Memorable Thai Food Experience And Consumer Behavior By Destination Attachment

by

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ABSTRACT

MEMORABLE THAI FOOD EXPERIENCE AND CONSUMER BEHAVIOR BY DESTINATION ATTACHMENT

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While cuisines have been exports representative of their respective destinations for years, local food is increasingly playing a larger role in providing unique identities to regional destinations. One such cuisine that is becoming increasingly popular both domestically and abroad is Thai. The distinctive taste, diligent preparation, and intricate decorations of Thai food are representative of its background, customs, cultures, and local characteristics. This study investigates the factors that motivate food tourists to have memorable experience and develop attachments and to specific destinations. Participants were selected among tourists who have been in Thailand for the last five years and have tried Thai food, by using the Amazon Mechanical Turk (AMT) platform. Path analysis was used to analyse the data. The findings showed that among thirteen hypotheses, one of them was rejected and the rest were accepted. Specifically, the influence of authenticity on behavioral intention was rejected, whereas the influences of sensory appeal and pleasure on place attachment were relatively weak.

Keywords: *Thai food, tourism, food tourism, memorable experience, Thai food experience, memorable Thai food experience.*

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CHAPTER 1. INTRODUCTION

Food has become an increasingly popular motivator for travelers (Knollenberg, Duffy, Kline, & Kim, 2020). This growth and spending have contributed to an extreme effort to improve destinations to attract tourists who look for food and beverage experiences (Tsai & Wang, 2016). Unlike general tourism, food tourism provides tourists with unforgettable, unique and cultural experiences through food tourism resources or food experiences (Chen & Huang, 2018). Choe and Kim (2018) express that identifying traditional foods adds value for tourists interested in food consumption. This is a significant factor helps to understand tourists' perceptions of a destination and to predict their future behaviors.

According to Chavarria and Phakdee-auksorn (2017), tourism has been identified as one of the most crucial industries in Thailand, and they propose that Thai food plays a significant role in shaping the image of Thailand as a destination. As popular chef Thompson and Carter (2009) claim, in Thailand "It's all about the food," and strolling in the crowded streets of big cities like Pattaya, Bangkok, Chiang Mai or Phuket, where all types of cuisines are located, can prove this statement. In Thai society, food has a fundamental role in shaping tourist experiences, whether it be walking through market kiosks and walk-in retailers or staying and dining at five-star hotels and Michelin stared restaurants (Chavarria & Phakdee-auksorn, 2017). According to CNN (2015), Thai cuisine is very distinctive and has been regarded as one of the most popular cuisines of the world. According to Tourism Authority of Thailand (TAT) (2017) which is an organization under the Ministry of Tourism and Sports, it was aimed for the culinary industry to increase income from the culinary industry from 20% of total tourism income forecasted for 2017 to 25% in 2018.

Studies have found that place attachment happens when people develop dependency, identification, sense of belonging or other affectional interactions to a place that meets their desires, and after becoming familiar with the place through frequent connections with and participation in activities in the local place (Moore & Graefe, 1994; Kyle, Graefe, Manning, & Bacon, 2003; Lee, Kyle, & Scott, 2012). Particularly, by experiencing and consuming local cuisines, tourists fulfil their physiological functions, prompting their curiosity about local foods. Through this process, they acquire knowledge and a sense of identification and belonging to the place (Clark & Chabrel, 2007; Sims, 2009). This process is a distinctive situation under which local foods generate place attachment (Tsai, 2016).

Place attachment can be improved after people learn about and experience a destination; hence, place attachment looks at how individuals recall a place and the positive affectional interaction that happens between the individual and the environment (Moore & Graefe, 1994; Kyle et al., 2003; Lee et al., 2012). Positive experiences acquired from consuming local foods while travelling within a specific tourist destination can generate priceless and unforgettable memories for travelers. Such memorable experiences may positively influence their sense of identification and belonging to the destination (Clark & Chabrel, 2007; Sims, 2009).

Yuksel, Yuksel, and Bilim (2010) have found place attachment to be effective at predicting tourist satisfaction with, and loyalty to, a destination. Their results indicate that travelers' positive emotional and cognitive interactions to a tourist destination might impact their evaluation of the destination and their intention to revisit. Other studies, while confirming these findings, have also found that strong place attachment can engender revisit intention as well as increased word of mouth (George, 2004; Kil, Holland, Stein, & Ko, 2012). These findings have also been found as it relates to local food consumption (Kim & Eves, 2012).

Memorable experiences are theoretically a path dependent construct (Boavida-Portugal, Ferreira, & Rocha, 2015) driving future revisit intention (Braun-LaTour, Grinley, & Loftus, 2006). Therefore, memorable experiences are not only a consequence of specified past activities, like accommodation, restaurants, and tours at the destination, but they also implicitly or explicitly influence future intentions (Boavida-Portugal et al., 2015). Marschall (2012) also discuss the impact of memory on destination choices, as people often nostalgically revisit destinations which are related to positive memories had from previous visits. Tung and Ritchie (2011) define four aspects of memorable experiences and propose a positive relationship between memorable experiences and revisit intentions.

Memories of travel experiences are the most salient source of information for an individual to make a revisiting decision, and/or to spread word of mouth (Marschall, 2012). Also, Kim (2009) claims that while on-site tourism experiences are short-lived and might generate momentary feelings, experiences saved in the human memory create remembrance, as individuals can repeatedly reflect on their travel. Kim, Ritchie, and McCormick (2012) have developed a "Memorable Tourism Experiences" (MTEs) scale. The MTE consists of 24-items representing seven dimensions. Kim et al.'s study (2012), empirically examines the seven-dimensional MTE (*hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge*) in a Thai food tourism context and tests its effects on behavioral intention (BI) and destination attachment. As a result, providing memorable experiences should be the focal point of tourism providers.

Food tourism is becoming one of the most interesting and popular areas of the travel industry (Kim, Kim, & Goh, 2011). Furthermore, according to Di-Clemente, Hernández-Mogollón and Campón-Cerro state, food experiences lived on holidays have the possibility to

involve consumers, educate their habits and develop a strong commitment towards consumed products, thus turning a new consumer (during holidays) into a regular consumer (through repurchases from home). Due to this, Quan and Wang (2004) mention that local food and cooking basically impact the destination choice and consequently influence the motivation towards the staying (Fox, 2007). In 2016, the UNWTO conducted an online survey of UNWTO members from 29 countries with the aim of presenting the current situation of destinations around the world with respect to food tourism. The survey results showed that the majority (87%) of responding organizations believe that food is a unique and strategic element in defining the image and brand of their destination.

This study presents a new framework of Memorable Culinary Tourism Experience (MCTE) that incorporates different features of food experiences. The purpose of this study is: 1) to examine the effect of the memorability factors of food tourism experience including: authenticity, hedonism, meaningfulness, knowledge, sensory appeal, and healthy food on behavioral intention (revisit intention and word of mouth) and destination attachment (place identity and pace dependence).

CHAPTER 2. LITERATURE REVIEW

2.1. Food Tourism

For tourists, food is conceived as one of the most important factors in their experience (Hall, Sharples, & Mitchell, 2003) and it function as both a primary and secondary motivation (Quan & Wang, 2004). Hall and Sharples (2003: 10) define food tourism as the "visitation to primary and secondary food producers, food festivals, restaurants and specific locations…it is the desire to experience a particular type of food or the produce of a specific region." Furthermore, Kim, Eves, and Scarles (2009) have proposed a more specific definition of food tourism as "visitation to primary and secondary food producers (food festivals, restaurants, and special locations) for tasting/experiencing food and for learning different cultures and lifestyles through food consumption and food-related activities." Hall and Mitchell (2001: 308) define food tourism as a "visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which tasting/or experiencing the attributes of specialist food production region are the primary factor for travel." As it indicates, this definition focuses more on people who consider food as their primary motivation. Hall (2020) also expresses food tourism as a broad field which incorporates not only restaurants and high-end gastronomy but has a broader interaction with food factors in tourism. Therefore, including such things as events and markets along with special food categories, such as wine, beer or whisky, or even cheese tourism. Based on all proposed definitions, Kim et al.'s, (2009) definition of food tourism incorporates a more comprehensive meaning which not only incorporates experiencing or tasting food, but also considers that food tourism also includes the consumption of various cultures and lifestyles through food consumption. Therefore, this study adopts the definition of food tourism by Kim et al., (2009).

2.2. Destination Attachment

According to Morgan (2010: 12), place attachment is defined as "an affective bond to a particular geographical area and the meaning attributed to that bond." From the perspective of people-environment interactions, place attachment would express an overall connection or relationship between a person and a location (Tuan, 1980). Tsai (2016) identifies place attachment as the attachment to a place with which a person has an emotional attachment and with which the person draws place-related meaning from social connections happening within the place. Place attachment is identified in two sections; place identity and place dependence.

Place identity is defined as a dimension of self-identity that enhances one's sense of belonging to a place (Relph, 1976; Tuan, 1980) and helps individuals to present and declare their identity (Kyle, Mowen, & Tarrant, 2004). People develop place identity when they are affectionally connected to a place, identify with a place, or feel that they belong to the place (Proshansky, Fabian, & Kaminoff, 1983; Williams, Patterson, Roggenbuck, & Watson, 1992; Moore & Graefe, 1994; Kyle et al., 2003).

Place dependence indicates "how well a setting serves goal achievement given an existing range of alternatives" (Jorgensen & Stedman, 2001: 234). Place dependence is a form of practical attachment, providing characteristic and circumstances that support the achievement of specific goals or desired activities (Williams & Vaske, 2003). Place dependence can be generated if the environment of a place can satisfy people' functions and generate their dependence on it (Proshansky et al., 1983; Williams et al., 1992; Moore & Graefe, 1994; Kyle, et al., 2003). Other studies mention that the positive experiences travelers acquire from consuming

local foods during a trip generate great valuable and unforgettable memories, which then prompt a sense of identification and belonging to that place (Clark & Chabrel, 2007; Sims, 2009).

2.3. Behavioral Intention

Behavioral intentions (BIs) are identified as "the degree to which a person has formulated conscious plans to perform or not to perform some specified future behaviors" (Westerbeek & Shilbury, 2003: 214). BIs can be grouped into favorable and unfavorable. Favorable BIs depict conative loyalty (Chen & Chen, 2010) and incorporate positive word of mouth (recommendation), paying a price premium, spending more money with the company, and remaining loyal. Based on Ajzen and Fishbein (1975) Behavioral intention represents the mental status of individuals before a behavior is adjusted and it is a subjective tendency of an individual to take an action in the future. According to Medicine (2002), behavioral intention identifies a person's subjective likelihood that they will undertake a given behavior in the future. Fu, Liu, Wang, and Chao (2018) proposed that in the context of tourism, behavioral intention refers to the likelihood to revisit a destination and to recommend the destination to others. As Tsai (2016) mentions, such activities might incorporate revisiting the tourist spot, recommending this spot to others, and spreading word-of-mouth messages about the attraction. In tourism, visitors utilize their memory of previous experiences to make decisions about future trips (Huang & Hsu, 2009). Studies have found that memories of food experiences can influence future behavior (Blake, Bisogni, Sobal, Devine, & Jastran, 2007).

