UNIVERSIDAD DE EXTREMADURA

TESIS DOCTORAL

LAS VARIABLES EXPERIENCIALES COMO DETERMINANTES DE LA CALIDAD DE VIDA, LA SATISFACCIÓN Y LA LEALTAD DEL TURISTA EN EL CONTEXTO DEL TURISMO GASTRONÓMICO.

ELIDE DI CLEMENTE

DEPARTAMENTO DE DIRECCIÓN DE EMPRESAS Y SOCIOLOGÍA

2016

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UEX

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Conformidad del Director:

Dr. José Manuel Hernández Mogollón

2016

Dedicated to Emma, my life-changing experience

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Writing this doctoral thesis has been a fascinating challenge. During the last years moments of happiness and sadness, gratification and frustration, fulfilment and discouragement alternated. Sometimes I felt that scientific research was my passionate vocation, while other times, it has been my worst nightmare. In any case, my thesis has been my loyal companion and now, while I write these lines, I cannot avoid feeling a little concern about how will be my days from now on. Probably a sense of emptiness will be inevitable, but I am sure that new projects will come to satisfy my desire for challenges and now I can face them with a new background of knowledge and experience that will always be an enriching heritage for my future. Along my way I had the immense fortune to have by my side brilliant and inspiring people who I have the pleasant duty to thank.

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ABSTRACT

Nowadays the tourism industry is faced with the need to operate in a context with high competitive levels. New technologies and a skilled and demanding consumer target make organizations and destinations need new marketing and management tools which enable to meet the expectations of the modern tourism industry. Experiences and the emotional components of travel are making a new trend and seem to represent the main attraction for a growing group of consumers. Tourists seek unique holidays capable of turning travels into once-in-a-lifetime experiences. In this scenario, food tourism is getting a major acceptance. Due to its high experiential value, it is ranking among the leading types of trip preferred by tourists. What makes the food-based journey an attractive practice is the chance to participate in the service production by means of a direct engagement in the cooking/tasting activity, to learn about new culinary cultures, and to have a sensory experience generating pleasant memories and the perception of enhancing personal wellbeing.

The objective of this research is the development of a causal model that evaluates the predictive power of experiential variables, over experiential (i.e. Quality of life) and traditional (i.e. satisfaction and loyalty) marketing variables, within the context of food tourism. Multivariate analysis techniques and structural equation modelling will be used. The results confirm the positive impact that experiential variables have on marketing results, highlighting the need to give greater importance to the emotional elements of the trip to achieve consumers' satisfaction and the competitiveness of the current tourism systems.

KEY WORDS: Experiential marketing, culinary tourism, memorable tourism experiences, quality of life, structural equation models.

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RESUMEN

La industria turística actual se enfrenta con la necesidad de operar en un contexto con elevados niveles competitivos. Los avances tecnológicos y una demanda turística experta y exigente hacen que las organizaciones y los destinos turísticos necesiten nuevas herramientas de marketing para hacer frente a las expectativas de sus consumidores y a las innovaciones del sector.

Las experiencias y los componentes emocionales del viaje parecen representar el principal atractivo para la demanda turística actual. Los turistas buscan vivencias únicas y convertir el viaje en un momento existencial. En este contexto, el turismo gastronómico está recibiendo una importante aceptación, posicionándose entre las principales tipologías de viaje preferidas por los turistas. Lo que convierte el viaje gastronómico en una práctica especialmente atractiva es la posibilidad de participar en la prestación del servicio, aprender nuevas culturas alimentarias, y tener una experiencia sensorial, capaz de generar recuerdos placenteros y mejorar el bienestar de las personas.

El principal objetivo de la investigación es la elaboración de un modelo de relaciones causales que evalúe el poder predictivo de variables experienciales sobre variables de resultado, tanto del marketing experiencial (calidad de vida), como tradicional (satisfacción y lealtad), en el contexto del turismo gastronómico. Para ello, se emplearán técnicas de análisis multivariante y, específicamente, modelos de ecuaciones estructurales. Los resultados alcanzados confirman el impacto positivo que las variables experienciales tienen sobre los resultados de marketing, resaltando la necesidad de otorgar mayor importancia a los elementos emocionales del viaje para lograr la satisfacción de los consumidores y la competitividad de los sistemas turísticos actuales.

PALABRAS CLAVE: Marketing experiencial, turismo gastronómico, experiencias turísticas memorables, calidad de vida, modelos de ecuaciones estructurales.

CÓDIGOS UNESCO: 5311.05, 5311.06, 5312.90.

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PART 1

INTRODUCTION

Chapter 1
INTRODUCTION

This first chapter is a general introduction to the research. It aims to give the reader an initial idea of the contents and structure of the work and to ease its comprehension. It includes a general presentation of the topic, the justification of the significance of the research from both a scientific and a management perspective, the identification of the research questions that will be addressed, the objectives pursued and the methods employed. Finally, the general framework of the dissertation will be presented.

1.1 PRESENTATION OF THE RESEARCH

Nowadays the tourism industry is faced with the need to operate in a high competitive scenario. New technologies and a skilled and demanding consumers' target make the organizations and destinations need new marketing and management tools which enable them to meet the modern tourists' expectations and the industry's requirements for innovation (Alagöz & Ekici, 2014).

The experience economy is making a new trend in the current economic context, putting forward the idea that experiences are the valuable offerings, substituting products and services of the traditional economy.

Pine and Gilmore (1999) consider that the experiences are the new output of the production systems. According to the authors the economy has evolved, over the centuries, through four distinct phases: commodities, products, services and experiences (See FIGURE 1).

The evolution from one phase to another is driven by the need **to increase the value of the outputs**, as production levels increase competition in markets.

FIGURE 1: THE FOUR PHASES OF ECONOMIC SYSTEMS ACCORDING TO THE THEORIES OF PINE AND GILMORE (1999)
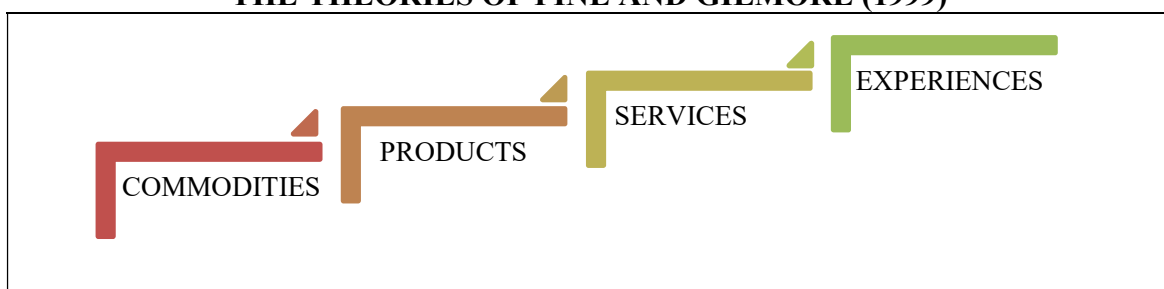
Source: Own Elaboration from Pine and Gilmore (1999).

The definition of a process for the creation, provision and assessment of experiences has been attempted from different sectors and industries. Many companies are readying new systems for designing, developing and managing experiences linked to the original product or service provided, as a way to create **new value for consumers** and, in turn, develop a diversification strategy to face competitors (Alcántara et al., 2014).

Tourism has been traditionally considered as the experience industry, so it is likely to integrate this new economic trend within its offerings, **as touristic products and services are experiential in nature** (Lee & Smith, 2015; Oh et al., 2007; Quan & Wang, 2004; Williams, 2006). Sternberg yet in 1997 noted that the main activity of the tourism industry is the creation of experiences (Sternberg, 1997). Moreover, the importance that tourism has gained within the economies of many countries shows that there is a high political, economic and social interest in the development of this sector and in the maintenance of its high competitive and qualitative levels.

Therefore, in this new experiential stream, tourism businesses are in the need to change their strategy and exalt the affective components of their products, that is, those capable of delivering pleasant sensations and memories to the consumer, as well as, of ensuring the practical functionality of the goods/services offered (Bigné et al., 2005).

The functional qualities of the production output, whether it is a good or a service, are no longer considered differentiators and are not enough to capture the attention and the preferences of the consumer.

New technological advances and the easy access to information have caused that those elements, traditionally designed to differentiate offerings in the market, can be easily replicated by competitors, nullifying their differential power and making them interchangeable to consumers' eyes (Scott et al., 2009).

However the incorporation of experiential elements to products or services represents a successful strategic factor for two particular reasons. First, **experiences are unique** for each consumer, and therefore the chances of copying them by another company decrease or are not possible at all (Agapito et al., 2013; Manthiou et al., 2012; Tsaur et al., 2007). Second, and more specifically in the tourism context, the delivery of experiences responds to the new requirements of the demand. According to Oh et al. (2007), nowadays consumers want more than a well done product or a service competently provided, thus they demand attractive, strong, fascinating and memorable experiences. Therefore, the experiential component of the product is the added value for the consumer (Jensen & Prebensen, 2015) and is what motivates and justifies the

investment of valuable resources such as money, time, security and physical integrity, among others. The expected compensation is not limited to the enjoyment of the purchased good in itself, but it's rather the chance to experience new emotions and sensations along the buying process (Ellis & Rossman, 2008).

However, according to Ellis and Rossman (2008), the counterpart of the consumer who have a commitment to experiential, rather than functional consumption, goes beyond the satisfaction generated along the act of consumption. In fact, the experiences deeply and personally involve the consumer, being able to produce a positive impact on their personal, emotional and social life domains (Kim et al., 2015; Kruger et al., 2013).

Hedonic consumption is therefore exalted by experiences, creating some link between the purchase of a particular resource and the consumer's quality of life, happiness or life satisfaction (Bimonte & Faralla, 2012, 2015).

Connections between tourism and quality of life have recently become a focus in tourism studies (Uysal et al., 2012). Many authors started to test the potential relationship that exists between tourism experiences, travellers' satisfaction and tourists' satisfaction with life or happiness (Chen et al., 2013; Neal et al., 2007; Sirgy et al., 2011; Sirgy et al., 2007). Gilbert and Abdullah (2002, 2004) suggest that holidaymaking can improve the level of happiness experienced by tourists.

Similarly, Puczkó & Smith (2012, p. 265) define holidays as 'a state of temporary happiness" associated with some specific activities and behaviours that people have while on holidays. However, these authors question whether travel can enhance happiness level only when travellers are immersed in it or whether these happy moments can be prolonged over the long-term and contribute to the overall personal wellbeing. Kruger (2012) underlines that tourism and leisure activities in general have the power of enhancing, not just a temporal satisfaction resulting from a positive travel experience, but a permanent form of satisfaction which will positively impact happiness and quality of life.

From a marketing perspective, the interesting point about the relationship between tourism experiences and happiness lies on the assumption that **happier tourists will be more likely to have positive future behaviours**, namely intentions to revisit a destination, to recommend the experience lived or to rebuy a product/service discovered during the travel experience (Dolnicar et al., 2013; Kim et al., 2015; Lam & So, 2013; Simpson et al., 2016).

The relationship between holidaymaking and states of temporal happiness has been studied and empirically tested before, during and just after the travel experience (Nawijn, 2011; Nawijn et al., 2010; Neal et al., 2007), but less attention has been addressed to the long-term effect of positive holiday experiences. Similarly, it is still unexplored whether there are specific tourism activities that are more likely than others to deliver long lasting feelings of increased happiness (Nawijn, 2011) or whether innovative strategies can be applied over the long period, capable of reactivating the fading happiness associated to a certain tourism experiences.

In relation to the possibility for tourism experiences to deliver long lasting happiness and to enhance individuals' quality of life, some findings coming from the research on **Memory** provide interesting insights. **Positive experiences generate pleasant memories that can arguably create value for the consumer over the long-term**. In the tourism context, greater attention has recently been given to the concept of Memory and Memorability (Björk & Kauppinen-Räisänen, 2016; Hosany & Witham, 2010; Kim, 2013, 2014; Kim & Jang, 2016; Kim & Ritchie, 2014; Kim et al., 2010b; Oh et al., 2007). During the post-vacation period, the recollection of the feelings and the emotions experienced with the purchase or the consumption of a particular product work as reminders of positive sensations, prolongs the perceived satisfaction, and induces favourable behaviours for companies and organizations in terms of repetition and recommendation of the purchase (Björk & Kauppinen-Räisänen, 2016).

Therefore, in the tourism and leisure literature this constructs has been increasingly used with a twofold purpose: i) to measure the memorability of tourism activities or specific tourism products (accommodation, destinations, festivals etc.). Thus, here memory is measured as an experiential outcome (Kim, 2010, 2014; Kim & Jang, 2016; Oh et al., 2007) and ii) to measure Memory as an antecedent and a driver for satisfaction and loyalty or future intentions (Kim & Ritchie, 2014; Manthiou et al., 2012).

In this line, some authors (Hosany & Witham, 2010; Kim, 2010; Kim & Jang, 2016; Kim & Ritchie, 2014; Kim et al., 2012a; Manthiou et al., 2012; Oh et al., 2007) maintain that memorable experiences will help tourism destinations and offerings to remain competitive as they are generally considered a strong antecedent of prolonged satisfaction and future loyalty. Moreover, tourism and leisure researchers suggest that memory of past personal experiences is the most reliable source of information and an effective driver for tourists future decisions (Hoch & Deighton, 1989; Kim et al., 2012; Wirtz et al., 2003). This suggests that destination managers and tourism professionals

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should focus on improving those elements of the tourism experience that are more likely to be retained by tourists and, additionally, should deliver proper tools to help the recollection of these elements later in the future. Apart from being memory a functional tool capable of driving future travel decisions and consumption behaviours, memorable experiences are also valuable for their subjective value, that is, the capability of keeping alive, the pleasant feelings, emotions, positive knowledge and moods associated with a prior tourism experience and travel. Based on this assumption, it can be stated **that holiday-taking have a positive impact on personal wellbeing** (Gilbert & Abdullah, 2002, 2004), but still little is known about whether memorable tourism experiences can positively impact tourist's satisfaction, determine prolonged future perceived quality of life and happiness and if these, can finally result in future loyal behaviours. Accordingly to Kao et al. (2008), effects of experiential marketing on consumer's intentions are unexplored and deserve major attention.

Considering the preceding, this research aims at deepening into **these three pushing topics: Experientiality, Memorability of travel experiences and Quality of Life**. Gastronomy has been selected as the most suitable context to lead the research and to empirically test the theoretical model hypothesised and resulted from the study of the existing scientific literature on these subjects. Further support to this choice will be given in the next section.

In an attempt to offer useful insights capable of shading some light on these issues, the present research explores the connections that underlie between experiential tourism (specifically culinary experiences), the memorability of travel experiences, and the enhancement of travellers' quality of life. Foreseeable results seem to bring about some effective findings for both tourism research and practice.

1.2 SIGNIFICANCE OF THE RESEARCH

At present time, the technological developments and the recent macroeconomic changes have favoured the rapid rise of tourism, making it the largest industry in the world (Lee et al., 2015a). Increasing levels of competition between existing tourist destinations and the rapid changes in the desires and needs of tourists have determined that firms must keep a watchful eye on tourism demand, in order to know the main factors influencing purchases and travel decisions and, in so doing, developing an adequate offering in line with consumers' expectations (Kruger & Saayman, 2010).

It is essential to develop new marketing and management tools for destinations and tourism organizations that allow maintaining high competitive levels.

To this extent, the new trend of **experiential consumption should be regarded as a driving force**, highlighting the paths that tourism enterprises and destinations should follow in order to succeed.

Research about tourism experiences are still at an early stage at a conceptual, empirical and practical level (Manthiou et al., 2012; Oh et al., 2007). However, from both a theoretical and a practical perspective some hints can be detected that suggest the interest of going forward in the understanding of the concepts supporting experientiality in tourism and its practical management and development in real contexts.

From a theoretical perspective, some researchers have defined the concept of experience in different tourism contexts, theorizing and conducting a variety of applications in terms of variables used and research scenarios. To cite just a few examples, Berridge (2012) relates the study of touristic experiences with events, Ellis and Rossman (2008) and Bigné et al. (2005) with the theme and leisure parks, Chan and Baum (2007) with ecotourism, and Björk and Kauppinen-Räisänen (2016) and Lin (2014) with culinary tourism.

The influence of customer experience in scientific literature and research is widely proved in the work published by Ferreira and Teixeira (2013). The authors carry out a bibliometric analysis in order to find out the impact of the concept "costumer experience" in scientific journals. They made an exhaustive literature review covering since the publication of seminal article "Welcome to the experience economy" by Pine and Gilmore (1998) in the Harvard Business Review, until 2012. Their results confirmed that this work has influenced the research trends of many scientific areas including business, management, tourism, leisure and hospitality. More recently and more specifically in tourism literature, many contributions support the importance of deepening into the understanding of the experience concept due to its valuable applications and consequences on destinations' management and tourism businesses' profitability. Some representative examples can be seen in Kim (2014), Kim and Ritchie (2014), Kim et al. (2015), Ali et al. (2016), Suntikul and Jachna (2016), Jernsand et al. (2015), Ritchie et al. (2011), among others. These recent publications move a step forward and, beyond stressing the scientific need of considering *experientiality* in tourism research, suggests new unexplored connections between experiences and emotions, memorability, happiness or quality of life, as mediators for the achievement

of a greater customer satisfaction and stronger loyal behaviours in the future. However, according to Ritchie et al. (2011), despite its recent growth, experience-related research remains under-represented in the tourism literature, thus more efforts are required in order to fill this gap.

