Appendix A).

*Table 3 Gender of Participants*

Gender	Frequency	Percent
Male	120	38.22%
Female	184	58.60%
Non-binary (or other)	4	1.27%
Prefer not to say	6	1.91%
Total	314	100.00%

The education level that the respondents have obtained are mostly bachelor degrees (41.40%), followed by Master's degrees (37.50%), high school (11.70%) and Ph.D. (6.50%). Occupation wise, respondents with full-time jobs (34%) dominated the sample,

followed by students (24%), retired (21%), part-time job (12%), homemaker (2%) and unemployed (3%). Most of the respondents (43.27%) have an average monthly income of their home country, following by respondents with above the average (37.50%) and below average income (19.23%).

*Table 4 Education level of the respondents*

Level of education	Frequency	Percent
High School	36	11.70%
Bachelors Degree	128	41.40%
Masters Degree	119	37.50%
Ph.D or higher	20	6.50%
Prefer not to say	10	2.90%
Total	313	100%

*Table 5 Working status of the respondents*

Working status	Frequency	Percent
Working full-time	116	34%
Working part-time	40	12%
Unemployed or looking for work	10	3%
A homemaker or stay-at-home parent	8	2%
Student	81	24%
Retired	70	21%
Other	16	5%
Total	341	100%

*Table 6 Monthly income of the respondents*

Monthly income	Frequency	Percent
Below the average monthly income of my country	60	19.23%
The average monthly income of my country	135	43.27%
Above the average income of my country	117	37.50%
Total	312	100%

Most of the respondents travel to/in Portugal with their spouse/partner (35.6%), and least respondents travel to/in Portugal with their colleagues (2.6%). 29.8% of the respondents visited recommended restaurants in Portugal, followed by street food (26.3%), fast food restaurants (13.9%), hotel restaurants (12.8%), night markets (12.2%), local restaurants

(2.8%), home cooking (1.7%), and 0.5% of the respondents responded that they would eat anywhere whilst they are in Portugal.

*Table 7 Respondents traveling with*

Traveling with	Frequency	Percent
Alone	47	14.9
with spouse/partner	110	35.6
with friends	86	27.2
with family	59	19.1
with colleagues	8	2.6
Other	2	0.6
Total	312	100

*Table 8 Respondents' food site visited*

Food site visited	Frequency	Percent
Street food	218	26.3
Night Market	101	12.2
Fast food restaurant	115	13.9
Hotel restaurant	106	12.8
Recommended restaurant	247	29.8
Local Restaurant	23	2.8
Home cooking	14	1.7
Anywhere	4	0.5
Total	828	100

From the sample we have gathered, it shows that respondents prefer to organise their own trips (90%) instead of using a travel agency to organise their trip (9%), and some respondents have others to organise their trip but not a travel agency (1%).

*Table 9 Respondents' trip booking processed*

Trip booking processed	Frequency	Percent
With travel agency	25	9%
Self-organised	259	90%
Organised by others (not travel agency)	4	1%
Total	288	100%

In order to differentiate the tourists, I will differentiate the kind of tourists via two labels: domestic tourists and international tourists. According to the United Nation World Tourism

Organization (UNWTO), a domestic tourist or domestic visitor is one who “ as a visitor travels within his/her country of residence, he/she is a domestic visitor and his/her activities are part of domestic tourism” and regarding international tourists, UNWTO stated “An international traveller qualifies as an international visitor with respect to the country of reference if: (a) he/she is on a tourism trip and (b) he/she is a non-resident travelling in the country of reference or a resident travelling outside of it” (UNWTO, n.d.). Resident can be defined as a person who resides in a place or living in a place for some continuous period, living in a place while working, carrying official duties, etc (Collins Dictionary , n.d.).

Based on the definition of domestic and international tourists written above, this research defines domestic tourists as people with any nationality (Portuguese or non-Portuguese) who are residing in Portugal and travel to different regions of Portugal and who have experienced food tourism. Whereas international tourists are not Portuguese, but those who have been to Portugal and have experienced food tourism in Portugal.

#### 4.2. Construct measures

##### *Local Food Culture*

From the table 10, we can conclude that both respondents from the two categories highly appreciate the Portuguese local culture as the average values for all items are above four (on a 1 to 5 Likert scale). The largest value is the item “experiencing local food enables them to learn what local food tastes like” (M=4.69, SD= .681) for which domestic tourists and international tourists have the same opinion as the independent t-test found this pattern to be not significant ( $t= .857$ ,  $p= >0.05$ ). This suggests that being a domestic or international tourist does not affect their experience eating local food and enables them to learn the taste of local food.

The lowest value comes from the item on experiencing local food makes them see what they would not normally see (M=4.28, SD=.867) domestic tourists are more likely to experience it (M=4.38, SD= 0.863) compared to international tourists (M=4.20, SD=0.859). The t-test result pattern shows the result to be significant ( $t=1.861$ ,  $p= <0.05$ ), which proposes that domestic tourists agree more with the statement than international tourists.

The result shows that international and domestic tourist were enabled to learn what local food tasted like by experiencing local food.

Table 10 Local culture independent sample t-test

**Local Food Culture**

	Mean	Std. Deviation	Domestic Tourists		International Tourists		t-test
			Mean	Std. Deviation	Mean	Std. Deviation	
I closely experienced the local food culture	4.39	.923	<b>4.56</b>	0.893	4.25	0.914	<b>3.007*</b>
I had an authentic local food cultural experience	4.48	.862	<b>4.62</b>	0.804	4.38	0.860	<b>2.481*</b>
Experiencing local food gives me an opportunity to increase my knowledge about different cultures	4.59	.792	4.52	0.956	<b>4.65</b>	0.591	-1.352
Experiencing local food helps me see how other people live	4.44	.845	4.43	0.968	<b>4.45</b>	0.732	-.130
Experiencing local food makes me see the things that I wouldn't normally see	4.28	.867	<b>4.38</b>	0.863	4.20	0.859	<b>1.861*</b>
Experiencing local food enables me to learn what local food tastes like	4.69	.681	<b>4.73</b>	0.641	4.66	0.716	.857
Experiencing local food allows me discover something new	4.63	.691	4.62	0.794	<b>4.64</b>	0.583	-.185
Tasting local food in its place of origin makes for an authentic experience	4.61	.773	4.57	0.900	<b>4.65</b>	0.620	-.923
Tasting local food served by local people in its place of origin offers a unique opportunity to understand local cultures	4.51	.804	<b>4.57</b>	0.835	4.47	0.734	1.081
Tasting local food in its traditional setting is a special experience	4.54	.830	4.55	0.870	4.55	0.756	-.012

It is important to me to taste local food in its place of origin	4.35	.917	<b>4.38</b>	0.999	4.32	0.829	.610
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\*p<0.05

### *Authenticity*

Measuring the construct of authenticity, from the table 11 we can see that respondents feel the authenticity of their experience as both the highest and the lowest average value is above 3, the average point of the scale. The highest value is the item regarding tasting food in the local area makes them feel like they had an authentic experience (M=4.40, SD=0.849), the independent t-test shows this pattern is not significant (t= .956, p>0.05). With the not significant pattern, suggesting that being a domestic or international tourist does not affect their experience of the local Portuguese food culture.

The item which has the lowest value is about the appearance of the food they ate in Portugal was attractive (M=3.89, SD=1.140), however, it is still above the average on a 1 to 5 Likert scale. The pattern from the independent t-test shows that the value is significant (t= -4.960\*, p<0.05), showing that being a domestic or international tourist affects their opinion that the appearance of the food they ate in Portugal was attractive.

The highest mean result from the t-test allows us to conclude that authenticity of food is more recognizable by domestic tourists, whereas the restaurant environment is more appreciated by international tourists.

Table 11 Authenticity Independent sample t-test

### **Authenticity**

	Mean	Std. Deviation	Domestic Tourists		International Tourists		t-test
			Mean	Std. Deviation	Mean	Std. Deviation	
The ingredients of the food I ate in Portugal were locally sourced	3.92	.929	<b>3.93</b>	0.998	3.91	0.874	.182
The food I ate in Portugal were cooked using authentic cooking methods	4.07	.886	<b>4.16</b>	0.939	3.98	0.830	<b>1.781*</b>
The appearance of the food I ate in Portugal was attractive	3.89	1.140	3.57	1.253	<b>4.21</b>	0.953	<b>-4.960*</b>

The restaurant I visited had an environment with local characteristics	4.15	.873	4.06	1.002	<b>4.24</b>	0.738	<b>-1.831*</b>
The Production site/kitchen in the place where I had food in Portugal made me feel like I had an authentic experience	4.00	.934	3.96	1.013	<b>4.04</b>	0.864	-0.786
I experienced the locals eating habits	4.20	1.001	<b>4.46</b>	0.862	3.96	1.060	<b>4.486*</b>
Tasting food in the local area makes me feel like I had an authentic experience	4.40	.849	<b>4.45</b>	0.862	4.36	0.822	.956

\*p<0.05

### *Food Neophilia*

Looking at the table 12 we can conclude that both domestic and international tourists enjoy experiencing new cuisines as the majority of the mean values for both domestic and international tourists are above 4.0.

The largest value in the table relates to the item “I like cuisines from different countries” (M=4.59, SD=0.738), however the independent t-test value shows this result to be not significant (t=-0.23, p > 0.05) so we can conclude that when looking at how tourists enjoy food from different countries there is no significant difference between if they are a domestic or international tourist.

