

Chapter 14

# Gastronomic Experience Quality, Satisfaction, and Destination Image as Predictors of Tourists' Loyalty and Revisit Intention: The Case of Angeles City

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## **ABSTRACT**

*Angeles City is known as a culinary destination in the Philippines. Anchored on stimulus-organism-response framework, this chapter investigates how gastronomic experience quality, satisfaction, and destination image predict tourists' loyalty and revisit intention. The respondents were identified using purposive sampling and they were comprised of local and foreign tourists of Angeles City. Using predictive-causal research design, and partial least squares – structural equation modeling, the findings revealed that gastronomic experience quality has a significant and positive influence on destination image, gastronomic experience satisfaction, tourists' loyalty and revisit intention. Furthermore, destination image and gastronomic experience satisfaction were found to be antecedents of tourists' loyalty and revisit intention.*

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*Mediation analysis also showed that destination loyalty and gastronomic experience satisfaction act as mediators on the links between gastronomic experience quality and tourists' loyalty, and between gastronomic experience quality and tourists' revisit intention.*

## **INTRODUCTION**

Gastronomy, the art and science of food and its preparation, transcends the boundaries of nourishment and serves as a window into the heart of a culture. It unveils the essence of a people, its history, and its traditions. In the world of travel and tourism, gastronomy stands as a powerful magnet, beckoning explorers with the fascination of authentic flavors and immersive culinary experiences (Manola & Koufadakis, 2020). The link between gastronomy and tourism is attracting increasing attention from policy makers, tourism managers and marketers and academics. Recent research has indicated that up to 40% of international travelers are motivated to some extent by gastronomy and food in their choice of destination (Getz et al., 2014). Tourists gradually improve their degree of satisfaction with the destination they are visiting by evaluating their gastronomic experience, especially in destinations with significant historical and cultural resonance (Cordova-Buiza et al., 2021).

In the past, food was often viewed as a necessity rather than an attraction, with the emphasis on serving large numbers of guests as efficiently and cheaply as possible. In the past 20 years, however, the positioning of food and gastronomy in the tourism field has changed substantially, as destinations have increasingly recognized their potential as a major attraction for visitors and as a means of making places distinctive in an increasingly crowded global marketplace. The first signs of this 'gastro-turn' were visible in the academic field during the 1990s (e.g. Fogini, 1995; Bessièrè, 1998). Nowadays, food has become a deciding factor in choosing a destination and a central part of a travel experience. The Philippines is brimming with heirloom recipes, food-centric festivals, olden cooking practices, and home to world-class homegrown culinary talents that contribute to the emerging popularity of Filipino food. Likewise, in the Philippine National Tourism Development Plan, Filipino cuisine is identified as a key tourism product (Gutierrez et al., 2022). And for us as a simple human being, food is essential to meet our physical needs and satisfy our physiological needs. Tourists have to eat while traveling to a certain destination, even if food is not the primary motivation for traveling.

Obviously, everyone who travels also consumes food, and certain cuisines may play a significant part in the travel experience. For instance, food is commonly used in the tourism marketing of the place where it originated. In the study of Sert (2019), it is affirmed that one of the most essential tourism activities for travelers

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