

Gastronomic Tourism: An Integrated Model for Examining Tourists' Intentions to Revisit Seafood Destinations

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Abstract: The seafood and gourmet tourism city has attracted much attention due to its rich and diverse seafood and unique food culture, making it an ideal destination for tourists. Grounded on the Tourism Destination Competitiveness and Attractiveness (TDCA) model proposed by Vengesai (2003), we constructed an integrated model that comprises destination intrinsic factors and tourists' food preferences to examine tourists' intention to revisit seafood destinations. Tourist satisfaction and destination attractiveness were proposed as the mediators in these relationships. The proposed model extends the TDCA model to the seafood gastronomy tourism context and provides practical implications for destination management organisations (DMOs) in crafting better marketing strategies and gastronomic tourism products.

Keywords: Gastronomic tourism, food culture, food preference, revisit intention, destination attractiveness, tourist satisfaction

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Introduction

Food, accommodation, transportation, tourism, shopping and entertainment are core elements of tourism (Mandić & Garbin Praničević, 2019). Food not only fulfills the physiological need of “satiety”, but can also be considered as an expression of identity and culture (Sio et al., 2021). Terroir is a distinctive element, a source of local identity. It encompasses environmental and landscape values, history, culture, tradition, countryside, sea and local cuisine (World Tourism Organization

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[UNWTO], 2012). It is important to identify heritage resources and natural resources that can be transformed into tourism products which will make it possible to identify the territory. Therefore, the product is the basis of food tourism.

Food tourism strategies is an important tool for regional development, particularly the potential leverage between new agricultural products and tourism (Hall et al., 2004). In a Deloitte report (Gao et al., 2023), it was noted that 6% of consumers increased their spending on food and beverages by 50%, 32% increased their spending on food and beverages by less than 50%, and 48% remained unchanged in this category. This statistic implies an increase in per capita consumption and an optimisation of the consumption structure, taking into account the continued rapid growth of total retail sales and the relative stability of the consumer population.

According to a recent report by Bin (2023), from the perspective of global tourism development, the travel rate of residents changes in an “S” curve. In the early stage of mass tourism, when the annual per capita travel is less than 3 times, the growth rate is slow, sightseeing is the main focus, and the need for food and beverage stays at the primary stage of eating well, “eating well at home and playing well outside”. During the full development stage of mass tourism, per capita annual trips increase to 3-5 times, the growth rate is faster, and there is demand for diversified, travel outside, not only to eat, but also to eat well. The mature development stage with more than 5 trips per capita per year, sees the growth rate slowing down, the demand upgrading, and the demand for food during the trip growing rapidly and extensively. This indicates that travellers’ perceptions are changing, and their perceptions of food tourism are also changing.

In the tourism industry, there are renowned destinations whose brand image is linked to gastronomic values to varying degrees. For example, Spain, France, Italy, Mexico, Malaysia, Japan, Korea China or Singapore (Lai et al., 2019). According to Kovalenko et al. (2023), a gastronomic tourism experience comprises the evaluation of a number of attributes (attractiveness of food and environment, quality of service) by tourists after staying in a destination and engaging in gastronomy-related activities. Thus, the perceived value of a tourist towards a particular destination or organisation is multidimensional. Post-experience satisfaction in turn leads to a higher level of revisit intention (Su et al., 2020). High-quality cuisine is a key determinant for satisfaction, as it leaves the visitor with a lasting memory of the experience. The festive atmosphere, relaxation and fun that tourists experience on a food tour, as well as the social interaction with like-minded people, creates associations in their minds linked to the good times that they have experienced.

While previous scholars have examined the impacts of destination food image, consumption, production, and destination development on destination

attractiveness, Hasan et al. (2019) argued that the interrelationship between tourists' local food consumption values, destination food image, tourists' attitudes towards local food and their behavioural intentions remain unexplored. Additionally, very few studies have explored the role of food or seafood attributes in driving destination attractiveness and tourists' revisit intentions.

For sustainable tourism development and destination management, understanding tourists' revisit intention and the factors behind their decisions not only helps destination managers to better meet the needs of tourists, but also improve the competitiveness and attractiveness of the destination. By analysing the factors that influence revisit intention, such as destination image and personal dietary preferences, the needs and preferences of tourists can be better understood to facilitate destination management organisations (DMOs) to develop more effective marketing strategies and management practices.