The lowest value in the table 12 relates to the item “I am not selective in what to eat” (M=3.25, SD=1.318), its t-test value (t=-1.933\*, p < 0.05) shows that the result is significant, therefore we can conclude that there is a significant difference in how selective domestic and international tourists are when eating. International tourists do care less regarding what to eat. Overall, the domestic tourists (M=4.07) agreed more with the items than the international tourists (M=4.02).

From the result, domestic tourists are more eager to try different cuisine whereas international tourists preferred food from different countries.

Table 12 Food neophilia independent sample t-test

**Food Neophilia**

	Mean	Std. Deviation	Domestic Tourists		International Tourists		t-test
			Mean	Std. Deviation	Mean	Std. Deviation	
I am constantly trying new cuisines	4.29	.906	<b>4.42</b>	0.907	4.20	0.893	<b>2.123*</b>
I prefer places where cuisines from different cultures are served	3.93	1.044	3.94	1.073	3.94	1.007	.030
I am eager to try different cuisines	4.42	.862	<b>4.49</b>	0.918	4.38	0.772	1.132
I will try any cuisine when I do not know the ingredients used	3.32	1.311	<b>3.42</b>	1.360	3.26	1.267	1.097
I like cuisines from different countries	4.59	.738	4.59	0.816	4.59	0.613	-.023
I will try a new cuisine when I go out	4.33	.871	<b>4.38</b>	0.871	4.30	0.839	.834
I am not afraid to eat foods I have never had before	4.16	1.029	<b>4.23</b>	1.039	4.10	0.995	1.121
I am not selective in what to eat	3.25	1.318	3.10	1.398	<b>3.39</b>	1.229	<b>-1.933*</b>

\*p<0.05

*Social Interaction*

From the table 13, it shows that respondents enjoy social interaction while experiencing local Portuguese food. All the items show a value above the average point of the Likert 1 to 5 scale. Results show that when tasting local Portuguese food enables them to have an enjoyable time with friends and/or family (M= 4.27, SD= 0.915).

The largest value in the table 13 represents the item “Tasting local Portuguese food enables me to have an enjoyable time with friends and/or family” (M=4.27, SD=0.915), the independent t-test value (t=-1.169, p > 0.05) shows that the result is not significant, showing



no statistical difference in how domestic and international tourists have an enjoyable time with friends and/or family whilst eating local Portuguese food.

The smallest mean value in the table 13 is for the variable “Tasting local Portuguese food enables me to meet new people with similar interests” (M=3.40, SD=1.057), the t-test value (t=-0.158, p > 0.05) shows the result is not statistically significant and that there is no perceived difference in how domestic and international tourists are enabled to meet new people with similar interests by eating local Portuguese food. From the result, both domestic and international tourists enabled to have an enjoyable time with friends and/or family while tasting local Portuguese food.

Table 13 Social interaction independent sample t-test

**Social Interaction**

	Mean	Std. Deviation	Domestic Tourists		International Tourists		t-test
			Mean	Std. Deviation	Mean	Std. Deviation	
Tasting local Portuguese food enables me to meet new people with similar interests	3.40	1.057	3.39	1.075	<b>3.41</b>	1.052	-.158
Tasting local Portuguese food enables me to have an enjoyable time with friends and/or family	4.27	.915	4.20	1.038	<b>4.33</b>	0.800	-1.169
Having local Portuguese food increases friendship or kinship	3.71	1.022	3.69	1.134	<b>3.71</b>	0.923	-.185

\*p<0.05

*Prestige*

From the table of prestige 14, it shows that respondents are feeling moderately agree with the prestige constructs. The highest value is above the average point of the scale, but the lowest value is slightly below this value. The largest value in the table is for the item “I want to give advice about local Portuguese food experiences to people who want to travel to Portugal” (M=3.93, SD=1.088), its t-test value (t=0.847, p > 0.05) shows that the value is

statistically not significant which proves that there is no difference between how domestic and international tourists give advice about local Portuguese food experiences to prospective tourists.

The lowest value in the table 14 relates to the item “Eating well-known Portuguese food gives me a higher social status” (M=2.45, SD=1.196), which t-test value ( $t=-2.190^*$ ,  $p < 0.05$ ) is evidence that the result is statistically significant, proving that there is a difference in how domestic and international tourists perceive their status after eating Portuguese food. However, the value of the mean (M=2.45) shows that overall respondents disagreed with the item overall, they did not perceive eating well-known Portuguese food as increasing their social status.

Table 14 Prestige Independent sample t-test

	<b>Prestige</b>						
	Mean	Std. Deviation	Domestic Tourists		International Tourists		t-test
			Mean	Std. Deviation	Mean	Std. Deviation	
I like to talk to everybody about my Portuguese food experience	3.79	1.021	<b>3.85</b>	1.009	3.73	1.035	.979
I like to take pictures of local Portuguese food to show friends	3.63	1.250	3.48	1.310	<b>3.76</b>	1.190	<b>-2.019*</b>
Experiencing local Portuguese food enriches me intellectually	3.48	1.189	3.37	1.265	<b>3.57</b>	1.125	<b>-1.437*</b>
I want to give advice about local Portuguese food experiences to people who want to travel to Portugal	3.93	1.088	<b>3.99</b>	1.144	3.88	1.043	.847
Eating well-known Portuguese food gives me a higher social status	2.45	1.196	2.29	1.142	<b>2.58</b>	1.230	<b>-2.190*</b>
Eating local Portuguese food gives me a chance to show off my travel food experience to others	3.07	1.302	2.69	1.323	<b>3.38</b>	1.207	<b>-4.756*</b>

My prestige would be improved by eating local Portuguese food	2.53	1.251	2.34	1.240	<b>2.69</b>	1.252	<b>-2.452*</b>
Showing pictures of my local Portuguese food experiences enables me to impress others	2.76	1.297	2.49	1.283	<b>2.98</b>	1.274	<b>-3.388*</b>

\*p<0.05

### *Novelty*

Looking at the table 15, we can conclude that the respondents feel the novelty of their food experience by looking at the highest and lowest value are above the average point of 1 to 5 Likert scale. The largest value is represented by the item “Experienced something new” (M=4.05, SD=0.976), which independent t-test value (t= -2.627\*, p= <0.05) demonstrates that the result is significant. This suggests that being a domestic and international tourist affect them in this case. International tourists consider the food tourism experience more gratifying than domestic tourists.

The item “Tasting local Portuguese food enables me to meet new people with similar interests” (M=3.11, SD=1.302) has the smallest value, which t-test value (t= -3.868\*, p < 0.05) shows the result is statistically significant and that there is perceived difference in how domestic and international tourists are feeling that their experience was a once-in-a lifetime.

Based on the result, both international and domestic tourists experienced something new while eating Portuguese local food.

Table 15 Novelty Independent sample t-test

### **Novelty**

	Mean	Std. Deviation	Domestic Tourists		International Tourists		t-test
			Mean	Std. Deviation	Mean	Std. Deviation	
It was a once-in-a lifetime experience	3.11	1.302	2.80	1.406	<b>3.38</b>	1.157	<b>-3.868*</b>

It was a unique experience	3.68	1.170	3.38	1.357	<b>3.94</b>	0.907	<b>-4.221*</b>
Different from previous experiences	3.72	1.045	3.59	1.115	<b>3.82</b>	0.977	<b>-1.844*</b>
Experienced something new	4.05	.976	3.90	1.096	<b>4.20</b>	0.835	<b>-2.627*</b>

\*p<0.05

### *Food Tourism Experience*

We can conclude from the below table 16, that the respondents have experienced sensory, intellectual, affective, and behavioural aspects from the food tourism experience. This conclusion is made by looking at the highest and lowest value of the items which are above the average point of the Likert scale.

There are three items in the construct that share the highest value; they are:

- “Sensory – the Portuguese food I have eaten tastes good” (M=4.27, SD=1.014)
- “Intellectual - Tasting Portuguese food in its original place is an authentic experience” (M=4.27, SD=0.853)
- “Affective - My Portuguese food experience was pleasant” (M=4.27, SD=0.978)

Observing the t-test values of the above items (t=-3.341\*, -2.969\*, -2.187\* respectively) and their *p* values (*p* < 0.05) we can conclude that the items are all statistically significant meaning that:

- There is a difference in how domestic and international tourists enjoy the taste of Portuguese food
- Domestic and international tourists differed in their opinion of whether eating Portuguese food in its original place is an authentic experience
- There is a difference between domestic and international tourists and how they thought about their Portuguese food experience

The lowest item in the construct below is “Behavioral - I was deeply engrossed in my Portuguese food experience” (M=3.43, SD=1.192), its t-test value (t=-2.378, *p* < 0.05) is evidence the result was statistically significant. This result shows that there is a distinction between how deeply engrossed domestic and international tourists were in the Portuguese food experience.

