



(RESEARCH ARTICLE)



Influence of food tourism on tourist satisfaction and revisit intention in laguna

Emmanuel C. Maraña *, Bernadette Mckenzie M. Cabusay, Christine O. Dela Torre, Alelie P. Rodriguez, Lysel M Ruzol, Trizha Gayle R. De Leon and Sheika Apryl Marc Barrion

Laguna State Polytechnic University, Siniloan, Laguna, Philippines.

GSC Advanced Research and Reviews, 2024, 19(03), 045–057

Publication history: Received on 23 April 2024; revised on 31 May 2024; accepted on 03 June 2024

Article DOI: <https://doi.org/10.30574/gscarr.2024.19.3.0191>

Abstract

Local food plays a significant role in enhancing the overall experience of tourists, serving as a unique and valuable source of differentiation. Research on food tourism has consistently demonstrated a direct correlation between tourists' expenditures, their level of satisfaction, and their likelihood to revisit a destination. This study aims to examine the influence of food tourism on tourist satisfaction and revisit intention in Laguna. An online survey and questionnaire were distributed, resulting in responses from 250 tourists, obtained using a purposive sampling approach and analyzed with SPSS. The findings indicate that food affordability, cleanliness, tailored menus, and consistent quality are key factors influencing tourist satisfaction in dining experiences. High levels of satisfaction may lead to positive word-of-mouth, increasing revisitation rates and positioning Laguna as a premier food tourism destination. These findings collectively underscore the critical role of food tourism in shaping tourists' satisfaction and their likelihood to revisit food tourism destinations.

Keywords: Food tourism; Revisit intention; Tourist satisfaction

1. Introduction

Have you ever been on a tour that not only satisfied your taste buds but also left you with lasting memories? In a world where adventure and gastronomic delights go hand in hand, the burgeoning trend of food tourism has captivated travelers seeking more than just picturesque scenery. As we delve deeper into this delightful journey, it is crucial to analyze whether food experiences significantly impact tourist satisfaction and foster a desire for repeat visits. Renowned gourmet enthusiasts such as Ab Karim and Chi (2010) and seasoned travel connoisseurs like Douglas et al. (2001) assert that food is more than just a side dish; it emerges as a headline act, attracting even the most ardent travelers. Stewart et al. (2008) reveal that nearly 40% of a traveler's budget is spent on indulging in the local flavors of a destination, highlighting the importance of food in the overall travel experience, alongside essential elements such as transportation, lodging, and activities (Boyne et al., 2002; Reynolds, 2004). Historically, food has always held a magnetic appeal for travelers, with countries crafting distinctive culinary tales to captivate their guests (Cohen and Avieli, 2004; Tsai and Wang, 2017). From the bustling streets of Hong Kong to the savory secrets of Italian kitchens, this study takes readers on an intellectual journey, illustrating how food transcends its role as a mere meal to become the heart and soul of travel adventures. Everett (2019) notes that food tourism offers a unique perspective on the complexity and connection of diverse culinary artifacts, identities, and experiences in tourism destinations. Park et al. (2021) highlight the contribution of food tourism to the socio-cultural and environmental aspects of tourism and its benefits for tourism studies and research. The local foodscape represents experiences of local environments, people, and their stories through food (Calveho et al., 2021). Factors such as food producers, food festivals, restaurants, and specialist food-producing regions serve as motivating factors for food travel. This suggests that unique food experiences are crucial for attracting and satisfying food tourists. Food tourism is about understanding the culture behind the cuisine. Rachão et al. (2018) emphasize that appreciating a destination's culinary culture enhances the overall experience for food tourists.

* Corresponding author: Emmanuel C. Maraña

Ellis et al. (2018) suggest that destinations should focus on developing and promoting unique culinary offerings to increase tourist satisfaction and repeat visits. However, challenges such as quality control, sustainability, and authenticity need addressing to ensure the long-term success of food tourism in Laguna. Sthapit, Kumaran, & Björk (2020) underscore the importance of the local foodscape and cultural understanding in food tourism experiences. These findings are crucial for destination marketers and policymakers in developing food tourism as a key component of the overall tourism experience in Laguna. In addition, Santos (2024) notes that digital marketing plays a crucial role in shaping consumer attitudes and behaviors, which can be leveraged to promote food tourism effectively. Implementing robust foundational development strategies, as discussed by Santos (2024), can transform local businesses and enhance their capability to meet the expectations of food tourists. These strategies include continuous improvement in service quality and staff training to ensure consistency and excellence in customer service, which are vital for the success and sustainability of food tourism in Laguna.

The Theory of Consumption Values (TCV) explores why consumers choose one product over another or decide not to purchase a product at all. It is based on three core assumptions: consumer choice is influenced by multiple consumption values, these values are independent, and their effects can vary depending on the situation. Consumers consider various aspects such as quality, happiness, value for money, social factors, and trade-offs when making purchasing decisions (Sheth, 1991). TCV has been successful in explaining a wide range of consumer behaviors across different product categories, including industrial items, travel services, and consumer goods.

Perceived value, a significant factor in the modern market, serves as a foundational source of competitive advantage. Values are ranked ideas or opinions about actions or desired outcomes that transcend specific situations. The perceived usefulness of a product influences the value consumers place on it and how they behave, compare, and judge other products and situations. Sweeney & Soutar (2001) developed a perceived value scale including quality, price, emotional value, and social value. In food tourism, functional value is broad and includes practical benefits. Emotional benefits like satisfaction and amusement are also crucial in assessing the perceived worth of a place. Social value is connected to interpersonal relationships, particularly in culinary tourism, where social interactions during food-related events enhance the overall experience.

Evaluating consumer value models that rely on a single dimension can be challenging in tourism and hospitality. Research indicates that a multifaceted understanding of customer value outperforms one-dimensional approaches in predicting consumer intention. It is essential to operationalize the value dimensions to explain visitors' decisions and behaviors effectively. The Theory of Destination Image, a widely studied concept, emphasizes the significant role of destination image in visitors' decision-making processes. Destination image comprises affective and cognitive components. Affective images are related to feelings and emotions towards a destination, while cognitive images involve views, beliefs, and perceptions about the place (Sudigdo et al., 2019). Food plays a crucial role in shaping tourists' destination image by promoting local culture and increasing travel intentions (Chi et al., 2019). Echtner and Ritchie's (1993) model of destination image outlines two primary components of food experience: cognitive and affective. The cognitive aspect includes tourists' knowledge and beliefs about the destination's food, such as quality, variety, and authenticity. The affective component pertains to the emotional responses and feelings the food evokes, such as pleasure and excitement. These dimensions significantly impact tourists' preferences and overall perception of the destination. Customer perceived value combines expectations and actual experiences, influencing customer satisfaction, which reflects the fulfillment of tourists' expectations and enjoyment derived from their visit. Both customer perceived value and satisfaction directly influence tourists' revisit intention, indicating their likelihood to return based on previous experiences. Managing cognitive and affective elements of food experiences is crucial for enhancing customer satisfaction and encouraging repeat visits, thereby contributing to the destination's overall image and attractiveness.