Baker and Crompton (2000) identify revisit intention as the probability of a tourist to repeat an activity or revisit a facility/destination. Repeat visitation is also identified as the degree to which a tourist conceives the destination as a place that they would recommend to others. Willingness to recommend the destination is also used as a good indicator in evaluating destination loyalty (Sthapit & Coudounaris, 2017). Word of mouth can be defined as 'an oral, person-to-person communication between a received and a communicator whom the received perceives as non-commercial, regarding a brand, product, or service' (Arndt, 1967). Word of mouth is also explained as an interpersonal communication between customers and is also prominent among strangers in today's social media (Xiang & Gretzel, 2010).

2.4. Memorable Culinary Tourism Experience (MCTE)

In the field of tourism, memorable culinary tourism experiences (MCTEs) are fundamental for travelers not only because they are non-ordinary with attachment to a memorable event, (e.g. travel to a new destination), but also because they could be novel experiences for tourists (Huang, Zhang, Quan, 2019, Sthapit, 2017). Memorable culinary tourism experience is a term that consists of culinary and food experiences gained by tourists during their travel and it excludes ordinary food/beverage experiences (Stone, Migacz, & Wolf, 2018). However, not all tourist experiences can be considered in memorable tourism experiences, and only the most powerful ones are reminisced upon for future travel purposes (Zatori, Smith, & Puczko, 2018).

Ordinary and repetitive food experiences do not provide MCTE because they are usual. However, unique, singular, un-ordinary, and distinctive food experiences are more memorable (Rader, Donavos, & Erickson, 2002; Schmitt, 1999; Sthapit, 2017). Tsai (2016) confirms that

pleasant eating experiences tied to unique cuisines during travel will make unforgettable and enduring memories. Lehtola (2013) also agrees that positive food travel experiences can promote the revisit intention. A positive food experience can generate a positive memory when visiting and it can even promote a sense of belonging and further attraction for tourists (Stone, et al., 2018; Clark & Chabrel, 2007; Sims, 2009).

There are many factors that can influence a MCTE. Kim et al.'s (2012) study reveals that individuals who perceive a tourism experience as memorable would often remember seven experiential dimensions (hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge). According to Sthapit (2017) some of the same identifiers are in conjunction with culinary experience when traveling (Sthapit, 2017).

In regard to the scope of this study, factors like refreshment, involvement, novelty, and local culture tend to be a bit overrated and generic as they have been covered in many previous studies. As a result, the context of this study only entails some of the seven identifiers (e.g. meaningfulness, knowledge, and hedonism) and instead it encompasses three other underrated areas such as sensory appeal, healthy food, authenticity that are more essential and relevant considering the specific destination focus of this study.

This research is based on studies (Lertputtarak, 2012; Kururatchaikul, 2014; Yiamjanya & Wongleedee, 2014) insisting that food is a major motivator for tourists to visit Thailand. Below a more elaborated definition of each dimension is provided in order to present background information and knowledge. Later on, the study will analyze the relation of these dimensions with respect to MCTE in Thailand.

Kim, Ritchie, and Tung (2010; 15) define hedonism in travel experience as "pleasurable feelings that excite one-self". It is a critical aspect in an individual's consumption evaluation specially that of culinary experiences and the pleasure associated with eating and drinking. International culinary experiences are known to drive a very strong sense of hedonism, amplified when travelling, as they tend to be most pleasurable. (Stone et al., 2018).

Meaningfulness is one of the ways in which individuals explore meaning through tourism experiences (Sthapit, 2017). Meaningfulness makes a travel experience memorable and often acts "a catalyst for a tourist's personal development and change" (Sthapit, 2017). Obtaining local food experiences enhances meaningfulness and makes the travel experience stands out even more (Sthapit, 2017)

Chen, Bao, and Huang (2014) claim that travel experiences provide thousands of unique learning opportunities for the tourist, where consumer learning comes in the form of newly gained empirical skills, knowledge, empirical wisdom, and self-consciousness. Given its enriched culture and beautiful tourist sites and the tropical weather this study picked this dimension as one of the main selected variables for the study.

Urry (2002) indicates that tourism is marked by sensory experiences, such as looking, touching, feeling, etc. Pollard, Steptoe, and Wardle (1998) indicate that sensory appeals provide the considerations that people develop with their taste in eating and drinking. Not only is taste one of the main considerations for most people in all food and beverage experiences, but also the presentation and looks of a cuisine can draw attraction (Kim & Eves, 2012). This is an appealing dimension when exploring culinary tourism experience in Thailand, given the enticing street

food vendors and cuisines with a blend of different unordinary ingredients and spices (Chavarria & Pukdee-auksorn, 2017).

According to Kim, Yuan, Goh, & Antun (2009), healthy food is a central motivational factor determining tourist interest in local food. Sanitary factors are of a big concern to tourists specially when it comes to Thailand and its famous street food as study (Burusnukul, Binkley, Sukalakamala, 2011) shows that tourists tend to experience higher level of pleasure when eating in cleaned places and restaurants.

Authenticity has been related to terms such as "genuine", "real", "trustworthy", "tradition" or "origin" (Antón, Camarero, Laguna, & Buhalis, 2019). Somewhat similar to the concept of "novelty", the term "authenticity" is to be determined by the individual and is evaluated on the "traveller's personal definition" scale (Stone, Soulard, Migacz, Wolf, 2018 Sthapit et al., 2018). However, It is broadly accepted that authenticity is a key motivator which enhances tourists visiting experiences (Chang, Kivela, Mak, 2011; Lego & Wood, 2009; Yeoman, Brass, McMahon-Beattie, 2007). In relation to the culinary tourism experience, an authentic and memorable food does not necessarily need to be local (Stone et al., 2018). However, given the exotic environment as well as the local and fresh ingredients of Thailand, this dimension was also taken into consideration in order to evaluate the real value of this identifier.

2.4.1. Authenticity

Authenticity refers to something that is conceived as worthy and real (Munoz & Wood, 2009), and prompts a number of meanings, such as "original," "genuine," "real," "true," and "true to itself." Chhabra, Healy, and Sills (2003) mention that products of travel consisting of

clothing, local food, and traditions can be described as authentic and relies on whether they are made or utilized by local people based on customs and rituals. Wijaya, King, Nguyen, and Morrison (2013) note that eating new cuisine during a vacation is a main point of an authentic experience, which most tourists look for. Williams, Yuan, and Williams (2019) identify that a significant factor in travel satisfaction and memorability focuses on the essential elements of authenticity concerning distinction and genuineness. Stone, Soulard et al., (2018) carried out a qualitative study and found authenticity as one of the leading factors causing memorable food travel experiences.

Ram, Björk, and Weidenfeld (2016) pose that authenticity and place attachment are positively correlated. Authenticity can positively impact place attachment because authenticity can reduce depression symptoms and create greater self-esteem (Wenzel & Lucas-Thompson, 2012). When a visitor has an authentic experience, they are more likely to establish meaningful interactions thereby improving attachment to a place (Bechmann, Moore, & Fisher, 2010). Debenedetti, Oppewal, and Arsel (2014) also find that feelings of attachment to commercial settings like restaurants are generated from the customers' perception of authenticity. Kolar and Zabkar (2010) find authenticity in the cultural traditional setting to be positively related to loyalty. Swanson (2014) claims that authenticity is a significant factor leading to purchase behavior. Robinson and Clifford (2012) find that intentions to revisit an event are positively correlated to its food service authenticity. The findings from other studies also indicate that authentic local eating experiences enhance the memorability of the tourism experience (Adongo, Anuga, & Dayour, 2015; Chandralal & Valenzuela, 2013). Thus, the following hypothesis are proposed:

H1a: Authenticity positively impacts destination attachment.

H2a: Authenticity positively impacts behavioral intention.

2.4.2. Hedonism

Kim et al., (2010: 638) define hedonism in travel experiences as "pleasurable feelings that excite one-self". The hedonic consumption on many occasions, consumers look for fun, enjoyment, imagination, arousal, sensory stimulation, and entertainment (Hirschman & Holbrook, 1982). An important aspect of the value of a product or service conceived by consumers relies on the hedonism level they acquire (Sthapit & Coudounaris, 2017). Kim and Ritchie (2014) find hedonism as a component of MTEs that increases behavioral intention. Other studies (Dunman & Mattila, 2005; Otto & Ritchie, 1996) also find hedonism to play a significant role in tourists' satisfaction and their future behavior. Studies have also looked at how hedonic experiences at a restaurant involve emotional fulfilment, affect, need for joy, pure satisfaction, quest for fun, noticeable consumption, and entertainment (Arora & Singer, 2006; Babin, Darden, Griffin, 1994; Batra & Ahtola, 1991; Hirschman & Holbrook, 1982). Further, Proksch, Orth, and Cornwell (2015) find that consumers should become more attached to a brand based on a perceived-enjoyment. Thus, consumers consider the brand salient and connect the brand with themselves through providing hedonic value (Mikulincer & Shaver, 2005). As a result, the following hypothesis are proposed:

H1b: Hedonism positively impacts destination attachment.

H2b: Hedonism positively impacts behavioral intention.

2.4.3. Meaningfulness

      Meaningfulness refers to a sense of great value or importance or expanding of one's thinking about life and society. The dimension of meaningfulness also involves learning about oneself or thinking of one's personal value through travel (Uriley, 2005). Meaningfulness is one of the methods through which people identify and/or create meaning through travel experiences (Tsia, 2016). If an experience is meaningful, it leaves an enduring influence (Ballantyne, Packer, & Sutherland, 2011). Chandralal and Valenzuela's (2013) investigation indicate that travelers acquire meaningfulness from travel experiences through self-development, relationship improvement, and increased well-being. Shared food experiences pave the way for the development of friendship, communication, strengthened interactions, and generation of memorable experiences (Schänzel & Lynch, 2015). Furthermore, Mitchell and Hall's (2013) research find that acquiring local food experiences while visiting a destination increases the meaningfulness and symbolizes the experiences. Tsai (2016) also found MTEs, and specifically meaningfulness, positively influences tourists' identification with or strong attachment to local attractions and behavioral intention. According to Kim and Ritchie (2014), meaningfulness positively influences individuals' behavioral intentions. Individuals who acquire meaningful experiences in a destination are more inclined to revisit the same destination, participate in those same activities, and promote the destination by word of mouth. Zhang, Wu, and Buhalis (2018) also posit that meaningfulness as a component of MTEs positively influences revisit intention. Given the forementioned, the following hypothesis are proposed:

H1c: Meaningfulness positively impacts destination attachment.

H2c: Meaningfulness positively impacts behavioral intention.

2.4.4. Knowledge

Knowledge is identified as a cognitive dimension of the traveler's experience involving recognition and education (Morgan & Xu, 2009). Tourism motivation studies propose that one of the significant motivations that lead people to travel is the desire to acquire knowledge. For example, many people travel as a response to a strong desire to acquire new knowledge and understanding of the destinations they visit, particularly in regard to geography, history, language, and culture (Kim & Ritchie, 2014). In the study of Kim and Ritchie (2014), respondents indicate that they obtained new knowledge about the destinations were among the most memorable experiences. Culinary-gastronomic experiences tend to be the most searched travel experiences (Tung & Ritchie, 2011). For example, eating local food on vacations allows travelers to acquire knowledge of a destination cuisine and culture (Hjalager & Richards, 2002).

