"Place-bound memory and people-bound memory affecting destination loyalty in the food tourism industry"

NUMBER OF REFERENCES	NUMBER OF FIGURES	NUMBER OF TABLES
47	5	9

Xiangru Li, Ph.D. Student, Rattanakosin International College of Creative Entrepreneurship, Rajamangala University of Technology, Thailand. (Corresponding author)

Hongmei Yang, Dr., Rattanakosin International College of Creative Entrepreneurship, Rajamangala University of Technology, Thailand.

Xiangru Li (Thailand), Hongmei Yang (Thailand)

PLACE-BOUND MEMORY AND PEOPLE-BOUND MEMORY AFFECTING DESTINATION LOYALTY IN THE FOOD TOURISM INDUSTRY

Abstract

It is significant to promote food tourism behavior. This paper aims to build a comprehensive behavior model of tourists suitable for food tourism to promote such tourism in Chongqing city, China. The paper deals with the place-bound and people-bound memories affecting tourist satisfaction, perceived holiday quality of life, and experience loyalty in the food tourism industry. The data were collected from 413 tourists who have experience traveling to Chongqing city through the online questionnaire. Multi-layer perceptron artificial neural network simulation provides a basis for factor ranking for structural equation modeling. The results show that place-bound and people-bound factors can predict experience memory, experience satisfaction, holiday quality of life, experience loyalty, and destination loyalty. In addition, it reveals the mediating role of experiential memory and contributes to the process of memory formation. Place-bound factors emphasize the vital role of marketing and social media information. They are consistent with the actual food experience of tourists at the destination. People-bound factors explained the different aspects of the food experience. The noteworthy aspects are intelligence, emotion, sense, behavior, and natural flow experience. The research results show that tourists, local governments, and tourism departments should focus on developing memory structures with local characteristics and improving quality and experienced food tourism destinations so that tourists can gain more sensory experiences or other experiences to attract more food tourists.

Keywords	food tourism, neural network, experience memory, tourist experience, culinary destination, Chongqing
JEL Classification	Z31, Z32, Z33

INTRODUCTION

Cities worldwide are trying to discover inclusive tourism growth and development mechanisms, as tourism significantly affects the broader population (Zhang et al., 2022). While most tourism research discusses inclusive growth from the population perspective, the key drivers lie in the diversity of tourism products, services, and experiences. With the increase in tourists, the demand for food and their creativity also escalate. As the high-quality construction of China's tourism industry has just started (Zhang et al., 2022), studying the tourism food experience is vital.

Gaining insight into the tourists' perceptions of the destination's food experiences will contribute to the theoretical and practical gaps (Lai et al., 2018). The food offered in the tourism industry should be sustainable and aligned with the destination attractions (Roxas et al., 2020). Studies of tourists' food tourism experiences in a poly-sensorial sense need to be included in the extant literature (Ellis et al., 2018). This study considers the sensory, intellectual, emotional, behavioral, and flow aspects of tourists' food experiences at the destination, known in this study as the people-bound factors.

During the COVID-19 pandemic, governments are searching for opportunities to rethink tourism in terms of sustainability and social and ecological justice (Bertella, 2020). Food tourism is an important industry; everyone needs food while traveling and engaging in tourist experiences (Pavlidis & Markantonatou, 2020). However, the stated research question is rarely systematically examined in a systems-level theoretical concept. In this study, food tourism, or, more broadly, tourism that involves food experience, is the focal point. This study aims to reveal the relationship between place-bound and people-bound memory for tourists' positive perceptions, satisfaction, and destination loyalty. Thus, this paper constructs a structural equation model for the food tourism experience.

1. LITERATURE REVIEW

Place-bound factors differentiate and provide a unique identity to a destination and its food (de Jong & Varley, 2017) and should be actively supported by appropriate government policy. In doing so, it can reduce the threats of globalization to local cuisines – that is, to prevent the homogenized effect of a "global palate" in gradually eliminating the role of unique local cuisines (Ritzer, 1995). According to Si and Couto (2020), place identities, such as culture, food, and tourism, are inseparable. Food is a very solid form of cultural identity, which can be reflected in the local way of cooking with local ingredients, and as such, food motivates tourism (Si & Couto, 2020). For instance, a specific region in Japan has become a tourist icon in recognition of the fresh udon noodles it produces (Kim, 2015), which draws many tourists.

While destination personality, attraction, differentiation, and identity, including the destination's sustainability states, are destination-controllable place-bound stimulating factors, perceptions of images of the destination and its food experiences are tourist-created place-bound factors. Image formation of the tourists connotes impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time gathered from various information sources and shaped through an individual's socio-demographic and psychological characteristics (Iordanova, 2015). Images are typically multi-faceted. Thus, this study creatively measures the image alignment between induced and organic aspects to reduce the complication of using an image as a stimulating variable (Guinn, 1972; Yu et al., 2021). Induced images project what a tourist learns about a destination and food experiences from the promotional materials and circles of friends. When their actual experiences, represented by organic images, are congruent with the induced images, trust and loyalty are formed (Chien et al., 2018).

Food experience is a central people-bound theme. As one eats, one is simultaneously entertained (Mkono et al., 2013). Thus, food, as place-bound differentiation and attraction, is positively linked to experiences at the personal level.

There are many different facets of tourist experiences: cognitive and emotional (Hirschman, 1984; Getz, 2007), holistic experiences (Pine & Gilmore, 1999), sensorial and emotional (Schmitt, 1999), behavioral (Brakus et al., 2009), and flow experience. Flow experience is an added contribution to the extant literature as it is a missing aspect of food tourism. Nevertheless, the flow experience is a well-recognized concept in positive psychology. Tourism research has no exemption provided the participation (Da Silva deMatos et al., 2021). When tourists are genuinely absorbed into a state of enjoyment and often time in effortless attention, they can quickly lose track of time (Da Silva deMatos et al., 2021). In addition, the flow state can also result as an autotelic experience (Fong et al., 2015).

When an experience is memorable, the recalling of the experience is powerful and long-lasting (Yu, Pickering, et al., 2021). Therefore, to understand memorable tourism experiences, a snapshot of the tourism experience is helpful. In addition, experience memory states how the customers have remembered their experiences (McColl et al., 2022).

When tourists enjoy their experiences, a eudaimonic or hedonic state of well-being (Yu, Smale, et al., 2021) arise. These states have been studied in the field of positive psychology, which reflect, for instance, states of fulfillment (Voigt et al., 2010), self-connectedness (Lee & Jeong, 2020), and a sense

of meaningfulness (Lengieza et al., 2019). Therefore, the well-being concept, as inferred, is noted during the touring experiences and is taken into this study. This contrasts with the extant literature, which normatively studies quality of life or life satisfaction long after the holiday elapses (Chen et al., 2016). In this way, the impact of the tourist experience is more spontaneous or evidential.

Tourist satisfaction indicates meeting the expectation of a service or experience, which includes the emotions aroused by consumption (Turki & Amara, 2017). Experience loyalty measures the loyalty state of tourists toward the experiences at the destination site by noting that everything tourists go through at a destination can be experienced, be it behavioral or perceptual, cognitive or emotional, or expressed or implied (Oh et al., 2007, p. 120). Destination loyalty indicates tourists demonstrating intention or behaviors to re-visit the same destination or to recommend the destination to others (Sangpikul, 2018).

This study determined each variable's definition and measurement dimensions. The review and interpretation of relevant concepts reflect the role of place-bound and people-bound factors in tourists' loyalty in the context of food tourism. In addition, this paper further determines the significance of place-bound and people-bound factors, including experience satisfaction, happy quality of life, experience loyalty, and experience memory.