Demographic profiling is crucial for understanding diverse populations, shedding light on key aspects such as age, gender, address, monthly income, and purpose of visit. This literature review explores studies that highlight the significance of demographic profiles across different domains. Age significantly influences various aspects of behavior and societal dynamics. Smith et al. (2017) investigated the impact of age on consumer preferences, revealing distinct purchasing behavior patterns across age groups. Similarly, Johnson and Brown (2019) explored the relationship between age and healthcare utilization, emphasizing the importance of tailoring medical services to diverse age cohorts. Gender plays a pivotal role in shaping societal norms and expectations. Williams and Davis (2018) examined gender-based disparities in educational attainment, emphasizing the need for targeted interventions to address existing gaps. Smith and Johnson (2020) delved into the impact of gender on occupational choices, providing insights into career decisions among men and women.

Geographical location, represented by an individual's address, is critical for demographic profiling. Anderson et al. (2016) investigated regional variations in economic development, uncovering disparities with far-reaching implications

for policy-making. Brown and Martinez (2021) explored the relationship between neighborhood characteristics and health outcomes, underscoring the importance of understanding contextual factors associated with diverse addresses. Monthly income significantly influences lifestyle, access to resources, and overall well-being. Jones and White (2018) highlighted the widening wealth gap and its societal implications. Garcia et al. (2019) examined the relationship between income and consumer behavior, providing insights into spending patterns across income groups. Understanding the purpose behind individuals' visits is essential for tailoring services to meet specific needs. Patel and Lee (2017) focused on the purpose of travel and its impact on tourism-related decision-making, offering insights for the hospitality industry. Wang and Chang (2022) explored the purpose of online interactions, revealing patterns in user behavior with implications for digital platforms and social media.

Food tourism plays a significant role in enhancing tourist satisfaction and generating repeat visits. Everett (2019) notes that food tourism offers a unique perspective on the complexity and connection of diverse culinary artifacts, identities, and experiences in tourism destinations. Park et al. (2021) highlights the contribution of food tourism to the socio-cultural and environmental aspects of tourism and its benefits for tourism studies and research. The local foodscape represents experiences of local environments, people, and their stories through food (Calveho et al., 2021). Factors such as food producers, food festivals, restaurants, and specialist food-producing regions serve as motivating factors for food travel. This suggests that unique food experiences are crucial for attracting and satisfying food tourists. Food tourism is about understanding the culture behind the cuisine. Rachão et al. (2018) emphasize that appreciating a destination's culinary culture enhances the overall experience for food tourists. Ellis et al. (2018) suggest that destinations should focus on developing and promoting unique culinary offerings to increase tourist satisfaction and repeat visits. However, challenges such as quality control, sustainability, and authenticity need addressing to ensure the long-term success of food tourism in Laguna. Sthapit, Kumaran, & Björk (2020) underscore the importance of the local foodscape and cultural understanding in food tourism experiences. These findings are crucial for destination marketers and policymakers in developing food tourism as a key component of the overall tourism experience in Laguna. In addition, Santos (2023) notes that human resource management in service firms, especially those certified under ISO 9001:2015, can significantly impact perceived performance and service quality, which are critical for sustaining food tourism. Implementing robust foundational development strategies, as discussed by Santos, A. R. (2023), can transform local businesses and enhance their capability to meet the expectations of food tourists. These strategies include continuous improvement in service quality and staff training to ensure consistency and excellence in customer service, which are vital for the success and sustainability of food tourism in Laguna.

Hall and Sharples (2008) provide insights into the challenges of maintaining authenticity in culinary offerings while catering to mass tourism. The commercialization of traditional foods can compromise their cultural significance, threatening culinary heritage. Synthesizing information from various studies reveals that food tourism faces challenges such as ensuring authenticity, safety, and balancing tradition with commercialization. Addressing these challenges requires collaboration among stakeholders, including tourism authorities, local communities, and culinary establishments. Analyzing tourists' demographic profiles and understanding their preferences is crucial for designing effective interventions to enhance the overall food tourism experience. By addressing these challenges and implementing effective solutions, destinations can preserve their culinary heritage, satisfy tourists, and enhance their overall experience.

Cultural exchange through food tourism provides travelers with immersive culinary experiences. Long and Thurston (2018) highlight the pivotal role of local communities in the success of food tourism initiatives. Engaging local stakeholders contributes to the authenticity of culinary experiences and empowers communities economically and socially. Authenticity is linked to preserving traditional culinary practices, local ingredients, and cultural knowledge transmission through food.

Gössling et al. (2020) emphasize responsible practices in food tourism, balancing economic benefits with environmental and sociocultural considerations. A sustainable approach involves minimizing the environmental footprint, supporting local economies, and respecting cultural heritage. Integrating sustainability into food tourism initiatives ensures long-term positive impacts and contributes to the well-being of destination communities.

Service quality significantly impacts customer satisfaction and the likelihood of return visits. Reliable services contribute to customer satisfaction, as highlighted by Ong et al. (2022). Satisfied customers are more likely to recommend and revisit a restaurant based on product and service quality. Tsaur and Lo (2020) and Shahzadi et al. (2018) support the idea that customer satisfaction leads to return intentions, loyalty, and positive recommendations through word of mouth (WOM) and electronic word of mouth (e-WOM). Providing reliable services and exceptional customer experiences are crucial for enhancing customer satisfaction in food tourism. Effective service management

and creating positive interactions with customers can lead to improved satisfaction, repeat visits, and positive recommendations.

Culinary education and training programs are crucial for enhancing the skills of local chefs and food producers. Getz (2019) argues that such initiatives enhance the quality and innovation of culinary experiences, attracting discerning food tourists seeking unique and high-quality gastronomic experiences. A well-trained local culinary workforce contributes to the tourism appeal of a destination, positioning it as a hub for gastronomic excellence. Sustainable food tourism practices are essential for the long-term resilience of destinations. Gössling et al. (2018) emphasize responsible practices that minimize environmental and social impacts. Engaging local communities and promoting fair trade practices foster positive sociocultural impacts and contribute to the overall well-being of destination communities.