In analysing the revisit intention and its influencing factors, this study provides new perspectives and in-depth understanding of the theoretical framework in the field of tourism research. By integrating the results of previous research, we found that existing theories have some limitations in explaining the intention to revisit, especially when factors such as individual preference characteristics and destination intrinsics are taken into account. Building upon the theory of destination competitiveness and attractiveness (TDCA) (Vengesai, 2003), the present study constructed an integrated model consisting of destination intrinsic factors and tourists' dietary preferences in order to explore the complex mechanism of tourists' revisit intention to seafood destinations. Specifically, with tourist satisfaction and destination attractiveness as mediating factors. The findings can enhance our understanding of the factors driving revisit intention to seafood destinations, as well as advance theoretical development in the field of sustainable tourism.

Literature Review

Gastronomic Tourism

Gastronomic tourism is an emerging phenomenon that has been rapidly developing into a popular tourism product (UNWTO, 2012). Sandhiya et al. (2021) contended that when gastronomy is combined with tourism, it has an inherent competitive advantage as other destinations cannot easily replicate the actual tourist experience in a particular location and culture. Gálvez et al. (2017) in their study, suggested that gastronomy is rooted in the folk culture and socio-historical changes of a destination. Therefore, gastronomy is not only a part of the cultural heritage but also a part of the destination's distinguishing factor, creating a unique and distinctive identity compared to other destinations. Tourists can learn about race, religion, status and identity of a destination by consuming and experiencing its local cuisine. Further,

consuming food in a destination allows tourists to immerse themselves in the unique cultural differences through a sensory, intuitive and spiritual way.

In their study of destination cuisine, Rahman et al. (2018) investigated the relationship between cuisine and the following factors: destination experience quality and perception, tourist satisfaction, destination image, tourist behavioural intentions and the impact of food on tourist behaviour. Their findings demonstrated that cuisine is an important attraction factor that contributes to the unique culture of a destination, helps to maintain the image of the destination, as well as influences tourists' perceptions, satisfaction, and behavioural intentions towards the destination. In another study, Widjaja et al. (2020) found that tourists choose their destinations based on their preferences and opinions prior to the trip with a clear intention of travel behaviour.

Gačnik (2012) emphasised that for a sustainable cuisine without heritage components, tourism simply cannot exist. Authentic and traditional food and beverages, as well as other gastronomic products are becoming increasingly important in the international profile of local, regional, and national identities. In her study involving several countries and cities around Indonesia, Sukenti (2014) found that Hong Kong, Singapore, Malaysia, and Thailand have successfully explored and developed their gastronomy into essential assets to support tourism. Their governments have successfully explored and developed the richness and uniqueness of their gastronomic features into a strong advantage that attracts tourists. Similarly, Hussin's (2018) comprehensive research on Malaysia demonstrated that Malaysia presents a unique tourism offering, subtly displaying and applying soft power tools such as multiculturalism, unique traditions, as well as a multi-ethnic, multi-religious, and tolerant society. The study also emphasised a clear understanding of destination image building through the soft power of gastronomy and tourism.

Theoretical Background: Tourism Destination Competitiveness and Attractiveness Model (TDCA)

The Tourism Destination Competitiveness and Attractiveness Model (TDCA) proposed by Vengesai (2003) provides a foundational framework for understanding how destination attributes contribute to a destination's overall competitiveness and attractiveness. The model focuses on both demand and supply aspects, emphasising that a destination's competitiveness is determined by what it offers on the supply side and the needs of tourists on the demand side.

However, in light of the post-pandemic shifts in consumer behaviour, it is essential to consider recent studies on the evolving motivations of tourists. Recent research suggests that health and safety concerns, authentic cultural experiences, sustainability, and the desire for unique local food experiences have become key factors influencing travel decisions post-pandemic (Food, 2024; Wen et al., 2021). These changes in

consumer behaviour align with the TDCA model's focus on demand-side factors, but they also highlight the need to adapt the model to reflect the current tourism landscape. By incorporating post-pandemic consumer motivations, particularly in food tourism, this study adds a contemporary dimension to the TDCA model.

