

**The Role of Food in Tourists' Experiences:**

**A Case Study of Taiwan**

by

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## **Author's Declaration**

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

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## **Abstract**

The preparation, marketing and consumption of food are complex social-economic processes that still require an extensive amount of original research, and this is perhaps especially true in cross-cultural contexts. To gain a clearer understanding of the role of food and cuisine in trans-cultural touristic experience, it is necessary to acknowledge multidimensional criteria rather than concentrating solely on one aspect such as food preferences or motivation. Given the scarcity of relevant research, the main purpose of the present study is to analyze food and dining vis-a-vis the phases of the cross-cultural tourist experience, the influences upon it, and its outcomes, through which a deeper insight into the roles of food in the tourist experience can be obtained. The research takes the form of a case study exploring the experiences of both Western and non-Taiwanese Asian tourists in Taiwan.

An on-site survey was conducted at Taiwan Taoyuan International Airport throughout the month of May 2012. A total of 633 respondents comprising 425 Asian tourists from seven countries and 208 Western tourists from ten countries completed the questionnaire. Results of this study have identified key attributes of how Asian and Western tourists perceived food while travelling in Taiwan, and challenge conventional conceptual approaches to understanding the roles of food in tourism experience, by taking into account the phased nature of touristic experience. Among other findings, Asian tourists in the sample were more likely to view food as a major motivation, and to engage more actively in food experience, than their Western counterparts. The

study also upholds the hypothesis that touristic experience is multi-dimensional, insofar as it confirmed the theoretical validity of the phases of the tourist experience (pre-experience, during-experience, and post-experience) for quantitative evaluation of the roles of food and cuisine.

## Acknowledgements

This thesis is the end of my journey in obtaining my Ph.D. I have not traveled in a vacuum in this journey. This thesis has been kept on track and been seen through to completion with the support and encouragement of numerous people including my well wishers, my friends, colleagues and various institutions.

At this moment of accomplishment, first of all I pay homage to my advisor, Dr. Stephen Smith, who is captivating, honest, and the true embodiment of a mentor. Under his guidance I successfully overcame many difficulties and learned a lot. In combination with the mentorship of my advisor, I was blessed to work with dynamic and intelligent committee members. To Dr. Geoffrey Wall and Dr. Robert Shipley, I am most grateful for their long-term guidance and support of my studies and their willingness to serve many a time in my committees; to Dr. Luke Potwarka for his constructive comments and warm encouragement; to Dr. Hersh Jacobs and Dr. Steffanie Scott for their availability to serve as external and internal-external examiners and their suggestions which were invaluable. Without these inputs and support, the research would not have been completed.

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# CHAPTER 1

## Introduction

### 1.1 Background

In recent years, the role of food in tourism has increased markedly. Images of cuisine in tourists' minds and in advertising are closely associated with particular destinations and retain tourists' interest. More people are now travelling specifically in order to experience cuisines (Hall, Sharples, & Macionis, 2003; Long, 2004). Telfer and Wall (2000) suggest that eating out accounts for approximately one-third of tourists' total expenditures, while the Singapore Tourism Board (2007) reported that food and beverage spending by visitors accounted for more than S\$1.5 billion or about 15% of international tourists' total spending there. In addition, the Minister of Industry Canada (2003) announced that between 1987 and 2003, spending on food and dining out in Canada by domestic and international tourists averaged 16.2% of total tourism expenditures, amounting to nearly C\$46 billion. This was second only to tourist expenditure on transportation. These examples indicate that while food may play a key role in the tourist experience when visiting a particular destination, it also makes a key contribution to the economies of tourist destinations.

Like other groups of attractors including accommodation, transportation, attractions, and activities, food is a basic and crucial element of the tourism product (Boniface, 2003; Cohen & Avieli, 2004; Hall & Mitchell, 2002;

Henderson, 2009; Hjalager & Richards, 2002; Long, 2004). Food's role has generally been considered as functional because it is required to satisfy physical hunger. However, depending on the culinary context, food can be experienced as entertainment (Finkelstein, 1989; Hjalager & Richards, 2002; Warde & Martens, 2000), esthetics (Bourdieu, 1984; Krautkramer, 2007), education (Hegarty & O'Mahoney, 2001; Hjalager & Richards, 2002; Williams, 1997), memory (Boniface, 2003; Swislocki, 2009; Yan, 2008), and culture (Fields, 2002; Rye & Jang, 2006; Sparks, 2007). In addition, tourist experiences of local food at a destination have been examined by applying the modified theory of reasoned action (TRA) (Ryu & Jang, 2006); and more recently, a grounded theory was employed to build a model of local food consumption (Kim, Eves, & Scarles, 2009). However, research on the role of food in tourists' experience itself is still evolving and developing.

As noted above, food is an essential part of tourism. In the field of tourism research, previous studies have examined numerous food-related issues. These have included the use of food imagery in destination marketing (Frochot, 2003; McKercher, Okumus, & Okumus, 2008; Rand, Heath, & Alberts, 2003); the attractions of, and impediments to, local food as a touristic experience (Cohen & Avieli, 2004); the food preferences of different demographic groups (Chang, Kivela, & Mark, 2010; Lee, Chang, Hou, & Lin, 2008; Ryu & Jang, 2006); the effects of gastronomy on the tourist experience at a destination (Kivela & Crofts, 2006); segmentation of culinary tourists (Hall, Sharples, & Smith, 2003; Hjalager, 2002; Ignatov & Smith, 2006); tourist motivation (Fields,

2002; Kim et al., 2009); and finally, conceptualizing the model of the tourist experience (Ryu & Han, 2010; Quan & Wang, 2004).

The tourist experience is a complicated psychological process. Providing a succinct definition of the concept is a difficult task, as it can encompass a complex variety of elements. Since the 1970s, the tourist experience has become one of the most popular academic topics, reflected in the constant growth of the social science literature on the tourist experience during the last four decades (Botterill & Crompton, 1996; Clawson & Knetsch, 1966; Cohen, 1979, 1988, 2004; Dan, 1977; Larsen, 2007; Lee & Crompton, 1992; MacCannell, 1973, 1976; O'Dell, 2007; Urry, 1990; 2002; Wang, 1999 ; Quan & Wang, 2004; to list only a few). Most of this research focuses on on-site experience: a unidimensional approach that involves an interaction between tourists and destinations, with destinations constituting the site of the experience and tourists considered as the actors. However, few of these studies concretely define the components of tourism or explain what exactly constitutes a tourism experience. Experiences are subjective, emotional and laden with symbolic meaning. Despite the growth of literature on the tourist experience, a fundamental issue remains puzzling: Are traditional unidimensional scholarly approaches still adequate to understanding tourist experiences that are themselves increasingly multi-dimensional?

Within the variety of concrete approaches to understanding the tourist experience, most researchers focus on psychological processes by examining motivation (Ross & Iso-Ahola, 1991; Ryan & Glendon, 1998; Ryan, 2002) and

elements of satisfaction (Gram, 2005; Prentice, Witt, & Hamer, 1998). However, the tourist experience is a journey that begins with everyday experiences that determine travel motivation, and continues on site through interacting with the destination, and via recollection and communication after returning from the trip. Craig-Smith and French (1994) viewed tourism experience as involving three phases: “pre-experience”, “during the experience”, and “post-experience”. Experience does change over time, so it is important to be aware this is multi-phase framing.

These multi-phase experiences, which are largely ignored within the tourism studies literature, are also reflected in the treatments coming from academics of the experience of food in tourism. In our day-to-day eating there is a tendency to treat food as a functional product (Mitchell & Hall, 2001). In contrast, the role of food in tourism intensifies as the very nature of the touristic experience heightens our sensory awareness and imagination, and this high level of involvement tends to produce greater symbolic significance. In the literature on tourist destinations, the importance of foods has been recognized. As more and more researchers focus on the role of food in culture (Hegarty & O’Mahony, 2001; Williams, 1997), food is increasingly regarded not only as functional for tourist consumption, but also as an essential attribute of regional culture (Jones & Jenkins, 2002). Thus food is seen as an important source of marketable images and experiences for tourists. Nevertheless, within the literature on food in tourism, most research focuses upon on-site experience rather than on the total experience (i.e. including destination selection, planning, arrival, departure,

and post-trip reminiscence/communication). It is still unclear whether the role of food operates differently in different phases of the tourist experience. Indeed, the question itself has not hitherto been raised.

## **1.2 Purpose of Study, Goal, and Research Questions**

Eating is a complex experience that still requires an extensive amount of original research. To gain a clearer understanding of its role in touristic experience, it is necessary to acknowledge multidimensional criteria rather than concentrating solely on one aspect such as food preferences or motivation. Therefore, given the scarcity of research on the role of food in tourist experience, the main purpose of the present study is to gain deeper insight into the tourism experience by analyzing its phases, the influences upon it, and its outcomes, by which means the role of food in the tourist experience may be better understood.

To fulfill this research purpose, Taiwan has been selected as a case study to explore the experiences of both domestic and international tourists. The study uses a quantitative approach that aims to describe local food in tourists' experience, and from which we construct a theoretical model of the role of food in tourists' experience in Taiwan. Specifically, the study is guided by two research questions:

- 1) How can tourists' information searches, phases of experience, and outcomes of experience be translated into understandings of the role of food in touristic experience?

- 2) How does the role of food in touristic experience vary across Asian tourists, Western tourists, tourism travel status and socio-demographic characteristics?

### **1.3 Research Site**

The history of Taiwan has been influenced by the colonial rule of Portugal, Japan, and Mainland China. The resulting cultural mix is reflected in the dynamic lifestyles of Taiwan's inhabitants and its diverse society. This diversity shapes a uniqueness of cuisine in each of Taiwan's 10 regions (Figure 1-1). Taiwanese people attach great importance and meaning to the food culture of their hometown. Even so, Taiwanese cuisine as a whole can be divided into four broad categories: gourmet, local specialities, Taiwan Xiaochi, and night market. The most iconic dish within Taiwanese gourmet cuisine is Ding-Tai-Fung, or 'Soup-Filled-Dumplings': a delicacy that has captured the taste of customers to such an extent that it can now be found globally. As for local specialities, the Taiwan Tourism Bureau has identified 10 major culinary regions, each offering its own local speciality: North Taiwan (Hsichu, Keelung, Taipei and Yilan), Central Taiwan (Lugang and Taichung ), South Taiwan (Kaohsiung, Pingtung, Tainan) and East Taiwan (Hualien/Taitung). Each region offers its own array of exotic food and cultural experiences.



**Figure 1-1 Map of Taiwan with Regions**



Of the four major types of cuisine, Taiwan Xiaochi and night market are the most appealing attractions for tourists. Xiaochi is the most important Taiwanese cuisine, consisting of substantial snacks along the lines of Spanish tapas. Xiaochi are not typically cooked in homes, nor are they featured prominently on the menus of more formal restaurants. Instead, they are street food sold in markets at specialist stalls or small restaurants. This aspect of Taiwanese daily life opens a window onto the local culture. Visiting the night market, meanwhile, is one of the quickest ways to experience the local flavour of Taiwan. It is unique in the world and perfectly illustrates the important place

that food culture occupies in the lives of the Taiwanese people. Research has examined the night market experience, as well as images of it generated by international tourists (Hsieh & Chang, 2006; Lee et al., 2008), which have helped the Taiwanese government and entrepreneurs to develop a targeted international promotional strategy.

Providing culture, entertainment, and novelty, cuisine is thus recognized as an attractive tourism product. Taiwanese cuisines now reflect not only the desires of the local population, but also to the needs of international tourists. In 2001, cuisine was first recognized by Taiwan Tourism Bureau as a main advantage when promoting tourism in Taiwan – confirming the views of scholars and experts regarding food’s potential to distinguish one destination from another in this crowded and competitive arena. According to the Taiwan Tourism Bureau’s statistical data (2009), experiencing cuisine has now become one of the most popular tourist attractions in Taiwan for both domestic tourists searching for their country’s heritage, and international tourists seeking novel cultural experiences. In Taiwan, where it seems the people live to eat, it is said that there is a snack shop every three steps and a restaurant every five steps. As ranked by foreign tourists, the top two motivations for visiting Taiwan are nature (60%) and cuisine (45%), while the most-liked activities are cuisine (49%), local interaction (40%), and night markets (33%) (Taiwan Tourism Bureau, 2009).

#### **1.4 Organization of the Thesis**

This thesis is organized into five chapters. This first chapter has provided a context and rationale for the study, an introduction to the conceptual framework on which it is based, and the theoretical context within which the research objectives and questions will be addressed. Chapter Two presents the theoretical and conceptual framework in greater detail and reviews the extant literature. Chapter Three outlines the methods used to carry out the study, addressing the research questions, research design, and implementation (e.g. the sequence of data collection and the techniques used for data analysis). Chapter Four reports the research results based on the data collected. Chapter Five discusses the findings of the research, acknowledging its limitations and future research issues, and goes on to provide a summary of major findings and a list of recommendations to managers and policymakers involved in the tourism industry.

## **CHAPTER 2**

### **Literature Review**

#### **2.1 Understanding Tourist Experience**

Experiences can be conceived of as subjective, intangible, continuous and highly personal phenomena (O'Dell, 2007). An experience is not a snapshot, but a complex process that involves multiple parties, evolves over time, and retains value long into the future. In tourism experience research, experiences are often defined in relation to a person who is engaged with an event on an emotional, physical, spiritual or intellectual level (Pine & Gilmore, 1999), and who is left with memorable impressions (Gram, 2005). An experience may be primarily visual, an event whereby tourists purposefully 'gaze' on something different from everyday life (Urry, 1990).

##### **2.1.1 Phases of the Tourist Experience**

Because the tourist experience is highly subjective, reflecting on the specific individuals involved and the specific setting where can only interpret it experience take place. Most of the definitions discussed in this section refer to experiences that occur at tourist destinations; however, experiences do change over time. While the researchers' results are debated, they have been built on the idea that experience can be studied as a series of stages or events. As Clawson and Knetsch (1966) have demonstrated, "the experience of a tourism event begins before the trip in planning and preparation phases and continues

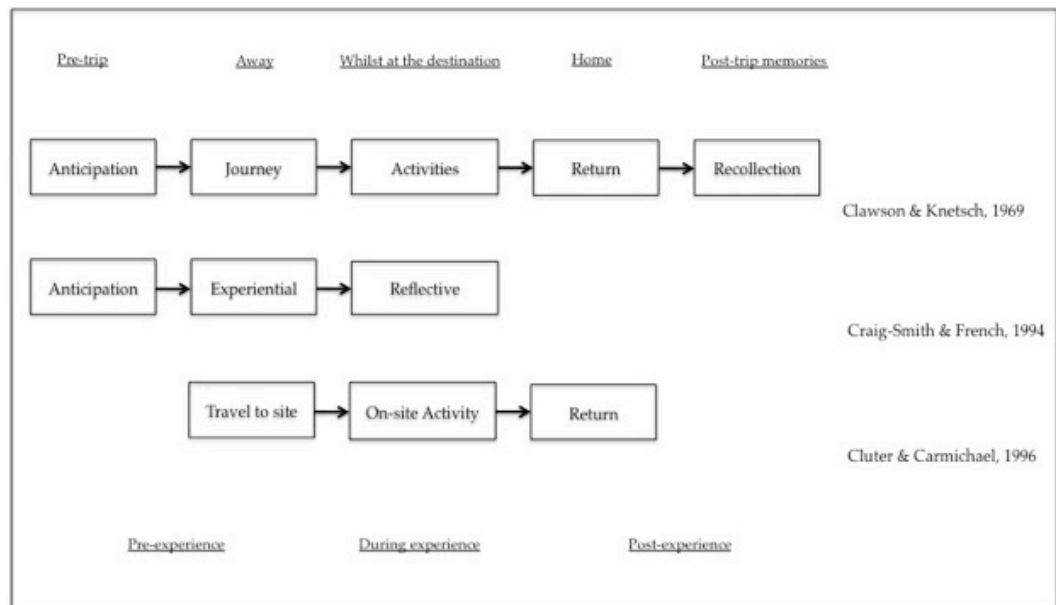
after tourists return through the recollection and communication of the event which took place” (p. 169).

Though there is limited research combining the dimensions of tourist experience, that which does exist uses frameworks based on the phases of the experience. In 1963, Marion Clawson suggested that leisure-based tourism had a complex “multi-phased nature”, which incorporated anticipation (pre-trip), the journey (towards the destination), the activities (whilst at the destination), the return (journey home), and finally, the recollection (post-trip memories). Later in the same decade, Clawson and Jack Knetsch (1969) further extended this idea, discussing the various contextualized events and encounters that helped shape each of these five stages of the complete “holiday” experience. Killion (1992), using the Clawson (1963) recreation experience model, defined the “travel” experience in terms of five phases. The key difference between Killion’s and Clawson’s models is that while Clawson represented the experience as a linear model with specific beginning and end points, Killion presented it as circular. A simpler model, proposed by Craig-Smith and French (1994), views the “vacation” experience as *three* linear phases, with previous experiences informing future ones. These consist of an anticipatory phase, an experiential phase and a reflective phase.

More recently, Cutler and Carmichael (2010) have simplified Clawson and Knetsch’s (1969) five-phase model to three phases – travel to site, on-site activity and return travel – because, as they put it, the anticipation and recollection phases leak into the experience itself. This is based on the idea that

during travel to the site, the tourist could still be in the process of developing and refining expectations of the destination, just as return travel could involve reflection on the trip that has just taken place (Figure 2-1). All of these models, however, define the tourist experience in terms of the passage of time, and seek to map the experience chronologically.

**Figure 2-1. Phases of the Tourist Experience**



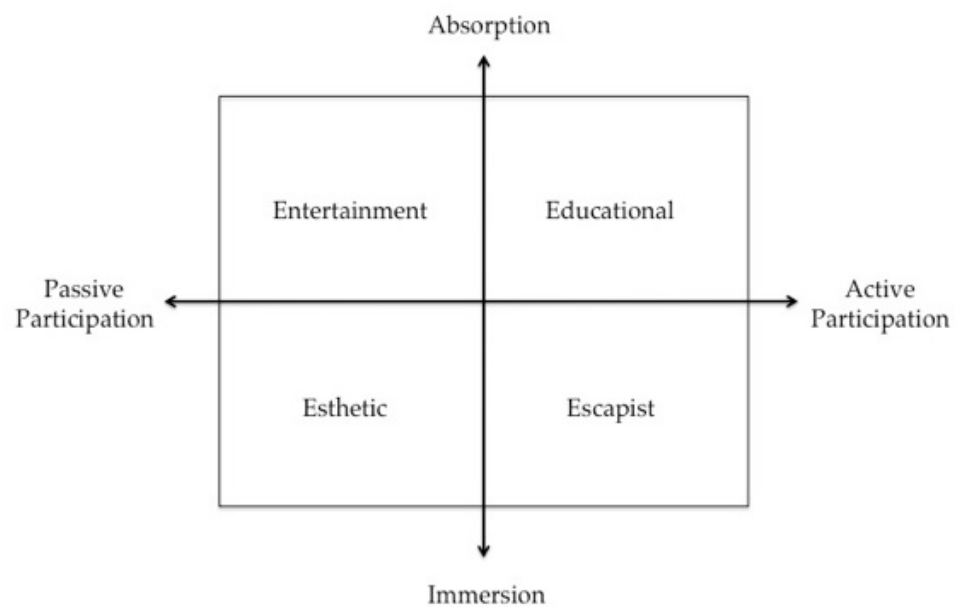
### **2.1.2 Tourist Experience and the Experience Economy**

Tourism markets are becoming increasingly sophisticated, as some tourists migrate away from mass consumption and toward more authentic products and personal experiences, as they search for new meaning and self-actualization (Cooper & Hall, 2008; LaSalle & Britton, 2003). In the past one decade, there has been an increase in the active development of *experience-products*, whereby an interactive, holistic experience becomes an integral feature of the destination. The lay popularity of Pine and Gilmore's (1999) experience economy model has stood out among the various applications of the experiential view of consumer behaviour. The heart of Pine and Gilmore's argument is that people will be willing to pay more for these experiences than for undifferentiated products. Their assertion that the developed world was moving from a service- to an experience economy was based partly on their analysis of the growth of US leisure and tourism attractions, such as theme parks, concerts, cinemas and sporting events, which they found outperformed other sectors in terms of price stability, employment and nominal Gross Domestic Product. This, they argued, was because experiences differed fundamentally from both services and products. Experiences were events that engaged people in a personal way, and because of this their value persisted long after the work of the event-stager was done.

Their model described four stages of economic progression, from commodities to goods to services and finally to experiences. It further delineated four realms of consumer experience: educational, escapist, esthetic,

and entertainment, which they described as the ‘4Es’. These experiences form permeable quadrants, which reflect their position along two continua of experience (see Figure 2-2). The horizontal continuum reflects consumer participation in creating the experience, whether passive or active, while the intersecting vertical continuum reflects an absorption of, or immersion in, the destination in which the experience occurs (Pine & Gilmore, 1998; 1999).

**Figure 2-2. The 4Es of the Experience Economy**



Source: Pine & Gilmore, 1998, p.102



## **2.2 Food in Tourist Experience**

### **2.2.1 Food as Experience-based Tourism Product**

A key motivation for culinary tourism is that travel to different countries brings the tourist into contact with other cultures, along with new ways of eating and drinking. When tourists arrive at their destination with limited understanding of what their host environment has to offer, the destination requires them to engage in exploration. It is acknowledged that visitors will vary in the level of novel experiences they will seek (Cohen, 1972; Bello & Etzal, 1985; Snepenger, 1987). The desire to experience novel destinations and cultures has repeatedly emerged in previous research as a key motivation of travel behaviour (Cohen, 1972; Crompton, 1979; Dann, 1981; Lee & Crompton, 1992). The concept of curiosity is central to motivation and drives people to learn, do, experiment, explore, and experience. Curiosity therefore plays a central role in shaping tourist experience.

Food is central to travelling, and can be a vivid entryway into another culture. Experience via food leaves lasting impressions of a destination long after the visit ends (Hall & Mitchell, 2002; Hall, Sharples, & Smith, 2003; Henderson, 2009). The role of food in tourism destinations is not the same as its role in everyday life; for one thing, *seeking* different types of food during a trip provides an experience in itself, rooted in the traveller's quest for novelty and strangeness (Cohen, 1972). After such a quest, experiencing the cuisine itself is an opportunity to relax and to enjoy someone else's cooking (Batra, 2008), and allows people to study, explore, and increase their knowledge about food

(Boniface, 2003). Finally, experiencing cuisine can be a window into the identity of the host culture and a pleasurable experience at the same time (Batra, 2008). As an important factor in determining tourist satisfaction (Henderson, 2009; Remington & Yuksel, 1998), food can be the driving force that motivates people to visit a particular holiday destination. As Stamboulis and Skayannis (2003) noted:

Tourism has principally been concerned with visiting, seeing and living in a different mode of life. The new element – experience – adds a somehow comprehensive living adventure to the short time the tourist spends in his destination. In a way, everything is experience . . . and is different from the everyday experience of tourists back in their home countries (p. 38).

The appreciation of good food and drink can operate both as a way of standing out from the crowd and as a means of blending in. Destinations use local food as an attractor to help draw in tourists, sending signals of quality and exclusivity in the hope of distinguishing their culture from the cultures of other tourist destinations, and/or from the cultures the tourists come from (Jones & Jenkins, 2002). Interactions between locals and tourists can include experiencing the techniques of cooking, while also appreciating the culture behind it (Beardsworth & Keil, 1997). For example, one of the main attractors for visiting Taiwan over the past five years has been cuisine. In Taiwanese night markets, where there is a high amount of interaction with local residents, food vendors induce interaction behaviours in tourists alongside various purchases.

As a result, cuisine is viewed as a direct way of experiencing local Taiwanese culture (Lee et al., 2008).

Local food represents a core manifestation of a destination's intangible heritage. Through food consumption, tourists can gain an authentic cultural experience. This confirms Jones and Jenkins's (2004) finding that cuisine has become a mechanism whereby a destination's distinctiveness is sold. Tourists are willing to spend more than locals in part because they appreciate the uniqueness of the destination's food culture – and take pleasure in its related events/atmosphere – in ways that locals may not (Humphrey & Humphrey, 1991; Warde & Martens, 2000).

### **2.2.2 The Role of Food in Touristic Experience**

The psychological motivator for tourism is normally connected to some kind of need – for instance, to feel strong or comfortable – that cannot be fulfilled in daily life (Fields, 2002). Tourists who reflected on this type of motivation mentioned the opportunity to try new or good food, relaxation, or a change of climate (Kim et al., 2010; Pearce & Caltabiano, 1983). This type of inversion or reversal experience in a destination reveals the importance of novel settings: for tourists, it is the element of surprise that elicits positive arousal, and ultimately, satisfaction (Fields, 2002).

As has already been mentioned, food is primarily a physiological need that is situated at the basic survival level of any individual's life. Though the survival issue does not fully apply to tourists, it is inescapable that food is a necessity that destinations need to provide. Furthermore, visual images of local

food – whether presented as an object or as part of a process of cookery involving local people – may play a key motivational role in promising sensory pleasure to tourists (Batra, 2008; Kim, Goh, & Yuan, 2010; Kivela & Crofts, 2006). Curiously, however, this sensory appeal is viewed as a merely physical motivator and has remained virtually unexplored within the study of tourism.

Tourists seek a sense of comfort and safety while on their trips (Pearce & Caltabiano, 1983). When it comes to experiencing food, food safety and health concerns are the motivators that most reliably predict tourists' decision-making (Cohen & Avieli, 2004; Kim et al., 2010). In the previous discussion, individuals were seen to seek out new experiences different from their day-to-day life. This accords with Cohen's (1972) basic argument regarding strangeness and familiarity: the idea that most tourists travel in a quest for novelty and strangeness, while nevertheless needing a degree of familiarity to enjoy their experience – an “environmental bubble” of their home environment. Individuals vary in their willingness to try new foods, with some showing a strong propensity for novel food avoidance.

These food-security motivators are particularly apparent in visits by Westerners to exotic destinations that are perceived as remote, mysterious, or dangerous. Some tourists believe that tasting local food is a means of improving their health, either mentally or physically, and expect that local food made with local ingredients will be fresher and better for health. Lepp and Gibson (2003) hypothesized that more experienced tourists seek to satisfy higher-order needs, while less experienced tourists are more likely to be occupied with lower-order

needs such as food and safety. This typology might be of some significance for the study of individual culinary habits under extraordinary circumstances (Cohen & Avieli, 2004).

The next important food-related tourist motivator is food neophobia (Eertmans et al., 2005). According to Pliner and Hobden (1992), food neophobia is defined as a reluctance to taste, or an avoidance of, unfamiliar food. All individuals exhibit some degree of general neophobia – a fear of new things – which as its name suggests applies not only to new foods, but also to newly encountered objects, situations, and people. As mentioned above, some people prefer combinations of foods and environments that are familiar. Since an unfamiliar eating experience can involve not only new food, but a new environment and culture, general neophobic tendencies may become more prominent in tourists, due to the multiplication of unfamiliar elements.

Pliner and Hobden (1992) developed the General Neophobia Scale (GNS), which addresses general neophobia. In tests used to develop the scale, individuals indicated the level to which they agreed or disagreed with eight statements:

1. I feel uncomfortable when I find myself in novel situations.
2. Whenever I'm away, I want to get home to my familiar surroundings.
3. I am afraid of the unknown.
4. I am very uncomfortable in new situations.
5. Whenever I am on vacation, I can't wait to get home.
6. I avoid speaking to people I do not know when I go to a party.

7. I feel uneasy in unfamiliar surroundings.
8. I don't like sitting next to someone I don't know.

In expanding this work to cover cuisine, Pliner and Hobden (1992) developed the Food Neophobia Scale (FNS), a psychometric instrument to measure food neophobia. Individuals complete the FNS by indicating their level of agreement or disagreement with 10 statements about food or eating situations. These are:

1. I am constantly sampling new and different foods.
2. I don't trust new foods.
3. If I don't know what a food is, I won't try it.
4. I like foods from different cultures.
5. Ethnic food looks too weird to eat.
6. At dinner parties, I will try new foods.
7. I am afraid to eat things I have never had before.
8. I am very particular about the food I eat.
9. I will eat almost anything.
10. I like to try new ethnic restaurants.

Many studies have shown that meals eaten during holidays have the potential to build personal relationships and strengthen social bonds. These effects upon for interpersonal togetherness vary widely, from a sense of affiliation to friendship and the love found in families (Fields, 2002; Holloway,

1998; Kim et al., 2010; Pearce & Caltabiano, 1983). Having someone to share an experience with adds to the pleasure taken from that experience. According to Ignatov and Smith (2006), spending time with family and friends is one of the reasons tourists choose to taste local food and visit wineries. They further stated that the chance to taste local food together with their friends and relatives could increase the pleasure of travel. Many consider that sharing food with their travelling partners during a trip is more important than the quality of the food (Warde & Martens, 2000).

Another interesting perspective on the social bond presented by Pearce and Caltabiano (1983) is that some tourists look for contact with the host community, and may regard tasting local food as an opportunity to meet and communicate with local people. This was also observed by Kim et al. (2010), and demonstrates that seemingly authentic experiences with locals make individual tourists feel they are in touch with the real world and with their real selves. Many researchers have examined the search for authenticity, and food provides the opportunity for many “authentic” encounters with different cultures, encounters that are central to tourism motivation. However, the concept of authenticity in tourism is very debatable, as destinations are created in order to meet tourists’ own perceptions of what is “authentic”, and the results of this production of authenticity may accrue to décor, atmosphere, and display (Cohen & Avieli, 2004; Fields, 2002; Long, 2004). Therefore, for purposes of this study, the authentic experience only refers to interaction with local people.

Status and reputation have been important aspects of culinary tourism (Fields, 2002; Frochot, 2003; Kim et al., 2010). According to Kim et al., people seem to be personally interested in tasting local food but also want to demonstrate their local food experience to friends. This is also confirmed by Fields, insofar as eating in the “right” restaurant, and being seen to eat there, has always been an important means of drawing status distinctions. One of the respondents in Kim et al.’s study said:

Before eating food, I always take a picture of it. It is the same thing as taking a picture of famous places such as a building, statue, and architecture when travelling...I post these local food pictures on my website, and I also give some information about local food to my friends over the Internet. I think it [eating local food] is a new experience for me, and it should be a good reminder of my travel. So I can give advice to people who want to go there (p. 427)

These behaviours are explained by the fact that a desire for recognition and attention from others is increasing specifically in the context of culinary tourism (Fields, 2002). Fields explains that experiencing food during a trip has become an important part of the lifestyle of the “new middle class”; it shows the “taste” of the tourist, and also their status (p. 40). For example, Fodness (1994) mentioned that luxury, nice food, and the availability of good restaurants during holidays are recognized as values expressly linked to self-esteem, which in turn impresses people. For some individuals, sharing food experiences is regarded as



status-enhancing; however, the idea of sharing with others is considered the power of source of information is still on early stage.