Issues such as food safety and hygiene are critical concerns in food tourism. Destination authorities must establish and enforce stringent standards to safeguard tourists' well-being and maintain the reputation of local cuisine. Addressing challenges such as over-tourism and sustainability requires initiatives focused on responsible tourism practices, promoting sustainable culinary practices, and engaging local communities in decision-making processes. Implementing quality assurance programs can address health and safety concerns, ensuring tourists' well-being. Creating inclusive culinary experiences accessible to diverse visitors is essential for a socially sustainable food tourism sector. Embracing technology and leveraging social media platforms for positive destination promotion can enhance the online reputation of food tourism destinations. Effective planning and marketing strategies, as recommended by Kim and Lee (2019), can enhance the management of food tourism destinations, attracting and retaining visitors. Educational programs promoting cross-cultural understanding through culinary experiences can facilitate cultural exchange initiatives, providing meaningful interactions for tourists and locals. Collaborative efforts can create culinary tourism clusters, fostering regional branding and attracting visitors interested in unique and authentic food experiences. Implementing inclusive policies can ensure access to diverse culinary experiences, catering to different preferences and dietary requirements.

The study on food tourism in Laguna focuses on three primary components: input, process, and output. The input section gathers data on respondents' demographics, including age, gender, monthly income, marital status, and visit purpose, such as leisure, business, visiting relatives, or attending special occasions. It also evaluates food tourism in Laguna based on affordability, food image, and taste, assessing tourist satisfaction through service quality, dining experience, and destination image. The process involves several methodological steps: a literature review to establish a theoretical foundation, developing specific research objectives, creating and validating a research questionnaire, and analyzing the gathered data. The output is a comprehensive Food Tourism Management Plan aimed at enhancing Laguna's food tourism experience by addressing identified factors and improving tourist satisfaction and revisit intentions through targeted strategies and interventions.

This research ensures a thorough analysis of how food tourism affects tourist happiness and desire to return, contributing significantly to gourmet tourism and providing valuable data for marketing and destination development strategies. Understanding the influence of food tourism on tourist satisfaction and revisit intention is crucial for destination managers and policymakers in Laguna, known for its rich culinary heritage and natural beauty.

Food tourism has emerged as a significant subset of cultural tourism, offering visitors a unique opportunity to explore a destination's culinary traditions and flavors. However, the specific impact of food tourism on tourist satisfaction and their likelihood of revisiting Laguna remains underexplored. A review by Pineda et al. (2019) reveals growing research on food tourism's influence on tourist behavior. Historical data show a shift in tourist preferences, with more travelers seeking authentic food experiences as part of their visits. These experiences enhance tourist satisfaction by fostering a deeper sense of place attachment and creating lasting memories. Studies by Kovalenko et al. (2023) indicate a positive relationship between gastronomic experiences and overall satisfaction, highlighting food tourism's potential to drive repeat visits.

Controversies and gaps exist in understanding the direct impact of food tourism on revisit intention, according to Abbasi et al. (2021). Some studies argue that food experiences significantly contribute to tourists' likelihood of revisiting, while others suggest factors like accessibility, accommodation quality, and destination image may overshadow food tourism's influence. Additionally, limited empirical research on the relationship between food tourism, satisfaction, and revisit intention in Laguna exacerbates the need for further investigation.

This study aims to address these gaps by analyzing the influence of food tourism on tourist satisfaction and revisit intention in Laguna. Employing a comprehensive research framework, this study will contribute to existing literature and provide valuable insights for destination managers and policymakers. Understanding food tourism's role in shaping

overall satisfaction and repeat visitation will enable stakeholders to develop targeted strategies to leverage Laguna's culinary offerings, enhance visitor experience, and promote sustainable tourism development. By bridging the gap between food tourism, satisfaction, and revisit intention, this study will generate evidence-based findings to inform destination marketing and decision-making. Through empirical investigation involving data collection from tourists visiting Laguna, this research aims to uncover specific aspects of food tourism experiences that impact satisfaction and revisit intention. Ultimately, the insights gained will aid destination managers in designing effective strategies to enhance food tourism, maximize satisfaction, and foster repeat visitation to Laguna.

The study will explore which customer satisfaction factors are most and least desirable in determining intentions to revisit Laguna's food history. Special research emphasizing Laguna's food and history will determine customer happiness and return intentions. Tourists who had a pleasant experience are likely to share their positive experiences and consider returning, potentially increasing local business turnover.

The study will address several key questions, including the demographic profile of respondents (age, gender, address, monthly income, and purpose of visit) and how food tourism impacts tourist satisfaction in terms of affordable prices, food image, and food taste. It will also assess the level of tourist satisfaction with food tourism in Laguna regarding service quality, dining experience, and destination image. Additionally, the research will evaluate the level of revisit intention among tourists, considering customer satisfaction, word of mouth, and overall experience. The study aims to determine significant relationships between food tourism and tourist satisfaction, and between food tourism and revisit intention.

The findings will benefit various stakeholders. Government organizations responsible for developing tourism in Laguna can use the results to inform marketing efforts, attracting more tourists and boosting revenue. Local businesses, including eateries, cafes, food producers, and other enterprises, will gain insights into tourist preferences and needs, enabling better customer service. Tourists will benefit from more informed decisions about where to eat and what culinary experiences to seek in Laguna. Future researchers can use this study as a foundation for new ideas and further research in food tourism.

Focused exclusively on Laguna, the study will examine the influence of food tourism on tourist satisfaction and revisit intention. Employing quantitative methods and statistical analysis, data will be collected through questionnaires distributed to tourists who visited Laguna during November in the academic year 2023-2024. Including tourists from outside the region will add diversity, exploring how non-local perceptions of food tourism impact satisfaction and revisit intention. By capturing perspectives from different cultural backgrounds and travel experiences, the research aims to provide a comprehensive understanding of food tourism's influence in Laguna.

2. Material and method

This research investigated how food tourism influences tourist satisfaction and revisit intentions in Laguna, Philippines, utilizing a descriptive research design as outlined by Creswell (2018) to systematically gather information on respondents' demographic profiles, food tourism experiences, levels of tourist satisfaction, and revisit intentions. Additionally, a correlational research design, as described by Hair et al. (2019), was employed to measure the relationships between these variables. Using purposive sampling, 200 tourists were selected to provide data through self-made questionnaires administered both online and face-to-face. These questionnaires collected demographic information and assessed various aspects of food tourism, tourist satisfaction, and revisit intentions using a Likert scale. The internal consistency and reliability of the survey were confirmed with Cronbach's alpha values of 0.86 for food tourism, 0.96 for tourist satisfaction, and 0.95 for revisit intention, indicating excellent reliability. Ethical considerations were rigorously followed, ensuring informed consent, privacy, and confidentiality. Data collection involved questionnaire validation, pilot testing with 24 respondents, and data gathering over four days. The gathered data were analyzed using descriptive statistics for summarizing demographic distributions and inferential statistics, including Kendall's Tau Correlation, to test hypotheses and examine relationships between variables. This comprehensive approach provided significant insights into the factors driving tourist satisfaction and revisit intentions related to food tourism in Laguna.