2. AIMS AND HYPOTHESES

In detail, it seeks to understand the place-bound and people-bound memories affecting tourist satisfaction, perceived holiday quality of life, and experience loyalty in the food tourism industry. The proposed conceptual framework is portrayed in Figure 1. The hypotheses are:

H1: *The place-bound and people-bound factors are positively interrelated.*

H2: *The collective and interrelated place-bound and people-bound factors explain experience memory formation.*

H3: *The collective and interrelated place-bound and people-bound factors explain experience satisfaction.*

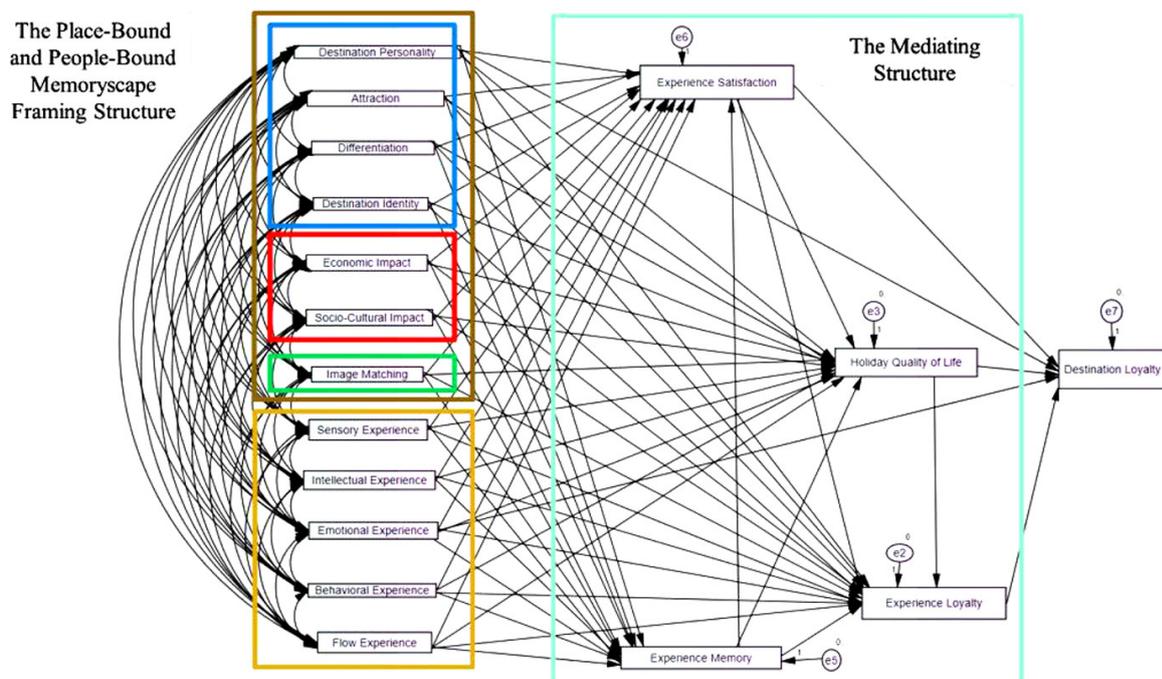H4: *The collective and interrelated place-bound and people-bound factors explain holiday quality of life.*

Figure 1. Conceptual model

H5: *Tourists' experience satisfaction and holiday quality-of-life are significant mediators between the place-bound and people-bound memory factors, including experience memory and experience loyalty.*

H6: *Experience satisfaction, holiday quality-of-life, and experience loyalty collectively explain the variance of destination loyalty.*

3. METHODOLOGY

This study takes a quantitative approach to understand the potential explanation of social cognitive theory for stimulating the deductive structure. It links place- and people-bound memory factors to form memory, influencing experience satisfaction and holiday quality of life. Experience memory serves as an essential evaluative base initiating the mediating structure. Destination loyalty is the ultimate dependent variable of this study. This paper collected 413 valid data. The data were collected over two months from tourists recalling their food experiences visiting Chongqing. Three destination sites are targeted: city areas, rural areas, and other destinations with unique attractions.

Measurement items for experience memory are: "I have fond memories of the food experience of the attractions," "I will not forget the food experience there," and "I remember how I enjoyed the food experience there."

Measurement items for destination loyalty include "I would definitely introduce anyone to this place," "If an opportunity arises, I will definitely go again to this place," and "The place is really worthwhile going."

Measurement items for experience loyalty comprise: "My next trip will definitely look for tourist attractions with unique cuisine," "I had hoped to stay longer at the attraction," and "I will tell other people positive information about the food experience of the attraction," and "I would recommend the destination's food to anyone who seeks my recommendation and suggestions."

Measurement items for tourism satisfaction are: "My overall evaluation of the food experience of the destination is positive," "Overall, the rich food experience at the destination exceeds my expectation," "In general, I am very satisfied with the food experience of the attraction," and "As far as I know, the food experience is part of the reason why I find the destination attractive."

Part one of the questionnaires aims to study the similarities and differences in tourist experiences, attitudes, and behaviors across social demographic variables, such as gender, career, age, education level, and psychographics. Other general information includes travel frequency, the nature of the visit, the previous experience of the destination, and seasonality. If significantly different perceptions are concluded, then meaningful segmentation strategies can be derived (Akdag et al., 2018). The six constructs (destination personality, attraction, differentiation, identity, and perceived sustainability or economic and sociocultural impacts) are place-bound factors of essential roles in environmental psychology. Tourists rely on these environmental engagements to generate experiences or involvement at sensorial, emotional, intellectual, and behavioral levels. Thus, the place-bound factors can be reckoned as experience (Chen et al., 2020).

Neural network (NN) simulation exploits multi-layer perceptron (MLP) structure (Carcangiu et al., 2009), whose inputs correspond to all the factors to predict the best fit for destination loyalty as the output. Parts of the data were used for training, and the remaining for testing the best fit. The normalized ranking of factors provides a base for covariance-based SEM (CB-SEM). As noted by Bhat and Majumdar (2021) and Hair et al. (2006), CB-SEM, using the maximum likelihood (ML) method, is a confirmatory approach involving the whole theoretical framework in one analysis.

4. RESULTS

The measurement instrument is designed based on the literature review, which defines the factors. Table 1 introduces factor measurements' reliability, discriminant, and convergent validity. Discriminant validity was checked using the Fornell and Larcker (1981) procedure. Discriminant validity was ensured, with all the

Table 1. Reliability, discriminant and convergent validity of factors measurements

No	KMO	TVE	α	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12	V13	V14	V15	V16	V17
V1	0.909	0.768	0.939	0.88																
V2	0.818	0.76	0.891	0.623	0.87															
V3	0.754	0.844	0.907	0.675	0.710	0.92														
V4	0.741	0.801	0.875	0.743	0.596	0.773	0.89													
V5	0.733	0.816	0.887	0.748	0.642	0.701	0.655	0.90												
V6	0.731	0.77	0.85	0.691	0.658	0.736	0.669	0.787	0.88											
V7	0.747	0.849	0.91	0.743	0.579	0.666	0.674	0.721	0.691	0.92										
V8	0.905	0.799	0.911	0.747	0.601	0.702	0.710	0.778	0.760	0.789	0.89									
V9	0.902	0.839	0.952	0.730	0.633	0.723	0.670	0.799	0.788	0.733	0.803	0.92								
V10	0.845	0.837	0.934	0.736	0.641	0.725	0.671	0.789	0.748	0.717	0.831	0.850	0.91							
V11	0.837	0.786	0.907	0.741	0.617	0.731	0.723	0.768	0.745	0.786	0.859	0.805	0.761	0.89						
V12	0.915	0.785	0.944	0.729	0.581	0.674	0.691	0.733	0.721	0.794	0.853	0.779	0.747	0.844	0.89					
V13	0.769	0.891	0.939	0.718	0.646	0.730	0.687	0.762	0.785	0.780	0.847	0.829	0.811	0.820	0.839	0.94				
V14	0.913	0.837	0.937	0.744	0.620	0.728	0.688	0.759	0.776	0.822	0.828	0.806	0.798	0.818	0.832	0.886	0.91			
V15	0.747	0.849	0.951	0.748	0.607	0.728	0.680	0.745	0.781	0.796	0.857	0.831	0.846	0.810	0.857	0.895	0.892	0.92		
V16	0.859	0.802	0.917	0.754	0.638	0.724	0.685	0.765	0.744	0.824	0.861	0.800	0.808	0.835	0.846	0.848	0.881	0.877	0.90	
V17	0.859	0.853	0.942	0.754	0.562	0.654	0.650	0.708	0.661	0.746	0.777	0.749	0.795	0.719	0.734	0.759	0.801	0.812	0.818	0.92

Note: V1 = Destination personality, V2 = Attraction, V3 = Differentiation, V4 = Destination identity, V5 = Economic impact, V6 = Socio-cultural impact, V7 = Image matching, V8 = Sensory experience, V9 = Intellectual experience, V10 = Emotional experience, V11 = Behavioral experience, V12 = Flow experience, V13 = Experience memory, V14 = Experience satisfaction, V16 = Experience loyalty, V17 = Destination loyalty.