According to Long (2004), looking beyond mere biological necessity, food can be a multifaceted experience, operating as entertainment, esthetic appreciation, education, and memory (Long, 2004). These four important roles that food plays in touristic experience are highlighted in the four sections that follow.

### **The Experience of Food is Entertainment**

Food is becoming less important as a source of nutrition and more important as a type of commodity and a form of entertainment (Finkelstein, 1989). Warde and Martens (2000) mention that one very important reason for dining out was doing something out of the usual or the everyday: “getting a change included eating different foods, at different times (on holidays and at weekends), in different surroundings (from home or known and tested commercial venues), and in different company (whether acquaintances or strangers)” (p. 47).

Dining may also be seen as occasional entertainment when people take little interest in the food itself, but enjoy other aspects of the experience. Such people are, presumably, entertained but not engaged (Warde & Martens, 2000). Along with the meal, the enjoyment of the peripheral local atmosphere and customs provides entertainment, socialization, or other desired personal benefits and experiences. In consuming these peripheral aspects, the individual creates a

meaningful experience that can bring a sense of pleasure (Hjalager & Richards, 2002).

### **The Experience of Food is Esthetic**

Even in primitive societies, humans have not seen food only as a means of survival, but have accorded enormous amounts of attention to its esthetic qualities such as its pattern of colours, textures, styles of preparation, and presentation. As Bourdieu (1984) noted:

The manner of presenting and consuming the food, the organization of the meal and setting the places, strictly differentiated according to the sequence of dishes and arranged to please the eye, the presentation of the dishes, considered as much in terms of shape and color (like works of art) as of their consumable substance, the etiquette governing posture and gesture, ways of serving, oneself and others, of using the different utensils, the seating plan, strictly but discreetly hierarchical, the censorship of bodily manifestations of the act or pleasure of eating (such as noise or haste), the very refinement of the things consumed, with quality more important than quantity – this whole commitment to stylization tends to shift the emphasis from substance and function to form and manner, and so to deny the crudely material reality of the act of eating (p. 196).

The esthetics of food is clearly a significant component in the overall dining experience. In creating a food, dish, or meal, the chef aspires to produce something that stimulates the senses in a manner beyond traditional taste and

appeal (Krautkramer, 2007). This esthetic approach serves to enhance the overall experience by creating differentiation through presentation and atmosphere.

### **The Experience of Food is Educational**

Generally, people do not hold their own food in high regard, often viewing it as not sophisticated enough, and exhibiting little confidence that it is something a tourist would like. For the local residents in a given environment, the ingredients and techniques of cooking have evolved naturally and are an integral part of their lifestyle. For tourists, the unfamiliar landscape lends to its everyday elements a sense of strangeness and newness. These tourists can develop a curiosity about all the things they see, in reaction to which, they will either participate or ask questions to increase their understanding. As more participation occurs, local residents begin to realize what makes their culture interesting to outsiders, and to recognize the appealing aspects of their own types of food. Indications are that attitudes continue to trend toward tourists wanting to experience and “taste” the destination they are visiting, specifically items of local or ethnic cuisine (Batra, 2008). Knowledge of local, regional and national cuisine has, therefore, become an interest for businesspeople in tourist destinations as well as for tourists themselves.

The opportunity to share in cuisine with the indigenous population is arguably central to the new tourist experience (Westering, 1999). Eating a typical local dish is a way of coming into contact with the local population, and is a participatory moment in a new environment. Experiencing local cuisine can

help tourists understand differences between their own culture and the cultures that they have come into contact with (Hegarty & O'Mahoney, 2001; Hjalager & Richards, 2002; Williams, 1997).

### **The Experience of Food is a Memory**

Our entire understanding of the world is arrived at through our senses, which are linked to memory and can tap directly into emotion. Swislocki (2009) demonstrated the existence of “‘culinary nostalgia’ – the recollection or purposive evocation of another time and place through food” (p. 24). For some people, the consumption of certain foods triggers nostalgia via their memories from childhood. This is because cuisines are associated with particular environments and traditional contexts (Boniface, 2003). There are certain types of food that use differentiated preparation, exotic tastes or creative presentation to create memorable experiences. Yan (2008) gave an example of how creative restaurateurs are meeting consumer demand for a new kind of dining experience in Beijing, in

country-style, nostalgic restaurants set up by and for the former sent-down urban youths. In these atmospheres, customers retaste their experience of youth in the countryside: customers choose from country-style foods in rooms and among objects that remind them of the past (p. 516).

Some studies have also discussed food nostalgia among immigrants and their succeeding generations. For these groups, traditional foods and ways of eating form a link with the past and help ease the shock of entering a new

culture (Kalčík, 1984). As an international student, there is a nostalgic comfort in tasting familiar food. Being far from home, one can never underestimate how much a familiar dish can evoke a memory or a sense of closeness to home. In some ways, every bite, every moment in that experience makes home feel that much closer. For some international students in less urbanized areas, the lack of access to their home country's food is powerful enough to force them to travel long distances for even a small taste of this nostalgia.

### **2.2.3 Segmentation of Food Tourists**

In order to properly market a tourism product, every destination-marketing and management organization needs to understand that market segments are homogeneous groups, created from the aggregate of heterogeneous individual consumers. By extension, culinary tourism is no exception. It is important to construct a typology of culinary tourists based on their perceived characteristics. The following sections discuss existing segmentation approaches in the context of culinary tourism before going on to hypothesize potential future approaches to culinary tourism segmentation.

#### **The Starting Point: The Rise of General Psychographics**

Segmentation is a general term that may include Within our general segmentation are geographic, demographic, and psychographic approaches. While we cannot argue that geographic and demographic approaches have been discounted in recent years, psychographic segmentation has recently been accorded considerably greater prominence. The following sections comment on

the advantages and disadvantages of the current psychographic tools and strategies for culinary tourism.

### **Self-Categorization in Culinary Tourism**

One of the most basic segmentation tools is a single-question, single-reply segmentation – also known as single-variable categorization. This single question, when used to segment culinary tourists, does not provide meaningful understanding of their characteristics. While this is an example of insufficient segmentation, it is nonetheless a good start.

For example, McKercher, Okumus and Okumus (2008) state that single-variable categorization is useful in Special Interest Tourism research, and have incorporated the concept into their research, asking tourist subjects to rank themselves according to their agreement with the statement “I would consider myself to be a culinary tourist”. Five types of culinary tourist were categorized: 1) Non Culinary Tourist, 2) Unlikely Culinary tourist, 3) Possible Culinary Tourist, 4) Likely Culinary Tourist, and 5) Definite Culinary Tourist. Since cuisine offers multidimensional experiences to culinary tourists, behavioural segmentation of various culinary tourists needs to be discussed. Surprisingly, McKercher et al. found no difference among their five culinary tourist categories with regard to education and income level, gender profile, travel experience, travel party size, length of stay, trip education, and average expenditure.

In the context of the previously introduced segmentation approaches, self-categorization can be considered a general psychographic approach. Since

self-categorization is the usual starting point in the segmentation of Special Interest Tourism, culinary tourism today places great emphasis on psychographics and behavioural segmentation.

### **Psychographic Segmentation: Level of Novel Experience**

Cohen (1972) was one of the first sociologists to propose a typology to conceptually clarify the term 'tourist.' The resultant classification is often cited in academic studies, and attempts have been made to develop and refine it. This categorization of tourists is rooted in their preferences regarding the experiences of novelty and strangeness/familiarity. Lee and Crompton (1992) explained this concept:

[A] tourist's perception of the extent to which novelty will be present at a vacation destination will be a function of the perceived novelty of object (e.g., historical landmarks), the environment (the cultural atmosphere), and other people (resident or visitors)[.] (p. 733)

Cohen's (1972) four-fold typology is based on the concept of a novelty-familiarity continuum: the Drifter, the Explorer, the Individual Mass tourist, and the Organized Mass tourist differ from one another based on their degree of institutionalization. The Organized Mass tourist is the least adventurous, staying mainly within well-prepared and guided stops. The Individual Mass tourist is likewise one whose travel arrangements are made by travel agents, but he or she differs from the Organized Mass tourist in that the former can exercise a degree

of control over his or her time and itinerary. As such, “familiarity is still dominant, but somewhat less so than in the preceding type of the experience of novelty is somewhat greater, though it is often of the routine kind” (p. 168). The Explorer tries to get off the beaten track and interact with the locals. Although venturing out much more from their ‘environmental bubbles’, these tourists are still careful enough to step back inside them when the situation warrants. In this case, “novelty dominates, the tourist does not immerse himself completely in his society, but retains some of the basic routine and comforts of his native way of life” (p. 168). The Drifter is the extreme opposite of the Organized Mass tourist. He or she tries to integrate into the host culture by living and working among the local population.

### **Novelty/Familiarity in Cuisine**

Applying this concept to culinary tourism, Organized Mass tourists seek a lower level of novel experiences while travelling, staying with well-prepared tours. For this reason, they accept the tour food package or eat at international fast-food chains that they trust and are familiar with. With more freedom of movement and less restrictive schedules, Individual Mass tourists have more options in their food choices. However, having limited motivation to seek novelty, Individual Mass tourists gravitate toward tourist menus or westernized hotel foods. Explorer tourists have a greater inclination to try local restaurants. After their trip, they may also adopt new ingredients. Drifters try a wide range of cuisines in their life. In a quest to learn different cuisines, Drifters continuously search for new food experiences.



While Cohen's analysis of the four tourist types seems compatible with culinary experience from a sociological perspective, the distinctions among the types were not so clear from a tourist marketer's point of view. Snepenger (1987) applied Cohen's typology as a basis for segmenting vacation markets. However, the study failed to reflect the complexity of Cohen's typology: only the behavioural component was considered, while the attitudinal component was not adequately measured. To gain a clearer understanding of the motivation of culinary tourists, the focus should encompass multidimensional criteria rather than only one behavioural aspect.

### **Psychographic Segmentation: Authenticity**

Cohen (1979) divided individuals' approaches to the tourism experience into five modes. These modes described individuals that ranged from those in search of pure happiness to those trying to find a meaningful experience. What people seek in everyday life and what they seek from a tourism experience can be seen as operating in parallel. The five modes of tourists are: 1) Recreational, 2) Diversionary, 3) Experiential, 4) Experimental, and 5) Existential.

Long (2004) proposes that culinary tourists can also be classified with this typology, depending on how they engage with the concept of authenticity in the culinary experience. "[T]he level of importance tourists attach to authenticity is indicative not only of the depth of experience they desire, but also of the identity characteristics they are likely to express or try to validate in their interaction with a culinary other" (p. 68). The concept of Cohen's (1979) five modes presents some ideas on the diversity of the tourist culinary

experience, and moreover, each of the modes involves a different approach to food (Cohen & Avieli, 2004). Hjalager (2002) modified Cohen's model to encompass four types of culinary tourist, as follows:

### 1. Recreational Culinary Tourists

The recreational culinary tourist seeks family togetherness and the pleasure of dining. Atmosphere, and the quality of the food itself, have little impact on them. As for food preference, they are more conservative with regard to trying unfamiliar foods while on a trip, preferring to seek out the familiarity of their home foods. The only exceptions are foreign foods that have already long been a part of their everyday life.

### 2. Diversionary Culinary Tourists

Diversionary culinary tourists seek cuisine that represents a *slight* change from their everyday life, as well as to be entertained. They view their casual dining experiences as an excellent way of getting together with friends and acquaintances to enjoy life.

### 3. Experiential Culinary Tourists

Experiential culinary tourists view dining as symbolic of their lifestyle. They are a more innovative type of tourist, and the quality and fashion-value of cuisine are major considerations for them. In addition, they are willing to try different ingredients and new ways of eating and preparing food.

#### 4. Existential Culinary Tourists

Existential culinary tourists view experiencing cuisine as a way of learning. Gaining knowledge about the local or regional cuisine and the destination's culture is a priority for them. They may participate in produce harvests and cooking classes on their trip. Unlike non-culinary tourists who go to chain or popular restaurants, existential culinary tourists seek out restaurants that are 'where only the locals eat'.

Within this extension of Cohen (1979) by Hjalager (2002), the recreational and diversionary culinary tourists engage with authenticity differently than the existential and experiential ones. As presented above, the recreational and diversionary culinary tourists similarly look for enjoyment and relaxation; however, they care less about authenticity. While the food they consume may possess familiarity or authenticity, recreational and diversionary tourists perceive little difference as they seek food for their enjoyment.

While Hjalager's four modes address distinct types of culinary tourists, segmentation by authenticity alone does not address variations within each mode, including individuals' country of origin, gender or age. In other words, the general geographic and demographic segmentation approaches are not adequately woven into a multidimensional fabric. However, if geography and demographics are employed as an initial segmentation, the second-level psychographic segmentation based on attitudes to authenticity can yield a more promising result.

## **One Step Further: Food Involvement Segmentation**

The previous sections classified current approaches to general segmentation as these may apply in the context of culinary tourism, and found the psychographic approach to be discussed in detail. The second level of tourist segmentation is based on product-related behavioural characteristics. One behavioural concept that could be used to explain some of the differences observed between various culinary consumption experiences is that of food involvement (Mitchell & Hall, 2001).

### **Behavioural Segmentation: The Food Involvement Scale**

Food involvement is defined as food's level of importance in an individual's daily life. Specific indicators of involvement are the extent to which people enjoy talking about food, entertain thoughts about food during the day, and engage in food-related activities (Marshall & Bell, 2004; Bell & Marshall, 2003; Eertmasn et al., 2005). Bell and Marshall (2003) constructed the Food Involvement Scale (FIS) based on psychometric analysis, its twelve factors being as follows:

1. I don't think much about food each day.
2. Cooking or barbequing is not much fun.
3. Talking about what I ate or am going to eat is something I like to do.
4. Compared with other daily decisions, my food choices are not very important.

5. When I travel, one of the things I anticipate most is eating the food there.
6. I do most or all of the cleaning after eating.
7. I enjoy cooking for others and myself.
8. When I eat out, I don't think or talk much about how the food tastes.
9. I do not like to mix or chop food.
10. I do most or all of my own food shopping.
11. I do not wash dishes or clean the table.
12. I care whenever or not a table is nicely set.

In research utilizing this scale, individuals found to possess a higher level of food involvement have correlated abilities to finely discriminate between food items in sensory and taste evaluations (Bell & Marshall, 2003). In considering both psychographic and behavioural segmentation, both the FNS and FIS play an important role in predicting and explaining human behaviour toward food. However, both scales are conceived of as general involvement measures of food attitude and not as measures of involvement with a specific food item or brand. By extension, in the context of culinary tourism, understanding individual perspectives on specific cuisines is still needed. The following look at wine tourism is an example of how a more specific and multi-concept behavioural approach to involvement can be created.

## **Multi-Concept Behavioural Segmentation: Involvement in Wine Tourism**

Wine tourism is one of the most discussed topics within the study of culinary tourism. Brown, Havitz, and Getz (2006) established the Wine Involvement Scale (WIS) by modifying the Consumer Involvement Profile (CIP) from Kapferer and Laurent (1985). Research using the WIS has demonstrated that persons who are highly involved with wine can be expected to explicitly value wine as a central part of their lifestyle and to exhibit certain behaviours. The 18-item profile, divided into three factors, is as follows:

### Factor 1: Expertise

1. I am knowledgeable about wine.
2. People come to me for advice about wine.
3. Much of my leisure time is devoted to wine-related activities.
4. I have invested a great deal in my interest in wine.
5. Wine represents a central life interest for me.

### Factor 2: Enjoyment

6. I like to purchase wine to match the occasion.
7. My interest in wine says a lot about the type of person I am.
8. Many of my friends share my interest in wine.
9. Deciding which wine to buy is an important decision.
10. I like to gain the health benefits associated with drinking wine.

### Factor 3: Symbolic Centrality

11. For me, drinking wine is a particularly pleasurable experience.
12. I wish to learn more about wine.
13. I have strong interest in wine.
14. My interest in wine has been very rewarding.
15. My interest in wine makes me want to visit wine regions.

### **Previous Academic Typologies Specific to the Culinary Tourist**

The previous sections examined existing research on various types of segmentation, and how it has been adapted to fit culinary tourism. However, few academic typologies have been created *ab initio* for the culinary tourist; and even these few are by no means complete, as multi-concept segmentations involving the general and behavioural are not woven together. Nevertheless, they do have some relevance, as indicated by the following four research examples:

1. Enteleca Research and Consultancy (2000) examined current awareness of and interest in regional food while on holiday, and values associated with local food and drink. Based on this data, the characteristics for five segments of culinary tourists were later described by Hall, Sharples, and Smith (2003) as follows:

- a) Food Tourists: The main reason for choosing their destination is to seek local food and drink.
- b) Interested Purchasers: This type of culinary tourist believes that food in general can contribute to the enjoyment of their holiday. For this reason, they purchase local foods when the opportunity arises.
- c) Un-Reached: Tourists in this segmentation believe that food and drink can contribute to the enjoyment of their holiday. They are happy to try local food if they come across it, but at present are not purchasing.
- d) Un-Engaged: This type of tourist does not perceive food and drink as adding to the enjoyment of their holiday, although they do not possess negative dispositions toward trying local foods.
- e) Laggards: Tourists in this group say they have no interest in local food and are unlikely to purchase any while on holiday.

2. Another detailed typology segmenting culinary tourists was created by Mitchell and Hall (2001). Their typology of the culinary tourist combined the concepts of neophilia/neophobia, psychocentrism/allocentrism, and involvement. Their four types of culinary tourists were: 1) Gastronomes, 2) Indigenous Foodies, 3) Tourist Foodies, and 4) Familiar Foodies. The authors found that “the behaviour of these segments ... give[s] an indication of how the food tourism experience might unfold for individuals within each segment” (p. 80).



3. Boyne, Hall and Williams (2003), on the other hand, identified four rather different types of culinary tourists. For their first group, food is an important factor in the vacation decision-making process, and this group actively searches for detailed information on the available local cuisines and the availability of different foods and drinks in the area. Tourists in their second group also regard food as important, but need to be presented with food-related information. The tourists in the third group do not consider food to be a very important part of their holiday, but may participate in some activities related to food and drink if opportunities arise. Finally, tourists in the final group have no interest in food and drink, and providing them with information will have no impact on their behaviour.

4. Based on their empirical study in Canada, Ignatov and Smith (2006) proposed three segments of culinary tourists: 1) Food Tourists, 2) Wine Tourists, and 3) Food and Wine Tourists. According to their findings, the Food Tourist segment was the largest, and had a higher proportion of females than other segments. The Wine Tourists were more evenly proportioned between male and female, and had similar average ages and educational attainment to the Food Tourists, but reported higher incomes. Lastly, Food and Wine Tourists were older, more likely to be male, and had higher incomes and educational levels than the other two groups. The trip motivations and activities of each segment also differed, with the Food and Wine segment showing the greatest diversity of motivations and activities.

## **Culinary Tourists: A Cross-Cultural Perspective**

There is growing recognition that knowledge of tourists' cultural backgrounds may provide a more comprehensive understanding of their various food preferences. This knowledge facilitates destination marketing, and assists management organizations to segment potential tourists and target them with specific marketing tactics. A study in cross-cultural behaviours of tourists, from the perspective of culinary tourism, has been suggested by researchers (Batra, 2008; Boniface, 2003; Chang et al., 2010; Cohen & Avieli, 2004; Henderson, 2009; Lee et al., 2008). The worldwide expansion of markets and new consumption patterns create an even greater need to understand tourist behaviour and its implications for developing marketing strategies.

In this regard, the interaction between destinations and tourists from different cultural backgrounds may create an attraction, or present an impediment. In previous discussions, it was highlighted that tourists may vary in the level of novel experiences they seek (Cohen, 1979) and may exhibit food neophobia (Pliner & Hobden, 1992). The food preferences of tourists as influenced by their cultural backgrounds can be an impediment to deciding how to brand cuisine at destinations. Torres (2002) notes that a tourist's nationality is a key influence on the amount of local food he or she consumes. Based on a study of neophobic tendencies in the broad context of culinary tourism, Cohen and Avieli (2004) found a divide between Asians, some of whom avoid novel food, and modern Westerners who are more engaged in the quest for new cuisines. However, a different perspective is presented by Telfer and Wall

(2000) who found that Asian tourists in Indonesia are more likely to consume more local dishes, while European tourists are more likely to demand cuisine from their home country. It is possible that adjacent cultures may have familiar cuisines that are perceived as less threatening by more neophobic individuals; but in any case, a better understanding of the cultural and ethnic viewpoints of tourists reveals much that is relevant to the development of cuisine at a particular destination.

Understanding the homogeneous market segments of cuisine derived from groups of heterogeneous consumers is the goal of any destination marketing and management organization. Cuisine is a complete experience that can fulfill previously discussed tourism needs, including novelty seeking, the quest for authenticity, food involvement, and dealing with neophobic tendencies. As a corollary benefit, cuisine can positively encourage individuals to consume local food, via active marketing (Okumus et al., 1997). However, the typology of culinary tourists still requires an extensive amount of original research. To effectively target culinary tourists, general and product-behavioural approaches must be combined to create multi-concept segmentation. For destination- marketing and management organizations, understanding these segments of cuisine can provide a clearer definition of those homogeneous consumer groupings and their desired tourism products.

#### **2.2.4 The Challenge of Using Cuisine as an Attractor**

The discussion above asserts the importance of cuisine as an attractor: visiting a destination, tourists can experience new flavours and cookery methods, and

even a deeper understanding of the host culture. However there are multiple challenges to be faced when positioning cuisine as an attractor.

### **Expectations of Cuisine**

Experience-oriented tourism products have become a focal point of study in recent years. Tourism products, by their nature, are often of an intangible character; and in this sense, the task of promoting ethnic cuisine can present a challenge. Tourists' perceptions of ethnic cuisine are based on comparisons to what they have already experienced in their home countries (Cohen & Avieli, 2004; Long, 2004); and beyond the flavours of the food itself, these pre-existing impressions and expectations can extend to experiences, e.g. of décor, atmosphere, and menu displays. As Molz (2004) notes, "Unlike tourists in the traditional sense, culinary tourists can explore the exotic without leaving their own neighbourhood" (p. 53).

Culinary tourists feel that they are acquainted with foreign cuisines, even if they have not yet visited the places from which these cuisines originated (Cohen & Avieli, 2004). For tourists originating from countries with large ethnic-minority populations, high-quality exotic food options may already exist back at home. The prominent presence of foreign cuisine in a tourist's home country is a double-edged sword: carrying the benefits of familiarity, but at the same time losing the allure of the unknown. This may present a challenge for destination marketers looking to attract certain culinary tourists for whom the 'unknown' aspect is highly important, without, at the same time, repelling those

who expect to have confidence (rooted in prior knowledge) in the destination's food choices. For destination marketers and management organizations, it is important to accept tourist heterogeneity, and understand these preferences in terms of cultural background. This key element of familiarity can assist a destination in satisfying the tourist palate when branding cuisine as an attractor.

### **Negotiating Authenticity of Cuisine**

Tourists, especially foreign tourists, tend to view trying local food as a part of a desired cultural experience (Batra, 2008; Cohen & Avieli, 2004; Long, 2004). Authenticity and uniqueness play essential roles when destinations present cuisine as an attractor to tourists. As Boniface (2003) observes:

To maintain distinctiveness and strength and to avoid copying and so danger of losing exclusivity and features for viability, a place and its community would have a vested interest in, deliberately, keeping authenticity and manifesting individually[.] (p. 6).

With modern technology and globalization acting to enhance food production and distribution, different cultures continue to bring their own unique tastes into the mainstream (Buisson, 1995). However, this poses a dilemma between *having* authenticity and *negotiating* it. Cuisine is a way to display the dimensions and features of a culture that are especially pronounced and thus manifested by its destinations. Molz (2004) explored how the concept of authenticity can be applied within the framework of culinary tourism. She gave an example of how Thai restaurants are pursuing a new definition of authenticity, which is created very much through the tourist's own perceptions:

“this is based on an American perception of Thai culture rather than on a purely Thai point of view” (p. 24). Other studies have demonstrated how the different cultural backgrounds of tourists shape their preferences with regard to other cultures’ cuisines. In Batra’s (2008) study, Western tourists tended to be more influenced than Asian tourists by the appearance of a food; its image as healthy or unhealthy; their own familiarity with its terminology/names; and the number of options on the menu. Asian tourists, for their part, were more influenced by the taste of food, personal preferences, and what they perceived to be authentic cooking cues.

### **Accessibility of Cuisine**

Through the experiences provided by local cuisine, a destination projects its attitudes, ethics, values, and procedures for distinguishing itself. As Reynolds (1993) notes: “the system of attitude, beliefs, and practice surrounding food may be an important tool in unravelling the overall culture pattern of a community[.]” (p. 50). It is, in part, precisely because foods manifest their cultures of origin so easily and readily, that cuisine is one of tourism’s strong features (Boniface, 2003). Difficulties arise, however, due to the accessibility and heterogeneous standards of cuisine as a tourism product. If tourists are not properly guided in seeking out local cuisine, they may experience substandard versions, whether through self-selection, or as a result of biased advice from local residents and tour operators. In the case of self-selection, the accessibility of cuisine may be limited to what is within safe reach of where a tourist is staying; and as previously discussed in the context of heterogeneity and

expectations, biased advice may not take into account the level of quality or taste that a tourist is expecting. The results of a bad culinary experience can include negative images that stay with a tourist upon their return to their home country.

### **Economic Impacts on Cuisine**

The affordability of food for tourists can present a challenge in the positioning of a tourism product. This can be especially pronounced when access to local foods and knowledge of local bargains are relatively restricted. In some cases, the options most accessible to mainstream tourists are also the most overpriced. Depending on their financial circumstances and perceptions of quality relative to cost, tourists may be reluctant to try any local cuisine due to the prominent positioning of overpriced culinary options. Concurrently, in cases where tourists still do purchase food, their satisfaction with the culinary experience may be negatively impacted by the high initial cost. For destination marketing and management organizations, maintaining standards and stability of options – especially in high-traffic tourist areas – are commonplace strategies to maintain quality of the cuisine tourism product.

At the macroeconomic level, increased satisfaction can lead to higher tourist expenditures, in many cases representing a significant economic generator for a destination. However, this increased dependency can pose unforeseen risks to the destination's broader economic model: as, for example, when a recent disastrous oil spill in the Gulf of Mexico fisheries resulted in a

diminished regional availability of seafood, one of the main tourism products of New Orleans.

Thus, it can be seen that there are a number of dilemmas and challenges for destination marketing and management organizations using or seeking to use cuisine as an attractor. By understanding the nature of their tourism product and push-pull factors, organizations can better provide a richer experience through cuisine. However, a considerable amount of coordination within and among destination marketing and management organizations is required if diversified culinary tourism products are to be provided, organizations are to establish brand presence, and the heterogeneous needs of tourists are to be met



## **2.3 Outcomes of Tourists' Food Experience**

### **2.3.1 Food Image Exposure**

Food is deeply embedded in the heritage of regions and is often used in tourism as a symbol of the area. Cuisine allows destinations to stress their distinctiveness vis-a-vis other destinations, and thereby position themselves more clearly in the eyes of tourists. Tellström et al. (2005) suggest that the integration of food and local features could assist a destination in developing a new gastronomical brand while optimizing the value of its food culture. For instance, certain Asian destinations such as Japan, Korea, and Thailand are internationally recognized by their distinct cuisines: Japanese Sushi, Korean Kimchi, and Pad Thai are important parts of each country's respective gastronomical heritage. Meanwhile, the high reputations of French and Italian cuisines are reflected in the widespread penetration of images of these cuisines around the world. This type of strong exposure has the benefit of enabling countries to franchise their cuisine in other countries, its reputation reducing tourists' doubts in regard to its quality, and increasing their willingness to travel to its country of origin. Consequently, destinations like France and Italy can expend less effort on promotion.

However, reputation may present some disadvantages when it comes to creating a cuisine image in tourism marketing. Frochot (2003) investigated the different types of food images that were used in 19 regional tourism brochures in France. She found that, considered together, the regions in question lacked a diversity in food images; most areas appeared to be promoting the same image

of cuisine as the others. While carefully selecting common images has the potential to enhance an agreed-upon message, destination markets require balance. They must use images that project diversity and promote unique characteristics that their competitors lack.

With increases in migration, new settlers have integrated new cuisines into the cultures of many countries. Ethnic restaurants feature iconic dishes that represent the cultures of their homelands to the native-born population. From a destination-marketing perspective, this first exposure shapes the image of a destination. New immigrants often negotiate authenticity, modifying their cuisines in accordance with the needs of local palates. This negotiation creates cuisine environments that can attract broader culinary segments, including even the most neophobic consumers. Ethnic restaurants represent a cost-effective approach to exploring new cultures in a casual, risk-free, and entertaining manner.

### **2.3.2 Information Sources and Sharing**

A range of sources, including but not limited to friends and family, travel documentaries, and prior visitation, may influence the tourist's decision-making behaviour (Crompton, 1992; Decrop & Snelders, 2005; Hyde & Laesser, 2009; Woodside & Lysonski, 1989). One key aspect of decision making has been Word-of-Mouth (WOM) – information and referrals from friends and family, and acquaintances. WOM communication has been identified as a vehicle for expressing satisfaction or dissatisfaction with a product experience (Gremler, 1994; Murray, 1991). It is an exchange of information between individuals

(King & Summers, 1970) that can be further defined as an informal, person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, an organization, or a service (Anderson & Gerbing, 1998; Buttle, 1996).

