

## GASTRONOMIC EXPERIENCE AS A MOTIVATION FOR TOURISTS TO CHOOSE TOURIST DESTINATIONS IN INDONESIA AND VIETNAM

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**Abstract:** Culture-based traditional food experience (gastronomy) has become an exciting topic for tourists worldwide. This is because gastronomic tourism offers a new alternative to a tourist destination. Until now, studies that discuss how the intentions of Vietnamese and Indonesian tourists to choose traditional food for their tourism activities are still limited. Therefore, this study aims to explore the antecedent factors that shape the intention of tourists to choose traditional food as a reason for tourism activities using the Theory of Planned Behavior (TPB) approach. This study involved 345 Vietnamese and Indonesian tourists in providing information on the antecedent factors that shape the intention to choose traditional food. Data were analyzed using structural equation modeling (SEM). The results of the study reveal that the attitude toward consuming traditional food and perceived control towards consuming traditional food influence the intention of tourists to choose gastronomy as the reason for their tourism activities. However, subjective norms towards consuming traditional food have not been able to influence tourists' intention to choose traditional food for travel. These findings provide important implications for the government and tourism practitioners to develop gastronomic tourism as a new alternative. In addition, various gastronomic tourism promotion programs consider tourist behavior need to be carried out.

**Key words:** gastronomy, gastronomy tourism, food tourism, traditional food, TPB

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### INTRODUCTION

The development of the tourism sector in various countries has become one of the priorities of national development sectors. Specifically in Indonesia, foreign exchange earnings from the tourism sector increased in 2019 by 18.6 billion USD; in the previous year, it only reached 270 trillion rupiahs (Kementerian Pariwisata and Ekonomi Kreatif Indonesia, 2020). The same thing was shown in Vietnam; before the Covid-19 pandemic, state revenue from the tourism sector increased every year (Nguyen, 2020). The interesting point from the data is what reasons encourage tourists to travel. One of the motivational trends for tourists to travel or choose tourist destinations is because of the motivation for gastronomic experiences (Berbel-Pineda et al., 2019; Durmaz et al., 2022; Komariah et al., 2020; Pavlidis and Markantonatou, 2020). One of the main criteria for choosing a tourist location today is gastronomy (Berbel-Pineda et al., 2019).

The motivation for a gastronomic tour is not only to get a culinary dining experience, but tourists want a culinary tourism experience along with the cultural values of local food in each area they visit. Tourists are very interested in the historical value of food in each area they visit (Pavlidis and Markantonatou, 2020; UNWTO, 2017). So, tourists travel not only to enjoy culinary offerings but also to transfer knowledge about the cultural values of these foods. The United Nations World Tourism Organization claims that one of the key elements influencing global sustainable tourism and a strong force is gastronomic tourism (UNWTO, 2017). Theoretically, gastronomy studies food and culture, focusing on gourmet cuisine. So, gastronomic tourism is a type of tourism that aims to provide tourists with a culinary taste and cultural experience (Ketaren, 2021). Many locations rely heavily on gastronomic tourism. In fact, one of the topics featured in the US is to improve local food (Mejia et al., 2018). For some tourists, this makes local cuisine one of the most important factors in assessing the cultural heritage of a location (Björk and Kauppinen-Räsänen, 2016). According to Chen and Huang (2015),