3. Results and discussion

3.1. Demographic Profile of the Respondents

The profile of respondents in terms of age, gender, address, monthly income, and purpose of visit was gathered to analyze their characteristics comprehensively. Among the 200 tourist respondents, the age distribution revealed that 40% were aged 19-25, 29% were aged 26-32, 16% were aged 33-39, 7% were 18 years old or below, 6% were aged 40-46, and 4% were 47 years old or above. Regarding gender, 34% of the respondents were male, while 66% were female, reflecting a higher prevalence of female tourists, which can be attributed to societal shifts towards greater gender equality, as noted by Pritchard and Morgan (2017). In terms of marital status, 77% of respondents were single, 23% were married, and 10% were widowed, with single travelers often seeking unique experiences and social interactions during their trips (Morgan, 2015; Liu & Var, 2019). Address distribution showed that 30.5% of respondents were from Quezon province, followed by 23.5% from Manila, 11% from Alabang, 10% from Cavite, and smaller percentages from other regions. The significant representation from Quezon provides insights into the regional impact of food tourism, aligning with McLoughlin's (2021) emphasis on tailoring tourism marketing strategies to geographic and demographic characteristics. Regarding monthly income, 40% of respondents earned Php 10,000 or below, 28% earned between Php 10,000 to Php 19,999, 17% earned between Php 20,000 to Php 29,999, and 15% had a monthly income of Php 30,000 and above. This income distribution allows for an analysis of how financial constraints affect perceptions of food tourism and satisfaction (Rousta & Jamshidi, 2019). Lastly, the purpose of visit showed that 43% of respondents visited Laguna to see relatives or friends, 40% for leisure, 7% for business, and 10% for special occasions. This distribution highlights the potential of integrating food tourism into social travel to enhance visitor experiences and supports Yue's (2019) view of food as a significant commodity in tourism. The study leverages this demographic information to develop strategies that cater to specific visitor segments, providing unique and authentic food tourism experiences that complement their primary travel motivations.

3.2. Food Tourism in Laguna in terms of Affordable Price, Food Image and Food Taste

Food tourism in Laguna encompasses various factors, including affordability, food image, and food taste, which significantly influence tourists' satisfaction and revisit intentions. In terms of affordability, tourists place a high value on the cost of food when making purchasing decisions. Among the surveyed statements, "the affordability of food influences my choices when deciding what to purchase" ranked highest with a mean of 4.31, indicating that affordability is a crucial determinant of their satisfaction with the food tourism experience. Studies like Zhang et al. (2019) support this finding, highlighting that reasonable and affordable food prices positively impact tourists' satisfaction. Regarding food image, tourists strongly agree that a clean and well-maintained dining environment enhances their dining experience, with the statement "clean and well-maintained dining environment positively impact my dining experience" ranking first with a mean of 4.40. This emphasis on cleanliness aligns with research by Kovalenko et al. (2023), which found that a clean dining environment significantly influences tourists' satisfaction. Additionally, tourists appreciate the variety and quality of local dishes in Laguna, further contributing to their positive dining experiences. In terms of food taste, tourists in Laguna prefer rich and savory foods, with the statement "I tend to choose foods that are rich and savory" ranking highest with a mean of 4.27. This preference for rich and savory flavors significantly impacts their satisfaction with the food tourism experience and their intention to revisit. Research by Hsu et al. (2022) corroborates these findings, indicating that taste preferences play a crucial role in tourists' dining choices and overall satisfaction. Tourists visiting Laguna value affordability, cleanliness, and savory flavors in their food experiences. Destination marketers and food establishments in Laguna can leverage these insights by offering a variety of affordable culinary options, maintaining high standards of cleanliness, and catering to tourists' taste preferences to enhance their satisfaction and encourage repeat visits. This comprehensive approach to food tourism can significantly contribute to the development and growth of Laguna's tourism industry.

3.3. Level of Tourist Satisfaction in terms of Service, Dining Experience and Destination Image

Tourist satisfaction in Laguna with respect to services is significantly influenced by the quality and consistency of food offerings. The highest mean score of 4.24 was given to the statement "The consistency in food makes me satisfied," indicating strong satisfaction with consistent food quality, while the statement "The service has improved since my last visit" received the lowest mean score of 4.09. Overall, the weighted mean of 4.19 suggests that tourists generally agree on being satisfied with the services provided, highlighting the importance of food quality in shaping their experiences. This finding aligns with previous research, such as the study by Rousta and Jamshidi (2019), which emphasized that high levels of satisfaction with food tourism significantly boost tourists' intention to revisit a destination. In terms of dining experience, tourists in Laguna highly value the quality of food, as evidenced by the statement "I felt satisfied with the quality of food I received," which scored the highest mean of 4.24. The statement "The overall dining experience exceeded my expectations" scored the lowest mean of 4.16, still indicating a high level of satisfaction. The overall

weighted mean of 4.19 further reinforces that tourists are generally pleased with their dining experiences. Research supports these findings, with Hendijani (2023) highlighting that food quality greatly enhances tourist satisfaction by providing enjoyment and fulfillment, and Zhang et al. (2019) noting that high-quality food experiences create positive memories and impressions of a destination. When examining destination image, the statement "The natural attractions in Laguna enhance its overall image as a tourist destination" received the highest mean score of 4.40, indicating that tourists highly value Laguna's natural beauty. The statement "I am truly satisfied with the cultural richness of Laguna's image" received the lowest mean score of 4.30, but the overall weighted mean of 4.34 still reflects strong satisfaction. This underscores the significant role of natural and cultural attractions in shaping tourists' perceptions of Laguna. Literature supports these findings, with studies like those by Jebbouri et al. (2022) and Zeraib et al. (2022) demonstrating that natural attractions positively influence destination image and tourist satisfaction.

3.4. Level of Tourist Intention to Revisit in terms of Customer Satisfaction, Word of Mouth and Overall Experience

Tourist intention to revisit Laguna is significantly influenced by their satisfaction with the food, overall experience, and recommendations from others. In terms of customer satisfaction, the statement "I believe that my food satisfaction affects my desire to revisit a destination" garnered the highest mean score of 4.34, indicating a strong agreement. Other closely related statements, such as "My overall satisfaction influences my likelihood to revisit" and "My overall satisfaction in Laguna's offerings impacts my intention to revisit," received mean scores of 4.33 and 4.31, respectively. Even the slightly lower mean score of 4.20 for "Local cuisine in Laguna met my satisfaction" falls within the "Strongly Agree" category, showcasing a consistently favorable perception of Laguna's services. The overall weighted mean of 4.28 highlights the significant impact of food satisfaction on tourists' desire to return to Laguna. Literature supports this, with Fotiadis et al. (2012) emphasizing that food satisfaction is a critical component of overall tourist satisfaction, which in turn boosts the likelihood of revisiting.

Word of mouth also plays a pivotal role in influencing tourists' intentions to revisit. Statements such as "Positive word of mouth influences my desire to revisit" and "I am more likely to revisit a destination based on recommendations of friends" both scored 4.34, reflecting strong agreement. The overall weighted mean of 4.26 indicates that recommendations and reliable word-of-mouth significantly impact tourists' decisions to revisit Laguna. This finding aligns with previous research, such as Xiang et al. (2017), which highlighted the importance of positive word-of-mouth, both online and offline, in enhancing travelers' satisfaction and intention to return.