With reference to the tourism industry in particular, the power of WOM communication has been recognized as an influential factor that may affect tourists' destination selection (Song & Witt, 2000). When consumers choose a consumer good (in this case, their tourism destination), they tend to imitate what others are doing. People often rely on WOM communication when considering the purchase of a product or service. Murray (1991) explained that this is because personal sources of information are viewed as more trustworthy than other marketplace information. Litvin, Goldsmith, and Pan (2008) demonstrated that the WOM has been influential as an academic concept since the '70s, to some tourism theories such as Cohen's (1972) Drifter/Explorer/Mass tourist typology and Plog's (1974) theory of allocentricity and psychocentricity. Each of these is based upon the observation that it is the innovative and adventurous tourists who discover new destinations and tourism products. These tourists act as opinion leaders, and share their experiences with their "less intrepid cousins" (Dearden & Harron, 1992, p. 102).

So who values WOM the most? Gursoy and McCleary (2004) state that WOM is particularly influential upon tourists who are unfamiliar with a tourism product, easing their limited ability to process information about their destination. In previous discussions, we observed that tourists expose

themselves (to a greater extent than in their daily lives) to potentially unfamiliar foodstuffs and dishes. By using information and opinions provided by others such as friends and family, they feel that they are acquainted with the tourism product, even though they have not yet personally experienced it.

However, in recent years and driven by technological advancement, these sources of influence have evolved. Websites offer unique advantages in promoting destinations, since they not only attract potential visitors, but also help them to find both general and detailed information about different attractions and activities offered at a particular destination. In other words, websites and online materials are a step forward from traditional printed media (such as guidebooks, brochures, and booklets), since they allow existing and prospective culinary tourists to interact with the website content (Boyne, Gall, & Williams 2003; Horng & Tsai, 2010; Kivela & Crotts, 2005; Okumus et al., 2007; de Rand et al., 2003). As noted by Ignatov and Smith (2006), all culinary segments can be reached through newspaper stories and ads created professionals. They further note that promotional materials for culinary tourism should be tailored to different culinary groups: with food-related promotional materials emphasizing family and friends, and wine-related promotional materials highlighting romance and high-quality experiences. Wine tourists may use the Internet and online materials more than food tourists.

Government tourism websites are important in the promotion of culinary tourism since they directly influence the perceived gastronomic image of the destination and create a virtual experience for culinary tourists (Horng & Tsai,

2010). Okumus et al. (2007) compared how destination-marketing organizations in Turkey and Hong Kong used food in their respective marketing activities. The results showed that Hong Kong was marketed and promoted as a culinary destination more than Turkey was. In a similar study, Horng and Tsai (2010) explored how Hong Kong, Japan, South Korea, Singapore, Taiwan and Thailand used their cuisines to promote themselves via government tourist websites. They found that the content of these government tourism websites could be broken down into six main areas: 1) cuisine and food culture, 2) featured foods and recipes, 3) table manners, 4) culinary tourism, 5) restaurant certification, and 6) restaurant guides. The results showed that all six countries used similar culinary marketing techniques on their websites. However, South Korea offered more detailed information about local delicacies and food products, and provided more information about traditional table manners, including detailed descriptions and images.

In recent years and driven by technological advances, traditional promotional materials and WOM have both been available electronically in the form of social media. The emergence of Web 2.0 allows Internet users to create, edit, share and view information online (Cormode & Krishnamurthy, 2008). This phenomenon has led to the popularity of social media channels such as Facebook, Twitter, LinkedIn, YouTube, blogs, and forums. Social media has been defined as Internet-based applications, founded technologically on Web 2.0, that allow the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). User-generated content underpins social media and its

prevalence, leading to the coining of the term “electronic word-of-mouth” (eWOM; Buhalis & Law, 2008). With regard to tourism, these changes to electronic information channels have also introduced consumers to a much broader and easy-to-access collection of “friends” that may potentially influence their decision-making (Xiang & Gretzel, 2010).

Social media have been widely adopted by travellers to collaboratively search, organize, share, and annotate their travel stories and experiences through blogs, microblogs (e.g., Twitter), online communities (e.g., Facebook and TripAdvisor), media sharing sites (e.g., Flickr and YouTube), social bookmarking sites (e.g., Delicious), social knowledge sharing sites (e.g., Wikitravel), and other tools. The *World Travel Market 2011 Industry Report* announced that more than one-third of all leisure travellers in the United Kingdom choose their hotels on the basis of social media sites like TripAdvisor and Facebook (Koumelis, 2011). Apparently, tourism marketers need to pay more attention to the use of social media as a marketing tool to better promote their products to travellers online. Hsu (2012) investigated the use of Facebook for international marketing purposes by six Taiwan hotels. The author discovered that all six had already created Facebook pages and used a variety of Facebook features. However, due to language barriers, the hotels’ Facebook pages lack international reach and fail to market the hotel effectively in international markets. Similarly, Banyai and Potwarka (2012) content-analyzed posts on the Facebook page of an Olympic host city to examine the images of the destination held by travellers. This revealed two components of the

destination's image, and suggested that the Olympics did not have a substantial impact on the overall image due to the lack of effective marketing.

Given the emergence and prevalence of social media among tourists, it is no longer enough for businesses in the tourism industry to rely solely on traditional media for marketing. Social media sites have become collaborative and interactive. All users can actively participate in consuming, producing, and diffusing travel information through the Internet. Information about food is no exception. Travellers generally collect and review various forms of information early in the travel decision-making process in order to minimize the risk of making wrong decisions. Later on, after their trip, social media are also predominantly used for experience-sharing and social interaction. Potential travellers are more likely to commit to a destination if they perceive the outcomes of others' experiences there to be similar to their own past positive tourism experiences.

## **2.4 Summary**

This chapter has set up the conceptual framework of this thesis research through a review of the relevant literature. First, this review offered insights about the usefulness of the multi-phased experience in predicting people's behavioural response to food-related activity. Essentially, it showed that tourism is experienced in complex multiple phases, all of which (including the pre-arrival and post-trip phases) are necessary to a rounded understanding of the role of food in the tourist experience. In addition, we examined literature discussing

attributes of culinary tourism (physiological, security, novelty/strangeness, food involvement, food neophobia, entertainment, esthetic, educational, and memory) that helped shaped each of these five phases tourism experiences of the complete holiday experience. Finally, criteria and corresponding indicators – with *tourist experience* and *the role of food* as the two basic themes – were developed for the purpose of evaluation practice for this research.



## **CHAPTER 3**

### **Methodology**

The following chapter contains four main sections. The first describes the research instruments. The second illustrates the measures of questionnaire variables, which include expectations, food choices, food decisions, reflection, sources of information, and satisfaction. The third section outlines the data-collection procedures. The final section describes the data-analysis plan for the study.

#### **3.1 Introduction**

The purpose of this dissertation is to gain deeper insight into tourism by analyzing phases of the tourism experience, influences upon it, and the outcomes of the experience with particular regard to the role of food. The methods, that is, the procedures that have been followed throughout the study, aim to serve the purpose of this dissertation through achieving two primary objectives: 1) to explore how phases of the tourist experience (pre-experience expectations, during the experience, and post-experience) influence the experience, and how the outcomes of the experience can be translated into an understanding of the role of food in the tourist experience; and 2) to examine how the role of food in the tourist experience varies between Asian and Western tourists.

In order to achieve these two objectives, the research questions were divided into the following eight themes:

**Question Theme 1: What are the differences between Asian and Western tourists with regard to information searches, phases of the tourism experience, and outcomes of their experience?**

Question 1-1: What are the differences between Asian and Western tourists when it comes to information searches?

Question 1-2: What are the differences between Asian and Western tourists with regard to tourism expectations before coming to Taiwan?

Question 1-3: What are the differences between Asian and Western tourists with respect to food choice during the trip?

Question 1-4: What are the differences between Asian and Western tourists when it comes to food decisions before leaving Taiwan?

Question 1-5: What are the differences between Asian and Western tourists when it comes to outcomes of their experience?

**Question Theme 2: What are the gender differences between Asian and Western tourists with regard to phases of the tourism experience?**

Question 2-1: What are the gender differences between Asian and Western tourists with regard to tourism expectations before coming to Taiwan?

Question 2-2: What are the gender differences between Asian and Western tourists with respect to food choice during the trip?

Question 2-3: What are the gender differences between Asian and Western tourists when it comes to food decisions before leaving Taiwan?

**Question Theme 3: What are the age-related differences between Asian and Western tourists with regard to phases of the tourism experience?**

Question 3-1: What are the age-related differences between Asian and Western tourists with regard to tourism expectations before coming to Taiwan?

Question 3-2: What are the age-related differences between Asian and Western tourists with respect to food choice during the trip?

Question 3-3: What are the age-related differences between Asian and Western tourists when it comes to food decisions before leaving Taiwan?

**Question Theme 4: What are the education-level differences between Asian and Western tourists with regard to phases of the tourism experience?**

Question 4-1: What are the education-level differences between Asian and Western tourists with regard to tourism expectations before coming to Taiwan?

Question 4-2: What are the education-level differences between Asian and Western tourists with respect to food choice during the trip?

Question 4-3: What are the education-level differences between Asian and Western tourists when it comes to food decisions before leaving Taiwan?

**Question Theme 5: What are the gender, age, and education-level differences between Asian and Western tourists with regard to outcomes of their experience?**

Question 5-1: What are the gender differences between Asian and Western tourists when it comes to their outcomes of experience?

Question 5-2: What are the age-related differences between Asian and Western tourists when it comes to their outcomes of experience?

Question 5-3: What are the education-level differences between Asian and Western tourists when it comes to their outcomes of experience?

**Question Theme 6: Is there a differing frequency of visiting Taiwan between Asian and Western tourists with regard to their outcomes of experience?**

Question 6-1: Is there a differing frequency of visiting Taiwan between Asian and Western tourists that relates to their tourism expectations before coming to Taiwan?

Question 6-2: Is there a differing frequency of visiting Taiwan between Asian and Western tourists that relates to food choice during the trip?

Question 6-3: Is there a differing frequency of visiting Taiwan between Asian and Western tourists that relates to their food decisions before leaving Taiwan?

**Question Theme 7: Is there a differing frequency of international travel experience between Asian and Western tourists that relates to outcomes of their experience?**

Question 7-1: Is there a differing frequency of international travel experience between Asian and Western tourists that relates to their tourism expectations before coming to Taiwan?

Question 7-2: Is there a differing frequency of international travel experience between Asian and Western tourists that relates to food choice during the trip?

Question 7-2: Is there a differing frequency of international travel experience between Asian and Western tourists that relates to their food decisions before leaving Taiwan?

**Question Theme 8: Is there a differing frequency of visiting Taiwan and frequency of international travel experience between Asian and Western tourists with regard to outcomes of their experience?**

Question 8-1: Is there a differing frequency of visiting Taiwan between Asian and Western tourists that relates to their outcomes of experience?

Question 8-2: Is there a difference in frequency of international travel experience between Asian and Western tourists that relates to their outcomes of experience?

Since the goal of this research is to describe local food in tourists' experience and the role of food in tourists' experience in Taiwan, all constructs included in the model were measured using multi-item scales designed to test all relevant domains of the construct. Self-administered questionnaires were utilized to collect the original empirical information from a sample of tourists (N=633). This approach was adopted because of its low cost, high level of data availability, and convenience.

### **3.2 Measures of Questionnaire Variables**

The study questionnaire included 58 items divided into seven sections, plus introductory information about the research. The first section of the questionnaire asked relatively simple questions about what sources of information the respondent typically uses to plan for a trip. The context for this question was the current state of research on WOM and the use of media, as set forth in the literature review in Chapter 2, above. This set of questions (evaluated on a 4 monotonic point scale, 1 = Not Important, 2 = Somewhat Important, 3 = Important, 4 = Very Important) was designed to be uncomplicated, uncontroversial and somewhat impersonal, since similar sets of opening questions have been found to encourage respondents to complete the balance of the questionnaire (Smith, 2010).

The core of the questionnaire, Parts 2 through 5, asked about food-related experiences in different settings: pre-arrival (labelled Part 2 within), during the trip (Part 3), before leaving (Part 4), and post-trip (Part 5). A 36-item

food-related experience scale was formed a part of the questionnaire. This scale was derived from the literature review and included entertainment, esthetic, educational, cultural, interpersonal, status/prestige, food-involvement, neophobia, and novelty/strangeness factors (Bell & Marshall, 2003; Brown et al., 2006; Hjalager & Richards, 2002; Kim et al., 2009; Mitchell & Hall, 2001; Westering, 1999).

As such, the line of questioning in this study overlapped with the nine descriptors of food-related experience used in the work of Kim et al. (2009), i.e. “exciting”, “escape from routine”, “health concern”, “learning knowledge”, “authenticity”, “togetherness”, “prestige”, “sensory appeal”, and “physical environment”. However, due to the lack of a clearly established meaning of “escape from routine”, this item was not included in the questionnaire. As for food involvement and neophobia, Pliner and Hobden’s (1992) FNS was used to explain the concept of the security motivation. The 36 items were measured on a 4 monotonic point scale where 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, and 4 = Strongly Agree.

Part 6 of the questionnaire put in perspective the types of food-related activities specific to Taiwan and the respondents’ satisfaction levels. These were evaluated on a 4 monotonic point scale, with 1 = Not Satisfied, 2 = Somewhat Satisfied, 3 = Satisfied, and 4 = Very Satisfied.

Finally, personal questions were placed in Part 7 of the questionnaire. These included six items, regarding the respondents’ status (including their frequency of visiting Taiwan and other international trips they had taken in the

past two years), and socio-demographic questions such as age, gender, education, and nationality. Research on the impact of demographics has been taken into account: in particular, that of McFarlane and Pliner (1997), which examined the relationship between neophobia and demographics and showed that increased food neophobia accompanies increasing age; higher education correlates with lower food neophobia, and urban subjects were less neophobic than those who lived in the countryside. The willingness to experience novelty appears to be influenced by geographic, demographic, psychographic, and cultural factors (Chang et al., 2010; Cohen & Avieli, 2004; Warde & Martens, 2000).

The questionnaire was written in two language versions, English and Traditional Chinese. Before the main survey was undertaken, one Taiwanese professor and one Chinese professor reviewed the effectiveness of the instruments in light of problems related to translation from English to Chinese. The final questionnaire, which included minor modifications to wording and question sequencing, was developed based on feedback from this expert review.



### **3.3 Data Collection and Analysis**

The specific purpose of this quantitative study was to examine how tourists perceive the role food plays in their tourism experiences. To develop a better understanding of this, the study concentrated on the experience as a whole, defined as a past travel-related event that is significant enough to be stored in long-term memory (Larsen, 2007).

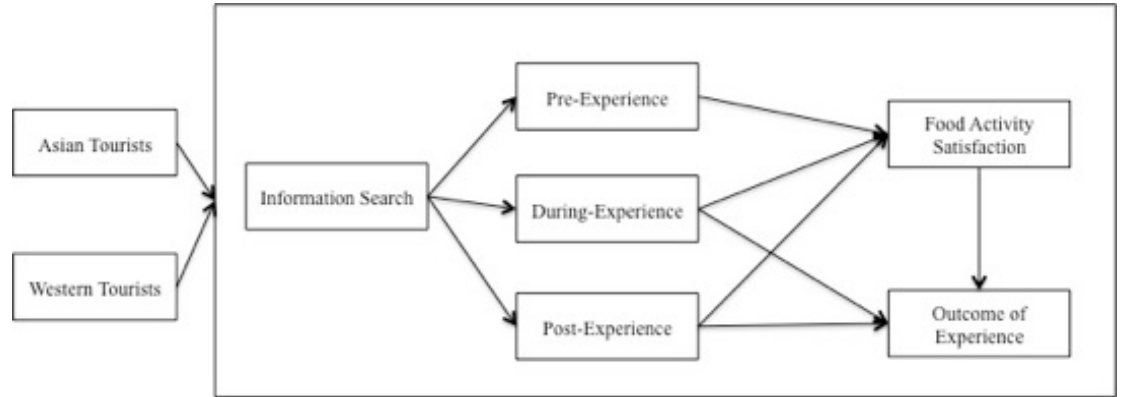
Airports are the major gateways for international tourists who visit Taiwan. Most surveys by the Taiwan Tourism Bureau have been conducted at the airports. Of Taiwan's four airports, Taiwan Taoyuan International Airport (TPE) has the most regular flights, and is by far the busiest international air entry point. As such, the survey was conducted at TPE, using an on-site intercept procedure.

The study was conducted during a one-month period, May 2012. Roughly equal numbers of weekday and weekend visitors were surveyed. The total sample size of 633 respondents was divided into two groups: Asian respondents (n=425) and Western respondents (n=208). Graduate students majoring in tourism and who spoke both English and Chinese were hired as research assistants. The research assistants approached foreign tourists who were leaving the country via TPE, either in the public departure hall or at the gate. Depending on the volume of traffic and the quota needed, the researchers approached every fifth person, introducing them to the purpose of the study, and asking them whether they had just finished their trip to Taiwan. Only tourists who answered 'yes' were asked whether they were interested in filling out the

survey questionnaire. Those who agreed to participate in the survey completed the three-page self-completion structured questionnaire in the presence of the research assistants. The completed questionnaires were collected immediately.

An SPSS Statistics package was used to analyze the quantitative data obtained from the research instruments. Descriptive statistics were used to examine participant response rates on each section, as well as background factors (e.g. tourism status and socio-demographic characteristics). To compare samples across phases of tourism experience, tourism status, or socio-demographic grouping, appropriate comparative analyses such as analysis of variance (ANOVA) were used. Separate ANOVAs were conducted on each of the items to determine whether the variables in each group differed. Finally, Figure 3-1 shows a hypothesized relationship between information search, phases of tourists' experience, food activity satisfaction, and outcomes of experience. In order to test these hypothesized relationships, a series of regression analyses were conducted in relation to each construct. Results from these analyses are presented in Chapter 4.

**Figure 3-1. Hypothesized relationships among phases of tourist experience, influence of experience, and outcomes of experience**



## CHAPTER 4

### Results

This chapter presents the results of the on-site survey at Taiwan Taoyuan International Airport in May 2012. A total of 633 respondents comprising 425 Asian tourists<sup>1</sup> and 208 Western tourists<sup>2</sup> completed the questionnaire. A brief description of the demographics of the respondents will be followed by an overview of the phases of tourist experience, and satisfaction levels with regard to food experience, as reported by the survey sample. The results of the survey described in Chapter 3 are then presented.

#### 4.1 Respondents' Demographics

According to the statistical report of the Taiwan Tourism Bureau (2011), Asian tourists were the dominant group among international tourists who visit Taiwan. A total of 425 of this study's 633 respondents, or 67%, indicated that they were Asian tourists, with the remaining 33% being Western tourists (Table 4-1).

**Table 4-1 Respondent Region Categories**

	No. of Respondents	Response (%)
Asian Tourists	425	67.1
Western Tourists	208	32.9
Total	633	100

<sup>1</sup> Countries of Asian tourists: China, Hong Kong, Japan, Indonesia, Malaysia, Singapore, and South Korea.

<sup>2</sup> Countries of Western tourists: Australia, Canada, Germany, Italy, the Netherlands, New Zealand, Spain, Sweden, the United Kingdom, and the United States.

As seen in Table 4-2, 51% of the Asian tourists who responded to this survey were male, and 49% female; however, only 27% of Western respondents were female. The majority of both Asian and Western tourists fell into two age categories, 20-29 and 30-39 years of age. In terms of schooling, Westerners were a highly educated group, with 69% of the Western respondents having completed university education with a bachelor's or higher degree, as compared to 65% of the Asian respondents.

**Table 4-2 Gender, Age groups, and Levels of Education**

Demographic Characteristics	Asian Tourists Response (%)	Western Tourists Response (%)
<b>Gender</b>		
Male	50.8	73.6
Female	49.2	26.4
<b>Age Group</b>		
Under 20	3.5	3.8
20-29	42.6	26.9
30-39	30.6	26.4
40-49	14.8	25.5
50-59	6.8	11.5
Over 60	1.6	5.8
<b>Education Levels</b>		
Some Secondary School	3.3	1.9
High School Diploma	17.9	6.7
Trade School, Technical Certificate	9.9	3.8
Some College or University Degree	45.2	17.8
College or University Degree	20.2	39.4
Postgraduate Degree	3.3	30.3

Note. N=633

## 4.2 General Background of the Respondents

Every respondent reported the frequency of his or her visits to Taiwan. First-time visitors to the country made up the majority of both Asian and Western tourists, at 62% and 53% respectively. Respondents were also asked how many international trips they had taken in the past two years. The answers ranged from none to 20, with a median of five trips. For the sake of clarity, responses were grouped by lustra (five-year categories, except for the first group, which covers six years because of the inclusion of zero years) (Table 4-3). A large majority of Asian tourists (76%) had been abroad between one and five times over the past two years, as compared to 48% of the Western tourists.

**Table 4-3 Distribution of Tourism Status among Tourists**

Tourism Status Variables	Asian Tourists Response (%)	Western Tourists Response (%)
<b>Frequency of Visiting Taiwan</b>		
First Time	62.4	53.4
Second time	16.2	14.4
Third time	8.5	8.2
Fourth time	4.5	5.8
Fifth time	2.4	2.9
Over five times	1.2	5.8
Over ten times	4.9	9.6
<b>Frequency of International Trips</b>		
None	7.8	6.3
1-5 times	76.0	48.1
6-10 times	10.1	21.2
Over 10 times	6.1	24.5

Note. N=633

A four-step monotonic scale was used to ask respondents to rate the importance and influence of nine information sources in their trip planning. When Asian and Western tourists ranked information sources, the answers from Asian and Western tourists were consistent, indicating that all nine potential sources of information were important to both groups; however, there were

variations between the two groups. WMO recommendations from friends, relatives, or colleagues were agreed to be important by both Asian and Western tourists, but Western tourists viewed recommendations from strangers (e.g. other tourists) as less important than did Asian tourists. Likewise, external information sources such as traditional print media (e.g. newspapers, magazines, government tourism brochures) and broadcast media were important to Asian tourists, whereas Western tourists indicated these as not important. This might reflect several factors, such as access to the material or its availability in one's own language. Social media is emerging as one of the most popular marketing tools, but surprisingly, while 69% of Asian tourists chose social media as an important source of information, only 34% of Western tourists agreed (Table 4-4). This difference may reflect the fact that Western tourists, as a group, are older than Asian tourists.

**Table 4-4 Distribution of Information Search among Tourists**

		Not Important	Somewhat Important	Important	Very Important
Friends, Relatives and Colleagues	Asian	2.8	13.9	45.2	38.1
	Western	9.7	18.4	24.6	47.3
Other Tourists	Asian	16.4	28.4	39.8	15.4
	Western	45.1	26	22.1	6.9
Past Experience or General Knowledge of Taiwanese Food	Asian	3.3	18.4	49.9	28.4
	Western	23.7	23.2	36.2	16.9
Books and Guides	Asian	5.4	21.7	41.8	31
	Western	26.4	27.4	30.3	15.9
The Internet	Asian	2.8	12.3	37.8	47
	Western	14.4	14.4	38.9	32.2
Social Media	Asian	7.1	24.9	37.9	30.1
	Western	33.8	29	24.2	13
Newspapers, Magazines or Articles	Asian	10.8	25.2	40.9	22.4
	Western	42.8	27.9	21.6	7.7
TV	Asian	9	30.7	35.8	24.5
	Western	49	23.3	16	11.7
Government Tourism Brochures	Asian	19.1	32.2	26.7	22
	Western	46.9	29	14.5	9.7

Note. N=633



### 4.3 Description of Tourist Experience among Asian and Western Tourists

#### 4.3.1 Before Coming to Taiwan

Respondents were asked to indicate what their plans for selecting culinary experiences in Taiwan had been before their arrival there. On the whole, the results of this line of enquiry were fairly consistent across Asian and Western tourists. The majority agreed with all but two of the statements offered in the question (see Table 4-5). The two exceptions where responses varied were: “I decided on places to visit based on the foods I wanted to experience” and “I planned to eat only foods that fit a healthier lifestyle”. Asian tourists (71%) were much more likely than Western tourists (51%) to plan their trip for the purpose of experiencing food. Asian tourists (79%) also agreed that eating healthily was important, whereas Western tourists (54%) were less positive.

**Table 4-5 Distribution of Expectation among Tourists**

		Strongly Disagree	Disagree	Agree	Strongly Agree
No special planning. I just planned to eat when I got hungry	Asian	7.3	30.6	43.5	18.6
	Western	5.8	16.8	50.5	26.9
I decided on places I wanted to go, then focused on certain foods to enhance that specific experience	Asian	1.6	12.2	59.3	26.8
	Western	10.1	26.9	46.6	16.3
I decided on places to visit based on the foods I wanted to experience	Asian	2.4	27.1	50.8	19.8
	Western	11.1	39.9	39.1	10.1
I planned to make choices based on the needs of my travel group	Asian	3.1	22.6	51.5	22.8
	Western	15.9	31.3	38	14.9
I decided to dine at locations that would allow me to meet local people	Asian	4.2	33.7	42.7	19.3
	Western	9.6	26.4	43.8	20.2
I planned food choices to experience local culture	Asian	0.7	10.6	55.4	33.3
	Western	5.3	12	49	33.7
I planned to eat at locations close to where I was staying	Asian	3.5	29.6	49.4	17.4
	Western	4.3	24	50.5	21.2
I planned to eat only foods that fit a healthier lifestyle	Asian	3.8	17.5	41.3	37.5
	Western	13	41.3	29.3	16.3
I planned to dine at locations that offer clean facilities	Asian	4.7	25.4	46.8	23.1
	Western	6.3	17.8	51.4	24.5

Note. N=633

### 4.3.2 During the Trip

In this section, each respondent was asked to indicate his or her food choices on their travels in Taiwan. As can be seen in Table 4-6, the results of this section were fairly consistent between the Asian and Western tourists, with a plurality of both groups responding similarly. For example, over half of both Asian and Western tourists agreed that “food safety” and “freshness of the food” were important to them when choosing food while travelling. In terms of flavours of the food, the majority of both groups agreed that it was important for their food choices to be representative of Taiwanese cuisines.

**Table 4-6 Distribution of Food Choices among Tourists**

		Strongly Disagree	Disagree	Agree	Strongly Agree
Food Safety	Asian	0.4	3.1	44	52.5
	Western	1.9	10.6	44.2	43.3
Freshness	Asian	0.2	4.5	43.2	52.1
	Western	1	2.9	41.8	54.3
Décor and Atmosphere of an Establishment	Asian	0.9	12.5	55.2	31.4
	Western	3.8	22.1	50.5	23.6
Good Value for Money	Asian	0.2	4.2	64.6	12
	Western	1.9	12	60.1	26
Perceived Quality	Asian	0.2	2.4	64.5	12.2
	Western	1.0	7.7	59.1	32.2
Perceived Taste	Asian	0.7	6.1	52.9	40.2
	Western	0.5	6.7	49.8	43
Locally-Sourced Ingredients	Asian	2.1	17.4	52.5	28
	Western	4.3	26.4	44.7	24.5
Representative of Taiwanese Cuisine	Asian	0.9	8.2	44.7	46.1
	Western	2.4	17.8	42.3	37.5
Intriguing or Unfamiliar Dishes	Asian	2.4	14.1	46.9	33.9
	Western	5.2	26	43.3	25.5

Note. N=633

### 4.3.3 Post-Experience

Respondents were asked to reflect upon the food decisions they had made while on their trip in Taiwan. Both Asian and Western tourists chose to eat food that was different from what they were accustomed to eating at home; within the groups, 80% of Western tourists were more likely to try differently than Asian tourists. When facing a choice between street food and restaurant food, 65% of Asian tourists choose street food over restaurants, as compared to only half of Western tourists. Low-priced foods were preferred by larger numbers of Asian tourists (72%), whereas Western tourists (66%) were less positive. Asian tourists (54%) were more likely than Western tourists (37%) to choose food that they hoped one day to learn to cook for themselves (Table 4-7).

**Table 4-7 Distribution of food Decision among Tourists**

		Strongly Disagree	Disagree	Agree	Strongly Agree
I chose food similar to what I eat at home	Asian	7.1	49.2	34.1	9.6
	Western	27.1	52.7	16.9	3.4
I chose food based on visual appearance	Asian	0.7	18.9	64.6	15.8
	Western	2.9	24.6	58.9	13.5
When I had the chance, I chose street food rather than restaurants	Asian	2.4	33.5	47.2	17
	Western	12	46.2	30.3	11.5
I chose food that was prepared with local ingredients and/or techniques	Asian	0.5	16.5	55.1	27.9
	Western	1.4	19.3	59.9	19.3
Low-priced food is important	Asian	1.9	26.9	49.8	21.5
	Western	11.2	45.1	34	9.7
I looked for places that were busy and frequented by locals	Asian	2.8	17.2	50.1	29.9
	Western	1.9	20.7	55.3	22.1
I chose something that looked expensive and sophisticated	Asian	11.8	50.2	26.4	11.6
	Western	22.1	51.9	21.6	4.4
The chance to experience a new food that reflected local culture was a motivation in choosing food	Asian	1.4	9.2	62.1	27.3
	Western	4.3	13	50	32.7

		Strongly Disagree	Disagree	Agree	Strongly Agree
I chose cuisines that I hope to one day make myself	Asian	8.7	37.3	41.3	12.7
	Western	16.3	46.6	29.8	7.3
My choices were based on the accessibility of food vendors and restaurants from where I was staying	Asian	2.3	18.7	53.9	25.1
	Western	3.4	28.4	56.7	11.5
I chose places based on my ability to make food choices	Asian	2.4	16.5	54.6	26.6
	Western	9.2	21.7	51.7	17.4
I chose food similar to what I eat at home	Asian	1.7	14.9	61.1	22.3
	Western	24.2	28	39.1	8.7
My choice were limited as I was on a tour	Asian	23.9	39.5	26	10.6
	Western	46.1	34	14.1	5.8

Note. N=633

#### 4.3.4 Outcomes of Experience

Respondents were asked to indicate whether, after returning home, they might adopt culinary practices or dishes experienced during their trip to Taiwan. A plurality of both groups agreed they would share their experiences with family and friends through conversations, photos or online communications. The majority agreed with all but two of the statements offered in the question (see Table 4-8). These two exceptions were: “I have purchased or planned to purchase local ingredients or foods to take home” and “I have purchased or planned to purchase recipes or cookbooks as souvenirs”, with Asian tourists (79%) being much more likely than Western tourists (38%) to purchase local ingredients, food or cookbooks as souvenirs.