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food plays a vital role in the image and attractiveness of a place. The cultural aspect of food is the main attraction for tourists to visit certain places (Chavarria and Phakdee-auksorn, 2017). Considering that more than a third of visitors' spending is spent on food, gastronomic tourism is a new phenomenon being explored as a new tourist offer (Quan and Wang, 2004). According to recent research, local cuisine is a major attraction for tourists and an integral part of the travel experience, not only for those with a particular interest in food but also for those with a more relaxed approach to eating and cooking (Henderson, 2009). In addition, as one of the essential elements of gastronomic tourism, culture is generally expressed by one's desire to get to know a different culture. Therefore, in many ways, gastronomic tourists are also cultural tourists. Gastronomic tourism is considered very important because it can make a tourist's journey unique, help destinations develop and gain a good reputation, and also shows that consuming food and beverages can have symbolic meanings other than just physiological needs. From this point of view, gastronomic tourism is an essential indicator of sustainable tourism development and relates to what, where, when, and with whom they eat. Many studies highlight the importance of developing gastronomic tourism (Berbel-Pineda et al., 2019; Kumar, 2019; Pavlidis and Markantonatou, 2020; Sanchez-Canizares and Lopez-Guzman, 2012). However, studies that discuss the behavior and motivation of tourists and what factors cause tourists to choose gastronomy as a tourist destination are still limited. Information about the motivation or intention of tourists to choose a gastronomic destination as a reason for traveling is critical to be understood as a consideration for the development of gastronomic tourism. The study of the intention of tourists to choose gastronomic tourism is part of the study of personality traits. Therefore, this tourist intention study approach can use the Theory of Planned Behavior (TPB) approach. The choice of TPB is very appropriate because TPB has proven suitable for testing individual intentions. The use of TPB to express tourist intentions has been widely used in previous studies (Dedeoğlu et al., 2022; Pahrudin et al., 2021; Vesci and Botti, 2019). This theory is based on the idea that the intention to perform a specific behavior is shaped by an individual's desire to perform their behavior and belief in their ability to perform it. Unfortunately, until now, studies that explore how tourists' intentions to choose food as a reason for their tourism activities in the two countries of Vietnam and Indonesia have not been discussed. Therefore, this study aims to use the Theory of Planned Behavior to determine how tourists intend to choose gastronomy as a tourist destination among Indonesian and Vietnamese tourists. This study also reveals the antecedent factors shaping tourists' intention to choose gastronomy as a tourist destination.

## LITERATURE REVIEW

### Gastronomic potential as a new tourism

Until now, different terms have emerged that describe food tourism in tourism, for example, culinary tourism, gastronomy tourism, gastro-tourism, food tourism, and gourmet tourism. All these terms refer to the development of food-based tourism. In principle, gastronomic tourism refers to tourism activities to seek unique eating and drinking experiences. This term is similar to culinary tourism but does not associate cultural values when traveling (Ketaren, 2021). Gastronomic tourism generally refers to the originality of a dish and its authenticity to a place, region, or country (Groves, 2001; Hall and Mitchell, 2005; Nesterchuk et al., 2022; Pavlidis and Markantonatou, 2020; Rivza et al., 2022). In addition, gastronomic tourism is a trip to primary and secondary food and beverage producers, gastronomic festivals, dining venues, and specific locales where tasting and experiencing the unique local culinary attributes is the main reason for the trip (Hall et al., 2003; Rivza et al., 2022; Seyitoğlu and Ivanov, 2020). There is a growing term regarding gastronomic tourism and culinary tourism. Although the two terms use food objects as tourist destinations, they differ fundamentally. Culinary tourism is only limited to enjoying processed culinary products without the introduction of the cultural values of the food. Often, culinary tourism activities do not include the transfer of knowledge of cultural values. Meanwhile, gastronomic tourism offers an experience of food culture as a tourist destination. Gastronomic tourism not only serves food tourism but also collaborates with socio-cultural elements where the food becomes the local identity of the area. Gastronomic tourism can be called a branch of cultural tourism because it offers the ins and outs of the food culture of a particular area (Henderson, 2009).

A particular type of traveler who is increasingly identified with the search for what is genuine and one of the cultural elements of the geographical area this traveler is visiting, gastronomy has emerged as one of the main factors of attraction determining the competitiveness of tourist destinations. In addition, culinary has recently received support as a representation of the cultural character of a region. Tourism and gastronomy work perfectly to allow visitors to experience new places and purchase unique items, driving the economic growth of several regions based on sustainable development. The food, or more specifically, the eccentricities of the people, is reflected in the people's social, cultural, and natural heritage, a fact that should not be ignored (Brunori and Rossi, 2000). Gastronomic tourism seeks to combine elements of local food and culture. In general, gastronomic tourism is a way a country can touch the heart or attract the world community's interest through food coming to their country. In addition, the emphasis on gastronomic tourism highlights the local wisdom of local people's cuisine, whose activities are often associated with other cultures, such as clothing, music, dance, and other activities. Theoretically, gastronomy is knowledge about food (food knowledge) which includes: (1) food stories that aim to study the relationship of food concerning historical and cultural knowledge; (2) food assessment, which is an effort to provide an assessment (quality, taste, service) on food and non-food items, such as rating qualifications for restaurants, cafes, bistros, restaurants, stalls, and the street food; and (3) the art of good eating, also known as "table manners" (Ketaren, 2021).