From a practical perspective, Crouch and Ritchie (2005) state that competitiveness of tourism destinations is measured on the basis of their ability in delivering memorable and pleasurable experiences. Considering this assumption it seems important to focus on the development of new solutions capable of changing traditional tourism offerings in one-in-a-lifetime experiences.

In relation to the scenario selected to conduct this research, culinary tourism has been considered the most suitable option. This touristic typology is affirmed as an important attraction and as a tool to define the destination brand due to its traditional link with the territory (Hjalager, 2002). It represents a touristic typology chosen by an increasingly high number of travellers. In recent years, the interest of tourists for local food has improved until the point of becoming a primary motivation for travelling to a specific destination (Hall & Gössling, 2012).

Researchers and academics have assigned a growing attention to the practices associated with food and drinks during holidays and to *foodies*: those tourists interested in tastings, food tours, food events, cooking classes and similar activities. Thus, scientific publications on the subject have proliferated in the last decades (Carrillo et al., 2013; Horng & Tsai, 2012; Kim et al., 2009; Kivela & Crotts, 2005, 2006; Lee & Scott, 2015; Lin, 2014; Lin & Mao, 2015; López-Guzmán & Sánchez-Cañizares, 2012; Omar et al., 2015; Sánchez-Cañizares & López-Guzmán, 2012).

However, some authors suggest that more research efforts are still needed on this subject. Fandos and Puyuelos (2012) state that scientific literature on gastronomic tourism is scarce and very focused on wine tourism. More importantly considering the experiential context of the present research, Ryu and Han (2010, p. 492) highlight that "the importance of culinary tourism has been largely ignored by academicians. In particular, little attention has been paid to research on travellers' local cuisine experiences at a travel destination".

Gastronomic tourism seems to be a typology especially likely to develop experiential proposals. Kivela and Crotts (2006) suggest that gastronomy plays a determining role in the way travellers experience a destination. In the scientific literature, culinary tourism is defined as an experiential journey into a gastronomic region, with recreational or

leisure purposes, which includes visits to primary and secondary food producers, food festivals, food fairs, events, farmers markets, culinary shows, tasting quality food products or any other touristic activity related with gastronomy. The gastronomic trip provides a cultural and sensory experience, meeting the expectations of current tourist consumers, interested in living emotions and memorable sensations along the trip (Fox, 2007; López-Guzmán & Sánchez-Cañizares, 2012; Richards, 2002; Sánchez-Cañizares & López-Guzmán, 2012).

Finally, gastronomy has the ability to generate pleasant memories, which positively affect intentions and future behaviours, especially the tourist's willingness to repeat and recommend the trip (Björk & Kauppinen-Räisänen, 2016).

Thereby, destinations and tourism organizations have to see in local gastronomy and culinary cultures a significant element for the experiential qualification and diversification of their offerings.

In addition, it is worth noting that The World Tourism Organization (WTO) (2012) has recently published a report on food tourism supporting this idea, and defining gastronomic tourism as the most dynamic and creative segment of the modern tourism industry.

Within the present research, the contribution made by Richards (2012) to this report, is particularly valuable. The author emphasizes the important role of food in the new experience economy, noting that as this last has developed, so too the interest in traditional foods.

Therefore gastronomic tourism can be considered the basis of *experientiality* in tourism (Richards, 2012). The report also supports the socio-economic role of food as an element capable of stimulating local development and the diversification of the economies (WTO, 2012).

All these considerations reveal the interest of both researchers and practitioner in expanding knowledge and applications of the experiences in the tourism industry in order to make tourism destinations and products more attractive to consumers based on their emotional and affective components, more than on functional and structural aspects.

1.3 RESEARCH QUESTIONS AND OBJECTIVES

Every research work arises from the initial identification of an issue/question which needs to receive an answer and whose solution can possibly result in innovation, progress and improvements in a specific area, task or business. The topic of the present dissertation (experiential culinary tourism) is relatively new; therefore, many aspects still need to be highlighted and specific research efforts have to be addressed to the subject.

Despite experientiality is assumed to be the new frontier of business success (Cetin & Dincer, 2014), there are pending issues to be solved in order to properly define de experience concept and to translate it in real, consistent proposals (Walls et al., 2011).

Scientific literature offers many different definitions of the "experience" concept. Therefore, there is not a unanimous idea on its key elements. According to the context, the experience concept changes its components, exalting settings, emotions, or the activities performed (Lee & Smith, 2015).

Tourism literature reflects the same conceptual heterogeneity, which "demonstrates insufficient clarification about factors influencing customer experience" (Cetin & Dincer, 2014, p. 182).

So it is still unclear which variables intervene in delivering experiential value to tourists; how experiences relate with traditional marketing outcomes, such as satisfaction and loyalty; whether the experiential consumption is leading to the consideration of new variables (e.g. quality of life, happiness, memorability) which could provide a better understanding or enhancement of marketing outcomes, etc… According to Kim and Brown (2012), without a clearer conceptualization and definition of the main components constituting a tourism experience, all the possible strategies established to create customer experiences might be ineffective.

Similarly **from a practical perspective**, another pending issue regards whether and how strategies based on exalting the experiential value of a trip or a holiday can benefit the tourism industry: **which are the expected outcomes? Are experiences new tools capable of enhancing the traditional marketing outputs (satisfaction and loyalty) or are they rather introducing the industry to a new economic era in which new indicators start to be relevant to evaluate the tourism industry performance (happiness, life satisfaction, quality of life, etc…)?**

Therefore, the factors affecting costumers' experiences and their consequences on consumers have still to be explored, not just considering the foreseeable buying behaviours of customers in the future, but also taking into account major effects having an impact on their personal lives and capable of changing the individuals' perception of their personal happiness or quality of life. These last concepts have been scarcely considered in marketing research, being satisfaction, loyalty and future behaviours the most traditional and pursued outputs.

However, Ganglmair-Wooliscroft and Lawson (2011) defend that one of the most important marketing contribution to society is to enhance individuals' quality of life. In recent times, tourism literature is rescuing the role of such experiential outputs, developing measurements and scales that could help the identification of the links connecting specific consumption experiences with personal happiness or satisfaction with life and exploring whether and how these aspects could improve businesses' performances and results.

Considering the preceding a gap can be seen in the research of experiential tourism. The present research attempts to make a little contribution to cover this gap by adopting an integrative approach which considers experiential variables as predictive drivers for traditional marketing outcomes (i.e. loyal and future intentions of rebuy and recommend), passing through memorability and perceived enhancements in quality of life within the context of culinary tourism.

This approach sets out some research questions that the present work expects to clarify following a rigorous scientific method based on hypotheses testing and deductions.

FIGURE 2 shows the general conceptual arrangement of the theoretical model that supports this research and the research questions associated to it.

FIGURE 2: CONCEPTUAL FRAMEWORK OF THE THEORETICAL MODEL AND RESEARCH QUESTIONS

Are experiences, and specifically culinary experiences, proper strategic tools to enhance competitiveness in the modern tourism industry?

Memorability of the experience

- Pleasant feelings
- Positive emotions
- New knowledge
- Sense of involvement
- Attachment to places

Experiential aspects

- Likelihood of being remembered and recollected in the future

- Experience satisfaction
- Enhanced happiness or quality of life.
- Loyalty and positive future behaviours

Experiential and traditional outcomes

- What determines tourism experiences?
- Which are the most effective experiential aspects impacting tourists' satisfaction and loyalty?
- Is local gastronomy an experiential resource?

- Are tourism experiences memorable? How long?
- Is memorability a good predictor/enhancer of satisfaction and future behaviours?
- Can memorability positively impact the relationship between tourism experiences and favourable marketing outcomes?

- Are happiness and quality of life new marketing outcomes in the experiential tourism context?
- Do experiences impact the tourists' quality of life perceptions?
- Are enhancements in tourists' quality of live effective antecedents of traditional marketing outcomes?

Source: Own elaboration.

Considered the aforementioned interrogatives, raised from the study of the specific scientific literature, the main purpose of this research is to contribute to the development and innovation in tourism from the study of current trends in experiential tourism

market and the development of new marketing and management tools, which may be helpful for tourist organizations and destinations.

The detailed definition of the objectives of this research can guide the work in order to achieve more effective results (practical implications and scientific interest) in the most efficient way (feasibility).

One general objective and six specific ones will be defined.

The general goal can be stated as "the elaboration of a model that, within the food tourism context, can assess the predictive power of experiential variables, over experiential (i.e. Quality of life) and traditional (i.e. satisfaction and loyalty) marketing variables"

Under this general approach some specific objectives have been identified in order to address the complex issue considered step by step, providing the opportunity to go into greater details and to achieve interesting results, from both a scientific and a business perspective.

The specific objectives will be:

SO_1: To delimit a theoretical framework. It is necessary to conduct a thorough literature review to identify the main contributions published so far about experiential tourism and culinary tourism, as well as, the connections between these two topics.

SO_2: The identification of the variables most commonly used in the literature for the study of experiential and culinary tourism.

SO_3: To build up an integral structural model capable of explaining the relations between experiential variables, traditional marketing outcomes and new experiential marketing outcomes.

SO_4: The identification of the most suitable scales of measurement and items to test the group of variables selected.

SO_5: To empirically test the structural model.

SO_6: To identify the main theoretical and practical implications from the results achieved and to develop meaningful proposals for the sector.

To achieve these goals, structural equations will be used, and specifically, Partial Least Square (PLS) technique will be applied (Ringle et al., 2015). The SPSS software will be employed for the management and the preparation of the database, and SmartPLS software for the evaluation and the measurement of the proposed model by the application of multivariate analysis.

The expected results of this research can offer **an important contribution to the theoretical knowledge of experiential tourism and to the empirical test of the weight that the experiential variables have on the profitability of today's tourism industry** with a special reference to culinary tourism, which is currently on the rise.

1.4 ORGANIZATION OF THE DISSERTATION

This paragraph will present the general structure of the work and will briefly describe the general parts and contents that the reader will come across in the next pages.

The present dissertation is organized in three parts. Part 1 constitutes the introduction to the research work. It has just one chapter (Chapter 1) where the general approach to the research is presented together with the significance and interest of the subject, the research questions motivating the entire work, the objectives that are meant to be pursued and the presentation of the general structure of the dissertation.

Part 2 is fully dedicated to theoretical contents. From Chapter 2 to 4, the theoretical support to the research is presented. Specifically, Chapter 2 explains the theoretical background which has to be seen in the theorizations on experiential marketing and culinary tourism. Chapter 3 will show more in detail the literature review conducted and the most important contributions that had been taken into consideration for the construction of the conceptual framework of the research. Chapter 4 concludes PART 2 with the description of the theoretical model, the hypotheses' definition and the justification of the paths hypothesized and to be tested.

PART 3 contains the empirical work. Chapter 5, 6 and 7 describes respectively the methodology used, the results achieved and the final conclusions and implications of the research.

References and annexes are placed at the end of the document and close the dissertation structure. FIGURE 3 gives a graphical portrait of the organization of this dissertation.

FIGURE 3: GRAPHICAL STRUCTURE OF THE DISSERTATION

Structure of the dissertation

PART 1: INTRODUCTION	PART 2: THEORETICAL SUPPORT TO THE RESERACH	PART 3: EMPIRICAL WORK AND CONCLUSIONS
• ***Chapter 1:*** Introduction.	• ***Chapter 2:*** Theoretical background. • ***Chapter 3:*** Literature review. • ***Chapter 4:*** Theoretical model and hypothesis definition.	• ***Chapter 5:*** Methodology and research plan. • ***Chapter 6:*** Results. • ***Chapter 7:*** Conclusions and final consideration.

References and annexes

Source: Own elaboration.

PART 2

THEORETICAL BACKGROUND AND DEFINITION OF THE CONCEPTUAL AND STRUCTURAL MODEL

Chapter 2
EXPERIENTIAL MARKETING AND FOOD TOURISM

This chapter will be dedicated to conceptually contextualise the present research. Theorizations on experiential marketing and culinary tourism have been considered as the proper support to the theoretical and empirical approach of this thesis. In the following paragraphs it will be shown how experiential marketing is making a new trend in both tourism theory and practice and is defining innovative markets and marketing strategies, new consumers' segments, and new paths to follow in order to gain tourists' satisfaction and loyalty. Following the experiential trend, food tourism is rising up as a popular practice. Food and local cuisine represent a germane component of the tourist experience and, due to their sensorial nature, appear to be the local resources that, more than others, are capable of providing tourists with an once-in-a-lifetime experience. This makes food tourism one of the most experiential practices in the modern tourism industry.

2.1 EXPERIENTIAL MARKETING

Experiential marketing rises from the new need of modern enterprises of finding new stimuli capable of gaining the preferences of the consumers and providing differentiating value with respects to competing firms. This finds its justification in the fact that, nowadays, consumers are emotional as much as they are rational (Alagöz & Ekici, 2014), which means that customers are not only buyers pursuing the satisfaction of their need from a functional perspective, but rather, they seek pleasure and personal fulfilment through the consumption practice.

Thus, the need of experiences in the modern markets is encouraging a new marketing stream which differs from traditional marketing thoughts. Experiential marketing considers consumption as a holistic activity which involves consumers at a personal level, making them active agents, not only in the transaction phase, but from the very beginning of the product design and development. Many firms are defining new entrepreneurial systems focused on involving consumers since the first step of the production process, giving the chance to customize the output and to make it perfectly suitable for each individual's need and desire for originality.

Schmitt (1999) is one of the first authors who explained the differential points between traditional and experiential marketing. The former considers consumers as rational decision-makers who look for functionality and tangible benefits. The latter focuses on

the irrational inputs that push human beings to seek pleasure and emotions over features.

According to Schmitt (1999), the shift towards experiential marketing has been prompted by three factors:

1) **The omnipresence of information technology** which allows people and business to be easily connected and to share experiences in real time and at any time.

2) **The supremacy of the Brand**. The branding phenomenon is provoking that goods are no longer defined and valued for their functional characteristic, but rather for the personal experience and feeling they can provide to consumers.

3) **The ubiquity of communication and entertainment**. Communication has become bilateral and both businesses and consumers conceive the consumption process as entertainment and not only as a need.

In order to understand the innovation that experiential trends brought into the marketing approach and practice, it is useful to analyse the key elements that differentiate traditional marketing from experiential marketing. TABLE 1 gives a quick idea of the main differences.

TABLE 1: DISTINGUISHING ELEMENTS BETWEEN TRADITIONAL AND EXPERIENTIAL MARKETING

	TRADITIONAL MARKETING	**EXPERIENTIAL MARKETING**
Transection object	Features and benefits	Experiences
Product category and competition range	Narrowly defined product categories	Consumption as an holistic experience
Consumer characteristics	Rational decision-makers	Consumer are rational and emotional
Investigation methods	Analytical, quantitative and verbal	Eclectic

Source: Own elaboration from Schmitt (1999).

It is worth noting that experiential marketing introduces a more complex approach of the business-consumer relationship. Product's quality and proper features are considered as given. Customers expect to receive emotions, feelings, and uniqueness that will encourage their personal fulfilment and lifestyle (Alagöz & Ekici, 2014). Therefore, experiential marketing evolves from traditional approach not only for a broader consideration of products categories and competitors, but also for the need of changing investigation methods, that need to embrace the complexity of the driving

forces intervening in the decision making process and that are no longer limited to analytical and rational aspects.

Schmitt (1999) suggests that marketers need new strategic tools he defines strategic experiential modules (SEMs) to offer different experiences to costumers and that provide sensory experiences (SENSE), affective experiences (FEEL), creative cognitive experiences (THINK), physical experiences, behaviours and lifestyles (ACT) and social identity experiences (RELATE).

In conclusion, experiential marketing is an emerging marketing philosophy (Tsaur et al., 2007). In the actual market scene, firms have to bet on offering experiential scenarios and products as it is considered to be the proper way to meet their costumers' desires and to achieve a one-of-a-kind strategic advantage over their competitors.

2.2 EXPERIENTIAL MARKETING IN TOURISM

Hospitality and tourism products are experiential in their own essence (Kim & Perdue, 2013; Williams, 2006). Experiential marketing has been increasingly applied in the hospitality and tourism industry as it has been seen as a mean to differentiate products with very similar and substitutable functional characteristics and quality standards (i.e. hotels rooms and services). However, Yuan and Wu (2008) highlight that, despite the concept of experiential marketing has received a large consensus and has been applied in many areas, in the tourism industry it is still not well documented, and more efforts are required to both scholars and managers.

Many authors state that the competitive advantage has to be seen in intangible factors, capable of stimulating the emotional side of the decisional process (Berry et al., 2002; Lashley, 2008; Palmer, 2010). According to Jensen and Prebensen (2015) experience-based tourism can be considered an offering that differentiates from more conventional tourism practices due to its high degree of intangible value which is what modern tourists seek and appreciate most in their holiday time.

