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Encountered Space and Situated Lay-Knowledge – A Mixed Methods Approach

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Abstracts

This research draws on the geographical concept of situated lay-knowledge to highlight how the formation of tourists' attitudes to travel destinations challenges the theoretical foundation of theory of planned behaviour (TPB). It suggests that situated lay knowledge is dynamic as opposed to static which is the accepted basis of TPB and subsequently proposes 'Situated Lay-Knowledge Travel Behaviour Model' (SLKTB). The model was tested in a mixed methods approach where Chinese tourists, who knew little about Portugal, encountered Portuguese culture and cuisine in Macau. The overall results demonstrate that the formation of tourists' attitudes about travel destinations is not pre-existing or static but dynamic and created from their ongoing encounters.

Keywords: Lay Knowledge, Anticipated Emotions, Encountered Space, Restaurant, Food

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INTRODUCTION

This study critically revisits the Theory of Planned Behaviour (TPB) in the context of tourism and proposes structural changes to make TPB relevant to tourist behaviour. TPB, as the dominant attitude-behavioural model with roots in social research (1991, 2005; Ajzen and Fishbein 2000) has been widely applied to predict tourist behaviour (Huang and Hsu 2009; Kim, Kim, and Goh 2011; Ryu and Jang 2006; Shen, Schüttemeyer, and Braun 2009; Lam and Hsu 2006; Sparks 2007). However, tourist behaviour differs from the types of behaviour that TPB conventionally addresses, such as quitting smoking, voting and improving study performance. The associated attitudes are pre-existing in the sense that they are accumulated over the course of one's life and eventually incorporated in one's value system as a form of common sense (Ajzen and Fishbein 2000). As such, TPB fundamentally addresses behaviour where associated attitudes are already established and internalised.

Tourists' attitudes such as towards travel destinations, however, do not *always* exist beforehand. They can be vague or even non-existent until being developed and shaped by relevant encounters (Ajzen and Fishbein 2000). For example, tourists tend to have pre-existing attitudes to New York based on their exposure to American popular culture, and this will affect their intention of visiting the city. However, their intention to visit less well-known places can only be established once relevant encounters arise to inform that awareness, knowledge and subsequently attitudes towards visiting the destinations. It is essential to distinguish the two scenarios in tourists' behavioural intentions: in the former, attitudes are established from pre-existing attitudes; but in the latter they are non-existent until established from relevant encounters. It is the latter that departs from the foundation of TPB and should be separately examined, which is the primary concern of the present research.

The present study draws on a concept called 'situated lay knowledge' (Crouch 2000) to underpin the non-existent and dynamic nature of tourists' knowledge that subsequently informs the development of attitudes that arise as tourists encounter destinations first-hand. The concept is grounded in geographical study and highlights the fact that tourism is one of the pre-eminent cases of discourse shaping knowledge of the world (Dann, 1996), effecting changes in opinions, values and experiences (Crouch, Aronsson, and Wahlström 2001). Tourists are living, active entities (Radley 1995; Scarles 2012) who are constantly figuring and refiguring identities, knowledge, values and meanings from unexpected encounters and exploration. They can formulate new knowledge through various contexts, improvisational performances, inter-subjective engagement and tourists' poetic and emotional qualities (Crouch, Aronsson, and Wahlström 2001; Scarles 2009). Tourists are increasingly viewed as

more fully humanistic figures; their associated meaning-making capacity is given significance in refiguring the pre-discursive, and revising prior beliefs (Crouch and Desforges 2003). As 'situated lay knowledge' captures the dynamic nature of attitude development, the present study proposes incorporating it into TPB as antecedent to attitudes towards behaviour (ATB), subjective norms (SN) and perceived behavioural control (PBC). A revised model called 'Situated Lay-Knowledge Travel Behaviour Model' (SLKTB) is developed. The SLKTB also includes 'expected emotions' which represents a state that accompanies tourists' situated lay knowledge.

To verify the framework, a mixed methods approach was adopted. A qualitative method was employed, in this case in-depth interviews aided by the Zaltman Metaphor Elicitation Technique (ZMET), to understand the content of situated lay knowledge. A survey followed to test the relationships in SLKTB. The model was tested in the context of Chinese tourists' visiting Portuguese heritage in Macau, considering that they knew little about Portugal beforehand and hence, their developed attitudes could be largely attributed to their encounters in Macau. The study was designed to understand how Chinese tourists' encounters with the Portuguese culture in Macau help to create their lay knowledge about Portugal (Wong, McKercher, and Li 2016); and how lay knowledge informs other TPB constructs to impact tourists' intentions of visiting Portugal. Notably, instead of asking tourists general questions about lay knowledge of Portugal, the angle of dining in fine Portuguese restaurants was employed, on the basis that that dining is a concentrated presentation of culture and more importantly the most vernacular cultural expressions, hence it is more engaging and reflexive than high culture to ordinary tourists. Restaurant dining can create lay knowledge independently and also provides easy access to any lay knowledge developed at the destination through encounters occurring outside the restaurants (Everett 2008).

The study contributes to improving the efficacy of applying TPB in tourism research (Ajzen 2011, 2015). It questions the theoretical basis of the factors underlying tourists' behavioural intentions and proposes a theoretical remedy. This study also pioneers geographical concept in tourist behaviour modelling and presents a brand-new multidisciplinary perspective on this subject. Practical implications are also provided.

LITERATURE REVIEW

TPB was developed from the Theory of Reasoned Action (TRA), by adding perceived behavioural control (PBC). TPB postulates three conceptually independent determinants of behavioural intention (seen as the best predictor of actual behaviour): attitudes towards

behaviour (ATB), subjective norms (SN) and perceived behavioural control (PBC). TPB seeks to establish the relative importance of these in determining behavioural intentions (Wong et al. 2020). Underpinning ATB, SN and PBC are salient information or *beliefs* relevant to the concerned behaviour. Belief has been defined as the estimated, subjective probability that an object or action has certain attributes (Fishbein & Ajzen, 1975). 'Beliefs' about an object/action may be formed by associating with the object's attributes as a result of direct observation or inference processes; or formed by acquiring information from external sources such as friends, television, newspapers and books. Beliefs are categorised into *behavioural beliefs* (BB), *normative beliefs* (NB) and *control beliefs* (CB), affecting correspondingly, ATB, SN and PBC. TPB overall is an *attitude*-based explanation of behaviour. 'Attitude' is defined as an evaluative response towards an object or behaviour. An attitude is stored in one's memory, and once learned, it is triggered by the presence of the relevant objects or behaviour (Fazio, 1995). However, as will be shown, this attitude-based approach fails to consider some salient features of tourist behaviour.

Encountered Space and Lay Knowledge

Despite being one of the most popular predictive behaviour models (Fu et al. 2010; Xiao et al. 2011), TPB is not free from criticism. Critiques often focus on the accuracy of the constructs' measurements, such as whether using PBC or self-efficacy, perceived control or perceived difficulty, self-prediction or behavioural intention, or on the efficacy of SN (Armitage and Conner 2001). A more challenging critique comes from the information-processing theory (Hovland, Janis, and Kelley 1953). It is argued that attitudes are static and established prior to decision making behaviour. Once established they tend to remain relatively unchanged even when new information is available (that can act as persuasive communication) (Hovland, Janis, and Kelley 1953). This challenges the idea that the TPB will work well in studying behaviours based on common-sense principles (Ajzen and Fishbein 2000), such as weight loss, smoking behaviour, and political views. These associated attitudes are developed, institutionalised and imbedded in one's everyday life, prior to making behavioural changes. As Perugini and Bagozzi (2001) comment, TPB is essentially recognised as relevant to 'fixed' behaviour irrespective of contextual changes. Responding to the critique, Ajzen and Fishbein (2000) acknowledged the emergent quality of attitudes by suggesting that attitudes "develop in the course of acquiring information about an object, and keep evolving as existing beliefs change and new beliefs are formed" (Ajzen and Fishbein 2000). However, the structure of TPB does not represent this changing nature of attitutdes. In

contrast, tourists' attitudes may not be established until first-hand experience of the relevant tourism context informs them. And here lies the problem. TPB has been widely applied in tourism research (Huang and Hsu 2009; Kim, Kim, and Goh 2011; Ryu and Jang 2006; Shen, Schüttemeyer, and Braun 2009; Lam and Hsu 2006), despite the changing nature of attitudes, which has been overlooked or worse ignored.