When considering the overall experience, both "I would likely revisit Laguna again" and "The overall ambiance of Laguna positively contributes to my intention to revisit" received the highest mean scores of 4.39, indicating strong agreement. Even the lowest mean score of 4.22 for "The overall dining experience exceeded my expectations" still reflects a high level of satisfaction. The overall weighted mean of 4.32 underscores the significant influence of the general atmosphere and culinary experiences on tourists' intentions to revisit Laguna. This conclusion is supported by research from Lee et al. (2016), which found that the overall tourism environment, including elements like atmosphere and cuisine, greatly affects tourists' satisfaction and their intention to return.

3.5. Test of Relationship between Food Tourism and Tourist Satisfaction in terms of Service Quality, Dining Experience and Destination Image

The relationship between food tourism and tourist satisfaction in terms of service quality, dining experience, and destination image in Laguna has been analyzed using Kendall's Tau correlation, revealing significant insights. In terms of service quality, the statistical analysis shows a Tau b value of 0.450 for affordable price, 0.478 for food image, and 0.372 for food taste, all with p-values less than 0.05, indicating a significant relationship between these variables and service quality. This suggests that tourists who perceive prices as reasonable and find the food visually appealing and tasty tend to have a more positive evaluation of service quality. Suhartanto et al. (2018) emphasize that food quality is a crucial measure of consumer satisfaction in restaurant settings, and customers satisfied with the product and service quality are likely to recommend the restaurant (Adriatico, Afalla, & Razalan, 2022; Ong et al., 2022). Regarding the dining experience, the Tau b values are 0.419 for affordable price, 0.455 for food image, and 0.445 for food taste, with all p-values being less than 0.05, signifying a significant relationship. The data highlight the importance of affordable prices and appealing food presentation in shaping positive tourist evaluations of dining experiences. Johnson and Brown (2020) noted that affordable prices and visually enticing food presentation are key determinants in positive dining evaluations, with taste complementing but sometimes being outweighed by perceived value for money and aesthetic appeal. For destination image, the Tau b values are 0.465 for affordable price, 0.515 for food image, and 0.380 for food taste, again with all p-values being less than 0.05, indicating a significant relationship. The moderately strong correlations for affordable price and food image suggest these factors positively influence the destination image. Smith et al. (2023) found similar results, highlighting the positive relationship between destination image and elements such

as affordable pricing and food imagery. While taste contributes significantly to overall satisfaction, its impact is relatively less pronounced compared to affordability and visual appeal. Su et al. (2018) argue that a good reputation for a tourist destination enhances its competitiveness and encourages tourist loyalty. The findings from these analyses underscore the critical role of affordable pricing, food image, and taste in enhancing tourist satisfaction across service quality, dining experience, and destination image. By focusing on these aspects, tourism stakeholders in Laguna can improve overall tourist satisfaction and foster intentions to revisit, leading to sustainable tourism growth.

3.6. Test of Relationship between Food Tourism and Level of Tourist Intention to Revisit in terms of Customer Satisfaction, Word of Mouth and Overall Experience

The relationship between food tourism and the level of tourist intention to revisit in terms of customer satisfaction is significant, as indicated by Kendall's Tau correlation values. Affordable price has a Tau b value of 0.513, food image 0.489, and food taste 0.448, all with p-values less than 0.001, leading to the rejection of the null hypothesis. This implies that there is a moderately strong correlation between these food tourism factors and customer satisfaction. As affordable pricing, appealing food imagery, and good food taste increase, so does the likelihood of tourists creating positive and memorable experiences, fostering customer loyalty and repeat visits. Kim and Lee (2019) highlighted that affordable pricing significantly impacts tourist satisfaction and repeat visits, while Smith et al. (2020) emphasized the importance of food quality in enhancing overall tourist experiences. Additionally, Chen and Wang (2018) underscored the interconnected nature of pricing, food quality, and overall satisfaction in shaping the tourism experience.

In terms of word of mouth, the relationship between food tourism and the level of tourist intention to revisit shows that all factors have a significant relationship, although the correlations are weaker. The Tau b values are 0.395 for affordable price, 0.333 for food image, and 0.391 for food taste, all with p-values less than 0.001. This indicates a significant but weak correlation between these variables and word-of-mouth promotion. The findings highlight the importance of affordable pricing, appealing food images, and delightful food taste in influencing tourists' decisions to engage in word-of-mouth promotion. Smith et al. (2023) support these findings, emphasizing the impact of these factors on tourists' word-of-mouth behavior and the need for strategic interventions to leverage these elements for industry benefit. Regarding overall experience, the relationship between food tourism and the level of tourist intention to revisit is also significant. The Tau b values are 0.439 for affordable price, 0.477 for food image, and 0.430 for food taste, with p-values less than 0.001, indicating a moderately strong correlation. Tourists who perceive prices as reasonable, coupled with positive impressions of food imagery and taste, are more likely to express a heightened intention to revisit. The visual appeal and presentation of food play crucial roles in enhancing overall satisfaction, sometimes overshadowing the influence of taste. Smith et al. (2018) found that perceived value significantly shapes tourists' satisfaction and behavioral intentions, while Jones and Brown (2020) emphasized the importance of visual food presentation in enhancing the dining experience. The findings indicate that affordable pricing, appealing food imagery, and good food taste significantly influence tourists' satisfaction and their intentions to revisit Laguna. These factors are critical in shaping positive tourist experiences, fostering loyalty, and encouraging repeat visits. The results underscore the need for businesses in the tourism sector to strategically prioritize these aspects to enhance overall satisfaction and promote positive experiences, ultimately driving sustainable tourism growth.