Table 2. Case processing summary

Name	Category	N	Percent
Sample	Training	286	69.2%
Sample	Testing	127	30.8%
Valid		413	100.0%
Excluded		0	
Total		413	

square roots of AVE values above the correlations suggested by Hair et al. (2006). Reliability is represented by the internal consistency of the measurement items, and a value closer to 1 (above 0.8) testifies to meeting the reliability requirement of the measurement instrument (Bhat & Majumdar, 2021).

Tables 2-4 present the MLP-type ANN-reported normalized importance of the factors in predicting destination loyalty. Using destination loyalty as an ultimate output provides a compelling insight into memory scape factors (place-bound and people-bound) and the mediating structure. The normalized ranking of the factors indicates to what extent the corresponding factors influence the estimation of destination loyalty, which yields similar findings of the structural equation modeling (SEM) analysis. Following Garcia-Garcia et al. (2021), the MLP-ANN uses a hyperbolic tangent as an activation function in the hidden layer and an identity function (that is, without additional transformation) in the output layer, as given in Figure 2.

Figure 3 presents the structural equation model, which describes the covariance relationship between the research factors and quantifies the causal relationships between groups of factors using the maximum likelihood estimation procedures.

Table 5 presents the SEM fitting result (CMIN/DF = 1.746, RMSEA = 0.043, and CFI = 0.999), which specifies a good model fit. Finally, the supportability of the hypotheses is given in Table 6, stating weights 0.08 or above, significant at 0.01 level.

Table 3. Network information

Input Layer	Covariates 1	Destination personality
	2	Attraction
	3	Differentiation
	4	Destination identity
	5	Economic impact
	6	Socio-cultural impact
	7	Image matching
	8	Sensory experience
	9	Intellectual experience
	10	Emotional experience
	11	Behavioral experience
	12	Flow experience
	13	Experience memory
	14	Experience satisfaction
	15	Holiday quality of life
	16	Experience loyalty
	Number of units	16
	Rescaling method for covariates	Standardized
Hidden Layer(s)	Number of hidden layers	1
	Number of units in hidden layer 1	10
	Activation function	Hyperbolic tangent
Output Layer	Dependent variables 1	Destination loyalty
	Number of units	1
	Rescaling Method for Scale Dependents	Standardized
	Activation function	Identity
	Error function	Sum of squares

Table 4. Independent variable importance

Variable	Importance	Normalized Importance
Destination personality	0.096	64.3%
Attraction	0.029	19.2%
Differentiation	0.029	19.1%
Destination identity	0.025	17.0%
Economic impact	0.058	38.5%
Socio-cultural impact	0.033	22.4%
Image matching	0.054	36.1%
Sensory experience	0.053	35.6%
Intellectual experience	0.029	19.4%
Emotional experience	0.114	76.4%
Behavioral experience	0.055	36.7%
Flow experience	0.034	22.5%
Experience memory	0.044	29.5%
Experience satisfaction	0.085	57.1%
Holiday quality of life	0.112	74.6%
Experience loyalty	0.150	100.0%
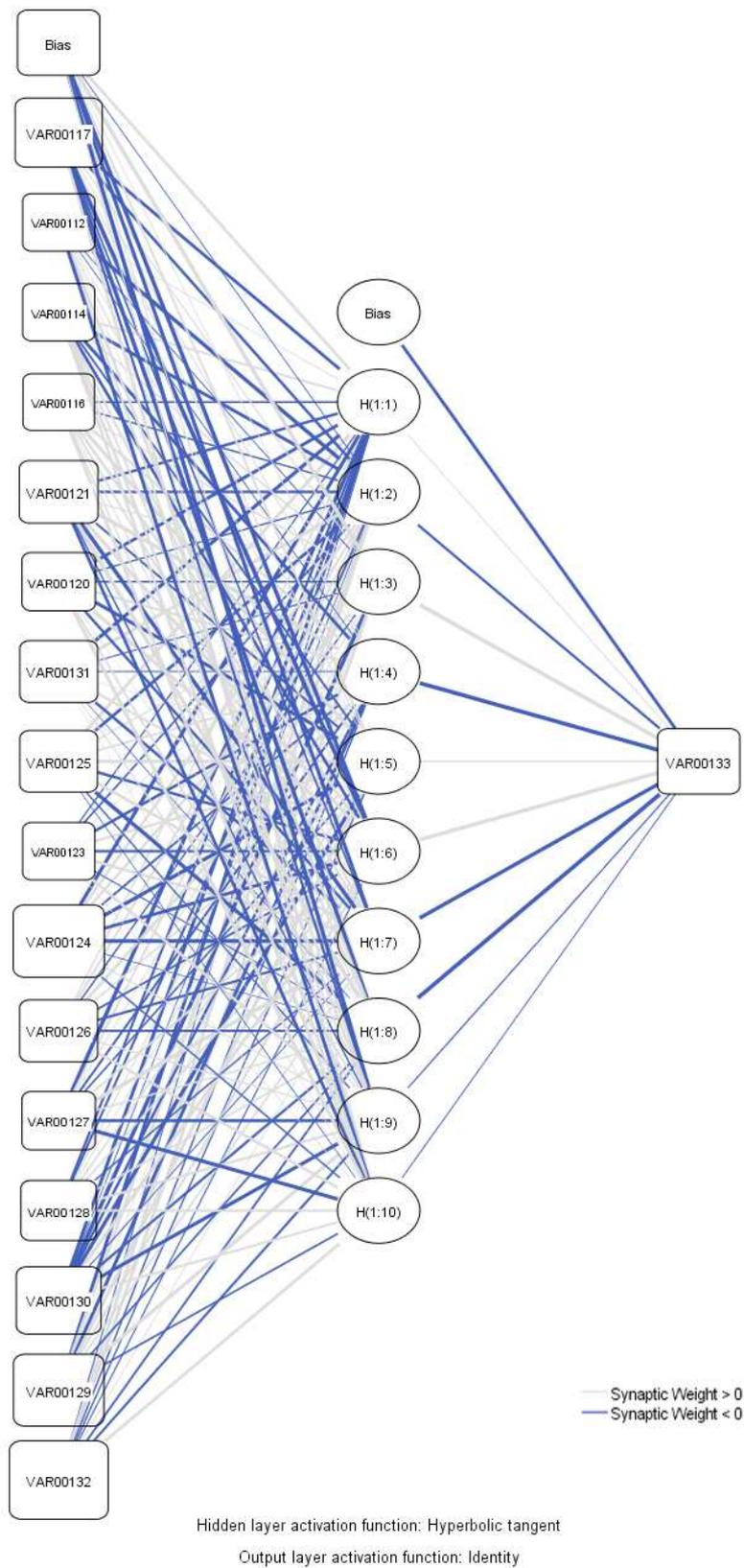
Figure 2. Simulated neural network structure
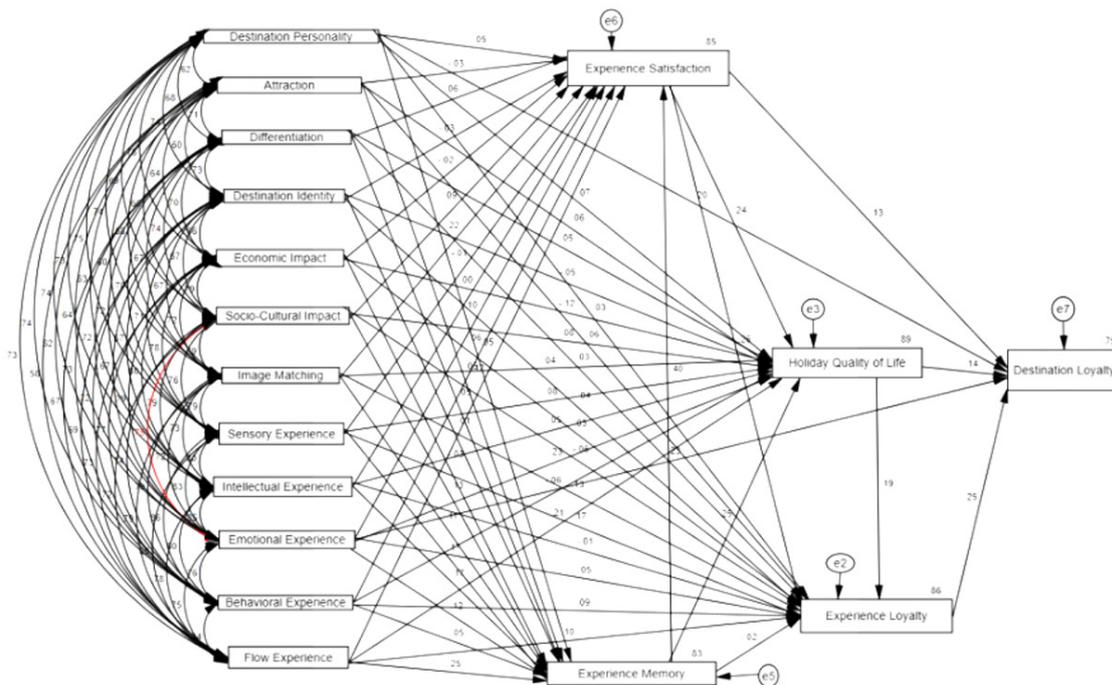
Figure 3. Simulated SEM configuration