Tourists' attitude formation from their travel experience depends on two variables, their 'encountered space' and the subsequent development of 'lay knowledge' (Crouch 2000). *Encounter* is defined as "a process in which the subject actively plays an imaginative, reflexive role, not detached but semi-attached, socialised, crowded with contexts" (Crouch, Aronsson, and Wahlström 2001). *Encountered space* offers important resources in the process, and the material and metaphorical content are two constituents (Crouch, Aronsson, and Wahlström 2001). The material includes the artefacts of the surrounding world; metaphors are constituted in designed spaces, in the way that wider culture presents and represents leisure, and in imaginative symbolism constructed by individuals (Crouch, Aronsson, and Wahlström 2001). Space can also be viewed from close up and far off (Crouch 2000). The close-up space may be where we sit, shuffle to view an event, mingle among people, share a story, move through. The far-off view may be seen through a window, space reached only in vision. The two spaces are together and in relation (Crouch, Aronsson, and Wahlström 2001).

Tourist *lay knowledge* is tourists' own account or comprehension of the encountered space (Crouch 2000). It is 'lay' because it can be true and meaningful to tourists themselves and based on their own tourism experience in their encounters. The content of the lay knowledge reflects how people negotiate social and cultural relations, their identities and the practical contexts in which they conduct their lives. Such flat ontology enables in-depth analysis of performed tourism consumption or production practices, and unravels the embeddedness of tourism practices (Lamers, Duim, and Spaargaren 2017). Ekdale and Tuwei (2016) discovered that the lay knowledge developed by Global North tourists from their first-hand engagement with suffering in the Global South led them to construct a humanitarian self in addition to gaining knowledge of the local life. Ji, Li, and Hsu (2016) identified that the lay knowledge developed by Chinese tourists about Japan from their own trip involved revising the prior stereotypes that were heavily influenced by textbooks and political relations. Li (2000) identified that the lay knowledge of Canadian tourists developed from their package tour to China involved personal growth and development and transformation of a social being by establishing bonds with the 'Other'. The lay knowledge does not need to be life-changing;

even the everyday life and the most mundane activities have potentials for creativity, insights and the unexpected (Edensor 2007). What is essential about lay knowledge is that when any new knowledge is developed, a cognitive change emerges, compared with the state before the tourist's encounter. Such change can be from nonexistence to existence, from little to enriched, from biased towards revised. Tourists' space is often estranged from their familiar home environment. Their prior knowledge tends to be vague and general; but it is enriched, revised and rewritten after tourists' hands-on engagement with the space. Therefore, the development of any lay knowledge represents such change. It contains specific new values and attitudes that subsequently re-constitute prior values and attitudes regardless of how vague they originally were, and/or develop tourists' attitudes towards new experiences (Crouch and Desforges 2003). The lay knowledge offers fresh insights on tourists' pre-discursive attitudes and opens "potential disruption of the pre-figured – the potential distinction between categorized provision and practice" (Crouch, Aronsson, and Wahlström 2001).

Furthermore, tourist lay knowledge is generated by the participation of their agentive and subjective intention in making sense of the countered space (Crouch 2000; Scarles 2012). Tourism involves undertaking activities in an unfamiliar environment (Sirakaya and Woodside 2005). This motivates tourists to be more deliberate in processing available information (Ajzen and Fishbein 2000). Attitudes developed in this way can be more elaborate than those developed largely on superficial cues under lower motivational states (Ajzen and Fishbein 2000). Engagement of the body (or 'embodiment') also plays a part for generation of lay knowledge. Embodiment is a process of experiencing, making sense, knowing through practise as a sensual human subject in the world (Scarles 2009; Ji and King 2018). As Haldrup and Larsen (2006) stated, the construction of space is a heterogeneous process where static and mobile nonhumans as well as embodied, sensuous humans play their part. Embodiment features intersubjectivity (social space of being with others), expressivity (body performance and actions used for expressing identities) and poetics (emotions and imagination) (Crouch and Desforges 2003).

Given the above arguments, it is proposed that:

Hypothesis 1: Tourists' encountered space positively affects the development of their lay knowledge even though tourists have little prior knowledge about it.

Please note that dimensions of encountered space and lay knowledge are deduced by Study 1, a qualitative research. As shown later, the dimensions of encountered space include

restaurant ambience, restaurant design, social factors, food characteristics, and space outside the restaurant, as shown in Figure 1.

Hypotheses 2 and 3 are informed by existing studies (Huang and Hsu 2009; Kim, Kim, and Goh 2011; Shen, Schüttemeyer, and Braun 2009; Goh, Ritchie, and Wang 2017; Brown, Ham, and Hughes 2010; Hsu and Huang 2012; Juvan and Dolnicar 2014; Meng and Choi 2016; Seow et al. 2017; Quintal, Thomas, and Phau 2015; Teng, Wu, and Liu 2015; Wang and Ritchie 2012) which have confirmed the antecedent impacts of beliefs on ATB, SN and PBC. This study postulates that as tourists develop lay knowledge, they can form beliefs about a less-known destination which include the anticipated positive experience of visiting the destination (attitudes towards behaviour), gaining support from important others (subjective norms) and confidence to overcome barriers during travel based on their current experience at the destination (perceived behaviour control). More specifically, we propose that:

Hypothesis 2a: Tourists' lay knowledge about a less-known destination that is developed from their encountered space positively affects their attitude towards visiting it.

Hypothesis 2b: Tourists' lay knowledge about a less-known destination that is developed from their encountered space positively affects perceived subjective norms related to visiting it.

Hypothesis 2c: Tourists' lay knowledge about a less-known destination that is developed from their encountered space positively affects perceived behavioural control over visiting it.

Hypothesis 3a: Tourists' attitudes towards a less-known destination affect their intention to visit it.

Hypothesis 3b: Subjective norms that tourists receive towards visiting a less-known destination affect their intention to visit it.

Hypothesis 3c: Tourists' perceived behavioural control over a less-known destination affects their intention to visit it.

Hypothesis 4: Tourists' lay knowledge about a less-known destination that is developed from their encounters positively affects their behavioural intention.

Anticipated Emotions and Tourist Behaviour

As tourists' encountered space is embodied, emotions as an important part of embodiment are often induced along the development of lay knowledge (Picard 2012; Robinson 2012). A number of tourism studies have discussed relevant emotional valence in tourist experience as well as in relation to overall destinations, emotional states and their impacts on behavioural intentions (Hosany and Gilbert 2010; Hosany 2012; Hosany and Prayag 2013; Ji, Li, and Hsu 2016; Tucker 2009; Robinson 2012; Ji and King 2018; Hosany et al. 2015; Kim and Fesenmaier 2015). Despite different research traditions being applied, past researchers have commonly followed the cognitive appraisal approach, with the premise that emotions are conscious, reflective and developed from appraisal of events that are of personal relevance (Lewis and Haviland-Jones 2000). While cognitive appraisal theorists are keen on identifying antecedents to emotions (such as pleasantness, goal congruence and perceived likelihood of a particular outcome leading to emotions of joy, positive surprise and love) (Hosany et al. 2015), what is fundamental to eliciting emotions is the personal relevance of the events or encountered space (Lewis and Haviland-Jones 2000). And the individual's cognitive process brings forward that relevance (Kim and Fesenmaier 2015). Tourists' lay knowledge is developed as a result of the cognitive process, so it attaches personal relevance to the encountered space, which would otherwise be taken as irrelevant. Emotions should then follow, according to the cognitive appraisal approach, even though it is uncertain what specific emotions would result.