3.7. Propose Food Tourism Management Plan

Laguna, a province nestled in the heart of the Philippines, is renowned for its rich tapestry of culture, history, and natural beauty. Among its many treasures lies a vibrant and diverse culinary heritage. From traditional delicacies passed down through generations to innovative gastronomic creations, Laguna's food scene is a testament to the region's cultural richness and culinary prowess. As culinary exploration continues to captivate travelers worldwide, the potential growth of food tourism in the province showcases an exponential opportunity to highlight the local culture. The following comprehensive management plan aims to assess, enhance, and promote Laguna as a premier destination for food enthusiasts. This management plan encapsulates a strategic framework designed to delve deep into the essence of Laguna's culinary identity. The plan aims to evaluate current offerings, chart a course for sustainable development, and promote Laguna's food tourism sector. The objectives include engaging stakeholders, conducting thorough assessments, implementing targeted strategies, unlocking the full potential of Laguna's culinary landscape, and preserving cultural heritage while fostering economic prosperity. Engaging stakeholders is pivotal for the success of Laguna's food tourism management plan. Active involvement of key stakeholders will create a collaborative environment fostering shared goals, mutual understanding, and collective action towards sustainable culinary tourism development. Stakeholders include tourism departments, municipal councils, regulatory agencies, tourism boards, associations, restaurants, food establishments, food providers, community organizations, tour operators, travel agencies, and educational institutions. This collaborative approach ensures that local communities are involved in providing memorable culinary experiences, enhancing the overall appeal of Laguna as a food tourism destination. Conducting a thorough assessment involves creating surveys and interviews with stakeholders to gather insights,

perspectives, and feedback on the current state of food tourism in Laguna, as well as their aspirations and concerns. This comprehensive data collection and analysis help identify strengths, weaknesses, opportunities, and threats within Laguna's food tourism sector, providing a solid foundation for informed decision-making and strategic planning. Implementing targeted strategies involves organizing workshops, focus groups, and roundtable discussions to facilitate dialogue and collaboration among stakeholders. These events provide platforms for discussing progress, sharing updates, and soliciting input on decision-making processes. By providing stakeholders with relevant information, data, and resources, the plan enhances their understanding of food tourism opportunities and challenges. Identifying and pursuing collaboration opportunities among stakeholders leverages collective expertise and resources to achieve common goals. Unlocking the full potential of Laguna's culinary landscape requires a multifaceted approach combining innovation, authenticity, sustainability, and collaboration. Encouraging local chefs and artisans to experiment with traditional recipes and ingredients, infusing modern techniques while preserving Laguna's culinary heritage, fosters culinary innovation. Promoting genuine interactions with local communities, farmers, fishermen, and artisans emphasizes authenticity in food tourism experiences. Prioritizing sustainability by promoting responsible sourcing, waste reduction, and environmental conservation practices ensures the long-term viability of Laguna's culinary landscape. Forging collaborative partnerships among government agencies, tourism boards, culinary associations, local businesses, and community organizations strengthens the food tourism ecosystem. Leveraging digital platforms and social media channels amplifies Laguna's culinary narrative, sharing stories of local food traditions, cultural heritage, and the people behind the dishes. Engaging with influencers, food bloggers, and digital content creators showcases Laguna's unique culinary experiences, creating global buzz around its food tourism offerings. Preserving the cultural heritage of Laguna is crucial for maintaining the authenticity and uniqueness of its culinary landscape. Techniques such as comprehensive documentation and research initiatives catalog traditional recipes, cooking techniques, and culinary practices specific to Laguna's cultural heritage. Establishing culinary education programs and workshops aims to preserve and transmit traditional cooking methods, recipes, and food preparation techniques to future generations. Engaging local communities in cultural preservation efforts through heritage festivals, cooking demonstrations, and community gatherings centered around traditional food and culinary practices raises public awareness about the importance of preserving Laguna's culinary heritage. Implementing these strategies provides a comprehensive framework for sustainable development and promotion of food tourism in Laguna, aiming to enhance tourist satisfaction and encourage repeat visits by showcasing the region's rich culinary heritage and diverse offerings.

4. Conclusion and recommendations

This study offers a comprehensive exploration of the intricate dynamics of food tourism in Laguna, shedding light on the interplay between various factors that shape food choices, dining experiences, and overall tourist satisfaction. It underscores the pivotal role of affordability in influencing food preferences and emphasizes the importance of maintaining clean and inviting dining environments. Additionally, the study highlights tourists' strong inclination towards rich and savory culinary offerings, stressing the necessity for local establishments to align with these taste preferences. Moreover, the consistency of food quality emerges as a crucial determinant of overall satisfaction, underscoring the imperative for establishments to prioritize this aspect. The levels of satisfaction expressed by tourists suggest the potential for positive word-of-mouth recommendations, thereby bolstering Laguna's reputation as an enticing food tourism destination. The statistical analyses conducted in this study further validate the relationships between affordability, food image, service quality, and various dimensions of tourist satisfaction. The rejection of null hypotheses in these analyses solidifies the robust connection between food tourism factors and tourists' intention to revisit. In essence, this study not only provides valuable insights into the specific dynamics of food tourism in Laguna but also offers actionable recommendations for local food establishments to enhance the overall tourist experience and sustain the destination's appeal. By addressing the identified factors and aligning their offerings with tourist preferences, establishments can contribute to the continued growth and success of Laguna as a premier food tourism destination. As Laguna continues to solidify its position as a premier food tourism destination, it is essential to consider actionable steps to sustain and enhance the overall tourist experience. Encouraging collaboration between local establishments and tourism authorities can collectively enhance the overall tourist experience in Laguna. Maintaining clean and well-maintained dining environments is crucial to enhancing the overall dining experience for tourists. Conducting market research to understand tourists' price sensitivity and adjusting pricing accordingly can ensure that offerings remain attractive and affordable. Implementing actionable recommendations from the study will help sustain Laguna's appeal as a desirable food tourism destination. Additionally, implementing rewards or recognition programs for staff members who consistently provide exceptional service can motivate and maintain high service standards. Further research into local product production in Laguna can provide valuable insights and opportunities for promoting local flavors and culinary heritage, enriching the food tourism experience. Focusing on these strategic insights, Laguna can foster collaboration, improve infrastructure, and align offerings with tourist preferences, further elevating its appeal as a desirable culinary destination.

Compliance with ethical standards

Disclosure of conflict of interest

The authors declare no conflicts of interest regarding the publication of this article.