**Table 4-8 Distribution of Reflection among Tourists**

		Strongly Disagree	Disagree	Agree	Strongly Agree
Share experiences with family/friends through conversation	Asian	1.4	3.8	47	47.8
	Western	1	3.6	43.3	49.5
Share experiences with family/friends through photos	Asian	1.2	4.3	44.7	49.9
	Western	6.3	14.4	38	41.3
Share experiences with family/friends online	Asian	2.8	10.6	41.7	44.8
	Western	14.5	22.2	29.5	33.8
I plan to adapt some techniques and flavours into my own recipes	Asian	5.7	38.4	46	9.9
	Western	10.6	44.2	33.2	12
If I have other future trips to Taiwan, I plan to use my trip experiences to guide me	Asian	1.6	9.6	53.9	34.8
	Western	3.9	10.1	48.8	37.2
I have or planned to purchase local ingredients or foods to take home	Asian	2.4	18.5	44.1	35.1
	Western	19.2	42.8	27.9	10.1
I have or planned to purchase recipes or cookbooks as souvenirs	Asian	6.8	34.4	34.9	23.8
	Western	22.1	50	20.7	7.2
I would like to do some additional research on the foods I ate	Asian	2.8	30.7	51.8	14.7
	Western	14.5	36.7	36.7	12.1
I would like to learn more about their origin or cultural significance	Asian	3.3	21.2	60.7	14.8
	Western	8.7	25.6	49.8	15.9
I would like to visit restaurants serving Taiwanese cuisine when I return home	Asian	4.7	15.4	56.3	23.6
	Western	5.3	21.6	49	24
My choice to return to Taiwan will be influenced by my food experience	Asian	1.4	6.8	78.8	12.9
	Western	14.4	32.7	40.4	12.5

Note. N=633

#### 4.4 Description of Satisfaction of Food Experience among Asian and Western Tourists

Night markets, street foods, farmers' markets, restaurants, cooking classes, and food festivals are the most recognized and promoted food-related activities in Taiwan (Taiwan Tourism Bureau, 2011). Accordingly, every respondent was asked to report whether he or she had participated in any of these six activities during their trip. As illustrated in Table 4-9, a strong majority of both Asian and Western tourists had been to night markets, eaten street food, and dined at restaurants. This was to be expected because these three food-related activities are generally the most popular and accessible for tourists. The other three categories of activities experienced lower attendance from both groups, perhaps because they are constrained by seasonality and/or reservation restrictions.

**Table 4-9 Frequency of Distribution of Food-related Activities Attendance**

		Yes		No	
		Frequency	Response (%)	Frequency	Response (%)
I've visited Night Markets	Asian	402	94.6	150	72.1
	Western	23	5.4	58	27.9
I've visited Street Foods	Asian	336	79.1	129	62
	Western	89	20.9	79	38
I've visited Farmers' Markets	Asian	109	25.8	45	21.7
	Western	313	74.2	162	78.3
I've visited Restaurants	Asian	382	89.9	199	95.7
	Western	43	10.1	9	4.3
I've visited Cooking Classes	Asian	46	10.8	10	4.8
	Western	379	89.2	198	95.2
I've visited Food Festivals	Asian	75	17.6	18	8.7
	Western	350	82.4	190	91.3

Note. N=633

#### 4.4.1 Food Experience in Taiwan

Respondents who had participated in the six aforementioned food-related activities were asked to rate their level of satisfaction with regard to each activity. Table 4-10 illustrates that both Asian and Western tourists were satisfied with their experience. It is interesting to note that activities with more restrictions on participation, such as visiting farmers' markets and attending cooking classes, were associated with the highest levels of satisfaction and, in the specific case of farmers' markets, no indications of dissatisfaction.

**Table 4-10 Frequency of Distribution of Food-related Activities Satisfaction**

		Not Satisfied	Somewhat Satisfied	Satisfied	Very Satisfied
Night Markets Experiences	Asian	1.5	8.5	44.1	45.9
	Western	2.7	12	42	43.3
Street Foods Experiences	Asian	1.5	13	44.7	40.8
	Western	0.8	10.2	47.6	41.4
Farmers' Markets Experiences	Asian	-	30.3	34.8	34.9
	Western	-	15.2	50	34.8
Restaurants Experiences	Asian	1.1	8.4	46.2	44.3
	Western	0.5	4	38.2	57.3
Cooking Classes Experiences	Asian	2.2	19.6	43.4	34.8
	Western	-	-	75	25
Food Festivals Experiences	Asian	1.3	16	50.7	32
	Western	-	5.9	76.5	17.6

Note. N=633

#### 4.4.2 Overall Food Experience in Taiwan

Respondents were asked to indicate their overall experience of food in Taiwan.

A plurality of both groups agreed they had positive food experiences in the country (Table 4-11). In terms of authenticity, through both food and other cultural aspects, Taiwan was attractive to both groups: specifically, more than 80% of both Asian and Western tourists indicated that they would recommend Taiwan to their friends and families as a culinary destination.

**Table 4-11 Frequency of Distribution of Overall Food Satisfaction**

		Strongly Disagree	Disagree	Agree	Strongly Agree
I had a positive overall satisfaction with cuisine in Taiwan	Asian	-	5.4	56	38.6
	Western	-	2.9	48.1	49
I would recommend others to visit Taiwan to experience the cuisine	Asian	0.5	4.7	55.3	39.5
	Western	1.4	7.2	49.5	41.9
The cuisine experienced in Taiwan was more authentic than that in other destinations	Asian	0.9	10.9	58.6	29.6
	Western	1.9	21.6	51	25.5
The cuisine experienced in Taiwan met my expectations	Asian	0.9	9.2	61.1	28.8
	Western	0.5	3.8	60.6	35.1
The cuisine experienced in Taiwan surpassed my expectations	Asian	3.1	22.8	50.4	23.8
	Western	1	28.4	44.7	26

Note. N=633



#### 4.5 Information Search among Tourists

Question 1-1: What are the differences difference between Asian and Western tourists when it comes to their information searches?

As Table 4-12 illustrates, a significant difference existed between Asian and Western tourists with regard to how they obtained information prior to travelling. Asian tourists were more likely than Western ones to obtain such information from “Friends, Relatives and Colleagues” ( $F=31.04, p<.001$ ), “Past Experience or General Knowledge of Taiwanese Food” ( $F=64.91, p<.001$ ), “Books and Guides” ( $F=33.30, p<.001$ ), “The Internet” ( $F=10.28, p<.001$ ), and “Social Media” ( $F=11.38, p<.001$ ).

**Table 4-12 Differences between Asian and Western Tourists in Information Searches**

Variables		N	Mean	SD	F	<i>p</i>
Friends, Relatives and Colleagues	Asian	425	3.18	0.78	31.04	0.00***
	Western	208	3.09	1.02		
Other Tourists	Asian	425	2.54	0.94	0.01	0.92
	Western	208	1.91	0.97		
Past Experience or General Knowledge of Taiwanese Food	Asian	425	3.03	0.78	64.91	0.00***
	Western	208	2.46	1.03		
Books and Guides	Asian	425	2.98	0.86	33.30	0.00***
	Western	208	2.35	1.04		
The Internet	Asian	425	3.29	0.79	10.28	0.00***
	Western	208	2.88	1.02		
Social Media	Asian	425	2.91	0.91	11.38	0.00***
	Western	208	2.16	1.04		
Newspapers, Magazines or Articles	Asian	425	2.75	0.93	0.70	0.40
	Western	208	1.93	0.97		
TV	Asian	425	2.76	0.92	5.02	0.03
	Western	208	1.89	1.05		
Government Tourism Brochures	Asian	425	2.52	1.04	4.53	0.03
	Western	208	1.87	1.00		

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

#### 4.6 Phases of Tourist Experience among Tourists

Question 1-2: What are the differences between Asian and Western tourists with regard to their tourism expectations before coming to Taiwan?

A paired-sample t-test analysis was used to assess the potential difference between Asian and Western tourists in their tourism expectations (Table 4-13). The two groups were found to be significantly different from each other in the following respects. A significant difference existed between Asian and Western tourists on the lack of special planning for food experiences ( $F=10.46, p<.001$ ), looking for places that can enhance their food experiences ( $F=14.63, p<.001$ ), choosing places that offer certain food experiences ( $F=35.25, p<.001$ ), decisions influenced by their travel group ( $F=36.57, p<.001$ ), and selecting food as part of a healthier lifestyle ( $F=10.92, p<.001$ ). More specifically, Western tourists scored higher than Asian tourists when it came to taking no action on planning their food experience during the trip. In the decision-making process, Asian tourists were more restricted by the needs of their travel group than were Western tourists. When searching for food experiences during the trip, Asian tourists had higher expectations about potential food experience, and about their choice of food, than Western tourists did.

**Table 4-13 Differences in Expectations between Asian and Western Tourists**

Variables		N	Mean	SD	F	<i>p</i>
No special planning. I just planned to eat when I got hungry	Asian	425	2.73	0.85	10.46	0.00***
	Western	208	2.98	0.82		
I decided on places I wanted to go, then focused on certain foods to enhance that specific experience	Asian	425	3.11	0.67	35.25	0.00***
	Western	208	2.70	0.86		
I decided on places to visit based on the foods I wanted to experience	Asian	425	2.88	0.74	14.63	0.00***
	Western	208	2.49	0.82		
I planned to make choices based on the needs of my travel group	Asian	425	2.94	0.76	36.57	0.00*
	Western	208	2.51	0.93		
I decided to dine at locations that would allow me to meet local people	Asian	425	2.77	0.81	2.18	0.65
	Western	208	2.74	0.89		
I planned food choices to experience local culture	Asian	425	3.21	0.65	4.21	0.09
	Western	208	3.11	0.81		
I planned to eat at locations close to where I was staying	Asian	425	2.81	0.76	0.14	0.24
	Western	208	2.88	0.79		
I planned to eat only foods that fit a healthier lifestyle	Asian	425	3.13	0.83	10.92	0.00***
	Western	208	2.49	0.92		
I planned to dine at locations that offer clean facilities	Asian	425	2.88	0.81	0.97	0.39
	Western	208	2.94	0.82		

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

Question 1-3: What are the differences between Asian and Western tourists with respect to food choice during the trip?

A paired-sample t-test analysis was used to assess the potential difference between Asian and Western tourists in their food choice (Table 4-14). Its results suggested that the two groups were significantly different from each other in the following respects. A significant difference existed between Asian and Western tourists' attitudes to food safety ( $F=9.28, p<.001$ ), the décor and atmosphere of an establishment ( $F=1.34, p<.001$ ), (F=35.25,  $p<.001$ ), whether an establishment was representative of Taiwanese cuisine ( $F=2.05, p<.001$ ), and intriguing or unfamiliar dishes ( $F=4.31, p<.001$ ). More specifically, when it came to selecting a dining environment, Asian tourists were significantly more likely than Western tourists to agree that the décor and atmosphere of the establishment were important to them. In terms of food options, Asian tourists were more directed by food safety concerns and the authenticity of Taiwanese cuisine than were Western tourists.

**Table 4-14 Differences between Asian and Western Tourists in Food Choice**

Variables		N	Mean	SD	F	<i>p</i>
Food Safety	Asian	425	3.48	0.58	9.28	0.00***
	Western	208	3.29	0.73		
Freshness	Asian	425	3.47	0.59	0.01	0.68
	Western	208	3.49	0.61		
Décor and Atmosphere of an Establishment	Asian	425	3.17	0.67	1.34	0.00***
	Western	208	2.94	0.78		
Good Value for Money	Asian	425	3.17	0.40	65.45	0.14
	Western	208	3.11	0.67		
Perceived Quality	Asian	425	3.25	0.36	119.77	0.53
	Western	208	3.23	0.62		
Perceived Taste	Asian	425	3.33	0.62	0.32	0.67
	Western	208	3.35	0.63		
Locally-Sourced Ingredients	Asian	425	3.06	0.73	7.03	0.01**
	Western	208	2.89	0.82		
Representative of Taiwanese Cuisine	Asian	425	3.36	0.67	2.05	0.00***
	Western	208	3.14	0.79		
Intriguing or Unfamiliar Dishes	Asian	425	3.15	0.74	4.31	0.00***
	Western	208	2.88	0.85		

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

Question 1-4: What are the differences between Asian and Western tourists when it comes to food decisions before leaving Taiwan?

As Table 4-15 illustrates, the two groups were found to be significantly different from each other in the following ways. On the whole, Asian tourists were significantly more likely than Western ones to agree with the statements “I chose food similar to what I eat at home” (F=13.94,  $p<.001$ ); “When I had a chance, I chose street food rather than restaurants”(F=9.33,  $p<.001$ ); “Low-priced food is important” (F=12.29,  $p<.001$ ); “I chose something that looked expensive and sophisticated” (F=12.39,  $p<.001$ ); “I chose cuisines that I hope to one day make myself” (F=1.05,  $p<.001$ ); “My choices were based on the accessibility of food vendors and restaurants from where I was staying”

( $F=1.80, p<.001$ ); “I chose places based on my ability to make food choices”

( $F=13.35, p<.001$ ); and “I chose places as voted by my travel group (e.g.

family/friends)” ( $F=90.17, p<.001$ ).

**Table 4-15 Differences between Asian and Western Tourists in Food Choice**

Variables		N	Mean	SD	F	<i>p</i>
I chose food similar to what I eat at home	Asian	425	2.46	0.76	13.94	0.00***
	Western	208	1.96	0.76		
I chose food based on visual appearance	Asian	425	2.96	0.61	10.35	0.02
	Western	208	2.83	0.68		
When I had the chance, I chose street food rather than restaurants	Asian	425	2.79	0.75	9.33	0.00***
	Western	208	2.42	0.85		
I chose food that was prepared with local ingredients and/or techniques	Asian	425	3.10	0.67	2.68	0.02
	Western	208	2.97	0.67		
Low-priced food is important	Asian	425	2.91	0.74	12.29	0.00***
	Western	208	2.42	0.82		
I looked for places that were busy and frequented by locals	Asian	425	3.07	0.76	3.34	0.16
	Western	208	2.98	0.71		
I chose something that looked expensive and sophisticated	Asian	425	2.38	0.84	12.39	0.00***
	Western	208	2.08	0.78		
The chance to experience a new food that reflected local culture was a motivation in choosing food	Asian	425	3.15	0.63	8.66	0.42
	Western	208	3.11	0.79		
I chose cuisines that I hope to one day make myself	Asian	425	2.58	0.82	1.05	0.00***
	Western	208	2.27	0.82		
My choices were based on the accessibility of food vendors and restaurants from where I was staying	Asian	425	3.02	0.73	1.80	0.00***
	Western	208	2.77	0.69		
I chose places based on my ability to make food choices	Asian	425	3.05	0.72	13.35	0.00***
	Western	208	2.77	0.84		
I chose placed as voted by travel group (e.g. family/friends)	Asian	425	3.04	0.66	90.17	0.00***
	Western	208	2.32	0.94		

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

#### **4.7 Outcomes of Tourist Experience**

Question 1-5: What are the differences between Asian and Western tourists when it comes to their outcomes of their experience?

A paired-sample t-test analysis was used to assess the potential difference between Asian and Western tourists with regard to their reflection during the trip (Table 4-16). The results showed that the two groups were significantly different from each other when it came to the sharing of experiences with friends and family through photos ( $F=18.24, p<.001$ ) and online communications ( $F=41.60, p<.001$ ); the purchasing of local ingredients ( $F=8.90, p<.001$ ) or cookbooks ( $F=10.30, p<.001$ ); and engaging in additional research on food ( $F=23.82, p<.001$ ). More specifically, Asian tourists were more likely to use photos and online communication (e.g. forums, blogs, and social media) to share their travel experience than Western tourists were. They were also more likely than Westerners to make changes to the food they ate at, by purchasing local ingredients or cookbook

**Table 4-16 Differences between Asian and Western Tourists in Outcomes of Experience**

Variables		N	Mean	SD	F	<i>p</i>
Share experiences with family/friends through conversation	Asian	425	3.41	0.64	0.55	0.99
	Western	208	3.41	0.65		
Share experiences with family/friends through photos	Asian	425	3.43	0.63	18.24	0.00***
	Western	208	3.14	0.89		
Share experiences with family/friends online	Asian	425	3.29	0.77	41.60	0.00***
	Western	208	2.82	1.06		
I plan to adapt some techniques and flavours into my own recipes	Asian	425	2.60	0.74	5.84	0.04
	Western	208	2.46	0.84		
If I have other future trips to Taiwan, I plan to use my trip experiences to guide me	Asian	425	3.22	0.68	2.51	0.68
	Western	208	3.19	0.77		
I have or planned to purchase local ingredients or foods to take home	Asian	425	3.12	0.79	8.90	0.00***
	Western	208	2.29	0.89		
I have or planned to purchase recipes or cookbooks as souvenirs	Asian	425	2.76	0.89	10.30	0.00***
	Western	208	2.13	0.84		
I would like to do some additional research on the foods I ate	Asian	425	2.78	0.72	23.82	0.00***
	Western	208	2.46	0.88		
I would like to learn more about their origin or cultural significance	Asian	425	2.87	0.69	19.55	0.02
	Western	208	2.72	0.83		
I would like to visit restaurants serving Taiwanese cuisine when I return home	Asian	425	2.99	0.76	5.03	0.26
	Western	208	2.91	0.81		
My choice to return to Taiwan will be influenced by my food experience	Asian	425	2.87	0.53	144.91	0.00***
	Western	208	2.50	0.89		

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)



## 4.8 Gender, Age, Level of Education and Phases of Tourism Experience

### 4.8.1 Gender

Question 2-1: What are the gender differences between Asian and Western tourists when it comes to tourism expectations before coming to Taiwan?

In nine items relating to tourism expectations before coming to Taiwan, there was no statistically significant difference between Asian male tourists and Asian female tourists (Table 4-17). Likewise, as illustrated in Table 4-18, there was no difference in tourism expectations between Western male tourists and Western female tourists.

**Table 4-17 Expectation by Gender in Asian Tourists**

Variables	Gender	Mean	t value	Sig.
No special planning. I just planned to eat when I got hungry	Male	2.74	0.16	0.91
	Female	2.73		
I decided on places I wanted to go, then focused on certain foods to enhance that specific experience	Male	3.09	-0.79	0.22
	Female	3.14		
I decided on places to visit based on the foods I wanted to experience	Male	2.84	-1.19	0.60
	Female	2.92		
I planned to make choices based on the needs of my travel group	Male	2.94	0.09	0.47
	Female	2.94		
I decided to dine at locations that would allow me to meet local people	Male	2.84	1.86	1.00
	Female	2.70		
I planned food choices to experience local culture	Male	3.24	0.80	0.09
	Female	3.19		
I planned to eat at locations close to where I was staying	Male	2.77	-0.94	0.72
	Female	2.84		
I planned to eat only foods that fit a healthier lifestyle	Male	3.13	0.02	0.26
	Female	3.12		
I planned to dine at locations that offer clean facilities	Male	2.90	0.41	0.52
	Female	2.87		

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

**Table 4-18 Expectation by Gender in Western Tourists**

Variables	Gender	Mean	t value	Sig.
No special planning. I just planned to eat when I got hungry	Male	2.96	-0.59	0.99
	Female	3.04		
I decided on places I wanted to go, then focused on certain foods to enhance that specific experience	Male	2.67	-0.81	0.76
	Female	2.78		
I decided on places to visit based on the foods I wanted to experience	Male	2.54	1.58	0.47
	Female	2.33		
I planned to make choices based on the needs of my travel group	Male	2.48	-0.86	0.83
	Female	2.61		
I decided to dine at locations that would allow me to meet local people	Male	2.70	-1.09	0.86
	Female	2.85		
I planned food choices to experience local culture	Male	3.10	-0.25	0.79
	Female	3.13		
I planned to eat at locations close to where I was staying	Male	2.88	0.10	0.52
	Female	2.87		
I planned to eat only foods that fit a healthier lifestyle	Male	2.39	-2.62	0.09
	Female	2.76		
I planned to dine at locations that offer clean facilities	Male	2.86	-2.56	0.26
	Female	3.19		

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

Question 2-2: What are the gender differences between Asian and Western tourists with respect to food choice during the trip?

Among nine items regarding food choices, as seen in Table 4-19, there was a statistically significant difference between Asian male and Asian female tourists when it came to good value for money ( $t=1.78, p<.01$ ). Specifically, Asian males were more likely to choose food that offered good value for money than were Asian females. Among Western tourists, two significant differences existed between male and female tourists, namely their attitudes toward food freshness ( $t=-2.68, p<.01$ ) and unfamiliar or intriguing dishes ( $t=-0.56, p<.01$ ) (Table 4-20). In particular, Western female tourists were more attracted by the freshness of food than were

Western male tourists, and they were also more likely than their male counterparts to choose unfamiliar or intriguing dishes (Table 4-20).

**Table 4-19 Food Choice by Gender in Asian Tourists**

Variables	Gender	Mean	t value	Sig.
Food Safety	Male	3.54	2.06	0.41
	Female	3.43		
Freshness	Male	3.51	1.40	0.49
	Female	3.43		
Décor and Atmosphere of an Establishment	Male	3.18	0.22	0.25
	Female	3.16		
Good Value for Money	Male	3.20	1.78	0.01**
	Female	3.14		
Perceived Quality	Male	3.29	1.78	0.32
	Female	3.22		
Perceived Taste	Male	3.33	0.21	0.58
	Female	3.32		
Locally-Sourced Ingredients	Male	3.09	0.70	0.74
	Female	3.04		
Representative of Taiwanese Cuisine	Male	3.35	-0.25	0.20
	Female	3.37		
Intriguing or Unfamiliar Dishes	Male	3.09	1.77	0.33
	Female	3.22		

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

**Table 4-20 Food Choice by Gender in Western Tourists**

Variables	Gender	Mean	t value	Sig.
Food Safety	Male	3.19	-3.40	0.39
	Female	3.57		
Freshness	Male	3.43	-2.68	0.01**
	Female	3.69		
Décor and Atmosphere of an Establishment	Male	2.90	-1.45	0.35
	Female	3.07		
Good Value for Money	Male	3.07	-1.36	0.99
	Female	3.21		
Perceived Quality	Male	3.21	-0.99	0.10
	Female	3.31		
Perceived Taste	Male	3.33	-0.97	0.22
	Female	3.43		
Locally-Sourced Ingredients	Male	2.86	-0.91	0.14
	Female	2.98		
Representative of Taiwanese Cuisine	Male	3.16	0.36	0.69
	Female	3.11		
Intriguing or Unfamiliar Dishes	Male	2.87	-0.56	0.02*
	Female	2.94		

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

Question 2-3: What are the gender differences between Asian and Western tourists when it comes to food decisions before leaving Taiwan?

Among 12 items regarding food decisions, there was a statistically significant difference between Asian male and Asian female tourists when it came to eating food similar to what can be found at home ( $t=1.64, p<.05$ ) and the ability to make food choices ( $t=1.12, p<.05$ ) (Table 4-21). Specifically, Asian males were significantly more likely than Asian females to choose food that was similar to what they ate at home; and in the decision-making process, Asian male tourists were significantly more concerned about who made food-related decisions than were Asian female tourists. Among Westerners in the

sample, the study found a significant difference between male and female tourists' attitudes to the visual appearance of foods and venues ( $t=-2.80, p<.05$ ) and their own perceived ability to replicate a dish ( $t=-1.18, p<.01$ ). In particular, Western female tourists were significantly more attracted by the visual appearance of foods and venues than were Western male tourists. When choosing food during the trip, Western females were more likely to know about the cooking techniques employed than Western male tourists were (Table 4-22).

**Table 4-21 Food Decision by Gender in Asian Tourists**

Variables	Gender	Mean	t value	Sig.
I chose food similar to what I eat at home	Male	2.52	1.64	0.04*
	Female	2.40		
I chose food based on visual appearance	Male	2.93	-0.69	0.08
	Female	2.98		
When I had the chance, I chose street food rather than restaurants	Male	2.74	-1.35	0.62
	Female	2.84		
I chose food that was prepared with local ingredients and/or techniques	Male	3.07	-1.08	0.23
	Female	3.14		
Low-priced food is important	Male	2.89	-0.54	0.62
	Female	2.93		
I looked for places that were busy and frequented by locals	Male	3.03	-1.18	0.62
	Female	3.11		
I chose something that looked expensive and sophisticated	Male	2.33	-1.29	0.88
	Female	2.43		
The chance to experience a new food that reflected local culture was a motivation in choosing food	Male	3.15	-0.01	0.43
	Female	3.15		
I chose cuisines that I hope to one day make myself	Male	2.58	-0.09	0.41
	Female	2.58		
My choices were based on the accessibility of food vendors and restaurants from where I was staying	Male	3.00	-0.47	0.73
	Female	3.03		
I chose places based on my ability to make food choices	Male	3.09	1.12	0.03*
	Female	3.01		
I chose food similar to what I eat at home.	Male	2.99	-1.72	0.40
	Female	3.10		

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

**Table 4-22 Food Decision by Gender in Western Tourists**

Variables	Gender	Mean	t value	Sig.
I chose food similar to what I eat at home	Male	1.89	-2.67	0.85
	Female	2.20		
I chose food based on visual appearance	Male	2.76	-2.80	0.02*
	Female	3.06		
When I had the chance, I chose street food rather than restaurants	Male	2.41	-0.02	0.52
	Female	2.41		
I chose food that was prepared with local ingredients and/or techniques	Male	2.96	-0.37	0.66
	Female	3.00		
Low-priced food is important	Male	2.38	-0.90	0.19
	Female	2.50		
I looked for places that were busy and frequented by locals	Male	2.95	-0.96	0.10
	Female	3.06		
I chose something that looked expensive and sophisticated	Male	2.03	-1.91	0.42
	Female	2.26		
The chance to experience a new food that reflected local culture was a motivation in choosing food	Male	3.09	-0.60	0.33
	Female	3.17		
I chose cuisines that I hope to one day make myself	Male	2.24	-1.18	0.01**
	Female	2.39		
My choices were based on the accessibility of food vendors and restaurants from where I was staying	Male	2.75	-0.41	0.67
	Female	2.80		
I chose places based on my ability to make food choices	Male	2.70	-2.26	0.05
	Female	3.00		

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

#### 4.8.2 Age

Question 3-1: What are the age-related differences between Asian and Western tourists with regard to their tourism expectations before coming to Taiwan?

A one-way ANOVA was used to test for tourism-expectation differences among four age groups: 18-29, 30-39, 40-49 and 50-65. As illustrated in Table 4-23, among Asian tourists, there were three statistically significant differences between age groups. These were their attitudes toward “looking for food experience” ( $F(3,421)=4.74, p=0.00$ ), “healthier eating style” ( $F(3,420)=3.59, p=0.01$ ) and “clean dining environment” ( $F(3,421)=7.34, p=0.00$ ). Meanwhile, among Western tourists, there was a statistically significant difference between age groups with regard to the lack of special planning of food experiences ( $F(3,204)=5.61, p=0.00$ ) (Table 4-24).

A Scheffe post-hoc comparison of the four age groups revealed that Asian tourists who are aged 18-29 ( $M=2.99, SD=0.74$ ) were significantly more likely to seek out places that offer novel culinary experiences than those aged 40-49 ( $M=2.63, SD=0.81$ ). Asian tourists aged 40-49 ( $M=3.08, SD=0.79$ ) were significantly more concerned about dining environment than those aged 18-29 ( $M=2.71, SD=0.80$ ). Among Westerners, tourists aged 18-29 ( $M=3.22, SD=0.74$ ) and 30-39 ( $M=3.05, SD=0.78$ ) were significantly more likely to engage in unplanned culinary experiences than those aged 50-65 ( $M=2.56, SD=0.84$ ). All other comparisons were not significant.

**Table 4-23 Expectation by Age in Asian Tourists**

Variables	Age	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
No special planning. I just planned to eat when I got hungry	18-29(1)	2.78	0.84	2.31	---
	30-39(2)	2.81			
	40-49(3)	2.51			
	50-65(4)	2.61			
I decided on places I wanted to go, then focused on certain foods to enhance that specific experience	18-29(1)	3.12	0.49	0.39	---
	30-39(2)	3.14			
	40-49(3)	3.03			
	50-65(4)	3.11			
I decided on places to visit based on the foods I wanted to experience	18-29(1)	2.99	0.07	4.74***	(1)>(3)
	30-39(2)	2.88			
	40-49(3)	2.63			
	50-65(4)	2.69			
I planned to make choices based on the needs of my travel group	18-29(1)	2.98	0.45	0.88	---
	30-39(2)	2.93			
	40-49(3)	2.81			
	50-65(4)	2.97			
I decided to dine at locations that would allow me to meet local people	18-29(1)	2.72	0.16	0.93	---
	30-39(2)	2.86			
	40-49(3)	2.79			
	50-65(4)	2.69			
I planned food choices to experience local culture	18-29(1)	3.21	0.13	1.09	---
	30-39(2)	3.27			
	40-49(3)	3.18			
	50-65(4)	3.06			
I planned to eat at locations close to where I was staying	18-29(1)	2.84	0.55	2.07	---
	30-39(2)	2.74			
	40-49(3)	2.71			
	50-65(4)	3.06			
I planned to eat only foods that fit a healthier lifestyle	18-29(1)	3.14	0.66	3.59**	---
	30-39(2)	2.96			
	40-49(3)	3.29			
	50-65(4)	3.37			
I planned to dine at locations that offer clean facilities	18-29(1)	2.71	0.61	7.34***	(3)>(1)
	30-39(2)	2.93			
	40-49(3)	3.08			
	50-65(4)	3.28			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)



**Table 4-24 Expectation by Age in Western Tourists**

Variables	Age	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
No special planning. I just planned to eat when I got hungry	18-29(1)	3.22	0.35	5.61***	(1),(2)>(4)
	30-39(2)	3.05			
	40-49(3)	2.92			
	50-65(4)	2.56			
I decided on places I wanted to go, then focused on certain foods to enhance that specific experience	18-29(1)	2.66	0.19	0.17	---
	30-39(2)	2.65			
	40-49(3)	2.74			
	50-65(4)	2.75			
I decided on places to visit based on the foods I wanted to experience	18-29(1)	2.52	0.64	0.24	---
	30-39(2)	2.53			
	40-49(3)	2.48			
	50-65(4)	2.39			
I planned to make choices based on the needs of my travel group	18-29(1)	2.63	0.20	2.19	---
	30-39(2)	2.29			
	40-49(3)	2.47			
	50-65(4)	2.75			
I decided to dine at locations that would allow me to meet local people	18-29(1)	2.73	0.83	0.62	---
	30-39(2)	2.73			
	40-49(3)	2.87			
	50-65(4)	2.61			
I planned food choices to experience local culture	18-29(1)	3.23	0.23	1.01	---
	30-39(2)	3.04			
	40-49(3)	3.13			
	50-65(4)	2.97			
I planned to eat at locations close to where I was staying	18-29(1)	3.08	0.80	2.03	---
	30-39(2)	2.76			
	40-49(3)	2.85			
	50-65(4)	2.78			
I planned to eat only foods that fit a healthier lifestyle	18-29(1)	2.45	0.91	0.26	---
	30-39(2)	2.47			
	40-49(3)	2.58			
	50-65(4)	2.44			
I planned to dine at locations that offer clean facilities	18-29(1)	2.88	0.25	1.28	---
	30-39(2)	2.89			
	40-49(3)	3.13			
	50-65(4)	2.86			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

Question 3-2: What are the age-related differences between Asian and Western tourists with respect to food choice during the trip?

