

Article

Food Experience the Relationship Between Food Choices and Traveler Motivations

Muslima Amiriddinova Zayniddin Kizi

1. Lecturer and Phd of "Silk Road" International University of Tourism and Cultural, Heritage

* Correspondence: amiriddinovamuslima@gmail.com

Abstract: This study explores the complex relationship between food tourism and tourist motivations, acknowledging that visitors' food choices are dual, acting as a source of enjoyment and food choices. Across the range of visitor interests, some have a passing interest in food, while others view local food and dining experiences as essential parts of their vacation experiences. Comprehending the complexity of culinary tourism demands a multidisciplinary approach. Research uses a mix of qualitative and quantitative methods to analyse researchers work and the method providing insight into the range of interests and driving forces that influence food-related preferences.

Keywords: Tourism, Food Tourism, Travelers, Food, Food Choices, Food Experiences, Traveler Motivations and SIT.

1. Introduction

Food and tourism are two significant, closely related sectors (Abdukhalfeh & Pratt, 2022). Early management-focused research gave way to more exploratory and health-conscious analyses of food and travel as the field of food tourism literature grew by (Everett & Aitchison, 2008) Travelers frequently have the opportunity to partake in distinctive and genuine experiences thanks to food tourism (Sims, 2009) Food tourism, which is a tactic adopted by an increasing number of places to widen their target markets by enticing visitors with their local cuisine, is one of the types of special interest tourism that is growing the quickest (Wolf, 2014).

Moreover, food and travel are two of the most popular aspects of modern life. Since many individuals now consider eating to be an essential component of their trip experiences, the connection between food and tourism is growing in significance. However, there are times when people find themselves in situations—during both short- and long-term travel—where fast food turns out to be the most sensible choice for their wants and requirements (Chua et al., 2014) Travelers are beginning to value culinary experiences as essential parts of their travels, according to the rising phenomenon known as "food tourism." Traveler motivations and consumer behavior have undergone a significant transformation as a result of the convergence of food, travel, and cultural inquiry, which has increased demand for real and immersive culinary experiences. In this regard, analyzing the importance of food tourism requires looking at the complex interaction between tourists, their gastronomic preferences, and their pursuit of authentic local experiences. By investigating the driving forces behind people's exploration of various gastronomic environments, we can disentangle the intricate web of food tourism

Citation: kizi, M, A, Z. Food Experience the Relationship Between Food Choices and Traveler Motivations. American Journal of Economics and Business Management 2024, 7(11), 234-239.

Received: 10th Agst 2024

Revised: 11th Sept 2024

Accepted: 24th Oct 2024

Published: 27th Nov 2024



Copyright: © 2024 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>)

and its influence on destination promotion, economic growth, and cross-cultural interaction. The objective of this research is to investigate the various aspects of food tourism and provide insight into the changing food choices, food experiences, travel motivations, habits, and encounters of contemporary tourists as they take gastronomic excursions across the world (Stone, 2024).

Literature review

A thorough analysis of food's function in tourism is provided by (Hall & Sharples, 2003) who highlight food as a key motivating factor in travel. Food tourism involves traveling to specific locations to sample and experience unique food production regions, such as visiting restaurants, exploring food-centric destinations, attending food festivals, and interacting with primary and secondary food producers. The concept emphasizes the diverse activities encompassed within food tourism and underscores the significant influence that culinary experiences have on travelers' destination choices. Immersion in local food culture and exploration of the culinary landscape are important components of the overall travel experience, enhancing both cultural understanding and personal satisfaction (Gómez-Rico, 2022).

