

## **Key Examine for Visit Intention on Gastronomy Tourism**

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### **Abstract**

In recent decades, gastronomy tourism has increased in popularity among visitors and host countries, and it is now one of the most essential factors for travellers when choosing a location. Gastronomy tourism is now categorised as a niche market. The purpose of this research is to determine what factors impact visitors' decisions to visit Kelantan's culinary tourism. The relationship between the independent variables of meal pricing, food presentation, and ambiance, as well as the dependent variable of intention to visit, will be investigated in this study. This study used a quantitative technique, with 400 responses collected via an online questionnaire from people who had visited Kelantan at least once. Because 10 straight-lining replies were removed, 390 responses were submitted to smartpls data analysis. According to the findings, meal pricing, food presentation, and ambiance have a direct impact on tourists' intentions to attend gastronomy tourism.

**Keywords:** gastronomy tourism, food price, food presentation, ambiance, intention to visit

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## Introduction

The word gastronomy comes from two Greek words: *gastro*, meaning means stomach, and *nomos*, which indicates rule or control (Sanip & Mustapha, 2020). As a result, gastronomy refers to the rules or principles that govern eating and drinking, and it may be broadened to include advice and instructions on what to eat and drink, as well as how, where, and when to eat and drink it. Gastronomic tourism is characterised as "archers' tourism," in which the prospect of great culinary and beverage knowledge inspires and directs behaviour (Bertan, 2020; Kumar, 2019). It might be considered as a vital marketing technique that differentiates the relevance of high-quality food and wine in both traditional and non-traditional settings (Bertan, 2020; Kumar, 2019; Millán Vazquez De La Torre, Hernández Rojas, & Navajas Romero, 2016). It also refers to trips to countries where the native cuisine and drink are the main reasons for visiting.

Contemporary cuisine is defined as "reflective eating and cooking, as well as producing, manufacturing, and presenting food in general, while maintaining the relationship with perfection." Unlike other tourist sites and activities, gastronomy may be considered an art form that appeals to all five human senses: sight, touch, hearing, taste, and smell (Kumar, 2019; Sanip & Mustapha, 2020). Simultaneously, little research has been done on food tourism, gastronomy's development, and evolution (Noor et al., 2018).

Gastronomy tourism makes a substantial contribution to national income and development. Culinary tourism has a worldwide market value of \$1,223.56 billion in 2020, and it is predicted to reach \$1,796.5 billion by 2027, with a CAGR of 16.8% between 2020 and 2027. Culinary tourism is on the rise as the tourist industry receives more government assistance. Malaysian traditional food is regarded as a melting pot of ethnic influences since the Chinese, Indian, and Malay ethnic minorities have a strong effect on Malaysia's unique traits and culinary styles. As a result, in this study, the relationship between the function of national heritage cuisine and the improvement of gastronomic tourism in Malaysia is critical (Sanip & Mustapha, 2020; Thirumoorthi & Sedigheh, 2019).

With a huge growth in tourist numbers, Kelantan's tourism industry is converging (Sanip & Mustapha, 2020; Thirumoorthi & Sedigheh, 2019) because there are so many culinary alternatives on the market, domestic tour operators face a significant problem in maintaining customer loyalty. Moreover, the majority of visitors come to Malaysia for the beautiful countryside, beautiful beaches, and breathtaking landscape, not for the distinct historical gastronomy on offer (Harrington et al., 2019; Noor, Aziz, Rahim, Halim, Nasir, Nordin, & Jamaludin, 2018). However, the contribution of Malaysian Heritage Food to cultural values is still lacking as mentioned by Harrington, Ottenbacher, and Marlowe (2019). Therefore, this study is conducted in Kelantan, Malaysia which capable to provides significant insights on gastronomy tourism based on the context of Kelantan since Kelantan's tourism industry is converging as mentioned by Sanip and Mustapha (2020) and Thirumoorthi and Sedigheh (2019).

Visit Intention appended as tourist's strategy for future travel behaviour is defined by May, Abd Aziz, Abd Latif, Latip, Kwan, and Kadir (2021). This desire to visit has been studied in tourism research as a sign of client loyalty. As a result, culinary tourism may serve as a catalyst for the growth of a tourist destination while

also aiding in the portrayal of that place's image (May et al., 2021; Noor et al., 2018). As a result, the goal of this study is to figure out what factors influence tourists' decisions to visit Kelantan's culinary tourism. It will look at how separate characteristics like food cost, presentation, and ambiance affect each other.

## **Literature Review**

### **Food Price**

The price is the amount of money charged for purchasing a product or service (Dimitrovski, 2016) hence it is the worth of the weight, limited amount, or other measure of the purchased goods or services. The most significant component in commercial transactions is the price, or the amount provided in the trade of transferring ownership (Dimitrovski, 2016; Noor et al., 2018). The quality of the tourist offering is determined by the daily price spent on vacation, including meals. The link between how much tourists had to spend on meals and their satisfaction and behavioural goals was discovered. It shows how fair pricing has a substantial influence on tourist satisfaction (Nguten, 2019).