Table 16 Local food tourism experience Independent sample t-test

**Local Food Tourism Experience**

	Mean	Std. Deviation	Domestic Tourists		International Tourists		t-test
			Mean	Std. Deviation	Mean	Std. Deviation	
Sensory - The Portuguese food I have eaten tastes good	4.27	1.014	4.06	1.185	<b>4.45</b>	0.802	<b>-3.341*</b>
Sensory - The Portuguese food I have eaten smells nice	4.20	1.052	3.99	1.253	<b>4.37</b>	0.816	<b>-3.076*</b>
Sensory - The Portuguese food I have eaten looks nice	3.96	1.134	3.65	1.301	<b>4.24</b>	0.884	<b>-4.576*</b>
Intellectual - Experiencing Portuguese food made me see things that I do not usually see	3.55	1.104	3.44	1.173	<b>3.64</b>	1.046	-1.560
Intellectual - Experiencing Portuguese food gave me an opportunity to increase my knowledge about different cultures	4.06	.987	3.97	1.132	<b>4.13</b>	0.845	-1.415
Intellectual - Tasting Portuguese food in its original place is an authentic experience	4.27	.853	4.11	1.001	<b>4.40</b>	0.677	<b>-2.969*</b>
Intellectual - Experiencing Portuguese food allowed me to discover something new	4.11	.938	3.97	1.122	<b>4.21</b>	0.735	<b>-2.273*</b>
Intellectual - Tasting Portuguese food in its traditional setting is a special experience	4.13	.955	3.94	1.112	<b>4.27</b>	0.772	<b>-2.987*</b>
Intellectual - Experiencing Portuguese food helped me see how Portuguese people live	4.03	.915	<b>4.10</b>	0.906	3.96	0.921	1.284

Intellectual - Tasting Portuguese food served by local people in its original place offered a unique opportunity to understand Portuguese cultures	4.12	.898	4.07	0.990	<b>4.17</b>	0.816	-.944
Intellectual - The taste of Portuguese food in Portugal is different to the taste of the same food in my own country	3.96	1.067	3.82	1.231	<b>4.07</b>	0.893	<b>-2.044*</b>
Affective - My Portuguese food experience was exciting	3.98	1.120	3.78	1.297	<b>4.16</b>	0.918	<b>-2.969*</b>
Affective - My Portuguese food experience was interesting	4.23	.974	4.08	1.110	<b>4.35</b>	0.826	<b>-2.375*</b>
Affective - My Portuguese food experience was relaxing	3.86	1.069	3.76	1.222	<b>3.95</b>	0.924	-1.479
Affective - My Portuguese food experience was pleasant	4.27	.978	4.13	1.127	<b>4.38</b>	0.818	<b>-2.187*</b>
Behavioral - I was deeply engrossed in my Portuguese food experience	3.43	1.192	3.26	1.260	<b>3.58</b>	1.103	<b>-2.378*</b>
Behavioral - Portuguese food has good value for money for me	4.20	.895	4.20	1.016	<b>4.21</b>	0.783	-.177
Behavioral - The Portuguese Food I ate was healthy	3.52	1.200	3.50	1.288	<b>3.52</b>	1.116	-.200
Behavioral - I ate/enjoyed a large variety of Portuguese dishes	4.07	1.151	<b>4.20</b>	1.253	3.96	1.052	<b>1.844*</b>
Behavioral - I ate Portuguese food the way the Portuguese do	4.06	.994	<b>4.24</b>	0.951	3.90	0.995	<b>3.119*</b>

\*p<0.05

### Satisfaction

Looking at the table 17 below, we can conclude that the respondents are satisfied with their food experience in Portugal. The majority of the values shows above 4.0 with only one value slightly below 4.0. The largest value is the item which respondents feeling satisfied with the overall food experience (M=4.19, SD=1.104) with significant t-test result ( $t = -2.633^*$ ,  $p < 0.05$ ) suggests that being a domestic tourist and international tourist affects their satisfaction of the food experience.

The expectation of the respondents regarding their travel experience answered positively (M=3.88, SD=1.107) even though this item has the lowest mean value in this construct. The t-test result pattern shows to be significant ( $t = -2.716$ ,  $p < 0.05$ ), which proposes that being domestic or international tourist does affect their travel experience in this case.

Table 17 Satisfaction Independent sample t-test

<b>Satisfaction</b>							
	Mean	Std. Deviation	Domestic Tourists		International Tourists		t-test
			Mean	Std. Deviation	Mean	Std. Deviation	
I am satisfied with the overall food experience	4.19	1.104	4.01	1.303	<b>4.35</b>	0.882	<b>-2.633*</b>
I felt I had got what I wanted	4.13	1.039	3.97	1.213	<b>4.27</b>	0.844	<b>-2.513*</b>
This travel experience exceeded my expectations	3.88	1.107	3.69	1.217	<b>4.04</b>	0.972	<b>-2.716*</b>

\* $p < 0.05$

### Intention to Revisit

The table 18 shows that respondents are more likely to revisit, even though the value are less than 4.0. International tourists seem to want to revisit more as the majority of mean values

are above 4.0. However, the mean values for domestic tourists are all below 4.0. In this construct, there are two items that have the same value and at the same time are the highest value. These items are “I will praise Portuguese food” (M=3.94, SD= 1.185), which has a significant result of independent t-test ( $t= -2.236, p= <0.05$ ), and “I would like to come back to Portugal to enjoy Portuguese food” (M=3.94, SD= 1.310), which has a significant result of independent t-test ( $t= -3.072^*, p=<0.05$ ). The independent t-test results suggest that being a domestic or international tourist affects their opinions of intention to revisit Portugal.

The item “I would like to revisit Portugal for the purpose of food tourism in the future” (M=3.76, SD=1.308) has the lowest value, yet still has above the average of the 1 to 5 Likert scale. The result of the independent t-test of this item ( $t= -2.027^*, p=<0.05$ ) shows that the value is statistically significant which proves that there is difference between how domestic and international tourists having their opinion to revisit.

Table 18 Intention to revisit independent sample t-test

**Intention to Revisit**

			Domestic Tourists		International Tourists		<i>t</i> -test
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	
I will praise Portuguese food	3.94	1.185	3.76	1.399	<b>4.08</b>	0.950	<b>-2.326*</b>
I would like to revisit Portugal for the purpose of food tourism in the future	3.76	1.308	3.59	1.426	<b>3.89</b>	1.194	<b>-2.027*</b>
To explore diverse local food, I would like to revisit Portugal in the future	3.90	1.260	3.74	1.418	<b>4.02</b>	1.102	<b>-1.896*</b>
I would like to come back to Portugal to enjoy Portuguese food	3.94	1.310	3.69	1.498	<b>4.15</b>	1.083	<b>-3.072*</b>

\* $p<0.05$

*Intention to recommend*

From the table 19 we can conclude that respondents are more likely to recommend Portuguese food as the mean values are above the average. The largest value is from the item



“I would recommend others to taste Portuguese food” (M=4.21, SD=1.088) for which both domestic and international tourists have their mean value above 4.0. The independent t-test shows that the pattern is significant ( $t = -1.723^*$ ,  $p < 0.50$ ). This suggests that being a domestic or international tourist affect their opinion of intention to recommend others to taste Portuguese food.

The lowest value is from the item “I would post comments on my social media during and after my travel” (M=3.36, SD=1.299) the independent t-test display insignificant value ( $t = -1.447$ ,  $p = > 0.05$ ), which proposes that being domestic or international tourist does not affect their opinion on the intention to recommend by posting comments on their social media during and after their travel.

Table 19 Intention to recommend independent sample t-test

**Intention to Recommend**

	Mean	Std. Deviation	Domestic Tourists		International Tourists		t-test
			Mean	Std. Deviation	Mean	Std. Deviation	
I would recommend others to taste Portuguese food	4.21	1.088	4.09	1.261	<b>4.31</b>	0.915	<b>-1.723*</b>
I would share my Portuguese culinary experience on social media	3.43	1.307	3.31	1.365	<b>3.53</b>	1.257	-1.493
I would provide my Portuguese culinary experience on social media at the request	3.52	1.241	3.43	1.330	<b>3.59</b>	1.165	-1.089
I would post my comments on social media during and after my travel	3.36	1.299	3.24	1.349	<b>3.46</b>	1.252	-1.447

I would say positive things about Portuguese local food to others	4.19	1.070	4.06	1.232	<b>4.30</b>	0.906	<b>-1.941*</b>
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\*p<0.05

#### 4.3. Testing The Model Hypotheses

To determine the strength of the correlation of two construct is using the scale from -1 to 1. If the Pearson correlation value is 0 this means that there is no correlation between the two constructs, when the value is higher therefore it means there is stronger correlation. Since there is no negative correlation among the items, therefore, the colour scale is related only to the positive correlations (>0). The values are divided according to the below table:

*Table 20 correlation colour scale*

0	No correlation at all	Grey	
<0.099	Very weak positive correlation (to be ignored)	Red	
0.100 – 0.300	Weak positive correlation	Orange	
0.301 - 0.500	Moderate positive correlation	Yellow	
0.501 - 0.750	Strong positive correlation	Green	
0.751 – 0.999	Very strong positive correlation	Dark Blue	
1	Perfect	Light Blue	

#### *Local Culture with Food Tourism Experience (220 correlation values)*

Linking the local culture with the food tourism experience, we find a moderate positive correlation with the strongest value (0.572) occurs between the variable of tasting local food served by local people in its place of origin offers a unique opportunity to understand local cultures and the same statement but in a different context (intellectual approach of food tourism experience). The weakest one (0.093) comes from the correlation of the item experiencing local food enables them to learn about the taste of the local food and behavioural approach from food tourism experience that the respondents were deeply engrossed in their Portuguese food experience. The majority of the correlations are moderate, followed by weak and strong positive correlation. Therefore, verifying H1, we can conclude that there is correlation between these two constructs. (See Appendix B)

*Table 21 local culture with food tourism experience correlation colour scale*

0	No correlation at all	-	-
<0.099	Very weak positive correlation (to be ignored)	1	0.45%
0.100 – 0.300	Weak positive correlation	95	43.18%
0.301 - 0.500	Moderate positive correlation	118	53.64%
0.501 - 0.750	Strong positive correlation	6	2.73%
0.751 – 0.999	Very strong positive correlation	-	-
1	Perfect	-	-
Hypothesis verified			

*Authenticity with Food Tourism Experience (160 correlation values)*

Looking at the result of the correlation of authenticity with food tourism experience, it shows that the majority of the items from both constructs have moderate positive correlation. This means that there are correlations between these two constructs verifying H2. The strongest value (0.761) is related to the item about the appearance of the food, in the aspect of authenticity and food tourism experience. The weakest (0.086) comes from the item about the ingredients of the food and intellectual dimension that experiencing local food gave the respondents opportunity to increase my knowledge about different culture. (See Appendix C)

Table 22 authenticity with food tourism experience correlation colour scale

0	No correlation at all	-	-
<0.099	Very weak positive correlation (to be ignored)	2	1.25%
0.100 – 0.300	Weak positive correlation	59	36.87%
0.301 - 0.500	Moderate positive correlation	90	56.25%
0.501 - 0.750	Strong positive correlation	8	5%
0.751 – 0.999	Very strong positive correlation	1	0.63%
1	Perfect	-	-
Hypothesis verified			

*Food Neophilia with Novelty (32 correlation values)*

The majority of the correlation values suggest weak positive correlation, and there are no stronger values. Therefore, it can be concluded that H3a is not verified as all correlation values are lower than 0.275.