Table 5. Simulated SEM statistics

Model Fit Summary					
CMIN					
Model	**NPAR**	**CMIN**	**DF**	**P**	**CMIN/DF**
Default model	159	19.203	11	.058	1.746
Saturated model	170	.000	0		
Independence model	34	9335.249	136	.000	68.642
Baseline Comparisons					
Model	**NFI Delta 1**	**RFI rho 1**	**IFI Delta 2**	**TLI Rho2**	**CFI**
Default model	.998	.975	.999	.989	.999
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000
RMSEA					
Model	**RMSEA**	**LO 90**	**HI 90**	**PCLOSE**	
Default model	.043	.000	.073	.612	
Independence model	.405	.398	.412	.000	

Table 6. Standardized path loadings of the hypotheses structure

		SEM-Standardized Path Loadings					**ANN**	
		V13	**V14**	**V15**	**V16**	**V17**	**Weights**	**Rank**
No	**Variable**	**Experience memory**	**Experience satisfaction**	**Holiday quality of life**	**Experience loyalty**	**Destination loyalty**	**In predicting destination loyalty**	
V1	Destination personality					0.24	0.096	4
V2	Attraction							
V3	Differentiation							
V4	Destination identity							
V5	Economic impact							
V6	Socio-cultural impact	0.13	0.09	0.08				

Table 6 (cont.). Standardized path loadings of the hypotheses structure

		SEM-Standardized Path Loadings					ANN	
		V13	V14	V15	V16	V17	Weights	Rank
No	Variable	Experience memory	Experience satisfaction	Holiday quality of life	Experience loyalty	Destination loyalty	In predicting destination loyalty	
V7	Image matching	0.11	0.22		0.15			
V8	Sensory experience	0.17		0.08	0.17			
V9	Intellectual experience	0.17						
V10	Emotional experience	0.12	0.1	0.23		0.23	0.114	3
V11	Behavioral experience				0.09			
V12	Flow experience	0.25	0.12	0.21	0.1			
V13	Experience memory		0.4	0.25				
V14	Experience satisfaction			0.24	0.26	0.13	0.885	5
V15	Holiday quality of life				0.19	0.14	0.112	2
V16	Experience loyalty					0.25	0.15	1

Table 7. ANOVA and T-test results – 1

Total	Characteristics	N	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12	V13	V14	V15	V16	V17
Gender	Male	180	3.82	3.99	3.99	3.82	3.95	3.97	3.83	3.89	3.98	4	3.9	3.84	3.96	3.93	3.94	3.97	3.92
	Female	233	3.89	4.16	4.03	3.85	4.06	4.01	3.8	3.96	4.09	4.13	3.89	3.85	4.07	3.96	3.98	3.97	3.95
	t			411															
	Sig.(2-tailed)			0.33															
Career	University	87	3.8	4.1	3.95	3.79	4	4.03	3.76	3.88	4.06	4.05	3.92	3.76	3.97	3.96	3.91	3.96	3.93
	Private	44	3.86	4.16	4	3.75	4.01	3.96	3.69	3.9	4	4.02	3.82	3.77	3.99	3.82	3.94	3.83	3.87
	Government	137	3.89	4.02	4.01	3.81	4	3.94	3.9	3.94	4.08	4.09	3.91	3.88	4.02	3.96	3.98	3.98	3.97
	Freelancer	67	3.94	4.1	4.1	3.96	4.02	4.03	3.83	4.02	3.93	4.01	3.96	3.92	4.02	3.92	4.03	4.03	3.89
	Full-time Student	78	3.81	4.14	4.02	3.89	4.06	4.06	3.76	3.89	4.05	4.15	3.85	3.89	4.08	3.99	4.02	3.96	3.94
Age	Below 18	4	3.16	3.44	4.08	4.17	3.75	3.58	3.58	3.96	4	4.12	3.5	3.71	3.5	4.06	3.8	3.68	4.06
	18-30	149	3.87	4.13	3.98	3.81	4.09	4	3.79	3.93	4.08	4.15	3.88	3.91	4.06	3.97	4	3.99	3.94
	31-40	144	3.88	4.06	4.07	3.87	3.95	4.03	3.82	3.94	4	4.05	3.89	3.83	4.01	3.95	3.95	3.95	3.93
	41-60	88	3.83	4.15	3.99	3.76	4.03	3.96	3.81	3.89	4.01	4	3.89	3.79	3.95	3.88	3.9	3.95	3.92
	Above 60	28	3.96	3.96	4.01	4.03	3.95	3.96	3.95	4.03	4.08	4.02	4.04	3.88	4.03	3.95	4.02	3.99	3.99
Education	High School or Below	36	3.79	3.81	3.81	3.77	3.88	3.85	3.79	3.86	3.72	3.87	3.74	3.74	3.82	3.83	3.83	3.84	3.81
	Vocational	25	3.81	4.15	3.89	3.97	4.02	4.08	3.72	3.95	4	4.01	3.91	3.87	4.05	3.78	3.97	3.92	3.83
	University level	352	3.87	4.11	4.04	3.84	4.03	4.01	3.83	3.94	4.06	4.01	3.92	3.86	4.04	3.97	3.98	3.97	3.95
Travel Frequency	Often Travel	203	3.94	4.13	4.12	3.91	4.08	4.06	3.89	4.01	4.12	4.15	3.98	3.89	4.11	4.04	4.04	4.04	4.03
	Not Often	210	3.78	4.06	3.92	3.77	3.96	3.94	3.73	3.85	3.96	3.99	3.82	3.81	3.93	3.85	3.86	3.89	3.85
	t		411		411				411	411	411	411	411		411	411	411	411	411
	Sig.(2-tailed)		0.028		0.013				0.029	0.018	0.023	0.027	0.049		0.02	0.013	0.034	0.045	0.018
Online Search	Often Online Search for Tourism/Food Info	319	3.93	4.16	4.08	3.93	4.08	4.08	3.91	4.02	4.13	4.18	3.98	3.94	4.1	4.05	4.06	4.06	4.03
	No, Not Often Search	94	3.63	3.86	3.76	3.55	3.78	3.74	3.51	3.61	3.73	3.7	3.61	3.53	3.73	3.6	3.6	3.65	3.62
	t		411	411	411	411	411	411	411	411	411	411	411	411	411	411	411	411	411
	Sig.(2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

Note: V1 = Destination personality, V2 = Attraction, V3 = Differentiation, V4 = Destination identity, V5 = Economic impact, V6 = Socio-cultural impact, V7 = Image matching, V8 = Sensory experience, V9 = Intellectual experience, V10 = Emotional experience, V11 = Behavioral experience, V12 = Flow experience, V13 = Experience memory, V14 = Experience satisfaction, V16 = Experience loyalty, V17 = Destination loyalty.