The gastronomy developed in Southeast Asia, especially Indonesia and Vietnam, is very complex compared to western gastronomy. Gastronomy that can be developed in Indonesia and Vietnam contains food stories related to the background of food or food culture and philosophy. There are at least two dimensions of food culture that can be studied through gastronomy: tangible and intangible. The tangible dimension of food culture highlights food as a symbol of artificial material culture created by society as a cultural heritage for its people. Meanwhile, the intangible dimension highlights food as a

cultural value obtained from elements of ritual, custom, and local wisdom in society. Currently, gastronomic tourism has been developed in many countries, for example, Greece (Pavlidis and Markantonatou, 2020), America (Pérez Gálvez et al., 2017), India (Kumar, 2019), Turkey (Durmaz et al., 2022), and Israel (Hillel et al., 2013). Gastronomic tourism trends in various countries have created new opportunities for developing tourist destinations that highlight gastronomy as a tourist destination.

**Theory of Planned Behavior (TPB): Intention to gain gastronomic experience**

The Theory of Planned Behavior (TPB) is used to reveal the intention of tourists to choose gastronomy as a tourist destination. In the context of tourist intentions, previous studies have used TPB as a theoretical basis to test tourist intentions and their influencing factors (Dedeoğlu et al., 2022; Pahrudin et al., 2021; Vesci and Botti, 2019). In addition, TPB has also been used in several research fields, including studies on food consumption intentions (Dowd and Burke, 2013; McDermott et al., 2015). TPB is based on the idea that the intention to perform a particular behavior is shaped by an individual's desire to perform their behavior and belief in their ability to perform it. This theory suggests that people's intentions to engage in specific actions are influenced by their desire to perform them and beliefs in their capacity to do so. TPB also underlines that the desire to take action is the most direct factor influencing behavior.

At TPB, individual behavioral intentions are influenced by three factors, including (a) attitudes toward the conduct, (b) subjective norms, and (c) perceived behavioral control (TPB) (Ajzen, 1991; 2011). The extent to which a person has favorable or unfavorable opinions or judgments about the intended activity is called attitudes. Subjective norms are perceived social influences to engage in an activity or refrain from doing so. Finally, perceived behavioral control describes how easy or difficult it feels to do the activity and is considered to reflect the previous experience and consider potential obstacles. In the end, this theory found that the stronger the individual's intention to engage in the planned behavior, the better the subjective views and norms towards the behavior, and the greater the perceived behavioral control (Ajzen, 2011). In the context of this study, attitudes toward are interpreted as a person's assessment of the implementation of the behavior of choosing gastronomy as a tourist destination. Other people's expectations of those who choose gastronomy as a tourist destination are subjective norms. The ease or difficulty of choosing gastronomy as a tourist destination is perceived as behavioral control. In general, the TPB method serves as a theoretical basis for constructing this research model. Referring to the TPB theory, we argue that attitudes towards traditional food consumption, subjective norms towards traditional foods, and behavioral control towards traditional foods all impact tourists' intention to choose gastronomy as a tourist destination. In this study, we compare the intention of tourists to choose gastronomy as a tourist destination in two countries, namely Indonesia and Vietnam. In particular, this study examines the structural model that shapes the intention of tourists to choose gastronomy as a tourist destination by involving antecedent factors of attitudes towards consuming traditional foods, subjective norms towards traditional foods, and behavioral control over traditional foods.