Recently, tourism activities and holidays are no longer considered as pure moments of relaxation and disconnection from daily stressful life. They are rather required to provide unique moments, happiness, adventures and the emotions of a lifetime.

Alagöz and Ekici (2014) maintain that this switch in travellers' desires and expectations is justified by the change in human lifestyle, which is increasingly characterised by intense and stressful working rhythms. This leads people to reward themselves not just

with a resting time, but with enjoyable and meaningful holidays that can satisfy the need for relaxation, but also nourish the desire for uniqueness, diversity, authenticity and adventure. In this line, Brey and Letho (2007) suggest a new interpretative approach to the holiday times. The authors maintain that, nowadays a strong connection exists between daily interests or leisure and the kind of activities that people will to experience on holiday. Their results supported the hypothesis that the more individuals are interested in a certain activity during their daily life, the more they will seek to experience it on vacation. Therefore holidays start to be seen as moments of self-expression and as a chance to deepen into those activities which are of interest on a daily basis, but that often are impossible to be cultivated due to stressful routines. According to Binkhorst and Den Dekker (2009), people consider free time as an opportunity to live unique experiences and to reflect their personal stories. In this line, holidays are seen as prompting moments of personal development and as a sort of inversion in concentrated pills of happiness whose effects can last after the holiday itself by providing joyful and pleasurable memories that will keep up the sense of self-satisfaction until the next travel opportunity. This helps individuals to pass by the daily routine, when people usually suffer alienation from their most loved activities, those adding value to their life (i.e. to spend relaxed time with family, to learn new things, to do new things, to cultivate a passion about a sport or a hobby, etc…).

Marketers need to consider the emotional and affective expectations of modern tourists and to develop marketing strategies consistent with this trend. Vacation proposals need to accomplish both physical and psychological wellness.

Tangible products and traditional tourism services need to be reconceptualised under an experiential perspective and to be provided with new contents and images. Kim and Perdue (2013) lead a study in the hotel context in order to find out how to turn traditional hospitality products into an experience. Their results show that an emotional experience is created by the interplay of cognitive, affective and sensory attributes, being these three equally important to consumers.

However, even if cognitive and affective clues are considered of equal importance in the consumers' decision process, Martin et al. (2008) stress the fact that emotionally based satisfaction has a greater effect on future behavioural intentions than does the one based on functional and cognitive clues. This shows that marketing experiential proposals will not only provide a valuable and differential element to drive consumers' purchase

choices, but also and most importantly, that it is crucial for the achievement of loyal clients in the future.

Similarly, Yuan and Wu (2008) consider the experience and experiential marketing as a tool to modernise the tourism industry and to create new value for both managers and customers. Their research is focused on empirically test whether experiential marketing induces experiential value and if, in turn, this enhances customer's satisfaction. The authors propose a theoretical model to explore the relationships between experiential marketing and customers' satisfaction in a hospitality setting in Taiwan and conclude that experiential marketing can enhance this last through emotional and functional value.

Considering the preceding, experiences seem to be the most important benefit to bring back home from a holiday for both tourists and organizations. Thus, marketers' efforts should be entitled to increase the experiential value of destinations and tourism activities, highlighting those resources and features that are more likely to provide unique experiences to consumers and to enhance personal happiness. Culinary heritages and gastronomy in general, seem to accomplish this task. Food and drinks appeared to be the proper tangible vehicles to provide tourists with new emotions and memorable experiences. Local gastronomy and culinary practices are proved to be suitable resources in line with the new market's expectations. In the following paragraphs food tourism is presented as a new tourism trend and its high experiential value is justified.

2.3 FOOD TOURISM AND ITS SPECIAL EXPERIENTIAL VALUE

2.3.1 Food Tourism

Even though food service has been considered as determinant in destination choices and vacation experiences since the eighties (Sheldon & Fox, 1988), it is only recently that it started to be considered in all its broad meaning and potential, no longer limited to food services but embracing gastronomy and typical cuisine with all its social, cultural and experiential value. Therefore, during the last decade gastronomy has gained importance in tourism and hospitality. Food tourism is an emerging fad in the international tourism industry as a significantly growing number of tourists travel to a destination with the unique motivation of tasting its local products and cuisine (Hall et al., 2003; Kim et al., 2010b, 2011; Quan & Wang, 2004; Smith & Costello, 2009).

The connections between local food and travel experiences are catching the attention of academics and practitioners.

Academics and researchers seek to get a deep understanding of this new touristic practice by analysing consumers' behaviours and their reactions to a new range of activities at a destination, based on local food and drinks (Ryu & Han, 2010). Practitioners, by the other hand, are focusing on food and drinks as new possibilities for the diversification of tourism destinations and for the development of original products and innovative marketing strategies which can add new value to traditional touristic proposals, enhance local business performances, and convert outsiders into long-term consumers of a destination's typical products.

From a conceptual perspective, mayor efforts are entitled at clarifying and theoretically organise a group of new concepts and terms. The rise of a new interest in food and culinary cultures has given birth to a specific vocabulary that appeared in scientific literature, such as, gourmet tourism, culinary tourism, food tourism, food tours, gastronomic routes, olive-oil tourism, wine tourism, foodies etc…However, being culinary tourism a rather new topic, often these terms overlap and are not fully explained, especially in their conceptual differences (Williams et al., 2014). According to Beer et al. (2012), terms such as culinary tourism and food tourism are used interchangeably. On the contrary other authors felt that some hints could be identified that differentiate the two.

According to Hall et al. (2003), food tourism refers to the practice of visiting primary and secondary food producers, special regions and specific locations, being this the main motivation of the travel. These authors consider food tourism to be the wider concept that embraces other sub-concepts such as gourmet, gastronomic and cuisine tourism, culinary tourism and even rural/urban tourism. The discriminant factor among these subcategories of food tourism is the higher or lower interest in food as a travel motivation felt by travellers. FIGURE 4 graphically shows this organization of the concepts.

FIGURE 4: ORGANIZATION OF THE CONCEPT OF FOOD TOURISM AND SIMILAR EXPRESSIONS BY HALL ET AL. (2003)
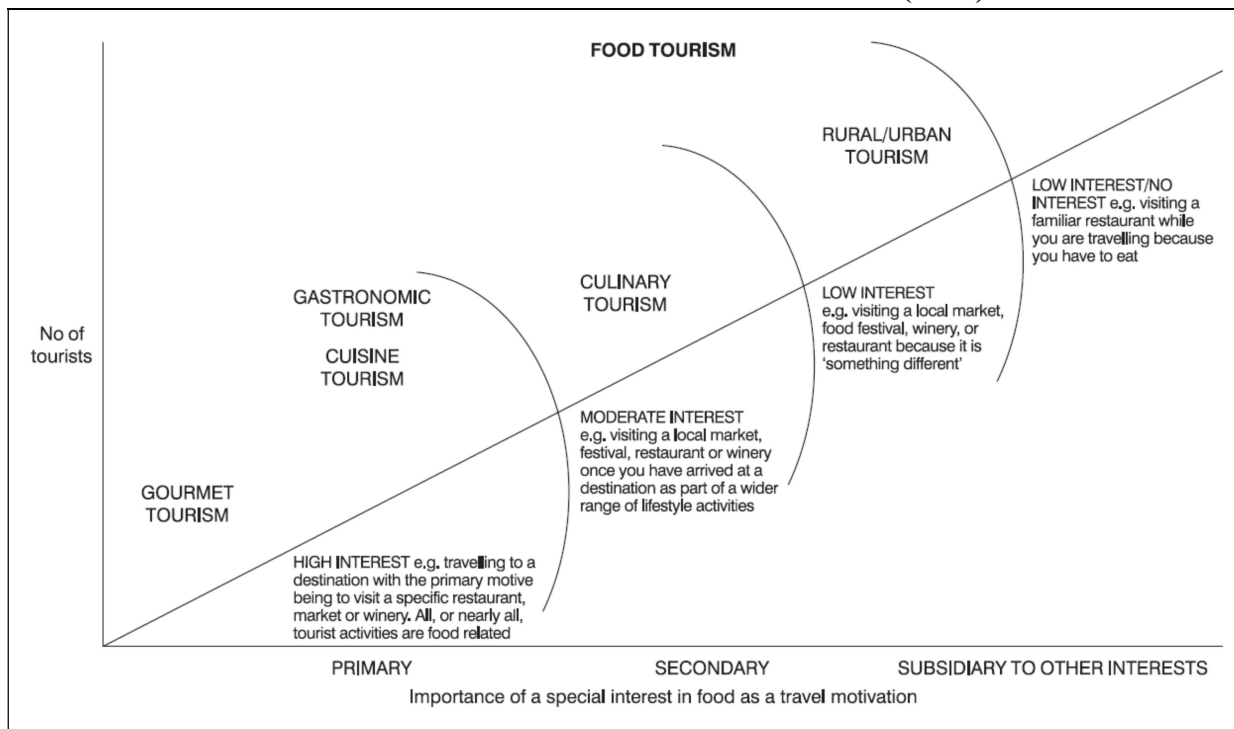
Source: Hall et al. (2003, p. 11).

In reference to the theoretical organization of the topic, Kim and Ellis (2015) maintain that food tourism literature can be categorised in two groups showing different approaches to the matter. The first one is the business and marketing management perspective, which is focused on studying the motivations that bring tourists to engage in culinary activities and sample local food, as well as, how the interest in food drives the destination selection process or consumers' satisfaction. The second stresses the cultural and sociological aspects of the culinary tourism practice. It analyses the cultural and social meaning of food-based experiences and how these can be considered as a way to get in contact with local culture and discover the authentic identity of a place.

Other researchers conceptualise food tourism from a different perspective. They consider food tourism as a thematic practice, being part and an evolution of other well-established tourism typologies such as cultural and rural tourism. Baldacchino (2015) considers the importance that the recent food *"fad"* is having in rural region as a strengthening tool for the fragile rural economies. However, the author proposes a critical approach to the subject. While recognising food tourism as an opportunity for rural areas, it is also criticised the consideration of small, local food-productions as the panacea for rural communities and the driving force for local economies.

Other authors (Bessiere & Tibere, 2013; Sidali et al., 2011, 2015; Silkes, 2012) have stressed the importance of food tourism as a strategic tool for rural development considering the compatibility between the tourism practice and local food production. Sidali et al. (2011, 2015) consider rural area as a perfect scenario for the implementation of food-based tourism practices due to the strong gastronomic identity that usually characterises these areas. Moreover, rural regions are the places where the food production initiates and where elaboration of local foods takes place. Silkes (2012) considers culinary tourism as an activity focused on farmers' markets that can contribute to rural sustainability being a unique niche of culinary tourism.

By the other side, other contributions (Hegarty & O'Mahony, 2001; Kivela & Crotts, 2006; López-Guzmán & Sánchez-Cañizares, 2012; Mak et al. 2012; Molz, 2007; Sánchez-Cañizares & López-Guzmán, 2012) consider food tourism within the conceptual framework of cultural tourism, stressing the relationships linking local gastronomy and local culture, and recognising in local cuisine the expression of the idiosyncrasies of the local communities, their history, the geographies of their regions etc….

Kivela and Crotts (2006) maintain that those interested in gastronomy, are usually curious about multidisciplinary aspects connected with food, and not just in tasting and sampling local cuisine. In the same line, Long (2004, p. 1) suggests that food is a "vivid entryway into another culture".

Within the present research, both approaches deserve to be taken into consideration. By the one side, it is recognised that local gastronomy can be used as a tool to relight or strengthen rural economies by the development of food related experiences capable of turning one-time consumers (travellers who buy and eat local products within the context of their holiday or trip) into regular consumers (travellers who experienced and got a deep knowledge of the products tasted while on holidays and who decided to introduce them into their diet on a regular basis). This gives the chance to small rural productions to widen their market and to better their economic performances over the long-term.

By the other side, the cultural component of food tourism cannot be disregarded. The cultural value of food enchants consumers and, more than good tasting, is capable of enriching their personal background, adding value to their travel experience and to their life in general and finally driving their future consumption behaviours.

Thus, food-based tourism practice is considered a pushing topic both in theory and practice. Proof of that is the proliferation of scientific contributions, conferences and publications on this subject, as well as, the appearance of new products and initiatives, such as, cooking classes, food tours, wine and olive routes, local markets and food events (among others), focused on emphasising local food and culinary resources.

Considering all the preceding, the present research considers food tourism as a category on its own right, with no need to be conceptually dependent on established tourism typologies such as cultural or rural tourism.

In addition, it is noteworthy that food tourism is increasingly considered as an experiential practice and approached from the experiential tourism perspective (Lin, 2014; Richards, 2012; Ryu & Jang, 2006). Thus, considering this aspect and the general approach of the present work, experientiality is seen as the broad frame where food tourism should be included. The next paragraph will provide a better explanation of the new experiential trend that is characterising the food tourism practice, starting from the analysis of a new experience-demanding consumer category: *the foodies[1]*. Later in paragraph 2.4 the experiential value of food tourism will be deeply addressed and justified.

2.3.2 The foodies: food tourism consumers and the characteristics of a new market segment

Food tourism is a research topic of great interest by many different perspectives due to its promotional and destination branding power (Björk & Kauppinen-Räisänen, 2016; Du Rand et al., 2003; Frochot, 2003; Lee & Arcodia, 2011; Okumus et al., 2013; Seljeseth & Korneliussen, 2015), its capability of extending the stay of tourists at a certain destination (Ignatov & Smith, 2006), the diversity of activities and events that can be drawn around local products and gastronomy (Mason & Paggiaro, 2009; Nilsson et al., 2011; Silkes et al., 2013; Smith et al., 2010), its implication for the economic, cultural and environmental sustainability of a destination (Hjalager & Johansen, 2013; Sims, 2009), etc. It appears to be of crucial importance to deeply understand the motivations, desires and needs that characterise the emerging food tourism demand. McKercher et al. (2008) critically point out the need to deepen into the quantitative analysis of the new food tourism trend questioning that consuming food may be an

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[1] Explanation of this term will be fully provided in the next paragraph.

ubiquitous activity for most tourists and may not be representative of a new emerging segment. According to Robinson and Getz (2014, 2016) the majority of the research on food and tourism are focused on the supply-side whereas the studies on food lovers are still scarce. The marketing perspective that leads the present research suggests that there is a set of new inputs and factors that are defining a proper market segment and that deserves to be studied and analysed in details in order to put forward proper strategies to satisfy its new expectations and wants (Lin & Chen, 2014).

Previous to the current food tourism trend, the food eaten while on holidays had the mere function of satisfying a physical need and was considered only for its nourishing function. Nowadays and in developed countries, it can be observed that, eating is instead associated with a requirement for happiness (Carrillo et al., 2013). The increasing interest in wellbeing and its connection with tourism experiences has developed a new trend on food and defined a new group of consumers who look at food not just for its functional value, but rather as an essential component of their consumption choices, both during holidays and daily life.

This group of consumers have been entitled as "*foodies*". The term started to appear together with the rise of the food tourism trend. It indicates those travellers who show interest towards culinary heritages and who consider gastronomy as a complex and cultural experience (Fox, 2007; Lin & Chen, 2014; López-Guzmán & Sánchez-Cañizares, 2012).

With the rise up of this new tourists' interest, it can be said that food in whatever form: produced, sold, consumed at the destination, taken home as a souvenir, is playing a special role for tourists who stat to associate the local cuisine consumption with a way to absorb the culture and the identity of the destination visited (Altintzoglou et al., 2016). Gastronomy is catching the attention of a growing category of tourists who are attracted by different aspects related with the tasting of local food. According to Tsai (2016), in recent years, culinary cultures and typical cuisines have been widely promoted throughout different communication means such as TV programmes, magazines, blogs or social media. This made consumers highly exposed to gastronomic topics. It may have intrigued them and fostered their desire of enjoying local delicacies as a germane part of their holidays.

In general, apart from the natural pleasure of trying tasty food and eat new dishes, travellers are captivated by the complex net of culture and knowledge that gave birth to

a specific culinary tradition and by the history that determined its development and evolution throughout decades and centuries.

Mason and Paggiaro (2009) argued that travellers see in local food a mean to feel authenticity and to have unique experiences. The tasting of the local cuisine brings tourists closer to the host culture. So authenticity and culture are central issues in culinary tourism (Long, 2004) and define what *foodies* are looking for in a gastronomic trip/holiday. Getz and Robinson (2014, 2014a) led significant researches on food tourists with the specific objective of getting a better knowledge of their profile and with a special stress on defining their involvement with food activities, motivations and satisfaction. According to their results it seems that authenticity, tradition and cuisine of a specific country/region are some of the main themes influencing the destination choice. Involvement with food has emerged as a discriminant element between *foodies* and those who generally travel for food purposes. There is some evidence indicating that having the chance of taking lessons, or learning to cook at the destination, that is, to actively be involved in a food experience, also seem to be one of the activities that *foodies* appreciate the most, a determinant element in the destination choice, and a driver for intentional loyalty. Therefore authentic food experiences are pointed out to be of crucial interest for a large section of the modern tourism demand. The authors conclude that there is a general need of carrying out more comparative studies between highly involved *foodies* and more generically motivated visitors and that experience design is also still immature and should receive more research attention and efforts, considering the important role it plays in tourists' motivation, satisfaction and future intentions.