The existing studies on emotions demonstrate the antecedent role of lay knowledge to tourist emotions even though they serve different research purposes. Ji et al. (2016) studied Chinese tourists visiting Japan who eventually developed attachment to the country after establishing their own account of Japanese people, although it significantly deviated from their preconceptions. Tucker (2009) elaborated on the emotions of shame and discomfort felt by white tourists to Turkey after making sense of the locals' way of life and their reaction to tourists. For tourists, lay knowledge is an important antecedent to emotions because it attaches meanings to the encountered space, either positive or negative, and that strength and connotation of the lay knowledge leads to type of emotions to be stimulated. Such perspective advocates the view that "the power for emotional engagement does not lie in the viewed object itself but in the drama and romance of the *story* of encounter with the object" (Robinson 2012, p. 29).

Apart from being stimulated from the appraisal of realistic events, emotions can also be anticipated based on an imaginal process. As with experienced emotions, the impacts of anticipated emotions on planned behaviour has also been widely discussed (Walters, Sparks,

and Herington 2012; Perugini and Bagozzi 2001; Goossens 2000; Ajzen 2011, 2015). Anticipated emotions help individuals to anticipate and make plans to navigate an uncertain future by providing concrete, vivid images of oneself interacting with a service or product and experiencing the consequences of their use prior to purchase (Goossens 2000). Anticipated emotions can enact participation (Walters, Sparks, and Herington 2012) or mobilize relevant knowledge structures in memory (Goossens 1994). Planned behavioural then are based on achieving prospective positive consequences and avoiding negative ones. Armitage and Conner (2001) delineate the consecutive impacts of anticipated emotions on behaviour readiness. They identify that once anticipated emotions are elicited through prospective behaviour, they affect individuals' intentions to pursue goals. This then leads to goal achievement which functions as the basis for a new set of appraisals and accompanying goal-outcome emotions. Isen (2000) explained that positive affect promotes enjoyment and increases the likelihood of engaging in activities that are enjoyable or expected to be fun, rather than activities that would cause harm. Furthermore Sandberg and Conner (2008) found that the inclusion of anticipated affect, such as anticipated guilt, in the prediction equation accounted for an additional 7% of the variance in intentions and 1% of the variance in behaviour.

This study postulates that anticipated emotions are established from tourists' lay knowledge of a destination, as a result of the active cognitive process, when they know very little beforehand. Tourists are then motivated to visit that destination because they anticipate an enjoyable experience that is congruent with and potentially can enhance the positive experience that they anticipate.

Hypothesis 5: Tourists' lay knowledge about a less known destination that is developed from their encountered space positively affects their anticipated emotions of visiting it.

Hypothesis 6: Anticipated emotions about visiting a less-known destination positively affect tourists' intention of visiting it.
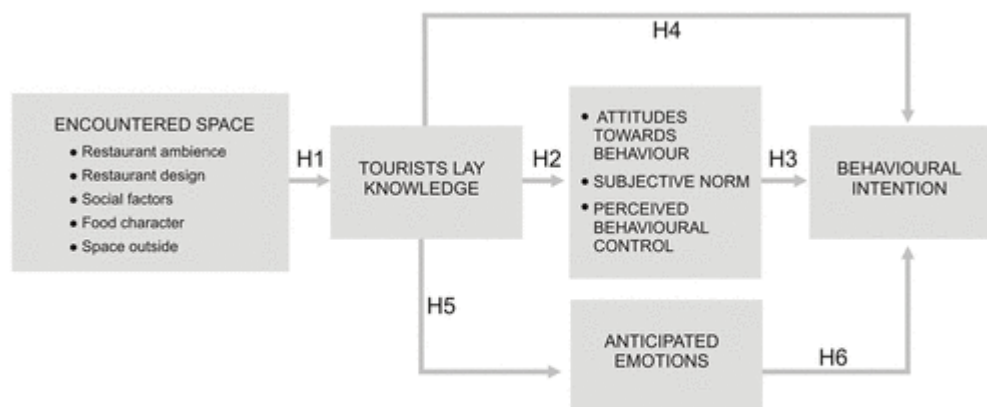
Figure 1. Tourists' situated lay-knowledge travel behavior model.

RESEARCH DESIGN

Portuguese Culture in Macau

As a result of 500 years of Portuguese rule, Macau has inherited Portuguese architecture and culture, including Portuguese cuisine. Since its return to mainland China in 1999 and the relaxation of visa entry policy, Macau has become an exotic and popular destination for its major market, Chinese tourists (who account for over 75% of the overall market) to experience Portugal and gain a glimpse of Europe from the Far East (Wong, McKercher, and Li 2016). Among all forms of cultural expressions, food has been regarded as the most vernacular and can be easily associated with and understood by tourists who are new to the culture (Yang et al. 2020). Restaurants with rich cultural decorations and social amenities provide further cues about a culture. Dining in Portuguese restaurants is one of the most popular tourists' activities in Macau, and therefore provides an important lens to reflect and recall any gained lay knowledge about Portugueseness that has been developed from the dining experience as well as outside restaurants during various encounters in Macau.

Today there are about 400 Portuguese restaurants in Macau available for tourists to gain insights into "Portugueseness". Some typical Portuguese dishes are shown in Pictures 1-4 and restaurant environments in Pictures 5 and 6. The context of Chinese tourists was chosen because they tend to have relatively little prior knowledge about Portugal and the cuisine, as there are virtually no Portuguese restaurants in China, unlike other international cuisines such as French and Japanese. This enables the attribution of major attitudinal changes to tourists' encounters in Macau.

Figure 2. (A) Assorted seafood stew. (B) Olive oil. (C) Clam with white wine, garlic, and butter. (D) Potato with Bacalhau and dried shrimp. (E) Restaurant amenity at balcony. (F) Restaurant amenity in ground floor. Source: Photograph by the authors.

This study involves two stages. The first was a qualitative study identifying the contents of lay knowledge and any behavioural intentions developed which informed the lay knowledge construct in the subsequent survey. It was conducted between May and September in 2015. The second survey, conducted in April and May 2016, tested the SLKTB and generalised the relationships to a wider population.

STUDY 1

In-depth Interview

Study 1 followed Charmaz's (2006) constructivist grounded theory. Grounded theory most simply can be described as a general methodology grounded in data that is gathered and analysed in a systematic fashion (Corbin and Strauss 2015). Different from Glaser and Clarke, Charmaz's development of the grounded theory takes the middle ground between positivism and postmodernism; it "assumes the relativism of multiple social realities, recognizes the mutual creation of knowledge by the viewer and the viewed, and aims towards interpretive understanding of subject's meanings" (Charmaz, 2003, p. 250). This position assumes that neither data nor theories are 'discovered' but are constructed jointly by the researchers and participants through interactions and emerging analyses.