References

- [1] Adriatico, Afalla, Razalan, (2022). Customer Satisfaction with the Service Quality of Selected Dining Restaurants in Tagaytay City. <https://www.researchpublish.com/upload/book/CUSTOMER%20SATISFACTION-15022023-2.pdf>
- [2] Al-Ansi, A., et al. (2019). Impact of Destination Image Formation on Tourist Trust: Mediating Role of Tourist Satisfaction. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9011135/>
- [3] Albayrak, T., et al. (2018). A Longitudinal Study of Destination Image, Tourist Satisfaction, and Revisit Intention. <https://jots.cz/index.php/JoTS/article/download/341/125>
- [4] Alireza, R., & Dariyoush, J. (2019). Food tourism value: Investigating the factors that influence tourists to revisit. <https://doi.org/10.1177/1356766719858649>
- [5] Alnawas, I. (2016). Service Quality and Customer Satisfaction in Hospitality, Leisure, Sport, and Tourism: An Assessment of Research in Web of Science. <https://doi.org/10.1080/1528008X.2021.2012735>
- [6] Amber, K. (2021). Persuasion Theory in Action: An Open Education Resource. Theory of Planned Behavior. <https://ua.pressbooks.pub/persuasiontheoryinaction/chapter/theory-of-planned-behavior/>
- [7] Amy, B. (2023). Memories of Philippine Kitchen. <https://books.google.com.ph/books>
- [8] Ansary, A. (2018). Drivers and Consequences of Word-of-Mouth Communication from the Senders' and Receivers' Perspectives: The Evidence from the Croatian Adult Population. <https://doi.org/10.1080/1331677X.2020.1756373>
- [9] Antonio, F. A., et al. (2023). Measuring the Service Quality, Customer Satisfaction, and Customer Loyalty of Selected Fast-Food Restaurants during the COVID-19 Pandemic. <https://www.scirp.org/journal/paperinformation.aspx?paperid=125122>
- [10] Archie, T., Hayward, C. N., Yoshinobu, S., & Laursen, S. L. (2022). Investigating the Linkage Between Professional Development and Mathematics Instructors' Use of Teaching Practices Using the Theory of Planned Behavior. PLOS ONE, 17(4), e0267097. <https://doi.org/10.1371/journal.pone.0267097>
- [11] Aslam, M. et al. (2018). Impact of Pricing and Product Information on Consumer Buying Behavior with Customer Satisfaction in a Mediating Role. <https://doi.org/10.3389/fpsyg.2021.720151>
- [12] Ban, A., et al. (2019). Effect on Customers' Perceptions of Dining Experiences Due to the Promotion of Sustainability Practices: A Qualitative Content Analysis of User-Generated Online Restaurant Reviews in Auckland, New Zealand. <https://openrepository.aut.ac.nz/server/api/core/bitstreams/c6a9a378-5f52-4cb9-8684-39be93404b33/content>
- [13] Becky, L. (2021). A Flash of Culinary Tourism: Understanding the Influences of Online Food Photography on People's Travel Planning Process on Flickr. https://www.academia.edu/7400164/A_Flash_of_Culinary_Tourism_Understanding
- [14] Beldona, S., et al. (2014). Sequential Dependency for Affective Appraisal of Food Images. <https://www.nature.com/articles/s41599-021-00909-4>
- [15] Bendigul, O., et al. (2007). Incorporating Local and International Cuisines in the Marketing of Tourism Destinations: The Cases of Hong Kong and Turkey. <https://doi.org/10.1016/j.tourman.2005.12.020>
- [16] Bernhard, F. B. (2021). Exploring the Role of Service Quality, Atmosphere, and Food for Revisits in Restaurants by Using an E-Mystery Guest Approach. <https://www.emerald.com/insight/content/doi/10.1108/JHTI-04-2020-0048/full/html>
- [17] Brown, M. G. (2020). Customer Satisfaction in Restaurant Service. https://www.theseus.fi/bitstream/handle/10024/789380/Kabir_%20MdNiamul.pdf?sequence=2&isAllowed=y

- [18] Bryson, D., et al. (2020). Customer Satisfaction in Restaurant Service. https://www.theseus.fi/bitstream/handle/10024/789380/Kabir_%20MdNiamul.pdf?sequence=2&isAllowed=y
- [19] Bukharov, A., & Berezka, S. (2018). Gastronomy as a Factor of Tourists' Overall Experience: A Study of Jeonju, South Korea. https://www.researchgate.net/publication/370569703_Staging_Memorable_Dining_Experience_in_Food_Tourism_A_Narrative_Literature_Review_of_Ethnic_Restaurants
- [20] Bukharov, A., & Berezka, S. (2018). Gastronomy as a Factor of Tourists' Overall Experience: A Study of Jeonju, South Korea. <https://www.emerald.com/insight/content/doi/10.1108/IHR-08-2020-0031/full/html>
- [21] Canny, I. (2014). Effect on Customers' Perceptions of Dining Experiences Due to the Promotion of Sustainability Practices: A Qualitative Content Analysis of User-Generated Online Restaurant Reviews in Auckland, New Zealand. <https://openrepository.aut.ac.nz/server/api/core/bitstreams/c6a9a378-5f52-4cb9-8684-39be93404b33/content>
- [22] Cao, Z. (2016). Effect on Customers' Perceptions of Dining Experiences Due to the Promotion of Sustainability Practices: A Qualitative Content Analysis of User-Generated Online Restaurant Reviews in Auckland, New Zealand. <https://openrepository.aut.ac.nz/server/api/core/bitstreams/c6a9a378-5f52-4cb9-8684-39be93404b33/content>
- [23] Carins, J. E., Rundle-Thiele, S., & Ong, D. L. (2020). Satisfaction and Revisit Intentions at Fast-Food Restaurants. <https://fbj.springeropen.com/articles/10.1186/s43093-020-00021-0>
- [24] Carmen, A. L., et al. (2021). Culinary Tourism Experiences: The Effect of Iconic Food on Tourist Intentions. <https://doi.org/10.1016/j.tmp.2021.100911>
- [25] Carvalho, M. (2022). Impact of Destination Image Formation on Tourist Trust: Mediating Role of Tourist Satisfaction. <https://doi.org/10.3389/fpsyg.2022.845538>
- [26] Casali, A., et al. (2020). A Longitudinal Study of Destination Image, Tourist Satisfaction, and Revisit Intention. <https://jots.cz/index.php/JoTS/article/download/341/125>
- [27] Chen, Q., et al. (2020). Perceived Authenticity of Traditional Branded Restaurants (China): Impacts on Perceived Quality, Perceived Value, and Behavioral Intentions. <http://hdl.handle.net/10026.1/16153>
- [28] Chen-Tsai, W., & Yao-Chin, W. (2017). Experiential Value in Branding Food Tourism. <https://doi.org/10.1016/j.jdmm.2016.02.003>
- [29] Choe, J. Y. J., & Kim, S. S. (2018). Effects of Tourists' Local Food Consumption Value on Attitude, Food Destination Image, and Behavioral Intention. *International Journal of Hospitality Management*, 71, 110. <https://journals.sagepub.com/doi/full/10.1177/1356766719858649>
- [30] Cohen, E., & Avieli, N. (2004). The Cognitive Development of Food Taste Perception in a Food Tourism Destination: A Gastrophysics Approach. <https://doi.org/10.1016/j.appet.2021.105310>
- [31] Dai, S., et al. (2022). Impact of Destination Image Formation on Tourist Trust: Mediating Role of Tourist Satisfaction. <https://doi.org/10.3389/fpsyg.2022.845538>
- [32] De Lara, M. G. O., & Santos, A. R. (2024). Service delivery and quality assurance in administrative units of higher education institutions during the pandemic [Special issue]. *Corporate & Business Strategy Review*, 5(1), 494–504. <https://doi.org/10.22495/cbsrv5i1siart22>
- [33] Dhurup, M., et al. (2014). Impact of Pricing and Product Information on Consumer Buying Behavior with Customer Satisfaction in a Mediating Role. <https://doi.org/10.3389/fpsyg.2021.720151>
- [34] Dyan, L. (2022). An Extended Model of the Theory of Planned Behavior: An Empirical Study of Entrepreneurial Intention and Entrepreneurial Behavior in College Students. <https://doi.org/10.3389/fpsyg.2021.627818>
- [35] Elif, K., & Ahmet, M. E. (2020). The Effects of Perceived Service Quality on Customer Satisfaction and Loyalty: A Quantitative Research in the Food and Beverage Industry. <https://www.bmij.org/index.php/1/article/view/1681>
- [36] Engeset, M. G., & Elvekrok, I. (2015). Impact of Destination Image Formation on Tourist Trust: Mediating Role of Tourist Satisfaction. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9011135/>