In the attempt to profile food tourists Mitchell and Hall (2003) tried to define the main demographic and psychographic aspects of the food tourists. The authors recognise that there is a scarcity of data in this field and that the existing ones are rather superficial and limited to a specific geographical area. The inference of these data at an international level should be avoided. However, they can give a general idea of the market composition.

Mitchell and Hall (2003) make a great reference to the studies conducted in New Zealand (segmenting the international visitor market visiting restaurants by country of origin), UK (farmers' market users) and USA and Canada (comprehensive study of the market potential for 'wine and culinary' tourism). Despite these studies consider very different backgrounds and parameters in their development, it seems that a unanimous

result can be seen in the income and educational level of food tourists which appears to be over the average.

On the other hand, psychographic data, such as lifestyles, motives, values etc…, despite being very informative and valuable in a marketing perspective, sometimes even more than demographics, are mainly inexistent. However, from evidences of fragmented studies Mitchell and Hall (2003) could collect some information about motives, values and lifestyle of food tourists.

In relation to these aspects, contributions by different authors (Kim & Eves, 2012; Kim et al., 2009, 2010a; Mak et al., 2012; Sengel et al., 2015) suggest that motivations to taste local food go far beyond the physical need of appeasing hunger, but it is rather considered as a fundamental part of the holiday experience that serves as both a cultural and an entertainment activity (Kim & Eves, 2012). Kim and Eves (2012) established a reliable and valid scale defining those factors that motivate most tourists to consume local food. These have been identified in "Cultural Experience", "Excitement", "Interpersonal relationship", "Sensory appeal", "Health concern" and "Further intentions", which are more emotional and sensorial than functional. The authors conclude that, according with their results, food tourism proposals should take into consideration these motivations in order to draw products and proposals consistent with the food tourists' expectations. In reference to lifestyles, it is worth noting what Kivela and Crotts (2005) define *existential* gastronomy tourists those travellers who, not only visit a destination with a special interest in local food, but more importantly, they seek food combinations and experiences that can enhance their knowledge on food and drinks, in order to introduce new habits into their daily eating style. This is supported by the growing interest and concern that people have for health and wellbeing (Carrillo et al., 2013). Recently, food has been considered as a functional tool to achieve a good state of health (Goetzke et al., 2014). In this trend consumers started to explore culinary habits pertaining to other cultures in order to catch those ingredients, cooking practices or only new knowledge that could serve their scope. Lee et al. (2015; 2015a) demonstrate how a specific lifestyle can determine different travel behaviours, in particular, in reference to the destination choice and the activities undertaken at the destination. Having as a study subject the Slow Food members, the authors confirm an important correlation between lifestyles and travel decisions. In this case Slow Food members are considered as people with a strong commitment with a particular food-related lifestyle and this represents a motivational factor for engaging in culinary tours

and holidays. This aspect has important implications from a marketing and management perspective. If interest in food and food-related lifestyles are characterising an increasing part of the modern society, then destination marketers should take into consideration this new trend in order to draw effective strategies and to keep their proposals well focused on the new consumers' needs.

In conclusions, it can be observed that food tourists have to be considered as peculiar travellers with a new profile and a new range of curiosities and needs that should be addressed in a proper way. This leaves on a second scene the common socio-demographics indicators usually evaluated in marketing research and campaigns and gives priority to new elements such as lifestyles, values, emotions and positive/negative feelings. In the next paragraph, it will be addressed the experiential and symbolic value of culinary activities and will emerge how this experiential marketing indicators are gaining momentum and deserve greater support from both theory and practice.

2.4 EXPERIENTIALITY IN CULINARY TOURISM

Experiential tourism has been defined as the practice of tourism activities, trips or holidays that are likely to be an once-in-a-lifetime event and to provide unique and memorable moments. Many authors maintain that food is highly experiential and that it is becoming sensual, ritualistic, symbolic and full of meanings, rather than just functional (Hall et al., 2003). Leal (2011) remarks that gastronomic tourism is one of the best expressions of the modern society. Smelling, tasting and sampling started to be perceived as an experiential practice in which local producers, restaurateurs and local agents make an effort in offering the most authentic aspects of the local culture through a participative encounter with typical food and drinks. Therefore gastronomy gives birth to a tourism category capable of providing participation, co-production, authenticity, consumers' education and fun. Similarly, Molz (2007) points out that culinary activities are exploratory in nature and bring tourists to get a deep knowledge of local idiosyncrasies and cultures prompting out from the way people eat, cook or produce local foods. The gastronomic habits of a certain destination have to be considered as an essential part of its own identity and a legacy for future generations.

However, what makes gastronomy an experiential resource is not only its cultural value. Eating is nowadays a social act with a strong connection with self-perceived happiness, quality of life and individuals' wellbeing (Carrillo et al., 2013). Through food people

seek to experiment new feelings and flavours that can enrich their knowledge on gastronomy, expand their diet and strengthen the relation with specific social groups that have in food and drinks a special interest and curiosity. The important role that food is gaining in modern societies is not only due to the relevance that food has in the local economy, but mostly to the fact that food has been charged with a social and existential meaning.

What, how and why people eat started to be seen as distinctive aspects, capable of saying something about individuals' social status and personality traits (Hegarty & O'Mahony, 2001; Kim et al., 2010). According to Hall et al. (2003), the aspects related with tastes, freshness and quality of the food we eat say something about ourselves, the way we travel and our social context.

Exploring new flavours and getting in contact with unfamiliar culinary practices and cultures provides individuals with sensory experiences that deeply impact their knowledge and memory.

Food is considered an essential part of the tourist experience because it can enhance unique and memorable encounters (Beer et al., 2012). According to Lan et al. (2012), even if travellers do not choose their destination having local food as their main motivation, the food and dishes experienced can be one of the most remembered aspects of the entire travel experience.

In the contemporary experiential tourism trend, gastronomy, and food in general, have been pointed out as experientially valuable resources. This is mainly due to the aforementioned connections that gastronomy seems to have with individuals' wellbeing, and with the power of gastronomy of providing fond memories that can educate consumers and drive future spending behaviours (Kauppinen-Räisänen et al., 2013; Lin & Mao, 2015; López-Guzmán & Sánchez-Cañizares, 2012; Richards, 2012; Sánchez-Cañizares & López-Guzmán, 2012). However, experientiality in food tourism is not only conceptual but also practical. Björk and Kauppinen-Räisänen (2016) maintain that although not all travellers look for culinary experiences during their holidays, they are inevitably exposed to them. Moreover, the experience of new or unknown food is a practice that includes a dynamic element that prolongs the experience lived beyond the holiday time. The activities and offerings that can be drawn around local gastronomic heritages are usually characterized by a high level of personal participation of the tourists who take an active role, more than remaining a mere observer.

Alike other tourism attractions such as monumental and arquitectural heritages, natural heritages, art collections or museums, food in order to be experienced, needs the personal and direct engagement of individuals. This means that tourists, regarless the centrality that gastronomy may have in their life or holidays, will actively and personally interact with local foods and have a firsthand experience of new flavours, eatings and culinary practices. Therefore eating, sampling and tasting more than other activities are likely to directly involve tourists (Björk & Kauppinen-Räisänen, 2016).

The experiential trend that is now pervading the tourism and hospitality industy is taking advantage of the natural experientiality of food encounters and is exalting it by developing new products capable of enhancing the active role of tourists in the eating/tasting activity. As a result, numerous destinations started to offer specific activities such as cooking classes, local market tours, food tours, multiple day courses, in order to help travellers to have an extremely participated and co-produced food experience. It has been showed that the more tourists are directly involved in a certain activity the better will be the outputs of their experience in terms of pleasant memories, satisfaction, and positive influence on outcome variables, such as, current and ongoing behaviours and perceived quality of life (Campos et al., 2015; Kauppinen-Räisänen et al., 2013).

It can be observed that the experiential value of gastronomic experieces has to be recognised in their connection with memorability, which consequently leads to higher satisfaction levels, and with happiness/quality of life associated with the consumption of a specific food or the adoption of a certain culinary style or practice, which make consumers feel enriched by a culinary encounter.

2.4.1 Food as a memory enhancer

The connections between food tourism and memories have not been extensively confirmed by scientific literature, as it is still scarce the number of studies that explicitly relate food experiences and memorability. The majority of the contributions that consider gastronomy as a unique travel experience make a referral to its memorability, confirming that food and food-related products have the capability of amaze tourists and of leaving a mark in their memory (Kauppinen-Räisänen et al., 2013; Lin & Mao, 2015; Mathis et al., 2016; Quan & Wang, 2004).

The most common approach is the one considering food as a preferred souvenir by travellers. Food is considered a tangible good capable of delivering something

intangible such as, feelings associated with a particular taste, or emotions prompted by either new or familiar flavours. According to Lin and Mao (2015) in the Japanese culture, food is the typical souvenir that travellers are obliged to bring back to their friends, relatives and co-worker in order to maintain relationships and reciprocity. Western culture is also adhereing to this Japanese habit (Altintzoglou et al., 2016). However, beyond the intentions of accomplishing a social convention, nowadays the will of buying exotic food to bring home also responds to the desire of extending over the daily life and revive the pleasant emotions and feelings boosted by a culinary activity experienced on vacation. Quan and Wang (2004) maintain that tourists' consumption of food can be both a "peak" experience or a supporting experience, being a "peak" experience that attraction or resource that differentiate most the tourists' vacational time from their daily routine, that is, something exceptional. As a "peak" experience food can leave an unforgattable trace in the tourists' mind. Within the current experiential trend and considering the rising interest that tourists are showing towards culinary heritages and local gastronomies, food and drinks and, more precisely, culinary experiences and events are being considered by an increasing number of consumers as a "peak" experience. Learning the way other people eat or cook, tasting new foods or practicing new cooking technics is considered the most desired and memorable part of a trip.

Tsai (2016) mantain that food-related activities, involving individual's five senses are likely to provide tourists with unforgettable experiences. According to Kauppinen-Räisänen et al. (2013), this aspect assumes a certain relevance as memories can affect attitudes and determine food acceptance which in turn can influence the consumers' desire of living again the experience in the future. Therefore, the link between food and memory or memorability goes beyond the function of food products as souvenirs and started to be considered with a special attention due to its possible influence on consumer satisfaction and future intentions of travellers, in terms of revisiting a destination or buying local products form their place of residence on a regular basis. This is the reason why the relationship between culinary experiences and memorability needs further research and, within the present work, it is considered of germane importance.

2.4.2 Food as quality of life enhancer

Food and memorability associated with food-based activities are essential elements for tourists to live a unique experience during their trips or holidays (Hall et al., 2003). According to Mkono et al. (2013), food is not only providing memorable experiences, as showed in the previous paragraph, but it is also associated with enhancements in happiness and personal fulfilment. As already mentioned in this work, the linkages between what and how people eat and individuals' perception of personal self-satisfaction and happiness are receiving little, but increasing attention in tourism scientific literature (Sirgy et al., 2011). Food and drinks together with other elements such as sports (Bosnjak et al., 2014; Theodorakis et al., 2015), leisure activities (Lam & So, 2013), relaxing and healty practices (Hjalager & Flagestad, 2012; Nawijn et al., 2010) are being considered the main pillars of wellbeing and proper vehicles for achieving a better quality of life. "Funtional foods" is the expression used to entitle those products that, apart from their nutritional properties and their capability of reducing the risks for certain diseases, also offer improvements on general wellbeing (Carrillo et al., 2013).

This shows that there could be a positive relationship between the consumption of certain foods and the individuals' perceptions of their quality of life levels.

In this line, results by Kruger et al. (2013) empirically demonstrate how the participation in wine festivals can have a positive impact on tourists' quality of life. The findings of this research show that wine festivals can impact various life domains such as the social, travel, intellectual, culinary and leisure life which, in turn, contribute to enhance quality of life in general. The authors suggest that wine festivals are constituted by a combination of offerings and settings capable of providing the festival attendees with a "lifestyle experience". This expression indicates a travel experience focused on a specific way of living of both local communities (wine producers, destination managers and marketers, residents, etc…) and festival's attendees. The two groups share the same interest in a specific product which is central in their lives (wine in this case) and, albeit with different objectives, find in wine events the opportunity to enhance their quality of life and their personal satisfaction with life. A satisfactory wine experience brings a series of positive benefits such as world-of-mouth, revisit of the wine region and future purchases and the intention to attend the festival's subsequent editions.

Consequently, it can be inferred that food and drinks, can have a certain influence on tourists happiness and wellbeing. Some authors already confirmed this idea (Godbey,

2003; Lin, 2014). Godbey (2003) mantains that eating habits of tourists during their holiday have an impact on psychological wellbeing. Similarly, Lin (2014)

empirically proved that culinary experiences lived at a hot-spring destination are positively linked to psychologycal wellbeing.

Therefore, even if evidences are still scarce, it can be noticed that food and drink experiences lived by tourists can determine higher levels of perceived wellbeing, happiness or quality of life. This assumption deserves more attention and empirical efforts, as it can bring about new imputs for destinations' marketers and tourism practitioners in terms of innovative marketing strategies and product design.

Chapter 3
LITERATURE REVIEW AND CONCEPTUAL DEFINITION OF THE STRUCTURAL MODEL

The present chapter explains how literature review has been carried out and how the process followed led to the identification of the main experiential variables to take into consideration in the research. Starting from the explanation of the experience concept, the literature analysis showed a bunch of concepts responsible for providing the holiday or trip with experiential value. In the next sections, the most relevant experiential concepts identified will be described. Their selection and inclusion in the conceptual model of the present work is fully justified on the basis of previous contributions published in high-quality scientific journals. The main result of the literature review is the elaboration of a conceptual model that integrates the relevant experiential variables identified from the literature research in tourism and hospitality and that will be empirically tested in the next chapters.

3.1 METHODS AND PROCESS FOR CONCEPTUAL MODEL DEFINITION

The present research has been carried out following a specific and, at same point, peculiar process which may need a short presentation in order to help the reader to have a proper comprehension of the methods, the processes followed and, in general, the logical sequence of the dissertation. At the beginning, a general reading of the scientific literature on hospitality and tourism allowed the identification of two outstanding topics: experientiality and food tourism which has been identified as the theoretical background supporting the whole research. These two themes appeared to deserve major attention and, at the same time, offered numerous unexplored paths to follow in order to find out new solutions for destination marketing, new competitive advantages for tourism companies and new products capable of delighting modern tourists. Even though Experientiality and Food Tourism have been confirmed to be pushing topics in the current hospitality and tourism literature, there are also very few attempts of melting together these two topics. This has been seen as a gap in tourism research that deserves to be assessed with further studies with the aim of offering new useful insights for both theory and practice.

Therefore, the main contribution that this research aims to deliver is to figure out whether food experiences, lived while on holidays, may have a positive influence on traditional and experiential marketing variables. This means not only the enhancement of satisfaction and loyalty, but also the increase of personal fulfilment and enrichment which can bring to higher levels of perceived individuals' Quality of Life. To reach this goal a detailed literature review was performed in order to identify those contributions that addressed experientiality in the context of tourism, hospitality and leisure and, specifically, in the context of food tourism. From this starting point, the literature review proceeded deepening into the main issues and topics that previous contributions related to food tourism and experientiality. This allowed to accomplish two objectives: 1) the identification of other key-topics that brought to a further specification of the literature review process (See section 3.2); and 2) the progressive outline of the conceptual model that would later give birth to the structural model to be tested in the present work (See section 4.3). Therefore, in the present dissertation the literature review led, not only, to the usual identification of the main theoretical body supporting the research, but also to a step-by-step elaboration of the model, focusing on how and why each concept/variable, identified while carrying the review, contributes to the general model. This step accomplishes the specific objectives SO_1 and SO_2 defined in Chapter 1 section 1.3.

3.2 LITERATURE REVIEW

It has to be pointed out that experientiality is a multidisciplinary topic. Its effects on consumer's behaviours have been largely considered in scientific research and both theoretical and empirical studies have been conducted in a wide variety of fields and contexts. Therefore, as a first step it was necessary to distinguish between general contributions to the experience concept, applications and effects in markets and consumers' behaviours, and specific researches and results addressing experientiality in tourism and, specifically, in the food tourism context.

Considering the preceding, the best way to perform a proper literature review was to follow a step-by-step process that goes from general to particular. First of all, it has to be specified that literature research has been developed employing two methods: a search by keywords and an issue-by-issue review of specific journals. The most used databases were WOS, Scopus, ScienceDirect and EBSCO, where high-quality

international scientific journals are indexed and where the most relevant contributions on the topic are likely to be found. The keywords search included pair combinations of words in order to achieve more specific results (i.e. food tourism, tourism experiences, food tourism + experiences or experientiality + food tourism, etc…). The pair combination has been an on-going process and the pairs of words used were defined as the study of the literature showed outstanding concepts (i.e. Involvement + food tourism; Quality of life + food tourism; Experience quality + happiness; Experiential tourism + memorability, etc…). The issue by issue research was limited to those journals included in the category of Hospitality, Leisure, Sport and Tourism of the Journal Citation Report® list, for being the most recognised index, at present time. Thus, it is assumed that the publications included in these journals contain the most significant contributions to a specific topic and are the most valued and accepted by the scientific community.