To identify attitudinal changes among Chinese tourists, in-depth interviews were conducted. The interview questions were informed by Zaltman Metaphor Elicitation Technique (ZMET) (Zaltman and Zaltman 2008). It combines the visual method and the laddering technique, effective in eliciting unconscious thoughts, metaphors and feelings that

are difficult to articulate. It has been used in marketing, tourism and hospitality research to study user experiences. Following ZMET, interviewees were asked to prepare six to eight visual images that best describe what they thought of during dining at Portuguese restaurants. Samples pictures are shown in Pictures 7-9. Typical ZMET steps were applied, including describing the images, missing images, sorting images, multisensory questions, metaphor elicitation, vignette and collage. The *missing images* step asks respondents to describe any images that they have not yet found. *Sorting images* asks the respondents to group the images they provide into meaningful piles, which helps researchers to form initial themes. *Construct elicitation* is an application of Kelly's Triadic Sorting (KTS) and laddering techniques (Reynolds and Gutman 1988). KTS asks the respondents to identify how any two of the images are similar but different from the third; laddering established on the means–end value chain can elicit respondents' personal cognitive structures behind buying decisions and user experience. *Metaphor elaboration* seeks to understand respondents' unconscious thoughts by asking how respondents would alter the frame or contents of the images through means such as widening, replacement or accentuation. *Sensory images* involve respondents using five senses (sight, hearing, taste, smell and touch) to metaphorize the quality of their experience. In *vignette*, respondents are asked to summarize their overall experience in a short story. *Collage* asks respondents to create a summary image using all the images. Both collage and vignette are insightful into understanding the overall meaning of the respondents' experience. Interview questions were semi-structured and developed from the classic ZMET publications (Zaltman and Zaltman 2008). Details on the administration of ZMET, interview questions, images and collage are included in the author's published article (Ji and King 2018).

Figure 3. (A) What Portuguese architecture would look like. (B) What Portuguese men would look like. (C) What Portuguese landscape would look like.

Source: Photograph by interviewees; presented under their permission.

Interviewees were purposefully selected according to the following criteria (or purposeful sampling) (Patton 2015): 1) that they regarded eating Portuguese food as a way to understand the underlying culture; 2) that they claimed to have little prior knowledge about Portugal and Portuguese cuisine; and 3) that their dining happened within the last three months. Participants were recruited using snowball sampling, as this approach enables the researcher to interview familiar, trusted persons, hence largely increasing participation (Hennink, Hutter, and Bailey 2020), which is essential to ensure a full application of ZMET. Initial qualified participants were identified from the author's social network, including her friends and friends' relatives who resided in Mainland China, and her graduated students who worked in tour agencies whose customers include Chinese tourists. Potential participants were contacted by virtual meetings one month before their trip to confirm the interview schedule in Macau. Each participant was asked at the interview end to refer the study to their contacts and to make contact with the researcher. To ensure diversity of the sample, the researcher also checked the demographics of the participants and their levels of engagement with Macau and with Portuguese cuisine. In total thirty-six Mainland Chinese tourists were interviewed in Macau, at which point information saturation was achieved. Each interview lasted around 90 minutes.

Interviews were tape-recorded and as soon as each one was done, it was sent to an independent professional company for transcription. Each transcription was completed within 2 working days. This enabled simultaneous data analysis and data collection, implementing theoretical sampling – which refers to 'the process of data collection for generating theory whereby the analyst jointly collects, codes and analyzes his data and decides what data to collect next and where to find them' (Glaser and Strauss 1964). The transcription subsequently provided vast amount of unstructured data. While constructivist grounded theory empowers interview respondents, eventual power undoubtedly rests with the researchers as they interpret the account of the encounter. Reflecting on the risks (Finlay and Gough 2003), the first two transcripts were independently coded by two researchers. Coding was described by Charmaz (2006, p. 43) as 'the process of naming segments of data with a label that simultaneously categorizes, summarizes and accounts for each piece of data'. After each one, the codes were shared; discrepancies were discussed until inter-coder agreement was achieved. A codebook with description of the codes was gradually developed and the same codes were applied to all the transcripts to ensure consistency.

The coding procedure started with initial coding (or opening coding), applied line by line, paragraph by paragraph. Following Charmaz (2006), gerunds were used so that the researcher could focus on process and action. These initial codes were treated as provisional and open to modification and refinement to improve their fit with the data through constant back-forth comparison between codes and codes, codes and data. This method led to sorting and clustering of initial codes, which in turn resulted in revising existing codes as well as construction of new, more elaborated ones by merging or combining identical or similar initial codes. Then focused coding (or selective coding) was applied to capture the most significant or frequently mentioned initial codes; these are more directed, selective and conceptual than the initial codes (Charmaz 2006). (Appendix shows examples of open coding and selective coding.) Having the focused codes enabled the researchers to raise them up to tentative conceptual catalogues. This process means giving these categories conceptual definitions and assessing relationships between them. When progressing to theoretical coding, the researchers analysed how categories and codes constructed from data might relate to each other as hypotheses to be integrated into a theory. Theoretical coding is aided by a logic process called 'abduction' (Thornberg and Charmaz 2014). Abduction requires one's reasoning to constantly move back and forth between the data and pre-existing (as well as developing) knowledge or theories, and to make comparisons and interpretations in the search for patterns and the best possible explanations (Thornberg, Perhamus, and Charmaz 2014).

Meanwhile, data collection and data analysis was paralleled with memo writing. Memos are 'the theorizing write-up of ideas about codes and their relationships as they strike the researcher while coding'.

Results

Figure 2 summarises tourists' encounters in Macau which informed the development of their lay knowledge about Portugal. The encounters took place in two spaces (1) restaurant-related encounters involving food and drink characteristics, social contact or space, amenities and design; and (2) experiences outside the restaurants and in Macau (i.e. 'enroute travel experience' and 'prior knowledge' about Portugal as shown in Figure 2). These dimensions inform 'encountered space' in Hypothesis 1, and the feature of the restaurant space is included in the visuals published in Ji (2018). The developed lay knowledge about Portugal revolves around the following themes: food culture, people, lifestyle, landscape and tourists' future wonders. They inform 'lay knowledge' in Hypothesis 1. Detailed data analysis and results are published in the International Journal of Contemporary Hospitality Management (2018). Only a synopsis of the research findings is presented below.
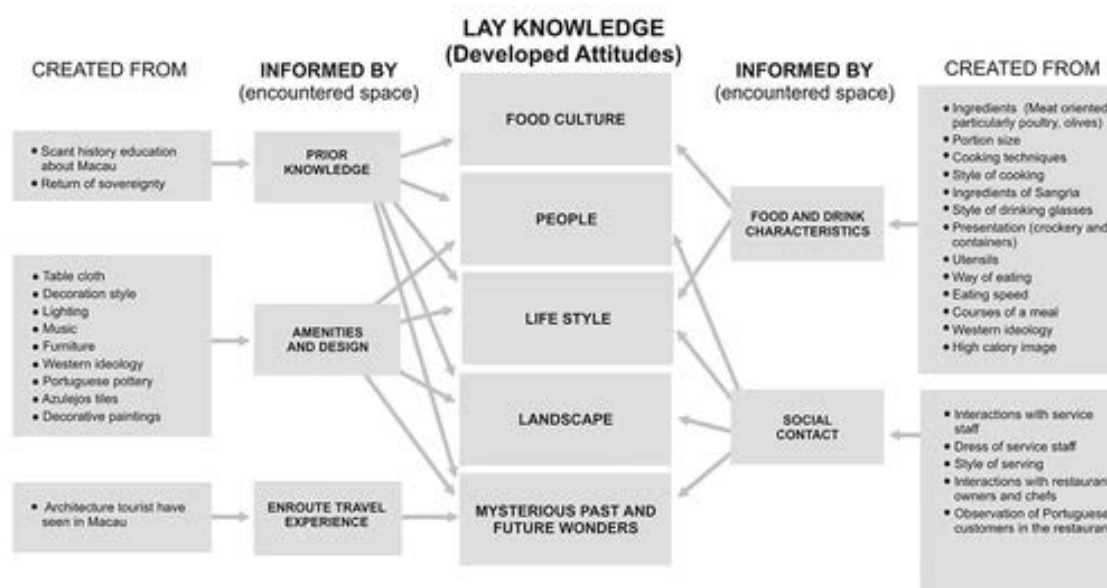

Figure 4. Tourist lay knowledge and encountered space.