Palmer, Cooper, and Burns (2010) further explain that the service personnel, and in some cases the chef, play a significant role in increasing the customers' knowledge and in entertaining them. Further, Tsai (2016) proposes that knowledge also significantly impacts place attachment. That is, knowledge positively impacts tourists' attachment to local destinations they have visited. Tsai (2016) also found knowledge, as a dimension of memorable tourism experience, has a strong effect on behavioral intention. That is, tourists who consume local foods and cuisines at a tourist destination learn local cultures and acquire new knowledge or information. These are beneficial factors impacting tourists' willingness to revisit or recommend a tourist destination to their families and friends in the future. Given these previous findings, the following hypotheses are proposed.

H1d: Knowledge positively impacts destination attachment.

H2d: Knowledge positively impacts behavioral intention.

2.4.5. Sensory Appeal

Pollard et al., (1998) proposed that sensory conceptions have a critical physiological and psychological role in the appreciation of food. In tourism, Urry (2002) identified that tourism is showed by 'sensory experiences,' including looking, touching, and feeling. Some other studies about travel experiences illustrate that travel has become sensorially more distinct, and that sensory experiences contribute greatly to travel satisfaction (Dann & Jacobsen, 2002; Urry, 2002). Boniface (2003) further states that tasting, as one of the main sensorial experiences, is an initial traveler incentive for visiting. Given that taste is considered as a necessary requirement for food consumption, people are most inclined to consume food that they consider as tasty (Pollard et al., 1998). A study by López-Guzmán and Sánchez-Cañizares (2012) identified that food experiences do not just originate from taste and they can be embedded in smell, touch, sight and hearing. Another study proposed that the influence of these experiences and concluded that these food-related sensory experiences are memorable and effective (Maier, Chobanet, Schaal, Leathwood, Issanchou, 2007). This corresponds with the work of Kauppinen-Räisänen, Gummerus, and Lehtola (2013) who proposed that travelers remember in detail the tastes and smells of their gastronomic experiences even if the experiences were not recent in time. Gross and Brown (2006) further mentions that the food and wine of a destination can contribute to place attachment. Huston, Montgomery, and Caneday (2010) also identify that sensory involvement plays a role in enhancing place attachment. Direct sensory contact with one's natural surrounding through sight, smell, sound, feel, and taste increases engagement and a feeling of closeness with a setting (Hsu,

Robinson, & Scott, 2018). Food has a similar role in the experience of a destination, through its experiential, sensual, symbolic, and ritualistic features (Mitchell & Hall, 2003).

Place attachment is an affectional interaction with a place that may be generated or increased by memorable experiences and sensory involvement (Loureiro, 2014). In this regard, Stone et al., (2018) state that many travelers have returned to re-experience the food or drink of a location. Thus, there is possibility that because of their sensory nature, destinations food offerings, and memory of such, might derive repeat visitation. As a result, the following hypotheses are proposed:

H1e: Sensory appeal positively impacts destination attachment.

H2e: Sensory appeal positively impacts behavioral intention.

2.4.6. Healthy Food

An individuals' visitation to places with therapeutic landscapes are influenced by their intrinsic motivations to find health and well-being (Jeuring & Becken, 2013; Liamputtong & Suwankhong, 2015). The theory of therapeutic landscapes suggests that human health and well-being is a place-based concept (Gesler, 2003) which pinpoints that people find healing advantages by connecting with a place (e.g., land, sea, forest, and cities) and developing an affectional relationship with these environmental settings (Ramkissoon, Smith, & Weiler, 2013). Emotions have a significant impact on human behaviors and develop an emotional attachment with a person, object, and environment (Majeed, Lu, & Usman, 2017). Further, individuals might be dependent on the therapeutic landscapes as these settings provide functional purpose (Stokols & Shumaker, 1982), and the visitors might not want to replace this place for another. Tourists also may feel a

sense of identity tied to a specific destination because of their distinguishing characteristics (Proshansky, 1978; Ramkissoon & Mavondo, 2015). There is evidence that associations between natural and built therapeutic landscapes can mitigate an individuals' stress and help them to develop a sense of health and well-being (Majeed & Ramkissoon, 2020). This may in turn develop place attachment to therapeutic settings (Ramkissoon & Mavondo, 2017).

Researchers have tested the traveling trends of people across the globe with expectations to find different health and well-being treatment (Smith, 2015; Majeed, Lu, Javed, 2017; Majeed, Lu, Majeed, Shahid, 2018; Majeed, Majeed, Alike, 2019; Ramkissoon, Mavondo, Uysal, 2018). Glanz et al., (1998) have found that increase in the income and education level of tourists results in increases in the beliefs that food does not only satisfy simple hunger but also to provide health benefits. Kim et al., (2009) find that healthy food is an important motivational factor determining tourists' interest in local food. They also pose that tourists consider tasting local food in the natural environment to be a way to enhance their health either mentally or physically, and local food made with local ingredients is conceived to be fresher and better for health.

Moreover, Kim and Eves (2012) in their study use healthy food as a motivational dimension of local food consumption factor and conclude that healthy food affects tourists' motivation to consume local food. Other studies also demonstrate the health, social, economic, and environmental benefits that can be derived from the consumption of local food (Coelho, Coelho, & Egerer, 2018; Denver & Jensen, 2014; Meyerding, Trajer, & Lehberger, 2019). Due to this, Skallerud and Wien (2019) point to the growing popularity of and trend towards consumption of local food in different parts of the world. Hence, the following hypotheses are proposed.

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H1f: Healthy food positively impacts destination attachment.

H2f: Healthy food positively impacts behavioral intention.

2.5. The Influence of Place Attachment on Behavioral Intention

The relationship between place attachment and destination loyalty is has been examined in previous tourism research (Prayag & Ryan, 2012). Studies show that place attachment can predict behavioral loyalty and influence revisit intention (Tsai, 2016; Yuksel et al., 2010). A traveler who is attached to a destination is more likely to recommend a place and even revisit it themselves. When visitors consume local cuisines while travelling, they are more likely to improve their affectional relationship to the destination and form meaningful social connections there. Such consumption of local cuisine, culture, and connections can further enhance a travelers' desire to return to that place or praise the destination through word-of-mouth (Tsai, 2016). The following hypothesis is proposed:

H3: Destination attachment positively impacts behavioral intention.

Authenticity

H1a

H2a

H1b

Hedonism

H2b

Knowledge

Place attachment

H1e

H2d

Sensory appeal

H3

H2e

Behavioral intention

H1f

H1c

Meaningfulness

H2c

Healthy food

H2f
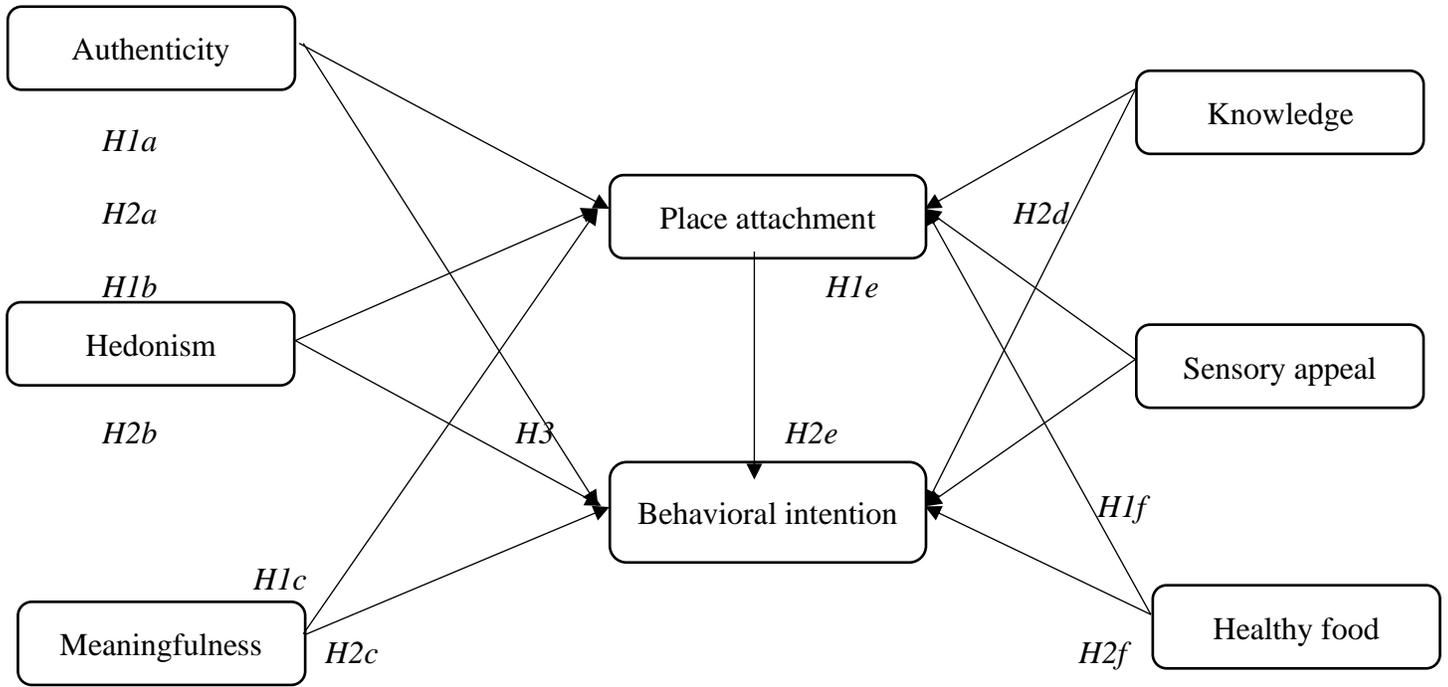
Figure 1. Proposed Model

CHAPTER 3. METHODOLOGY

3.1. Study Population and Sample

The participants selected for this study will be tourists who considered local food as a somewhat or very important factor when choosing Thailand as a travel destination. Hence, the target population are tourists for whom food played a role in their decision to select Thailand as a travel destination.

To ensure that all participants meet the sample criteria, five screening criteria will be used which includes them: (1) being 18 years or older, (2) having travelled to Thailand within the last five years, (3) leisure was their main purpose of the most recent trip to Thailand, (4) seeing local food as an important factor when chose Thailand as a travel destination and, (5) they stayed more than two nights during their recent trip to Thailand.

3.2. Study Location

Thailand is one of the oldest countries in the world with a long history, a unique culture, and delicious foods (Khanthapok & Sukrong, 2019). These days, tourists identify Thailand with its remarkable food alongside with the strong reputation for flavor and, meticulous preparation which made Thai food to gain and international reputation over the past decade (Khanthapok & Sukrong, 2019). The variety of flavors of Thai food differ regionally: North, Northeast, Central, and South. Various vegetables, herbs, and spices are always present in Thai foods. These ingredients are rich in nutrients and they contain medicinal properties (Khanthapok & Sukrong, 2019).