Although these three elements have a significant role in influencing tourist intentions, currently, there is little empirical research examining whether these three factors influence tourists' intentions to choose gastronomy as a tourism destination among Indonesian and Vietnamese tourists. The conceptual model in Figure 1 shows the interaction of the model on each variable. This study examines the antecedent factors of tourists' intention to choose gastronomy as a tourist destination. In addition, we also tested the comparison of tourist intentions to choose gastronomy as a tourist destination between Indonesian and Vietnamese tourists using a moderation test. Overall, the hypotheses we tested were as follows:

H1 = Attitude towards consuming traditional food has a positive effect on tourists' intention to choose gastronomy as a tourist destination

H2 = Subjective norm towards consuming traditional food has a positive effect on tourists' intention to choose gastronomy as a tourist destination

H3 = Perceived control towards consuming traditional food has a positive effect on tourists' intention to choose gastronomy as a tourist destination

**MATERIAL AND METHODS**

In this study, we involved 345 local Vietnamese and Indonesian tourists to collect information about their intention to choose gastronomic tourism. 200 Vietnamese tourists and 145 Indonesian tourists applied to provide information about their intention to select gastronomy as their tourism destination.

There were 107 male tourists and 238 female tourists who filled out questionnaires about their intention to choose gastronomy, attitude towards consuming traditional food, subjective norms of traditional food, and perceived control of traditional food. They provide this information through an online questionnaire using the Google Form platform. Each volunteer assists in data collection in each country. They distribute online questionnaires to tourists. The procedure of this study is shown in Figure 2.

This study used a modified previous study questionnaire. Information regarding the intention to choose gastronomy, attitude towards consuming traditional food, subjective norms of traditional food, and perceived control of traditional food was collected using a reference questionnaire developed by Ting at al., (2019). In the questionnaire, each contains five items to explain the intention to choose gastronomy (for example, I have a strong preference to try to consume traditional

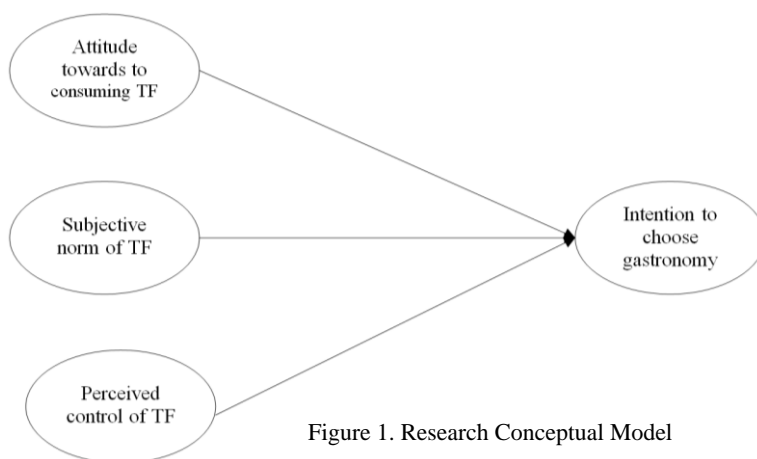


Figure 1. Research Conceptual Model

food when on vacation), attitude towards consuming traditional food (for example, I will feel satisfied when I vacation by taking the time to eat traditional food), subjective norms of traditional food (for example, A recommendation from a close friend made me want to try traditional food while on vacation), and perceived control of traditional food (for example, It's easy for me to try traditional food when on vacation) for tourists. The four research variables used a 5-level Likert scale consisting of Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

Furthermore, after the data regarding each variable is collected. We analyzed the data using structural equation modeling (SEM). The software used to analyze the SEM model is the intention to choose gastronomy tourism, namely Smart-PLS. A model is considered good if it fits model criteria consisting of NFI (Normed Fit Index) > 0.800 and SRMR (Standardized Root Mean Square Residual) < 0.080 (J. F. H. Hair et al., 2017). The PLS (Partial Least Squares) analysis uses two analytical approaches: the outer model and the inner model. Outer model analysis is used to measure the validity of the items or measurement indicators for each variable. The indicator is declared valid if it has a loading factor parameter value of more than 0.7 (Ghozali, 2014). Meanwhile, the inner model is used to test the research hypothesis. A hypothesis is accepted if it has a significance value of less than 0.05 (Ghozali, 2014).