Table 8. ANOVA and T-test results – 2

Total	Characteristics	N	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12	V13	V14	V15	V16	V17
Residency	Chongqing	143	3.93	3.99	4	3.86	4.02	3.96	3.88	4.02	4.02	4.06	3.94	3.86	3.97	3.93	3.96	3.98	3.98
	Not	270	3.82	4.14	4.02	3.83	4.02	4.02	3.78	3.88	4.04	4.08	3.87	3.84	4.04	3.95	3.97	3.96	3.91
Residency Area	East-North	18	3.76	3.96	3.85	3.85	3.74	3.81	3.82	3.81	3.81	3.87	3.72	3.7	3.78	3.96	3.82	3.86	3.88
	West-North	16	3.8	3.84	3.77	3.58	3.97	3.79	3.79	3.83	3.87	4.01	3.68	3.84	4	3.92	3.98	3.94	3.96
	West-South	134	3.93	4.06	4.07	3.87	4.07	3.99	3.9	4.06	4.08	4.12	3.98	3.91	4.05	3.95	4.02	4.01	4
	South China	76	3.89	4.17	4.05	3.87	4.03	4.14	3.75	3.87	4.11	4.18	3.88	3.85	4.03	3.99	3.99	3.97	3.98
	Central China	91	3.74	4.08	3.94	3.86	3.91	3.92	3.7	3.79	3.94	3.93	3.83	3.76	3.96	3.87	3.88	3.9	3.81
	East China	60	3.8	4.16	4	3.8	4.06	4.01	3.79	3.95	4.07	4.07	3.9	3.87	4.06	3.97	3.96	3.95	3.89
	North China	18	4.11	4.15	4.24	3.83	4.18	4.17	4.07	4.01	4.08	4.21	3.98	3.87	4.07	3.97	3.94	4.09	3.94
Marital Status	Single	147	3.83	4.06	3.92	3.76	4.06	3.97	3.73	3.89	4.03	4.13	3.82	3.85	4.02	3.93	3.97	3.96	3.94
	Married	255	3.87	4.1	4.07	3.88	3.99	4.02	3.86	3.95	4.04	4.04	3.94	3.85	4.02	3.95	3.96	3.97	3.93
	Divorced	11	3.92	3.97	3.94	3.81	4.06	3.81	3.93	3.93	4.05	3.91	3.86	3.86	3.85	3.95	3.9	3.9	3.97
Importance of Tourism	Strongly Not	12	4.2	4.04	4	3.86	4.03	3.91	3.92	4.09	4.01	4.16	4.06	3.94	3.97	4	4.16	4.2	4.12
	Not	31	3.54	3.76	3.59	3.46	3.65	3.6	3.47	3.54	3.67	3.55	3.57	3.44	3.67	3.53	3.53	3.52	3.5
	Is Important.	241	3.78	4.04	3.98	3.79	3.98	3.96	3.76	3.87	3.97	4.01	3.86	3.83	3.96	3.87	3.91	3.9	3.87
	Strongly.	129	4.04	4.25	4.18	4	4.16	4.18	3.98	4.1	4.25	4.29	4.03	3.98	4.21	4.16	4.13	4.17	4.13
	F		6.316	3.865	5.093	3.886	4.719	6.173	4.66	6.67	7.159	10.271	3.677	4.317	5.758	7.768	6.203	9.004	7.283
	Sig.		0.000	0.010	0.020	0.009	0.030	0.000	0.030	0.000	0.000	0.000	0.012	0.005	0.001	0.000	0.000	0.000	0.000
Ever Been	Yes	220	3.93	4.09	4.06	3.89	4.06	4.04	3.89	3.99	4.07	4.11	3.95	3.89	4.07	3.97	4.01	4	4
	No	193	3.78	4.08	3.96	3.77	3.96	3.95	3.72	3.86	4	4.03	3.84	3.8	3.96	3.91	3.9	3.92	3.86
	t		411						411										
	Sig.(2-tailed)		0.05						0.034										

Note: V1 = Destination personality, V2 = Attraction, V3 = Differentiation, V4 = Destination identity, V5 = Economic impact, V6 = Socio-cultural impact, V7 = Image matching, V8 = Sensory experience, V9 = Intellectual experience, V10 = Emotional experience, V11 = Behavioral experience, V12 = Flow experience, V13 = Experience memory, V14 = Experience satisfaction, V16 = Experience loyalty, V17 = Destination loyalty.

There are some significant differences. Table 7 reveals that the more favorable perceptions belong to those who travel more frequently than not and those who often engage in online searches for tourism and food information during trips.

Table 8 and Figure 4 describe a positive attitude toward the importance of tourism is also evidenced by higher levels of experiences, cognitive judgments, attitudes, affections, and acceptance of the food experiences at destination sites. Nevertheless, the same phenomenon also happens on the extreme opposite – those strongly think tourism is not essential.

Similarly, Table 9 and Figure 5 indicate that tourists with food as the primary motive for their trips also share a similar trend as those with strongly positive attitudes toward the role of tourism in their lives – that is, more positive perceptions and food experiences at the destination. In addition, according to Table 9, weekend travels generally lead to less positive opinions of the experiences compared to trips during holidays, winter or summer holidays, or typical days.
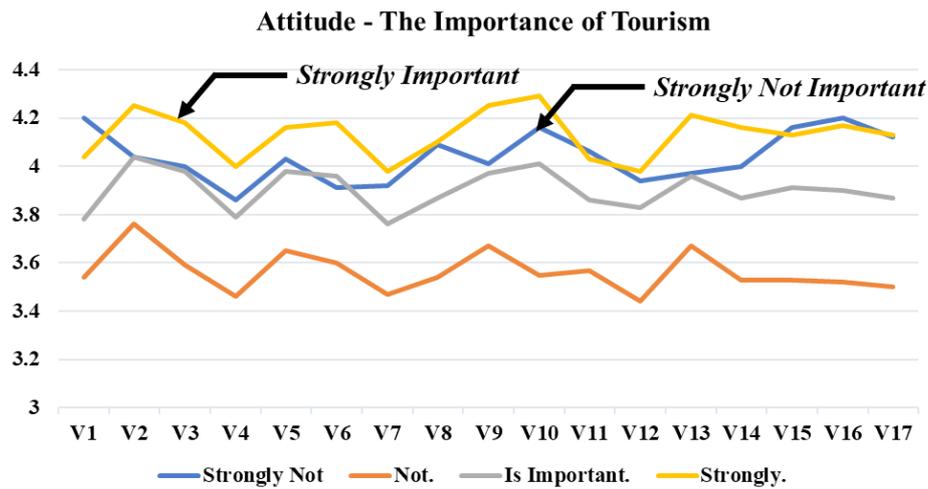
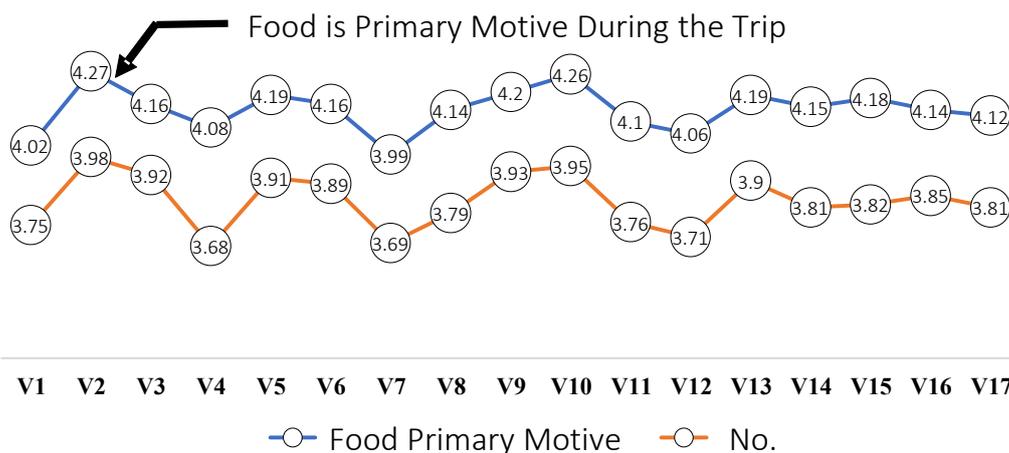**Figure 4.** Attitude toward the importance of tourism

Note: V1 = Destination personality, V2 = Attraction, V3 = Differentiation, V4 = Destination identity, V5 = Economic impact, V6 = Socio-cultural impact, V7 = Image matching, V8 = Sensory experience, V9 = Intellectual experience, V10 = Emotional experience, V11 = Behavioral experience, V12 = Flow experience, V13 = Experience memory, V14 = Experience satisfaction, V16 = Experience loyalty, V17 = Destination loyalty.