Additionally, to address concerns regarding the limited theoretical comparison, this study integrated insights from Dwyer and Kim's (2003) destination competitiveness model as well as Ritchie and Crouch's (2003) sustainability-focused framework. While Dwyer and Kim (2003) model emphasises a comprehensive set of factors such as resource endowments, infrastructure, and market appeal, it remains conceptual when it comes to food-related variables. Similarly, Ritchie and Crouch (2003) framework highlights the importance of cultural and environmental sustainability but does not deeply explore tourists' micro-level preferences, such as food choices. This study extends the TDCA model by incorporating variables such as "food preferences" and "destination intrinsic factors" to better capture the growing significance of food tourism and its impact on tourist satisfaction and revisit intentions.

In summary, while the TDCA model provides a robust foundation for examining destination competitiveness and attractiveness, the evolving landscape of post-pandemic tourism necessitates an expanded framework. By integrating recent consumer behaviour insights and comparing key theoretical models, this study offers a more comprehensive understanding of how food tourism can enhance destination competitiveness and attractiveness in today's dynamic tourism environment.

Hypotheses Development

Destination Attractiveness, Tourist Satisfaction, and Revisit Intention

The concept of destination attractiveness has a long history in tourism literature (Hu & Ritchie, 1993). Nicoletta and Servidio (2012) highlighted that the more a person believes that a place satisfies his/her tourism needs, the more attractive the place becomes and the more likely it is to be selected as a potential tourist destination. Essentially, destination attractiveness has been uniformly identified by scholars as the attractiveness of a destination to tourists (Romão et al., 2018); for example, service facilities, landscapes, popularity, gastronomy, etc. can attract tourists to visit a destination. These attractive attributes are also considered as the main drivers of tourists visiting a destination (Krešić & Prebežac, 2011).

Mahamadu and Salia (2020) considered the attractiveness of a destination in terms of the perceived value of the destination and its attractions in drawing in tourists. Similarly, Khairi and Darmawan (2021) suggested that destination attractiveness is a mental image reflecting the feelings, beliefs, and perspectives of individuals about the perceived ability of a destination to satisfy a specific need or provide personal benefits. This mental imagery tends to draw the attention of tourists

to the actual attractiveness of the destination. Therefore, destination attractiveness is one of the key factors that help to attract, encourage and motivate tourists to extend their vacation at the destination (Katsikari et al., 2020). Further, Amin and Priansah (2019) contended that destination attractiveness increases tourism potential and maximises benefits for the country and its citizens.

Satisfaction is frequently regarded as a crucial aspect of the tourism experience (Maunier & Camelis, 2013) and is currently one of the most extensively researched variables in tourism literature (Del Bosque & San Martín, 2008). In the context of tourism, satisfaction refers to a combination of feelings and overall level of pleasure derived from visiting a tourist attraction (Pestana et al., 2020). Tourist satisfaction is a cognitive response that develops when tourists reach their own level of satisfaction during a service experience, resulting in an emotional response or a measure of evaluation of the quality of services before and after the experience (Lin & Kuo, 2016). In other words, it is the gap between the actual satisfaction obtained from a service/experience and the ideal state of the service/experience (Ryan & Cessford, 2003).

In tourism literature, revisit intention is a key research topic (Quintal & Polczynski, 2010). Many researchers agree that tourists tend to make multiple visits to the same destination, reflecting more satisfaction with the destination and spreading more positive word-of-mouth about the destination (Meng & Han, 2018). The intention to revisit a destination can be considered as a post-consumption behaviour and is defined as the intention of a tourist to revisit a destination that was visited before this or participate again in an activity that was participated before (Razak, 2022). It also involves the tourist's likelihood of recollecting the same destination or his/her willingness to recommend the destination to others, and can even be a good indicator of the tourist's future tourism behaviour (Meleddu et al., 2015).

Exceptional tourist facilities will contribute to the formation of a pleasurable experience for tourists and their satisfaction (Rasoolimanesh et al., 2022). It is conventional wisdom that tourist satisfaction is important for achieving loyalty (Hultman et al., 2015). Tosun et al. (2015) considered this behaviour as loyal or authentic behaviour. In the same way, Villamediana-Pedrosa et al. (2020) found that tourist satisfaction is an effective predictor of tourist attitudes and behavioural engagement. Using a longitudinal approach, the researchers interviewed respondents in different decision-making processes and found that attitudes play a role in deciding whether to select a potential destination as part of the inducement set. Thus, attitudes, destination image, behavioural intentions, motivations, and further indications all influence tourist satisfaction and future behaviours.