To illustrate interviewees' formation of lay knowledge regarding Portuguese people, for example, the traditional Fado background music sung by a melancholy yet refined female

voice stimulated interviewees to imagine Portuguese women to be elegant and sophisticated. In another case, by the reactions of Portuguese dinners at the restaurant towards Portuguese television football matches, Portuguese people were considered to be passionate.

The Portuguese landscape was perceived to be filled with vineyards or as 'a Western countryside'. The cultural cues responsible included the wine that tourists observed other patrons drinking. The popularity of poultry as an ingredient led to the perception of Portugal as a humble country connected to the earth; while the prevalence and light flavour of olive oil elicited the natural scent of vegetables that drew one closer to nature and the land. The interviewees' encounters in Macau were recalled when they saw similar cultural representations in the restaurant, including Portuguese churches, architecture, street layout and colour schemes of the buildings. The triangulation enhances tourists' belief of an authentic Portugal. One interviewee claimed that *"Houses in Portugal should look similar to those in Macau which have white walls and orange roofs" (Shao Zhang, male).*

The encountered space romantiscised Portuguese rule in Macau. *"Portugal should be a supreme country…they navigated to conquer others. Thanks to Bacalhau (dried and salted codfish) helped the Portuguese sailors survive the long harsh sailing to Asia"(Hong Fan, female)* Rather than condemning the inhuman Portuguese colonisers, one interviewee preferred to sympathise with the sailors who endured heavy casualties because of the unpredictable weather at sea and the shortage of food.

Ultimately, the knowledge informed by the encountered space formed tourists' intentions to visit Portugal. Several interviewees analogised the overall dining experiences as seeing behind a closed door where countless wonders, mysteries and the unknown were waiting to be explored. Another said "*many small European cities are unknown to Chinese tourists. But only in these small places can a tourist see the remarkable difference and picturesque locality. How beautiful it would be if I could make a visit*" (Si Wu, female).

The findings illustrate an aesthetic and multisensory process of experiencing, making sense and knowing of Portugueseness, in this case, through dining in Portuguese restaurants (Everett 2008) as well as sightseeing outside restaurants in Macau. Knowing is drawn from the markers of the cuisine, including ingredients, presentation, cooking philosophy and method, and eating etiquette. The environment within the restaurant supplies further cultural references, including the material and the symbolic. The dining space activates various senses and mobilizes a more physical, emotive corporeal engagement with the food and the culture (Brillat-Savarin 1994), and it is this that generates the multi-dimensional lay knowledge associated with place (Tuan 1977).

The findings further reinforce the concept that space is a stage of cultural cues that repeatedly mark the boundaries of significance and value (Neumann 1988). Various players on the stage constitute a support network that facilitates, guides and organizes performances according to normative conventions and industry imperatives (Edensor 2001). While they may serve to reinforce a particular 'given culture', tourists can be more ambivalent and contradictory and challenge the fixed order of things (Edensor 2001). The tourist space can become an 'ordered disorder' that encourages a 'controlled de-control of the emotions' (Featherstone 2007). The result also highlights that space can be distinguished between the immediate surrounding space that people touch and meet (i.e. restaurant); and a distant space that is only reached in vision and sound (i.e. Macau and Portugal) (Crouch 2000). The two spaces are interactive, mediated by points of reference, and they forge a kaleidoscope of events understood in numerous different ways (Crouch 2000).

STUDY 2

Survey Sample and Procedure

Figure 2 was used to inform the development of the questionnaire used in Study 2. The quantitative study involves a personally administered survey. Six experienced research assistants were hired to collect the data in Macau. A systematic sampling method with a skip interval of three was used to survey Chinese tourists who had finished dining and walked out of the 25 most popular Portuguese restaurants in Macau. The restaurants were initially identified by Web rankings according to their popularity. The questionnaire was initially developed in English that then underwent a two-way blind translation procedure into Mandarin. It was subsequently pilot tested by 12 Mainland Chinese from different backgrounds to increase readability and optimise face validity. To reduce common method bias, different scaling techniques (e.g., Likert scale and semantic differential scale) and reversed coded items were used as the literature recommended (Podsakoff et al. 2003).

A total of 356 competed surveys were obtained with a response rate of 40%. Half of the respondents were females. 43.5% were between the age of 26 and 35; and 26.1% between the age of 36 and 45. 81.5% were from 24 Chinese provinces and the rest from Taiwan. Most of them (83.1%) travelled to Macau with at least one companion. A great majority had never been to Europe (78.4%) or Portugal and most also claimed to have little prior knowledge about Portugal (90.4%). Most respondents had been to a Portuguese restaurant more than once during their stay with a mean of 2.70 and a mode of 2.00 times. On average, they spent MOP $245.29 (or Euro $27.4) per person in the restaurant.

Measures

The first part of the questionnaire comprised multiple scales (discussed below), with each scale item measured using a 7-point Likert scale anchored from 1 (strongly disagree) to 7 (strongly agree) unless otherwise specified. The second part comprised respondents' socio-demographic information, such as age, gender, prior general knowledge about Portugal and Europe, number of times they had dined in Portuguese restaurants on this trip, and money spent in the restaurants.

Anticipated emotion was measured by a 6-item scale informed by (Perugini and Bagozzi 2001) and (Sparks 2007). Respondents were asked "How intense do [they] expect to feel about visiting Portugal" relating to the emotions of excitement, fear, happy, boring, fun and nervous. The last scale item was later removed due to low reliability. The remaining 5-item measure had a Cronbach's alpha of .84, indicating adequate scale consistency.

Attitudes towards behaviour was informed by Lam and Hsu (2006) and (Huang and Hsu 2009), "I think travelling to Portugal would be" along four 7-point semantic differential scale ranging from satisfactory- unsatisfactory, worthwhile- worthless, unfavourable - favourable, and negative-positive. The scale demonstrated good reliability with Cronbach's alpha = .92.

Subjective norms was measured by a three-item scale adapted from prior studies (Perugini and Bagozzi 2001; Lam and Hsu 2004, 2006), "Most people I know would disapprove/approve of my visit to Portugal," "People who are important to me think I should/shouldn't visit Portugal" and "Most people I know would strongly agree/disagree to visit Portual." The scale demonstrated good reliability with Cronbach's alpha = .92.

Perceived behavioural control was assessed by a 3-item scale adopted from (Perugini and Bagozzi 2001) along a 7-point semantic differential scale. The questions concern tourists' general control over travelling to Portugal based on, difficult - easy, extremelly unlikely - extremelly likely, and no controll - full control. The scale had reasonable scale reliability with Cronbach's alpha = .89.

Travel intention was informed by (Lam and Hsu 2004)and (Huang and Hsu 2009)'s study measuring the likelihood of travelling to Portugal in the future. Example questions include "I intend to visit Portugal in the next two years," "I intend to visit Portugal in the future," "I intend to include Portugal into my travel itinerary in the future if there is a chance." The scale was fairly reliable with Cronbach's alpha = .87.

Encountered space and *lay knowledge*. Encountered space was operationalised as the identified spaces responsible for generating tourist lay knowledge about Portugal via dining in

Portuguese restaurants. The contents of the two scales were informed by Study 1. The authors followed the scale development procedures of Churchill (1979) and transformed these qualitative results into scale items. First, the domain of encountered space in the restaurant was specified (Crouch 2000; Everett 2008). Second, results from the aforementioned qualitative inquiry were adopted to generate an initial set of items. Third, two experts in food tourism helped to refine the items. A total of 20 items were generated in the process. Fourth, a survey (i.e., Study 2) was conducted to further refine the scale items. Fifth, a dataset obtained from this survey was split in half to yield two sub-samples based on the recommendation of Hair et al. (2006). The first sub-sample was used for exploratory factor analysis (EFA) using promax oblique rotation and the second was used for confirmatory factor analysis (CFA).