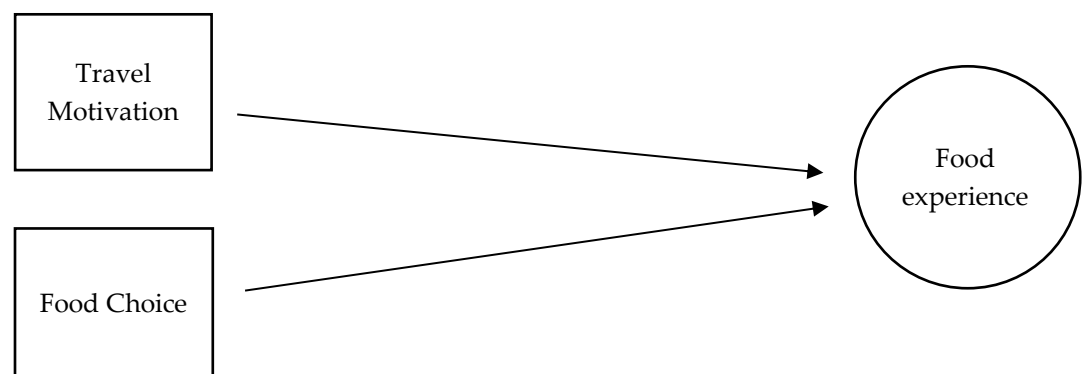
In the evolution of food tourism literature, a notable "cultural turn"—a thorough investigation of food and culture—emerged, departing from previous management-focused study (Everett & Aitchison, 2008). Academics conducted deeper, more exploratory investigations of the food-culture interaction during this shift thanks to an increase in the quantity and range of studies conducted. Another term that is frequently used in culinary exploration is "food tourism," which comes after "culinary tourism". A commonly used definition was given by (Sharples, 2003), and it was further supported by similar studies (Sharples, 2003). While "culinary tourism" focuses more on food-related cultural consumption, "food tourism" stresses hands-on interactions with local cuisine (Cohen & Avieli, 2004). "Food tourism" centers more on sensory experiences, while "culinary tourism" is linked to cultural appreciation, providing frameworks for understanding how tourists engage with food in various ways.

According to Hall et al. (2003), it has wider cultural, social, and economic implications than "food tourism" or "culinary tourism," which concentrate more on experience and cultural aspects. Locations utilize culinary offerings to set themselves apart and draw travelers in a cutthroat travel market, to be more precise destinations increase unique culinary offerings to distinguish themselves in a competitive tourism market, leveraging distinctive dining experiences as potent marketing tools to enhance their attractiveness and identity (Sharples, 2003). According to Choi and Gray (2013), the terms "gastronomy tourism," "food tourism," and "culinary tourism" are interchangeable, indicating the growing significance of cuisine in the process of choosing travel destinations and itineraries. The need for eateries, food manufacturers, and other culinary enterprises is increased by culinary tourism, which strengthens regional economies. Furthermore, as noted by (Richards, 2002) fosters social interaction, economic advancement, community development, and cross-cultural interchange (Björk & Kauppinen-Räsänen, 2014) state that there is a wide variety of culinary tastes among travelers, from a slight curiosity to a strong desire for culinary adventure. This interchangeability signals the expanding role of food in tourism, which not only boosts local economies but also supports social interaction, cultural exchange and community development. Despite the broad appeal of food tourism, (López-Guzmán & Sánchez-Cañizares, 2012)note that it may not always be their first priority. Based on their attitudes about food and their study of local food markets distinguish three categories of culinary tourists: survivors, enjoyers, and experiences (Björk & Kauppinen-Räsänen, 2014). The concept of "food choice" refers to decide what to eat is referred to as. It is formed by cultural, social, economic, and environmental settings, as well as a plethora of intricate aspects that differ from individual to person. These decisions have a significant impact on food habits, general health results, and cultural identities. It is essential to comprehend

these elements to address food poverty, encourage a healthy diet, and create nutrition interventions that work (Drewnowski & Specter, 2004). Food choices are greatly influenced by sociocultural factors, such as family relationships, customs, and cultural snares. Eating habits and food choices can be influenced by mental states such as stress and happiness, as well as preferences for flavor and appearance (Macht, 2008).