Table 9. ANOVA and T-test results – 3

Total	Characteristics	N	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12	V13	V14	V15	V16	V17
Mode	Tour Agent	56	3.89	3.98	4.03	3.9	3.97	4.06	3.85	3.93	4.06	4.03	3.96	3.93	4.01	3.96	3.98	3.98	3.84
	Self-Driving	112	3.97	4.13	4.06	3.89	4.07	4.01	3.95	4.02	4.06	4.1	3.97	3.91	4.07	4.02	4.06	4.06	4.05
	Individual Trip	245	3.79	4.09	3.98	3.8	4	3.98	3.74	3.89	4.02	4.06	3.84	3.8	3.99	3.96	3.92	3.92	3.9
Tour Destination Type	City Tour	223	3.89	4.17	4.06	3.86	4.07	4.03	3.81	3.94	4.05	4.13	3.93	3.89	4.05	3.97	4.01	4.01	3.96
	Rural Tour	43	3.7	3.82	3.93	3.69	3.79	3.9	3.72	3.87	3.93	4	3.9	3.78	3.95	3.87	3.88	3.86	3.75
	Other Unique	147	3.85	4.04	3.96	3.85	4	3.96	3.84	3.92	4.04	4.01	3.84	3.8	3.97	3.91	3.91	3.94	3.93
	F			3.871															
	sig			0.022															
Food Primary Choice	Food Primary Motive	160	4.02	4.27	4.16	4.08	4.19	4.16	3.99	4.14	4.2	4.26	4.1	4.06	4.19	4.15	4.18	4.14	4.12
	No.	253	3.75	3.98	3.92	3.68	3.91	3.89	3.69	3.79	3.93	3.95	3.76	3.71	3.9	3.81	3.82	3.85	3.81
	t	414	414	414	414	414	414	414	414	414	414	414	414	414	414	414	414	414	414
	Sig.(2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Destination Type for Food	Beautiful Scenery	164	3.79	3.98	3.95	3.82	3.98	3.92	3.8	3.93	3.99	3.99	3.89	3.85	3.98	3.91	3.92	3.94	3.89
	Rich Humanity	244	3.9	4.16	4.06	3.86	4.04	4.05	3.82	3.92	4.06	4.12	3.89	3.84	4.03	3.97	3.99	3.98	3.96
	Religious Culture	5	3.73	4.15	3.865	3.33	4	3.93	3.93	4.1	4.08	4.15	4.13	3.9	4.13	3.95	4.12	3.75	3.85
Normal Schedule for Tour	Holiday	176	3.83	4	3.97	3.76	3.97	3.89	3.77	3.92	4	4.05	3.85	3.84	3.97	3.9	3.93	3.93	3.92
	Weekend	41	3.84	3.93	3.82	3.76	3.95	3.82	3.74	3.88	4.02	4.02	3.83	3.83	3.97	3.92	3.89	3.9	3.93
	Winter/ Summer	138	3.89	4.19	4.07	3.96	4.05	4.14	3.84	3.92	4.05	4.08	3.95	3.86	4.07	4.01	3.99	4	3.94
	Normal Time	58	3.86	4.23	4.13	3.81	4.1	4.09	3.9	3.99	4.11	4.13	3.96	3.87	4.04	3.93	4.03	4.01	3.94
	F			2.673				4.101											
	Sig.			0.047				0.007											
Traveled to the Destination During 3.94	Winter	69	3.76	3.96	3.91	3.85	4.05	3.88	3.73	3.85	3.98	3.99	3.74	3.74	3.89	3.84	3.86	3.89	3.9
	Spring	90	3.81	3.95	3.92	3.75	3.92	3.91	3.8	3.95	4.01	3.99	3.91	3.84	4.02	3.94	3.94	3.92	3.93
	Summer	168	3.91	4.18	4.12	3.93	4.06	4.1	3.87	3.96	4.04	4.11	3.95	3.91	4.05	4	4.01	4.03	3.94
	Autumn	86	3.87	4.16	3.98	3.72	3.99	3.97	3.76	3.92	4.1	4.14	3.9	3.82	4.04	3.91	3.95	3.93	3.95

Table 9 (cont.). ANOVA and T-test results – 3

Total	Characteristics	N	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12	V13	V14	V15	V16	V17
Purpose of the Destination	Tourism Purpose	280	3.86	4.07	4.01	3.86	4.01	4.01	3.81	3.93	4.04	4.07	3.9	3.84	4.01	3.95	3.97	3.97	3.95
	Business Purpose	18	3.78	4.15	4.07	3.55	4.18	4.2	3.94	3.99	4.23	4.22	3.93	3.96	4.14	4	4.08	4.05	3.98
	Visit Family, Friends	42	3.96	4.07	3.99	3.79	4	3.86	3.9	3.94	4.04	4.14	3.92	3.88	4.03	3.98	3.98	4.03	4
	Other Purpose	73	3.78	4.15	4.02	3.84	3.99	3.98	3.72	3.9	3.98	4.01	3.83	3.81	3.98	3.87	3.86	3.87	3.82

Note: V1 = Destination personality, V2 = Attraction, V3 = Differentiation, V4 = Destination identity, V5 = Economic impact, V6 = Socio-cultural impact, V7 = Image matching, V8 = Sensory experience, V9 = Intellectual experience, V10 = Emotional experience, V11 = Behavioral experience, V12 = Flow experience, V13 = Experience memory, V14 = Experience satisfaction, V16 = Experience loyalty, V17 = Destination loyalty.

5. DISCUSSION

This study empirically supports the place-bound and people-bound interacting structure of factors (H1) that form the memory base (H2) for tourists' positive perceptions, satisfaction, and destination loyalty, contributing to positive memory formation. It also reflects the advocating concept of Legendre et al. (2020) and Oh et al. (2007). Memories exhibit the end of the memory process. Therefore, they are essential filtering mechanisms linking the place- and people-bound factors to attitudinal, affective, and behavioral outcomes of tourist experiences represented by experience satisfaction, holiday quality of life, and experience loyalty.

Examination of these stimulating factors shows that they are what frames and consolidates the tourist experience, and if positively consequential, they lead to positive narratives and memories. Referring to McColl et al. (2022), the place-bound and people-bound triggered memories influence tourist satisfaction, holiday quality of life, and experience loyalty. The stimulating factors, which support H1, contain semantic memory, which captures the commercial messages, manifested in image matching the actual food experiences of the tourists at the destination site, and episodic memory, which is place-situated (Tulving, 1972). In domains of experiential simulation, consistency between the promotional materials and tourists' actual experiences is essential, as noted by image

COMPARING TOURISTS WITH FOOD AS PRIMARY MOTIVE OR OTHERWISE

Note: V1 = Destination personality, V2 = Attraction, V3 = Differentiation, V4 = Destination identity, V5 = Economic impact, V6 = Socio-cultural impact, V7 = Image matching, V8 = Sensory experience, V9 = Intellectual experience, V10 = Emotional experience, V11 = Behavioral experience, V12 = Flow experience, V13 = Experience memory, V14 = Experience satisfaction, V16 = Experience loyalty, V17 = Destination loyalty.