Apart from the keywords and the issue-by-issue inquiry, other relevant contributions have been obtained by means of a cross-reference process, that is, the analysis of the references' sections of the most relevant articles. In this way, a solid body of literature of 486 articles has been identified. However, the final body of literature considered for the research includes 482 articles, as four titles could not be found in their full-text version. These are detailed in TABLE 2 below:

TABLE 2: ARTICLES NOT FOUND AND NOT INCLUDED IN THE FINAL BODY OF THE LITERATURE REVIEW

	Title	*Authors*	*Source*	*Year*	*Issue*	*Pages*
1	Food for tourists—determinants of an image	Hjalager & Corigliano	*International Journal of Tourism Research*	2000	2-4	281-293
2	Two case studies exploring the nature of the tourist's experience	Botterill & Crompton	*Journal of Leisure Research*	1996	28-1	-
3	The personal meaning of participation: Enduring involvement	McIntyre	*Journal of Leisure Research*	1989	21-2	167-179
4	Towards a framework for Food Tourism as an element of destination marketing	de Rand & Heat	*Current Issues in Tourism*	2006	9-3	206-234

Source: Own elaboration.

Second, the literature review process has been conducted following four steps: (1) primary literature identification, (2) secondary literature identification, (3) selection of empirical contributions with a special emphasis on those pertaining to the field of tourism, hospitality and leisure, (4) identification of the specific contributions that empirically tested the relevant variables identified in the previous steps within the specific context of culinary tourism or similar scenarios. All the articles identified in the aforementioned steps contributed, to a greater or lesser extent, to the construction of the theoretical and empirical structure of the dissertation. However, it has to be specified that the literature categorised in step 1 and 2 was mostly used to define the theoretical framework of the research, while articles included in steps 3 and 4 served to support and justify the empirical part of this research and the structural model hypothesised.

TABLE 3 presents a graphical and detailed explanation of the process followed, the methods used, the time employed and the number of articles achieved at each step and in total.

TABLE 3: LITERATURE REVIEW PROCESS

Methods and time	-Database search by keywords and pair combinations of keywords. -Issue-by-issue search (limited to JCR journals). -Cross-reference.			
	From January 2014 to November 2015			
Steps	**I** **Primary literature**	**II** **Secondary literature**	**III** **Empirical contributions**	**IV** **Empirical contributions in the specific context of culinary tourism or similar**
	Includes the identification of all those articles addressing the general topics of the research. (Experience economy, experiential marketing, food/culinary tourism, experiential tourism, tourism experiences).	*Includes all those contributions dealing with some specific concepts prompted from Step 1 and usually connected with the general topics of the research (Involvement, place attachment, experience quality, memory, quality of life/happiness/subjective wellbeing, etc…).*	*Identifies all those articles that, dealing with the outstanding topics identified in step 1 and 2, provide empirical evidences.*	*Identifies all those articles that explicitly relate food tourism and experiential variables or those that contributed most to support the general paths of the structural model hypothesised, albeit with applications in different tourism-related contexts (i.e. sport tourism, leisure activities etc…)*
Results	195	99	122	70
	40%	20%	25%	14%
	TOT: 486 articles			

Source: Own elaboration.

As it could be noticed from TABLE 3, the final pool of articles is the smallest one, accounting for the 14% of the literature body, which is understandable for being the most specific one. However, another conclusion could be reached on the basis of this figure: in spite of being both experientiality and gastronomy pushing topics in scientific literature, specific contributions in these fields are still scarce and many paths still need to be explored.

Primary literature review was conducted with the aim of collecting the most relevant contributions on the main topic of the research: experiential food tourism. The constituents of the experience concept and the main theorizations on food tourism were identified in this step. At this point, from a methodological perspective, an initial set of key words was used including experience, experiential marketing, experiential tourism,

food/gastronomic/culinary experiences, and food/gastronomic/culinary tourism. As a result the most relevant variables associated with these concepts have been identified. Step two consisted in a secondary literature review on the basis of a new set of key words prompted from step one. This includes the following concepts: Involvement, memory/memorability, place attachment, experience quality and quality of life/happiness/wellbeing/self-satisfaction and subsequent pairings of those words. In this way it was possible to accomplish a double goal: i) to get a general idea of the original meaning of all the selected variables and ii) to have a deep understanding of how these variables have evolved and been applied within tourism and hospitality which is the relevant field of the present research.

Step three aims at achieving a more specific literature necessary to support the empirical approach of the present research. It includes the review of specific contributions that give to one or more of the variables identified in steps one and two an empirical treatment, with a special attention of the ones applying structural relationship models, for being the methodology adopted in this research.

Finally, step four contains the real core contributions to the present research. It is defined by a pool of articles that specifically and empirically related the relevant variables selected within the specific field of food tourism, or that alternatively, put forward empirical models that, albeit considering a different scenario, such as sport tourism, environmental tourism, leisure activities, etc…, are close to the one hypothesised here in terms of the experiential variables considered and paths hypothesised and tested.

The next paragraphs are the result of the literature review carried out and explain how the general conceptual framework of the research has been built. Having the analysis of the experience concept as a starting point, the following paragraphs will deepen into the meaning of the most relevant variables related to experiential tourism and how each of them contributes to the conceptual model hypothesised in the present work.

TABLE 4 shows the contributions resulting from step four only, for being considered the ones that offer the strongest support to the empirical approach of the present research.

TABLE 4: MOST RELEVANT ARTICLES IDENTIFIED FROM LITERATURE REVIEW

Year of publication	*Article's reference*
2002	Gilbert and Abdullah (2002).
2003	Kyle et al. (2003).
2004	Cole and Scott (2004); Gilbert and Abdullah (2004); Kyle et al. (2004a, 2004b, 2004c, 2004d).
2006	Gross and Brown (2006).
2007	Brey and Lehto (2007); Neal et al. (2007); Oh et al. (2007).
2008	Espejel et al. (2008, 2008a).Gross and Brown (2008); Kao et al. (2008).
2009	Mechinda et al. (2009).
2010	Beldona et al. (2010); Chen and Chen (2010); Hosany and Gilbert (2010); Hosany and Witham (2010); Kim (2010); Kim et al. (2010).
2011	Eusébio and Carneiro (2016); Nawijn (2011); Sirgy et al. (2011).
2012	Kim et al. (2012a); Kim and Eves (2012); Lee and Chang (2010); Lee et al. (2012); Mason and Paggiaro (2009); McKercher et al. (2012); Prayag and Ryan (2012).
2013	Chen and Chen (2013); Dong and Siu (2013); Filo et al. (2013); Kim (2013); Lam and So (2013); McCabe and Johnson (2013); Mkono et al. (2013); Nawijn et al. (2013a); Prebensen et al. (2013); Prebensen et al. (2013a); Quadri-Felitti and Fiore (2013);
2014	Kim (2014); Kim and Ritchie (2014); La Tour and Carbone (2014); Lin (2014); Loureiro (2014); Tse (2014).
2015	Adongo et al. (2015); Altunel and Erkut (2015); Bimonte and Faralla (2015); Kim et al. (2015); Kruger et al. (2015); Omar et al. (2015); Lee et al. (2015); Saayman, and Merwe (2015); Tokarchuk et al. (2015); Tonge et al. (2015).
2016[2]	Ali et al. (2016); Chen and Petrick (2016); Chen et al. (2016a); Fernandes and Cruz (2016); Kim and Jang (2016); Mathis et al. (2016); Tsai (2016); Uysal et al. (2016); Woo et al. (2016); Wu and Ai (2016).

Source: Own elaboration.

TABLE 4 shows how the main topics addressed in the present research are actually gaining momentum and catching the attention of researchers and journals as the largest number of publications could be found from 2013 and 2015-16. In spite literature review has been closed in November 2015, some useful articles from 2016 could be included in the literature review and used in the conceptual elaboration of the model as they were available as forthcoming contents in the journals' webpages. Nevertheless, in September 2016 a final review has been carried out in order to find out the most recent publications on the relevant topics selected for the dissertation. These final contributions could not be taken into consideration for the model elaboration, but their appearance in scientific literature databases is still valuable, as it confirms that the

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[2] Articles from 2016 could be used for the conceptual elaboration of the model and are part of the literature review because they were available since the end of 2015 as forthcoming contents in the journals' webpages.

selected themes are giving shape to a research line that can have further development in the future. The most recent contributions selected are specified in TABLE 5 below.

TABLE 5: RESULTS OF THE FINAL LITERATURE REVIEW CONDUCTED IN SEPTEMBER 2016

#	*Authors (Year)*	*Title*	*Journal*
1	Björk and Kauppinen-Räisänen (2016)	Local food: a source for destination attraction	International Journal of Contemporary Hospitality Management
2	Chathoth et al. (2016)	Co-creation and higher order customer engagement in hospitality and tourism services A critical review	
3	Quadri-Felitti and Fiore (2016)	Wine tourism suppliers' and visitors' experiential priorities	
4	Kim and Jang (2016a)	Factors affecting memorability of service failures: a longitudinal analysis	
5	Birenboim (2016)	New approaches to the study of tourist experiences in time and space	Tourism Geographies
6	Alamanos et al. (2016)	The Influence of Holidays on Wine Purchasing Behaviour: Marketing and Tourism Insights Based on a Holiday Experience in Greece	International Journal of Tourism Research
7	Andersson et al. (2016)	Preferred travel experiences of foodies: An application of photo elicitation	Journal of Vacation Marketing
8	Chen and Huang (2016)	Is food tourism important to Chongqing (China)?	
9	Forbord (2016)	Food as attraction: connections between a hotel and suppliers of specialty food	Scandinavian Journal of Hospitality and Tourism
10	Frisvoll et al. (2016)	An Empirical Investigation of Tourists' Consumption of Local Food in Rural Tourism	
11	Jiménez-Beltrán et al. (2016)	Analysis of the Relationship between Tourism and Food Culture	Sustainability
12	Mak et al. (2016)	The effects of food-related personality traits on tourist food consumption motivations	Asia Pacific Journal of Tourism Research
13	Lee (2016)	The Relationships Amongst Emotional Experience, Cognition, and Behavioural Intention in Battlefield Tourism	
14	Lin, Fu (2016)	Changes in tourist personal values: impact of experiencing tourism products and services	
15	Martins et al. (2016)	Experiences with local food: a case study about Slow Food movement and gastronomic tourism in Recife - Brazil	Pasos-Revista de Turismo y Patrimonio Cultural
16	Alderighi et al. (2016)	The impact of local food specialities on the decision to (re)visit a tourist destination: Market-expanding or business-stealing?	Tourism Management
17	Chen et al. (2016)	Holiday recovery experiences, tourism satisfaction and life satisfaction - Is there a relationship?	
18	Barnes et al.	Remembered experiences and revisit	

	(2016)	intentions: A longitudinal study of safari park visitors	
19	Pyke et al. (2016)	Exploring well-being as a tourism product resource	
20	Davis (2016)	Experiential places or places of experience? Place identity and place attachment as mechanisms for creating festival environment	
21	Servidio and Ruffolo (2016)	Exploring the relationship between emotions and memorable tourism experiences through narratives	Tourism Management Perspectives
22	Eusébio et al. (2016)	A structural equation model of tourism activities, social interaction and the impact of tourism on youth tourists' QOL	International Journal of Tourism Policy
23	Hung et al. (2016)	Creative experiences, memorability and revisit intention in creative tourism	Current Issues in Tourism
24	Kruger, et al. (2016)	Who Visits the Kruger National Park, and Why? Identifying Target Markets	Journal of Travel & Tourism Marketing
25	Mahdzar et al. (2016)[3]	Perceive quality, memorable experience and behavioral intentions: An examination of tourists in National Park	Proceedings from Hospitality and Tourism Conference (HTC), Malaysia, NOV 02-03, 2015, held at the University Teknologi MARA, Fac Hotel & Tourism Management

Source: Own elaboration

A total number of 25 articles have been published in 2016 (Until September) on the topics of food tourism, experiential marketing/tourism, involvement, place attachment, experience quality, memorability, quality of life, happiness and life satisfaction. However, it has to be specified that the last article by Mahdzar et al. (2016), could not be found in a full-text version. These contributions will be considered for the forthcoming parts of the research which include data analysis, discussions of the results and final conclusions.

3.3 THE EXPERIENCE CONCEPT ANALYSIS AS A TOOL FOR VARIABLES SELECTION AND THE MAIN DRIVER FOR LITERATURE REVIEW

The experiential value of tourism have been assessed using a large variety of variables and concepts aiming at figuring out those elements that contribute most to the meaningful and fulfilling aspects of the holiday (Manthiou et al., 2012). The most applied model to conceptualize and test experiences is the one proposed by Pine and

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[3] Full-text not available

Gilmore (1999). The authors outlined "the four realms" model, also known as the 4Es model, maintaining that the experience concept is made of four dimensions: Entertainment, Education, Esthetics and Escapism that are posited along two axis defining the consumer's level of participation (active or passive) and his connection with the environment (absorption and immersion) (Mehmetoglu & Engen, 2011).

FIGURE 5: THE FOUR REALMS OF AN EXPERIENCE
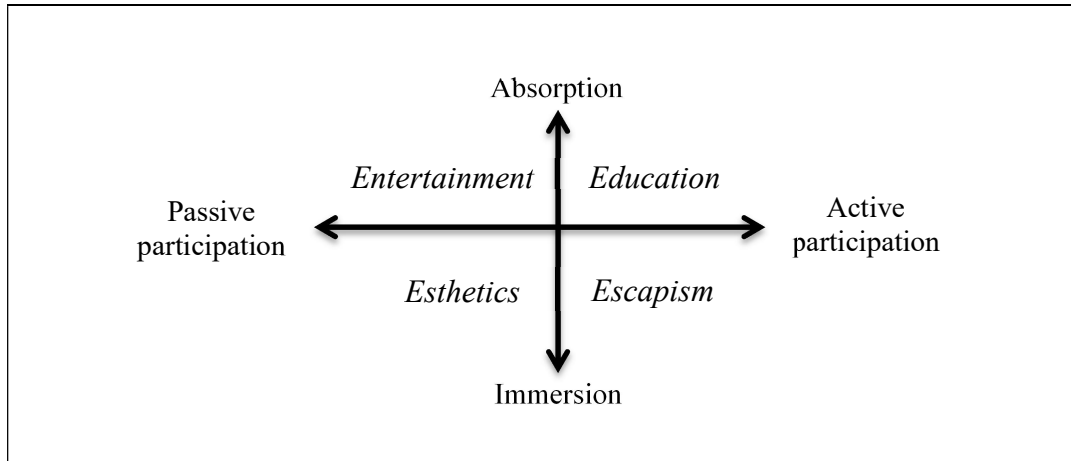
Source: Pine and Gilmore (1999).

The model proposed by Pine and Gilmore is not specifically conceived for tourism experiences, but for consumption experiences in general and has gradually been applied in different specific areas. Many researches applied this conceptualization and measurement model in the tourism field with positive results (Ali et al., 2014; Hosany & Witham, 2010; Loureiro, 2014; Manthiou et al., 2012; Oh et al., 2007; Quadri-Felitti & Fiore, 2013). However, Lo et al. (2013), following Aho (2001), argue that the 4Es model proposed by Pine and Gilmore (1999) is not completely exhaustive as it doesn't cover all the significant domains of a tourism experience (Cure, personal achievement, self-satisfaction, emotions, practice experience and life changing experience). In agreement with these considerations, the present research aims at doing a reasoned and specifically focused selection of the variables used to assess the experience concept within the culinary tourism context.

In order to carry out a selection of the most suitable constructs and variables to employ for the assessment of a food tourism experience, it is necessary to clarify first the meaning of the term "experience" and the sense of this word adopted in this research. Jennings et al.(2009) maintain that, since its first use in 1960s, the term has been the object of wide discussions on its meanings and understandings. Following Komppula and Gartner (2013) the concept needs to be properly defined as English language gives

multiple interpretations to the term "experience" depending on the contexts. Neville (2014) carries out an etymological and epistemological analysis of the term in order to have a better understanding of what "experience" means in the leisure context. The author stresses two important elements of its meaning: the notion of having undergone a trial or of having been tested and the openness and receptivity to something unknown that inevitably implies a risk. According to Palmer (2010) some English dictionaries differentiate between "experience" as an outcome and "experience" as the feeling of emotions and sensations opposed to thinking.

Looking specifically at the scientific literature about tourism, the term is given different meanings that could be grouped together into three broad categories:

- Experience as accumulated knowledge, which makes people being keen on something such as travelling.

- Experience as the encounter with specific services/products/staff.

- Experience as a unique, memorable and, in some context, transformational moment that personally and emotionally involves the person who undergoes it.

The factor differentiating the three meanings is the utilitarian vs. hedonic value of the experience concept. The first interpretation offers an essential utilitarian view intended as a number of prior experiences that provide a robust knowledge and wisdom that will drive the consumer's future behaviour and choices (Chen et al., 2009; Lehto et al., 2004). The second meaning is limited to the moment connecting the customer with the service provider, and thus, indicates the encounters that travellers have with an organization and with the staff responsible for delivering a certain service or product (Harris et al., 2003). Finally, the third meaning highlights the hedonistic properties of the experiences. In support of this last interpretation is the definition of experience put forward by Schmitt (1999) who stresses the concept that experiences provide the costumer with sensory, emotional and relational values.