The strongest correlation (0.257) is from the item about the respondents are willing to try new cuisines when they go out and with the item “I experienced something new”. The weakest (0.024) correlation is coming from the item about the respondents’ enjoying cuisines from different countries and it was a once-in-a lifetime experience. (See Appendix D)

Table 23 food neophilia with novelty correlation colour scale

0	No correlation at all	-	-
<0.099	Very weak positive correlation (to be ignored)	12	37.5%
0.100 – 0.300	Weak positive correlation	20	62.5%
0.301 - 0.500	Moderate positive correlation	-	-
0.501 - 0.750	Strong positive correlation	-	-

0.751 – 0.999	Very strong positive correlation	-	-
1	Perfect	-	-
Hypothesis not verified (positive value too low)			

*Social Interaction with Food Tourism Experience (60 correlation values)*

The findings from correlating these two constructs show that they both are correlated with the strong positive correlation, verifying H3c. We only found 22% values of moderate positive correlation, followed by 6.66% of weak positive correlation. The strongest value (0.590) is from the item about “having Portuguese food increases their friendship” and the item intellectual dimension of food tourism experience “tasting Portuguese food served by local people offered a unique opportunity to understand Portuguese local culture”. The correlation between “tasting local Portuguese food enables them to meet people with similar interest” and “the Portuguese food they have in their own country taste different than the Portuguese food in Portugal” showing the weakest value (0.236). This means there is still correlation but it appears to be weak. (See Appendix E)

Table 24 social interaction with food tourism experience correlation colour scale

0	No correlation at all	-	-
<0.099	Very weak positive correlation (to be ignored)	-	-
0.100 – 0.300	Weak positive correlation	4	7%
0.301 - 0.500	Moderate positive correlation	13	22%
0.501 - 0.750	Strong positive correlation	43	71%
0.751 – 0.999	Very strong positive correlation	-	-
1	Perfect	-	-
Hypothesis verified			

*Prestige with Food Tourism Experience (160 correlation values)*

Results show weak positive correlation, however, H3b is confirmed because there are a greater number of stronger positive correlations. The weakest value (0.070) is from the item “showing pictures of their food experience in Portugal enables them to impress others” and the item “I ate Portuguese food the way Portuguese do”. The strongest value (0.629) is from the item “experiencing Portuguese food enriches them intellectually” and the item

“tasting Portuguese food in its traditional setting is a special experience”. (See Appendix F)

Table 25 prestige with food tourism experience correlation colour scale

0	No correlation at all	-	-
<0.099	Very weak positive correlation (to be ignored)	2	1%
0.100 – 0.300	Weak positive correlation	83	52%
0.301 - 0.500	Moderate positive correlation	68	43%
0.501 - 0.750	Strong positive correlation	7	4%
0.751 – 0.999	Very strong positive correlation	-	-
1	Perfect	-	-
Hypothesis verified			

*Food Tourism Experience with Satisfaction (60 correlation values)*

The largest proportion of values (50%) have moderate positive correlation. This is followed by strong positive correlation (38%) and very strong positive correlation (7%) with only 5% of values showing weak positive correlation. The correlation values allow to conclude that H4a is confirmed. The delicacy of Portuguese food and satisfaction with overall experience are having the strongest value (.776). The weakest value (.259) is from the item “The taste of Portuguese food in Portugal is different to the taste of the same food in my own country” and “I felt I had got what I wanted”. (See Appendix G)

Table 26 food tourism experience with satisfaction correlation colour scale

0	No correlation at all	-	-
<0.099	Very weak positive correlation (to be ignored)	-	-
0.100 – 0.300	Weak positive correlation	3	5%
0.301 - 0.500	Moderate positive correlation	30	50%
0.501 - 0.750	Strong positive correlation	23	38%
0.751 – 0.999	Very strong positive correlation	4	7%
1	Perfect	-	-
Hypothesis verified			

*Novelty with Satisfaction (12 correlation values)*

Looking at the below table, the majority of the values show that there is moderate positive correlation among items and there is one relationship that present the highest correlation value. Therefore, it could be concluded that there is a moderate correlation between the two

constructs, confirming H4b. From the strongest value (0.527) we can tell that there is a strong positive correlation between the expectation of the travel experience and the uniqueness of the experience. The correlation of “I felt I had got what I wanted” and “it was a once-in-a-lifetime have the lowest value of 0.342. (See Appendix H)

Table 27 novelty with satisfaction correlation colour scale

0	No correlation at all	-	-
<0.099	Very weak positive correlation (to be ignored)	-	-
0.100 – 0.300	Weak positive correlation	-	-
0.301 - 0.500	Moderate positive correlation	11	92%
0.501 - 0.750	Strong positive correlation	1	8%
0.751 – 0.999	Very strong positive correlation	-	-
1	Perfect	-	-
Hypothesis verified			

*Satisfaction with Intention to Revisit (12 correlation values)*

Satisfaction has a strong positive correlation with the intention to revisit as the results shown in the table 28 (83.33%). Therefore, H5a is confirmed. Satisfaction with the overall food experience has the strongest correlation value with the item about respondents’ willingness to praise Portuguese food. The two items “I felt I had got what I wanted” and “respondents’ willingness to revisit Portugal to explore diverse local food” show the weakest correlation value (0.635). (See Appendix I)

Table 28 satisfaction with intention to revisit correlation colour scale

0	No correlation at all	-	-
<0.099	Very weak positive correlation (to be ignored)	-	-
0.100 – 0.300	Weak positive correlation	-	-
0.301 - 0.500	Moderate positive correlation	-	-
0.501 - 0.750	Strong positive correlation	10	83%
0.751 – 0.999	Very strong positive correlation	2	17%
1	Perfect	-	-
Hypothesis verified			

*Satisfaction with Intention to Recommend (15 correlation values)*

The majority of the values (53.33%) show moderate positive correlation and there are no values weaker than that. Hence, we can conclude that there is a moderate positive correlation

between satisfaction and intention to recommend, validating H5b. Correlation between respondents' willingness to recommend others to taste Portuguese food with the satisfaction with the overall food experience has the strongest value (0.793). The weakest value (0.356) is the correlation between the item about the feeling of respondents that they had got what they wanted from the experience and respondents' willingness to post comments on social media during and after their travel. (See Appendix J)

Table 29 satisfaction with intention to recommend correlation colour scale

0	No correlation at all	-	-
<0.099	Very weak positive correlation (to be ignored)	-	-
0.100 – 0.300	Weak positive correlation	-	-
0.301 - 0.500	Moderate positive correlation	8	54%
0.501 - 0.750	Strong positive correlation	5	33%
0.751 – 0.999	Very strong positive correlation	2	13%
1	Perfect	-	-
Hypothesis verified			

#### 4.4 Summary of Model Hypotheses

Table 30 summarises results in term of hypotheses confirmation. Only H3a is not verified.

Table 30 summary of model hypotheses

HYPOTHESIS		VERIFIED
H1	The local culture is positively related to the local food tourism experience	Yes
H2	The food authenticity is positively related to the local food tourism experience	Yes
H3	The tourist motivation is positively related to the food tourism experience	Partially Verified
H3a	Food neophilia is positively related to novelty	No



H3b	Prestige is positively related to the local food tourism experience	Yes
H3c	Social interaction is positively related to the local food tourism experience	Yes
H4	A positive food experience is positively related to the tourist satisfaction	Yes
H4a	A positive food tourism experience is positively related to the tourist satisfaction	Yes
H4b	A positive novelty is positively related to the tourist satisfaction	Yes
H5	The tourist satisfaction is positively related to the tourist loyalty	Yes
H5a	The tourist satisfaction is positively related to the intention to recommend the destination	Yes
H5b	The tourist satisfaction is positively related to the intention to revisit the destination	Yes



## CHAPTER V

### 5. Discussion and Conclusions

#### 5.1.Result Discussion

The questionnaire that was distributed for this study was answered by audience who have been to Portugal or/and in Portugal, therefore, we could classify them as international tourists and domestic tourists. The independent sample T-test helps this research to find if being an international or domestic tourist make difference in their opinion or affect their experience in each construct. The results are varied, with the majority of the responds show that being an international or domestic tourist affect their experience. The majority of mean value of each construct also show above the average (on Likert 1 to 5 scale).