The preference are differ that the tourism sector relies heavily on understanding the reasons for travel since it helps with customized marketing strategies, improving tourist experiences, and creating products that cater to a wide range of customer needs. Physical, cultural, interpersonal, and status/prestige are the four basic categories into which travel motivators are usually divided. These categories are explored in detail in this literature review, which provides a thorough analysis with reference to recent research and theories. Cultural motivators, for example, include a desire to engage with traditions, history and cross-cultural interactions. As noted by Richards (2011) there is, the authentic travel experiences that fully immerse visitors in the customs, culture, and way of life of a region are becoming more and more popular. According to Hall & Sharples (2003) provide broad perspectives on the significance of food in travel. The impact of culture and culinary on food choices investigate how consumer preferences are influenced by food tastes and preferences shape food experience during traveling (Kim, Ritchie, & McCormick, 2012).

According to Macht concepts of food experience refers to people's complex relationships with food, which go beyond simple intake to include social, cultural, emotional, and sensory aspects (Macht, 2008). This thorough comprehension emphasizes how important food is to human existence. Food is not only necessary for bodily survival but also plays a significant role in social norms, cultural manifestations, and individual identity. More recent studies explore the idea of food experience in greater detail, highlighting its influence on consumer behavior, health, and well-being in addition to its capacity to promote moral and environmentally friendly eating habits (Dhar & Baylis, 2011)



Travelers motivated by food and food choices might be more willing to try new food experience. By prioritizing food experience reflects travel motivation and food choices, from these travelers can create fulfilling and memorable journey.

Theoretical Framework

The investigation of the relationship between food and tourism requires a multidisciplinary theoretical approach, incorporating insights from sociology, cultural studies, economics, and marketing. The comprehensive framework provides a deeper understanding of how food tourism operates within the broader tourism industry and its impact on travelers and destinations Travelers' mutual understanding, cultural legacy preservation, and intercultural discussion are all facilitated by the promotion of food tourism, according to sociocultural theory. Food tourism allows travelers to engage with local traditions and practices, fostering mutual understanding and respect between hosts and guests. Travelers' experiences and food choices factors are influenced on psychological and individual aspects, which are examined by behavioral theory. This

perspective helps explain the motivations behind why travelers engage in food, how they make decisions while travelling, what factors affect their satisfaction and how travel experience.

2. Materials and Methods

The study employs a quantitative approach for data analysis regarding food tourism that is used statistical test. The study examines the influence of food tourism, food choices, food experiences and travel motivation. The outcomes' effectiveness and dependability depend on the research methods, which is a critical component of research. The study is to thoroughly review the researchers work and techniques analyzed in the current study.

3. Results

The study looked at possible variations in food tourism, travel motivation and food choices depending on traveler's behavior. Overall, this research adds to the understanding of traveler's views and behaviors toward food tourism that works were analyzed.

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.296 ^a	.088	.070	1.207	.088	5.001	2	104	.008

The review of the model summary revealed that R² = .088 indicating that 8.8% of the relationship could be explained by Food experience. The standard error is 1.207 and the formula is formula is .196 (food choice) .294 (Travel motivation) – 2.473. As the standard Error has fallen, this model can be considered more accurate regarding the relationship.

Bootstrap for Coefficients							
Model		Bootstrap			95% Confidence Interval		
		B	Bias	Std. Error	Sig. (2-tailed)	Lower	Upper
1	(Constant)	2.473	-.050	.816	.003	.625	3.903
	Food choice	.196	-.004	.149	.182	-.102	.483
	Travel motivation	.294	.018	.146	.049	.011	.596

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	24.327	3	8.109	5.892	.001 ^b
	Residual	141.748	103	1.376		
	Total	166.075	106			

While the model as a whole was significant, when reviewing each variable, Food experience based on travel motivation ($p=.049$) was considered statistically significant while Food choice ($p=.182$) was not indicating that the relationship may not be simple. The ANOVA revealed a statistically significant relationship between travel motivation and food choices based on food experience. The final test for moderation requires that the variables are standardized and combined and then added to the equation. Scholars have noted that the importance of travel motivation in shaping food experienten and food

choices depends on traveling. This all-encompassing strategy is necessary to support sustainable tourism destinations and improve the culinary tourism experience.