Customers' purchase decisions are directly influenced by prices (May et al., 2021). Although pricing has a direct influence on customers' purchasing decisions, brand image serves as a mediator between price and purchase decisions. As a result, price is a crucial part of marketing. The short- and long-term goals of a firm or organisation, as well as the strengths and limitations of specific markets, all influence pricing strategy. Increasing food prices have been both beneficial and damaging to developing countries. Increasing global commodity prices have led in higher trade and current account surpluses. Food prices, on the other hand, have exacerbated the food trade deficit for net food importers (Harrington et al., 2019; Noor et al., 2018).

As a result, the hypothesis is as follows:

H1: The price of food has a beneficial impact on the intention to visit gourmet tourism.

### **Food Presentation**

The most essential feature of any food presentation is its colour, especially when it is closely linked to other food quality attributes (Kumar, 2019). The mental food image is critical to comprehending travellers' motivation to visit a destination as well as their enjoyment of their dining and travel experiences (Sanip & Mustapha, 2020; Kumar, 2019). Food tourism has recently gotten a lot of attention from academics (Kumar, 2019; Sanip & Mustapha, 2020). The definition of food image has been seen as a multifaceted phenomenon in the literature. Scholars have attempted to identify the underlying factors of the destination food picture on various occasions (Kumar, 2019; Sanip & Mustapha, 2020).

The art of arranging, decorating, preparing, and modifying food to maximise its aesthetic appeal is known as food presentation. The colour is synthetic or artificial to offer the appropriate sensory qualities. When it comes to food presentation, colour plays a significant role (Nistoreanu, Nicodim, & Diaconescu, 2018). In the restaurant industry, the practise of presenting visuals with item titles on menus is common. However, it's questionable if integrating visuals in menus always has favourable results. Furthermore, as more restaurant owners create confusing meal names, it's important to look at how pictures of different sorts of

food labels impact consumer perceptions and behaviour.

As a result, the hypothesis is as follows:

H2: Food presentation has a beneficial impact on the desire to visit gastronomy tourism.

### **Ambience**

Ambience encompasses a wide range of meals and items that influence people's daily lives (Kumar, 2021). The service standard refers to the qualities, attributes, and service circumstances that satisfy the meal's pricing (Kumar, 2021). Food procurement and consumption interact with the wider food system, which includes supply, accessibility, price, attractiveness, comfort, marketing, and food sources and commodities (Harrington et al., 2019; Noor et al., 2018). Tourist perceptions of nations with a long culinary history (such as Italy and France) are shaped by their well-known gastronomic offerings, which emphasise consistency, refinement, and skill of performers and experiences (Noor et al., 2018; Thirumoorthi & Sedigheh, 2019).

Tourism serves as a vehicle for promoting cultural values and customs. Gastronomy requires everything from guidance to advice. According to Noor et al. (2018) and Harrington et al. (2018), it is the purposeful design of space to elicit particular emotional responses in clients that improve their purchase likelihood (2019). However, historical events can interact with the newly adopted ecosystem to generate Indigenous and popular commodities adaptation in a certain climate area. According to Noor et al., restaurant ambience conditions include background features of the restaurant environment such as interior décor, exterior appearance, room temperature, lighting, music, noise, and aroma (2018).

Hence, the hypothesis stated as below:

H3: Ambience positively has a beneficial impact on the desire to visit gastronomy tourism.

### **Research Methodology**

This study employed numeric analysis which reflect the quantitative approach used in this investigation may be supported. Participants in the research are tourists who came to Kelantan for gastronomy tourism. Kelantan is known for its numerous traditional foods as well as its Malay culture. Aside from that, traditional Kelantan cuisine looks to be more popular among residents, and Kelantan might be considered a gastronomic tourism attraction. According to the Malaysian Department of Statistics, Malaysia's overall population is predicted to be 32.7 million people. The total population is made up of Bumiputera, Chinese, Indians, others, and non-Malaysian. A total of 5.3 million people visited Kelantan. As a result, the study's target audience is tourists who have experienced Kelantan's gastronomy tourism. According to the table from Krejcie and Morgan (1970), all respondents in this study were chosen using a basic random under probability technique with a sample size of 384, and 400 responses were gathered via an online questionnaire. Only 390 responses were analysed using SPSS and SmartPLS software since 10 responses were given a straight-lining answer form.

The research also employed a five-point Likert scale. Furthermore, frequency analysis was used as a function in the statistical analysis technique to summarise the demographic profile in table form using SPSS software.

Measurement model analysis and Smart-PLS path coefficient are the two phases of the Smart-PLS programme. The path coefficient indicates whether the study's hypotheses were accepted or rejected, and reliability and validity are two of measurement model analysis' main tasks in portraying the notion.

## Finding

The majority of respondents in this survey are active travellers who are Malay women between the ages of 18 and 23. In terms of occupation, the majority of respondents are labor, followed by students. Finally, the majority of respondents claimed to earn less than RM 1000 per month.