This study proposed nine hypotheses that were tested with correlation between the constructs. The constructs are local food culture, authenticity, motivation: food neophilia, social interaction, prestige, food tourism experience: the multidimensional of food tourism experience, novelty, satisfaction, and loyalty: intention to revisit, and intention to recommend. The goal is to determine the factors that influence people to revisit and recommend Portugal as a culinary tourism destination.

The result from the questionnaire that was distributed online, conducted on a sample of 314 International and domestic respondents who have been to Portugal and/or are in Portugal, travel around to other regions in the country and had food experience, provided support for the majority of the hypotheses, except one with a very weak positive correlation. The first hypothesis (H1) was supported, this result was consistent as the previous study conducted by Badu-Baiden et al. (2022) shows that local food culture has a strong influence on tourist memorable local food experience; their affective states, and behavioural intentions. The second hypothesis (H2) was supported also and has consistency as evidenced by the previous research by Zhang et al. (2019), authenticity is important due to the modern consumers desire authentic experiences and their research showed that authenticity positively influences food and service quality, and physical environment, which are part of tourism experience.

Hypothesis number three is divided into three (H3a, H3b, and H3c) as part of motivation. Research by Kim et al (2009) and Mak et al (2013) show that neophilia is related to novelty as tourists who participate in food tourism may indicate food neophilia and consuming novel

food satisfies them. Nevertheless, this study shows the opposite result (H3a) that food neophilia has only a very weak correlation which considers this hypothesis as not verified. The previous study by Kim & Eves (2012) found that interpersonal relations which is the combination of togetherness (social interaction) and prestige in their study influences the behaviour and emotion (part of the dimension of local food tourism experience). This study shows positive correlations for social interaction with local food tourism experience (H3b), and prestige with local food tourism experience (H3c).

Hypothesis number four is divided into two hypothesis (H4a, H4b) which related to satisfaction. The result shows that local food tourism experience is positively related to satisfaction (H4a), this result is consistent with the research conducted by Mohamed et al. (2020) that found that three of their multidimensional approach for food experience (sensory, intellectual, affective, behavioural experience) positively influences food experience satisfaction. Except for the dimension of intellectual experience which its hypothesis towards satisfaction was not supported in their research. The result of correlation between novelty and satisfaction in this research is supporting the hypothesis (H4b) which mean it is verified. There is a similar result by Adongo et al. (2015) that novelty has positive influence to the willingness to recommend but they did not test the relationship between novelty and satisfaction. This relationship has not been studied in the context of food tourism before, this study tests whether satisfaction mediates the relationship between novelty and intention to recommend. The result shows that satisfaction does mediates the relationship between novelty and intention to recommend.

The last group of hypotheses (H5a and H5b), were supported which means the hypotheses are verified. The result shows that satisfaction is positively related to intention to revisit (H5a) and the last hypothesis (H5b) is verified, which means that satisfaction positively related to intention to recommend. These results are supported by result of previous study on the relationship between satisfaction and loyalty conducted by Giris and Chen (2017) which shows satisfaction of tourists significantly affects their willingness to revisit and recommend, and research by Tandford and Jung (2017) that found significant positive impact between satisfaction and loyalty.

## 5.2.Conclusion

The objective of this study is to understand the factors that influence people who have been to Portugal or reside in Portugal to revisit and recommend Portugal to other people as a culinary tourism destination. The country was chosen as there are many Michelin-starred restaurants in Portugal and many award-winning wine are produced. The cuisine which has a flair of Mediterranean with the combination of fresh seafood and Portuguese basic ingredients like paprika and olive oil. The Portuguese desserts and pastries are also an addition to seafood and wine. With all of these gastronomical aspects that Portugal has, proving that it is worth determining the factors that influence people to revisit and recommend Portugal as a culinary tourism destination.

The survey that was conducted for this survey reached 534 respondents in total, and only 314 that was processed to be analysed further as they were completely answered (the main questions). The data shows that respondents typically agree with all of the items in the questionnaire as the mean values are above the average except the one item in prestige construct which states “Eating well known-food give me a higher social status” (2.45).

The results show that domestic and international tourists mostly experience food tourism differently. For the cultural aspect, the domestic tourists agree more that experiencing local food makes them see what they would not normally see. For authenticity, being a domestic or international tourists affects their opinion that the appearance of the food they ate in Portugal was attractive. When considering food neophilia, international tourists were shown to care less when regarding what to eat. There were no differences between international and domestic tourists when looking at social interaction. International tourists regarded themselves as having higher prestige after eating local Portuguese food. Regarding novelty, International tourists consider the food tourism experience more gratifying than domestic tourists and that their experience eating local Portuguese food was a once-in-a lifetime experience. When investigating the local food tourism experience it was found that there is a difference in how domestic and international tourists enjoy the taste of Portuguese food, domestic and international tourists differed in their opinion of whether eating Portuguese food in its original place is an authentic experience and there is a difference between domestic and international tourists and how they thought about their Portuguese food

experience. The results also showed that there is a distinction between how deeply engrossed domestic and international tourists were in the Portuguese food experience. Looking at the satisfaction construct, suggests that being a domestic tourist and international tourist affects their satisfaction of the food experience and their expectation regarding their travel experience. For intention to revisit Portugal, being a domestic and international tourist affects their opinions of intention to revisit Portugal. Regarding intention to recommend Portugal, being a domestic or international tourist affect their opinion of intention to recommend others to taste Portuguese food.

From all the results gathered, we can conclude that the culture and authenticity that tourists experienced in Portugal, and the motivation (prestige, social interaction) to be a culinary tourist are positively related to their food tourism experience which includes the four dimensions i.e. sensory, intellectual, affective, behavioural). The relationship between food neophilia and novelty is very weak which does not verify the hypothesis. This study shows that satisfaction is positively related with novelty and food tourism experience. In the end, satisfaction significantly impact the tourist loyalty on intention to revisit and recommend Portugal as a culinary destination. Therefore, culture, authenticity, motivation, food tourism experience, and satisfaction are the factors that influence people to revisit and recommend Portugal as a culinary destination. The majority of the hypotheses in this study were verified except the hypothesis regarding the relationship between food neophilia and novelty (H3a). The verified hypotheses are supported by previous studies.

The contribution of this study to tourism literature is three-fold. Firstly, this study relates the novelty and satisfaction constructs in the culinary tourism context. Results show that there is a positive relationship between the two constructs (H4b). In addition, it tests the novelty-satisfaction-intention to recommend set of relationship. Secondly, it focuses on Portugal as a destination for culinary tourists that has not been previously studied. Finally, it compares the opinions of domestic and international tourists, despite the hypothesized relationship have not been compared.

The theoretical implications of this study are to understand which factors that lead culinary tourists to return and recommend Portugal to others. This study also shows that satisfaction is related with novelty and with tourists' intention to recommend; the former relationship

has not been studied in the context of food tourism before. For the practical implication, tourist authorities, marketers, restaurants, and other related businesses can use the results provided in this research to improve their current business activities in the tourism sector. Some ideas that increase visitation include promoting Portuguese local food both online and offline, such as getting influencers to promote Portuguese cuisine, events, and authentic aspects of culture within Portugal. By increasing tourism satisfaction, tourists are more likely to revisit and recommend Portugal which would lead to increased sales and thus increase revenue for businesses.

### 5.3.Limitations and directions for future research

Like any other investigation, this study also has limitations. The first was related to the abandonment of the questionnaire because it was too long. This was due to the fact that the model has many constructs to understand the determinants of revisiting and recommending a culinary destination. Another limitation is also the fact that this research had a non-random sampling therefore we could not conclude if the population is well represented in this research.

In future research, researchers can repeat the study with a focus on international tourists. The research could narrow down the audience with a limit of the year they travelled to Portugal (for example 5-10 years before the research is conducted). Future researchers could also analyze the model relationships using structural equation modeling in order to test simultaneously all the causal relationships among variables and compare them by type of tourist (domestic or international). In this way, it may also be tested whether tourist satisfaction mediates the relationship between novelty and intention to recommend.





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## APPENDICES

### Appendix A – Country origin of the respondents

Continent	Country	Frequency	Total	Percentage
Africa	Angola	1	6	2%
	Morocco	1		
	South Africa	4		
Asia	Afghanistan	1	67	21%
	Azerbaijan	1		
	Bangladesh	2		
	China	5		
	Hong Kong (S.A.R.)	1		
	India	10		
	Indonesia	36		
	Iran	1		
	Malaysia	1		
	Pakistan	2		
	Palestine	1		
	Thailand	1		
	Timor-Leste	2		
	Viet Nam	2		
Taiwan	1			
Europe	Albania	1	175	56%
	Austria	2		
	Belarus	1		
	Belgium	5		
	Bulgaria	1		
	Czech Republic	1		
	Finland	1		
	France	10		
	Germany	17		
	Greece	2		
	Hungary	1		
	Ireland	2		
	Italy	9		
	Luxembourg	3		
	Netherlands	13		
	Norway	2		
	Poland	3		
	Portugal	44		
Romania	3			

	Russian Federation	2		
	Serbia	1		
	Spain	7		
	Sweden	4		
	Switzerland	3		
	Ukraine	1		
	United Kingdom of Great Britain and Northern Ireland	35		
	North Macedonia	1		
North America	Canada	6	32	10%
	United States of America	26		
Oceania	Australia	1	2	1%
	Papua New Guinea	1		
South America	Argentina	2	31	10%
	Brazil	26		
	Colombia	1		
	Mexico	1		
	Venezuela (Bolivarian Republic of)	1		
TOTAL		313		100%