According to Nguyen Viet et al. (2020), revisit intention is considered an extension of satisfaction. When tourists develop pleasant feelings for a destination, they may be satisfied with that place, which leads to more revisit intentions. A number of studies have confirmed the positive effect of tourist satisfaction on revisit intention

(Nguyen Viet et al., 2020). According to Wilson et al. (2016), there are two main indicators of revisit intention: tourist satisfaction and destination attractiveness. Therefore, we propose:

- H1. Tourist satisfaction has a positive impact on revisit intention.
- H2. Destination attractiveness has a positive impact on revisit intention.

The Impact of Destination Intrinsic Factors on Tourist Satisfaction and Destination Attractiveness

Destination image research began in the 1970s (Lopes, 2011) and gradually received widespread attention. The concept of tourism destination image significantly impacts a destination's development and influence. Scholars have put forward a wide range of insights on understanding destination image. For instance, Huang et al.'s (2021) definition of tourism image is based on the definition of "image," a broad and vaguely defined concept generally considered to be an individual's personal, subjective, and conceptual understanding of the things they know. Alternatively, the image is an internal belief and impression formed based on the information-processing process of the human brain (Lindsay & Norman, 2013).

On the other hand, Jeong and Kim (2020) believed that destination image is the sum of individuals' or groups' beliefs, ideas, and impressions of a specific destination. Destination image can also be considered a critical factor in tourists' decision-making process and behaviour because it is often associated with psychological activities formed by relevant attributes that affect tourist behaviour. Destination image also has a significant impact on tourist satisfaction, which in turn influence their choice of destination or other factors related to their visit. When tourists have positive perceptions or impressions about a destination, they are more likely to choose it. In other words, a positive destination image increases tourist traffic and chances of visiting a destination.

In a similar study, Ermawati and Prihandono (2018) found that destination image is the most crucial destination attribute and travel motivation for repeat tourists. Further, some researchers have pointed out that destination image affects tourist behaviour, destination choice, decision-making, satisfaction, and visit or revisit intention (Nguyen Viet et al., 2020). For example, during the COVID-19 pandemic, tourists were fearful of infections and thus refrained from travelling based on information/media reports regarding a destination; this reflects the destination image (Rasoolimanesh et al., 2021). Therefore, a positive destination image plays a crucial and decisive role in public perception.

When tourists choose a destination, in addition to the destination image, they are also influenced by the destination's scenery, tourism activities/products, and tourism price (Seyidov & Adomaitienė, 2016). Tourism price is also one of the critical factors

that affect tourists' choice of destinations. Tourism prices include ticket prices, as well as accommodation, transportation, and food expenses; these are the expenses tourists need to consider in deciding whether the travel cost is reasonable. Certainly, exorbitant travel prices may affect tourists' satisfaction, loyalty, and revisit intention. However, what is a reasonable cost of travel? Different scholars have given different opinions.

The formulation of tourism prices is affected by the constraints of urban consumption, the consumption level of tourists, and stakeholders (Wang et al., 2020). According to Nagle and Müller (2017), when setting prices, good tourism products will consider consumer demand, cost and profit, product differentiation, market prospect forecast, and customer satisfaction. Of course, when a tourist destination has strong and difficult-to-replicate attractiveness, a reasonable price will positively affect tourists' motivation, behavioural intention, satisfaction and revisit intention (Morando & Platania, 2022).

Tourism activity is considered one of the key elements of tourism (Merinero-Rodríguez & Pulido-Fernández, 2016). People go to tourist destinations for tourism activities and experiences, which include sightseeing tours (Jelinčić, 2019), cultural experiences (Chen & Rahman, 2018), adventure and exploration (Janowski et al., 2021), leisure and vacation (Yu et al., 2021), and food tasting (Kim et al., 2020). Marrocu and Paci (2013) regarded tourism activities as intrinsic factors of a destination, that is, tourism products that cannot be replicated in any other destinations. Therefore, tourism activities have the ability to enhance destination attractiveness, improve tourism experience, increase the length of stay of tourists and promote the economic development of the destination. Thus, tourism activities is one of the key factors in enhancing destination attractiveness and destination competitiveness (Dwyer & Kim, 2003).