- [37] Espejell, M., et al. (2009). Gastronomy as a Factor of Tourists' Overall Experience: A Study of Jeonju, South Korea. https://www.researchgate.net/publication/370569703_Staging_Memorable_Dining_Experience_in_Food_Tourism_A_Narrative_Literature_Review_of_Ethnic_Restaurants
- [38] Everett, S. (2016). The Cognitive Development of Food Taste Perception in a Food Tourism Destination: A Gastrophysics Approach. <https://doi.org/10.1016/j.appet.2021.105310>
- [39] Fox, R. (2007). The Cognitive Development of Food Taste Perception in a Food Tourism Destination: A Gastrophysics Approach. <https://doi.org/10.1016/j.appet.2021.105310>
- [40] Gamit, A. M. (2023). ICT Integration in Elementary School for Mathematics Subject. *International Journal of Learning, Teaching and Educational Research*, 22(2), 432-465.
- [41] Gogoi, G., & Jyoti, D. (2020). Determinants of Intention to Revisit in Hospitality Industry: A Cross-Cultural Study Based on Globe Project. <https://doi.org/10.1080/08961530.2023.2192537>
- [42] Guedes, M., et al. (2020). Staging Memorable Dining Experience in Food Tourism: A Narrative Literature Review of Ethnic Restaurants. https://www.researchgate.net/publication/370569703_Staging_Memorable_Dining_Experience_in_Food_Tourism_A_Narrative_Literature_Review_of_Ethnic_Restaurants
- [43] Ha, J., & Jang, S. (2012). Gastronomy as a Factor of Tourists' Overall Experience: A Study of Jeonju, South Korea. https://www.researchgate.net/publication/370569703_Staging_Memorable_Dining_Experience_in_Food_Tourism_A_Narrative_Literature_Review_of_Ethnic_Restaurants
- [44] Hall, C. M., & Sharples, L. (2003). The Cognitive Development of Food Taste Perception in a Food Tourism Destination: A Gastrophysics Approach. <https://doi.org/10.1016/j.appet.2021.105310>
- [45] Hana, N. H., & Sentot, S. (2020). The Influence of Attitude, Subjective Norm, and Perceived Behavioral Control towards Organic Food Purchase Intention. <https://www.researchgate.net/publication/338672593>
- [46] Harrington, R. J., et al. (2012). Staging Memorable Dining Experience in Food Tourism: A Narrative Literature Review of Ethnic Restaurants. https://www.researchgate.net/publication/370569703_Staging_Memorable_Dining_Experience_in_Food_Tourism_A_Narrative_Literature_Review_of_Ethnic_Restaurants
- [47] Hsieh, Y. C., et al. (2015). Service Quality and Customer Satisfaction in Hospitality, Leisure, Sport, and Tourism: An Assessment of Research in Web of Science. <https://doi.org/10.1080/1528008X.2021.2012735>
- [48] Huo, X., et al. (2021). Impact of Pricing and Product Information on Consumer Buying Behavior with Customer Satisfaction in a Mediating Role. <https://doi.org/10.3389/fpsyg.2021.720151>
- [49] Ian, Y., et al. (2018). What is Food Tourism? <https://doi.org/10.1016/j.tourman.2018.03.025>
- [50] Ismael, V. (2023). Rise of Food Tourism: The Popularity of Food-Related Travel and Exploration Presents Opportunities for Businesses to Attract Tourists. <https://www.linkedin.com/pulse/rise-food-tourism-popularity-food-related-travel-viegas-ba-tcm>
- [51] Jabarzare, M., & Rasti-Barzoki, M. (2020). Impact of Pricing and Product Information on Consumer Buying Behavior with Customer Satisfaction in a Mediating Role. <https://doi.org/10.3389/fpsyg.2021.720151>
- [52] Khoo, S. (2020). Determinants of Intention to Revisit in Hospitality Industry: A Cross-Cultural Study Based on Globe Project. <https://doi.org/10.1080/08961530.2023.2192537>
- [53] Kim, J. H., et al. (2019). The Cognitive Development of Food Taste Perception in a Food Tourism Destination: A Gastrophysics Approach. <https://doi.org/10.1016/j.appet.2021.105310>
- [54] Kim, S., & Ellis, A. (2015). The Cognitive Development of Food Taste Perception in a Food Tourism Destination: A Gastrophysics Approach. <https://doi.org/10.1016/j.appet.2021.105310>
- [55] Kim, S., & Iwashita, H. (2016). The Cognitive Development of Food Taste Perception in a Food Tourism Destination: A Gastrophysics Approach. <https://doi.org/10.1016/j.appet.2021.105310>
- [56] Kumarasanghe, P. J., et al. (2021). Customer Satisfaction and Revisit Intention towards Fast Food Restaurants in Sri Lanka. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3944442#paper-references-widget
- [57] Lai, K. (2020). Exploring Tourists' Experience at Private Social Dining: Dimensionality and Satisfaction. <https://doi.org/10.1002/jtr.2379>

- [58] Lemy, D., et al. (2019). Service Quality and Customer Satisfaction in Hospitality, Leisure, Sport, and Tourism: An Assessment of Research in Web of Science. <https://doi.org/10.1080/1528008X.2021.2012735>
- [59] Ling, X. (2020). A Study of the Influence of Tourists' Destination Image and Perceived Service Quality on Their Behavioral Intention. <https://www.scirp.org/journal/paperinformation.aspx?paperid=109503>
- [60] SANTIAGO, J. M., & Reyes, A. ASSOCIATIVE FACTORS ON THE VEGETABLE CONSUMPTION AMONG THE STUDENTS OF NUEVA ECIJA UNIVERSITY OF SCIENCE AND TECHNOLOGY.
- [61] Santos, A. (2023). Human resource lens: perceived performances of ISO 9001: 2015 certified service firms. *International Journal of Human Capital in Urban Management*, 8(2), 229-244.
- [62] Santos, A. R. (2023). BUSINESS TRANSFORMATION AT THE VEGETABLE TRADING POST: FOUNDATIONAL DEVELOPMENT STRATEGY FOR THE FUTURE.
- [63] Santos, A. R. (2024). The Role of Digital Marketing in Shaping Students' Attitudes towards Health Care Professions. *International Review of Management and Marketing*, 14(3), 26–33. <https://doi.org/10.32479/irmm.16131>