An Exploration of Motivations for Tourist Food Consumption

Dr. Athena Mak, Assistant Professor
Department of Tourism, Recreation & Leisure Studies
National Dong Hwa University, Taiwan
Presentation Outline

1. Research Background & Objectives
2. Research Design & Method
3. Key Findings
4. Marketing Implications & Conclusion
Research Background 1

• Food choice research
  – What do **people** eat? And **why**?  
    (food choice motives, food choice models)

• Food choice research + Tourism research
  – What do **tourists** eat? And **why**?
Research Background 2

• Tourist food consumption:
  – refers to the selection and consumption of food and beverages in a destination that a tourist visits (Mak, Lumbers & Eves, 2012)

• Tourist food consumption is recognised as:
  – An indispensable component of the tourist experience (Chang et al., 2010, Richards, 2002)
  – An important channel for tourists to “learn” or “experience” the local culture (Chang et al., 2010; Kim et al., 2009; Scarpato, 2002)
Research Background 3

- Tourist food consumption has significant implications on destinations:
  - Spending on food can comprise up to one-third of tourists’ total expenditure (Hall & Sharples, 2003; Torres, 2003; Telfer & Wall, 2000)
  - Can play a significant role in affecting destination choice (Cohen & Avieli, 2004; Hall & Sharples, 2003)
  - An important force driving tourism demand for food (Torres, 2002, 2003)
Factors affecting food consumption in tourism

- Cultural and religious influences (e.g., cultural background, religious beliefs)
- Socio-demographic factors (e.g., socio-economic, demographic status)
- Food-related personality traits (e.g., food neophilia, variety-seeking tendency)
- Exposure effect and past experience
- Motivational factors
- Physiological factors (e.g., hunger, thirst, satiety)

- Sensory attributes (e.g., flavour, aroma, texture, appearance)
- Food content (e.g., ingredients, condiments, spices)
- Methods of preparation and cooking
- Food/cuisine type (e.g., national/regional/local cuisine, traditions/meanings attached)
- Food availability (e.g., types available, variety, alternatives)
- Price, value, and quality

Destination Environment
- Gastronomic image/identity (e.g., perceived gastronomic image of the destination)
- Marketing communications (e.g., Internet, guidebook, TV programmes)
- Contextual influences (e.g., time, place, with whom)
- Service encounter (e.g., expected service quality)
- Service escape (e.g., physical elements in a consumption setting’s built environment)
- Seasonality (e.g., season, temperature of the destination)

Lack of systematic studies on the “tourist” (Mak et al., 2012)
Factors influencing tourist food consumption

- Cultural/Religious Influences
- Socio-demographic Factors
- Motivational Factors
  1. Symbolic
  2. Obligatory
  3. Contrast
  4. Extension
  5. Pleasure
- Food-related Personality Traits
- Exposure Effect/Past Experience

(Mak et al., 2013)
Food Neophobia

- **Food neophobia** – the reluctance to ingest novel foods (Pliner & Salvy, 2006)
- Humans will try various food sources, however, we will, at the same time, **be cautious not to ingest toxic or harmful** food substances. (Köster & Mojet, 2007)

Neophobic  Neophilic
Variety-seeking

- **Variety-seeking** – the tendency to seek diversity in food choices. (Kahn, 1995)
  - Individuals with a higher variety-seeking (HVS) tendency will get bored more quickly with food, owing to their higher level of “composite need”.

High VS  Low VS
Positioning of Food Consumption Experience

(Mak et al., 2013)
Research Objectives

1. To explore the **motivational factors** underlying tourists’ food consumption.

2. To examine the **underlying dimensions** of the motivational factors.

3. To examine the influence of **food-related personality traits** (food neophobia and variety seeking) on the motivational factors.

4. To examine the effects of **socio-cultural factors** on the motivational factors.
Research Design & Method 1

• **Mixed-method design** – to reduce bias and enhance the rigour of the research:
  1. Semi-structured interviews
  2. Repertory Grid Method (RGM)
  3. Questionnaire Survey
Research Design & Method 2

- Setting was in Hong Kong
- Purposive sampling:
  - Tourists were intercepted at random at major tourist attractions.
  - Inclusion criteria were used to identify eligible respondents:
    1. above 18 years of age,
    2. stayed a min. of 2 nights in HK at the time of the interception,
    3. had food consumption experiences in commercial settings during their stay.