For tourism, the quality of a destination is directly related to the satisfaction and quality of tourist experiences and this in turn, has a crucial impact on the attractiveness and competitiveness of the destination (Salee et al., 2022). Firstly, according to Mukherjee et al. (2018), the quality of a destination is reflected in the level of service. High-quality service can enhance tourist satisfaction and increase their goodwill and trust in the destination, thus promoting word-of-mouth communication and revisits. Secondly, the quality of a destination is also manifested in the standard of its facilities and products (Pérez et al., 2017). Exceptional facilities and products can provide tourists with a comfortable, convenient and safe environment, enhancing their goodwill and satisfaction with the destination (Yeshi, 2019). In addition to this, the overall tourism experience in a destination is also an important reflection of its quality (Nugraha et al., 2021). Therefore, the quality of destination products and services determines tourists' cognitive judgment and revisit intention.

Next, tourism and the environment are inextricably linked and have a complex relationship. The components of environment can either enhance or undermine a

destination (Mihalič, 2000). The environment not only encompasses the natural ecology, but also includes aspects of the urban environment (safety) and cultural atmosphere (Cheng & Chen, 2022). Further, Pestana et al. (2020) argued that environmental factors play an important role in destination choice and tourist experience. Not only do they offer a unique landscape experience, but they also help to promote physical and mental well-being and relaxation. In addition, the destination's urban environment and cultural atmosphere, such as historical cities and modern metropolises (Berdibekova et al., 2022), are also important factors in attracting tourists. The destination's rich cultural heritage and cultural activities directly affect tourists' choices and experiences. For example, colourful cultural heritage, traditional festivals, folklore performances and local handicrafts provide tourists with an in-depth cultural experience and unique cultural charm (Amorim et al., 2020). They are the embodiment of the intangible cultural heritage. Mohanty et al. (2020) added that these cultural elements not only showcase the history and traditions of a destination, but also reflect the lifestyle and values of the local people.

This researcher believes that a destination's intrinsic factors include tourism activities, destination image, price, quality, environment and culture. These factors affect consumer satisfaction and destination attractiveness, especially in the case of gastronomic tourism. Therefore, we postulate that:

H3: Destination intrinsic factors have a positive impact on tourist satisfaction.

H4: Destination intrinsic factors have a positive impact on destination attractiveness.

The Impact of Food Preference on Tourist Satisfaction and Destination Attractiveness

In some countries, fish has become an important source of affordable protein. As of March 2024, Ritchie and Roser (2024) reported that globally, about one-sixth of all animal protein comes from seafood. Due to the limited supply of fisheries in each country and region and the growing demand for seafood, aquaculture has also grown faster than any other agricultural industry. For example, China is the world's largest seafood consumer, with an annual seafood consumption of 65 million tons, accounting for 45% of global seafood consumption (Fisheries Administration, 2022). Samoggia and Castellini (2018) suggested that attitudes toward eating fish depend on national or socio-demographic characteristics and are strongly associated with regional factors and traditions. At the same time, the seafood or fish consumed are related to cultural traditions, which have been changing over time.

Lawley et al. (2019) used an online survey to survey Australian consumers' knowledge of seafood sustainability and the drivers of their purchase choices. The

findings suggest that information-based strategies and definitions of sustainability commonly shared by the seafood industry to drive sustainable consumer behaviour in seafood must consider consumers' knowledge. The study also provided empirical evidence of the positive relationship between knowledge and the importance of sustainability in consumers' seafood purchase decisions. In their work on the attitude-behaviour gap in sustainable food purchase decisions, Meyer and Simons (2021) also explored other factors influencing consumers' decision-making processes, such as pragmatism, price, convenience, quality, environment, knowledge, and taste preference.

Food preferences can only be made with the availability of at least two different items, referring to the choice of one over the other (Feldmann & Hamm, 2015). In other words, food preference is when people choose the one they like best, amongst two or more foods. Most of the time, people prefer foods they like, but this is only one of the motivations that can explain the preference. Food choice is a series of conscious and unconscious decisions a person makes at any point from purchase to consuming (Chen & Antonelli, 2020). Using a theoretical model, Mak et al. (2012) found that factors influencing food preferences can be categorised into individual, food, and environment. Thus, in the context of tourism, the potential factors affecting food preference can be divided into tourists, destination cuisine, and destination environment (Andersson et al., 2017; Hiamey et al., 2021).