The EFA procedure produced a 3-factor solution with 13 items regarding *encountered space* (i.e., seven items were removed due to low factor loadings and cross-loadings). *Restaurant ambience and design* was an 8-item factor that assessed the ambient conditions and design of a restaurant. *Outside restaurant space* was a 3-item factor that assesses the environment surrounding the restaurant. *Restaurant social space* was a 2-item factor that measured the social interactions between the subject and his/her travel companions. The 3-factor solution explained 69.90% of the variance of the scale (see Table 1 and 2). The CFA procedure, which assessed the fit of the measurement model, indicated adequate model fit with comparative fit index (CFI)=.98, root mean square error of approximation (RMSEA)=.08, and standardized root mean square residual (SRMR)=.05. Convergent and discriminant validities were demonstrated with each retained item possesses a primary factor loading of .50 or above and a secondary loading of below .30. Average variance extracted (AVE) of each factor ≥.59; and the square of each pair of factors is less than the variance extracted of each factor. Both Cronbach's alpha and composite reliability indicated all factors were fairly consistent with values ≥ .85. Nomological validity was demonstrated in the structural model presented below.

Insert Table 1 and 2 here

Tourist lay knowledge was operationalised as the knowledge developed by tourists following their exposure to Portuguese restaurants and other heritage sites during their travel. The scale was developed using the same procedure as *encountered space* detailed above. That is, we first identified the domain of the construct based on the literature (Crouch 2000; Crouch and Desforges 2003; Li 2000; Ji, Li, and Hsu 2016; Ji and King 2018; Edensor 2007).

Second, results from Study 1 were adopted to generate an initial set of items. Third, two experts in the field of tourism assisted in refinement of the items. An initial set of items were generated in the process. Fourth, a survey (i.e., Study 2) was conducted to further refine the scale items. Fifth, a dataset obtained from this survey was split in half to produce two sub-samples. The first sub-sample was utilized for exploratory factor analysis (EFA) using promax oblique rotation, while the second was utilized for confirmatory factor analysis (CFA).

An initial set of 15 items was created based on the described qualitative inquiry (i.e., Study 1) and one item was removed based on expert comments. EFA further reduced the scale into 12 items on three factors:(1) *the beauty and friendliness of Portugal*, (2) *the informal and traditional characteristics of Portuguese cuisine and the Portuguese*, and (3) *Portuguese as a culture of passion* (see Table 2). The 3-factor solution explained 68.27% of the variance of the scale. The CFA procedure indicated adequate model fit, with CFI = .96, RMSEA = .08, and SRMR = .07. Convergent and discriminant validities were demonstrated, with each retained item possessing a primary factor loading of .50 or above and a secondary loading of below .30. AVE of each factor ≥ .50; and the square of each pair of factors was less than the average variance extracted of each factor. Both Cronbach's alpha and composite reliability indicated that all factors were fairly consistent with values ≥ .78. Nomological validity was warranted in the structural model presented below.

Structural equation modelling (SEM) with LISREL 8.80 was conducted to examine the hypothesized relationships. For parsimony, a second-order measurement structure with three first-order factors was employed for both encountered space and lay knowledge (see Tables 1, 2 and 4). The proposed framework was assessed using two nested models for model comparisons as well as for testing the mediating effect of Attitude towards Behaviour, Subjective Norms, Perceived Behavioural Control, and Anticipated Emotions. Demographic variables such as gender, age, and place of origin (mainland China vs. Taiwan) were entered into the model as control variables for behavioural intention. The variables– *Portuguese restaurant dining frequency* and *prior visit to Portugal* – were also controlled in a preliminary analysis. As they had no significant impact on behavioural intentions and other independent variables but reduce the model fit, they were not included for further analysis.

Results

Table 3 presents descriptive statistics and zero-order inter-factor correlations among the variables of interest. Hypothesis 1 postulated a positive effect of encountered space on lay

knowledge. Results from Model 1 reveal that the hypothesized relationship was significant (β=.63, p<.001) (see Table 4). The result suggests that a more favourable experience encountered in a Portuguese restaurant improved tourist lay knowledge toward the corresponding origin of the cuisine. Hypothesis 2 proposed a positive effect of lay knowledge toward behaviour, subjective norm, and perceived behavioural control. Results from Model 1 indicate that the postulated relationships were significant (β≥.66, p<.001), suggesting that tourist lay knowledge has a strong impact on these three criterion measures. Hypothesis 3 replicated the proposed relationships leading from Attitudes Towards Behaviour, Subjective Norm, and Perceived Behavioural Control to behavioural intention, as the theory of planned behaviour posits. Results from Model 1 warrant these relationships (β≥.17, p<.05). Among the three predictors, SN exercised the highest impact on behavioural intention (β=.36, p<.001).

Insert Tables 3 and 4 here

Hypothesis 5 postulated a positive link between lay knowledge and anticipated emotions. Results indicate a positive and significant relationship between the two constructs (β=.85, p<.001), suggesting that tourists developed more favourable emotions towards the destination as they gained knowledge from their dining experiences. Hypothesis 6 proposed a positive impact of anticipated emotions on travel behavioural intention. Results from Model 1 indicate a significant relationship between the two constructs (β≥.17, p<.05), supporting the hypothesis.

Hypothesis 4 posited a direct and positive impact of lay knowledge on behavioural intention. In essence, hypotheses 2, 3, 4, 5 and 6 seek to examine the relationship between lay knowledge and behavioural intention through the mediating roles of attitude toward behaviour, subjective norm, perceived behavioural control, and anticipated emotions. This study followed the mediation procedure from Baron and Kenny (1986) and tested whether the presence and absence of the three mediators would affect the lay knowledge−behavioural intention relationship. Hence, Model 2 was created to illustrate the combined direct effects of lay knowledge and three mediators on behavioural intention. Results from Model 2 reveal that the relationship is negative and significant (β=-.63, p<.05), while results from Table 3 indicate that the relationship between these two constructs should be positive (r=.23, p<.001). The combined evidence suggests multicollinearity is a likely cause of this counterintuitive and inconsistent finding. Hence, hypothesis 4 is not supported. Results also suggest that attitude

toward behaviour, subjective norm, perceived behavioural control, and anticipated emotions fully mediate the relationship between lay knowledge and behavioural intention.

The indirect effect of lay knowledge on behavioural intention was tested and the effect was significant (b=.07, p< .001). A Sobel test further confirmed the significant mediating effect (*Sobel Z*≥5.67, p<.001). In addition, the indirect effect of encountered space on attitude toward behaviour, subjective norm, perceived behavioural control, and anticipated emotions was also significant (b≥.05, p<.01; *Sobel Z* ≥ 2.38, p<.05). Overall, the proposed structural models have adequate fit with CFI=.95, RMSEA=.08, and SRMR=.08. They predict the criterion variables fairly well with R^2≥.40. Model 1 is a better model than Model 2 as it has a better predictive power with a higher R^2 for behavioural intention; and Model 1's Akaike information criterion (AIC), which compares the quality of competing models, is smaller than that of Model 2 (see Table 4).

DISCUSSION AND CONCLUSION

TPB has been popularly applied in tourism to predict tourist behaviour (e.g.Huang and Hsu 2009; Kim, Kim, and Goh 2011; Shen, Schüttemeyer, and Braun 2009). A close review of the existing literature, however, reveals a lack of distinction between the types of behaviour TPB has traditionally addressed and tourist behaviour. Researchers applied a static interpretation of 'attitudes' to tourists and assumed attitudes were always in place prior to behavioural intentions. In fact, tourists do not always have prior attitudes about a destination until stimulated by a tourism context as shown in this case. Much literature accentuates the fact that tourists are active and capable of making sense of their encounters. They can create lay knowledge that develops their prior limited attitudes, and these affect their behavioural intentions.