(to ensure the respondents had adequate food consumption experience to reflect upon their motivations)
Tourist Food Consumption Motivation Scale – Development

• A scale to measure the motivations underlying tourist food consumption was developed based on the findings of:
  – Semi-structured Interviews
  – Repertory Grid Interviews
  – Existing literature
    • E.g., Steptoe et al.’s (1995) Food Choice Questionnaire
    • Fields’ (2002) Motivational Factors of Food in Tourism
    • Kim et al.’s (2009) Model of Local Food Consumption
    • Chang et al.’s (2010) Model of Chinese Tourists’ Food Preferences

• 34 items were generated in the draft scale.
Tourist Food Consumption Motivation Scale – Refinement

• Pre-test (n = 8) and pilot test (n = 163) were then employed to further refine the scale.

• 3 cross-loading items were removed:
  – “to dine in restaurants that are recommended by my friends”, “to enjoy meals that would not take up too much of my travel time”, and “to indulge myself in tasty foods”.

• The final instrument consisted of 31 items.

• Assessed with a 7-point Likert scale:
  – Response categories ranging from 1 = not important at all to 7 = extremely important.
Food Neophobia Scale (FNS)

- Respondents’ food neophobia was measured by the Food Neophobia Scale (FNS) developed by Pliner and Hobden (1992).
  - a unidimensional summation scale consisting of 10 items (with reliability ranging typically from 0.8 to 0.9) (Ritchey, et al., 2003)
  - Examples:
    - I don’t trust new foods.
    - If I don’t know what is in a food, I won’t try it.
Variety-seeking Scale

• Respondents’ variety-seeking tendency with respect to food was measured by the Variety Seeking Tendency Scale (VARSEEK) developed by van Trijp and Steenkamp (1992).
  
  – a summation scale which contains 8 items  
    (with a reported reliability coefficient of 0.90 and a stability coefficient for the composite scores of 0.81 (p<0.001) (van Trijp & Steenkamp, 1992)
  
  – Example:
    – When preparing foods or snacks, I like to try out new recipes.
    – Items on the menu that I am unfamiliar with make me curious.
Profile of the Respondents

- Valid sample: n=447 (45% response rate)
- **Nationality**: Taiwanese (55%) (n=247); British (45%) (n=200)
- **Gender**: Female (58.2%), Male (41.8%)
- **Age**: 25-34 (29.1%), 18-24 (22.6%), 35-44 (19.0%)
- **Marital status**: Married, had children (46.1%), Single (38.3%)
- **Educational level**: Undergraduate degree (41.8%), Vocational/college (21.0%), High School (19.9%)
Key Findings

• **7 motivational factors** underlying tourist food consumption were identified:

1. Sensory and Contextual Pleasure (grand mean = 5.67)
2. Price/value and Assurance (grand mean = 5.56)
3. Authentic Experience and Prestige (grand mean = 5.21)
4. Novelty and Variety (grand mean = 5.01)
5. Interpersonal and Culture (grand mean = 5.01)
6. Health Concern (grand mean = 5.00)
7. Familiarity and Eating Habit (grand mean = 4.68)
1. **Sensory and Contextual Pleasure** (grand mean = 5.67)
   - To try out foods that are presented attractively.
   - To dine in restaurants with a pleasant atmosphere.
   - To enjoy foods that are delicious.

2. **Price/value and Assurance** (grand mean = 5.56)
   - To dine in restaurants that are reasonably priced.
   - To dine in restaurants that offer good value of money.
   - To dine in restaurants that provide good service.
   - To dine in restaurants that are tourist-friendly (e.g., with English menu, English-speaking staff).
   - To dine in restaurants with high hygiene standards.
   - To have foods that are prepared hygienically.
3. **Authentic Experience and Prestige** (grand mean = 5.21)
   - To sample authentic local foods.
   - To try foods that are only available in HK.
   - To dine in famous restaurants in HK.
   - To dine in restaurants with an authentic local ambience.
   - To dine in restaurants that are recommended by the media (e.g., travel guidebooks, Internet, TV).
   - To try the well-known foods/dishes in HK.
4. **Novelty and Variety** (grand mean = 5.01)
   - To sample a wide variety of foods/cuisines in HK.
   - To try out foods I have never tried before.
   - To be adventurous in trying out various foods in HK.
   - To try foods that are novel to me.
   - To enjoy a good selection of both local and international foods in HK.
   - To tell friends about my dining experiences in HK.

5. **Interpersonal and Culture** (grand mean = 5.01)
   - To have an enjoyable meal with my travel companions.
   - To have foods that my travel companions like.
   - To increase my knowledge about the local culture through my dining experiences.
   - To learn about local food traditions and culture.
6. Health Concern (grand mean = 5.00)
   – To have foods that help me to maintain a healthy weight.
   – To enjoy foods that are good for my health.
   – To enquire about the ingredients in local foods before trying them.