Destination food cuisines give tourists different sensory experiences using various raw materials and cooking methods. At the same time, the environment can also affect the factors of food image such as identity, marketing communication, service experience, and service scene (Rousta & Jamshidi, 2020). In other words, dining in tourist destinations is more complex than consuming food in the home environment, as both the food and environment will vary. Another important thing to take note is that tourists' attitudes towards food and diet also change accordingly, and different motivations may affect their food preferences and choices in new environments. According to Mak et al. (2012), motivational factors affect tourists' food preferences. For example, Crona et al. (2020) found that residents of inland China prefer river fish, while residents of coastal areas are more likely to consume seafood products.

Cuisine cooking style represents the image of a destination; for example, China's cuisines are categorised by region (Xu et al., 2020), such as Cantonese, Sichuan Cuisine, and Lu Cuisine. Cooking style refers to specific techniques, methods and styles used in the cooking process, as well as preferences in the selection of ingredients, use of seasonings and cooking tools (Zhu et al., 2018). Cook et al. (2000) stressed that different cultures and regions have their own distinctive cooking styles, which usually reflect local traditions, as well as the historical, geographical and cultural characteristics. It is more of a cultural and creative expression that reflects the unique understanding of food and the unique pursuit of cuisine in different regions and ethnic groups (Montanari, 2006). Viewing destination cuisine as a destination

attraction and reducing the risk of interpreting it as a barrier requires a deeper understanding of tourists' diverse food preferences and dining behaviours.

In the context of food tourism, the influence of culture on tourists' dietary preferences has been supported by many studies (Promsivapallop & Kannaovakun, 2019). Among the factors that influence food preferences, Enriquez and Archila-Godinez (2022) identified cultural influences as the primary determinant. In other words, cultural influences determine which foods and qualities are acceptable in terms of their sensory and cultural characteristics. Examples include the Nyonya culture in Malaysia (Ng & Karim, 2016), wine culture in France (Alonso Ugaglia et al., 2019), hotpot culture in Chongqing, China and morning tea culture in Guangdong, China (Xudong et al., 2021).

Through their literature review, Chen and Antonelli (2020) summarised the key determinants of food preference, including internal factors (sensory and perceptual), external factors (information, social environment, physical environment), personal factors (biological characteristics, need to win, psychological composition, habits, and experience), cognitive factors (knowledge and skills, attitudes, preferences, personal identities), and sociocultural factors (culture, economic variables, political factors). They also explored possible directions among factors influencing final food preferences.

In another study, Enriquez and Archila-Godinez (2022) stressed that food-induced emotions mainly add predictive value to pure preference scores and guide consumer behaviour. The combination of taste-based choice, preference, and affective valence was a stronger predictor. Therefore, their results demonstrated that people's food preference is complex and affected by various factors. Especially in the context of food tourism, with food as a destination attractiveness, it is obvious that people's preferences are more likely to affect their food choices (i.e., motivation). When this motivation and behavioural intention are achieved, it will subsequently affect tourist satisfaction and destination attractiveness.

This researcher believes that food preferences include seafood, river fish and cooking style. These factors affect consumer satisfaction and destination attractiveness, especially in food tourism. Therefore, we propose that:

H5: Food preference has a positive impact on tourist satisfaction.

H6: Food preference has a positive impact on destination attractiveness.

The Mediating Role of Tourist Satisfaction

The mediating role of tourist satisfaction has been extensively examined in numerous tourism-related studies (Jebbouri et al., 2022). Previous studies have examined the relationship between tourism experience and visitor satisfaction, with researchers constructing a model to understand the mechanism through which tourist satisfaction is influenced (Suhartanto et al., 2020). Some researchers have identified destination

intrinsic factors (Ramesh and Jaunky, 2021) and food preference (Kim et al., 2022) as antecedent variables that positively influence tourist satisfaction. Put simply, the intrinsic qualities of a destination and the preferences for food have the potential to evoke cognitive, emotional, and sensory responses in tourists, thereby enhancing their overall satisfaction.