3.3. Sample Size

As suggested by previous studies, the larger sample sizes generally lead to increased precision (Yang, Su, Li, & Wang, 2019); the formula (Krejcie & Morgan, 1970) is as follows:

$$\text{Sample size} = \frac{Z^2 * p * (1-p)}{E^2}$$

Where Z = z-value for desired confidence level 95%;

P = estimated population proportion of 50%;

E = the degree of accuracy expressed as a proportion of ±5%.

The confidence interval was 95%, representing a z-value of 1.96. The estimated population of 50% was selected to generate the maximum sample size to adapt to a worst-case scenario. This equation generated ±5% margin of error as recommended for a survey (Krejcie & Morgan, 1970). Thus, the estimated sample size is 385. a larger sample size would better allow generalization of the study sample results to the population of interest (Biau, Kerneis, Porcher, 2008). Kline (2011) suggests a larger sample size reduces the possibility of statistical issues (e.g., inaccurate margin of error, high level of uncertainty, low power, and small effect size).

3.4. Measurement Scales

Authenticity is measured by using a four-dimension scale developed by Antón et al., (2019) (ex. Eating local food was an authentic experience). Sensory appeal is measured by using a five-dimension scale developed by Kim and Eves (2012) (ex. It is important to me that the local food I eat on holiday smells nice). Behavioural intention is measured by using a six-

dimension scale developed by Huang et al., (2019) (ex. I tend to revisit Thailand in the future). Hedonism is measured by using a four-dimension scale developed by Kim & Ritchie (2014) (ex. I was thrilled about having a new experience in Thailand). Meaningfulness is measured by using a three-dimension scale developed by Kim & Ritchie (2014) (ex. I felt that I did something meaningfully by participating in local food culture). Knowledge is measured by using a three-dimension scale developed by Movahed, Ghasemi, and Gholamalifard (2020) (ex. I explored new things by eating local food). Healthy food is measured by using a three-dimension scale developed by Kim and Eves (2012) (ex. Local food contains a lot of fresh ingredients produced in a local area). Place identity and place dependence are each measured using four items developed by Hosany, Prayag, Van Der Veen, Huang and Deesilatham (2017) (ex. I identify strongly with Thailand as a holiday destination) and modified to better adapt to the study context. For example, the study modified the item "I was thrilled about having a new experience" into "I was thrilled about having a new food experience", also the item "Now I understand the habits and the local tradition of cuisine" was modified into "Now I understand the habits and the local tradition of Thai cuisine".

A final set of 35 items of eight constructs were adopted for this study, and they were administered through structured questionnaires. Seven-Point Likert type scales, ranging from 1 "strongly disagree" to 7 "strongly agree", will be used to measure all responses for the items. Four screening questions will be firstly asked to ensure all participants meet the participation criteria. Then survey will be comprised of two sections: (1) measurement items for constructs and (2) demographic characteristics of participants. The questionnaire will be pilot tested with 40 respondents to ensure that the question formats are clearly stated and understandable to respondents for the final data collection process.

3.5. Data Collection

The data collection will be through Amazon Mechanical Turk (AMT). Amazon

Mechanical Turk (AMT) is a popular crowdsourcing marketplace, introduced by Amazon in

2005 (Ipeirotis, 2010). AMT is where surveys are allotted to a population of unidentified workers

to complete in exchange for compensation. Using AMT, computers can use an Application

Programming Interface (API) to post tasks on the marketplace, which are then fulfilled by human

users. In the marketplace, employers are known as requesters and they post tasks, called human

intelligence tasks, or HITs. The HITs are then picked up by online users, referred to as workers,

who complete them in exchange for compensation (Ipeirotis, 2010).

Some samples are excluded from this study and the reason is directly linked to accuracy.

As for the unanswered question, this study decided to limit questions for the purpose of

elimination to five or more, and so any survey which had four or less questions unanswered were

still included in the data analysis of this study. This procedure was taken as a precautionary

measure to make sure a maximum utilization of data gathered while leaving room for keeping

privacy of participants, lack of applicability, or even language barrier issues concerning some of

the questions. Further, it is assumed that any survey received with five or more questions

unanswered would not be generating accurate and un-skewed data information to generate a

reliable model, second reason why some samples were left out of the analysis. As a result, there

is no difference between cleaned and uncleaned samples for this study as the results are not

going to be comparable.

The pilot-test was undertaken with 40 respondents. In the pilot-test, Cronbach's Alpha

value for each construct was greater than 0.7 which according to Cronbach's alpha value, their

internal consistency was at the acceptable level (Bertan, 2020) except for healthy food (0.69) and meaningfulness (0.43) which was unacceptable.

3.6. Data Analysis

Before testing the proposed hypotheses, the descriptive statistics were used to screen the data collected through five screening questions. The first question asked about their age to only include people, who were 18 years or older. The second screening question asked if they have travelled to Thailand at some point within the last five (5) years. The third screening question asked about the main purpose of their most recent trip to Thailand. The fourth question is about whether local food was an important factor when choosing Thailand as a travel destination. Finally, the last screening question asked about how long they stayed during their recent trip to Thailand. Then, the socio-demographic questions were analyzed using descriptive statistical techniques, including frequency, mean and median. Subsequently, the internal reliability test (i.e., Cronbach's alpha) of multi-item scales was estimated to assess internal consistency of the measurements and to assess the structure of each construct. To test the hypotheses, path analysis was used to analyze the determinants of memorable Thai food experience.

The reason why this study came to use path analyses over SEM as a research methodology is having low levels Of Cronbach's alpha value for the five actors except for factor number two (sensory appeal), path analysis was determined to show more valid results for the study compared to SEM. SEM tends to be more appropriate for studies with high Cronabch's alpha value. Secondly, path analysis was suggested to be a better fit for the study because unlike SEM approach, path analysis is only working with observed variables while SEM approach

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works with observed variables into latent variables. Also, for the purpose of this study SEM approach would have had a major short coming in reflecting the directionality in relationships.

Last point worth mentioning is that it is important to note that choosing local food experience as a pre-requisite question in the survey would most likely have an influence on the results and the model of this study. This study chose not to have such a pre-requisite as the scope of the concept of MCTE should not be confined to local cuisine experiences only. As it was explained under the section of '*Authenticity*', authentic culinary tourism experiences do not necessarily have to be gained through local food to be memorable (Stone et al., 2018). This was moreover confirmed under the concept of '*Hedonism*', that international food experiences, in spite of the location of the experience, can still have a huge influence on tourist experience and the memorability of the travel in relation to food (Stone et al., 2018).

CHAPTER 4. RESULTS

This chapter provides the results of the data analysis and the hypotheses outcomes. Frequency analysis was undertaken to profile the population sample demographics. The second section shows the structure of each construct with a reliability test (i.e., Cronbach's alpha). The third section provides the results of path analysis to test the casual relationships between multiple variables. After the preliminary application, the questionnaire was collected from 450 respondents. Finally, 362 questionnaires were included in the analysis since 88 of the questionnaires were neither properly filled nor completed.

4.1. Socio-demographic Profiles of the Study Samples

Table 1 shows the demographic profile information of qualified respondents from the online panel. The respondents who participated in this study were mainly Canadian and/or US citizens. More than two-third of the respondents were between 18 and 38. Male respondents numbered (83.1%) five times as many as female respondents (16.3%) respectively. The number of married respondents (71%) were almost three times as many as respondents who were single and have been never married and both groups (married respondents versus single and never married respondents) account for 96.4% of all respondents. However, people who were co-habitant included only 2.8% of the respondents. Almost one-third of the respondents have completed their college or university. Whereas people who had completed graduate education and also people with professional degrees included 40.8% of all respondents. The respondents were requested to choose Canadian dollars or U.S dollars for annual household income. Almost one-third of the respondents had a household income between $30,000 and $ 49,999. While

people who had a household income between 50,000 and 89,999 accounted 38.9% of all

respondents which accounts for almost half of the respondents (see Table 1).

Table 1. The Respondents Profile (N=362)

Demographic characteristics	Frequency	%
Age		
18-28 years	143	39.5
29-38 years	178	49.2
39-48 years	13	3.6
49-58 years	21	5.8
59 years or older	7	1.9
Education		
Completed high school	10	2.8
Some college/university	48	13.3
Completed college/university	118	32.5
Some graduate education	37	10.2
Apprenticeship training and trades	1	0.3
Completed graduate education	91	25.1
Professional degrees	57	15.7
Gender		
Woman	59	16.3
Man	301	83.1
My gender identity is not listed above	1	0.3
Prefer not to say	1	0.3
Total household income before taxes		
Under $29.999	33	9.1
30.000- $ 49.999	101	27.9
50.000- $ 69.999	70	19.3
70.000- $ 89.999	71	19.6
90.000- $ 109.999	46	12.7
110.000- $ 129.999	21	5.8
130.000- $ 149.999	15	4.1
150.000 or above	5	1.4
Marital status		
Married	257	71.0
Single, never married	92	25.4
Cohabitating	10	2.8
Divorced	1	0.3
Separated	2	0.6

The T-test is a test between those who have a food list and those who did not have one. According to Table 2, those who have a food list ranked higher on every factor except for behavioral intention. Table 2 also indicates that having food list before travel, caused significant difference only in regard to health concern and place attachment (p-value <0.5). In Other areas having a food list did not make a big difference.

Table 2. The Influence of Having A Food List on Memorable Culinary Tourism Experience

	Did you have food list/s before travelling to Thailand?	N	Mean	Std. Deviation
Behavioral Intention	Yes	270	40.1695	5.12168
	No	87	41.0115	6.3913
Place Attachment	Yes	270	44.9028	5.85171
	No	87	42.2183	6.7362
Authenticity	Yes	270	22.7954	3.11745
	No	87	22.3678	3.07698
Sensory Appeal	Yes	270	28.3644	3.98398
	No	87	27.6782	4.62927
Healthy Food	Yes	270	17.1617	2.34319
	No	87	16.2299	2.97158
Pleasure	Yes	270	16.9982	2.60572
	No	87	17.2644	3.06313
Meaningfulness	Yes	270	17.0271	2.32543
	No	87	16.1494	2.92356
Knowledge	Yes	270	17.0764	2.44556
	No	87	16.9176	3.10008

A series of ANOVA tests were computed to investigate whether there were any statistical difference of age, education, income and marital status on the key variables as shown on Table 3. It is noted that the ANOVA alone does not tell us specifically which means were different from one another. Therefore, post hoc (Tukey) tests were conducted to determine that.