Geography provides relevant perspectives to overcome this theoretical deficit, notably the discussion on tourist lay knowledge and encountered place, but tourist behaviour research appears unaware of it. Furthermore, although some studies apply the framework to post-event analysis (e.g. Song et al., 2012), in part considering the contextual effects of tourism, they do not sublimate to the deemed theoretical level. The present study adopts the concepts of lay knowledge and anticipated emotions and develops the 'Tourists' Situated Lay-Knowledge Travel Behaviour Model' (SLKTB). Using a rigorous mixed methods research approach, the study firstly identified the contents of the encountered space and kinds of lay knowledge developed; and secondly phrased them into the SLKTB where relationships were tested. The model advances the traditional TPB model in the following respects.

Firstly, in Study 1 the qualitative research discovered the lay knowledge that tourists developed about Portugal even though they had little prior knowledge about it. The lay knowledge contained the tourists' attitudes about Portugal (including Portuguese culture, people and landscape as well as the Portuguese cuisine), and about their intention of visiting Portugal. The lay knowledge developed about Portugal is coherent and systematic. Various signs, cultural artefacts and human interactions within the restaurant space (i.e. food and drink characteristics, restaurant amenities and design, and social space) as well as the space outside the restaurant (i.e. enroute travel experience) are involved. It is the tourists' multi-sensory and multi-dimensional engagement (Scarles 2009) with the encountered space and their agentive meaning-making from external cues that have enriched their prior, limited, beliefs about Portugal. The attention on the lay knowledge makes the Situated Lay-Knowledge Travel Behaviour model different from TPB, as it stresses the role of tourists' encountered space and the dynamic nature of attitude formation in predicting subsequent behavioural intentions. SLKTB revises TPB in that it is not the tourists' prior beliefs, which can be nonexistent, but their newly developed attitudes based on their actual encounters, that impact their behavioural intentions. Furthermore, study 1 confirms that food represents a shift away from the visual repertories of consumption (Franklin and Crang 2001) to multisensory experiences, embodied engagement and non-representable knowledge generation (Everett 2008).

Study 2 highlights that encountered space and lay knowledge contributes mostly to forming anticipated emotions towards behavioural intentions, compared with attitudes towards behaviour, subjective norms and perceived behavioural control. Existing studies have established that emotions are significantly and directly impacted by environmental stimuli, such as in the 'servicescape' or 'service environment' framework (Lee, Lee, and Choi 2010; Song et al. 2012; Wong 2013). This study advances the notion that the anticipated emotions are mediated by lay knowledge. This finding confirms the importance of lay knowledge as it attaches meanings and personal relevance to the encountered space and reveals any felt emotions (Kim and Fesenmaier 2015).

Secondly, the study observes that ATB, SN and PBC are essential in predicting behavioural intention as supported by their full mediating role between lay knowledge and behavioural intentions. Without them, in other words, tourist lay knowledge is not developed into expressed behavioural intentions. Consequently, our study suggests that although tourists develop lay knowledge from their actual encounters, their travel intentions are not isolated from ATB, SN and PBC. Furthermore, the study identifies that SN and PBC, rather than ATB, are the leading factors in predicting tourist behavioural intention. Interestingly,

regarded as the weakest predictor in TPB, the efficacy of SN has long been questioned (Armitage and Conner 2001). Inconsistent findings on SN are also observed in tourism studies. For example, studies by (Lam and Hsu 2004) and (Ryu and Jang 2006) did not verify SN in predicting tourist revisit intention, whereas Lam and Hsu (2006) and Shen et al. (2009) did. This inconsistency may be attributed to the characteristics of research contexts. In our study, Portugal is a difficult place to travel to for the Chinese, because of barriers such as language and lack of cultural associations. Our study seems to suggest that if a destination is not perceived as popular among important reference groups, SN can override other attitudinal factors. As such, depending on the popularity of the destination and difficulties of travel, SN and PBC seem to have more influence than ATB in predicting behavioural intentions. It is also worth mentioning that anticipated emotions play a mediating role between tourists' lay knowledge and behavioural intention, the same as ATB, SN and PBC, hence this factor warrants being included in TPB.

Practically, the study informs destination management, highlighting the importance of tourists' actual travel encounters on forming subsequent behavioural intentions. Ensuring positive onsite experiences is just as important as the marketing effort that focuses on establishing prior-trip imaginings. However, destination-marketing should increasingly pay attention to providing information that can strengthen tourists' SN and PBC, especially where the destination is less known to the target tourists. Furthermore, this study identifies that Portuguese culture in Macau can potentially stimulate Chinese tourists to visit Portugal. Both destinations may consider jointly designing travel itineraries that contain Macau and Portugal. Macau can also serve as a marketing frontier for Portugal, to promote travel information to Chinese tourists. Another practical implication relates to promoting destinations (both the encountered [e.g., Macau] and the projected/resembled [e.g., Portugal] hosts) with cuisines. As the present study demonstrates the spill-over effects of gourmet dining on destination image, DMOs can take advantage of the local cuisine to induce travel attention to the destination (e.g., Thai curry for Thailand, sushi for Japan, dim sum for China, and pizza for Italy).

This study represents a unique attempt to apply geographical concepts in behaviour models and measure them in a positivist fashion. The present study calls for wider research consideration of incorporating lay knowledge into existing models that study behavioural intentions as it emphasises the changes in attitudes that are developed from tourists' actual encounters. As lay knowledge is antecedent to emotions that eventually leads to behavioural intentions, future research can examine what kind of lay knowledge predicts what kinds of

emotions, particularly positive emotions. Other innovative methods to study the composition of lay knowledge may be considered. As the study uses the context of tourist-oriented restaurants, replication of the measurement scales is limited to the tourism context. As the predictive power of the constructs in the model may depend on the characteristics of the destination, future studies could test the moderating effect of destination characteristics.

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Table 1. Scale Items for Encountered Space

	Pattern Coefficient	γ	Cronbach's Alpha	Composite Reliability	AVE
Restaurant Ambience and Design		7.23	.91	.92	.59
Aesthetics of restaurant exterior design is good	.92				
Aesthetics of overall interior design is good	.89				
Decorations are consistent with general ambience	.80				
The restaurant ambience is mysterious	.79				
Portuguese symbols/artefacts in decoration are special (such as background music, paintings and live TV programs)	.71				
The dining atmosphere is relaxing	.65				
Characteristics of Portuguese food is distinctive	.60				
Table settings (e.g. plates, containers, glasses, utensils, tablecloth) are unique	.59				
Outside Restaurant Space		1.50	.86	.88	.78
During dining you thought about the Portuguese heritage (such as architecture) visited outside the restaurant	.90				
The knowledge (albeit limited) you have about Portugal prior to your travel helped your understanding about Portugal	.85				
During dining you thought about the Portuguese culture expressions seen outside the restaurant	.85				
Restaurant Social Space		1.06	.85	.90	.70
Your travel companion stimulated your discussion about Portugal	.91				
Your travel companion stimulated your discussion about Portuguese food	.96				

Note: γ = eigenvalue. AVE = average variance extracted.

Fit index: CFI = .98, RMSEA = .08, SRMR = .05. Total variance explained = 69.90%; KMO=.94; Bartlett's test of sphericity = $1636.86_{(91)}$, p < .001.