According to Villamediana-Pedrosa et al. (2020), travellers who express satisfaction with their travel experience tend to actively diminish the reception of negative information, hence strengthening their inclination to engage in repeat visits. Nevertheless, prior research has not investigated the potential mediating effect of tourist satisfaction on the relationship between destination intrinsic features, culinary preferences, and revisit intention. Hence, we posit that:

H7. Tourist satisfaction mediates the relationship between destination intrinsic factors and revisit intention.

H8. Tourist satisfaction mediates the relationship between food preferences and revisit intention.

The Mediating Role of Destination Attractiveness

Several studies have examined the relationship between destination attractiveness, attitude towards the positive effects of tourism, emotional responses and pro-tourism behaviours (Alzaydi & Elsharnouby, 2023; Xu et al., 2022). Prior research has demonstrated a correlation between the appeal of a destination and the loyalty towards that destination (Mohamad et al., 2019), the contentment of tourists (Nastabiq & Soesanto, 2021), and revisit intention (Ćulić et al., 2021). Björk and Kauppinen-Räsänen (2016) proposed that the attractiveness of a destination is indicative of its overall appeal to tourists. Furthermore, they argued that tourists' preferences for the features and cuisine of a destination have a direct impact on their perception of the destination's attractiveness. In this respect, the present study employed destination attractiveness as a mediator.

Prior research has demonstrated that the intrinsic factors of a destination and food preferences have a positive impact on tourists' perceptions of its attractiveness (Guan & Jones, 2015). Furthermore, the attractiveness of a destination has a positive influence on travel behaviour, which in turn leads to specific behaviours towards the destination (e.g. intentions to revisit) (Park et al., 2019; Pratminingsih et al., 2022). Hence, the present study posits:

H9. Destination attractiveness mediates the relationship between destination intrinsic factors and revisit intention.

H10. Destination attractiveness mediates the relationship between food preferences and revisit intention.

In summary, to test tourists' revisit intentions in the context of seafood tourism, we proposed an integrated conceptual framework (Figure 1) that incorporates questions about food preferences, revisit intentions, and the intrinsic factors of a destination into the original TDCA model, which consists of 10 propositions.

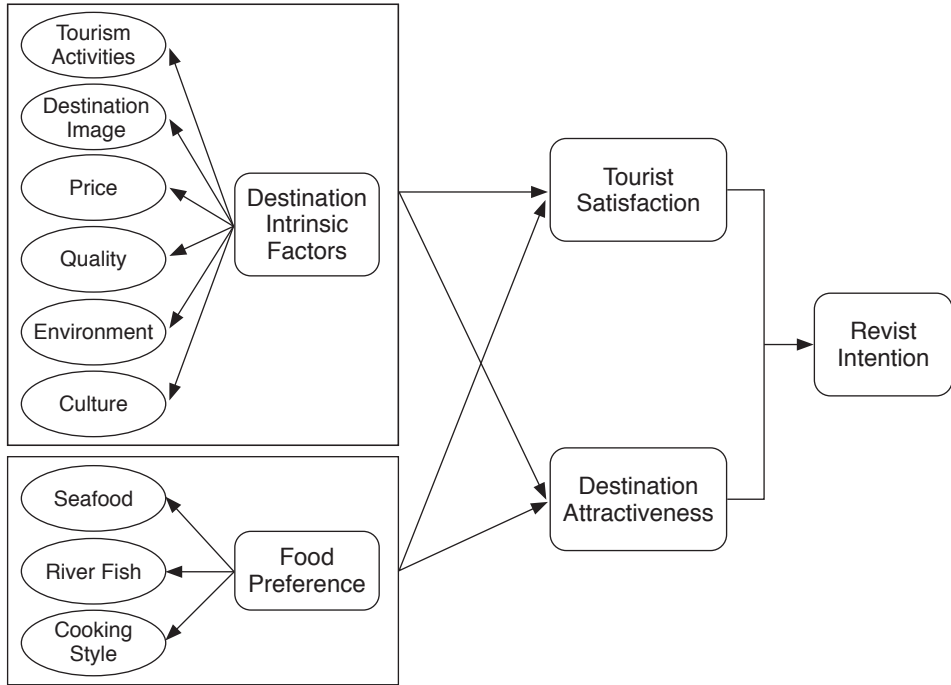


Figure 1. The conceptual model of revisit intention in the context of seafood gastronomy tourism

Discussion

Theoretical Implications and Practical Implications

By incorporating destination intrinsic factors and food preferences into the proposed framework, this study carries theoretical implications and practical implications. Theoretically, it enhances the understanding of how tourists' varying food preferences influence their revisit intentions, particularly in the context of seafood tourism. Practically, it provides insights into how these preferences and intrinsic destination factors shape tourist behaviours, helping researchers and practitioners develop more targeted marketing strategies and tourism campaigns.