*Measurement Model Analysis*  
**Table 1 Measurement Model Result**

<b>Constructs</b>	<b>Item</b>	<b>Loading</b>	<b>CR</b>	<b>AVE</b>
Food Price	FP1	0.728	0.839	0.511
	FP2	0.756		
	FP3	0.694		
	FP4	0.747		
	FP5	0.643		
Food Presentation	FPR1	0.813	0.815	0.526
	FPR2	0.701		
	FPR2	0.658		
	FPR4	0.719		
Ambience	A1	0.698	0.840	0.512
	A2	0.778		
	A3	0.733		
	A4	0.671		
	A5	0.694		
Visit intention	V1	0.724	0.782	0.545
	V2	0.716		
	V3	0.775		

Table 1 shows the results of this study's measurement model analysis. Each construction's factor loading spans from 0.643 to 0.813, meeting Hair, Hult, Ringle, and Sarstedt (2016). Furthermore, the composite dependability (CR) value for each construct in this study ranges from 0.815 to 0.840, meeting Hair Jr et al. (2016) criteria of greater than 0.70. Furthermore, the Average Variance Extracted (AVE) in this study varies from 0.511 to 0.545, satisfying Hair et al. (2016)'s criteria of an AVE larger than 0.500. To summarise, all of the constructs in this study are valid and trustworthy.

*Discriminant Validity*  
**Table 2 Discriminant Validity (Fornell and Lacker)**

	A	VI	FPR	FP
A	<b>0.716</b>			
VI	0.447	<b>0.738</b>		
FPR	0.601	0.478	<b>0.725</b>	
FP	0.572	0.454	0.719	<b>0.715</b>

Note: A: Ambience; VI: Visit Intention; FPR: Food Presentation; FP: Food Price

Table 2 displays the discriminant validity results in this study utilising Fornell and Lacker criteria, revealing that there were less multicollinearity issues if each item loading value had to be the highest on its related construct.

*Path Coefficient*  
**Table 3 The Path Coefficient Result**

	Direct Effect	Standard Error	t-value	p-value	Sig.
$H_1$	0.165	0.081	2.032	0.021	Yes
$H_2$	0.231	0.081	2.861	0.002	Yes
$H_3$	0.214	0.066	3.243	0.001	Yes

All hypotheses are accepted in this study if the p-value is less than 0.050 and the t-value is more than 1.650 if the hypothesis is based on a directed hypothesis, according to Hair et al. (2016). As a result, meal pricing, food presentation, and ambience are all favourably associated to gastronomy tourist visit intent in Kelantan.

## Discussion

The findings of this study are useful to a lot of parties, notably tourist entrepreneurs, in terms of understanding the elements that influence visit intention for culinary tourism in Kelantan. Food cost, presentation, and atmosphere are three factors that have a positive direct impact on gastronomy tourist visit intent in Malaysia based on result of the finding.

First and for all, the cost of food has an influence on the target respondents in this study when they visit Kelantan's gastronomic tourism. According to Noor et al. (2018) and Harrington et al. (2019), customers would find it dynamic to buy goods from different firms since the quality of food and services would vary. As a result, individuals are less happy when food expenditures are high. The cost of food has an impact on respondents in this study because the higher the cost, the larger the financial sacrifice required to obtain the food, and it tends to influence their willingness to spend more on certain things.

Furthermore, the research revealed that food presentation had an impact on target respondents' desire to visit gourmet tourist destinations. According to Kumar (2019) and Noor et al., (2018), humans are more likely to accept food based on its appearance. Food's first impression is regarded to be particularly crucial in enticing people to try it. This shows how the restaurant and owner interact with the food plating and make it appealing from a food plating standpoint. As a result, respondents are more inclined to buy appealing-looking food. Before purchasing

food, respondents couldn't agree on the eye capture function. Respondents intuitively think that if a meal looks good, it was produced using high-quality ingredients and will taste well.

Finally, the environment has an influence on the intention to visit a culinary tourist destination. The ambience and behaviour take place in the sensory parts of observed experience meaning according to Bertan et al. (2020) and Noor et al. (2018). Creating a nice environment may improve the client experience. It all starts with the environment, with respondents expressing a desire to dine in a peaceful environment with a pleasant temperature and well-arranged settings. When it comes to dining in a restaurant, respondents responded that a nice and clean environment, as well as a pleasant mood, are important to them, and that the space in their restaurant chairs is also important to them.

## Conclusion

The factors that affected Kelantan residents' desire to move from conventional to gourmet tourism were investigated in this study. Apart from that, other researchers looking into the causes for travellers coming to Kelantan for food may find this study useful. The data from SPSS and Smart-PLS Software were further reviewed, and conclusions were reached. As a result, food cost, presentation, and atmosphere all have a significant positive influence on tourists' willingness to visit Kelantan's culinary tourism.

Despite the fact that this study provided valuable information on Malaysia's tourism industry. This research contains a number of faults. To begin with, not all respondents were cooperative in completing the Google Forms survey. Because they were not in the region, some respondents were unable to reply to questions on slow Internet connections. Some respondents even requested that the researchers read the questionnaire to them. Finally, a few participants took the survey without first reading or examining the instructions or materials. The information obtained as a consequence will be erroneous, if not altogether useless.

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