Over time, scientific literature has undergone a gradual and progressive switch from the utilitarian interpretation of the experience concept towards its more widely accepted hedonistic meaning (Palmer, 2010). Pine and Gilmore (1998) have contributed to this latter interpretation giving to the experiential value of business transactions a pivotal role in the achievement of the firm's success. These authors state that an experience is what costumers find "unique, memorable and sustainable over time" (Pine & Gilmore, 1998).

The present work adopts the hedonistic sense of the word "experience" as it aims to test the impact that experiential variables can have on both traditional marketing outcomes (satisfaction and loyalty), and experiential outcomes such as life satisfaction, quality of life and happiness. Despite the fact that the topic of experiences has recently gained popularity in the travel literature and research, there is still a lack of consensus on what constitutes an experience (Komppula & Gartner, 2013), and which is its contribution and value for marketing practices (Volo, 2009). The experience concept can be considered a multidisciplinary topic, as it has been approached by many different perspectives such as psychology (Csikszentmihalyi & LeFevre, 1989; Larsen, 2007), travel and hospitality (Walls, 2013; Walls et al., 2011; 2011a), marketing (Quan & Wang, 2004; Volo, 2009), among others.

By reviewing hospitality and tourism literature on the subject, several conceptualizations and definitions of the tourism experience emerged. Some authors propose a summary of the experience definitions that is useful to figure out which are the main recurring issues used to conceptualise and to assess the concept. In this line, the present work has a major reference in the works of Walls et al. (2011a) and Volo (2009) who have made of experience definition's analysis a central point for their research. However, contributions by others researchers, who attempted to define the concept, are also taken into consideration here (Agapito et al., 2013; Ferreira & Teixeira, 2013; Larsen, 2007; Otto & Ritchie, 1996).

TABLE 6, mainly adapted from Walls et al. (2011a, p. 11), and integrated with other authors' contributions, show a selection of those definitions of the experience concept that have been considered in line with the hedonistic sense of this term adopted here. Thereby, definitions focusing on the utilitarian and on the experience-as-encounter interpretation of the term (categories 1 and 2 aforementioned), have been disregarded for not being useful to the purpose of the present research.

The information derived by the experience definitions' analysis has been useful to reach a deep understanding of the concept and to support a reasoned selection of the key variables that have been taken into account in the theoretical model of the present research.

TABLE 6: EXPERIENCE DEFINITIONS

Author	Year	Definition
Agapito, Mendes, & Valle	(2013)	Experiences, whether ordinary or extraordinary, transform lives, acting as a means to construct reality. Experiences are personal, i.e., occurring inside the individual's body and mind, the outcome depends on how the consumer, contextualized by a specific situation and mood, reacts to the staged encounter.
Ferreira & Teixeira	(2013)	The experience is strictly personal and subjective implying the customer's involvement at different levels, such as the emotional, affective, spiritual, physical, sensorial, behavioural (e.g., lifestyle), intellectual, cognitive, rational (functional and utilitarian), and relational or social.
Adhikari, Basu, & Raj	(2013)	Experience is defined as a bundle of sensory memorabilia that engages the customer and delivers a sensory feeling and a lasting memory
Jefferies & Lepp	(2012)	Describe extraordinary experiences as highly memorable, very special, emotionally charged, and potentially life altering in that they may contribute to personal growth or renewal.
Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, & Schlesinger	(2009)	Customer experience construct is holistic in nature and involves the customer's cognitive, affective, emotional, social and physical responses to the retailer
Lashley	(2008)	Discusses tourism experiences from the perspective of creating hospitable relationships between the host and guest; these experiences engage emotions, which is essential to creating a memory.
Ray	(2008)	Experiences interrupt people from their lives and expectations to provide something of interest that demands attention; experiences themselves are incredibly involving. Finally, these experiences engage emotions, which is essential to creating a memory
Gentile, Spiller, & Noci	(2007)	Experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial physical and spiritual).
Larsen	(2007)	A tourist experience is a past personal travel-related event strong enough to have entered long-term memory.
Mossberg	(2007)	A blend of many elements coming together and involve the consumer emotionally, physically, intellectually and spiritually.
Oh, Fiore, & Jeoung	(2007)	From a consumers perspective experiences are "enjoyable, engaging, memorable encounters for those consuming these events."
Uriely	(2005)	The tourist experience is currently depicted as an obscure and diverse phenomenon, which is mostly constituted by the individual consumer.
Berry, Carbone, & Haeckel	(2002)	The means of orchestrating all the clues that people detect in the buying process.
Hoch	(2002)	The act of living through an observation of events and also refers to training and the subsequent knowledge and skill acquired
Gupta & Vajic	(2000)	An experience occurs when a customer has any sensation or knowledge acquisition resulting from some level of interaction with different elements of a context created by a service provider.
McLellan	(2000)	The goal of experience design is to orchestrate experiences that are functional, purposeful, engaging, compelling, and memorable.
Pine & Gilmore	(1999)	Experiences are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or even spiritual level.
Schmitt	(1999)	Experiences occur as a result of encountering, undergoing or living through things. Experiences provide sensory, emotional, cognitive, behavioural, and relational values that replace functional values.
O'Sullivan and Spangler[4]	(1998)	Involves the participation and involvement of the individual in the consumption and the state of being physically, mentally, emotionally, socially, or spiritually engaged found that experience.

[4] As cited in Walls et al. (2011a).

Pine & Gilmore	(1998)	A distinct economic offering that are as different from services as services are from goods; successful experiences are those that the customer finds unique, memorable and sustainable over time, would want to repeat and build upon, and enthusiastically promotes via word of mouth.
Carlson	(1997)	An experience can be defined as a constant flow of thoughts and feelings that occur during moments of consciousness
Otto & Ritchie	(1996)	The "subjective mental state felt by participants during a service encounter"
Arnould & Price	(1993)	Extraordinary experiences are those characterized by high levels of emotional intensity.
Merriam-Webster[5]	(1993)	The fact or state of having been affected by or gained knowledge through a direct observation or participation.
Csikszentmihalyi	(1990)	Optimal experience, where we feel a sense of exhilaration, a deep sense of enjoyment that is long cherished, does not come through passive, receptive, relaxing times.
Holbrook & Hirschman	(1982)	A steady flow of fantasies, feelings, and fun.

Source: Own elaboration starting from Walls et al. (2011a).

Definitions included in the TABLE 6 above represent a sample of how academics and researchers interpreted the experience and which are the content they filled the concept with. Carrying out a content analysis of the selected definitions, it can be observed that some nuances recur and therefore that these are widely accepted by the scientific community as determinant aspects of the experience concept. The main ones are the involvement/engagement/personal implication of individuals and the emotional value of the experience. Moreover, other outstanding concepts are memory and knowledge acquisition through the experience lived.

TABLE 7 below shows the outstanding concepts emerged from the definitions' content analysis.

TABLE 7: RESULTS OF THE DEFINITIONS' CONTENT ANAYSIS

Experience components	References	Number of references
Involvement/ engagement/ participation	Agapito et al., 2013; Ferreira and Teixeira, 2013; Lashley, 2008; Ray, 2008; Gentile et al., 2007; Mossberg, 2007; Oh et al., 2007; Uriely, 2005; Gupta and Vajic, 2000; McLellan, 2000; Pine and Gilmore, 1999; O'Sullivan and Spangler, 1998; Merriam-Webster, 1993; Csikszentmihalyi, 1990.	14
Emotions/ states/ moods	Agapito et al., 2013; Ray, 2008; Oh et al., 2007; Mossberg, 2007; Gupta and Vajic, 2000; Schmitt, 1999; Pine and Gilmore, 1998; O'Sullivan and Spangler, 1998; Carlson, 1997; Otto and Ritchie, 1996; Arnould and Price, 1993; Csikszentmihalyi, 1990; Holbrook and Hirschman, 1982; Adhikari, Basu and Raj, 2013	14
Memory	Jeffries and Lepp, 2012; Lashley, 2008; Ray, 2008; Larsen, 2007; Oh et al., 2007; McLellan, 2000; Pine and Gilmore, 1998; Adhikari et al., 2013.	8

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[5] Merriam-Webster's Collegiate Dictionary, 10 edition. As cited in Walls et al., (2011a).

Kowledge acquisition	Agapito et al., 2013; Jeffries and Lepp, 2012; Hoch, 2002; Gupta and Vajic, 2000; McLellan, 2000; Merriam-Webster, 1993;	6
Personal relationship	Lashley, 2008; Larsen, 2007; Schmitt, 1999; O'Sullivan and Spangler, 1998.	4
Orchestration/ Staged elements	Agapito et al., 2013; Berry et al., 2002.	2

Source: Own elaboration.

It is possible to conclude that the two main ideas characterising experiences are:

    a) The experiential value: comprising the individual involvement at different levels in a certain activity and the emotional affects prompted from this engagement.

    b) The memorable value: comprising the capability of the experiences to penetrate the individuals' long-term memory and to provide the acquisition of new knowledge.

These results will serve as a guide for continuing with the execution of the literature review and will help the selection of the variables used in the theoretical model of the present research, in particular, those expressing the experiential value of the trip. Nevertheless, the review of the specific tourism literature on these topics showed others related concepts, such as Quality of Life, Experience Quality and Place Attachment, which have been also considered in the definition of the theoretical model. Therefore, based on definitions' content analysis and initial literature review process (step 1 in paragraph 3.1), the experiential constructs that appeared to best serve the purpose of this research are:

    1) Involvement (INV), Experience Quality (EXPQ), and Place attachment (PA), that will be used as inputs variables and will assess the experiential value of the gastronomic trip.

    2) Memory (MEM) that will link the relationship between the gastronomic experience and the output variables of the model.

    3) Experiential Satisfaction (EXPSAT), Quality of Life (QOL) and Loyalty (LOY) will be figured out as experiential and traditional outcomes.

FIGURE 6 graphically presents the conceptual framework of the present research.

In the next sections, the selected constructs composing the model will be handled individually and a detailed description and justification of their contribution to the hypothesised structural model is provided.

FIGURE 6: CONCEPTUAL FRAMEWORK OF THE RESEARCH
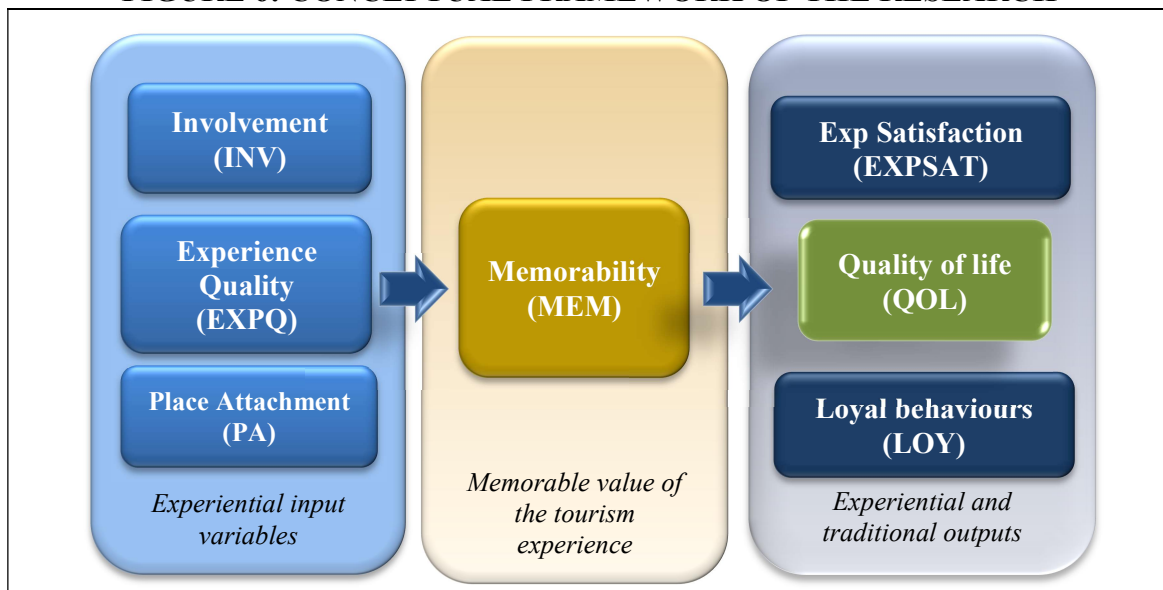
Source: Own elaboration.

3.4 DESCRIPTION OF THE INPUT VARIABLES AND JUSTIFICATION OF THEIR SELECTION: INVOLVEMENT, EXPERIENCE QUALITY AND PLACE ATTACHMENT AS KEY EXPERIENTIAL VARIABLES

The selection of Involvement (INV), Experience quality (EXPQ) and Place attachment (PA), as input variables will be justified on the basis of their experiential and memorable value. The aim of this research is not to propose a new measurement for the "tourist's experience" construct, but rather to find out which are the key variables providing experiential value and their effects on marketing outcomes, within the culinary tourism context.

3.4.1 Involvement as a key experiential variable

According to Tang and Jang (2012), Involvement is a concept derived from social psychology, indicating a state of motivation or interest regarding an object. In this line, Havitz and Dimanche (1997) maintain that leisure Involvement is a motivational state which leads people to participate in leisure and recreation activities. According to Gross and Brown (2008), Involvement is perceived as the personal importance or interest that consumers attach to a certain service or good. Prebensen et al. (2014) provide a useful consideration on the application of Involvement within the experiential context. The authors maintain that the concept is a core antecedent for tourism experiences as the level of involvement a tourist feels with a holiday affects the level of participation in creating experience value.

Broderick and Mueller (1999) state that Involvement can explain consumers' behaviours. Accordingly, from a marketing perspective, Chen et al. (2013a) pointed out that demographics alone cannot provide a deep understanding of leisure behaviour, and that leisure research should include other psychological variables such as Involvement.

In relation to the experiential value of this variable, it is worth noting that Hosany and Witham (2010), in their study on the dimensions of Cruisers' Experiences, Satisfaction, and Intention to Recommend, point out that one of the major limitations and future direction of their research will be the consideration of the tourist's involvement on the evaluation of the tourism experience and consequent constructs. Their argument here is that according to Pine and Gilmore (1998) two of the building dimensions of the experience construct (education and escapism) require the consumer's active participation in order to achieve a satisfying overall experience. Results from their study show that escapism and education are not significantly related to satisfaction and behavioural intentions. Therefore, these authors suggest that Involvement could be the missing and *sine-qua-non* link between the experience construct and the marketing outcomes considered. Andrades and Dimanche (2014, p. 95), maintain that Involvement represents a germane element in the tourist's experience, which should receive greater attention by managers as this concept "plays a central role over the quality of tourist experience and, consequently, it has a direct effect over tourists' satisfaction". Recently Altunel and Erkut (2015) found that Involvement can positively influence the quality of the experience lived.

In the food tourism context, Kim and Eves (2012) embrace the idea that eating experiences bring excitement in people's life and that the engagement in exotic food tasting is prompted by the need of living something unique and adventurous.

This suggests that within the tourism literature there is a perceived need of giving a major attention to the Involvement construct as a key determinant of the tourism experience and as an antecedent of the tourist satisfaction and loyal future behaviour (Lee & Chang, 2012; Mathis et al., 2016).

The present research provides an attempt to fill this gap, testing the effect that Involvement, as an experiential construct, can have on tourist's perceptions and loyal intentions.

Previous works have taken into account the experiential value of Involvement and put it in relation with other experiential outcome variables such as Memory.

According to Kim (2010), among a total of seven experiential variables tested in his model on autobiographical memory (Hedonism, Involvement, Novelty, Meaningfulness, Refreshment, Local Culture and Knowledge), Involvement is the one that contributed most in predicting the retrieval and recollection of past travel experiences.

In Kim's study, Involvement together with Refreshment and Local Culture, was the major determinant of autobiographical memory (Kim, 2010). The other variables resulted to be positively related to memory but causal connections were found to be not statistically significant.

Kim et al. (2012a) in their effort of developing a scale to measure the memorable tourism experiences, analysed the constructs that could potentially contribute to deliver memorable experiences and finally selected seven dimensions among which Involvement was found to be an experiential variable capable of enhancing the affective response of tourist to the holiday's stimuli. Thus, here again, Involvement has been considered to be a factor likely to affect a person's memory.

More recently, Kim and Ritchie (2014) moved a step forward in the exploration of the tourism experience and memory research, trying to empirically test the predictive validity of memorable tourism experiences on future behavioural intentions, which specifically consists in revisiting a place, re-participate in a certain activity and recommend the experience to others. In relation to Involvement, this factor has been found to significantly increase behavioural intentions. As Kim and Ritchie (2014, p. 331) specify "the more an individual was involved with a vacation, in terms of visiting a place they longed for and participating in the activities that they wanted to, the stronger their behavioural intentions". In the specific context of food tourism, Omar et al. (2015) encountered that the involvement in the local (Malaysian, in their research) food culture positively impacts on tourists' intentional loyalty, that is, revisiting the destination and repurchase local food. Thus, having in mind that the present research aims at evaluating the impact of experiential variables and memorable experiences on marketing outcomes, among the numerous experiential factors that have been considered in the scientific literature for the assessment of the experience construct, Involvement appears to be a valuable factor due to: i) its experiential value; ii) its significant role in turning tourism experiences into a memorable one; and iii) its predictive power of future loyal behaviours. This provides a proper support to the introduction of Involvement as an experiential variable of the model that the present research intends to propose and test (see FIGURE 7).