As shown in Tables 4-25 and 4-26, there were statistically significant differences among the four age groups when it came to food decision-making: with regard to locally sourced ingredients ( $F(3,421)=4.38$ ,  $p=0.00$ ) in the case of Asian tourists, and with regard to value for money ( $F(3,204)=5.30$ ,  $p=0.00$ ) in the case of Western tourists.

According to Scheffe post-hoc comparison of the four age groups, Asian tourists aged 50-65 ( $M=3.33$ ,  $SD=0.80$ ) were significantly more likely to report looking for locally sourced ingredients than those aged 18-29 ( $M=2.94$ ,  $SD=0.71$ ). When it came to value for money, Western tourists aged 18-29 ( $M=3.08$ ,  $SD=0.57$ ) were significantly more concerned about this issue than those aged 30-39 ( $M=2.91$ ,  $SD=0.70$ ). All other comparisons were not significant.

**Table 4-25 Food Choice by Age in Asian Tourists**

Variables	Age	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/ KruskalW allis
Food Safety	18-29(1)	3.46	0.21	0.82	---
	30-39(2)	3.52			
	40-49(3)	3.54			
	50-65(4)	3.39			
Freshness	18-29(1)	3.47	0.23	0.35	---
	30-39(2)	3.49			
	40-49(3)	3.41			
	50-65(4)	3.53			
Décor and Atmosphere of an Establishment	18-29(1)	3.12	0.21	0.88	---
	30-39(2)	3.23			
	40-49(3)	3.14			
	50-65(4)	3.25			
Good Value for Money	18-29(1)	3.21	0.08	1.76	---
	30-39(2)	3.11			
	40-49(3)	3.15			

Variables	Age	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/ KruskalW allis
Perceived Quality	50-65(4)	3.17	0.40	2.57	---
	18-29(1)	3.30			
	30-39(2)	3.21			
	40-49(3)	3.18			
Perceived Taste	50-65(4)	3.31	0.85	0.78	---
	18-29(1)	3.36			
	30-39(2)	3.32			
	40-49(3)	3.32			
Locally-Sourced Ingredients	50-65(4)	3.19	0.35	4.38***	(4)>(1)
	18-29(1)	2.94			
	30-39(2)	3.17			
	40-49(3)	3.06			
Representative of Taiwanese Cuisine	50-65(4)	3.33	0.02	(2.66)	---
	18-29(1)	3.34			
	30-39(2)	3.31			
	40-49(3)	3.48			
Intriguing or Unfamiliar Dishes	50-65(4)	3.47	0.14	2.80*	---
	18-29(1)	3.21			
	30-39(2)	3.11			
	40-49(3)	2.95			
	50-65(4)	3.33			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

**Table 4-26 Food Choice by Age in Western Tourists**

Variables	Age	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
Food Safety	18-29(1)	3.22	0.62	1.16	---
	30-39(2)	3.22			
	40-49(3)	3.32			
	50-65(4)	3.47			
Freshness	18-29(1)	3.44	0.04	(4.51)	---
	30-39(2)	3.45			
	40-49(3)	3.47			
	50-65(4)	3.69			
Décor and Atmosphere of an Establishment	18-29(1)	2.91	0.12	0.19	---
	30-39(2)	2.95			
	40-49(3)	3.00			
	50-65(4)	2.89			
Good Value for Money	18-29(1)	3.36	0.37	5.30***	(1)>(2)
	30-39(2)	2.91			
	40-49(3)	3.08			
	50-65(4)	2.99			
Perceived Quality	18-29(1)	3.23	0.65	0.56	---
	30-39(2)	3.15			
	40-49(3)	3.29			
	50-65(4)	3.28			
Perceived Taste	18-29(1)	3.41	0.80	0.77	---
	30-39(2)	3.25			
	40-49(3)	3.34			
	50-65(4)	3.42			
Locally-Sourced Ingredients	18-29(1)	2.94	0.28	2.51	---
	30-39(2)	2.67			
	40-49(3)	2.91			
	50-65(4)	3.14			
Representative of Taiwanese Cuisine	18-29(1)	3.16	0.64	0.43	---
	30-39(2)	3.05			
	40-49(3)	3.23			
	50-65(4)	3.17			
Intriguing or Unfamiliar Dishes	18-29(1)	2.94	0.83	0.93	---
	30-39(2)	2.73			
	40-49(3)	2.94			
	50-65(4)	2.97			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

Question 3-3: What are the age-related differences between Asian and Western tourists when it comes to food decisions before leaving Taiwan?

As indicated in Tables 4-27 and 4-28, there were four statistically significant differences among the four age groups, three of which were found among the Asians in the sample. In the case of the Asian tourists, significant age-related differences were found with regard to: choosing street food over restaurants ( $F(4,420)=4.78, p=0.00$ ); selecting places to eat that were frequented by locals ( $F(3,421)=5.29, p=0.00$ ); and choosing food that they could make themselves one day ( $F(3,420)=3.01, p=0.03$ ). In the case of Western tourists, significant age-related differences in food decision-making were limited to the importance assigned to low-priced food ( $F(3,202)=16.84, p=0.00$ ).

A Scheffé post-hoc comparison of the four age groups revealed that Asian tourists aged 18-29 ( $M=2.87, SD=0.73$ ) and 30-39 ( $M=2.84, SD=0.75$ ) reported significantly higher preferences for eating street food than those aged 50-65 ( $M=2.44, SD=0.65$ ). When it came to choosing places to eat based on the flow of local people, Asian respondents aged 40-49 ( $M=2.75, SD=0.82$ ) gave significantly lower preference ratings than those aged 18-29 ( $M=3.18, SD=0.70$ ). Among Westerners, tourists aged 18-29 ( $M=2.95, SD=0.70$ ) were significantly more likely to report that low-priced food was important than those aged 30-39 ( $M=2.17, SD=0.80$ ), 40-49 ( $M=2.28, SD=0.77$ ), or 50-65 ( $M=2.06, SD=0.64$ ). All other comparisons were not significant.

**Table 4-27 Food Decisions by Age in Asian Tourists**

Variables	Age	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
I chose food similar to what I eat at home	18-29(1)	2.43	0.91	0.67	---
	30-39(2)	2.45			
	40-49(3)	2.59			
	50-65(4)	2.47			
I chose food based on visual appearance	18-29(1)	2.96	0.60	0.38	---
	30-39(2)	2.94			
	40-49(3)	3.02			
	50-65(4)	2.89			
When I had the chance, I chose street food rather than restaurants	18-29(1)	2.87	0.44	4.78***	(1), (2)>(4)
	30-39(2)	2.84			
	40-49(3)	2.62			
	50-65(4)	2.44			
I chose food that was prepared with local ingredients and/or techniques	18-29(1)	3.09	0.81	0.58	---
	30-39(2)	3.15			
	40-49(3)	3.03			
	50-65(4)	3.17			
Low-priced food is important	18-29(1)	2.93	0.23	2.06	---
	30-39(2)	2.97			
	40-49(3)	2.70			
	50-65(4)	2.91			
I looked for places that were busy and frequented by locals	18-29(1)	3.18	0.15	5.29***	(1)>(3)
	30-39(2)	3.06			
	40-49(3)	2.75			
	50-65(4)	3.08			
I chose something that looked expensive and sophisticated	18-29(1)	2.40	0.04	(2.35)	---
	30-39(2)	2.42			
	40-49(3)	2.26			
	50-65(4)	2.28			
The chance to experience a new food that reflected local culture was a motivation in choosing food	18-29(1)	3.16	0.59	2.42	---
	30-39(2)	3.24			
	40-49(3)	3.08			
	50-65(4)	2.94			
I chose cuisines that I hope to one day make myself	18-29(1)	2.47	0.50	3.01*	---
	30-39(2)	2.59			
	40-49(3)	2.79			
	50-65(4)	2.74			
My choices were based on the accessibility of food vendors and restaurants from where I was staying	18-29(1)	2.92	0.04	(9.00)	---
	30-39(2)	3.13			
	40-49(3)	3.00			
	50-65(4)	3.14			
I chose places based on my ability to make food choices	18-29(1)	3.10	0.94	0.80	---
	30-39(2)	3.05			
	40-49(3)	2.94			
	50-65(4)	3.03			
I chose food similar to what I eat at home.	18-29(1)	3.03	0.51	0.95	---
	30-39(2)	3.05			
	40-49(3)	2.97			
	50-65(4)	3.19			

**Table 4-28 Food Decisions by Age in Western Tourists**

Variables	Age	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
I chose food similar to what I eat at home	18-29(1)	2.02	0.31	0.40	---
	30-39(2)	1.91			
	40-49(3)	2.02			
	50-65(4)	1.89			
I chose food based on visual appearance	18-29(1)	2.83	0.09	0.51	---
	30-39(2)	2.83			
	40-49(3)	2.91			
	50-65(4)	2.72			
When I had the chance, I chose street food rather than restaurants	18-29(1)	2.55	0.07	1.25	---
	30-39(2)	2.44			
	40-49(3)	2.25			
	50-65(4)	2.39			
I chose food that was prepared with local ingredients and/or techniques	18-29(1)	2.86	0.26	0.98	---
	30-39(2)	3.04			
	40-49(3)	2.98			
	50-65(4)	3.06			
Low-priced food is important	18-29(1)	2.95	0.19	16.84* **	(1)>(2),(3), (4)
	30-39(2)	2.17			
	40-49(3)	2.28			
	50-65(4)	2.06			
I looked for places that were busy and frequented by locals	18-29(1)	3.02	0.79	0.27	---
	30-39(2)	3.00			
	40-49(3)	2.96			
	50-65(4)	2.89			
I chose something that looked expensive and sophisticated	18-29(1)	1.98	0.44	2.20	---
	30-39(2)	2.15			
	40-49(3)	2.26			
	50-65(4)	1.89			
The chance to experience a new food that reflected local culture was a motivation in choosing food	18-29(1)	3.20	0.64	1.09	---
	30-39(2)	3.02			
	40-49(3)	3.19			
	50-65(4)	2.97			
I chose cuisines that I hope to one day make myself	18-29(1)	2.44	0.67	1.62	---
	30-39(2)	2.13			
	40-49(3)	2.21			
	50-65(4)	2.33			
My choices were based on the accessibility of food vendors and restaurants from where I was staying	18-29(1)	2.81	0.00	(4.45)	---
	30-39(2)	2.64			
	40-49(3)	2.89			
	50-65(4)	2.69			
I chose places based on my ability to make food choices	18-29(1)	2.88	0.30	0.55	---
	30-39(2)	2.69			
	40-49(3)	2.77			
	50-65(4)	2.72			
I chose food similar to what I eat at home.	18-29(1)	2.42	0.01	(1.55)	---
	30-39(2)	2.26			
	40-49(3)	2.25			
	50-65(4)	2.36			

### 4.8.3 Level of Education

Question 4-1: What are the education-level differences between Asian and Western tourists with regard to their tourism expectations before coming to Taiwan?

A one-way between subjects ANOVA was conducted to compare phases of tourism experience with level of education: high school, trade school, college/university, and postgraduate. Table 4-29 shows that for Asian tourists, there were two statistically significant differences among these four education-level groups: planning to eat close to where they stay ( $F(3,420)=3.95$ ,  $p=0.01$ ) and dining in a clean environment ( $F(3,42)=0.90$ ,  $p=0.00$ ). However, there was no statistically significant difference among differently educated groups of Western tourists (Table 4-30). Scheffe post-hoc comparison of the four education-level groups revealed that Asian tourists who had been to trade school ( $M=3.17$ ,  $SD=0.73$ ) gave significantly higher ratings on location than those who had been to high school ( $M=2.71$ ,  $SD=0.75$ ) or who had college/university degrees ( $M=2.80$ ,  $SD=0.75$ ). All other comparisons were not significant.



**Table 4-29 Expectations by Level of Education in Asian Tourists**

Variables	Level of Education	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
No special planning. I just planned to eat when I got hungry	High School(1)	2.76	0.14	0.29	---
	Trade School(2)	2.83			
	College,				
	University(3)	2.72			
	Postgraduate(4)	2.64			
I decided on places I wanted to go, then focused on certain foods to enhance that specific experience	High School(1)	3.04	0.20	0.89	---
	Trade School(2)	3.02			
	College,				
	University(3)	3.15			
	Postgraduate(4)	3.07			
I decided on places to visit based on the foods I wanted to experience	High School(1)	2.89	0.73	0.42	---
	Trade School(2)	2.76			
	College,				
	University(3)	2.90			
	Postgraduate(4)	2.93			
I planned to make choices based on the needs of my travel group	High School(1)	3.02	0.67	0.41	---
	Trade School(2)	2.93			
	College,				
	University(3)	2.92			
	Postgraduate(4)	2.93			
I decided to dine at locations that would allow me to meet local people	High School(1)	2.67	0.57	1.17	---
	Trade School(2)	2.83			
	College,				
	University(3)	2.78			
	Postgraduate(4)	3.07			
I planned food choices to experience local culture	High School(1)	3.21	0.11	0.58	---
	Trade School(2)	3.26			
	College,				
	University(3)	3.21			
	Postgraduate(4)	3.00			
I planned to eat at locations close to where I was staying	High School(1)	2.71	0.81	3.95**	(2)>(1), (3)
	Trade School(2)	3.17			
	College,				
	University(3)	2.80			
	Postgraduate(4)	2.64			
I planned to eat only foods that fit a healthier lifestyle	High School(1)	3.19	0.60	5.27	---
	Trade School(2)	3.33			
	College,				
	University(3)	3.11			
	Postgraduate(4)	2.36			
I planned to dine at locations that offer clean facilities	High School(1)	2.84	0.29	0.90** *	---
	Trade School(2)	3.07			
	College,				
	University(3)	2.87			
	Postgraduate(4)	2.79			

**Table 4-30 Expectations by Level of Education in Western Tourists**

Variables	Level of Education	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
No special planning. I just planned to eat when I got hungry	High School(1)	3.17	0.86	0.42	---
	Trade School(2)	3.00			
	College,				
	University(3)	2.99			
	Postgraduate(4)	2.92			
I decided on places I wanted to go, then focused on certain foods to enhance that specific experience	High School(1)	2.83	0.45	0.42	---
	Trade School(2)	2.88			
	College,				
	University(3)	2.72			
	Postgraduate(4)	2.57			
I decided on places to visit based on the foods I wanted to experience	High School(1)	2.61	0.37	0.32	---
	Trade School(2)	2.63			
	College,				
	University(3)	2.49			
	Postgraduate(4)	2.43			
I planned to make choices based on the needs of my travel group	High School(1)	2.78	0.05	(11.75*)	---
	Trade School(2)	3.00			
	College,				
	University(3)	2.61			
	Postgraduate(4)	2.22			
I decided to dine at locations that would allow me to meet local people	High School(1)	3.06	0.61	1.97	---
	Trade School(2)	3.25			
	College,				
	University(3)	2.72			
	Postgraduate(4)	2.63			
I planned food choices to experience local culture	High School(1)	3.44	0.67	1.20	---
	Trade School(2)	3.00			
	College,				
	University(3)	3.10			
	Postgraduate(4)	3.05			
I planned to eat at locations close to where I was staying	High School(1)	2.83	0.34	0.66	---
	Trade School(2)	3.13			
	College,				
	University(3)	2.92			
	Postgraduate(4)	2.79			
I planned to eat only foods that fit a healthier lifestyle	High School(1)	2.50	0.08	0.08	---
	Trade School(2)	2.63			
	College,				
	University(3)	2.50			
	Postgraduate(4)	2.46			
I planned to dine at locations that offer clean facilities	High School(1)	3.22	0.93	2.27	---
	Trade School(2)	3.50			
	College,				
	University(3)	2.91			
	Postgraduate(4)	2.86			

Question 4-2: What are the education-level differences between Asian and Western tourists with respect to food choice during the trip?

As illustrated in Table 4-31, there was no statistically significant difference between education-level groups of Asian tourists in this area. However, with Western tourists (Table 4-32) there were two statistically significant differences among the four education-level groups: on choosing food based on good value for money ( $F(3,204)=2.71$ ,  $p=0.04$ ) and trying intriguing or unfamiliar dishes ( $F(3,204)=2.71$ ,  $p=0.04$ ). According to Scheffe post-hoc comparison of the four education-level groups of Western tourists, all other comparisons were not significant.

**Table 4-31 Food Choice Level of Education in Asian tourists**

Variables	Level of Education	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
Food Safety	High School(1)	3.42	0.26	0.45	---
	Trade School(2)	3.50			
	College,				
	University(3)	3.50			
Freshness	Postgraduate(4)	3.50	0.24	0.41	---
	High School(1)	3.46			
	Trade School(2)	3.48			
	College,				
Décor and Atmosphere of an Establishment	University(3)	3.47	0.96	0.77	---
	Postgraduate(4)	3.64			
	High School(1)	3.09			
	Trade School(2)	3.27			
Good Value for Money	College,		0.00	(30.17*)	---
	University(3)	3.19			
	Postgraduate(4)	2.64			
	High School(1)	3.24			
Perceived Quality	Trade School(2)	3.23	0.02	(16.94*)	---
	College,				
	University(3)	3.27			

Variables	Level of Education	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
Perceived Taste	Postgraduate(4)	3.07	0.57	0.81	---
	High School(1)	3.33			
	Trade School(2)	3.24			
	College, University(3)	3.35			
Locally-Sourced Ingredients	Postgraduate(4)	3.14	0.31	1.29	---
	High School(1)	3.08			
	Trade School(2)	3.21			
	College, University(3)	3.03			
Representative of Taiwanese Cuisine	Postgraduate(4)	3.29	0.42	0.76	---
	High School(1)	3.44			
	Trade School(2)	3.33			
	College, University(3)	3.35			
Intriguing or Unfamiliar Dishes	Postgraduate(4)	3.21	0.81	1.27	---
	High School(1)	3.20			
	Trade School(2)	3.17			
	College, University(3)	3.15			
	Postgraduate(4)	2.79			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

**Table 4-32 Food Choice by Level of Education in Western Tourists**

Variables	Level of Education	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
Food Safety	High School(1)	3.39	0.39	0.78	---
	Trade School(2)	3.63			
	College,	3.28			
	University(3)	3.24			
Freshness	Postgraduate(4)	3.24	0.00	(4.58)	---
	High School(1)	3.61			
	Trade School(2)	3.88			
	College,	3.50			
Décor and Atmosphere of an Establishment	University(3)	3.41	0.65	0.40	---
	Postgraduate(4)	3.06			
	High School(1)	3.00			
	Trade School(2)	3.00			
Good Value for Money	College,	2.96	0.88	2.71*	---
	University(3)	2.86			
	Postgraduate(4)	3.33			
	High School(1)	3.27			
Perceived Quality	Trade School(2)	3.16	0.76	0.88	---
	College,	3.24			
	University(3)	3.41			
	Postgraduate(4)	3.16			
Perceived Taste	High School(1)	3.39	0.74	0.61	---
	Trade School(2)	3.50			
	College,	3.38			
	University(3)	3.27			
Locally-Sourced Ingredients	Postgraduate(4)	2.67	0.27	0.89	---
	High School(1)	3.13			
	Trade School(2)	3.13			
	College,	2.94			
Representative of Taiwanese Cuisine	University(3)	2.84	0.27	0.93	---
	Postgraduate(4)	3.28			
	High School(1)	2.75			
	Trade School(2)	3.18			
Intriguing or Unfamiliar Dishes	College,	3.11	0.49	2.71*	---
	University(3)	3.06			
	Trade School(2)	2.75			
	Postgraduate(4)	3.00			
		2.65			

Question 4-3: What are the education-level differences between Asian and Western tourists when it comes to food decisions before leaving Taiwan?

As seen in Table 4-33, there was a statistically significant difference among the four education-level groups of Asian tourists when it came to choosing places to eat that were crowded with locals ( $F(3,420)=2.74, p=0.04$ ). Among Western tourists, there was a statistically significant difference among the four education-level groups when it came to selecting food based on lower prices ( $F(3,202)=3.06, p=0.03$ ) (Table 4-34).

A Scheffee post-hoc comparison of the four groups revealed that Western tourists who had graduated high school ( $M=2.89, SD=0.96$ ) assigned significantly higher ratings to the importance of low-priced food than those who had postgraduate degrees ( $M=2.26, SD=0.72$ ). All other comparisons were not significant.

**Table 4-33 Food Decisions by Level of Education in Asian Tourists**

Variables	Level of Education	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
I chose food similar to what I eat at home	High School(1)	2.44	0.24	0.96	---
	Trade School(2)	2.52			
	College,	2.48			
	University(3)	2.14			
I chose food based on visual appearance	Postgraduate(4)	2.98	1.00	0.27	---
	High School(1)	3.02			
	Trade School(2)	2.94			
	College,	2.93			
When I had the chance, I chose street food rather than restaurants	University(3)	2.79	0.90	0.29	---
	Postgraduate(4)	2.69			
	High School(1)	2.80			
	Trade School(2)	2.86			
I chose food that was prepared with local ingredients and/or techniques	Postgraduate(4)	3.13	0.24	0.72	---
	High School(1)	3.07			
	Trade School(2)	3.11			
	College,	2.86			
Low-priced food is important	University(3)	2.96	0.49	2.21	---
	Postgraduate(4)	2.76			
	High School(1)	2.94			
	Trade School(2)	2.50			
I looked for places that were busy and frequented by locals	Postgraduate(4)	3.13	0.90	2.74*	---
	High School(1)	2.79			
	Trade School(2)	3.10			
	College,	2.86			
I chose something that looked expensive and sophisticated	University(3)	2.23	0.15	1.38	---
	Postgraduate(4)	2.48			
	High School(1)	2.40			
	Trade School(2)	2.57			
The chance to experience a new food that reflected local culture was a motivation in choosing food	Postgraduate(4)	3.17	0.35	0.02	---
	High School(1)	3.14			
	Trade School(2)	3.15			
	College,	3.14			
I chose cuisines that I hope to one day make myself	University(3)	2.71	0.09	2.09	---
	Postgraduate(4)	2.50			
	High School(1)	2.57			
	Trade School(2)	2.15			
My choices were based on the	High School(1)	3.01	0.06	1.33	---

Variables	Level of Education	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
accessibility of food vendors and restaurants from where I was staying	Trade School(2)	3.07	0.86	0.95	---
	College,	3.03			
	University(3)				
	Postgraduate(4)	2.64			
I chose places based on my ability to make food choices (read menus, interact with server)	High School(1)	3.16	0.16	2.43	---
	Trade School(2)	3.07			
	College,	3.01			
	University(3)				
I chose places as voted by travel groups (family/friends)	Postgraduate(4)	3.14	0.16	2.43	---
	High School(1)	3.05			
	Trade School(2)	3.19			
	College,	3.04			
	University(3)				
	Postgraduate(4)	2.64			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)



**Table 4-34 Food Decisions by Level of Education in Western Tourists**

Variables	Level of Education	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
I chose food similar to what I eat at home	High School(1)	2.11	0.54	2.33	---
	Trade School(2)	2.13			
	College,	2.04			
	University(3)	1.76			
I chose food based on visual appearance	High School(1)	2.89	0.10	0.81	---
	Trade School(2)	3.13			
	College,	2.78			
	University(3)	2.87			
When I had the chance, I chose street food rather than restaurants	High School(1)	2.33	0.05	(2.25)	---
	Trade School(2)	2.00			
	College,	2.45			
	University(3)	2.43			
I chose food that was prepared with local ingredients and/or techniques	High School(1)	3.06	0.07	0.32	---
	Trade School(2)	3.13			
	College,	2.94			
	University(3)	2.98			
Low-priced food is important	High School(1)	2.89	0.23	3.06*	(1)>(4)
	Trade School(2)	2.25			
	College,	2.45			
	University(3)	2.26			
I looked for places that were busy and frequented by locals	High School(1)	3.06	0.64	0.53	---
	Trade School(2)	3.13			
	College,	2.92			
	University(3)	3.03			
I chose something that looked expensive and sophisticated	High School(1)	1.83	0.25	0.91	---
	Trade School(2)	1.88			
	College,	2.12			
	University(3)	2.11			
The chance to experience a new food that reflected local culture was a motivation in choosing food	High School(1)	3.28	0.19	0.78	---
	Trade School(2)	2.88			
	College,	3.14			
	University(3)	3.03			
I chose cuisines that I hope to one day make myself	High School(1)	2.67	0.00	(12.27)	---
	Trade School(2)	2.38			
	College,	2.34			
	University(3)	2.03			
My choices were based on the	High School(1)	2.83	0.88	1.07	---

Variables	Level of Education	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
accessibility of food vendors and restaurants from where I was staying	Trade School(2)	2.88	0.48	1.76	---
	College,	2.82			
	University(3)				
	Postgraduate(4)	2.63			
I chose places based on my ability to make food choices (read menus, interact with server)	High School(1)	2.89	0.01	(8.30*)	---
	Trade School(2)	3.38			
	College,	2.76			
	University(3)	2.68			
I chose places as voted by travel groups (family/friends)	High School(1)	2.50	0.01	(8.30*)	---
	Trade School(2)	2.63			
	College,	2.42			
	University(3)	2.05			
	Postgraduate(4)	2.05			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

#### 4.9 Gender, Age, Level of Education and Outcomes of Experience

Question 5-1: What are the gender differences between Asian and Western tourists when it comes to their outcomes of experience?

As seen in Table 4-35, a significant difference existed between Asian male tourists and Asian female tourist ( $t=-1.22, p<.05$ ) when it came to sharing their food experience with friends and family through online communication. More specifically, Asian females were more likely to share their experiences by communicating through online forums, blogs, Facebook, or Twitter than were Asian male tourists. As Table 4-36 illustrates, no statistically significant difference existed between Western male tourists and Western female tourists in the category of food reflection when they returned home.

**Table 4-35 Outcomes of Experience by Gender in Asian Tourists**

Variables	Gender	Mean	t value	Sig.
Share experiences with family/friends through conversation	Male	3.45	1.40	0.08
	Female	3.37		
Share experiences with family/friends through photos	Male	3.46	0.76	0.36
	Female	3.41		
Share experiences with family/friends online	Male	3.24	-1.22	0.02*
	Female	3.33		
I plan to adapt some techniques and flavours into my own recipes	Male	2.56	-1.17	0.79
	Female	2.64		
If I have other future trips to Taiwan, I plan to use my trip experiences to guide me	Male	3.24	0.53	0.29
	Female	3.20		
I have or planned to purchase local ingredients or foods to take home	Male	3.06	-1.52	0.77
	Female	3.18		
I have or planned to purchase recipes or cookbooks as souvenirs	Male	2.72	-0.93	0.43
	Female	2.80		
I would like to do some additional research on the foods I ate	Male	2.70	-2.50	0.17
	Female	2.87		
I would like to learn more about their	Male	2.85	-0.71	0.42

Variables	Gender	Mean	t value	Sig.
origin or cultural significance	Female	2.89		
I would like to visit restaurants serving Taiwanese cuisine when I return home	Male	2.94	1.34	0.52
	Female	3.04		
My choice to return to Taiwan will be influenced by my food experiences	Male	2.90	1.23	0.13
	Female	2.84		

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

**Table 4-36 Outcomes of Experience by Gender in Western Tourists**

Variables	Gender	Mean	t value	Sig.
Share experiences with family/friends through conversation	Male	3.35	-2.16	0.77
	Female	3.57		
Share experiences with family/friends through photos	Male	3.09	-1.33	0.20
	Female	3.28		
Share experiences with family/friends online	Male	2.79	-0.70	0.97
	Female	2.91		
I plan to adapt some techniques and flavours into my own recipes	Male	2.39	-2.28	0.86
	Female	2.69		
If I have other future trips to Taiwan, I plan to use my trip experiences to guide me	Male	3.19	-0.15	0.33
	Female	3.21		
I have or planned to purchase local ingredients or foods to take home	Male	2.25	-1.08	0.85
	Female	2.41		
I have or planned to purchase recipes or cookbooks as souvenirs	Male	2.10	-0.80	0.86
	Female	2.20		
I would like to do some additional research on the foods I ate	Male	2.41	-1.64	0.78
	Female	2.64		
I would like to learn more about their origin or cultural significance	Male	2.70	-0.70	0.55
	Female	2.80		
I would like to visit restaurants serving Taiwanese cuisine when I return home	Male	2.92	0.25	0.99
	Female	2.89		
My choice to return to Taiwan will be influenced by my food experiences	Male	2.49	-0.40	0.48
	Female	2.54		

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

Question 5-2: What are the age-related differences between Asian and Western tourists when it comes to their outcomes of experience?

Among Asian tourists, as seen in Table 4-37, there was a statistically significant difference among the four age groups with respect to sharing travel experiences with family and friends through photos ( $F(3,419)=8.35, p=0.00$ ). Meanwhile, among Western tourists, there were two statistically significant differences among age groups: with regard to using online communications to share their travel experience ( $F(3,203)=4.15, p=0.01$ ) and adopting some cooking techniques experienced on the trip into their own recipes ( $F(3,204)=2.93, p=0.04$ ) (Table 4-38).