## Appendix B – Correlation between culture and local food tourism experience

	Correlations										
	I closely experienced the local food culture	I had an authentic local food cultural experience	Experiencing local food gives me an opportunity to increase my knowledge about different cultures	Experiencing local food helps me see how other people live	Experiencing local food makes me see the things that I wouldn't normally see	Experiencing local food enables me to learn what local food tastes like	Experiencing local food allows me to discover something new	Tasting local food in its place of origin makes for an authentic experience	Tasting local food served by local people in its place of origin offers a unique opportunity to understand local cultures	Tasting local food in its traditional setting is a special experience	It is important to me to taste local food in its place of origin
Sensory - The Portuguese food I have eaten tastes good	.292	.306	.445	.377	.194	.342	.435	.364	.296	.369	.247
Sensory - The Portuguese food I have eaten smells nice	.268	.292	.453	.332	.187	.279	.424	.357	.299	.361	.295
Sensory - The Portuguese food I have eaten looks nice	.199	.220	.375	.280	.143	.218	.305	.363	.233	.312	.261
Intellectual - Experiencing Portuguese food made me see things that I do not usually see	.120	.135	.235	.241	.360	.175	.277	.299	.241	.269	.260
Intellectual - Experiencing Portuguese food gave me an opportunity to increase my knowledge about different cultures	.187	.189	.390	.388	.375	.215	.461	.364	.338	.336	.304
Intellectual - Tasting Portuguese food in its original place is an authentic experience	.227	.239	.460	.371	.294	.298	.480	.453	.405	.490	.365
Intellectual - Experiencing Portuguese food allowed me to discover something new	.163	.218	.416	.349	.325	.251	.504	.392	.382	.398	.236
Intellectual - Tasting Portuguese food in its traditional setting is a special experience	.221	.253	.431	.364	.311	.298	.447	.442	.367	.494	.313
Intellectual - Experiencing Portuguese food helped me see how Portuguese people live	.272	.293	.407	.502	.418	.377	.394	.426	.434	.385	.306
Intellectual - Tasting Portuguese food served by local people in its original place offered a unique opportunity to understand Portuguese cultures	.266	.307	.486	.459	.464	.413	.461	.513	.572	.462	.347
Intellectual - The taste of Portuguese food in Portugal is different to the taste of the same food in my own country	.136	.126	.218	.261	.234	.163	.252	.259	.222	.209	.194
Affective - My Portuguese food experience was exciting	.188	.190	.367	.308	.261	.203	.401	.332	.271	.332	.254
Affective - My Portuguese food experience was interesting	.225	.281	.362	.279	.205	.265	.434	.369	.306	.349	.312
Affective - My Portuguese food experience was relaxing	.256	.240	.373	.351	.270	.230	.383	.370	.369	.378	.307
Affective - My Portuguese food experience was pleasant	.288	.309	.395	.302	.235	.292	.389	.343	.302	.359	.291
Behavioral - I was deeply engrossed in my Portuguese food experience	.118	.150	.199	.186	.214	.093	.230	.254	.212	.227	.263
Behavioral - Portuguese food has good value for money for me	.352	.303	.394	.354	.272	.261	.376	.384	.326	.280	.307
Behavioral - The Portuguese Food I ate was healthy	.211	.152	.202	.179	.149	.106	.217	.200	.156	.160	.176
Behavioral - I ate/enjoyed a large variety of Portuguese dishes	.552	.514	.334	.274	.265	.228	.346	.279	.286	.288	.310
Behavioral - I ate Portuguese food the way the Portuguese do	.429	.498	.343	.332	.356	.366	.343	.383	.375	.342	.343

## Appendix C – Correlation between authenticity and local food tourism experience

**Correlations**

	The ingredients of the food I ate in Portugal were locally sourced	The food I ate in Portugal were cooked using authentic cooking methods	The appearance of the food I ate in Portugal was attractive	The restaurant I visited had an environment with local characteristics	The Production site/kitchen in the place where I had food in Portugal made me feel like I had an authentic experience	I experienced the local Portuguese food culture	I experienced the locals eating habits	Tasting food in the local area makes me feel like I had an authentic experience
Sensory - The Portuguese food I have eaten tastes good	.234	.315	.704	.372	.403	.375	.272	.473
Sensory - The Portuguese food I have eaten smells nice	.213	.325	.679	.349	.375	.333	.232	.453
Sensory - The Portuguese food I have eaten looks nice	.173	.200	.761	.334	.359	.221	.150	.353
Intellectual - Experiencing Portuguese food made me see things that I do not usually see	.119	.165	.385	.327	.349	.204	.205	.290
Intellectual - Experiencing Portuguese food gave me an opportunity to increase my knowledge about different cultures	.086	.214	.402	.337	.427	.274	.282	.423
Intellectual - Tasting Portuguese food in its original place is an authentic experience	.254	.365	.482	.493	.462	.381	.292	.520
Intellectual - Experiencing Portuguese food allowed me to discover something new	.179	.307	.429	.382	.401	.326	.199	.420
Intellectual - Tasting Portuguese food in its traditional setting is a special experience	.207	.295	.558	.401	.462	.334	.260	.471
Intellectual - Experiencing Portuguese food helped me see how Portuguese people live	.187	.290	.311	.351	.378	.447	.486	.489
Intellectual - Tasting Portuguese food served by local people in its original place offered a unique opportunity to understand Portuguese cultures	.258	.335	.397	.408	.431	.406	.328	.467
Intellectual - The taste of Portuguese food in Portugal is different to the taste of the same food in my own country	.113	.175	.270	.264	.211	.181	.097	.216
Affective - My Portuguese food experience was exciting	.131	.210	.644	.319	.406	.272	.228	.386
Affective - My Portuguese food experience was interesting	.155	.279	.594	.387	.387	.362	.216	.431
Affective - My Portuguese food experience was relaxing	.268	.293	.491	.324	.383	.321	.247	.368
Affective - My Portuguese food experience was pleasant	.158	.333	.598	.356	.361	.354	.207	.413
Behavioral - I was deeply engrossed in my Portuguese food experience	.159	.251	.404	.194	.320	.181	.202	.255
Behavioral - Portuguese food has good value for money for me	.243	.321	.432	.340	.337	.305	.311	.380
Behavioral - The Portuguese Food I ate was healthy	.153	.211	.422	.147	.267	.136	.149	.207
Behavioral - I ate/enjoyed a large variety of Portuguese dishes	.251	.415	.357	.301	.384	.480	.484	.449
Behavioral - I ate Portuguese food the way the Portuguese do	.355	.511	.337	.299	.355	.463	.547	.469



## Appendix D – Correlation between neophilia and novelty

	<b>Correlations</b>			
	It was a once-in-a lifetime experience	It was a unique experience	Different from previous experiences	Experienced something new
I am constantly trying new cuisines	.043	.065	.145	.159
I prefer places where cuisines from different cultures are served	.041	.104	.154	.104
I am eager to try different cuisines	.059	.135	.130	.200
I will try any cuisine when I do not know the ingredients used	.115	.117	.054	.101
I like cuisines from different countries	.024	.083	.094	.222
I will try a new cuisine when I go out	.084	.201	.208	.257
I am not afraid to eat foods I have never had before	.071	.082	.074	.122
I am not selective in what to eat	.189	.192	.134	.233

## Appendix E – Correlation between social interaction and food tourism experience

	<b>Correlations</b>		
	Tasting local Portuguese food enables me to meet new people with similar interests	Tasting local Portuguese food enables me to have an enjoyable time with friends and/or family	Having local Portuguese food increases friendship or kinship
Sensory - The Portuguese food I have eaten tastes good	.326	.538	.434
Sensory - The Portuguese food I have eaten smells nice	.330	.494	.438
Sensory - The Portuguese food I have eaten looks nice	.382	.462	.468
Intellectual - Experiencing Portuguese food made me see things that I do not usually see	.490	.333	.576
Intellectual - Experiencing Portuguese food gave me an opportunity to increase my knowledge about different cultures	.377	.444	.535
Intellectual - Tasting Portuguese food in its original place is an authentic experience	.379	.483	.490
Intellectual - Experiencing Portuguese food allowed me to discover something new	.354	.447	.542
Intellectual - Tasting Portuguese food in its traditional setting is a special experience	.426	.511	.573
Intellectual - Experiencing Portuguese food helped me see how Portuguese people live	.416	.335	.517
Intellectual - Tasting Portuguese food served by local people in its original place offered a unique opportunity to understand Portuguese cultures	.490	.449	.590
Intellectual - The taste of Portuguese food in Portugal is different to the taste of the same food in my own country	.236	.280	.326
Affective - My Portuguese food experience was exciting	.432	.481	.543
Affective - My Portuguese food experience was interesting	.393	.541	.513
Affective - My Portuguese food experience was relaxing	.398	.441	.547
Affective - My Portuguese food experience was pleasant	.372	.536	.472
Behavioral - I was deeply engrossed in my Portuguese food experience	.413	.335	.434
Behavioral - Portuguese food has good value for money for me	.312	.478	.408
Behavioral - The Portuguese Food I ate was healthy	.287	.239	.306
Behavioral - I ate/enjoyed a large variety of Portuguese dishes	.392	.416	.390
Behavioral - I ate Portuguese food the way the Portuguese do	.331	.303	.319