Table 3. ANOVA *Tests for The Effect of Age, Education, Income and Marital Status*

	Behavioral Intention	Place Attachment	Authenticity	Sensory Appeal	Healthy Food	Pleasure	Meaningfulness	Knowledge
Age								
29 or less	41.4	45.6	23.5 [B]	29.0	17.4	17.7 [B]	17.4 [B]	17.6 [B]
30-49	39.6	43.2	22.0 [A]	27.4	16.5	16.5 [A]	16.3 [A]	16.6 [A]
50 or more	39.5	43.3	22.9 [AB]	29.0	17.4	17.1 [AB]	17.0 [AB]	17.0 [AB]
Total	40.4	44.3	22.7	28.2	16.9	17.1	16.8	17.1
Education								
Some University or less	39.4	43.3	22.5	27.9	17.0	17.4	16.3	16.7
Completed University	41.2	44.6	23.0	28.5	17.1	17.2	16.9	17.3
Some grad program or professional degree	39.9	44.8	22.9	28.0	17.0	17.1	16.9	17.0
Completed graduate program	40.5	44.0	22.4	28.3	16.8	16.7	17.0	17.0
Total	40.4	44.3	22.7	28.2	16.9	17.1	16.8	17.1
Income								
Under $29,999	40.0	44.1 [A]	22.7 [A]	28.3	16.7 [A]	17.1 [A]	16.8 [A]	17.0 [A]
50,000- $89,999	40.0	43.7 [A]	22.2 [A]	27.6	16.8 [A]	16.6 [A]	16.5 [A]	16.8 [A]
90,000- $129,999	41.1	44.7 [AB]	23.4 [AB]	28.8	17.2 [AB]	17.7 [B]	17.0 [AB]	17.3 [AB]
130,000- above	43.3	48.5 [B]	24.5 [B]	30.0	18.8 [B]	18.3 [B]	18.2 [B]	18.4 [B]
Total	40.4	44.3	22.7	28.2	16.9	17.1	16.8	17.1
Marital Status								
Married	40.5	44.6	22.7	28.2	17.1	17.0 [A]	16.9	17.0 [AB]
Single	39.9	43.5	22.8	28.2	16.7	17.2 [AB]	16.5	16.9 [A]
Others	41.8	44.5	22.9	28.2	15.9	18.5 [B]	17.3	18.7 [B]
Total	40.4	44.3	22.7	28.2	16.9	17.1	16.8	17.1

No statistical differences were found between education and marital status on the key variables. According to the ANOVA and the post hoc test results, the grand mean score of the key variables for the high-income group ($130,000 or more) was statistically significantly higher than the mid and two low income groups (Under 39,999 and 50,000-89,999). There was not statistical difference between mid-high-income group and other income groups. Also, some mean scores of the key variables are statistically difference for three age groups. Interestingly, these differences exist between the youngest age group (29 or less) and the mid-age group (30-49) on authenticity, pleasure, meaningfulness, and knowledge. The mean scores of those variables for the youngest age group are slightly higher than the mid-age group. Overall, it is recommended that the future studies should further investigate how these differences influence tourists' behaviours. Also, it is recommended that it should be cautious in interpreting this study results.

The data were analysed using the statistical package for social sciences (SPSS) software version 21. Because the study uses path analysis, single factor analysis was computed in order to determine the reliability of each construct. The study did not use EFA because path analysis method needs to analyse all the measures. As mentioned above, this study used path analysis since it examines relatively simple relationships, while SEM is referred to as latent-variable analysis because models establish relationships between "unobserved" variables (Grapentine, 2000). The scales on memorability of Thai food experience included twenty-one items with a seven-point Likert scale taking the form: 'Based on your most recent trip experience, check the number which best represents the degree to which you agree or disagree with each statement, where 1 = strongly disagree and 7 = strongly agree).

Table 4. Description Analysis and Reliability Test Results

Factors	Mean	S.D.	Cronbach's α
Factor 1: Authenticity			0.653
Eating local food was an authentic experience.	5.78	0.994	
I think food helped me to get a better idea of the local culture.	5.74	1.142	
By eating food in Thailand, I have learned many things I did not know.	5.53	1.174	
Now I understand the habits and the local tradition of Thai cuisine.	5.68	1.044	
Factor 2: Sensory appeal			0.732
It is important to me that the local food I eat on holiday smells nice.	5.70	1.120	
It is important to me that the local food I eat on holiday looks nice.	5.57	1.210	
It is important to me that the local food I eat on holiday has a pleasant texture.	5.55	1.318	
It is important to me that the local food I eat on holiday tastes good.	5.78	1.172	
The taste of local food in its original countries is different to the taste of same food in my own country.	5.66	1.114	
Factor 3: Healthy food			0.636
Local food contains a lot of fresh ingredients produced in a local area.	5.64	1.126	
Tasting local food keeps me healthy.	5.65	1.071	
Local food is nutritious.	5.66	1.118	
Factor 4: Pleasure			0.690
I was thrilled about having a new food experience in Thailand.	5.61	1.214	
I really enjoyed this food experience.	5.76	1.086	
I was so excited about culinary experience.	5.71	1.150	
Factor 5: Meaningfulness			0.589
I felt that I did something meaningfully by participating in local food culture.	5.64	1.075	
I felt that I did something important by participating in local food culture.	5.65	1.063	
I learned something about myself by participating in local food culture.	5.54	1.228	
Factor 6: Knowledge			0.664
I explored new things by eating local food.	5.67	1.109	
I gained a new knowledge by eating local food.	5.75	1.058	
I learned about new cultures by eating local food.	5.63	1.197	

Note: S.D. = standard deviation

The scales used in the path analysis are shown in Table 4. Coefficients measured using Cronbach's alpha for the six factors ranged from 0.589 to 0.732. Cronbach's coefficients registered for the factors were as follows: authenticity = 0.653, sensory appeal = 0.732, healthy

food= 0.636, pleasure = 0.690, meaningfulness = 0.589, and knowledge = 0.664. As it is

indicated, among six factors, only factor 2 (sensory appeal) had the Cronbach's alpha value

above 0.7 threshold, suggesting substantial internal consistency (Nunnally, 1978). Nunnally and

Bernstein (1994) suggested .70 be used as a cut-off value for the Cronbach's alpha. The, the rest

of the factors showed a Cronbach's alpha level below the cut-off point and were not acceptable.

4.2. Path Analysis

Path analysis is a special form of structural equation modelling (SEM) and can be

considered as an extension to multiple regressions. Based on Buonincontri et al., (2017), path

analysis originated in phylogenetic studies (Wright, 1921), and is now widely used in several

fields such as sociology, psychology, economics, political science, and tourism studies (Bigneè

et al., 2001; Chen et al., 2016; Kim et al., 2016). Path analysis is employed to examine relatively

simple relationships, while SEM is referred to as latent-variable analysis because models

establish relationships between "unobserved" variables (Grapentine, 2000). Emzir (2013) states

that Path Analysis is conducted to determine the path which connects one variable to another.

However, in the SEM analysis, the evaluation model is used in the form of squared multiple

correlations for the dependent variable and the value of the regression weights coefficient for the

independent variable which is then assessed for significance based on the CR (Critical Ratio)

value for each path (Hakim et al., 2021). SEM uses a Confirmatory Factor Analysis (CFA)

approach to measure unobserved variables, whereas the path analysis model only uses observed

variables (Grapentine, 2000).

There are two main outcomes expected from a path analysis. One is that the analysis

allows the researcher to test whether the model is consistent with the observed data. The other is

that it provides estimates of the hypothesised effects (Yuan et al., 2008). Path analysis is also a particular form of multivariate analysis that allows the analysis of data, and the presentation in the form of a path diagram that indicates proposed casual relationships between multiple variables (De Vaus, 1991). As Lockie et al., (2004) state, path analysis provides a way of determining the inter-relationships of multiple variables in determining a particular outcome. The path diagram then gives a pictorial representation of the relationships. Analysis of the path diagram produces the values of the path coefficients (the standardised partial regression coefficients). The path coefficients can then be interpreted as absolute measures of direct casual influences (Lockie et al., 2004).

The path model in this study was used to test the relationship between motivational factors of memorable Thai food experience, behavioral intention, and place attachment. It also tested the effect of place attachment on behavioral intention. As Table 5 indicates, all independent variables had positive relationships with the dependent variables except for authenticity and its influence on behavioral intention (p >0.001). Significant relationships were detected between authenticity and place attachment (t=.21), healthy food and place attachment (t=.286), meaningfulness and place attachment (t=.927), knowledge and place attachment (t=.639), sensory appeal and behavioral intention (t=.292), healthy food and behavioral intention (t=.264), pleasure and behavioral intention (t=.344), meaningfulness and behavioral intention (t=.159), knowledge and behavioral intention (t=.39), and place attachment and behavioral intention (t=.185). However, the proposed relationships between sensory appeal and place attachment and between pleasure and place attachment were considered to be relatively weak (p value = 0.065, 0.06) respectively.

Table 5. The Results of Path Analysis

Hypothesis	S.E.	Standardized Coefficient	C.R.	p- value
Authenticity → PA	0.210	0.146	0.21	***
Sensory Appeal → PA	0.076	0.071	0.076	0.065
Healthy food → PA	0.286	0.162	0.286	***
Pleasure → PA	0.119	0.072	0.119	0.06
Meaningfulness → PA	0.927	0.52	0.927	***
Knowledge → PA	0.639	0.374	0.639	***
Authenticity → BI	-0.056	-0.045	-0.056	0.271
Sensory Appeal → BI	0.292	0.316	0.292	***
Healthy food → BI	0.264	0.175	0.264	***
Pleasure → BI	0.344	0.245	0.344	***
Meaningfulness → BI	0.252	0.165	0.252	***
Knowledge → BI	0.390	0.267	0.39	***
Place Attachment → BI	0.159	0.185	0.159	***

Note: PA= place attachment; BI = behavioral intention. *** < 0.001

The standardised coefficients with higher magnitude were indicative of higher levels of strength of the relationships. With a parameter estimate of 0.520 (p < 0.001), meaningfulness had the strongest influence on place attachment. This standardised coefficient was also the largest of all the path coefficients tested. Knowledge in turn significantly influenced place attachment. This significant relationship was also reflected by a large path coefficient ($\beta = .374$). Knowledge also had a strong impact on behavioral intention ($\beta = .267$). Sensory appeal showed a significant

impact on behavioral intention (β=.316), whereas it showed a relatively weak impact on place

attachment (β=.071). Pleasure had a strong effect on behavioral intention (β=.245), while it

showed a relatively weak influence on place attachment (β=.072). Authenticity, on the other

hand, had a certain level of impact on place attachment (0.146), but did not show a significant

effect on behavioral intention (β=-.045). Healthy food indicated a significant effect on place

attachment and behavioral intention (β=.162, β=.175) respectively. Finally, meaningfulness and

place attachment indicated strong influences on behavioral intention (β=.165, β=.185)