FIGURE 7: THE CONTRIBUTION OF INVOLVEMENT(INV) TO THE CONCEPTUAL MODEL
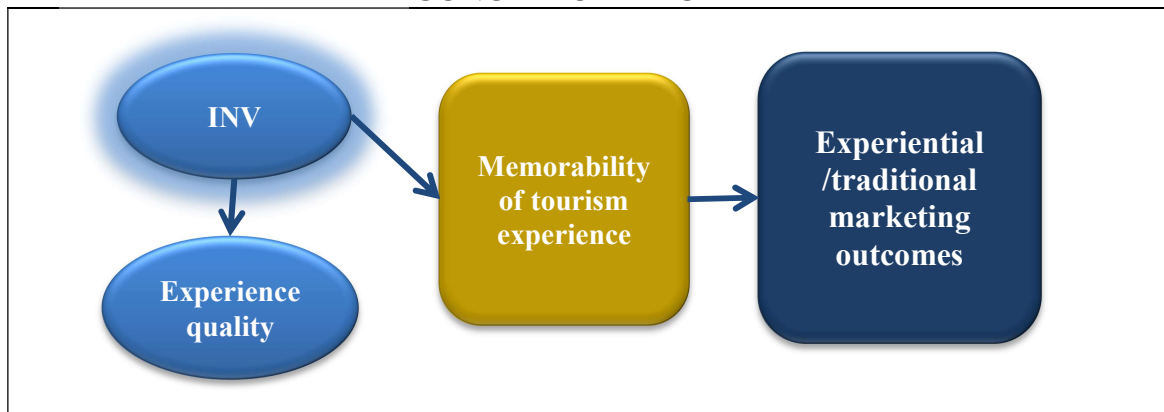
Source: Own elaboration.

3.4.2 Place Attachment as a key experiential variable

In classical times, Latins used the expression *genius loci* to refer to the sense of the place which was believed to define the uniqueness of the community settled in a certain geographical area (Campelo et al., 2014). This spirit was considered to be responsible for determining individual-place bonds, ties and connections. Nowadays, in the scientific literature related with tourism and recreation, there could be found related concepts such as Place Attachment which is considered to be part of this phenomenon (Williams et al., 1992), being Sense of Place a broader concept (Hay, 1998) which, apart from Place Attachment includes the atmosphere of a place, its representations and the expression of local habits (among others) (Campelo et al., 2014). People tend to attach meaning to different kind of settings related to their life such as homes, communities, parks etc…(Hidalgo & Hernández, 2001; Lee, 2001) Among the plethora of terms used to describe the relationship between people and places, Place Attachment is the most commonly used and generally accepted expression. It indicates the emotional and psychological bonds existing between an individual and a specific setting (Williams et al., 1992). Within the tourism sector, the term is used in reference to the personal ties that travellers feel towards the destinations they visited (Ramkissoon et al., 2013).

According to Tsai et al. (2011, p. 176), the sense of physically being and feeling "in place" or "at home" is what determines Place Attachment, as this feeling demonstrates that emotional ties with the place have been created.

This construct has been applied in different research fields such as Sociology, Anthropology, Human Geography and Environmental Psychology (Vaske & Kobrin,

2001; Williams & Vaske, 2003). Some authors (Kyle et al., 2003; Lee & Shen, 2013; Prayag & Ryan, 2012; Tonge et al., 2015; Vaske & Kobrin, 2001) explore Place Attachment as a driver of specific future behaviours. Their results show that the perception of certain places as particularly meaningful may influence, in some way, practical behaviours in specific aspects of a person's life. To mention just a few example, Vaske and Kobrin (2001) and Tonge et al. (2015), accomplished that Place Attachment encourages the individual's connection to a natural setting and can determine the development of more environmental responsible habits and culture. Kyle et al. (2003) show how Place Attachment can influence spending preferences and attitudes towards premium prices. Lee and Shen (2013) and Prayag and Ryan (2012) maintain that this construct can drive loyal behaviours. Similarly, tourism marketers and researchers started to dig into the opportunities that a better understanding of Place Attachment could provide for increasing destinations' and tourism businesses' performance and competitiveness.

Therefore, this construct has been recently used as a key element in the understanding of the tourists' decision-making process (Alexandris et al., 2006; Hwang et al., 2005). Some authors (Altman & Low, 1992; Mowen et al., 1997) showed aspects of this concept that support the need to give more relevance to the construct within the experiential tourism research. These are its emotional and affective nature (Altman & Low, 1992) and its capability of exhibit a positive impact on experience evaluation (Mowen et al., 1997). Kyle et al. (2004a) in their study about the predictors of behavioural loyalty among hikers of the Appalachian Trail, state that Place Attachment can develop a bond with places which is meaningful to people's life. Thus, considering that tourism experiences have been defined to be unique, memorable and educative for tourists (Manthiou et al., 2012; Oh et al., 2007), and at the same time considering that Place Attachment is a variable capable of providing unique links with places and influence future behaviours, it is surprising that this construct has not received a greater attention within the experiential tourism research. The present work follows the few researches that have already pointed out, both theoretically and empirically, the importance of considering Place Attachment as a key variable within the experiential tourism research. Some of the most representative examples are mentioned hereafter. Bricker and Kerstetter (2000) state that people have a complex attachment to places meaningful to their lives and provoked by emotions. Williams and Vaske (2003), and Alexandris et al. (2006) agreed on considering Place Attachment as the emotional and

symbolic relationships that consumers form with recreational or natural resources. Tsai (2012, p. 139) considers Place Attachment as "the emotional and psychological bonds formed between an individual and a particular place". Moreover, the author maintains that the concept extends from the paradigm of experiential marketing which advocates that emotional, sensory and affective dimensions of holidays provide unique and memorable experiences which, in turn, strengthen the consumer's relationship with a certain product or brand.

According to the definition provided of Place Attachment, this variable is considered to be determinant in the creation of desirable and memorable experiences with specific places or destinations which are planned to enhance loyalty and revisit intentions (Tsai, 2012). Mowen et al. (1997) consider Place Attachment within the recreational context and combine it with activity Involvement, justifying their approach on the dynamic nature of the recreation experiences which, apart from involving settings, have to recognise the germane role of experiences within those settings. The authors stressed the importance of considering the involvement in experiences as a focal point in determining Place Attachment, giving evidence of the experiential nature of this construct. Their contributions rise from the recreational context, however they could perfectly fit the tourism sector as well.

Similarly, Anderson and Fulton (2008) offer empirical evidence that Place Attachment to recreational sites is positively influenced by experience preferences associated with activity involvement and participation.

More specifically, Kim (2014) takes the Place Attachment construct into consideration when developing a scale aimed at measuring the attributes of a destination that affect the formation of memorable tourism experience. The author shows how Place Attachment (among other nine constructs) is an important attribute that provides a proper environment to deliver memorable experiences to tourists. He defines Place Attachment as the tourist's "high level of personal involvement with a destination, including ethnic, social, business ties and emotional attachment" (Kim, 2014, p. 38).

Considering the preceding, Place Attachment can be considered as both an experiential and a memorable construct, therefore, it is introduced in the theoretical model proposed within the present research (See FIGURE 8).

FIGURE 8: THE CONTRIBUTION OF PLACE ATTACHMENT (PA) TO THE CONCEPTUAL MODEL
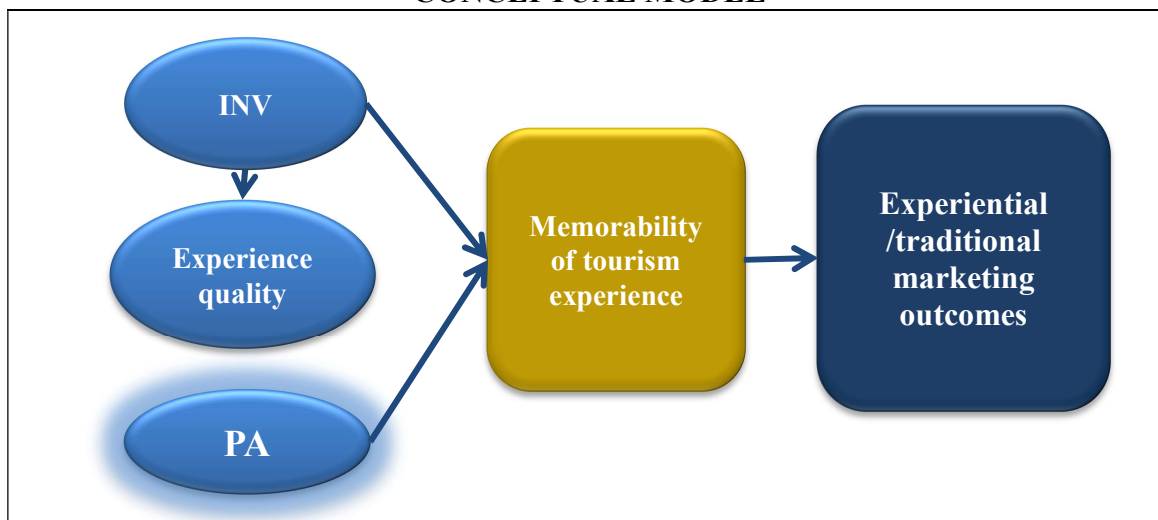
Source: Own elaboration.

3.4.3 Experience Quality as a key experiential variable

Within tourism and recreation research the concept of quality, and specifically service quality, has been considered one of the major determinants of satisfaction and a fundamental factor capable of driving consumers' future behaviour and loyalty (Baker & Crompton, 2000; Cronin & Taylor, 1992; Dabholkar et al., 2000).

Thus, conceptualizations and measurement of the quality concept has received a great attention by scholars and practitioners and, at present time, scientific literature offers a plethora of publications about both conceptual and empirical interpretations of the concept.

The contributions by Parasuraman et al. (1985, 1988) are the most referred and considered on service quality research. The authors put forward the two most recognised, as well as criticized, conceptual models of service quality: the Gaps model (Parasuraman et al., 1985) and the SERVQUAL scale. Previous to these models, the knowledge about quality was mainly referred to goods and products, and was primarily based on the Japanese philosophy of quality being a condition of absence of defects. However, the authors state that this conceptual background was insufficient to properly assess service quality due to the intangible, heterogeneous and inseparable character of product-delivery for services. In their study of 1985, the authors state that service quality "results from a comparison of consumer expectations with actual service performance" (Parasuraman et al., 1985, p. 42). The main contribution of this research was the development of the Gap model that identified 5 gaps in the service quality, four where from the service marketers' side and the fifth one was from the service

consumers' side, being this last a function of the other four. The Gaps model allowed the authors to conclude that service quality fit 10 dimensions. These are tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding/knowing the costumer, and access.

Later in 1988, the same authors developed a 22-item scale widely known as SERVQUAL (Parasuraman et al., 1988) which resulted from the purification of the previously identified 10 dimensions of service quality, becoming a scale with five dimensions labelled as: tangibles, reliability, responsiveness, assurance and empathy. The last two dimensions absorbed the items composing the original seven dimensions that disappeared after a two stage scale purification process.

On the bases of the results achieved by Parasuraman et al. (1988) SERVQUAL turned to be an effective tool, widely applied in many different sectors and industries. Its adaptations gave birth to new scales such as LODGSERV for lodging properties (Knutson et al., 1996), TOURSERVQUAL in Tourism (Eraqi, 2006), THEMEQUAL (Tsang et al., 2012), among others.

Despite its wide usage among academics and managers, SERVQUAL has been severely criticized and questioned on both its conceptual and empirical value since the very beginning of its development (Altunel & Erkut, 2015; Babakus & Boller, 1992; Brown et al. 1993; Carman, 1990; Cronin & Taylor, 1992; Ekinci et al., 1998; Fernandes & Cruz, 2016; Jennings & Weiler, 2006; Klaus & Maklan, 2012; Wong Ooi Mei et al., 1999; Wu et al., 2014).

Within the tourism industry, some authors have recently expressed their criticism toward the usefulness of SERVQUAL (Chan & Baum, 2007; Chen & Chen, 2010; Jennings et al., 2009) arguing that it is a tool too focused on functional and objective aspects, being applied to tourism products, which are affective and subjective in nature. More specifically, Komppula (2006) states that, in relation to experiential touristic products emotional aspects are more influential that functional ones. Similarly, Gracia et al. (2011) put forward a model where positive emotions (happiness, pleasure and excitement), associated to a certain service, positively mediates the relation between SERVQUAL and customer loyalty.

With experiential marketing gaining momentum among tourism literature and industry, this argument is becoming widely accepted among academics (Pizam, 2010). In order to fully understand how and why quality measurement and conceptualization are being

influenced and are changing due to the new experiential perspective, we have to move a step backward.

Arguably, according to Pine and Gilmore (1998), the service industry, and specifically tourism, is undergoing a changing phase from the service economy towards the experience economy. Similarly, few decades ago, the service phase was, in turn, preceded by the goods' economy, which was characterised by a tangible and standardised offering that has gradually fallen into the next phase of the service economy, whose offering was intangible and increasingly customized (See FIGURE 1). In the middle of this switch we can posit the contributions made by Parasuraman and his colleagues (1985) who determinedly asserted the need for developing a new tool capable of measuring the quality of services. In their study the authors (Parasuraman et al., 1985, p. 42) state that "efforts in defining and measuring quality have come largely from the good sector", and later on that "knowledge about goods quality, however, is insufficient to understand services" (Parasuraman et al., 1985, p. 45).

With the rise of experience economy, researchers and practitioners are facing a similar challenge in assessing the experience quality. Whereas goods' quality measurement was inappropriate for understanding service quality, at present time, service quality is insufficient to conceptually understand and empirically asses experience quality.

Despite the literature addressed to the conceptualization and measurement of the experience construct, few researchers started to deal with the specific issue of Experience Quality maintaining that it could be helpful to understand and assess experiences in practice (Ferreira & Teixeira, 2013). Recently, from a theoretical perspective, Experience Quality has been defined as the consumer affective response to his desired social-psychological benefits and a psychological outcome accorded to customers who participated in tourism activities (Chan & Baum, 2007; Chen & Chen, 2010; Fernandes & Cruz, 2016; Jin et al., 2015; Wu & Ai, 2016). However, definition of this construct is far from being unanimous. Cole and Scott (2004) use Experience Quality to clarify one of the topic that challenged tourism research since its very beginning (Crompton & Love, 1995): the still on-going debate about the differences between quality and satisfaction. According to Cole and Scott (2004) this confusion could be explained by recognising the difference between "performance quality" and "experience quality". The former is an attribute-based evaluation of a service mainly controlled by the service manager/provider; the latter is rather a psychological outcome resulting from the personal participation into an activity and it is determined by

"attributes brought to the opportunity by the visitor or recreationist" (Crompton & Love, 1995, p. 12). While performance quality has been a central reference for tourism literature focusing on the study of service quality, confusion between the concepts of Experiential Quality and Satisfaction still exists.

Experiential economy and the new experiential tourism context reconsidered the role and the meaning of Experience Quality and have probably provided the right conceptual and practical background in order for this concept to fully express its value and its contribution in explaining consumer's satisfaction and behavioural intentions.

One of the first attempts to develop a new tool to measure Experience Quality is the one proposed by Otto and Ritchie (1996) who started to approach the concept of service experience quality, rather than service quality and to conceptualize it as the customer's encounter with the service and his subjective/emotional response to the service delivery. The authors started to put forward the idea that a measure for service experience quality could be a useful complement to traditional service quality measurements, and moreover, they insinuate that it could even be a perfectly valid alternative to attribute-based tools. Under these considerations, they develop a new scale for "the service experience" construct in order to provide a tool which could measure how subjective, affective and experiential factors of services impact tourists' satisfaction. Their results show that the service experience is a construct defined by four factors: Hedonics, Peace of mind, Involvement and Recognition. Specifically, hedonics accounts for the greatest individual variance and, in general, for more variance than the other three factors all together. More importantly, the Hedonics dimension was found to be described by the following elements: Excitement, Enjoyment and Memorability (Otto & Ritchie, 1996).

However, contributions by Otto and Ritchie to the service experience conceptualization and measurement suggest the need for future research as the causal relationships between service experience and marketing outcomes (satisfaction and loyalty) are still unexplored.