7. Familiarity and Eating Habit (grand mean = 4.68)
   – To dine in chain restaurants that I have been to.
   – To enjoy foods that I am familiar with.
   – To have foods that match with my usual eating habit.
Food-related Personality Traits
- Food neophobia
- Variety-seeking tendency

Socio-cultural Factors
- Cultural influence
- Gender
- Age
- Education
- Marital status
- Occupation
- Income

Exposure & Past Experience
- Past visitation/experience

Motivational Factors
- Novelty & Variety
- Authentic Experience & Prestige
- Interpersonal & Culture
- Price/value & Assurance
- Health Concern
- Familiarity & Eating Habit
- Sensory & Contextual Pleasure

Tourist Food Consumption

Trip Characteristics
- Purpose of visit
- Length of stay
- Travel companion
# MANOVA and Post Hoc Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Factor 1 – Novelty &amp; Variety</th>
<th>Factor 2 – Authentic Exp. &amp; Prestige</th>
<th>Factor 3 – Interpersonal &amp; Culture</th>
<th>Factor 4 – Price/Value &amp; Assurance</th>
<th>Factor 5 – Health Concern</th>
<th>Factor 6 – Familiarity &amp; Eating Habit</th>
<th>Factor 7 – Sensory &amp; Contextual Pleasure</th>
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* Significant at 0.10 level  
** Significant at 0.05 level  
*** Significant at 0.01 level
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<tr>
<th>Occupation</th>
<th>Factor 1 – Novelty &amp; Variety</th>
<th>Factor 2 – Authentic Exp. &amp; Prestige</th>
<th>Factor 3 – Interpersonal &amp; Culture</th>
<th>Factor 4 – Price/value &amp; Assurance</th>
<th>Factor 5 – Health Concern</th>
<th>Factor 6 – Familiarity &amp; Eating Habit</th>
<th>Factor 7 – Sensory &amp; Contextual Pleasure</th>
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<td>Others (4)</td>
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<td>Travel Companion</td>
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<td>Family/friends w/o children (2)</td>
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<td>Family/friends with children (3)</td>
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<td>Packaged tour (4)</td>
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* Significant at 0.10 level  
** Significant at 0.05 level  
*** Significant at 0.01 level
Regression Analysis Results 1

Food Neophobia

-0.403***

0.315***

0.341***

0.389***

F1 – Novelty & Variety

F3 – Interpersonal & Culture

F5 – Health Concern

F6 – Familiarity & Eating Habit

(n=447, *** p <0.01, ** p <0.05)
Regression Analysis Results 2

Variety-seeking Tendency

- F1 – Novelty & Variety: 0.362 ***
- F2 – Authentic Exp. & Prestige: 0.412 ***
- F7 – Sensory & Contextual Pleasure: 0.217**

(n=447, *** p < 0.01, ** p < 0.05)
Regression Analysis Results 3

Length of Stay

- 0.145 ** → F5 – Health Concern
- 0.186 *** → F2 – Authentic Exp. & Prestige

Past Visitation

- 0.129 ** → F3 – Interpersonal & Culture
- -0.109 ** → F5 – Health Concern
- 0.109 ** → F2 – Authentic Exp. & Prestige

(n=447, *** p <0.01, ** p <0.05)
1. The **Sensory and Contextual Pleasure** factor (grand mean = 5.67) indicates that tourists are not just motivated by the sensory attributes of food (e.g., taste, presentation); they are also motivated by the **pleasure derived from the dining context** (e.g., atmosphere).

→ Tourism marketers may **highlight both the sensory and contextual pleasure** of the gastronomic experience in the promotion mix.
e.g., emphasise on **social facilitation** and **physical variables** (e.g., communal dinning) of the consumption situation

(Source: Bistro Boudin Restaurant)
2. The **Price/value and Assurance** factor (grand mean = 5.56) reveals tourists’ need to seek “assurance” in their dining experience, particularly in terms of price, food taste and quality of restaurant.

→ Tourism marketers may need to ensure that a **quality assurance mechanism** is in place to address this “assurance” need.
e.g., “Quality Tourism Services” – quality assurance system implemented by Hong Kong Tourism Board.

e.g., “Taste Our Best” quality assurance scheme implemented by Visit Scotland.
3. The **Authentic Experience and Prestige** factor (grand mean = 5.21) reveals the desire to seek “authentic experience” was **closely associated with** “prestige-related” motives.

– analogous to visiting a **famous landmark**

– “one-time luxury”

→ Tourism marketers may capitalise on this association, e.g., by **combining the authentic elements of gastronomic products with prestigious settings.**
The Sky Dining – combines fine dining and magnificent skyline views on the Singapore Flyer (Asia’s largest giant observation wheel).

(Source: Singapore Flyer)
The 58 Tour Eiffel Restaurant combines authentic Parisian cuisine with the iconic landmark of Paris – the Eiffel Tower.