respectively.
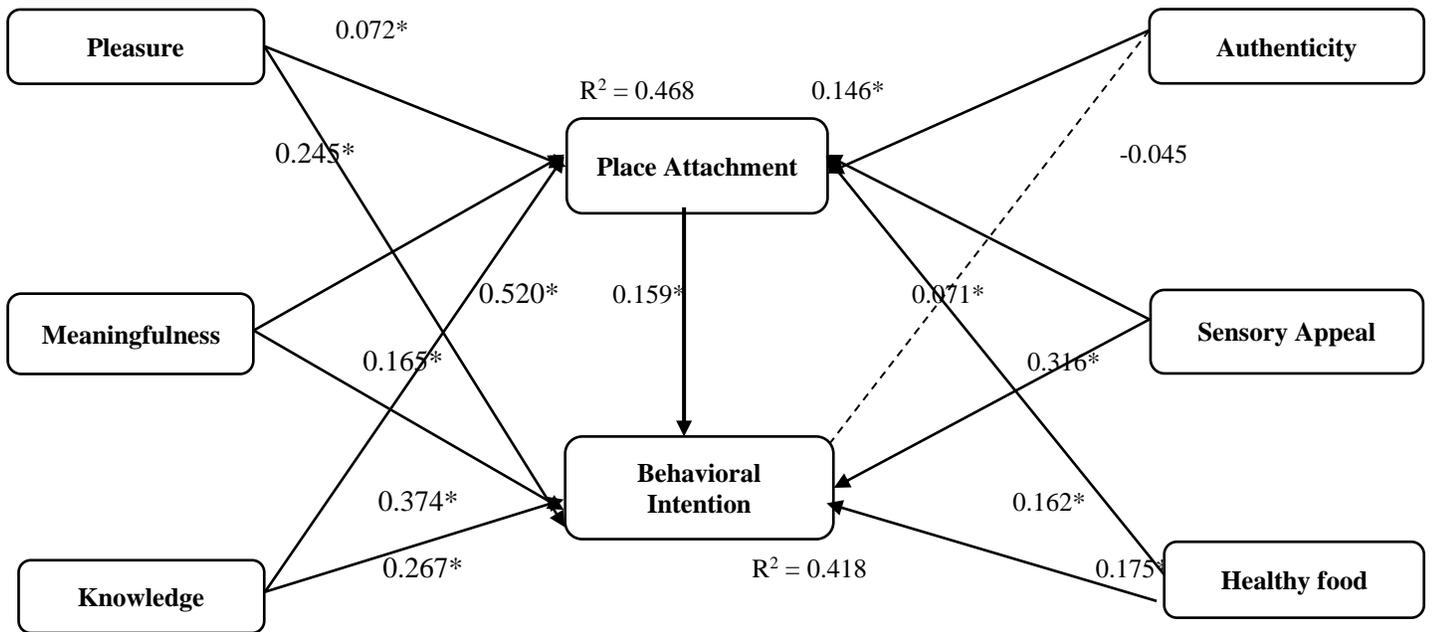
Note: *Statistically significant at the 0.1 level; Dotted line: Statistically not significant

Figure 2. Path Analysis Results

As shown in Figure 2, the path diagram presents both the direction and magnitude of the impacts through the signs of the path coefficients and the values of the standardised coefficients. The path showed an insignificant relationship that was reflected with a dotted line instead of a solid one.

The hypothesised model was therefore substantially supported by the empirical data except for one of the links which was not supported and two others with relatively weak effects. In summary, place attachment and behavioral intention were strongly affected by motivational factors of Thai food experience except for the interaction between authenticity and behavioral intention. Place attachment also influenced behavioral intention. The intention to revisit, recommend, and to spread word of mouth, thus, was determined by sensory appeal, healthy food, knowledge, meaningfulness, and pleasure. Also, attachment to place was, therefore, determined by healthy food, meaningfulness, and knowledge.

CHAPTER 5. DISCUSSION

This study investigated the dimensions of memorable Thai food experience and their consequence on behavioral intention and place attachment, and also the impact of place attachment on behavioral intention in the context of food tourism. More specifically, the proposed model and relationships among eight constructs are tested, including authenticity, sensory appeal, healthy food, knowledge, meaningfulness, pleasure, place attachment, and behavioral intention.

The test findings depict that between the accepted hypotheses the interaction between authenticity and behavioral intention proved to be insignificant, (i.e. The role of authenticity vs. behavioral intention), see dashed line in Figure 2. This implies that authenticity of local Thai food has no influence on a tourism making a decision to revisit, recommend, and to spread word of mouth. However, there is a very minor indirect effect between authenticity and behavioral intention. So, if tourists find the food authentic, they will be attached to the destination and those who are attached to the destination are likely to revisit the destination. This result is in contrast with the study of Robinson and Clifford (2012) representing that intentions to revisit an event are positively correlated with food authenticity. Although there is also a relatively weak interaction between sensory appeal and place attachment ($\beta = .065$), sensory appeal indicated a powerful interaction with behavioral intention. It means that tourists do value the sense of smell and taste as necessary parts of their memorable food tourism experience which finally influences their behavioral intention. However, tourism managers still can take this factor into account to attract tourists to Thailand and to encourage them to experience Thai food by promoting and adverting tastiness of Thai food. Also, tourists showed a relatively weak tendency to revisit, recommend or to spread word of mouth as a consequence pleasurable food experience. In other words, there is a

relation between attachment and pleasure, but it is weak. Pleasure experiences of local Thai food showed a strong impact on behavioral intention and this result is in congruence with Dunman and Mattila's (2005) study which claimed that the desire to search for hedonic experiences, such as excitement and enjoyment is an important element in determining tourists' future behavior.

Another interesting finding of this study was that tourists who consider healthy food as one of the memorable food tourism experience factors show more attachment to the destination. These travelers are also more likely to recommend the destination to others, to revisit, and to talk up of the destination. This can finally generate a memorable food tourism experience and consequently impact their behavioral intention and create a sense of attachment to the destination. This finding draws attention to the concern for cleanliness and safety (Intarakomalyasut, 2004).

Grounded in the empirical evidence of the positive relationships between consumers' memories and behavioral intentions (Hoch & Deighton, 1989; Kozak, 2001; Lehto, O'Leary, Morrison, 2004; Schmitt, 1999). This study also tested the predictive validity while added some factors to MCTE components. MCTE while examining the impacts of meaningfulness on behavioral intention. This study specifically examined how the dimension of meaningfulness impacted behavioral intention to revisit a place and participate again in the same tourism activities, as well as positive word of mouth. This confirms previous studies that claimed that tourists look for meaningful and evocative experiences (Goolaup, Solér, & Nunkoo, 2018; Kim et al., 2012). This result is consistent with Tarssanen's (2007) study mentioning that when meaningfulness to consumers enhances, experiences will become more memorable (Tsiotsou & Goldsmith, 2012) and consequently as the results show can positively influence place attachment and consumers' behavioral intention.

Findings reveal that tourists value acquiring knowledge as an essential component of their experience, and that it positively influences their behavioral intention and also their place attachment. This result implies that individuals who have already learned and familiarized themselves with the destination may prefer to come back again to the destination as they have a strong feeling of the belonging to the destination that they have spent time becoming familiar with. However, Kim and Ritchie (2014) claimed that when individuals acquire knowledge about the destination they have visited before, they may want to satisfy their travel motivations of novelty seeking. Meaning that individuals might not prefer to come back to the destination they have visited and familiarized themselves with before.

To sum up, according to the results, place attachment significantly influences the behavioral intention of consumers. One explanation for this result is that when tourists consume local cuisines during their travels, their MCTEs generate a feeling of attachment with the place which finally increase their behavioral intention. This finding supports research by Tsai (2016), pinpointing that a traveler who is attached to a destination is more likely to recommend that place and even generate the urge to revisit there. Tsai (2016) also mentions that while visitors consume local cuisines while travelling, they are more likely to improve affectional relationships of the destination and form meaningful connections there. Such extended recognition of local cuisine, culture, and connections can further enhance travelers' desire to return to that place or spread word-of-mouth

CHAPTER 6. IMPLICATION

6.1. Theoretical Implications

This study shows the importance of memorability in tourism experience and will make significant contributions to the food tourism literature. Regarding the effect of six factors of MCTE on behavioral intention and place attachment, there is a gap in the literature that has generated a new call for research. This study is designed to fill the gap in the literature and help the previously limited research established. With respect to the concept of MCTE and in relation to the six main dimensions (knowledge, health concern, meaningfulness, sensory appeal, authenticity) and their consequences, after exploring each factor individually, this study aims to fill the gap by developing a casual relation model.

As recently, MCTEs has been as a phenomenon which played a fundamental role in the growth of destination competition. Researchers also propose that understanding memorable food tourism experiences is necessary for achieving success in the highly competitive tourism marketplace (Kim, Hallab, Kim, 2012; Kim et al., 2012). For example, when defining destination competitiveness, Ritchie and Crouch (2003: 2) state that "what makes a tourism destination truly competitive is its ability to increase tourism expenditure, to increasingly attract visitors while providing them with satisfying, memorable experiences, and to do so in a profitable way". Given that around one third of travel expenses is composed of food expenditures (Stone et al., 2017), this study can provide scholars with new insights into the role of the attributes of MTCE.

The results also suggest that place attachment can lead to tourists' future behavioral intention. This notion supports previous findings that attachment to a destination can fundamentally influence consumers' behavioral intention (Prayag & Ryan, 2012; Tsai, 2016; Yuksel et al., 2010; Tsai, 2016). Another important finding of this study is that sensory appeal

significantly influences behavioral intention. This result corresponds with previous studies (Urry, 2002; Dann & Jacobsen, 2002; Boniface, 2003). As well, confirming previous research (Kim & Ritchie, 2014; Dunman & Mattila, 2005; Otto & Ritchie, 1996; Arora & Singer, 2006; Babin et al., 1994; Batra & Ahtola, 1991; Hirschman & Holbrook, 1982), this study found a positive interaction between pleasure and behavioral intention.

This study is unique in that it encompasses many different aspects that directly or indirectly influence travel experiences surrounding Thailand and Thai cuisine. The scope of this study regarding the consideration of Thai food and culture is one of the broadest, including but not limited to: health and safety, human interactions, culinary knowledge, travel experience of Thailand, and Thai authentic cuisine. This study is distinct in its specific focus on memorability of food tourism experience with the focal point in Thailand. Furthermore, while previous studies have presented health and safety concerns in the context of street food, this study considers food safety in a wider scope of memorable experience of local cuisine. Using implications of this study, tourism officials and destination managers will better understand the specific fundamental points that cause their destination to be more highly attractive for visitors specially for those destinations which are popular in food tourism.

6.2. Practical Implications

This study also has several developmental implications for practitioners. The industry needs to highly focus on the attracting younger demography. Not only this type of cliental would be a better target economically, but they also tend to have a more memorable experience in infused with gastronomical tendencies (Ghete, 2015). The managerial implication of this for the

practicing industries could be to promote innovative activities and incentives to attract younger demographics attention.

As this study indicates, higher income household individuals tend to have a higher quality MCTE in relation to the dimensions. Same findings were also suggested by (Biernat & Lubowiecki-Vikuk, 2012) that economic factors play a significant role in having a memorable tourism experience. Another implication here is that, while trying to target all demographics in the population, tourism industry should specifically and more strongly target the affluent demographic, as they tend to drive in more revenue due to their high level of satisfaction. Further it could be presumed that, specially dealing with limited budget and in weak economical destinations, as far as marketing strategies and advertisement go, effort should be more specifically allocated towards attracting the affluent demographic of the population, even if it can only accommodate on a smaller scale, over the overall population.

As another major confirmative practical implication of this study, food safety and food health both have influence on MCTE for travelers. With respect to MCTE in Thailand, and food safety. Moreover, food health in tourism industry is another determinant of memorable food experience. This particular area of focus, local offiicial in Thailand have taken action to strongly enforce and oversee regulatory sanitary measures. Specific instructions for food handling have been given to all food vendors and in market-places to ensure the safety of food, given the huge street food market of this destination. Hence, people visited. In the city of Chaing MAI, ministry of health has ordered frequent visit for street stallholders as frequent as every three months to oversee and ensure particular safety measures such as washing produce, food presentation and detergent are followed (Banwell, Dixon, Seubsman, Pansap, Kelly, Sleigh, 2021).