As gastronomy tourism, especially seafood tourism, continues to grow in popularity, an emphasis on local food preferences can foster greater appreciation for cultural heritage and local cuisines, which in turn promotes sustainable tourism

by encouraging responsible travel behaviours and supporting the local economy. Moreover, understanding tourists' food preferences facilitates cultural exchange, as gastronomy tourism acts as a bridge between different cultures, enriching the experiences of both tourists and local communities. While the framework is built upon existing theories and includes key general factors tailored to the specific context of the destination, it is important to recognise that existing models may sometimes fall short in addressing new scenarios. Therefore, continuous updates and adaptations to theoretical frameworks are essential to keep pace with the evolving landscape of tourism and its broader social impacts.

However, given the generalisation, we avoided presenting a more complex framework due to differences in research contexts. In some cases, researchers may need to modify this framework to fit a specific research context. For example, if the destination is in France, researchers need to adapt the research context to incorporate France's most famous wines and French cuisine. If the results of the study support these hypotheses, the researchers could target the foodie group within their food preference group. Similarly, countries or regions around the world need to focus on different factors in order to develop tailored tourism strategies.

The current framework helps tourism city management agencies, tourism businesses, researchers, and stakeholders understand the impact of destination intrinsic factors and food preferences on tourist satisfaction and destination attractiveness, as well as their influence on revisit intention. Addressing these aspects is essential for stronger tourism development and viable competitiveness as the unique heritage of gastronomy tourism then becomes challenging to be replicated elsewhere.

This strategy can also boost promotional efforts by businesses and encourage more tourism participation. When destination stakeholders and businesses effectively grasp the real needs of tourists, they can create and offer more food products and food tourism activities that meet these needs such as prepared products, fishing activities, and sea-to-table dining experiences, in order to increase revisit intention. In the context of seafood tourism, the impact on tourist revisit intentions can be used to clarify their real needs through this conceptual framework.

Furthermore, although the framework is based on existing theoretical foundations, researchers should adjust and adapt the framework according to the actual destination. Therefore, researchers with different backgrounds should pay attention to multiple influencing factors to help policy makers craft corresponding destination policies and measures to enhance the characteristics of destinations and revitalise gastronomy tourism.

Limitations and Future Research

It is important to clarify that the primary aim of this paper was to propose a new theoretical framework, rather than conduct empirical research. Therefore, detailed

discussions on data collection and analysis were not included, as the focus was on constructing a model at the theoretical level, showing how existing theories can be integrated to explain and predict specific tourism phenomena, such as destination attractiveness in gastronomy tourism. However, future empirical studies can be designed to validate the proposed framework. Quantitative surveys or in-depth interviews could be conducted to gather data on tourists' food preferences, satisfaction, and revisit intentions. Questions should be developed based on tourists' actual experiences, social influences, and destination intrinsic attributes. It is also important to include participants from diverse cultural backgrounds and preferences to ensure the data's breadth and representativeness. Quantitative analysis methods, such as structural equation modelling (SEM), can be used to test the relationships hypothesised in the framework.

Conclusion

This study demonstrates that in gastronomy tourism, specifically seafood, destination intrinsic factors and food preferences will affect tourists' revisit intention indirectly through tourist satisfaction and destination attractiveness. Grounded on Vengesai's (2003) TDCA model, we integrated the demand of tourists and the supply side, affected by the background and era of the study, and the purpose of tourism. Essentially, the stakeholders of a destination need to pay more attention to the actual needs of tourists. In conclusion, based on the TDCA model, we established a model focusing on tourist needs and in the context of seafood cuisine, to study the influencing factors of tourist revisit intention.

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