4. Conclusion

This study has emphasized the development of the literature on food tourism, from early management-focused investigations to more culturally conscious analyses. According to research, culinary tourism provides distinctive and genuine experiences that influence consumer behavior and the reasons behind travel (Kim, Ritchie, & McCormick, 2012). As a result, places are using culinary tourism to draw visitors and set themselves apart in a crowded market. The way that food, travel, and cultural studies are integrated has changed how people view tourism and increased their desire for authentic culinary experiences. Understanding culinary tourism requires a multidisciplinary approach that incorporates sociology, cultural studies, economics, and marketing. Behavioral theory and sociocultural theory are two theoretical frameworks that can be applied to gain important insights into the motivations driving food tourism. The effects of food tourism on society, the environment, and the economy require more investigation. Through an increased comprehension of the origins and effects of culinary tourism, interested parties can improve the marketing of destinations, economic expansion, and intercultural interaction. In conclusion, food tourism is a vibrant facet of modern travel motivation that gives guests the chance to discover a variety of culinary landscapes. Further investigation into the complex interrelationships among food, travel, and culture will improve the traveler experience for both destinations and travelers.

Declaration and Statement

I am Muslima Amiriddinova Zayniddin kizi that this research is my original work and has not submitted anywhere.

This research did not receive any grants from funding agencies in public.

REFERENCES

1. Abdulkhalfeh, & Pratt. (2022). Food and Beverage Service. In *Encyclopedia of Tourism Management and Marketing*. Edward Elgar Publishing., pp. 278-281.
2. Björk, & Kauppinen-Räsänen. (2014).
3. Björk, P. & -R. (2014). *Culinary-gastronomic tourism—a search for local food experiences*. , 44(4), , 294-309.
4. Chua et al. (2014). *The growing burden of multidrug-resistant infections among returned Australian travellers*. . Medical Journal of Australia, 200(2).
5. Cohen, & Avieli. (2004). Food in tourism: Attraction and impediment. . *Annals of Tourism Research*, 31(4),, 755-778.
6. Dhar, T., & Baylis, K. (2011). Fast-food consumption and the ban on advertising targeting children: the Quebec experience. . *Journal of Marketing Research*, 48(5),, 799-813.
7. Drewnowski, A., & Specter, S. E. (2004). Poverty and obesity: the role of energy density and energy costs. *The American Journal of Clinical Nutrition*, 79(1),, 6-16.
8. Everett, & Aitchison. (2008). Everett, S., & Aitchison, C. (2008). The role of food tourism in sustaining regional identity: A case study of Cornwall, South West England. . *Journal of sustainable tourism* 16(2), , 150-167.
9. Gómez-Rico, M. (2022). Motivations, self-congruity and restaurant innovativeness as antecedents of a creative-food tourism experience: the moderating effect of first-time and repeat tourists. *British Food Journal*, 124(2), 406–429. <https://doi.org/10.1108/BFJ-03-2021-0271>
10. Hall, & Sharples. (2003).
11. Hall, C. M., Sharples, L., Mitchell, R., Macionis, N., & Cambourne, B. (2003). Food tourism around the world: Development, management, and markets. *Butterworth-Heinemann*.
12. Kim, H., Ritchie, J., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12-25.

13. López-Guzmán, T., & Sánchez-Cañizares, S. (2012). Culinary Tourism in Córdoba (Spain). . *British Food Journal*, 114,, 168-179.
14. Macht, M. (2008). How emotions affect eating: a five-way model. . *Appetite*, 50(1),, 1-11.
15. Pratt, A. &. (2022).
16. Richards. (2002). Gastronomy: An essential ingredient in tourism production and consumption? *Food, health, and identity Routledge.*, pp. 143-153.
17. Sharples, H. &. (2003).
18. Sims. (2009).
19. Stone, M. J. (2024). Memories are not all positive: Conceptualizing negative memorable food, drink, and culinary tourism experiences. *Tourism Management Perspectives*, 54. <https://doi.org/10.1016/j.tmp.2024.101296>
20. Wolf, W. L. (2014). *Food Lovers' Guide to Portland, Oregon: The Best Restaurants, Markets & Local Culinary Offerings*. Globe Pequot Press; First Edition,.