**RESULTS AND DISCUSSION**

**Results: Validities and reliabilities questionnaire**

The first step of this study analysis is the analysis of the validity and reliability of each questionnaire. This test uses Confirmatory Factor Analysis on the outer SEM model using SmartPLS (v.3.2.9). The Figure 3 is presented the results of the first running model. The analysis of the outer SEM model using SmartPLS reveals that several items have a loading factor of less than 0.7.

In the Perceived control of TF questionnaire, there is only an item that has a loading factor below 0.7, namely PC5. It is removed from the model. Next, running the modified model after removing an invalid item is shown in Figure 4.

The loading factor test in Figure 4 shows the acquisition of validity and reliability test scores for the questionnaires of Subjective norm of TF; Attitude towards to consuming TF; Perceived control of TF; Intention to choose gastronomy. The results of

the outer model analysis on all variables showed valid (.752 ~ .894) and reliable (.898 ~ .935) results (see Table 1). Testing the validity of each item has a loading factor value above 0.70. In addition, reliability testing also shows an AVE value above 0.50. This result found that the questionnaire used in the study accurately measures tourist's intention to choose gastronomy as destinations that are effected by subjective norm of TF, attitude towards to consuming TF and perceived control of TF.

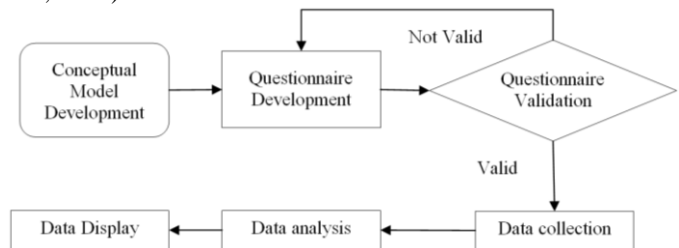


Figure 2. Research Procedure

Table 1. Validity and reliability

Variables (N)	Validity	Cronbach's Alpha	Composite Reliability	AVE
Attitude towards to consuming TF	.803 ~ .894	.913	.935	.743
Subjective norm of TF	.752 ~ .874	.879	.911	.673
Perceived control of TF	.762 ~ .874	.849	.898	.689
Intention to choose gastronomy	.786 ~ .879	.896	.923	.706

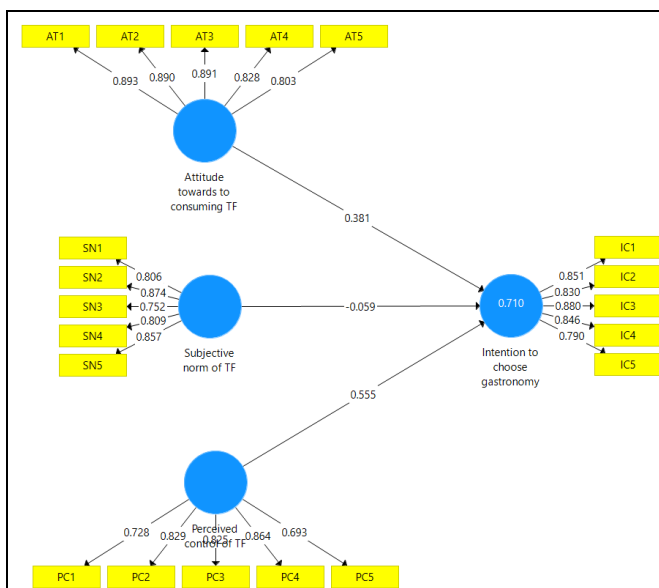


Figure 3. First SEM Model (Note: SN1-SN5 = items of Subjective norm of TF; AT1-AT5 = items of Attitude towards to consuming TF; PC1-PC5= items of Perceived control of TF; IC11-IC53= items of Intention to choose gastronomy)