## Appendix F – Correlation between prestige and food tourism experience

	Correlations							
	I like to talk to everybody about my Portuguese food experience	I like to take pictures of local Portuguese food to show friends	Experiencing local Portuguese food enriches me intellectually	I want to give advice about local Portuguese food experiences to people who want to travel to Portugal	Eating well-known Portuguese food gives me a higher social status	Eating local Portuguese food gives me a chance to show off my travel food experience to others	My prestige would be improved by eating local Portuguese food	Showing pictures of my local Portuguese food experiences enables me to impress others
Sensory - The Portuguese food I have eaten tastes good	.308	.267	.405	.255	.202	.255	.200	.226
Sensory - The Portuguese food I have eaten smells nice	.307	.321	.455	.250	.213	.270	.210	.243
Sensory - The Portuguese food I have eaten looks nice	.325	.415	.503	.257	.304	.383	.292	.370
Intellectual - Experiencing Portuguese food made me see things that I do not usually see	.440	.336	.562	.306	.347	.398	.470	.445
Intellectual - Experiencing Portuguese food gave me an opportunity to increase my knowledge about different cultures	.467	.389	.530	.364	.287	.392	.345	.399
Intellectual - Tasting Portuguese food in its original place is an authentic experience	.337	.345	.518	.361	.241	.345	.302	.309
Intellectual - Experiencing Portuguese food allowed me to discover something new	.290	.235	.525	.264	.229	.274	.235	.265
Intellectual - Tasting Portuguese food in its traditional setting is a special experience	.395	.415	.629	.353	.343	.401	.372	.394
Intellectual - Experiencing Portuguese food helped me see how Portuguese people live	.341	.293	.406	.278	.232	.248	.304	.269
Intellectual - Tasting Portuguese food served by local people in its original place offered a unique opportunity to understand Portuguese cultures	.322	.317	.498	.290	.276	.326	.328	.333
Intellectual - The taste of Portuguese food in Portugal is different to the taste of the same food in my own country	.230	.199	.240	.273	.170	.131	.105	.157
Affective - My Portuguese food experience was exciting	.461	.418	.617	.363	.404	.463	.430	.437
Affective - My Portuguese food experience was interesting	.379	.331	.469	.344	.259	.343	.292	.290
Affective - My Portuguese food experience was relaxing	.365	.344	.485	.239	.291	.310	.302	.312
Affective - My Portuguese food experience was pleasant	.303	.350	.420	.291	.201	.249	.210	.234
Behavioral - I was deeply engrossed in my Portuguese food experience	.421	.348	.468	.385	.318	.345	.352	.343
Behavioral - Portuguese food has good value for money for me	.316	.267	.400	.228	.186	.185	.199	.174
Behavioral - The Portuguese Food I ate was healthy	.238	.161	.369	.290	.349	.271	.285	.241
Behavioral - I ate/enjoyed a large variety of Portuguese dishes	.320	.182	.342	.425	.186	.146	.196	.118
Behavioral - I ate Portuguese food the way the Portuguese do	.292	.151	.285	.308	.185	.083	.150	.070

## Appendix G – Correlation between food tourism experience with satisfaction

	<b>Correlations</b>		
	I am satisfied with the overall food experience	I felt I had got what I wanted	This travel experience exceeded my expectations
Sensory - The Portuguese food I have eaten tastes good	.776	.710	.576
Sensory - The Portuguese food I have eaten smells nice	.764	.742	.608
Sensory - The Portuguese food I have eaten looks nice	.736	.701	.633
Intellectual - Experiencing Portuguese food made me see things that I do not usually see	.348	.352	.486
Intellectual - Experiencing Portuguese food gave me an opportunity to increase my knowledge about different cultures	.429	.410	.440
Intellectual - Tasting Portuguese food in its original place is an authentic experience	.477	.486	.525
Intellectual - Experiencing Portuguese food allowed me to discover something new	.486	.481	.489
Intellectual - Tasting Portuguese food in its traditional setting is a special experience	.579	.530	.583
Intellectual - Experiencing Portuguese food helped me see how Portuguese people live	.302	.262	.331
Intellectual - Tasting Portuguese food served by local people in its original place offered a unique opportunity to understand Portuguese cultures	.408	.387	.443
Intellectual - The taste of Portuguese food in Portugal is different to the taste of the same food in my own country	.322	.259	.369
Affective - My Portuguese food experience was exciting	.726	.699	.679
Affective - My Portuguese food experience was interesting	.735	.681	.636
Affective - My Portuguese food experience was relaxing	.594	.563	.550
Affective - My Portuguese food experience was pleasant	.769	.686	.617
Behavioral - I was deeply engrossed in my Portuguese food experience	.395	.383	.352
Behavioral - Portuguese food has good value for money for me	.545	.535	.454
Behavioral - The Portuguese Food I ate was healthy	.448	.410	.394
Behavioral - I ate/enjoyed a large variety of Portuguese dishes	.482	.484	.385
Behavioral - I ate Portuguese food the way the Portuguese do	.366	.377	.285

## Appendix H – Correlation between novelty and satisfaction

<b>Correlations</b>			
	I am satisfied with the overall food experience	I felt I had got what I wanted	This travel experience exceeded my expectations
It was a once-in-a lifetime experience	.366	.342	.473
It was a unique experience	.464	.455	.527
Different from previous experiences	.364	.340	.404
Experienced something new	.447	.371	.476

## Appendix I – Correlation between satisfaction and intention to revisit

<b>Correlations</b>				
	I will praise Portuguese food	I would like to revisit Portugal for the purpose of food tourism in the future	To explore diverse local food, I would like to revisit Portugal in the future	I would like to come back to Portugal to enjoy Portuguese food
I am satisfied with the overall food experience	.795	.672	.674	.711
I felt I had got what I wanted	.762	.651	.635	.691
This travel experience exceeded my expectations	.676	.640	.653	.681

## Appendix J – correlation between satisfaction and intention to recommend

<b>Correlations</b>					
	I would recommend others to taste Portuguese food	I would share my Portuguese culinary experience on social media	I would provide my Portuguese culinary experience on social media at the request	I would post my comments on social media during and after my travel	I would say positive things about Portuguese local food to others
I am satisfied with the overall food experience	.793	.431	.371	.357	.777
I felt I had got what I wanted	.741	.434	.386	.356	.742
This travel experience exceeded my expectations	.650	.513	.432	.466	.672

## Research Questionnaire

Dear respondents,

My name is Wienda Heriana, I am studying Tourism Development and Culture on the Erasmus Mundus Joint Master's Degree program (TourDC). I am doing my master's thesis on "The Factors that Influence People to Revisit and Recommend Portugal as a Culinary Tourism Destination". I kindly ask for your help in filling out this questionnaire.

Your responses will be used for research purposes only and remain completely anonymous. This questionnaire is suitable for (1) non-Portuguese people who have visited Portugal and for (2) Portuguese people or non-Portuguese people who are living in Portugal and who travel around the country to enjoy food experiences. This survey should only take about 10 minutes and your help is greatly appreciated.

Should you have any queries about this survey, please feel free to contact me at [wienda\\_heriana@iscte-iul.pt](mailto:wienda_heriana@iscte-iul.pt)

Sincerely,

Wienda Heriana

1	Have you ever been to Portugal?	Yes (1)	No (2)			
<i>Skip To: End of Survey If Have you ever been to Portugal? = No</i>						
2	How often have you tasted Portuguese food in Portugal?	Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)
<i>Skip To: End of Survey If How often have you tasted Portuguese food in Portugal? = Never</i>						
3	<p>Portugal is a famous destination in Europe for people to visit and enjoy its nice weather. Besides that, Portugal also has a rich and diverse culture and cuisine that tourists can experience, and people who have visited Portugal might want to revisit and/or recommend Portugal as a culinary destination. I would like to ask you about your culinary experience in Portugal in the next questions.</p> <p>Please indicate the level of agreement with the following statements from strongly disagree to strongly agree about your cultural food experience while visiting Portugal</p>					
	I closely experienced the local food culture (1)	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
	I had an authentic local food cultural experience (2)	(1)	(2)	(3)	(4)	(5)
	Experiencing local food gives me an opportunity to increase my knowledge about different cultures (3)	(1)	(2)	(3)	(4)	(5)
	Experiencing local food helps me see how other people live (4)	(1)	(2)	(3)	(4)	(5)
	Experiencing local food makes me see the things that I wouldn't normally see (5)	(1)	(2)	(3)	(4)	(5)
	Experiencing local food enables me to learn what local food tastes like (6)	(1)	(2)	(3)	(4)	(5)

	Experiencing local food allows me discover something new (7)	(1)	(2)	(3)	(4)	(5)
	Tasting local food in its place of origin makes for an authentic experience (8)	(1)	(2)	(3)	(4)	(5)
	Tasting local food served by local people in its place of origin offers a unique opportunity to understand local cultures (9)	(1)	(2)	(3)	(4)	(5)
	Tasting local food in its traditional setting is a special experience (10)	(1)	(2)	(3)	(4)	(5)
	It is important to me to taste local food in its place of origin (11)	(1)	(2)	(3)	(4)	(5)
4	Please indicate the level of agreement with the following statements from strongly disagree to strongly agree about the authenticity of your food experience while visiting Portugal					
	The ingredients of the food I ate in Portugal were locally sourced (1)	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
	The food I ate in Portugal were cooked using authentic cooking methods (2)	(1)	(2)	(3)	(4)	(5)
	The appearance of the food I ate in Portugal was attractive (3)	(1)	(2)	(3)	(4)	(5)
	The restaurant I visited had an environment with local characteristics (4)	(1)	(2)	(3)	(4)	(5)