Part of the tourism attraction of Thailand, has to do with food various indigenous fresh and local herbs, spices, and vegetables are used in everyday thai cuisine which makes it unique (Khanthapok & Sukrong, 2019). However, the most recent challenge with respect to food health is supermakets and food vendors being taken over by major industrial processed produce providers and the local farmers who are producing fresh, local produce are being pushed to the corner (Banwell et al., 2021). The reason behind this competitive occurrence is cost efficiency (Banwell et al., 2021). Further complication of this matter is that cheaper unhealthy processed ingredients substituted have started to cause serious health concerns such as obesity and heart conditions (Banwell et al., 2021). This study found that food health is an important aspect of a memorable food experience for tourist. Hence, measures need to be taken to price regulate and balance the competitive advantage for produce providers, not only to retain the revenue driven from food tourism, but also to preserve the world-renown quality of Thai cuisine.

Lastly, even though the study did not find a major relation as for the educational level of the participants in relation to the memorability of the tourism experience in food, Banwell et al., (2021) contradict such findings in the most recent study this year. As a result, this paper cannot necessarily draw any practical implication with respect to MTCE and the seven considered dimensions.

CHAPTER 7. LIMITATIONS AND FUTURE STUDIES

As with other studies, this study has several limitations. First, generalization of the study results may be limited to the sample. The study only used tourists who have visited Thailand and have tried Thai food. Evidence from such data could apply to other Asian countries like South Korea, Indonesia, Malaysia, Iran, Singapore, China, and Japan where their food tourism is becoming increasingly popular. However, the proposed model may generate different results if it is applied to another country. Thus, future studies should collect data from different countries to test the concept of Memorable Food Tourism Experience.

Male respondents are over-represented in this study (almost six times more than female respondents), as such, future studies should look to collect a more balanced gendered sample. As well as investigating the influence that gender may have on memorable food tourism experiences. Additionally, this study only considered three variables including memorable tourism experiences, behavioral intention, and place attachment, while other variables could also be examined. Also, it will be interesting for future research to examine the casual relationships among MCTEs, destination image, and satisfaction. Furthermore, future research can consider other variables of memorable food tourism experience like brand image, level of familiarity, past experience, and level of involvement. However, in the marketing literature, it has been stated that satisfaction alone will not contribute to consumer's intention (Jones & Sasser, 1995; Keiningham & Vavra, 2001; Reichheld, 1993).

This study only considered memorable tourism factors that positively influence consumer's future intentions and their place attachment. However, there might be some other factors that negatively impact the memorability of consumers' experience like adverse feelings. As Coudounaris and Sthapit (2017) state, although it is generally accepted that experiences are

positive encounters, negative experiences are also possible. Tourists usually experience negative emotions during their tourism experience not only because of its nature or because of the features of leisure and tourism activities or the consequences of an adverse service experience, but also because of accidents or illness. Due to this, Larsen and Jenssen (2004) claim that while the respondents recall positive experiences notably more than negative ones, they will remember both positive and negative experiences from their travel experiences. Thus, factors that can impede tourists from memorable experiences of local food deserve further analysis.

Another limitation would be that this study only considered three out of the main seven factors of memorable tourism experience and also embodies three other dimensions that are more relevant in memorable culinary tourism experience. Future studies can extend the model by embracing a combination of all these elements including: *hedonism, novelty, local culture, refreshment, meaningfulness, involvement, knowledge*, authenticity, sensory appeal, and healthy food.

The survey was only available in English which excluded non-English speakers from participating in the study. Future research can consider translated surveys into different languages. Meanwhile, collecting data from domestic tourists might be useful as well. Finally, the time laps between visiting Thailand and completing the survey was a period of five years, which might have influenced survey responses. Data should be gathered soon after the trip so that to avoid the creation of false memories. Future studies can consider the time laps as well.

CHAPTER 8: CONCLUSION

This research investigated memorable food tourism experience and its antecedents such as authenticity, sensory appeal, healthy food, pleasure, knowledge, and meaningfulness, as well as how these antecedents affect behavioral intention and place attachment. An online survey was used to collect data from tourists who have visited Thailand and have tried Thai food at some point over the last five years. Knowledge, meaningfulness, and healthy food do have positive effects on behavioral intention and place attachment, while authenticity has a positive influence only on place attachment. Whereas sensory appeal and pleasure positively impact only behavioral intention. Similarly, place attachment does have significant influence on behavioral intention. Hence, among thirteen hypotheses, three of them were rejected while the rest were significantly accepted.

The study results created several theoretical and managerial implications: improving the interaction between tourists and hosts that result in a fruitful food cultural experience; providing an environment for tourists to better experience the food and cooking methods of the destination; provide an environment for tourists to not only meaningfully grasp their travel experience but also to experience enjoyment and pleasant moments; promoting local cuisine routes by utilizing food alongside other tangible and intangible factors of the destination, such as landscape and lifestyle to bring about a memorable experience. Finally, the study came with some limitations and also some suggestions for future research. Limitations of this study can help future studies to better find the gaps in this context and take them into consideration for further research.

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Appendix 1: Measurement Items

Authenticity	Antón et al., (2019)

Eating food was an authentic experience.

I think eating food has helped me to get a better idea of the local culture.

By eating food in Thailand, I've learned many things I did not know.

Now I understand the habits and the local tradition of Thai cuisine.

Sensory appeal	Kim & Eves (2012)

It is important to me that the local food I eat on holiday smells nice.

It is important to me that the local food I eat on holiday looks nice.

It is important to me that the local food I eat on holiday has a pleasant texture.

It is important to me that the local food I eat on holiday tastes good.

The taste of local food in its original countries is different to the taste of same food in my

own country.

Healthy food	Kim & Eves (2012)

Local food contains a lot of fresh ingredients produced in a local area.

Tasting local food keeps me healthy.

Local food is nutritious.

Destination attachment	Hosany et al., (2019)

Place identity

My stay in Thailand means a lot to me.

Thailand is a very special destination to me.

I feel very attached to Thailand.

I identify strongly with Thailand as a holiday destination.

Place dependence

Thailand is the best for what I like to do on holidays.

I would not substitute Thailand with any other place for the types of things that I did

during my holidays.

Holidaying in Thailand is more important than holidaying in other countries.

I got more satisfaction out of holidaying in Thailand than from visiting other similar

places.

Behavioural intention **Huang et al., (2019)**

Revisit intention

I tend to revisit destination.

I'd love to go back to the destination again.

I think I will come back to the destination in near future.

Positive word of mouth

I would recommend this place to others.

I spread the good word about this place.

I 'talk up' this place to my friends.

Pleasure **Kim & Ritchie (2014)**

I was thrilled about having a new food experience.

I really enjoyed this food experiences.	
I was so excited about culinary experience.	
Meaningfulness	**Kim & Ritchie (2014)**
I felt that I did something meaningfully by experiencing local food.	
I felt that I did something important by experiencing local food.	
I learned something about myself in experiencing local food.	
Knowledge	**Movahed et al., (2019)**
I explored new things in culinary experience.	
I gained a new knowledge in culinary experience.	
I learned about new cultures in culinary experience.	

Appendix 2: Questionnaire

Dear participants,

You are invited to participate in a research project. This information letter is to help you decide if you want to be involved in the project.

- You are invited to take part in a research project looking at motivational factors of memorable tourism experiences with a focus on Thai food and their outcomes on destination attachment and behavioral intention.
- The purpose of this study is to provide you with the information that you require to make an informed decision on participating in this research.

Who is conducting this research study?
- This research study is being conducted by Nazanin Tangestanizadeh a Research Associate in Lang School of Business and Economics at University of Guelph, Ontario, under the supervision of Dr. Hwan-Suk Chris Choi, Associate Professor, in Lang School of Business and Economics at the University of Guelph, Ontario.

Supervisor

- Dr. Hwan-Suk Chris Choi, Associate Professor, Lang School of Business and Economics, University of Guelph, hwchoi@uoguelph.ca, X53370.

Student

- I am Nazanin Tangestanizadeh. I am a Master student in Lang School of Business and Economics at the University of Guelph, ntangest@uoguelph.ca.

Who do I contact if I have concerns or need more information?
- Please feel free to contact Nazanin Tangestanizadeh (ntangest@uoguelph.ca) with any questions you might have about the project.

What is this research study about?
- The purpose of this research is to evaluate the impact of motivational factors of memorable Thai food experience on destination attachment and behavioral intention. Actually, this study wants to know what factors made your food experience in Thailand to be memorable.

Why am I being invited to participate in this research study?
You are being invited to take part in the study:
- Because you are 18 years or older.
- Because you have travelled to Thailand for the last five years.
- Because you have stayed at least two nights in your recent trip to Thailand.
- Because your main purpose of most recent trip to Thailand was leisure.
- Because food was sort of an important factor for you when choosing Thailand as a destination.

You will be invited to:
- Take an online survey forty-six (46) questions about what motivational factors made your food experience to Thailand to be memorable. The questionnaire will take approximately twenty (20) minutes to complete.

What are my responsibilities?
- It is important that you follow the directions of the researcher to the best of your ability. It is important for the validity of the study that you remember your food travel experience in Thailand well.

Are there any risks or possible negative outcomes for me if I participate?
- Since the data gathering is electronically, there might be a minimal of privacy risk.

What are the benefits of the research project?
- Although this research may not benefit you directly, it will help us understand the effects of motivational factors on the memorability of food tourism in Thailand.

After I agree to participate and sign the info/consent letter, can I change my mind?
- Once you submit the survey you cannot withdraw from the study, because your survey cannot be identified.

What will happen if participants withdraw:
- You can choose whether to be in this study or not. If you volunteer to be in this study, you may withdraw at any time without consequences of any kind. However, once it is submitted, your response cannot be removed as it is impossible to identify individual response. You may also refuse to answer any questions you don't want to answer and still remain in the study. The researcher may withdraw you from this research if circumstances arise that warrant doing so. Please note that if you decide not to participate or to withdraw from the study at any time, there is no penalty for me.

What will happen if you decide not to complete the survey?
- You can withdraw at any time during the survey without any consequences or penalty.
- If you choose to withdraw before submission the survey, all data collected up to that point will be destroyed and not used as part of this project.
- You will not be able to withdraw your data once the survey is submitted since the data collected are anonymous.

Who will know what I said or did in the study?
- Your name will not be collected by the survey, nor will your IP Address. Please refrain from putting any identifying information in your responses.

How will you protect the information I provide?
- Keep in mind that because data collection occurs via the internet, complete confidentiality cannot be guaranteed.

How your data will be secured?

- The data will be stored in a password secured laptop and will be destroyed once the research work is published as a thesis and a journal publication.

How long the data will be kept and what the data will be used for/how it will be disseminated?
- The data will be kept until the research work is published as a thesis and a journal publication.
- Because the study uses an online survey platform, the confidentiality of your information cannot be guaranteed completely, though your identity will be kept confidential.

What will you use the information you collect for?
- The data collected will be shared in Nazanin Tangestanizadeh's Master's thesis and a journal publication.

Will I receive any incentives for my participation?
- No, there is no incentive for your participation.

Will I receive information about the results of this research?
- If you would like a copy of the final report, please email me at ntangest@uoguelph.ca and I will provide you with a copy of the results.