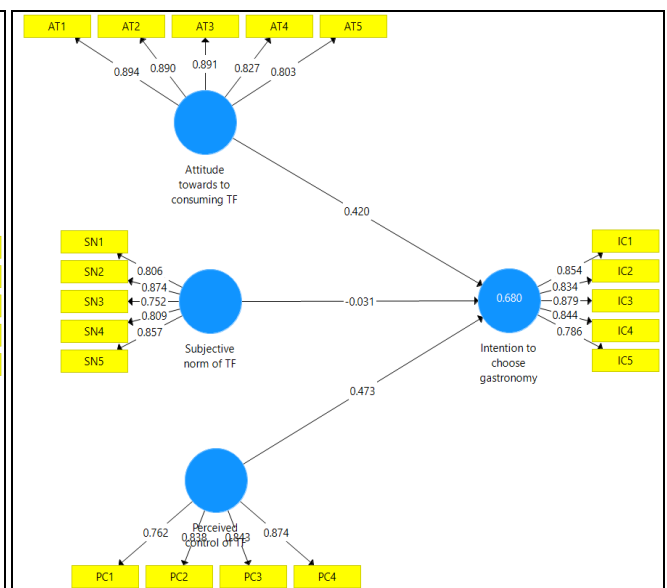


Figure 4. Modification of SEM Model

**Hypothesis testing using SEM analysis**

Firstly, it is necessary to ascertain whether the model has

Table 2. Criteria for Goodness of Fit Model

Criteria	Saturated Model	Estimated Model
NFI	0.868	0.868
SRMR	0.066	0.066

met the goodness of fit criteria or not before testing the hypothesis through the path coefficient test. The goodness of fit criteria test refers to the acquisition of NFI (Normed Fit Index) and SRMR (Standardized Root Mean Square Residual) scores. The model is said to be fit if it has an NFI value above 0.8 and an SRMR below 0.08 (Ghozali, 2017; Hair et al., 2010). Based on the results of the model fit test through SmartPLS-SEM, NFI and SRMR values are obtained that meet the criteria as shown in Table 2. Next, testing the study hypothesis using inner model analysis.

The inner model analysis aims to test the hypothetical path (path analysis) modeled in this study. There are three hypotheses tested in this study, namely: 1) attitude towards consuming traditional food has a positive effect on tourists' intention to choose gastronomy as a tourist destination; 2) subjective norms towards consuming traditional food has a positive effect on tourists' intention to choose gastronomy as a tourist destination; 3) perceived control towards consuming traditional food has a positive effect on tourists' intention to choose gastronomy as a tourist destination.

The results of the inner model test are shown in Table 3.

Table 3. Hypothesis Testing Results

Hypothesis	Original Sample	P-Values
Attitude towards to consuming TF -> Intention to choose gastronomy	0.420	0.000
Subjective norm of TF -> Intention to choose gastronomy	-0.031	0.569
Perceived control of TF -> Intention to choose gastronomy	0.473	0.000

Referring to Table 3, there are several hypotheses that are accepted and rejected. Withdrawal of the decision is based on the acquisition of P-Values less than 0.05 ( $P\text{-Values} < 0.05$ ). Research results show that attitude towards consuming traditional food has a positive effect on tourists' intention to choose gastronomy as a tourist destination ( $P=0.000$ ), this finding supports hypothesis 1. Regarding hypothesis 2, subjective norm towards consuming traditional food has a positive effect on tourists' intention to choose gastronomy as a tourist destination, the results show that this theory is not supported ( $P=0.569 > 0.05$ ). Finally, hypothesis 3 is supported because ( $P=0.000$ ), perceived control towards consuming traditional food has a positive effect on tourists' intention to choose gastronomy as a tourist destination.