	The Production site/kitchen in the place where I had food in Portugal made me feel like I had an authentic experience (5)	(1)	(2)	(3)	(4)	(5)
	I experienced the local Portuguese food culture (6)	(1)	(2)	(3)	(4)	(5)
	I experienced the locals eating habits (7)	(1)	(2)	(3)	(4)	(5)
	Tasting food in the local area makes me feel like I had an authentic experience (8)	(1)	(2)	(3)	(4)	(5)
5	Some people are interested in trying new cuisine when they travel and some are not. Please indicate the level of agreement with the following statements from strongly disagree to strongly agree about your enthusiasm for trying new cuisine while you're traveling					
	I am constantly trying new cuisines (1)	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
	I prefer places where cuisines from different cultures are served (2)	(1)	(2)	(3)	(4)	(5)
	I am eager to try different cuisines (3)	(1)	(2)	(3)	(4)	(5)
	I will try any cuisine when I do not know the ingredients used (4)	(1)	(2)	(3)	(4)	(5)
	I like cuisines from different countries (5)	(1)	(2)	(3)	(4)	(5)
	I will try a new cuisine when I go out (6)	(1)	(2)	(3)	(4)	(5)
	I am not afraid to eat food I have never had before (7)	(1)	(2)	(3)	(4)	(5)
	I am not selective in what to eat (8)	(1)	(2)	(3)	(4)	(5)

6	Please indicate the level of agreement with the following statements from strongly disagree to strongly agree about your social interaction experience while having Portuguese local food and travelling in Portugal					
	Tasting local Portuguese food enables me to meet new people with similar interests (1)	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
	Tasting local Portuguese food enables me to have an enjoyable time with friends and/or family (2)	(1)	(2)	(3)	(4)	(5)
	Having local Portuguese food increases friendship or kinship (3)	(1)	(2)	(3)	(4)	(5)
7	Please indicate the level of agreement with the following statements from strongly disagree to strongly agree about the prestige of your food experience while visiting Portugal					
	I like to talk to everybody about my Portuguese food experience (1)	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
	I like to take pictures of local Portuguese food to show friends (2)	(1)	(2)	(3)	(4)	(5)
	Experiencing local Portuguese food enriches me intellectually (3)	(1)	(2)	(3)	(4)	(5)
	I want to give advice about local Portuguese food experiences to people who want to travel to Portugal (4)	(1)	(2)	(3)	(4)	(5)
	Eating well-known Portuguese food gives me a higher social status (5)	(1)	(2)	(3)	(4)	(5)

	Eating local Portuguese food gives me a chance to show off my travel food experience to others (6)	(1)	(2)	(3)	(4)	(5)
	My prestige would be improved by eating local Portuguese food (7)	(1)	(2)	(3)	(4)	(5)
	Showing pictures of my local Portuguese food experiences enables me to impress others (8)	(1)	(2)	(3)	(4)	(5)
8	How was your food experience while visiting Portugal? Please indicate the level of agreement with the following statement from strongly disagree to strongly agree					
	It was a once-in-a-lifetime experience (1)	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
	It was a unique experience (2)	(1)	(2)	(3)	(4)	(5)
	Different from previous experiences (3)	(1)	(2)	(3)	(4)	(5)
	Experienced something new (4)	(1)	(2)	(3)	(4)	(5)
9	The sensory food experience is obtained by observing the environment in which food is consumed using the senses of sight, smell, taste, and touch. Please indicate the level of agreement with the following statement from strongly disagree to strongly agree about your sensory food experience while visiting Portugal					
	The Portuguese food I ate tasted good (1)	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
	The Portuguese food I ate smelled nice (2)	(1)	(2)	(3)	(4)	(5)
	The Portuguese food I ate looked nice (3)	(1)	(2)	(3)	(4)	(5)

10	Thought, stimulation of curiosity, and knowledge-seeking are all examples of intellectual experience. Tourists can expand their knowledge and beliefs about the culture of the destination, as well as their awareness and understanding of the place, through intellectual food experiences. Please indicate the level of agreement with the following statements from strongly disagree to strongly agree about your intellectual food experience while visiting Portugal				
Experiencing Portuguese food made me see things that I do not usually see (1)	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Experiencing Portuguese food gave me an opportunity to increase my knowledge about different cultures (2)	(1)	(2)	(3)	(4)	(5)
Tasting Portuguese food in its original place was an authentic experience (3)	(1)	(2)	(3)	(4)	(5)
Experiencing Portuguese food allowed me to discover something new (4)	(1)	(2)	(3)	(4)	(5)
Tasting Portuguese food in its traditional setting was a special experience (5)	(1)	(2)	(3)	(4)	(5)
Experiencing Portuguese food helped me see how Portuguese people live (6)	(1)	(2)	(3)	(4)	(5)
Tasting Portuguese food served by local people in its original place offered a unique opportunity to understand Portuguese culture (7)	(1)	(2)	(3)	(4)	(5)

	The taste of Portuguese food in Portugal was different to the taste of the same food in my own country (8)	(1)	(2)	(3)	(4)	(5)
11	<p>The emotions, sentiments, and feelings evoked when visiting a site and consuming its products are referred to as affective experience. Tourists couldn't recollect specific details about their trip, such as the places and dates of their activities, but they could recall their feelings from the trip.</p> <p>Please indicate the level of agreement with the following statements from strongly disagree to strongly agree about your affective food experience while visiting Portugal</p>					
	My Portuguese food experience was exciting (1)	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
	My Portuguese food experience was interesting (2)	(1)	(2)	(3)	(4)	(5)
	My Portuguese food experience was relaxing (3)	(1)	(2)	(3)	(4)	(5)
	My Portuguese food experience was pleasant (4)	(1)	(2)	(3)	(4)	(5)
12	<p>Physical acts and behaviors are referred to as behavioural experience. Food experience is often regarded as one of the most popular tourist activities since it fulfils their desire for hands-on and engaging experiences. Please indicate the level of agreement with the following statements from strongly disagree to strongly agree about your behavioural food experience while visiting Portugal</p>					
	I was deeply engrossed in my Portuguese food experience (1)	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
	Portuguese food has good value for money for me (2)	(1)	(2)	(3)	(4)	(5)
	The Portuguese Food I ate was healthy (3)	(1)	(2)	(3)	(4)	(5)
	I ate/enjoyed a large variety of Portuguese dishes (4)	(1)	(2)	(3)	(4)	(5)
	I ate Portuguese food the way the Portuguese do (5)	(1)	(2)	(3)	(4)	(5)

13	Were you satisfied with your food experience in Portugal? Please indicate the level of agreement with the following statements from strongly disagree to strongly agree about your satisfaction with food experience while visiting Portugal					
	I was satisfied with the overall food experience I had in Portugal (1)	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
	I felt I got what I wanted (2)	(1)	(2)	(3)	(4)	(5)
	This travel experience exceeded my expectations (3)	(1)	(2)	(3)	(4)	(5)
14	Would you revisit and recommend Portugal as a culinary destination? Please indicate the level of agreement with the following statements from strongly disagree to strongly agree about your intention to revisit Portugal as a culinary destination					
	I will praise Portuguese food (1)	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
	I would like to revisit Portugal for the purpose of food tourism in the future (2)	(1)	(2)	(3)	(4)	(5)
	To explore diverse local food, I would like to revisit Portugal in the future (3)	(1)	(2)	(3)	(4)	(5)
	I would like to come back to Portugal to enjoy Portuguese food (4)	(1)	(2)	(3)	(4)	(5)
15	Please indicate the level of agreement with the following statements from strongly disagree to strongly agree about your intention to recommend Portugal as a culinary destination					
	I would recommend others to taste Portuguese food (1)	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
	I would share my Portuguese culinary experience on social media (2)	(1)	(2)	(3)	(4)	(5)
	I would provide my Portuguese culinary experience on social media at the request (3)	(1)	(2)	(3)	(4)	(5)

	I would post my comments on social media during and after my travel (4)	(1)	(2)	(3)	(4)	(5)
	I would say positive things about local Portuguese food to others (5)	(1)	(2)	(3)	(4)	(5)
Now, I would like to know a little about you for the demographic information of the research. Bear in mind that the data you enter in this survey will stay anonymous and only be used as part of my research						
16	What is your gender?	Male (1)	Female (2)	Non-binary (or others) (3)	Prefer not to say (4)	
17	What is your age?	17 and under (1)	18-25 (2)	26-35 (3)	26-45 (4)	46-55 (5)
		56-65 (6)	66 and above (7)			
18	What is your country of origin?	▼ Afghanistan (1) ... North Macedonia (196)				
19	What is the highest level of education you have completed?	Primary School (1)	High School (2)	Bachelor's degree (3)	Master's degree (4)	Ph.D. or higher (5)
		Prefer not to say (6)				
20	What best describes your employment status?	Working full-time (1)	Working part-time (2)	Unemployed and looking for work (3)	A homemaker or stay-at-home parent (4)	Student (5)
		Retired (6)	Other (7)			
21	What is your monthly income range?	Below the average monthly income of my country (1)		The average monthly income of my country (2)		Above the average income of my country (3)
22	When was the last time you visited Portugal?	I am currently residing in Portugal (1)		Year (please enter the year in the box below e.g 2017) (2)		

23	Food site visited	Street food (1)	Night market (2)		Fast food restaurant (3)	
		Hotel restaurant (4)		Recommended restaurant (5)		Others (6)
24	Who were you traveling with?	Alone (1)	With spouse/partner (2)	With friends (3)	With family (4)	With colleagues (5)
25	How did you book your trip to Portugal?	With travel agency (1)		I organized it myself (2)		Other (3)