Table 2. Scale Items for Lay Knowledge

	Pattern Coefficient	γ	Cronbach's Alpha	Composite Reliability	AVE
Beauty and friendliness of Portugal		4.90	.84	.82	.50
Portuguese women tend to be elegant and attractive	.92				
Portuguese people are friendly	.92				
Dining environment of Portuguese restaurant is generally friendly compared with Chinese restaurants	.68				
Portuguese people's lifestyle is slow and relax	.62				
Portugal seems to be a country with idyllic sceneries	.60				
Informal and traditional characteristics of Portuguese cuisine and the Portuguese		2.08	.88	.85	.66
Portuguese cuisine is rustic, less refined compared with French cuisine	.95				
Portuguese dining etiquette is less strict compared with French cuisine	.94				
Portuguese men tend to be strong and muscular	.76				
Portuguese as a culture of passion		1.22	.79	.78	.52
Portuguese people are passionate about making gourmet food	.84				
Portugal seems to be a country with various vineyards	.84				
Portuguese people are passionate about football	.77				
Portugal has unique local cuisine	.61				

Note: γ = eigenvalue. AVE = average variance extracted.

Fit index: CFI = .96, RMSEA = .08, SRMR = .07. Total variance explained = 68.27%; KMO=.80; Bartlett's test of sphericity = $1087.84_{(66)}$, p < .001.

Table 3. Descriptive Statistics and Correlations

	Mean	SD	1	2	3	4	5	6
1. Encountered space	5.34	.72						
2. Lay knowledge	4.97	.73	.50					
3. Anticipated emotion	5.32	.90	.39	.37				
4. Attitude toward behaviour	5.47	1.10	.31	.42	.59			
5. Subjective norm	4.61	1.00	.28	.18	.59	.55		
6. Perceived behavioural control	4.77	1.14	.31	.30	.55	.56	.65	
7. Behavioural intention	4.58	1.02	.38	.23	.58	.57	.64	.60

Note: All correlations are significant at the .001 level.

Table 4: Results of Parameter Estimates

		Model 1						Model 2
Factor loadings		Lay Knowledge	Anticipated Emotions	Attitude toward Behaviour	Subjective Norm	Perceived Behavioural Control	Behavioural Intention	Behavioural Intention
Encountered space → Restaurant design and ambience	.91***							
Encountered space → Socialization	.65***							
Encountered space → Space outside	.81***							
Lay knowledge → Lifestyle	.77***							
Lay knowledge → Rustic	.19*							
Lay knowledge → Food passion	.71***							
Main effects								
Encountered space		.63***						
Lay knowledge			.85***	.77***	.66***	.70***		-.63*
Anticipated emotions							.17*	.44**
Attitude toward behaviour							.17*	.32**
Subjective norm							.36***	.42***
Perceived behavioural control							.17*	.27**
R^2		.40	.72	.60	.43	.49	.56	.55

Note: * $p < .05$, ** $p < .01$, *** $p < .001$.

Parameter estimates are standardized.

Model 1 fit indexes: CFI = .95, RMSEA = .08, SRMR = .08, AIC = 3,303.91.

Model 2 fit indexes: CFI = .95, RMSEA = .08, SRMR = .08, AIC = 3,392.02.

Appendix. Opening coding and focussed coding

Interviewee A	Open codes	Focussed codes	Categories
Interviewee A: I choose the picture of the pirate ship because the dining experience reminded me that Portugal was well-known for its pirates. I think this comes from my history lessons. The only ship in the photo shows sorrow and loneliness against the dark blue sky under the moon.	Pirate History lessons	Past knowledge	Past knowledge
Being on the boat on a dark, quiet night also makes one feel peaceful and purified. It is where I would like to be sitting enjoying the feelings of the peace and being alone. A real opportunity to escape the busy, frantic, modern routines - being there you need do nothing but enjoy your own company.	Peaceful Pure Peace Being alone Escape	Relaxed	Dining emotions
Interviewer: What was your experience in the restaurant to make you think like that?			
Interviewee A: Decoration in the restaurant and the amenity. It was	Restaurant décor Restaurant amenity	Restaurant décor Restaurant amenity	Space - Restaurant ambience and design
dark: the dimmed light, the dark, heavy wooden furniture and the	Dark Heavy wooden furniture mournful background music	Restaurant décor Restaurant décor	
mournful background music. The interior decor is so different from Chinese restaurants! The wood furniture was particularly arousing. I once went to a foreign boat show in Guangzhou. The one that made the deepest impression on me was a Swedish boat that exposed many spectacular, complex wooden structures – that were heavily timbered. The wooden furniture in the restaurant such as the table, bench and cabin ceiling were heavily timbered too.	memory table, bench and cabin ceiling heavily timbered lined tablecloth	Restaurant amenity Past knowledge Restaurant décor	Past knowledge Space - Restaurant ambience and design
Also, the lined tablecloth that reminded me of a pirate's t-shirt. The paintings and cultural artifacts hanging on the wall were choreographing	paintings cultural artefacts bar-like	Restaurant décor Tableware Restaurant décor	
the same pirate theme. The restaurant feels like a bar near the sea where	sea Sailors	Restaurant décor Restaurant amenity	
sailors frequented to have fun after anchoring their boat.	have fun		

Oh, also the <u>wine barrel</u> in the restaurant! I felt myself to be transported into a different place and I was feeling <u>very free</u> and <u>at ease</u>.	wine barrel very free at ease	Relaxed Restaurant decor Relaxed	Dining emotions Space - Restaurant ambience and design Dining emotions
Interviewee B: I used the picture of many of <u>spice</u> to show that the Portuguese food <u>seems to use a lot of different spices in their cooking</u>. The <u>spice combination</u> is interesting. For example, Chinese beef dish <u>uses yellow wine but Portuguese uses wine</u>; the former gives sharp and crisp aroma while the latter mild and sour taste. The <u>oven baked</u> sea food rice is different – the <u>cooking method</u> is unique (to Chinese) and that's why I ordered it. <u>Portuguese food seems to be influenced by Asian cuisine as you can see Star Anise in pork dishes, coconut milk that is associated with Thailand, and the poplar 'main dish' with rice</u>. Also their <u>crockery</u> has blue patterns with the design similar to Chinese Qianhua Ci (Chinaware developed in the Chinese Qing dynasty). But they can still <u>be differentiated – the patterns on the Portuguese ware are bolder, colours brighter and smoother, more delicate edges</u> – they appear <u>exotic</u>! Interviewer: What else did you experience in the restaurant to be 'exotic' in your words? Interviewee B: <u>Tables and chairs</u> – they are <u>hard wood</u> and <u>dark</u>! The <u>checked tablecloths</u> which feel clean, inviting and <u>family-like</u>, <u>unlike the crispy white ironed tablecloth</u>. I felt I was <u>at home</u> and it seemed a little <u>romantic</u>… a place where you can invite your close friends. <u>But I wouldn't take my girlfriend there for the first date</u> – I	Spice Food character spice combination Different ingredients Oven baked cooking methods Portuguese fusion cuisine Crockery Exotic Exotic Tables and chairs hard wood dark checked tablecloths family informal at home romantic less superior cuisine	Food culture tableware Different Restaurant décor Restaurant amenity Tableware Restaurant amenity Restaurant amenity Relaxed Romantic Food culture	Lay knowledge – Portuguese food characteristics Space - Restaurant ambience and design Lay knowledge – Portuguese art and culture Space - Restaurant ambience and design Dining emotions Dining emotions Lay knowledge – Portuguese

would prefer French! Portuguese restaurants seem to pay attention to details but are mainly rustic and home feel. The Portuguese waiter and waitress are dark, passionate, easy going and have good humour. They clearly love their food! All these meets what I vaguely expected from a Mediterranean. I also find olive oil fancy that was light green colour and fitted itself in a small sturdy glass jar with a wooden cork. My dreamed Portugal would be a pristine land with olive trees and bare-foot farmers.	Rustic Home passionate, easy going and have good humour Stereotype olive oil wooden cork pristine land olive trees bare-foot farmers	Restaurant amenity Interaction with staff Past knowledge Tableware Imagined Portuguese landscape	food characteristics Space – restaurant social space Past knowledge Space - Restaurant ambience and design Lay knowledge - Portuguese landscape