## Discussion

Tourism is an enthralling pastime that allows individuals to learn new countries, cultures, cuisines, customs, and ways of life. People travel because distance and difference pique their interest, something they cannot realistically experience when sitting at home. Traveling has its benefits since it makes individuals feel comfortable, cheerful, and relieves the daily stresses of life. The activity for "food experiences" at the location is crucial to assist visitors understand more about the traditional culture and the residents, regardless of the style of travel or the reason. Activities about food experience or often known as gastronomy experience, are hot topics that tourists often discuss. Therefore, this study aims to reveal what are the critical factors that encourage tourists to choose gastronomic reasons for choosing their tourist destinations.

This study found that a tourist's desire for culinary experiences is influenced by numerous aspects, including attitude toward consuming traditional cuisine, subjective norm for consuming traditional food, and perceived control over consuming traditional food. These three elements are significant in influencing tourists' decision to pick gastronomy as a tourism activity. The findings of testing the first hypothesis show that tourists' intentions to travel for gastronomy are positively influenced by their attitude toward consuming traditional food.

These findings support prior ideas that indicate that three elements influence individual intentions: (a) attitudes about the behaviour, (b) subjective norms, and (c) perceived behavioral control (Ajzen, 2011). Also, this finding is rational and consistent with past research that has shown a favorable link between attitudes and behavioral intention. In the context of food choice, previous study has indicated that good attitudes contributed to purchase intent for organic food (Chen, 2007), and attitude toward traditional eating effects behavioral intention to adopt a healthy eating pattern positively and considerably (Sogari et al., 2023). In this study, attitude toward consuming traditional food refers to the extent to which visitors' ideas or judgements regarding traditional food serve as their motivation for engaging in tourism activities. The choice of traditional food attitude comprises good or unfavorable judgments about food as the rationale for their tourism activities. Visitors, for example, will be satisfied if they go on a tour and taste traditional food, or if tourists try traditional food; this will make my vacation more delightful. The more favourable travelers' perceptions of traditional food, the more likely they are to try it when participating in tourism activities.

Another finding of this study is that subjective norms around eating traditional food have been shown to play no significant role in influencing the tendency of tourists to choose gastronomic reasons when engaging in tourism activities. This result is contrary to previous studies, which state that the influence of social norms is significant in determining individual intentions (Ajzen, 2002, 2011; Ajzen and Fishbein, 1980). In addition, Quintal et al. (2010) conducted a similar study of prospective Chinese, Japanese and Korean tourists to Australia. They found that subjective norms were an important positive determinant of tourist propensity to visit Australia. These different findings indicate that the influence of the social environment of tourists does not influence their decision to choose food as the destination of their visit. For example, if they get suggestions from prominent people in their life, they will eat traditional food according to their preferences. The impact of the social environment in this context also involves culinary trends in the mass media; positive assessment of traditional food has not been able to motivate tourists to taste it.

Finally, this study shows that perceived control over traditional food consumption has a beneficial effect on tourists' decision to travel for gastronomy. Perceived behavioral control explains how easy or difficult it is to choose traditional

food as a tourist activity in this study. Tourists, for example, have personal autonomy over selecting traditional foods when participating in tourism events. This finding is relevant to previous studies, which state that local food consumption intention is positively influenced by attitudes toward local food and perceived behavioral control (Dedeoğlu et al., 2022). Other research have found that perceived control over traditional food eating influences the propensity to travel for gastronomy (Hsu et al., 2018).

In their study, Zhang et al. (2018) also demonstrated that three antecedents from the original theory of the planned behavior model (attitude, subjective norm, and perceived behavioral control) have a beneficial effect on domestic visitors' behavioral intention to consume local food. Besides most of the tourists who find it advantageous, there are still some tourists who have difficulties or perceive potential risks in experiencing TF at the destination. This is suitably reasonable for some popular reasons such as the taste of dishes that are not suitable for personal taste, or tourists' concerns about the origin of ingredients or preparation of dishes safety and hygiene.