Figure 5. Comparing tourists with food as a primary motive or otherwise

matching in this study. Thus, responsible marketing should be addressed and should emphasize the types of destination attraction and differentiation and the nature of experiences that tourists will receive.

In sum, the study supports H1 (the correlations of independent factors), offering the following critical understanding:

- Responsible marketing of the destination should deliver image consistency between the promotional materials, messages in social media, and the retrospective, actual experiences of the tourists.

- The interrelationships and strategic roles of destination personality, attraction, differentiation, and identity should be leveraged to match, align, and generate rich tourist experiences. Rich experiences embrace emotional, sensory, intellectual, behavioral, and flow-state domains.

- The different natures of tourist experience are strongly anchored in place characteristics. In other words, the place-bound factors frame the experiences and provide the experiences capes to help the participating stakeholders to deliver memorable tourist experiences. As noted by Mossberg (2007), Robinson and Clifford (2012), and Chen et al. (2020), the term "scape" acknowledges the full spectrum of experiential domains for visitors.

Thus, as characterized above, the place has many connotations, such as phenomenological and contextual (Rodrigues et al., 2020), which conceptualizes the place as an experience marker of existence, manifested in terms of quality of life, and can recharge the visitors.

Furthermore, the subsequent experience-centric hypotheses, H3 to H6, emphasize the creation of experience as the central motivation for consumption and view place-bound factors as important experiences cape to enable the experiences and involvements of tourists. The findings show that sensory and intellectual experiences can significantly explain experience memory, holiday quality of life, and experience loyalty; emotional experience extends to domains of experience satisfaction and destination loyalty; behavioral experience has a minor influence on tourists' experience loyalty. Flow experience is a crucial memorable state of tourist experience to positively impact experience memory and all the mediating factors, including experience satisfaction, holiday quality of life, and experience loyalty.

Using neural network simulation and SEM computation, though a diversified nature of tourist experience is essential, what stands up is an emotional experience, which is also reflected in SEM's path weight at 0.23, to influence destination loyalty. SEM configuration supports the mediating structure of this study, which confirms H5. As the mediating structure initializes from experience memory, the place- and people-bound factors characterize the memory. The mediating structure captures the short-term satisfaction and well-being states of the tourists, but based on the supported H6, the long-term loyalty of tourists has taken firm root.

On the functional domains, using ANOVA and T-tests, this study provides evidence that those with solid attitudes toward the importance of tourism generally have favorable perceptions of the food experiences at destination sites.

The result supports the notion that tourist destinations attach ever-greater importance to food, given its ability to attract visitors, enhance travel experiences, and achieve differential positioning as culinary destinations (Martin et al., 2021, p. 1). Moreover, to a great extent, travel and life inform and shape each other during one's life course (Fu et al., 2022). Therefore, tourists with food as the primary motive for their trips also share a similar trend of more positive perceptions and food experiences at the destination. On the other extreme side, those who think tourism is not strongly important also can favorably perceive and experience food tourism.

CONCLUSION

The research results show that tourists, local governments, and tourism departments should focus on developing memory structures with local characteristics and improving quality and experienced food tourism destinations so that tourists can gain more sensory experiences or other experiences to attract more food tourists.

Specifically, the social cognitive concept takes a strategically structural role. That is, practitioners should use the social- or place-bound characteristics, such as destination personality, attraction, differentiation, and destination identity, including the economic and social-cultural impacts of destination food services, to induce memorable experiences and form positive perceptions and affections of tourists. The practitioners should also pay attention to the significant values of marketing and social media as they form the pre-framing structure of memory. By treating the people- and place-bound factors as memory-scape factors, this study also contributes to the field of cognitive psychology in tourism research. Hence, the place- and people-experience-bound memory provides businesses involving destination food services with a strategic focus.

Nevertheless, this study is limited to the survey of China's tourism during the COVID-19 pandemic; thus, the results or situation in the post-COVID-19 pandemic maybe be different. On the other hand, this survey was conducted in Chongqing, China, during COVID-19; it is suggested to study more comprehensive districts for better promotion in future research. In addition, it is necessary to identify the model's potential in different countries and regions, which helps to extend the research results to other places.

The empirically supported theoretical structure demonstrates that inclusiveness in growth needs a holistic emphasis. Destination personality and identity, attractions, and differentiation provide the place-bound base for attractions to tourists. Ultimately, the validated conceptual model can serve to develop a region like Chongqing, which is multifunctional and multi-perspectives. In short, food has been shown to respond effectively to regional sustainability, consistent with the arguments.

AUTHOR CONTRIBUTIONS

Conceptualization: Xiangru Li, Hongmei Yang.
Data curation: Xiangru Li, Hongmei Yang.
Formal analysis: Xiangru Li, Hongmei Yang.
Investigation: Xiangru Li, Hongmei Yang.
Methodology: Xiangru Li, Hongmei Yang.
Project administration: Xiangru Li, Hongmei Yang.
Supervision: Xiangru Li, Hongmei Yang.
Validation: Xiangru Li, Hongmei Yang.
Visualization: Xiangru Li, Hongmei Yang.
Writing – original draft: Xiangru Li, Hongmei Yang.
Writing – review & editing: Xiangru Li, Hongmei Yang.

REFERENCES

1. Akdag, G., Guler, O., Dalgic, A., Benli, S., & Cakici, A.C. (2018). Do tourists' gastronomic experiences differ within the same geographical region? A comparative study of two Mediterranean destinations: Turkey and Spain. *British Food Journal, 120*(1), 158-171. https://doi.org/10.1108/bfj-01-2017-0017

2. Bertella, G. (2020). Rethinking sustainability and food in tourism. *Annals of Tourism Research, 84,* 103005. https://doi.org/10.1016/j.annals.2020.103005

3. Bhat, A. A., & Majumdar, K. (2021). Structural equation modeling of residents' attitudes and tourism development: A SET based-study of the Kashmir region in India. *International Journal of Social Economics, 48*(10), 1492-1515. https://doi.org/10.1108/ijse-12-2020-0815

4. Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing, 73*(3), 52-68. https://doi.org/10.1509/jmkg.73.3.52

5. Carcangiu, S., Fann I. A., & Montisci, A. (2009). A constructive algorithm of neural approximation models for optimization problems. *COMPEL: The International Journal for Computation and Mathematics in Electrical and Electronic Engineering, 28*(5), 1276-1289. https://doi.org/10.1108/03321640910969520

6. Chen, C. C., Huang, W. J., & Petrick, J. F. (2016). Holiday recovery experiences, tourism satisfaction and life satisfaction – Is there a relationship? *Tourism Management, 53,* 140-147. https://doi.org/10.1016/j.tourman.2015.09.016

7. Chen, Z., Suntikul, W., & King, B. (2020). Constructing an intangible cultural heritage experiencescape: The case of the feast of the drunken dragon (Macau). *Tourism Management Perspectives, 34,* 100659. https://doi.org/10.1016/j.tmp.2020.100659

8. Chien, S. H., Wu, J. J., & Huang, C. Y. (2018). We made, we trust: coproduction and image congruence in the food-tourism factories. *Asia Pacific Management Review, 23*(4), 310-317. https://doi.org/10.1016/j.apmrv.2018.01.002

9. Da Silva deMatos, N. M., de Sa, E. S., & de Oliveira Duarte, P. A. (2021). A review and extension of the flow experience concept. Insights and directions for tourism research. *Tourism Management Perspectives, 38,* 100802. https://doi.org/10.1016/j.tmp.2021.100802

10. De Jong, A., & Varley, P. (2017). Food tourism policy: Deconstructing boundaries of taste and class. *Tourism Management, 60,* 212-222. https://doi.org/10.1016/j.tourman.2016.12.009

11. Ellis, A., Park, E., Kim, S., & Yeoman, I. (2018). What is food tourism? *Tourism Management, 68,* 250-263. https://doi.org/10.1016/j.tourman.2018.03.025