A Scheffe post-hoc comparison of the four age groups revealed that Asian tourists aged 18-29 ( $M=3.52, SD=0.593$ ) were significantly more likely to report using photos to share their travel experiences than those aged 40-49 ( $M=3.26, SD=0.63$ ) or those aged 50-65 ( $M=3.03, SD=0.71$ ). Among Western tourists, those aged 18-29 ( $M=3.16, SD=1.03$ ) were significantly more likely to report using online communications (e.g. forums, blogs, Facebook or Twitter) to share their travel experiences than those aged 50-65 ( $M=2.49, SD=1.01$ ). Western tourists aged 18-29 ( $M=2.70, SD=0.83$ ) were also significantly more likely to report wanting to adopt cookery techniques or flavours from Taiwan into their own recipes than were those aged 40-49 ( $M=2.26, SD=0.88$ ). All other comparisons were not significant.

**Table 4-37 Outcomes of Experience by Age in Asian Tourists**

Variables	Age	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
Share experiences with family/friends through conversation	18-29(1)	3.42	0.06	1.18	---
	30-39(2)	3.47			
	40-49(3)	3.34			
	50-65(4)	3.28			
Share experiences with family/friends through photos	18-29(1)	3.52	0.19	8.35***	(1)>(3),(4)
	30-39(2)	3.49			
	40-49(3)	3.26			
	50-65(4)	3.03			
Share experiences with family/friends online	18-29(1)	3.51	0.00	(43.42***)	---
	30-39(2)	3.29			
	40-49(3)	2.89			
	50-65(4)	2.74			
I plan to adapt some techniques and flavours into my own recipes	18-29(1)	2.53	0.26	2.04	---
	30-39(2)	2.72			
	40-49(3)	2.54			
	50-65(4)	2.67			
If I have other future trips to Taiwan, I plan to use my trip experiences to guide me	18-29(1)	3.21	0.06	0.23	---
	30-39(2)	3.20			
	40-49(3)	3.22			
	50-65(4)	3.31			
I have or planned to purchase local ingredients or foods to take home	18-29(1)	3.16	0.79	1.21	---
	30-39(2)	3.15			
	40-49(3)	3.02			
	50-65(4)	2.94			
I have or planned to purchase recipes or cookbooks as souvenirs	18-29(1)	2.70	0.92	1.49	---
	30-39(2)	2.88			
	40-49(3)	2.78			
	50-65(4)	2.58			
I would like to do some additional research on the foods I ate	18-29(1)	2.72	0.32	0.90	---
	30-39(2)	2.84			
	40-49(3)	2.84			
	50-65(4)	2.78			
I would like to learn more about their origin or cultural significance	18-29(1)	2.84	0.32	1.26	---
	30-39(2)	2.87			
	40-49(3)	3.02			
	50-65(4)	2.78			
I would like to visit restaurants serving Taiwanese cuisine when I return home	18-29(1)	3.06	0.69	1.63	---
	30-39(2)	2.91			
	40-49(3)	3.02			
	50-65(4)	2.83			
My choice to return to Taiwan will be influenced by my food experiences	18-29(1)	2.91	0.86	1.03	---
	30-39(2)	2.81			
	40-49(3)	2.87			
	50-65(4)	2.90			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)\*\* significant at <.01 level (2-tailed) \* significant at <.05 level (2-tailed)

**Table 4-38 Outcomes of Experience by Age in Western Tourists**

Variables	Age	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
Share experiences with family/friends through conversation	18-29(1)	3.56	0.08	2.67	
	30-39(2)	3.44			
	40-49(3)	3.36			
	50-65(4)	3.19			
Share experiences with family/friends through photos	18-29(1)	3.27	0.99	2.05	---
	30-39(2)	3.27			
	40-49(3)	3.04			
	50-65(4)	2.89			
Share experiences with family/friends online	18-29(1)	3.16	0.81	4.15**	(1)>(4)
	30-39(2)	2.85			
	40-49(3)	2.62			
	50-65(4)	2.49			
I plan to adapt some techniques and flavours into my own recipes	18-29(1)	2.70	0.92	2.93*	(1)>(3)
	30-39(2)	2.40			
	40-49(3)	2.26			
	50-65(4)	2.44			
If I have other future trips to Taiwan, I plan to use my trip experiences to guide me	18-29(1)	3.25	0.78	0.62	---
	30-39(2)	3.16			
	40-49(3)	3.25			
	50-65(4)	3.06			
I have or planned to purchase local ingredients or foods to take home	18-29(1)	2.52	0.02	(7.43)	---
	30-39(2)	2.31			
	40-49(3)	2.15			
	50-65(4)	2.06			
I have or planned to purchase recipes or cookbooks as souvenirs	18-29(1)	2.20	0.23	0.91	---
	30-39(2)	2.20			
	40-49(3)	2.09			
	50-65(4)	1.94			
I would like to do some additional research on the foods I ate	18-29(1)	2.57	0.96	0.91	---
	30-39(2)	2.53			
	40-49(3)	2.36			
	50-65(4)	2.33			
I would like to learn more about their origin or cultural significance	18-29(1)	2.79	0.43	0.50	---
	30-39(2)	2.75			
	40-49(3)	2.74			
	50-65(4)	2.58			
I would like to visit restaurants serving Taiwanese cuisine when I return home	18-29(1)	3.05	0.71	0.89	---
	30-39(2)	2.91			
	40-49(3)	2.85			
	50-65(4)	2.81			
My choice to return to Taiwan will be influenced by my food experiences	18-29(1)	2.73	0.77	2.25	---
	30-39(2)	2.45			
	40-49(3)	2.33			
	50-65(4)	2.42			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)\*\* significant at <.01 level (2-tailed) \* significant at <.05 level (2-tailed)



Question 5-3: What are the education-level differences between Asian and Western tourists when it comes to their outcomes of experience?

As seen in Table 4-39, there were statistically significant differences among the four education-level groups of Asian tourists with regard to their willingness to learn about cultural significance ( $F(3,420)=3.81, p=0.01$ ), and among the four education-level groups of Western tourists (Table 4-40) with regard to their willingness to adopt Taiwanese cooking techniques into their own recipes ( $F(3,204)=3.72, p=0.01$ ). Scheffe post-hoc comparisons revealed, firstly, that Asian tourists who had been to college/university ( $M=3.03, SD=0.66$ ) gave significantly higher preference ratings on learning cultural significance than those who were high school graduates ( $M=2.79, SD=0.70$ ). All other comparisons were not significant.

**Table 4-39 Outcomes of Experience by Level of Education in Asian Tourists**

Variables	Level of Education	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
Share experiences with family/friends through conversation	High School(1)	3.51	0.15	1.34	---
	Trade School(2)	3.29			
	College, University(3)	3.40			
	Postgraduate(4)	3.36			
Share experiences with family/friends through photos	High School(1)	3.36	0.14	1.04	---
	Trade School(2)	3.33			
	College, University(3)	3.47			
	Postgraduate(4)	3.50			
Share experiences with family/friends online	High School(1)	3.10	0.01	(3.79)	---
	Trade School(2)	3.31			
	College, University(3)	3.35			
	Postgraduate(4)	3.21			
I plan to adapt some techniques and flavours into my own recipes	High School(1)	2.66	0.18	1.51	---
	Trade School(2)	2.73			
	College, University(3)	2.58			
	Postgraduate(4)	2.29			
If I have other future trips to Taiwan, I plan to use my trip experiences to guide me	High School(1)	3.23	0.96	0.17	---
	Trade School(2)	3.17			
	College, University(3)	3.23			
	Postgraduate(4)	3.14			

Variables	Level of Education	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
I have or planned to purchase local ingredients or foods to take home	High School(1)	3.25	0.58	2.15	---
	Trade School(2)	3.22			
	College, University(3)	3.08			
	Postgraduate(4)	2.79			
I have or planned to purchase recipes or cookbooks as souvenirs	High School(1)	2.88	0.33	2.10	---
	Trade School(2)	2.90			
	College, University(3)	2.71			
	Postgraduate(4)	2.36			
I would like to do some additional research on the foods I ate	High School(1)	2.90	0.97	1.50	---
	Trade School(2)	2.71			
	College, University(3)	2.76			
	Postgraduate(4)	2.54			
I would like to learn more about their origin or cultural significance	High School(1)	2.79	0.08	3.81**	(3)>(1)
	Trade School(2)	2.93			
	College, University(3)	3.02			
	Postgraduate(4)	3.03			
I would like to visit restaurants serving Taiwanese cuisine when I return home	High School(1)	3.11	0.24	1.33	---
	Trade School(2)	3.02			
	College, University(3)	2.94			
	Postgraduate(4)	3.07			
My choice to return to Taiwan will be influenced by my food experiences	High School(1)	2.77	0.00	(13.62*)	---
	Trade School(2)	2.91			
	College, University(3)	2.89			
	Postgraduate(4)	3.00			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

**Table 4-40 Outcomes of Experience by Level of Education in Western Tourists**

Variables	Level of Education	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
Share experiences with family/friends through conversation	High School(1)	3.50	0.73	0.52	---
	Trade School(2)	3.38			
	College, University(3)	3.45			
	Postgraduate(4)	3.33			
Share experiences with family/friends through photos	High School(1)	3.17	0.82	0.08	---
	Trade School(2)	3.00			
	College, University(3)	3.14			
	Postgraduate(4)	3.16			
Share experiences with family/friends online	High School(1)	2.53	0.33	0.82	---
	Trade School(2)	2.63			
	College, University(3)	2.91			
	Postgraduate(4)	2.78			
I plan to adapt some techniques and flavours into my own recipes	High School(1)	2.83	0.07	3.72*	---
	Trade School(2)	2.13			
	College, University(3)	2.55			
	Postgraduate(4)	2.24			
If I have other future trips to Taiwan, I plan to use my trip experiences to guide me	High School(1)	3.22	0.86	1.17	---
	Trade School(2)	2.75			
	College, University(3)	3.25			
	Postgraduate(4)	3.14			
I have or planned to purchase local ingredients or foods to take home	High School(1)	2.44	0.03	(2.61)	---
	Trade School(2)	2.00			
	College, University(3)	2.34			
	Postgraduate(4)	2.19			
I have or planned to purchase recipes or cookbooks as souvenirs	High School(1)	2.28	0.71	0.41	---
	Trade School(2)	2.00			
	College, University(3)	2.15			
	Postgraduate(4)	2.06			
I would like to do some additional research on the foods I ate	High School(1)	2.44	0.23	1.13	---
	Trade School(2)	2.13			
	College, University(3)	2.55			
	Postgraduate(4)	2.35			
I would like to learn more about their origin or cultural significance	High School(1)	2.78	0.73	0.44	---
	Trade School(2)	2.50			
	College, University(3)	2.77			
	Postgraduate(4)	2.67			
I would like to visit restaurants serving Taiwanese cuisine when I return home	High School(1)	3.17	0.41	1.29	---
	Trade School(2)	2.50			
	College, University(3)	2.92			
	Postgraduate(4)	2.89			
My choice to return to Taiwan will be influenced by my food experiences	High School(1)	2.72	0.56	1.06	---
	Trade School(2)	2.09			
	College, University(3)	2.53			
	Postgraduate(4)	2.44			

#### **4.10 Tourism Status and Phases of the Tourism Experience**

A one-way between subjects ANOVA was conducted to compare phases of the tourism experience in relation to respondents' frequency of visiting Taiwan, i.e. whether the visit during which they were surveyed was their first, second, third, fourth, or fifth (or more).

##### **4.10.1 Frequency of Visiting Taiwan**

Question 6-1: Is there a differing frequency of visiting Taiwan between Asian and Western tourists that relates to their tourism expectations before coming to Taiwan?

A one-way ANOVA was used to test for tourism expectation differences among five groups distinguished by the frequency of their visits to Taiwan. As illustrated in Table 4-41, among Asian tourists, there was no statistically significant difference. Among Western tourists (Table 4-42), there was a statistically significant difference between these groups with regard to the non-planning of food experiences ( $F(4,203)=2.49, p=0.04$ ). However, a Scheffee post-hoc test revealed that comparisons among these five groups were not statistically significant at  $p<.05$ .

**Table 4-41 Expectations by Frequency of Visiting Taiwan in Asian Tourists**

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
No special planning. I just planned to eat when I got hungry	First time(1)	2.77	0.96	1.20	---
	Second time(2)	2.74			
	Third time(3)	2.47			
	Fourth time(4)	2.84			
	Fifth time and over(5)	2.64			
I decided on places I wanted to go, then focused on certain foods to enhance that specific experience	First time(1)	3.12	0.16	1.03	---
	Second time(2)	3.09			
	Third time(3)	3.03			
	Fourth time(4)	2.95			
	Fifth time and over(5)	3.28			
I decided on places to visit based on the foods I wanted to experience	First time(1)	2.86	0.43	0.79	---
	Second time(2)	2.91			
	Third time(3)	2.92			
	Fourth time(4)	2.68			
	Fifth time and over(5)	3.03			
I planned to make choices based on the needs of my travel group	First time(1)	2.89	0.85	2.26	---
	Second time(2)	3.06			
	Third time(3)	2.81			
	Fourth time(4)	2.95			
	Fifth time and over(5)	3.22			
I decided to dine at locations that would allow me to meet local people	First time(1)	2.81	0.89	0.71	---
	Second time(2)	2.80			
	Third time(3)	2.67			
	Fourth time(4)	2.68			
	Fifth time and over(5)	2.61			
I planned food choices to experience local culture	First time(1)	3.22	0.73	0.76	---
	Second time(2)	3.17			
	Third time(3)	3.36			
	Fourth time(4)	3.11			
	Fifth time and over(5)	3.14			
I planned to eat at locations close to where I was staying	First time(1)	2.78	0.32	0.59	---
	Second time(2)	2.83			
	Third time(3)	2.78			
	Fourth time(4)	3.05			
	Fifth time and over(5)	2.83			
I planned to eat only foods that fit a healthier lifestyle	First time(1)	3.11	0.29	1.67	---
	Second time(2)	3.13			
	Third time(3)	2.89			
	Fourth time(4)	3.42			

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
I planned to dine at locations that offer clean facilities	Fifth time and over(5)	3.28	0.30	0.27	---
	First time(1)	2.88			
	Second time(2)	2.84			
	Third time(3)	2.89			
	Fourth time(4)	3.05			
	Fifth time and over(5)	2.92			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

**Table 4-42 Expectations by Frequency of Visiting Taiwan in Western Tourists**

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
No special planning. I just planned to eat when I got hungry	First time(1)	3.05	0.46	2.49*	---
	Second time(2)	3.23			
	Third time(3)	2.88			
	Fourth time(4)	3.00			
	Fifth time and over(5)	2.66			
I decided on places I wanted to go, then focused on certain foods to enhance that specific experience	First time(1)	2.67	0.28	1.44	---
	Second time(2)	2.60			
	Third time(3)	3.00			
	Fourth time(4)	3.08			
	Fifth time and over(5)	2.58			
I decided on places to visit based on the foods I wanted to experience	First time(1)	2.36	0.04	(10.98*)	---
	Second time(2)	2.43			
	Third time(3)	2.94			
	Fourth time(4)	2.83			
	Fifth time and over(5)	2.58			
I planned to make choices based on the needs of my travel group	First time(1)	2.48	0.59	1.15	---
	Second time(2)	2.77			
	Third time(3)	2.41			
	Fourth time(4)	2.83			
	Fifth time and over(5)	2.39			
I decided to dine at locations that would allow me to meet local people	First time(1)	2.68	0.67	1.29	---
	Second time(2)	3.03			
	Third time(3)	2.94			
	Fourth time(4)	2.67			
	Fifth time and over(5)	2.66			
I planned food choices to experience local culture	First time(1)	3.08	0.12	1.42	---
	Second time(2)	3.40			
	Third time(3)	3.18			
	Fourth time(4)	3.08			
	Fifth time and over(5)	2.95			
I planned to eat at locations close to where I was staying	First time(1)	2.90	0.93	1.08	---
	Second time(2)	2.93			
	Third time(3)	2.65			
	Fourth time(4)	2.58			
	Fifth time and over(5)	3.00			
I planned to eat only foods that fit a healthier lifestyle	First time(1)	2.50	0.52	0.81	---
	Second time(2)	2.60			
	Third time(3)	2.53			
	Fourth time(4)	2.75			

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
I planned to dine at locations that offer clean facilities	Fifth time and over(5)	2.29	0.32	1.05	---
	First time(1)	2.95			
	Second time(2)	3.17			
	Third time(3)	2.71			
	Fourth time(4)	2.83			
	Fifth time and over(5)	2.87			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)



Question 6-2: Is there a differing frequency of visiting Taiwan between Asian and Western tourists that relates to food choice during the trip?

A one-way ANOVA was used to test for differences in food choice among the five frequency-of-visit groups. As illustrated in Tables 4-43 and 4-44, there was a statistically significant difference among groups of Asian tourists with regard to food quality ( $F(4,420)=2.59, p=0.04$ ), and among groups of Western tourists with regard to locally sourced ingredients ( $F(4,203)=2.48, p=0.04$ ), as determined by one-way ANOVA in each instance. However, a Scheffee post-hoc test revealed that comparisons between these five groups were not statistically significant at  $p<.05$ .

**Table 4-43 Food Choice by Frequency of Visiting Taiwan in Asian Tourists**

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
Food Safety	First time(1)	3.53	0.24	1.68	---
	Second time(2)	3.41			
	Third time(3)	3.39			
	Fourth time(4)	3.26			
	Fifth time and over(5)	3.53			
Freshness	First time(1)	3.48	0.54	0.90	---
	Second time(2)	3.52			
	Third time(3)	3.31			
	Fourth time(4)	3.42			
	Fifth time and over(5)	3.50			
Décor and Atmosphere of an Establishment	First time(1)	3.16	0.03	(0.65)	---
	Second time(2)	3.17			
	Third time(3)	3.17			
	Fourth time(4)	3.21			
	Fifth time and over(5)	3.22			
Good Value for Money	First time(1)	3.14	0.13	2.20	---
	Second time(2)	3.25			
	Third time(3)	3.14			
	Fourth time(4)	3.19			
	Fifth time and over(5)	3.29			

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
Perceived Quality	First time(1)	3.24	0.23	2.59*	---
	Second time(2)	3.33			
	Third time(3)	3.14			
	Fourth time(4)	3.28			
	Fifth time and over(5)	3.36			
Perceived Taste	First time(1)	3.33	0.27	0.38	---
	Second time(2)	3.30			
	Third time(3)	3.42			
	Fourth time(4)	3.21			
	Fifth time and over(5)	3.33			
Locally-Sourced Ingredients	First time(1)	3.03	0.46	0.61	---
	Second time(2)	3.09			
	Third time(3)	3.14			
	Fourth time(4)	3.26			
	Fifth time and over(5)	3.08			
Representative of Taiwanese Cuisine	First time(1)	3.36	0.01	(4.63)	---
	Second time(2)	3.38			
	Third time(3)	3.28			
	Fourth time(4)	3.63			
	Fifth time and over(5)	3.25			
Intriguing or Unfamiliar Dishes	First time(1)	3.12	0.30	2.16	---
	Second time(2)	3.38			
	Third time(3)	3.08			
	Fourth time(4)	3.11			
	Fifth time and over(5)	3.00			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

**Table 4-44 Food Choice by Frequency of Visiting Taiwan in Western tourists**

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
Food Safety	First time(1)	3.28	0.81	0.63	---
	Second time(2)	3.40			
	Third time(3)	3.18			
	Fourth time(4)	3.50			
	Fifth time and over(5)	3.21			
Freshness	First time(1)	3.50	0.01	(1.58)	---
	Second time(2)	3.63			
	Third time(3)	3.53			
	Fourth time(4)	3.42			
	Fifth time and over(5)	3.39			
Décor and Atmosphere of an Establishment	First time(1)	2.95	0.36	0.88	---
	Second time(2)	3.03			
	Third time(3)	3.00			
	Fourth time(4)	3.08			
	Fifth time and over(5)	2.74			
Good Value for Money	First time(1)	3.12	0.92	0.04	---
	Second time(2)	3.11			
	Third time(3)	3.07			
	Fourth time(4)	3.10			
	Fifth time and over(5)	3.08			
Perceived Quality	First time(1)	3.21	0.08	0.76	---
	Second time(2)	3.38			
	Third time(3)	3.07			
	Fourth time(4)	3.19			
	Fifth time and over(5)	3.27			
Perceived Taste	First time(1)	3.28	0.53	0.89	---
	Second time(2)	3.40			
	Third time(3)	3.41			
	Fourth time(4)	3.50			
	Fifth time and over(5)	3.46			
Locally-Sourced Ingredients	First time(1)	2.86	0.78	2.48*	---
	Second time(2)	2.93			
	Third time(3)	3.41			
	Fourth time(4)	3.00			
	Fifth time and over(5)	2.68			
Representative of Taiwanese Cuisine	First time(1)	3.13	0.11	0.53	---
	Second time(2)	3.23			
	Third time(3)	3.35			
	Fourth time(4)	3.17			

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
Intriguing or Unfamiliar Dishes	Fifth time and over(5)	3.05			
	First time(1)	2.87			
	Second time(2)	3.07			
	Third time(3)	3.12			
	Fourth time(4)	3.08	0.16	1.71	---
	Fifth time and over(5)	2.63			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

Question 6-3: Is there a differing frequency of visiting Taiwan between Asian and Western tourists that relates to their food decisions before leaving Taiwan?

A one-way ANOVA was used to test for differences in food decision-making among the five frequency-of-visit groups. With Asian tourists, as seen in Table 4-45, there were no statistically significant differences among the five groups with regard to any of the 12 food decision statements. For Western tourists, there were two statistically significant differences among the five frequency-of-visit groups, which were the selection of street food over restaurants ( $F(4,203)=2.38, p=0.04$ ) and seeing food as a cultural experience ( $F(4,203)=4.42, p=0.00$ ) (Table 4-46).

A Scheffe post-hoc comparison of the five frequency-of-visit groups revealed that Western tourists who were in Taiwan for the second time ( $M=3.33, SD=0.71$ ) or third time ( $M=3.53, SD=0.51$ ) gave significantly higher preference ratings to street food and food as cultural experience than those Western tourists who had been there five times or more ( $M=2.74, SD=0.86$ ). All other comparisons were not significant.

**Table 4-45 Food Decisions by Frequency of Visiting Taiwan in Asian Tourists**

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
I chose food similar to what I eat at home	First time(1)	2.46	0.71	0.35	---
	Second time(2)	2.39			
	Third time(3)	2.53			
	Fourth time(4)	2.58			
	Fifth time and over(5)	2.50			
I chose food based on visual appearance	First time(1)	2.96	0.74	0.45	---
	Second time(2)	2.99			
	Third time(3)	2.83			
	Fourth time(4)	3.00			
	Fifth time and over(5)	2.97			
When I had the chance, I chose street food rather than restaurants	First time(1)	2.79	0.83	1.90	---
	Second time(2)	2.97			
	Third time(3)	2.66			
	Fourth time(4)	2.63			
	Fifth time and over(5)	2.64			
I chose food that was prepared with local ingredients and/or techniques	First time(1)	3.09	0.56	0.38	---
	Second time(2)	3.19			
	Third time(3)	3.09			
	Fourth time(4)	3.05			
	Fifth time and over(5)	3.06			
Low-priced food is important	First time(1)	2.91	0.86	0.19	---
	Second time(2)	2.90			
	Third time(3)	2.92			
	Fourth time(4)	2.79			
	Fifth time and over(5)	2.97			
I looked for places that were busy and frequented by locals	First time(1)	3.10	0.20	0.96	---
	Second time(2)	3.12			
	Third time(3)	3.06			
	Fourth time(4)	2.95			
	Fifth time and over(5)	2.86			
I chose something that looked expensive and sophisticated	First time(1)	2.38	0.10	0.42	---
	Second time(2)	2.41			
	Third time(3)	2.47			
	Fourth time(4)	2.22			
	Fifth time and over(5)	2.28			
The chance to experience a new food that reflected local culture was a motivation in choosing food	First time(1)	3.16	0.09	0.45	---
	Second time(2)	3.19			
	Third time(3)	3.17			
	Fourth time(4)	3.11			

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
I chose cuisines that I hope to one day make myself	Fifth time and over(5)	3.03	0.32	0.20	---
	First time(1)	2.59			
	Second time(2)	2.49			
	Third time(3)	2.58			
	Fourth time(4)	2.63			
My choices were based on the accessibility of food vendors and restaurants from where I was staying	Fifth time and over(5)	2.64	0.69	0.64	---
	First time(1)	2.98			
	Second time(2)	3.06			
	Third time(3)	3.06			
	Fourth time(4)	2.95			
I chose places based on my ability to make food choices	Fifth time and over(5)	3.17	0.69	0.29	---
	First time(1)	3.05			
	Second time(2)	3.13			
	Third time(3)	3.00			
	Fourth time(4)	3.05			
I chose places as voted by travel group (e.g. family/friends)	Fifth time and over(5)	3.00	0.30	1.53	---
	First time(1)	2.98			
	Second time(2)	3.18			
	Third time(3)	3.06			
	Fourth time(4)	3.05			
	Fifth time and over(5)	3.17			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

**Table 4-46 Food Decisions by Frequency of Visiting Taiwan in Western Tourists**

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
I chose food similar to what I eat at home	First time(1)	2.01	0.77	0.38	---
	Second time(2)	1.90			
	Third time(3)	2.06			
	Fourth time(4)	1.83			
	Fifth time and over(5)	1.89			
I chose food based on visual appearance	First time(1)	2.88	0.03	(3.57)	---
	Second time(2)	2.90			
	Third time(3)	2.53			
	Fourth time(4)	2.92			
	Fifth time and over(5)	2.74			
When I had the chance, I chose street food rather than restaurants	First time(1)	2.33	0.93	2.38*	---
	Second time(2)	2.77			
	Third time(3)	2.65			
	Fourth time(4)	2.50			
	Fifth time and over(5)	2.24			
I chose food that was prepared with local ingredients and/or techniques	First time(1)	2.89	0.41	2.36	---
	Second time(2)	3.13			
	Third time(3)	3.35			
	Fourth time(4)	2.92			
	Fifth time and over(5)	2.92			
Low-priced food is important	First time(1)	2.49	0.50	1.28	---
	Second time(2)	2.57			
	Third time(3)	2.18			
	Fourth time(4)	2.25			
	Fifth time and over(5)	2.27			
I looked for places that were busy and frequented by locals	First time(1)	2.95	0.67	1.80	---
	Second time(2)	3.23			
	Third time(3)	2.82			
	Fourth time(4)	2.67			
	Fifth time and over(5)	3.00			
I chose something that looked expensive and sophisticated	First time(1)	2.10	0.45	0.30	---
	Second time(2)	2.00			
	Third time(3)	2.24			
	Fourth time(4)	2.00			
	Fifth time and over(5)	2.05			
The chance to experience a new food that reflected local culture was a motivation in choosing	First time(1)	3.14	0.14	4.42* **	(2),(3)> (5)
	Second time(2)	3.33			
	Third time(3)	3.53			
	Fourth time(4)	2.92			



Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
food	Fifth time and over(5)	2.74			
	First time(1)	2.27			
	Second time(2)	2.50			
	Third time(3)	2.35	0.61	1.01	---
	Fourth time(4)	2.25			
I chose cuisines that I hope to one day make myself	Fifth time and over(5)	2.11			
	First time(1)	2.81			
	Second time(2)	2.77			
	Third time(3)	2.59	0.18	0.55	---
	Fourth time(4)	2.83			
My choices were based on the accessibility of food vendors and restaurants from where I was staying	Fifth time and over(5)	2.68			
	First time(1)	2.75			
	Second time(2)	3.13			
	Third time(3)	2.76	0.30	2.08	---
	Fourth time(4)	2.75			
I chose places based on my ability to make food choices	Fifth time and over(5)	2.55			
	First time(1)	2.25			
	Second time(2)	2.37			
	Third time(3)	2.53	0.95	0.42	---
	Fourth time(4)	2.42			
I chose places as voted by travel group (e.g. family/friends)	Fifth time and over(5)	2.37			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

#### 4.10.2 Frequency of International Trips

A one-way between subjects ANOVA was conducted to compare phases of tourism experience on the number of international trips taken in the past two years. The respondents were divided into three groups, i.e. no other international trips taken in the past two years; one to five trips; and six trips or more.

Question 7-1: Is there a differing level of international travel experience between Asian and Western tourists that relates to their tourism expectations before coming to Taiwan?

A one-way ANOVA was used to test for tourism expectation differences among the three frequency-of-international-travel groups. As illustrated in Table 4-47, among Asian tourists, there were three statistically significant differences among these groups: decisions made by travel groups ( $F(4,422)=3.43, p=0.03$ ), dining at locations frequented by local people ( $F(4,422)=3.25, p=0.03$ ), and food choice based on experiencing local culture ( $F(4,422)=4.70, p=0.00$ ). However, among Western tourists, there were no statistically significant differences among these three frequency-of-travel groups with regard to any of the questionnaire's 12 food expectation statements (Table 4-48). According to Scheffe post-hoc comparison of the three groups, Asian tourists who had had one to five international travel experiences within the past two years ( $M=3.20, SD=0.64$ ) gave significantly higher ratings in these three areas than those with no recent international travel experience ( $M=3.00, SD=0.79$ ). All other comparisons were not significant.