Overall, this study provides reinforcement and support regarding TPB. Tourists' intention to choose traditional food is influenced by three critical antecedents: attitude toward consuming traditional food, subjective norms towards consuming traditional food, and perceived control towards consuming traditional food. This study provides a clear understanding of the behavior of tourists to choose gastronomy as the reason for their tourism activities. Currently, the development of tourism that directs traditional food as a tourist destination is in great demand by tourists, despite the increasing industrialization and globalization of the food system. Traditional food studies are closely related to gastronomic heritage, which indicates that food has cultural value. Therefore, the experience of tourists exploring food culture through gastronomic tourism activities needs to be developed as an alternative to tourism development.

There are policies developed by the Vietnamese and Indonesian governments for the development of gastronomic tourism. In Vietnam, culinary culture has been firmly entrenched in every Vietnamese household, gradually being recognized through worldwide acquaintances. From here, Vietnamese food has spread its wings into export channels. In the current trend of globalization, Vietnam continues to innovate and enhance its role in various industries, including cooking, which plays a vital role in improving the nation's cultural values. As a result, the Vietnamese government encourages traditional food to survive through the Vietnam Cuisine Culture Association (VCCA). The Vietnam Cuisine Culture Association (VCCA) was established in 2017 to introduce and promote Vietnam's cultural and historical characteristics to the world, with particular emphasis on promoting Vietnamese tourism. The Indonesian government also demonstrated the same policy. Through the Indonesian Ministry of Tourism & Creative Economy, the Indonesian government is trying to increase foreign exchange earnings from the tourism sector, especially gastronomic tourism.

In terms of limitations of this study, because it only used the questionnaire to collect data and did not directly interview tourist's opinions, we do not have specific evidence to explain clearly on some conclusions. Next, the research topic is wide, not taking into specific characteristics of tourists (demographic characteristics), type of tourism and tourist destination area, etc. So the results of the study did not have any differences and comparisons. Besides, the collected data show a large gender disparity between male and female tourists participating in the survey (female rate is twice as high as male) but the reason for this phenomenon is not clear. So we just assume that women are more interested in the research topic of tourism (gastronomy) in general than men? If have the opportunity to continue to deepen research on this topic, we will explore more about gender factor to answer this question.

Finally, this study has shown important implication and constructive conclusions in the field of tourism research in general to contribute to building and promoting tourism development policies in Vietnam and Indonesia. Understanding tourists' traditional food consumption behavior will be essential for developing innovative products that focus on culture-based traditional food. The presentation of an enjoyable culture-based food experience also encourages the curiosity of tourists to visit tourist attractions. In addition, the government can also carry out various promotional programs to introduce gastronomic products across countries, primarily through bilateral relations between Vietnam and Indonesia. Although the research results are inclusivity, they are an important premise to continue for other future studies to explore more deeply on topics such as: The advantages and disadvantages of tourists during the gastronomy experience at the destination; How social media factors have positive or negative impacts on tourists' gastronomy experience; The needs or expectations of each kind of tourists (with demographic characteristics such as gender, age, income level, etc.) in gastronomy experience at the destination. Thus, tourism in general and gastronomy tourism in particular is a broad and potential topic for further exploitation and research to develop the tourism industry of countries with unique culinary cultures such as Indonesia and Vietnam.

## CONCLUSION

This study proves that the theory of planned behavior (TPB) plays a role in determining the intention of tourists to choose traditional food as the reason for their tourism activities. In particular, attitudes toward consuming traditional food and perceived control towards consuming traditional food influence the intention of Vietnamese and Indonesian tourists to choose traditional food as their reason for visiting. However, subjective norms towards consuming traditional food have not been able to influence tourists' intention to choose traditional food for travel.

Understanding tourist behavior in determining their tourism decisions must be a significant consideration in developing gastronomic tourism. This study also provides important implications for the two countries' governments and tourism practitioners in gastronomic tourism development programs. Bilateral cooperation for developing gastronomic tourism to introduce the food culture of each country is possible, given the geographical location of the two countries close together. The story subsequent studies need to be carried out to find out how tourist behavior is compared between the two countries, namely Vietnam and Indonesia, regarding gastronomic tourism. In addition, various other factors need

to be highlighted in the development of gastronomic tourism in future studies, such as how gender, age, and income level factors moderate the antecedents of tourist behavior at TPB.

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