Legally required disclosure
- Information you provide will be available only to the researcher, to the extent allowed by

law.

What are my rights as a research participant?
- You do not waive any legal rights by agreeing to take part in this study.
- This project has been reviewed by the Research Ethics Board for compliance with federal guidelines for research involving human participants.
- If you have questions regarding your rights and welfare as a research participant in this study (REB#.....), please contact: Manager, Research Ethics; University of Guelph; reb@uoguelph.ca; (519) 824-4120 (ext. 56606).
- Please print a copy of this information for your records.

Below you can find the link of privacy for the survey platform.
- https://www.amazon.com/gp/help/customer/display.html/ref=footer_privacy?ie=UTF8&nodeId=468496

Consent:
I have read the Consent Letter and have had an opportunity to have my questions about the project answered. I freely consent to participate in this research.

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Date

By clicking the "I Agree" button you are consenting to take part in the study.

Please answer the following questions asking about **your eligibility to participate in this survey**. You will answer questions about your age, recent travel experience to Thailand, and your food experience.

Screening Questions

SQ1. Are you 18 years or older?
    a. Yes (→ Go to SQ2)
    b. No (→ Terminate)

SQ2. Have you travelled to Thailand for the last five (5) years?
Yes (→ Go to SQ3)
No (→ Terminate)

SQ3: What was your main travel purpose to Thailand?
    a. Leisure (→ Go to SQ4)
    b. Business (Terminate)
    c. Other (→ Terminate)

SQ4: How long did you stay overnight during your recent trip to Thailand?
    a. 1 night (→ Terminate)
    b. 2 nights or more (→ Go to SQ5)

SQ5: How long did you stay during your recent trip to Thailand?
    a. 1 night (→ Terminate)
    b. 2 nights or more (→ Go to SQ5)

Section 1
Motivational Factors of Memorable Food Experience
Description: The following statements are about **your feelings about your food experience in Thailand for the last five years.** There are no right or wrong answers. Please read carefully each of the following statements and check the number which best represents the degree to which you agree or disagree with each statement. (check one □) (1 – Strongly disagree | 2 – Disagree | 3– Slightly Disagree | 4 – Neither disagree nor Agree (Neutral) | 5 – Mostly Agree| 6 – Agree | 7 – Strongly agree).

	Authenticity	1	2	3	4	5	6	7
1	Eating food was an authentic experience.	□	□	□	□	□	□	□
2	I think food helped me to get a better idea of the local culture.	□	□	□	□	□	□	□
3	By eating food in Thailand, I have learned many things I did not know.	□	□	□	□	□	□	□
4	Now I understand the habits and the local tradition of Thai cuisine.	□	□	□	□	□	□	□
	Sensory appeal							
1	It is important to me that the local food I eat on holiday smells nice.	□	□	□	□	□	□	□
2	It is important to me that the local food I eat on holiday looks nice.	□	□	□	□	□	□	□
3	It is important to me that the local food I eat on holiday has a pleasant texture.	□	□	□	□	□	□	□
4	It is important to me that the local food I eat on holiday tastes good.	□	□	□	□	□	□	□
5	The taste of local food in its original countries is different to the taste of same food in my own country.	□	□	□	□	□	□	□
	Healthy food							
1	Local food contains a lot of fresh ingredients produced in a local area.	□	□	□	□	□	□	□
2	Tasting local food keeps me healthy.	□	□	□	□	□	□	□
3	Local food is nutritious.	□	□	□	□	□	□	□
	Hedonism							
1	I was thrilled about having a new food experience.	□	□	□	□	□	□	□
3	I really enjoyed this food experience.	□	□	□	□	□	□	□
4	I was so excited about culinary experience.	□	□	□	□	□	□	□
	Meaningfulness							
1	I felt that I did something meaningfully by experiencing local food.	□	□	□	□	□	□	□
2	I felt that I did something important by experiencing local food.	□	□	□	□	□	□	□
3	I learned something about myself in experiencing local food.	□	□	□	□	□	□	□
	Knowledge							
1	I explored new things in culinary experience.	□	□	□	□	□	□	□
2	I gained a new knowledge in culinary experience.	□	□	□	□	□	□	□
3	I learned about new cultures in culinary experience.	□	□	□	□	□	□	□

Destination Attachment Values

Description: The following statements ask you about **your affiliation about the destination you have visited.** There are no right or wrong answers. Please read carefully each of the following statements and check the number which best represents the degree to which you agree or disagree with each statement. (check one □) (1 – Strongly disagree | 2 –Disagree | 3– Slightly Disagree | 4 – Neither disagree nor Agree (Neutral) | 5 – Mostly Agree| 6 – Agree | 7 – Strongly agree)

	Place attachment	1	2	3	4	5	6	7
1	Holiday in Thailand means a lot to me.	□	□	□	□	□	□	□
2	Thailand is a very special destination to me.	□	□	□	□	□	□	□
3	I feel very attached to Thailand.	□	□	□	□	□	□	□
4	I identify strongly with Thailand as a holiday destination.	□	□	□	□	□	□	□
5	Thailand is the best for what I like to do on holidays.	□	□	□	□	□	□	□
6	I would not substitute Thailand with any other place for the types of things that I did during my holidays.	□	□	□	□	□	□	□
7	Holidaying in Thailand is more important than holidaying in other places.	□	□	□	□	□	□	□
8	I got more satisfaction out of holidaying in Thailand than from visiting other similar places.	□	□	□	□	□	□	□

Behavioral Intention Factors

Description: The following statements ask you about **your intention recording destination revisit and recommendation of your recent travel experience in Thailand.** There are no right or wrong answers. Please read carefully each of the following statements and check the number which best represents the degree to which you agree or disagree with each statement. (check one □) (1 – Strongly disagree | 2 –Disagree | 3– Slightly Disagree | 4 – Neither disagree nor Agree (Neutral) | 5 – Mostly Agree| 6 – Agree | 7 – Strongly agree)

	Revisit Intention	1	2	3	4	5	6	7
1	I tend to revisit Thailand in the future.	□	□	□	□	□	□	□
2	I 'd love to come to the destination again.	□	□	□	□	□	□	□
3	I think I will come back to the destination in near future.	□	□	□	□	□	□	□
	Word of Mouth							
1	I will recommend this place to others.	□	□	□	□	□	□	□
2	I spread the good word about this place.	□	□	□	□	□	□	□
3	I 'talk up' this place to my friends.	□	□	□	□	□	□	□
4	In the future, I would like to recommend Thailand as a food destination to others.	□	□	□	□	□	□	□

Food and Travel Experience

Description: The following statements ask you about **travel and food experience to Thailand**.

1. **How many times did you visit Thailand in the past 5 years**? ⎯⎯⎯⎯⎯⎯

2. **When was the most recent trip to Thailand?**

□ 2020
□ 2019
□ 2018
□ 2017
□ 2016

3. **How long did you stay in Thailand on your most recent trip?**
days ⎯⎯⎯⎯⎯

4. **Did you have food list/s before travelling to Thailand?**
   ☐ Yes
   ☐ No

5. How much did you spend on food in Thailand? _____ （**USD OR CAD**）

6. The total amount of money you spent on food is more, less, or about the same than you expected?

    □ more
    □ less
    □ about the same

7- What were the most favorite local food you had during your visit to Thailand (Check the 3 max).

    □ Pad Thai,
    □ Thai Curry
    □ Tom Yum
    □ Thai Green Curry
    □ Yellow Curry
    □ Green Papya Salad
    □ Red Curry
    □ Chicken Coconut soup
    □ Kai Yang
    □ Massaman Curry
    □ Phanaeng Curry
    □ Curried Noodles
    □ Mango Sticky Rice
    □ Mee Krob
    □ Kha phat
    □ Braised port leg on rice
    □ Phat Kaphrao
      Others

Section 2: Demographic questions

The following questions ask about information of yourself. Please answer the questions or check the item that best describes you.

8. What year were you born? _____

    ☐ Prefer not to say

9. What is your gender?
- ☐ Woman
- ☐ Man
- ☐ My gender identity is not listed above _____
- ☐ Prefer not to say

10. My current relationship status is:
- ☐ Married
- ☐ Cohabitating
- ☐ Divorced
- ☐ Separated
- ☐ Single, never married
- ☐ My relationship status is not listed here: _____
- ☐ Prefer not to say

11. Which of the following best describes your HIGHEST level of education attainment?
- ☐ Some high School
- ☐ Completed high school
- ☐ Some college/university
- ☐ Apprenticeship training and trades
- ☐ Completed college/university
- ☐ Some graduate education
- ☐ Completed graduate education
- ☐ Professional degrees
- ☐ Prefer not to say

12. What is your total household income in 2020 before taxes (CAD/USD)
- ☐ Under $ 29,999
- ☐ 30,000- $ 49,999
- ☐ $ 50,000- $ 69,999
- ☐ $ 70,000- $ 89,999
- ☐ $ 90,000- $ 109,999
- ☐ $ 110,000- $ 129,999
- ☐ $ 130,000 or 149,999
- ☐ $150,000 or above
- ☐ prefer not to say

Appendix 3: Research Ethics Approval

UNIVERSITY of GUELPH

RESEARCH ETHICS BOARDS
Certification of Ethical Acceptability of Research Involving Human Participants

APPROVAL PERIOD:	March 19, 2021
EXPIRY DATE:	March 18, 2022
REB:	G
REB NUMBER:	20-12-012
TYPE OF REVIEW:	Delegated
PRINCIPAL INVESTIGATOR:	Choi, Hwan-Suk (hwchoi@uoguelph.ca)
DEPARTMENT:	School of Hospitality & Tourism Management
SPONSOR(S):	N/A
TITLE OF PROJECT:	The antecedents of Memorable Thai Food Experience and Their Consequences on Behavioral intention and destination attachment with a Moderating Role of Servicescape

The members of the University of Guelph Research Ethics Board have examined the protocol which describes the participation of the human participants in the above-named research project and considers the procedures, as described by the applicant, to conform to the University's ethical standards and the Tri-Council Policy Statement, 2nd Edition.

The REB requires that researchers:
- Adhere to the protocol as last reviewed and **approved** by the REB.
- Receive approval from the REB for any **modifications** before they can be implemented.
- Report any **change in the source of funding.**
- Report **unexpected events or incidental findings** to the REB as soon as possible with an indication of how these events affect, in the view of the Principal Investigator, the safety of the participants, and the continuation of the protocol.
- Are responsible for **ascertaining and complying with all applicable legal and regulatory requirements** with respect to consent and the protection of privacy of participants in the jurisdiction of the research project.

The Principal Investigator must:
- Ensure that the ethical guidelines and approvals of facilities or institutions involved in the research are obtained and filed with the REB prior to the initiation of any research protocols.
- Submit an **Annual Renewal** to the REB upon completion of the project. If the research is a multi-year project, a status report must be submitted annually prior to the expiry date. Failure to submit an annual status report will lead to your study being suspended and potentially terminated.

The approval for this protocol terminates on the **EXPIRY DATE**, or the term of your appointment or employment at the University of Guelph whichever comes first.

Signature: Date: March 19, 2021

Stephen P. Lewis
Chair, Research Ethics Board-General