**Table 4-47 Expectations by Frequency of International Trips in Asian Tourists**

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
No special planning. I just planned to eat when I got hungry	None(1)	2.61	0.69	0.41	---
	1-5 times(2)	2.74			
	6-10 times and over(3)	2.75			
I decided on places I wanted to go, then focused on certain foods to enhance that specific experience	None(1)	3.03	0.84	1.79	---
	1-5 times(2)	3.09			
	6-10 times and over(3)	3.25			
I decided on places to visit based on the foods I wanted to experience	None(1)	2.58	0.02	(6.39*)	---
	1-5 times(2)	2.89			
	6-10 times and over(3)	2.99			
I planned to make choices based on the needs of my travel group	None(1)	2.88	0.26	3.43*	---
	1-5 times(2)	2.91			
	6-10 times and over(3)	3.15			
I decided to dine at locations that would allow me to meet local people	None(1)	2.58	0.16	3.25*	---
	1-5 times(2)	2.75			
	6-10 times and over(3)	2.97			
I planned food choices to experience local culture	None(1)	3.00	0.85	4.70*	(2)>(1)
	1-5 times(2)	3.20			
	6-10 times and over(3)	3.40			
I planned to eat at locations close to where I was staying	None(1)	2.91	0.36	0.34	---
	1-5 times(2)	2.80			
	6-10 times and over(3)	2.81			
I planned to eat only foods that fit a healthier lifestyle	None(1)	3.18	0.54	1.19	---
	1-5 times(2)	3.15			
	6-10 times and over(3)	2.99			
I planned to dine at locations that offer clean facilities	None(1)	2.64	0.02	(2.74)	---
	1-5 times(2)	2.91			
	6-10 times and over(3)	2.84			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

**Table 4-48 Expectations by Frequency of International Trips in Western Tourists**

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
No special planning. I just planned to eat when I got hungry	None(1)	2.92	0.10	0.18	---
	1-5 times(2)	3.02			
	6-10 times and over(3)	2.96			
I decided on places I wanted to go, then focused on certain foods to enhance that specific experience	None(1)	3.00	0.17	1.25	---
	1-5 times(2)	2.62			
	6-10 times and over(3)	2.73			
I decided on places to visit based on the foods I wanted to experience	None(1)	2.42	0.65	0.06	---
	1-5 times(2)	2.50			
	6-10 times and over(3)	2.48			
I planned to make choices based on the needs of my travel group	None(1)	2.77	0.07	1.04	---
	1-5 times(2)	2.57			
	6-10 times and over(3)	2.43			
I decided to dine at locations that would allow me to meet local people	None(1)	2.54	0.41	0.71	---
	1-5 times(2)	2.81			
	6-10 times and over(3)	2.71			
I planned food choices to experience local culture	None(1)	2.92	0.11	0.71	---
	1-5 times(2)	3.17			
	6-10 times and over(3)	3.07			
I planned to eat at locations close to where I was staying	None(1)	3.08	0.12	2.05	---
	1-5 times(2)	2.97			
	6-10 times and over(3)	2.77			
I planned to eat only foods that fit a healthier lifestyle	None(1)	2.15	0.07	2.37	---
	1-5 times(2)	2.62			
	6-10 times and over(3)	2.40			
I planned to dine at locations that offer clean facilities	None(1)	2.54	0.03	(4.64)	---
	1-5 times(2)	3.06			
	6-10 times and over(3)	2.87			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

Question 7-2: Is there a differing level of international travel experience

between Asian and Western tourists that relates to food choice during the trip?

A one-way ANOVA was used to test for tourism choice differences among the three frequency-of-international-travel groups. As seen in Tables 4-49 and 4-50, there were no statistically significant differences among these three groups in either Asian or Western tourists, as determined by one-way ANOVA.

**Table 4-49 Food Choices by Frequency of International Trips in Asian Tourists**

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
Food Safety	None(1)	3.48	0.71	0.54	---
	1-5 times(2)	3.47			
	6-10 times and over(3)	3.55			
Freshness	None(1)	3.33	0.35	1.14	---
	1-5 times(2)	3.48			
	6-10 times and over(3)	3.52			
Décor and Atmosphere of an Establishment	None(1)	2.97	0.04	(3.65)	---
	1-5 times(2)	3.17			
	6-10 times and over(3)	3.25			
Good Value for Money	None(1)	3.20	0.02	(1.62)	---
	1-5 times(2)	3.15			
	6-10 times and over(3)	3.25			
Perceived Quality	None(1)	3.30	0.00	(1.84)	---
	1-5 times(2)	3.23			
	6-10 times and over(3)	3.33			
Perceived Taste	None(1)	3.30	0.50	0.03	---
	1-5 times(2)	3.33			
	6-10 times and over(3)	3.33			
Locally-Sourced Ingredients	None(1)	2.85	0.17	2.22	---
	1-5 times(2)	3.06			
	6-10 times and over(3)	3.17			
Representative of Taiwanese Cuisine	None(1)	3.09	0.88	3.02	---
	1-5 times(2)	3.37			
	6-10 times and over(3)	3.42			
Intriguing or Unfamiliar Dishes	None(1)	2.94	0.27	1.48	---
	1-5 times(2)	3.16			
	6-10 times and over(3)	3.19			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed) \*\* significant at <.01 level (2-tailed) \* significant at <.05 level (2-tailed)

**Table 4-50 Food Choices by Frequency of International Trips in Western tourists**

Variables	Tourism Status	Mean	Levene's	F /( $\chi^2$ )	Scheffe/Kruskal-Wallis
Food Safety	None(1)	3.31	0.18	0.04	---
	1-5 times(2)	3.30			
	6-10 times and over(3)	3.27			
Freshness	None(1)	3.54	0.08	0.53	---
	1-5 times(2)	3.45			
	6-10 times and over(3)	3.54			
Décor and Atmosphere of an Establishment	None(1)	3.00	0.61	0.16	---
	1-5 times(2)	2.96			
	6-10 times and over(3)	2.91			
Good Value for Money	None(1)	3.46	0.92	2.29	---
	1-5 times(2)	3.12			
	6-10 times and over(3)	3.04			
Perceived Quality	None(1)	3.54	0.54	1.73	---
	1-5 times(2)	3.20			
	6-10 times and over(3)	3.22			
Perceived Taste	None(1)	3.62	0.43	2.24	---
	1-5 times(2)	3.27			
	6-10 times and over(3)	3.40			
Locally-Sourced Ingredients	None(1)	2.92	0.77	0.60	---
	1-5 times(2)	2.83			
	6-10 times and over(3)	2.96			
Representative of Taiwanese Cuisine	None(1)	3.54	0.91	1.99	---
	1-5 times(2)	3.08			
	6-10 times and over(3)	3.17			
Intriguing or Unfamiliar Dishes	None(1)	3.08	0.94	0.34	---
	1-5 times(2)	2.88			
	6-10 times and over(3)	2.87			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

Question 7-3: Is there a differing level of international travel experience between Asian and Western tourists that relates to their food decisions before leaving Taiwan?

A one-way ANOVA was used to test for differences in food decision-making among the three frequency-of-travel groups. With the Asian tourists, as seen in Table 4-51, there were four statistically significant differences among the three groups. These were: selecting places to dine that were frequented by local people ( $F(4,422)=3.74, p=0.03$ ), seeing food as a cultural experience ( $F(4,422)=4.96, p=0.00$ ), choosing food that they could make themselves in the future ( $F(4,421)=4.46, p=0.01$ ), and having the ability to make their own food decisions ( $F(4,422)=4.49, p=0.01$ ). However, there were no statistically significant differences among frequency-of-travel groups of Western tourists (Table 4-52).

A Scheffe post-hoc comparison of the three frequency-of-international-travel groups revealed that Asian tourists who had taken six or more international trips in the past two years ( $M=3.28, SD=0.68$ ) gave significantly higher preference ratings to selecting places to eat that were frequented by local people than did those Asian tourists who had made one to five international trips ( $M=3.02, SD=0.78$ ). In terms of seeing food as a cultural experience, Asian tourists who had one to five ( $M=3.16, SD=0.61$ ) and six or more international travel experiences ( $M=3.26, SD=0.63$ ) gave significantly higher preference ratings than did those Asian tourists with no recent international travel experience ( $M=2.85, SD=0.76$ ). Thirdly, Asian tourists who had one to five

(M=2.60, SD=0.81) and six or more international travel experiences (M=3.33, SD=0.71) were significantly more likely to try to make Taiwanese food themselves than those with no recent international travel experience (M=2.7, SD=0.82). Lastly, with respect to the ability to make food decisions, Asian tourists who travelled internationally one to five times (M=3.09, SD=0.70) had higher preference ratings than those with no recent international trips (M=2.70, SD=0.85). All other comparisons were not significant.



**Table 4-51 Food Decisions by Frequency of International Trips in Asian Tourists**

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/ Kruskal-Wallis
I chose food similar to what I eat at home	None(1)	2.42	0.72	0.39	---
	1-5 times(2)	2.45			
	6-10 times and over(3)	2.54			
I chose food based on visual appearance	None(1)	2.97	0.70	0.12	---
	1-5 times(2)	2.95			
	6-10 times and over(3)	2.99			
When I had the chance, I chose street food rather than restaurants	None(1)	2.64	0.30	0.86	---
	1-5 times(2)	2.79			
	6-10 times and over(3)	2.84			
I chose food that was prepared with local ingredients and/or techniques	None(1)	3.06	0.58	0.20	---
	1-5 times(2)	3.10			
	6-10 times and over(3)	3.14			
Low-priced food is important	None(1)	2.88	0.08	0.85	---
	1-5 times(2)	2.89			
	6-10 times and over(3)	3.01			
I looked for places that were busy and frequented by locals	None(1)	3.18	0.68	3.74*	(3)>(2)
	1-5 times(2)	3.02			
	6-10 times and over(3)	3.28			
I chose something that looked expensive and sophisticated	None(1)	2.09	0.01	(6.17)	---
	1-5 times(2)	2.38			
	6-10 times and over(3)	2.51			
The chance to experience a new food that reflected local culture was a motivation in choosing food	None(1)	2.85	0.34	4.96***	(2),(3)>(1)
	1-5 times(2)	3.16			
	6-10 times and over(3)	3.26			
I chose cuisines that I hope to one day make myself	None(1)	2.18	0.94	4.46**	(2),(3)>(1)
	1-5 times(2)	2.60			
	6-10 times and over(3)	2.67			
My choices were based on the accessibility of food vendors and restaurants from where I was staying	None(1)	3.09	0.81	0.19	---
	1-5 times(2)	3.01			
	6-10 times and over(3)	3.00			
I chose places based on my ability to make food choices	None(1)	2.70	0.09	4.49***	(2)>(1)
	1-5 times(2)	3.09			
	6-10 times and over(3)	3.06			
I chose food as voted by travel group	None(1)	3.09	0.83	.11	---
	1-5 times(2)	3.04			
	6-10 times and over(3)	3.03			

**Table 4-52 Food Decisions by Frequency of International Trips in Western Tourists**

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/ Kruskal-Wallis
I chose food similar to what I eat at home	None(1)	2.00	0.70	1.33	---
	1-5 times(2)	2.05			
	6-10 times and over(3)	1.87			
I chose food based on visual appearance	None(1)	2.77	0.35	1.24	---
	1-5 times(2)	2.91			
	6-10 times and over(3)	2.76			
When I had the chance, I chose street food rather than restaurants	None(1)	2.46	0.14	0.04	---
	1-5 times(2)	2.42			
	6-10 times and over(3)	2.40			
I chose food that was prepared with local ingredients and/or techniques	None(1)	2.75	0.90	0.99	---
	1-5 times(2)	3.02			
	6-10 times and over(3)	2.95			
Low-priced food is important	None(1)	2.77	0.01	(4.64*)	---
	1-5 times(2)	2.62			
	6-10 times and over(3)	2.17			
I looked for places that were busy and frequented by locals	None(1)	2.69	0.67	1.52	---
	1-5 times(2)	3.04			
	6-10 times and over(3)	2.95			
I chose something that looked expensive and sophisticated	None(1)	2.23	0.65	0.42	---
	1-5 times(2)	2.04			
	6-10 times and over(3)	2.11			
The chance to experience a new food that reflected local culture was a motivation in choosing food	None(1)	3.54	0.73	2.12	---
	1-5 times(2)	3.10			
	6-10 times and over(3)	3.06			
I chose cuisines that I hope to one day make myself	None(1)	2.69	0.78	2.18	---
	1-5 times(2)	2.20			
	6-10 times and over(3)	2.31			
My choices were based on the accessibility of food vendors and restaurants from where I was staying	None(1)	2.85	0.00	(18.95)	---
	1-5 times(2)	2.84			
	6-10 times and over(3)	2.67			
I chose places based on my ability to make food choices	None(1)	2.92	0.81	0.42	---
	1-5 times(2)	2.80			
	6-10 times and over(3)	2.72			
I chose food as voted by travel group	None(1)	3.15	0.05	(12.77*)	---
	1-5 times(2)	2.36			
	6-10 times and over(3)	2.17			

#### **4.11 Tourism Status and Outcomes of Experience**

Question 8-1: Is there a differing frequency of visiting Taiwan between Asian and Western tourists that relates to their outcomes of experience?

A one-way ANOVA was used to test for differences in reflection among the five frequency-of-visit groups. Among Asian tourists, as seen in Table 4-53, there were no statistically significant differences among frequency-of-visit groups with regard to any of the 11 travel reflection statements.

However, there was a statistically significant difference among frequency-of-visit groups of Western tourists with regard to adapting cooking techniques seen in Taiwan into their own recipes ( $F(2,203)=3.15, p=0.01$ ) (Table 4-54). A Scheffee post-hoc comparison of the five groups revealed that Western tourists who were in Taiwan for the second time ( $M=2.77, SD=0.77$ ) gave significantly higher preference ratings in this area than those who had been to the country five times or more ( $M=2.13, SD=0.81$ ). All other comparisons were not significant.

**Table 4-53 Outcomes of Experience by Frequency of Visiting Taiwan in Asian Tourists**

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
Share experiences with family/friends through conversation	First time(1)	3.43	0.31	0.45	---
	Second time(2)	3.41			
	Third time(3)	3.28			
	Fourth time(4)	3.44			
	Fifth time and over(5)	3.42			
Share experiences with family/friends through photos	First time(1)	3.46	0.86	0.60	---
	Second time(2)	3.36			
	Third time(3)	3.43			
	Fourth time(4)	3.44			
	Fifth time and over(5)	3.33			
Share experiences with family/friends online	First time(1)	1.00	0.24	0.48	---
	Second time(2)	3.28			
	Third time(3)	3.32			
	Fourth time(4)	3.37			
	Fifth time and over(5)	3.32			
I plan to adapt some techniques and flavours into my own recipes	First time(1)	2.58	0.23	1.01	---
	Second time(2)	2.71			
	Third time(3)	2.64			
	Fourth time(4)	2.37			
	Fifth time and over(5)	2.67			
If I have other future trips to Taiwan, I plan to use my trip experiences to guide me	First time(1)	3.19	0.13	1.40	---
	Second time(2)	3.28			
	Third time(3)	3.14			
	Fourth time(4)	3.16			
	Fifth time and over(5)	3.44			
I have or planned to purchase local ingredients or foods to take home	First time(1)	3.10	0.07	0.78	---
	Second time(2)	3.22			
	Third time(3)	3.22			
	Fourth time(4)	3.11			
	Fifth time and over(5)	2.97			
I have or planned to purchase recipes or cookbooks as souvenirs	First time(1)	2.76	0.62	0.65	---
	Second time(2)	2.71			
	Third time(3)	2.94			
	Fourth time(4)	2.58			
	Fifth time and over(5)	2.72			
I would like to do some additional research on the foods I ate	First time(1)	2.75	0.00	(4.33)	---
	Second time(2)	2.88			
	Third time(3)	2.92			
	Fourth time(4)	2.63			

Variables	Tourism Status	Mean	Levene's	F / ( $\chi^2$ )	Scheffe/Kruskal-Wallis
I would like to learn more about their origin or cultural significance	Fifth time and over(5)	2.81	0.09	1.04	---
	First time(1)	2.82			
	Second time(2)	3.00			
	Third time(3)	2.89			
	Fourth time(4)	2.89			
I would like to visit restaurants serving Taiwanese cuisine when I return home	Fifth time and over(5)	2.94	0.03	(2.89)	
	First time(1)	2.98			
	Second time(2)	3.10			
	Third time(3)	2.89			
	Fourth time(4)	3.05			
My choice to return to Taiwan will be influenced by my food experiences	Fifth time and over(5)	2.92	0.30	1.02	---
	First time(1)	2.88			
	Second time(2)	2.93			
	Third time(3)	2.72			
	Fourth time(4)	2.83			
	Fifth time and over(5)	2.89			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

**Table 4-54 Outcomes of Experience by Frequency of Visiting Taiwan in Western Tourists**

Variables	Tourism Status	Mean	Levene's	F/( $\chi^2$ )	Scheffe/Kruskal-Wallis
Share experiences with family/friends through conversation	First time(1)	3.43	0.61	0.30	---
	Second time(2)	3.47			
	Third time(3)	3.41			
	Fourth time(4)	3.25			
	Fifth time and over(5)	3.37			
Share experiences with family/friends through photos	First time(1)	3.23	0.12	1.29	---
	Second time(2)	3.10			
	Third time(3)	3.35			
	Fourth time(4)	2.92			
	Fifth time and over(5)	2.92			
Share experiences with family/friends online	First time(1)	2.87	0.25	0.51	---
	Second time(2)	2.87			
	Third time(3)	2.88			
	Fourth time(4)	2.91			
	Fifth time and over(5)	2.61			
I plan to adapt some techniques and flavours into my own recipes	First time(1)	2.54	0.43	3.15*	(2)>(5)
	Second time(2)	2.77			
	Third time(3)	2.24			
	Fourth time(4)	2.42			
	Fifth time and over(5)	2.13			
If I have other future trips to Taiwan, I plan to use my trip experiences to guide me	First time(1)	3.15	0.84	0.43	---
	Second time(2)	3.13			
	Third time(3)	3.29			
	Fourth time(4)	3.17			
	Fifth time and over(5)	3.32			
I have or planned to purchase local ingredients or foods to take home	First time(1)	2.33	0.50	0.93	---
	Second time(2)	2.07			
	Third time(3)	2.18			
	Fourth time(4)	2.58			
	Fifth time and over(5)	2.29			
I have or planned to purchase recipes or cookbooks as souvenirs	First time(1)	2.17	0.65	1.23	---
	Second time(2)	1.97			
	Third time(3)	2.41			
	Fourth time(4)	2.25			
	Fifth time and over(5)	1.97			
I would like to do some additional research on the foods I ate	First time(1)	2.53	0.59	1.26	---
	Second time(2)	2.43			
	Third time(3)	2.71			
	Fourth time(4)	2.42			

Variables	Tourism Status	Mean	Levene's	F/( $\chi^2$ )	Scheffe/Kruskal-Wallis
I would like to learn more about their origin or cultural significance	Fifth time and over(5)	2.21	0.27	0.73	---
	First time(1)	2.75			
	Second time(2)	2.73			
	Third time(3)	2.94			
	Fourth time(4)	2.75			
I would like to visit restaurants serving Taiwanese cuisine when I return home	Fifth time and over(5)	2.55	0.11	1.16	---
	First time(1)	2.91			
	Second time(2)	3.07			
	Third time(3)	3.12			
	Fourth time(4)	3.00			
My choice to return to Taiwan will be influenced by my food experiences	Fifth time and over(5)	2.71	0.93	0.99	---
	First time(1)	2.55			
	Second time(2)	2.33			
	Third time(3)	2.69			
	Fourth time(4)	2.73			
	Fifth time and over(5)	2.36			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

Question 8-2: Is there a difference in frequency of international travel experience between Asian and Western tourists that relates to their outcomes of experience?

A one-way ANOVA was used to test for differences in reflection among the three frequency-of-international-travel groups. For the Asian tourists, as seen in Table 4-55, there were two statistically significant differences among these groups: the purchasing of cookbooks as souvenirs ( $F(4,421)=3.53$ ,  $p=0.03$ ), and willingness to learn more about local culture ( $F(4,422)=4.52$ ,  $p=0.01$ ). With Western tourists, on the other hand, there were no statistically significant differences among these three groups (Table 4-56).

A Scheffe post-hoc comparison of the three frequency-of-travel groups revealed that Asian tourists who had taken one to five international trips in the past two years ( $M=2.79$ ,  $SD=0.91$ ) reported significantly greater willingness to purchase cookbooks as souvenirs than those Asian tourists with no recent international trips ( $M=2.36$ ,  $SD=0.861$ ). When it came to exploring local culture, Asian tourists who had one to five ( $M=2.88$ ,  $SD=0.69$ ) and six or more international travel experiences ( $M=2.97$ ,  $SD=0.66$ ) reported significantly higher preferences than those Asian tourists with no recent international travel experience ( $M=2.55$ ,  $SD=0.67$ ). All other comparisons were not significant.



**Table 4-55 Outcomes of Experience by Frequency of International Trips in Asian Tourists**

Variables	Tourism Status	Mean	Levene's	F /( $\chi^2$ )	Scheffe/ Kruskal- Wallis
Share experiences with family/friends through conversation	None(1)	3.42	0.46	0.12	---
	1-5 times(2)	3.42			
	6-10 times and over(3)	3.38			
	None(1)	3.36			
Share experiences with family/friends through photos	1-5 times(2)	3.46	0.40	1.07	---
	6-10 times and over(3)	3.35			
	None(1)	3.24			
	1-5 times(2)	3.32			
Share experiences with family/friends online	6-10 times and over(3)	3.16	0.67	1.26	---
	None(1)	2.36			
	1-5 times(2)	2.62			
	6-10 times and over(3)	2.64			
I plan to adapt some techniques and flavours into my own recipes	None(1)	3.27	0.59	1.86	---
	1-5 times(2)	3.18			
	6-10 times and over(3)	3.36			
	None(1)	2.91			
If I have other future trips to Taiwan, I plan to use my trip experiences to guide me	1-5 times(2)	3.15	0.84	1.66	---
	6-10 times and over(3)	3.06			
	None(1)	2.36			
	1-5 times(2)	2.79			
I have or planned to purchase local ingredients or foods to take home	6-10 times and over(3)	2.81	0.25	3.53*	(2)>(1)
	None(1)	2.52			
	1-5 times(2)	2.80			
	6-10 times and over(3)	2.81			
I have or planned to purchase recipes or cookbooks as souvenirs	None(1)	2.52	0.14	2.47	---
	1-5 times(2)	2.80			
	6-10 times and over(3)	2.81			
	None(1)	2.55			
I would like to do some additional research on the foods I ate	1-5 times(2)	2.88	0.27	4.52*	(2),(3)>(1)
	6-10 times and over(3)	2.97			
	None(1)	2.82			
	1-5 times(2)	3.01			
I would like to learn more about their origin or cultural significance	6-10 times and over(3)	2.99	0.32	0.91	---
	None(1)	2.94			
	1-5 times(2)	2.86			
	6-10 times and over(3)	2.91			
I would like to visit restaurants serving Taiwanese cuisine when I return home	None(1)	2.94	0.05	0.60	---
	1-5 times(2)	2.86			
	6-10 times and over(3)	2.91			
	None(1)	2.94			
My choice to return to Taiwan will be influenced by my food experiences	1-5 times(2)	2.86	0.05	0.60	---
	6-10 times and over(3)	2.91			
	None(1)	2.94			
	1-5 times(2)	2.86			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

**Table 4-56 Outcomes of Experience by Frequency of International Trips in Western Tourists**

Variables	Tourism Status	Mean	Levene's	F/( $\chi^2$ )	Scheffe/Kruskal-Wallis
Share experiences with family/friends through conversation	None(1)	3.62	0.49	1.85	---
	1-5 times(2)	3.47			
	6-10 times and over(3)	3.33			
Share experiences with family/friends through photos	None(1)	3.23	0.48	1.16	---
	1-5 times(2)	3.23			
	6-10 times and over(3)	3.04			
Share experiences with family/friends online	None(1)	3.31	0.42	2.33	---
	1-5 times(2)	2.89			
	6-10 times and over(3)	2.69			
I plan to adapt some techniques and flavours into my own recipes	None(1)	2.69	0.26	1.41	---
	1-5 times(2)	2.53			
	6-10 times and over(3)	2.37			
If I have other future trips to Taiwan, I plan to use my trip experiences to guide me	None(1)	3.15	0.93	0.02	---
	1-5 times(2)	3.20			
	6-10 times and over(3)	3.19			
I have or planned to purchase local ingredients or foods to take home	None(1)	2.38	0.66	0.51	---
	1-5 times(2)	2.34			
	6-10 times and over(3)	2.22			
I have or planned to purchase recipes or cookbooks as souvenirs	None(1)	2.08	0.35	0.34	---
	1-5 times(2)	2.18			
	6-10 times and over(3)	2.08			
I would like to do some additional research on the foods I ate	None(1)	2.77	0.86	1.70	---
	1-5 times(2)	2.53			
	6-10 times and over(3)	2.36			
I would like to learn more about their origin or cultural significance	None(1)	2.92	0.57	0.43	---
	1-5 times(2)	2.70			
	6-10 times and over(3)	2.74			
I would like to visit restaurants serving Taiwanese cuisine when I return home	None(1)	3.23	0.28	1.45	---
	1-5 times(2)	2.95			
	6-10 times and over(3)	2.84			
My choice to return to Taiwan will be influenced by my food experiences	None(1)	2.77	0.92	1.15	---
	1-5 times(2)	2.55			
	6-10 times and over(3)	2.42			

Note. based on a 4-point scale where 1 =strongly disagree, 2 =disagree, 3 =agree, 4 =strongly agree.

\*\*\* significant at <.001 level (2-tailed)

\*\* significant at <.01 level (2-tailed)

\* significant at <.05 level (2-tailed)

## **4.12 Regression Analyses**

A series of regression analyses were conducted to test the hypothesized model presented in Chapter 3 (see section 3.3). First, a series of simple linear regression analyses was employed to examine the relationship between: 1) information search and pre-trip experience; 2) information search and during-trip experience; and 3) information search and post-trip experience. Second, a series of multiple linear regression analyses was conducted to determine the predictive influence of three phases of tourism experience (pre-trip experience, during-trip experience, and post-trip experience) on food activity satisfaction and experience outcomes. Finally, a simple linear regression was applied to investigate the relationship between food activity satisfaction and experience outcomes.

### **4.12.1 Prediction of Phases of Tourism Experience from Information Search by Asian Tourists**

As can be seen in Figure 4-1, results from the first simple linear regression analysis indicated that information search was able to explain 20% of the variance in pre-trip experience, including statistically significant amount of the total variance ( $F=107.98, p=.000$ ). The results also indicated that higher quality information source was a significant positive predictor of satisfactory pre-trip experience ( $\beta=0.45, p=.000$ ). In the second linear regression analysis, using information search as a predictor, it explained 11% of the variance in during-trip experience, which is a statistically significant amount of the total variance ( $F=107.98, p=.000$ ). The results also indicated that higher quality of information

source was a significant positive predictor of during-trip experience ( $\beta=0.34$ ,  $p=.000$ ). Finally, higher quality of information source was able to explain 0.15% of the variance in post-trip experience, with a statistically significant amount of the total variance ( $F=72.83$   $p=.000$ ). The results also indicated people who knew where they were going and what they wanted to do there had a better trip than people who knew nothing ( $\beta=0.38$ ,  $p=.000$ ).

#### **4.12.2 Prediction of Food Activity Satisfaction and Outcomes of Experience from Phases of Tourism Experience by Asian Tourists**

Results from the first linear regression analysis suggested that pre-trip experience, during-trip experience, and post-trip experience were able to explain 8.0% of the variance in food activity satisfaction, with a statistically insignificant amount of the total variance ( $F=12.76$ ,  $p=.000$ ). The standardized beta weights for the pre-trip experience/food activity satisfaction relationship ( $\beta=-.01$ ,  $p=.83$ ), and during-trip experience/outcomes of experience relationship ( $\beta=.11$ ,  $p=.48$ ) were not significant. However, the standardized beta weight was significant for the post-experience/food activity satisfaction relationship ( $\beta=.23$ ,  $p=.000$ ).

Similarly, results from the second linear regression analysis showed that pre-trip experience, during-trip experience and post-trip experience were able to explain 26% of the variance in outcomes of experience, with a statistically insignificant amount of the total variance ( $F=49.24$ ,  $p=.000$ ). The standardized beta weight was not significant for the pre-trip experience/outcomes of experience relationship ( $\beta=.05$   $p=0.33$ ). However, the standardized beta weights

for the during-trip experience/outcomes of experience relationship ( $\beta=.21$ ,  $p=.000$ ) and post-trip experience/outcomes of experience relationship were both significant ( $\beta=.35$ ,  $p=.000$ ).

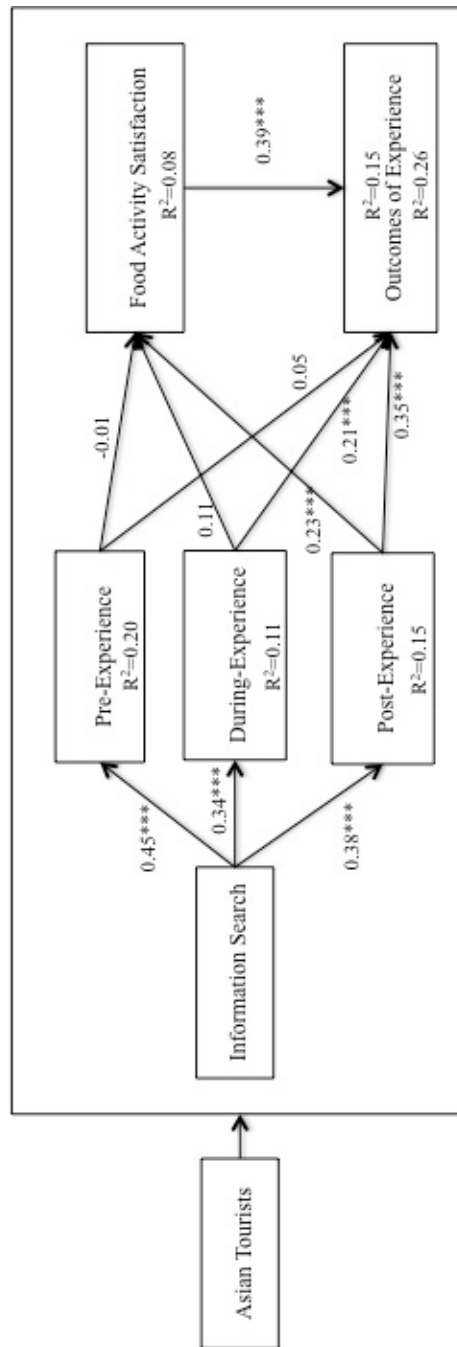
#### **4.12.3 Prediction of Outcomes of Experience from Food Activity**

##### **Satisfaction among Asian Tourists**

Results from the simple linear regression analysis indicated that food activity satisfaction was able to explain 15% of the variance in outcomes of experience, with a statistically significant amount of the total variance ( $F=74.60$ ,  $p=.000$ ).

The results also indicated that information search was a significant positive predictor of pre-trip experience ( $\beta=0.39$ ,  $p=.000$ ).