12. Fong, C. J., Zaleski, D. J., & Leach, J. K. (2015). The challenge-skill balance and antecedents of flow: A meta-analytic investigation. *Journal of Positive Psychology, 10*(5), 425-446. https://doi.org/10.1080/17439760.2014.967799

13. Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39-50. https://doi.org/10.2307/3151312

14. Fu, X., Kirillova, K., & Lehto, X. Y. (2022). Travel and life: A developmental perspective on tourism consumption over the life course. *Tourism Management, 89,* 104447. https://doi.org/10.1016/j.tourman.2021.104447

15. Garcia-Garcia, L., Solano-Sanchez, M. A., Munoz-Fernandez, G. A., & Moral-Cuadra, S. (2021). Flamenco experience in Cordoba, Spain: Estimating tourist profiles by multi-layer perceptron's artificial neural networks. *Journal of Cultural Heritage Management and Sustainable Development.* https://doi.org/10.1108/jchmsd-06-2021-0109

16. Getz, D. (2007). *Event studies: Theory, research and policy for planned events.* Boston, MA: Butterworth-Heinemann.

17. Guinn, C. A. (1972). *Vactionscape: Designing tourist regions.* New York, NY: Van Nostrand Reinhold.

18. Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tathman, R. I. (2006). *Multivariate data analysis.* New Jersey: Prentice Hall.

19. Hirschman, E. C. (1984). Experience seeking: A subjectivist perspective of consumption. *Journal of Business Research, 12*(1), 115-136. https://doi.org/10.1016/0148-2963(84)90042-0

20. Iordanova, E. (2015). Unraveling the complexity of destination image formation: A conceptual framework. *European Journal of Tourism Research, 11,* 35-56. https://doi.org/10.54055/ejtr.v11i.193

21. Kim, S. (2015). Understanding the historical and geographical contexts of food festival tourism development: The case of the Tatebayashi noodle grand prix in Japan. *Tourism Planning and Development, 12*(4), 433-446. https://doi.org/10.1080/21568316.2015.1025991

22. Kim, Y. G., & Eves, A. (2012). Construction and validation of a scale to measure tourist motivation to consume local food. *Tourism Management, 33*(6), 1458-1467. https://doi.org/10.1016/j.tourman.2012.01.015

23. Lai, M. Y., Khoo-Lattimore, C., & Wang, Y. (2018). A perception gap investigation into food and cuisine image attributes for destination branding from the host perspective: The case of Australia. *Tourism Management, 69,* 579-595. https://doi.org/10.1016/j.tourman.2018.06.033

24. Lee, W., & Jeong, C. (2020). Beyond the correlation between tourist eudaimonic and hedonic experiences: Necessary condition analysis. *Current Issues in Tourism, 23*(17), 2182-2194. https://doi.org/10.1080/13683500.2019.1611747

25. Legendre, T. S., Cariter, E. A., & Warnick, R. B. (2020). The impact of brand experience on the memory formation. *Marketing Intelligence & Planning, 38*(1), 15-31. https://doi.org/10.1108/MIP-02-2019-0109

26. Lengieza, M., Hunt, C., & Swim, J. (2019). Measuring eudaimonic travel experiences. *Annals of Tourism Research, 74,* 195-197. https://doi.org/10.1016/j.annals.2018.05.002

27. Li, Y. Y., Zhou, B., Wang, L. E., & Cheng, S. K. (2019). Effect

of tourist flow on province-scale food resource spatial allocation in China. *Journal of Cleaner Production, 239,* 117931. https://doi.org/10.1016/j.jclepro.2019.117931

28. Martin, C. M., Izquierdo, C. C., & Laguna-Garcia, M. (2021). Culinary tourism experiences: the effect of iconic food on tourist intentions. *Tourism Management Perspectives, 40,* 100911. https://doi.org/10.1016/j.tmp.2021.100911

29. McColl, R., Mattsson, J., & Charters, K. (2022). Memoryscape: How managers can create lasting customer experiences. *Journal of Business Strategy, 43*(6), 397-405. https://doi.org/10.1108/jbs-02-2021-0031

30. Mkono, M., Markwell, K., & Wilson, E. (2013). Applying Quan and Wang's structural model of the tourist experience: A Zimbabwean netnography of food tourism. *Tourism Management Perspectives, 5,* 68-74. https://doi.org/10.1016/j.tmp.2012.10.007

31. Mossberg, L. (2007). A marketing approach to the tourist experience. *Scandinavian Journal of Hospitality and Tourism, 7*(1), 59-74. https://doi.org/10.1080/15022250701231915

32. Oh, H., Fiore, A. M., & Jeong, M. (2007). Measuring the tourist experience using experience economy concepts. *Journal of Travel Research, 46*(2), 119-132. https://doi.org/10.1177/0047287507304039

33. Pavlidis, G., & Markantonatou, S. (2020). Gastronomic tourism in Greece and beyond: A thorough review. *International Journal of Gastronomy and Food Science, 21,* 100229. https://doi.org/10.1016/j.ijgfs.2020.100229

34. Pine, B. J., & Gilmore, J. H. (1999). *The experience economy: Work is theatre and every business a stage.* Boston, MA: Harvard Business School Press.

35. Ritzer, G. (1995). *Expressing American: A critique of the global credit card society.* London: Pine Forge Press.

36. Robinson, R. N. S., & Clifford, C. (2012). Authenticity and festival foodservice experiences. *Annals of Tourism Research, 39*(2), 571-600. https://doi.org/10.1016/j.annals.2011.06.007

37. Rodrigues, C., Skinner, H., Dennis, C., & Melewar, T.C. (2020). Towards a theoretical framework on sensorial place brand identity. *Journal of Place Management and Development, 13*(3), 273-295. https://doi.org/10.1108/jpmd-11-2018-0087

38. Roxas, F. M. Y., Rivera, J. P. R., & Gutierrez, E. L. M. (2020). Mapping stakeholders' roles in governing sustainable tourism destinations. *Journal of Hospitality and Tourism Management, 45,* 387-398. https://doi.org/10.1016/j.jhtm.2020.09.005

39. Sangpikul, A. (2018). The effects of travel experience dimensions on tourist satisfaction and destination loyalty: The case of an island destination. *International Journal of Culture, Tourism and Hospitality Research, 12*(1), 106-123. https://doi.org/10.1108/IJC-THR-06-2017-0067

40. Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management, 15*(1-3), 53-67. http://dx.doi.org/10.1362/026725799784870496

41. Si, L. W., & Couto, U. (2020). Chapter 17: Food, culture, and food tourism. *Food and Society,* 323-329. https://doi.org/10.1016/B978-0-12-811808-5.00017-9

42. Tulving, E. (1972). Episodic and semantic memory. In E. Tulving & W. Donaldson (Eds.), *Organization of memory* (pp. 381-403). Cambridge, MA: Academic Press.

43. Turki, H., & Amara, D. (2017). Toward a better understanding of experience during trips: Impact on satisfaction, destination attachment and word-of-mouth. *International Journal of Tourism Cities, 3*(4), 466-482. https://doi.org/10.1108/ijtc-10-2016-0038

44. Voigt, C., Howat, G., & Brown, G. (2010). Hedonic and eduaimonic experiences among wellness tourists: An exploratory enquiry. *Annals of Leisure Research, 13*(3), 541-562. https://doi.org/10.1080/11745398.2010.9686862

45. Yu, J., Smale, B., & Xiao, H. (2021). Examining the change in well-being following a holiday. *Tourism Management, 87,* 104367. https://doi.org/10.1016/j.tourman.2021.104367

46. Yu, Q., Pickering, S., Geng, R., & Yen, D. (2021). Thanks for the memories: Exploring city tourism experiences via social media reviews. *Tourism Management Perspectives, 40,* 100851. https://doi.org/10.1016/j.tmp.2021.100851

47. Zhang, X., Guo, W., & Bashir, M. B. (2022). Inclusive green growth and development of the high-quality tourism industry in China: The dependence on imports. *Sustainable Production and Consumption, 29,* 57-78. https://doi.org/10.1016/j.spc.2021.09.023