(Source: 58 Tour Eiffel Restaurant)
4. Food neophobic tourists would be motivated by Health Concern, Familiarity and Eating Habit, and most interestingly, by **Interpersonal and Culture**.

→ Tourism marketers may emphasise the **interpersonal element** (e.g., commensality) and **cultural component** of the gastronomic experience to attract food neophobic tourists.
The “walled-village food” – a unique type of cuisine eaten by Hong Kong’s early inhabitants. Listed as HK’s intangible cultural heritage.

(Source: Hong Kong Tourism Board)
interpersonal element + cultural component

(Source: Apple Daily)
5. High variety-seeking tourists would be motivated by **Novelty and Variety**, **Authentic Experience and Prestige**, and **Sensory and Contextual Pleasure**.

→ To appeal to high VS tourists, tourism marketers may highlight “**novelty and variety**”, “**authentic experience and prestige**”, “**sensory and contextual pleasure**” in the gastronomic products.
Cantonese Cuisine

Hong Kong-style
Tea Café
<table>
<thead>
<tr>
<th>Gastronomic restaurants</th>
<th>French food</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the big names in French cuisine have a Paris address.</td>
<td>The art of French cooking owes its success to the mastery of classic basics updated by today’s chefs.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Foreign specialities</th>
<th>On a budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Paris, some foreign chefs offer more elaborate versions of their culinary specialities.</td>
<td>Save money … sandwich shops, self-service restaurants, bistros offer good-value food and efficient service.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>A meal in an unusual setting</th>
<th>Cafes, bars, pubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Onboard a boat, at a museum or a cabaret, enjoy a delicious meal in unusual surroundings.</td>
<td>Parisian cafes, bars and pubs are friendly places to have a drink, a laugh and set the world to rights.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tea rooms and ice-cream sellers</th>
<th>Fine food shops and caterers</th>
</tr>
</thead>
<tbody>
<tr>
<td>A cake or an ice-cream? Tea rooms full of charm with delicious gateaux, or mouth-watering home-made ice creams?</td>
<td>Legendary names in the world of gastronomy offer you the refinement of their tasty dishes, their wine cellars or their…</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Booking centres</th>
<th>Cooking schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booking centres guide you in a big choice of restaurants, dinner shows, dinner cruises, etc.</td>
<td>Paris offers a wide range of cooking schools allowing you to master the secrets of French gastronomy…</td>
</tr>
</tbody>
</table>

A meal in an unusual setting

Onboard a boat, at a museum or a cabaret, enjoy a delicious meal in unusual surroundings.

FIND A RESTAURANT

By keywords

Name of the location / Street / Other...

By types of cuisine

All types of cuisine

> Advanced Search

A meal on a boat
What could be more glamorous in Paris than a sightseeing dinner or lunch cruise on the Seine?

A meal at a hotel
Hotel restaurants are often the ideal setting boasting haute cuisine and magnificent interior decoration.

A meal at a guinguette (open-air cafe/restaurant)
Along with strings of lights, accordion music and dance floor, guinguettes offer traditional cooking.

Dinner shows in Paris
A capital city synonymous with fun and gastronomy, Paris is full of venues offering dinner shows.

A meal at a museum
In between exhibitions, why not mix culture and gastronomy in a museum restaurant?

A meal at a cabaret
Before the big show, Parisians can enjoy dinner at the cabaret to take pleasure in the special surroundings.

A meal at a communal table
Cheerful decor and big tables where food is served in a simple way in a friendly atmosphere.

Dinner at the racetrack
Tempted by lunch or dinner at the racetrack? A memorable atmosphere and prestigious setting guaranteed!

(Source: Paris CVB)
A meal at a museum

In between exhibitions, why not mix culture and gastronomy by stopping for something to eat at one of Paris's museums restaurants? With many museums in the capital, everyone should find one to their taste: Saut du loup (at the Musée des Arts Décoratifs), Les Ombres (at the Musée du quai Branly), etc.

A meal at a communal table

Make yourselves at home!

An inviting setting like a country grocer's, vast wooden tables where you help yourselves to a simple meal, everything you need for a convivial, family atmosphere. Guests can enjoy lunch or dinner surrounded by regional produce, shelves and sideboards groaning beneath farmhouse bread, wine, spices, olive oil, preserves, home-made tarts and cakes – simply mouth-watering. Here you can sample traditional, seasonal and organic cooking, from the Mediterranean or the Auvergne region, to name but two. Just the place for a brunch or a tasty afternoon tea too.
Conclusion

• **Behaviour of the tourists**

• **Interdisciplinary research**
  – Food choice research + Tourism research

• **Gastronomic offerings in Australia**

• Elevate a perceived “supporting consumer experience” to a “peak touristic experience” and even an “attractionised” experience!!
~ The End ~

Thank you very much!

Q&A