**Figure 4-1. Prediction of Information Search, Phases of Experience, Food Activity Satisfaction, and Outcomes of Experience by Asian Tourists**



Note. \*\*\* relationship is significant at <.001 level  
 \*\* relationship is significant at <.01 level (2-tailed)  
 \* relationship significant at <.05 level (2-tailed)

#### **4.12.4 Prediction of Phases of Tourism Experience Based on Information Search by Western Tourists**

As Figure 4-2 illustrates, results from the first simple linear regression analysis indicated that higher quality of information source was able to explain 18% of the variance in pre-trip experience, with a statistically significant amount of the total variance ( $F=45.32, p=.000$ ). The results also indicated higher quality of information source was a significant positive predictor of pre-trip experience ( $\beta=.43, p=.000$ ). In the second linear regression analysis, with information search as a predictor, 19% of variance was explained in the during-trip experience phase, which was a statistically amount of the total variance ( $F=47.94, p=.000$ ). The results also indicated that more lengthy information search was a significant positive predictor of during-trip experience ( $\beta=.43, p=.000$ ). Finally, higher quality of information source was able to explain 0.18% of the variance in post-trip experience, with a statistically significant amount of the total variance ( $F=44.06, p=.000$ ). The results also indicated that information search was a significant positive predictor of post-trip experience ( $\beta=.42, p=.000$ ).

#### **4.12.5 Prediction of Food Activity Satisfaction and Outcomes of Experience from Phases of Tourism Experience among Western Tourists**

Results from the first linear regression analysis indicated that pre-trip experience, during-trip experience, and post-trip experience were able to explain 16% of the variance in food activity satisfaction, which was not a statistically significant amount of the total variance ( $F=13.57, p=.000$ ). The standardized

beta weights for the pre-trip experience/food activity satisfaction relationship ( $\beta=.18, p=.03$ ) and the post-trip experience/food activity satisfaction relationship ( $\beta=.07, p=.36$ ) were not significant. However, the standardized beta weight was significant for the during-trip experience/food activity satisfaction relationship ( $\beta=.23, p=.001$ ).

Similarly, results from the second linear regression analysis showed that pre-trip experience, during-trip experience and post-trip experience were able to explain 35% of the variance in outcomes of experience, with a statistically insignificant amount of the total variance ( $F=36.33, p=.000$ ). However, the standardized beta weights were significant for the pre-trip experience/outcomes of experience relationship ( $\beta=.21, p=.003$ ), the during-trip experience/outcomes of experiences relationship ( $\beta=.19, p=.001$ ) and the post-trip experience/outcomes of experience relationship ( $\beta=.31, p=.000$ ).

#### **4.12.6 Prediction of Outcomes of Experience from Food Activity**

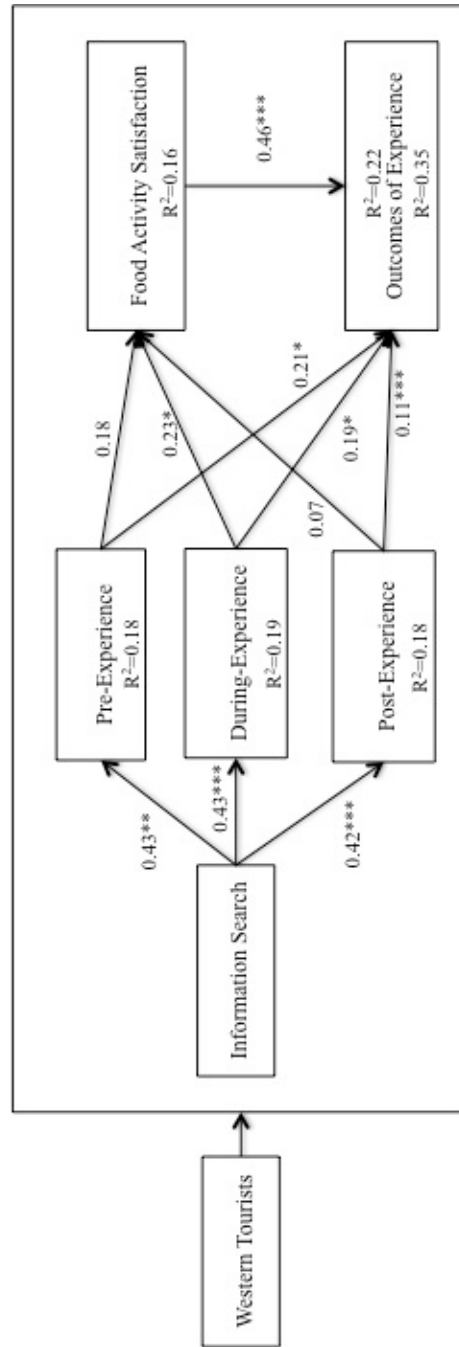
##### **Satisfaction by Western tourists**

Results from the simple linear regression analysis indicated that food activity satisfaction was able to explain 22% of the variance in outcomes of experience, with a statistically significant amount of the total variance ( $F=56.49, p=.000$ ).

The results also indicated that more time spent in information search was a significant positive predictor of a satisfactory pre-trip experience ( $\beta=0.46, p=.000$ ).



**Figure 4-2. Prediction of Information Search, Phases of Experience, Food Activity Satisfaction, and Outcomes of Experience by Western Tourists**



Note. \*\*\* relationship is significant at <.001 level  
 \*\* relationship is significant at <.01 level (2-tailed)  
 \* relationship significant at <.05 level (2-tailed)

## **CHAPTER 5**

### **Discussion and Conclusion**

#### **5.1 Introduction**

This chapter revisits the research questions and objectives of this study and discusses how they have been addressed in the preceding chapters. It also presents the research's theoretical and practical implications, followed by its limitations.

#### **5.2 Summary of the Study**

This study has identified key aspects of how Asian and Western tourists perceived food while travelling in Taiwan, and has challenged conventional conceptual approaches to the understanding the role of food in touristic experience by taking into account the phases of touristic experience. While the components that constitute the tourist experience remain a subject of debate, as does the question of whether it is a one-dimensional or multi-dimensional construct, this study confirmed tourist experience as multi-dimensional, insofar as it confirmed the theoretical validity of the three-phase model of tourist experience (pre-arrival/expectation, during the trip/food choice, before leaving the trip/food decision) for quantitative evaluation of the roles of food and cuisine.

### **5.3 Discussion**

Asian tourists and Western tourists had different food expectations before arriving in Taiwan. While Westerners tended to plan their trips without any restrictions or expectations arising from the quest for food experience in particular, Asian tourists expected their travel in Taiwan to include food-related experiences, and their planning involved group decision-making about food. The results reported here do not support the findings of Cohen and Avieli (2004) that Asians shunned novel foods, while Westerners are increasingly engaged in quests for new foods and dishes. This may be explained by the fact that Asian tourists were more familiar with Taiwanese food culture than Western tourists: due either to coming from similar cultural backgrounds themselves, or to having had greater access to the marketing of food experience by Taiwanese tourism marketing organizations, which is more actively pursued in Asian countries than in the West. Tourism products by their nature possess the characteristic of intangibility, and as such the task of promoting Taiwanese cuisines to Western tourists can present a challenge. Due to their lack of familiarity with Taiwanese culture, and possibly their sense that eating (like sleeping and transport) is a basic consumer need not strongly tied to their tourism motivations, Western tourists may pursue more general tourism activity such as visiting natural or historical attractions rather than what they perceive as special-interest activity.

Many recent publications have indicated the importance of atmosphere, comfort, hygiene/cleanliness, authenticity, and decoration of the dining area in

attracting tourists (Clark & Wood, 1998; Hall et al., 2003; Kim, Goh, & Yuan, 2010; Soriano, 2002; Sun, 1995). The present research found that Asian tourists viewed food safety, décor, authenticity (in the sense of being representative of Taiwanese cuisine), and unfamiliar dishes as the key attributes when making food choices, to a greater degree than Western tourists did. Up to this point, these findings are in line with previous research on food involvement (Bell & Marshall, 2003), which found that people with a high level of food involvement may be able to make finer discriminations between food items in their sensory evaluations and hedonic ratings. The present dissertation's findings indicated that Asian tourists were more likely to try unfamiliar or intriguing dishes while travelling in Taiwan than Western tourists were. Perhaps visitors from other Asian countries know or assume that Taiwanese cuisine will be similar to their own – in the sense of not being fatty or heavy, or overly spiced – whereas Western tourists might be concerned about food sanitation, not simply “differentness”. In the case of the Asian tourists in our sample, our findings accord with the suggestions of Cohen and Avieli (2004) that tourists feel they are acquainted with foreign cuisines, even when they have not yet visited the places from which the cuisines originated. This might explain why they take their food choice a step further by trying new food experiences, i.e. are more neophilic (Bell & Marshall, 2003).

When entering the food decision-making phase, however, the Asian tourists in our sample became *more* neophobic than Western tourists: selecting based on matters of convenience such as the location of the dining area, and

seeking out foods similar to what they eat at home. These findings are in agreement with Quan and Wang's (2004) suggestion that food is the extension of the ontological comfort of home. As Quan and Wang stated:

[F]ood consumption includes two components: one is the routine stubborn "central" or "core" ingredients and the other is the changeable "peripheral" ingredients (c.f.: djursaa & Kragh, 1998). No matter how "peripheral" ingredients change, "core" ingredients remain central to the consumer and act as the base for the change of "peripheral" ingredients. For example, for most Chinese consumers from south China, rice is one of the basic "core" food ingredients in their daily dining practices. Potato, on the other hand, is one of "peripheral" ingredients for variety and change. Chinese can sometimes take potato rather than rice as the main ingredient of foods. However, it is difficult for them to give up eating rice most of the time and always eat potato instead. (p. 301)

Two of the undeniable facts of the decision-making process are price and location. As consumers are more exposed to tourism products and services, they have become more and more sophisticated and experienced in their dining selection process (Sun, 1995). The present dissertation's findings about food decisions indicated that price and location were the key motivators for Asian tourists, and suggested that destinations could increase their attractiveness by offering lower-priced food and more convenient locations.

The important reflection behaviours identified by this study are consistent with the findings of other studies. Reflection is an important element

in the tourist experience: several studies have found that successful destination marketing often evaluates communication (Chang et al., 2010; Law, To, & Goh, 2008), learning (Kim & Yuan, 2010; Kivela & Crotts, 2006), and intention to revisit (Cohen & Avieli, 2004). Heung (2002) and Hsu, Kang, and Lam (2006) found that Chinese consider word-of-mouth to be particularly effective, efficient and convincing. Likewise, Chen (1995) found that Chinese perceived advertising positively, and hence that the impact of advertisements on Chinese travellers would tend to be high. Asian tourists who had a positive food experience in Taiwan indicated that they had a higher level of intention to revisit Taiwan. This finding is in complete agreement with Kivela and Crotts's (2006) findings that food plays a major role in tourists' experience of a destination, and that some travellers returned to particular destinations to savour their unique cuisines.

In terms of gender, the findings of this study revealed that Asian males placed a greater emphasis than Asian females on choosing food with good value, eating similar food to what they eat at home, and sharing their travel experiences through online communication platforms. This result contradicts Flynn, Slovic and Mertz's (1994) finding that among women, price appears to be the primary determinant of food purchases. As for the Western tourists in our sample, female tourists were more interested than males in trying fresh or unfamiliar cuisines, and more attracted by the visual appearance of food. These findings are consistent with Wadolowska, Babicz-Zielinska, and Czarnicinska's

(2008) study of the relationships among demographic variables, food choice, and food preferences.

Younger Western tourists seemed not to put much effort into planning any aspect of their travel, whereas younger Asian tourists were more focused on planning their trip around food-oriented experience. The present study also found that older Asian tourists more often expressed their concerns about the cleanliness of dining areas and their preferences for locally sourced ingredients. In the same vein, Kim et al. (2003) indicated that there was a significant difference between age groups when it came to travel motivations. Their results showed that older respondents emphasized the factor of natural ingredients. The present study also found that younger Asian tourists were more likely to choose food venues based on whether they were frequented by local people, and to choose to eat street food; whereas younger Western tourists seemed to be more concerned about the price and value of the food. In terms of reflection, younger Western tourists were more likely than Asians of the same age to share their travel experiences through online communication, as well as more willing to learn new cooking techniques arising from what they ate during their travel.

Western tourists who were less well educated were more likely to express their interest in low-priced food while travelling. This could simply reflect that people with less education may have lower household income levels, and therefore place more weight on price when it comes to food decision-making. After returning from travel, well-educated Asian tourists were more interested in learning about the food they had experienced. The existing

literature on education levels' effects on tourists' food choices (Kim et al., 2003, Wadolowska et al., 2008) appears to be generally compatible with the more detailed results obtained in the present study.

In terms of travel experience, both Asian and Western tourists who had previously travelled to Taiwan expressed an interest in learning about local culture through experiencing food. Individuals often evaluate consumption experience based on their expectations; and expectations are formed by the individuals' general knowledge and their past experiences (Oliver, 1997). Asian tourists with more international travel experience were more likely to eat in places frequented by locals, and to choose food that they felt reflected local culture, than their less well travelled counterparts. These behaviours were also reflected in the finding that more experienced tourists were more likely to make their own food decisions, to purchase ingredients, and to adopt cooking techniques experienced during travel into their own recipe.

#### **5.4 Implications of findings**

The current study's most important finding lies with its identification of the multi-phased nature of the role of food in touristic experience, as set forth in section 5.2, above. However, the question of whether the relationship among the phases of experience is direct or indirect remains unanswered, several types of statistical analysis of the relationship having been statistically inconclusive. Although the current study has investigated the role of food in tourism



experience, it is believed that much more research is still needed to assess the relationship among the phases of tourism experience in relation to food tourism.

It was intriguing to find that Asian tourists were more interested in food-oriented experience than Western tourists were. A possible explanation for this discrepancy was that Asian tourists viewed food as a peak touristic experience, whereas Westerners saw it as supporting experience (Quan & Wang, 2004). Therefore, Asian tourists were more likely than Western tourists to view food as a major motivation, as well as more likely to engage actively in food experience. The fact that the study was conducted in Taiwan may explain some of this difference in food motivation between Asian and Western tourists: Asian tourists were primarily motivated by more specific tourism activity (in this case, experiencing food) due to the relative familiarity of the language and culture. Among various factors, cultural influence is recognized as a major determinant of food preference (Atkins & Bowler, 2001; Chang, et al., 2010; Finkelstein, 1998; Khan, 1981; Longue, 1991; Mäkelä, 2000). It is an integral part of people's value systems, and thus provides one of the determinants of what and how one eats. Accordingly, it is suggested that additional research in the area of cultural influence would prove quite beneficial.

The results of the current study may also have implications for promoting Taiwan as a culinary destination. First, in Westerners' minds, Taiwan may not be viewed as a culinary destination on a par with other Asian countries including China, Japan, Thailand, Korea, and India. This could explain the relative reluctance of Western tourists to patronize Taiwanese cuisine in

practice, even if they would like to do so in theory. Taiwanese destination marketing organizations should therefore focus more on the accessibility of Taiwanese cuisine abroad. Meanwhile, they should also consider making moves to close the gap between the names of dishes served in restaurants abroad and the names of similar dishes available in eating venues at the destination.

Second, drawing on the findings of this study with regard to the differences in food choice between Asian and Western tourists, it can be seen that the taste of food, personal preferences, and perceived authenticity had greater influence on Asian tourists than on Western ones. As such, destination-marketing organizations should be aware of cuisine that is prepared by skilled chefs to satisfy Asian tourists' requirements. For Western tourists, the arrival appearance of Taiwanese cuisine coupled with more media exposure could help to shape popular opinion and influence food tourism decisions (Hjalager, 2004; Horng & Tsai, 2010; Kivela & Crofts, 2005). Additionally, it is necessary for menus to explain the dishes' ingredients in understandable English, and for more photos of representative Taiwanese cuisines to appear in advertisements or mass media that may attract Western tourists.

Finally, the present study has indicated the variety of means by which tourists enhance their post-travel experience, such as sharing it with their friends and family through online communications and purchasing souvenirs as gifts or functional items. With the advancement of Internet technologies, increasing numbers of travellers are using the Internet to seek destination information. As such, it would seem that these online word-of-mouth sources play an

increasingly important role in the consumer decision-making process – with the faceless reviewers who add their comments to web pages rapidly becoming the travel leaders. Marketers need to learn how to control, and not be controlled, by this new and powerful force.

### **5.5 Limitations of the Study and Recommendations for Future Research**

This study's results should be interpreted with certain limitations in mind. The data were collected in Taiwan using a convenience sampling approach. Thus, the generalizability of the findings might be questionable. Additionally, some limitations may have affected the processing and results of this study. Although the modified questionnaire was adopted from the literature review and other empirical studies, it might not have constructed the context perfectly. Though the validity and reliability of the present study have been established, there is no doubt that the questionnaire can be further refined: ideally, through being used in different cultural settings.

Of necessity, the questionnaire took at face value tourists' assumptions about how likely they were to embrace aspects of Taiwanese cuisines in their own homes. Where practical, it would be helpful to combine this study's approach with a qualitative methodology, such as personal interview, which would allow the researchers to better understand how people who hold certain views, or engage in certain food-related activity, feel about their food experiences after returning home. Such a technique could provide future

researchers in culinary tourism with greater insights into various phenomena, and richer data, than are possible from structured questionnaires alone.

Notwithstanding the above limitations, the present study has made important contributions to the literature on culinary tourism. It is the first of its kind to apply phases of touristic experience to an examination of the role of food in that experience through a systematic process followed by theoretical and practical review. The limitations of this study are, moreover, commonplace in empirical studies in social science research, and there is considerable reason to hope that the present work will provide a foundation for further studies of international and cross-cultural culinary tourism. Although it was conducted as an examination of the role of food in tourism experience from a demand perspective, this study will also have future applications from the suppliers' point of view: with the potential to assist future researchers and destination marketing organizations to delineate and maintain better food experiences for tourists.

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**APPENDIX A: Main Study Introduction/Consent Letter**

# UNIVERSITY OF WATERLOO

Department of Recreation and Leisure Studies

## THE ROLE OF FOOD IN TOURIST EXPERIENCE

We are kindly inviting you to take part in a research study on the “The Role of Food in Tourist Experience”. This survey asks you about your food experiences during your trip to Taiwan.

### STUDY PURPOSE

- Your participation is *completely voluntary*.
- There are no known or anticipated risks to your participation in the study.
- You may choose to leave questions unanswered if you wish by leaving them blank and/or stop your participation at any time by handing in a blank or incomplete questionnaire.
- You must be 18 years of age or older to participate.
- The survey will take approximately 20 minutes to complete.
- You are not asked for your name or any identifying information on the questionnaire.
- The data gathered in the study will be kept confidential and securely stored for two years and then confidentially destroyed. The electronic data may be kept indefinitely on a secure server at the University of Waterloo.
- Permission was given by the Taiwan Taoyuan Airport Authority to conduct the survey.
- This study has been reviewed and received ethics clearance through the Office of Research Ethics (ORE) at the University of Waterloo, CANADA. Any questions or concerns about your participation may be directed to Dr. Susan Sykes, Director, Office of Research Ethics at 002+1-519-888-4567 Ext 36005 or [ssykes@uwaterloo.ca](mailto:ssykes@uwaterloo.ca).
- You may take this information sheet with you.
- If you have further questions or are interested in the summary of results, please e-mail the student investigator at [ying-yu.chen@uwaterloo.ca](mailto:ying-yu.chen@uwaterloo.ca) and you will be sent results upon completion of the study in December 2012.

**Thank you in advance for taking the time to participate in this study!**  
**We appreciate your input into our research!**

**Student Investigator:** Ying-Yu Chen, PhD Candidate, Department of Recreation and Leisure Studies, University of Waterloo, Canada, [ying-yu.chen@uwaterloo.ca](mailto:ying-yu.chen@uwaterloo.ca)

**Faculty Supervisor:** Dr. Stephen Smith, Professor, Department of Recreation and Leisure Studies, University of Waterloo, Canada, 002+1-519-888-4567 Ext. 84045, [ssmith@uwaterloo.ca](mailto:ssmith@uwaterloo.ca)

**APPENDIX B: Study Questionnaire – English Version**



Date: Place: Research Assistant: No.:

We kindly request your participation in this survey, which will help us understand your food experiences during your trip to Taiwan.

**PART 1: Sources of Information**

The following are sources of information that you may have used for planning your trip. For each statement below, please indicate how important each was to you by placing a mark in the appropriate box.

	Very Important	Important	Somewhat Important	Not Important
Friends, Relatives or Colleagues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Tourists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Past Experiences or General Knowledge of Taiwanese Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books and Guides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Internet (e.g., destination websites)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media (e.g., blogs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers, Magazines or Articles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV (e.g., food shows, commercials)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government Tourism Brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PART 2: General Travel Expectations – BEFORE COMING TO TAIWAN**

The following statements describe your food-related planning for your trip to Taiwan. For each statement below, please indicate the extent to which you agree or disagree by placing a mark in the appropriate box.

	Strongly Agree	Agree	Disagree	Strongly Disagree
No special planning. I just planned to eat when I got hungry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I decided on places I wanted to go, then focused on certain foods to enhance that specific experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I decided on places to visit based on the foods I wanted to experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I planned to make choices based on the needs of my travel group (e.g. family/friends).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I decided to dine at locations that would allow me to meet local people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I planned food choices to experience local culture.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I planned to eat at locations close to where I was staying.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I planned to eat only foods that fit a healthier lifestyle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I planned to dine at locations that offer clean facilities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I did not do any individual planning because I was part of a tour group.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PART 3: Factors in Choosing Food- DURING YOUR TRIP**

The following statements factored into your choice of food at a destination. For each statement below, please indicate the extent to which you agree or disagree by placing a mark in the appropriate box.

	Strongly Agree	Agree	Disagree	Strongly Disagree
Food Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freshness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Décor and Atmosphere of an Establishment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good Value for Money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perceived Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perceived Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Locally-Sourced Ingredients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Representative of Taiwanese Cuisine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intriguing or Unfamiliar Dishes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PART 4: Review of Your Food Decisions – ON REFLECTION**

The following statements describe how you made decisions on food during your travel experiences. For each statement below, please indicate the extent to which you agree or disagree by placing a mark in the appropriate box.

	Strongly Agree	Agree	Disagree	Strongly Disagree
I chose food similar to what I eat at home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I chose food based on visual appearance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I had the chance, I chose street food rather than restaurants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I chose food that was prepared with local ingredients and/or techniques.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Low-priced food is important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I looked for places that were busy and frequented by locals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I chose something that looked expensive and sophisticated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The chance to experience a new food that reflected local culture was a motivation in choosing food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I chose cuisines that I hope to one day make myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My choices were based on the accessibility of food vendors and restaurants from where I was staying.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I chose places based on my ability to make food choices (e.g., read menus, interact with server)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I chose places as voted by travel group (e.g., family/friends).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My choices were limited as I was on a tour.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PART 5: How I Plan to Reflect on My Food Experiences – WHEN I GET HOME**

The following statements describe what you plan to do with your food experiences when you return home. For each statement below, please indicate the extent to which you agree or disagree by placing a mark in the appropriate box.

	Strongly Agree	Agree	Disagree	Strongly Disagree
Share experiences with family/friends through conversation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share experiences with family/friends through photos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share experiences with family/friends online (i.e., Forums, Blogs, Facebook, Twitter, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to adapt some techniques and flavours into my own recipes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I have other future trips to Taiwan, I plan to use my trip experiences to guide me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have or planned to purchase local ingredients or foods to take home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have or planned to purchase recipes or cookbooks as souvenirs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to do some additional research on the foods I ate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to learn more about their origin or cultural significance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to visit restaurants serving Taiwanese cuisine when I return home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My choice to return to Taiwan will be influenced by my food experiences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PART 6: Types of Food Experienced in Taiwan**

The following statements describe the types of food you experienced in Taiwan. For each statement below, please indicate the extent to which you are satisfied or not satisfied by placing a mark in the appropriate box.

I've visited...	Yes	No	If You Answered "Yes", Please Rate Your Food-Related Experience			
			Very Satisfied	Satisfied	Somewhat Satisfied	Not Satisfied
Night Markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street Foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farmers' Markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooking Classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Agree	Agree	Disagree	Strongly Disagree
I had a positive overall satisfaction with cuisine in Taiwan.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend others to visit Taiwan to experience the cuisine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cuisine experienced in Taiwan was more authentic than that in other destinations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cuisine experienced in Taiwan met my expectations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cuisine experienced in Taiwan surpassed my expectations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PART 7: Some Characteristics about You**

The following questions are to help us know a bit about our respondent. This information is confidential, and you can decline to respond by leaving it blank.

1. Is this your first time visiting Taiwan?

YES                       NO

If 'no', this is your \_\_ visit to Taiwan.

2. How many international trips – to any international destination – have you taken in the past two years? \_\_\_\_\_ trips

3. What is your age? \_\_\_\_\_ years old .

4. Gender

Male                       Female

5. Level of education

- |   |  |   |
|---|--|---|
| <input type="radio"/> Some Secondary School             | <input type="radio"/> High School Diploma          | <input type="radio"/> Trade School, Technical Certificate |
| <input type="radio"/> Some College or University Degree | <input type="radio"/> College or University Degree | <input type="radio"/> Postgraduate Degree                 |

6. Nationality

- |                                      |                                       |                                     |                                   |
|--------------------------------------|---------------------------------------|-------------------------------------|-----------------------------------|
| <input type="radio"/> Mainland China | <input type="radio"/> Hong Kong/Macau | <input type="radio"/> South Korea   | <input type="radio"/> Japan       |
| <input type="radio"/> Malaysia       | <input type="radio"/> Singapore       | <input type="radio"/> United States | <input type="radio"/> New Zealand |

Other Country: \_\_\_\_\_

**THANK YOU** for participating in our "The Role of Food in Tourist Experience" survey! Your feedback is extremely valuable. If you indicated on the survey that you would like a copy of the results, they will be sent to you by email at the address you provided by December 10<sup>th</sup>, 2012.

**APPENDIX C: Study Questionnaire - Traditional Chinese Version**

日期: 地點: 調查員: 編號:

您好:

非常感謝您抽空填寫問卷，此研究目的在於了解遊客在旅遊中的美食體驗以及對於台灣美食相關體驗的滿意度。您寶貴的意見，將協助我們的學術研究。您所分享的資訊將會受到絕對的尊重與保密，並僅供學術研究之用。非常感謝您的合作。

敬祝 健康 快樂

加拿大滑鐵盧大學遊憩與休閒系 Stephen Smith 教授 博士生 陳瑩育敬上  
Department of Recreation and Leisure Studies, University of Wa

**PART 1: 在規劃旅遊時，以下資訊來源對您的重要程度為何？**

	非常重要	重要	有點重要	不重要
親朋好友	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
其他遊客	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
過去旅遊經驗或對台灣美食的認識	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
書籍或旅遊手冊	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
網路	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
社群媒體	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
報章雜誌	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
美食節目，廣告	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
政府發行旅遊手冊	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PART 2: 來台灣之前，您對以下美食相關活動的同意程度？**

	非常同意	同意	不同意	非常不同意
我對旅遊飲食沒有特定計畫，餓了就找地方吃東西	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我會先決定想去的地方，並會尋找美食來增加我的旅遊體驗	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我會依據想嘗試的美食而決定旅遊目的地	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
同行夥伴會影響我的飲食選擇	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我選擇用餐場所是能讓我遇到當地人	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我的飲食選擇是希望可以接觸當地文化	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我會選擇離我住宿近的用餐場所	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我會選擇乾淨的用餐環境	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我的食物選擇以健康為取向	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我是跟團旅遊，對餐飲沒有個人的選擇	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PART 3: 請回想，當您在台灣旅遊時的飲食選擇，您對以下項目的同意程度？**

	非常同意	同意	不同意	非常不同意
食物安全	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
食物新鮮度	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
用餐環境的裝潢和氣氛	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
經濟實惠	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
食物品質	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
食物口味	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

是否使用當地食材	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
具有台灣飲食特色	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
令人好奇或是新奇的菜餚	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PART 4: 請回想，當您在台灣旅遊時，決定飲食體驗的因素中，您對以下項目的同意程度？**

我會選擇食物是因為…	非常同意	同意	不同意	非常不同意
接近我家鄉口味	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
依據視覺上的呈現	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
路邊攤而不是餐廳	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
用當地食材	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
價格低廉	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
看當地人潮	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
是精緻且昂貴	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
學習當地的飲食文化	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我希望有一天我可以自己做這道菜	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
交通方便	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我可以自己做決定（看懂菜單，與服務生溝通）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
同行夥伴推薦	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
受限於旅行團的安排	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PART 5: 此刻，旅遊結束回家後，您會如何回應這次的飲食體驗？**

	非常同意	同意	不同意	非常不同意
與家人/親友分享我的旅遊經驗…				
透過談話中/透過談話	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
透過照片	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
透過網路（論壇，部落格，Facebook, Twitter）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我計畫在我的烹飪裡融合當地烹調方式或食材	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
未來去台灣旅遊，我會參考我這次旅遊經驗	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我有帶當地食材或小吃回家	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我有買當地食譜作為紀念品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我願意研究我在這次旅行嘗試過的食物	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我願意學習有關當地的飲食知識	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我願意光顧我居住地方開的台灣餐飲店	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我下次拜訪台灣會受到飲食體驗的影響	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PART 6: 在台灣飲食相關活動中，您對以下項目的滿意度為何？**

我曾經去過…	是	否	如果您回答“是”，請勾選出您的滿意程度			
			非常滿意	滿意	有點滿意	不滿意
夜市	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
路邊攤	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
菜市場	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
餐廳	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
烹飪課程	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
美食節慶	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	非常同意	同意	不同意	非常不同意
整體而言，我對台灣美食有正面的滿意度	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我會推薦他人去台灣體驗飲食	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
相較於其他地區，台灣的飲食體驗是較真實的	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
台灣的飲食體驗符合我的期待	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
台灣的飲食體驗超越了我的期待	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PART 7: 個人基本資料**

1. 請問這是您第一次拜訪台灣嗎？

是  不是

如果不是，請問這是您第\_\_\_\_\_次拜訪台灣

2. 過去兩年，你有過幾次出國旅遊經驗？\_\_\_\_\_次

3. 年齡 \_\_\_\_\_歲

4. 性別

男  女

5. 教育程度

國（初）中(含以下)       高中（職）       專科  
 大學       研究所（以上）

6. 國籍

中國       香港/澳門       南韓  
 日本       馬來西亞       新加坡  
 美國       紐西蘭      其他國家:

**非常謝謝你們的協助!**