Recent researches have followed the paths laid down by Otto and Ritchie (1996), and have proposed new measurement tools for Experience Quality in order to deepen into the issue of experiential quality and its influence on consumer perceptions and future behaviours (Chang & Horng, 2010; Chen & Chen, 2010, 2013; Cole & Scott, 2004; Kao et al., 2008; Klaus, 2011; Klaus & Maklan, 2012, 2013; Lemke et al., 2011; Maklan & Klaus, 2011). Kao et al. (2008) defend that, criteria for successful consumption have to be considered aesthetic in nature and that tourism and leisure enterprises should be more

focused on enhancing the intrinsic value of their product/service than utilitarian qualities. Based on this consideration the authors proposed a new measure tool for the Experience Quality construct which fits four dimensions: immersion, surprise, participation and fun. The same approach has been later adopted and tested by Jin et al. (2015). These elements are used to measure the quality of the experience lived by tourists visiting theme parks (Kao et al., 2008) and water parks (Jin et al., 2015). Results by these authors show that the Experience Quality construct relates positively to satisfaction and to loyal intentions. Chen & Chen (2010) and Chen & Chen (2013), referring to results achieved by Otto and Ritchie (1996), state that a better understanding of experiential quality is necessary within the tourism sector due to the opportunities that this construct can bring about to reach better performances of touristic enterprises and destinations. In their studies on cultural and heritage tourism the authors have taken into account the need of measuring the quality of the visit through new experiential cues: Involvement, Peace of mind and Educational Experience (Chen & Chen, 2010) and Hedonics, Peace of mind, Involvement and Recognition (Chen & Chen, 2013). They concluded that a causal path between Experience Quality, Perceived value, Satisfaction and Behavioural intentions can be established and that managers should make more efforts to meet the tourists' experiential quality requirements, in order to reach their satisfaction and drive positive future behaviours.

Similarly, Dong and Siu (2013) consider a service experience evaluation as the tourist's unique cognitive and affective impression of the experience lived. Moreover, they state that the tourists' evaluation "was assumed to encompass the entire service process, the outcome (enjoyment or otherwise), and the positive or negative memories of the service experience" (Dong & Siu, 2013, p. 543). They conclude that a favourable evaluation of the experience will drive positive emotions and feelings which, in turn, will leave pleasant subjective memories (Dong & Siu, 2013) that will increase the personal will for experience intensification (make the service experience more tangible and bring them into their real life), and experience extension (positive word-of-mouth and memory of favourable experiences in order to feel happiness). The recent work by Kim (2014) about destination attributes that affect the memorable value of the tourism experience, does take into consideration the construct labelled as "Quality of the service" whose proposed definition is: "the provision of reliable, responsive, and highly customized service to visitors [that], if possible, makes visitors pleasantly surprised" (Kim, 2014, p. 38).

Considering the preceding the Experience Quality construct has to be regarded as a key variable in the conceptual model proposed here, as previous scientific literature has highlighted its experiential and memorable value within the tourism sector.

However, in relation to its memorable value, we might specify that even if few authors have stressed the point that emotional and affective evaluation of a certain touristic product or service could generate positive memories, specific literature on Memory or touristic memorable experiences do not explicitly consider the Experience Quality as a defining element. Kim (2010), Kim et al. (2012a), and Kim and Ritchie (2014), in their attempts of determining the factors that affect the memorable nature of travel experiences, do not make an explicit reference to Experiential Quality, even if they include in their models some of the dimensions and items already applied in the experience quality scales developed so far.

Therefore, support to the use of the Experience Quality construct has to be seen on both its experiential and memorable value (Chen & Chen, 2010, 2013; Kao et al., 2008), and in the gap identified in the literature on memorable experience of not explicitly considering Experience Quality as a key variable (Morgan & Xu, 2009), even if current literature recognises its role in generating pleasant memories for tourists.

Due to previous consideration, FIGURE 9 below shows how the Experience Quality concept contributes to the model presented in this research.

FIGURE 9: THE CONTRIBUTION OF EXPERIENCE QUALITY (EXPQ) TO THE CONCEPTUAL MODEL
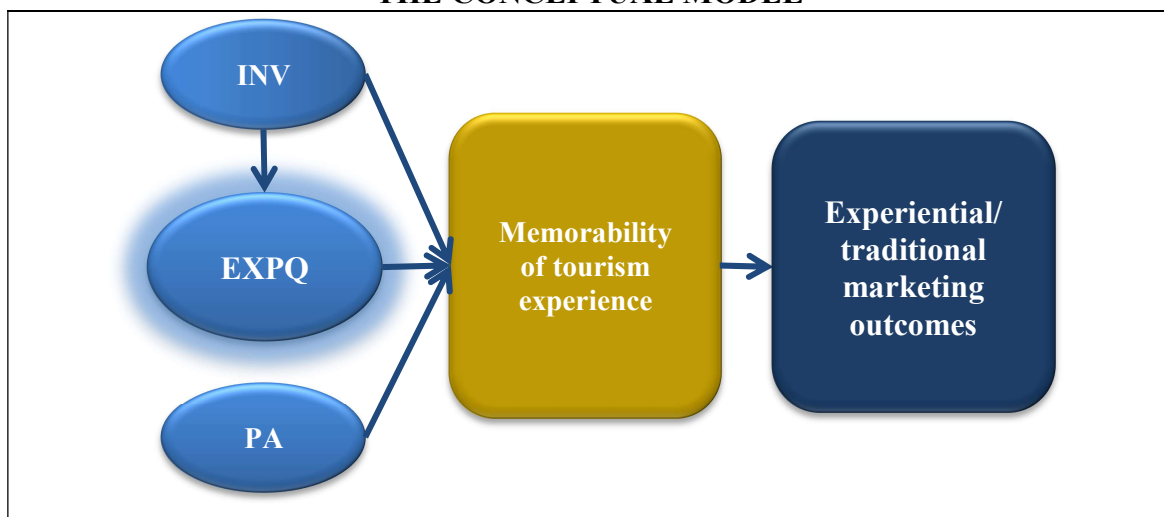
Source: Own elaboration.

3.5 DESCRIPTION OF MEMORY AS AN EXPERIENTIAL VARIABLE AND JUSTIFICATION OF ITS SELECTION

For this study, memory is included as a variable in the path analysis to predict experiential and traditional marketing outcomes such as Experiential Satisfaction (EXPSAT), Quality of life (QOL), and Loyalty (LOY).

With few exceptions in Morgan and Xu (2009) and LaTour and Carbone (2014) whose findings reject a possible association between tourists' memories of past tourism experiences and future travel intentions, several contributions in the marketing literature offer supporting evidences of how memory drives consumer's future choices (Alba et al., 1991; Hoch & Deighton, 1989; Johnson & Russo, 1984; Park & Hastak, 1994; Wirtz et al., 2003; Zauberman et al., 2009). Personal memories about previous consumptions of a product or service are the most credible source of information, often used by consumers to simplify their information search process, and are therefore capable of driving the consumers' future decisions and behaviours (Hoch & Deighton, 1989; Johnson & Russo, 1984). Park and Hastak (1994) carried out a study in which they demonstrated that the consumers' judgements of products are memory-based and that consumers with higher levels of involvement with a product are more likely to engage in more intense searches for stored information during a memory-based judgement.

Zauberman et al. (2009) propose a slightly different point of view. While maintaining that memories are the first information source for decision making process, these authors put forward *the strategic memories protection theory*. According to their results consumers treat personal memories as a valuable asset to be protected, avoiding to choice those future experiences that could jeopardise special memories of previous experiences and acquiring memory pointers: "items that they [consumers] believe will help to retrieve and recall special memories" (Zauberman et al., 2009, p. 716). In a way or another, the crucial point here is that memories are elements that influence future decisions and drive consumption behaviours.

Within the tourism research, several authors (Kozak, 2001; Lehto et al., 2004; Wirtz et al., 2003) have highlighted that memories about past holidays or travel experiences are significant predictors of the tourists' desire to take a similar vacation in the future or to revisit a destination. Wirtz et al. (2003) carried out a research with the aim of comparing the efficacy of predicted, in site, and remembered evaluations of a holiday in predicting future choices. The research involved students who planned to go on holiday during their spring break. They were asked to assess their holiday on scheduled moments, two

of them prior to departure (2 weeks prior and 2-4 days prior), several online (during the holiday experience itself), and two after having returned home (2-4 days after and 4 weeks after). Results showed that remembered evaluations are the ones that influence most future intentions of repeating a similar travel experience in the future. Therefore, the understanding of what kind of information visitors' retain most or, more importantly, which are the elements of a holiday that are more likely to be remembered by tourists appears to be a valuable insight to increase tourism products' and destinations' competitiveness.

More specifically, experiential tourism has given memory a central role in predicting and defining tourist's future behaviours and attitudes. Ram et al. (2013) explain that tourism experience includes elements from different stages of the holiday taking, such as the pre-trip or the post-trip, apart from the experience itself. Therefore, prior expectations and post memories are important part of the experience.

Extraordinary experiences are "uncommon and elusive in nature and, as such, they are powerful and can last a lifetime" (Jefferies & Lepp, 2012, p. 48). Nevertheless, Kim (2010) states that, from a marketing perspective, experiences are valuable, as long as, they are stored in the individuals' memory system. Similarly, Manthiou et al. (2012), Oh et al. (2007) and Kim et al. (2012a) suggest that the experiential factors of the trip do positively drive and predict the tourism satisfaction and loyalty to a certain destination or activity only if they have previously impacted the consumer's memory. Therefore, memory is a variable that should be incorporated in the study of tourism experience as stored occurrences and events lived while on holidays offer reminiscence which can repeatedly come to the mind of consumers and generate desires and future loyal behaviours (Kim, 2010, 2014; Kim & Jang, 2016; Kim & Ritchie, 2014; Kim et al., 2012; Loureiro, 2014; Manthiou et al., 2012; Oh et al., 2007). Thus it is not surprising that, at present time, one of the most pushing topics in experiential tourism is the identification of those aspects capable of turning a trip or a holiday into a memorable experience (Kim & Ritchie, 2014; Larsen, 2007; Tung & Ritchie, 2011).

Acknowledging the opportunity for tourism products and destinations to enhance and sustain their competitiveness through experiential offerings, it would be much more effective to focus on those constituents that, apart from providing experiential value, are also memorable.

Ballantyne et al. (2011) offer supporting arguments to the opportunity of considering Memory as a key experiential variable in the present study. The authors explore how

visitors' memories of wildlife tourism can determine long-term changes in environmental attitudes and favourable conservation behaviours. Their results show that memorable tourism experiences, which imply staying in contact with the environment and wildlife in their research context, can emphasize sustainable behaviours and consciousness, up to the point of determining new consumption and conservation habits in daily life.

This educational value of memorability of tourism experience offers meaningful insights for the proper capitalization of the efforts made by tourism managers to offer memorable experiences, holidays or travel memories. These special offerings do not just provide a favourable background for loyalty and revisiting intentions, but more importantly to the objective of this research, is that they provide the chance to bring about new daily habits and lifestyles. This contribution is particularly important within certain research contexts such as environmental tourism (Ballantyne et al., 2011), but also culinary tourism (Mkono et al., 2013; Saayman & Van Der Merwe, 2015), explored within this research. This latter, can take advantage of memorable tourism experience and their powerful potential in determining daily consumption habits, in order to encourage the consumption, on a regular basis, of specific products produced at a destination. Memorable gastronomic experiences are particularly valuable not just for providing impressive and unique holidays to travellers, which in turn trigger positive Word-of-Mouth and loyal behaviours (Adongo et al., 2015), but also for bringing to the consumers' knowledge new flavours, products, and culinary cultures that tourists could will to experience again by both travelling back to the destination in the future, and by consuming locally produced products from their place of origin. This aspect will be treated in deeper details later on in this study when assessing loyalty (See section 3.6.3). Mkono et al. (2013) confirm that memorability is what turns food encounters into unique tourism experiences. Considering the preceding, it can be accomplished that Memory is a variable with a strong experiential value and its introduction in the model fits the need of testing whether memorability of food experiences have a strong impact on traditional and experiential outcomes included in the present research.

FIGURE 10 graphically shows how Memory is used to link experiential variables to marketing outcomes.

FIGURE 10: THE CONTRIBUTION OF MEMORY (MEM) TO THE CONCEPTUAL MODEL
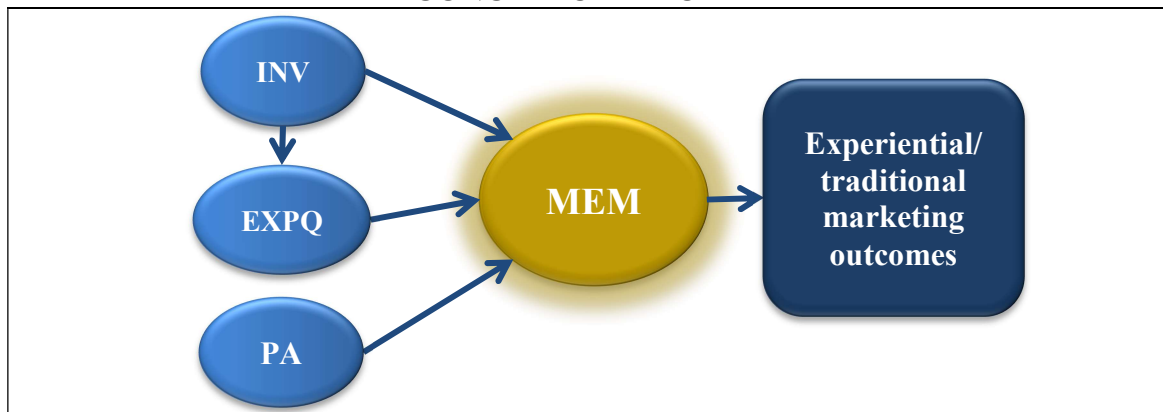
Source: Own elaboration.

3.6 DESCRIPTION OF EXPERIENTIAL SATISFACTION (EXSAT), QUALITY OF LIFE (QOL) AND LOYALTY (LOY) AS EXPERIENTIAL MARKETING OUTCOMES AND JUSTIFICATION OF THEIR SELECTION

Experiential Satisfaction (EXSAT), Quality of Life (QOL) and Loyalty (LOY) are considered the experiential outputs of the model proposed within the present research. Their selection prompted by the literature review on experiential tourism, which highlights these concepts as effective results of the tourism experiences, and shows innovative approaches for tourism management and marketing. A detailed description of each one of these three experiential variables and linked marketing implications is presented in the next sections.

3.6.1 Experiential Satisfaction

According to Kim et al. (2013) research on travel and tourism has largely examined the tourists' satisfaction concept. Similarly, Neal and Gursoy (2008) assert that customer's satisfaction is frequently examined for being a topic capable of enhancing the destination's competitiveness by means of inducing loyal behaviors and intentions of visiting again the destination in the future (Kozak & Rimmington, 2000). Thus, satisfaction is a key variable in marketing studies. Among the tourism literature there can be found several theories and assessment models aimed at developing effective tools to capture the consumer's evaluation of the service received or the experience lived in a certain destination. Yoon and Uysal (2005) offer a useful recap of the methods and theories adopted in tourism research to assess tourists' satisfaction and give a valuable comparative analysis between models such as the expectation/disconfirmation

(Oliver, 1980), the equity model (Oliver & Swan, 1989), the norm model (Cadotte et al., 1987; Woodruff et al., 1983), and the perceived overall performance (Tse & Wilton, 1988). These models come from general marketing conceptualizations of customers' satisfaction, being afterwards adapted to the tourism industry, in a number of specific contexts such as travel agencies, accommodation, destinations and tours (Rodríguez del Bosque & San Martín, 2008). Expectation/disconfirmation model is the most widely applied in marketing and tourism research (Neal & Gursoy, 2008). It suggests that satisfaction corresponds to positive disconfirmation which occurs when, comparing expected and actual performance received for a particular service, the customer considers that the latter exceeds the former (Oliver, 1980).

Despite the fact that expectancy confirmation is, at present time, still considered a valuable model to assess tourism satisfaction, it is worth noting that tourism literature shows that the concept is context-sensitive (Campón-Cerro, 2013) and should be treated accordingly to the product/service it is related to and the research goal it is intended to serve. Neal and Gursoy (2008) maintain that "satisfaction is a function of consumer perceptions" always difficult to be measured, and even more in tourism, due to the nature of the touristic product. This means that satisfaction as to be seen as a flexible and dynamic concept that changes in order to better fit a particular scenario. This also explains the proliferation of such an abundant and varied rage of models and measures for this concept.

The new experiential push that pervaded the tourism industry, as well as the whole modern economy, entailed some changes in the treatment of satisfaction, not regarding its intrinsic meaning, but rather affecting the role it plays in tourism conceptual models. Specifically, recent tourism literature shows an innovative trend in both antecedents and outcomes connected with tourists' satisfaction. The concept cannot be considered experiential in itself; however its role can change accordingly to its inclusion within an experiential scenario.

Satisfaction has been traditionally considered to be predicted by functional factors (i.e. quality, value, and image) (Kim et al., 2013; Ma et al., 2014). However, few researches offer useful insights demonstrating that new affective and emotional concepts such as Pleasure, Arousal, Joy, Love, Positive Surprise, Mood, Hedonics, are gradually integrating (Bigné et al., 2005; Hosany & Gilbert, 2010; Lee et al., 2011; López-Mosquera & Sánchez, 2014), or even substituting the traditional utility-based approach to satisfaction (Agapito et al., 2013; Bigné et al., 2005; Bigné et al., 2008; Chen &

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Chen, 2010; de Rojas & Camarero, 2008; Hosany, 2012; Hosany et al., 2015; Otto & Ritchie, 1996; Yuksel & Yuksel, 2007). The scientific literature provides several evidences supporting the relationship between emotions and satisfaction (Hosany, 2012) and shows that a growing consensus exists on the need to incorporate emotional and affective components in the assessment of this variable (de Rojas & Camarero, 2008; López-Mosquera & Sánchez, 2014; Oliver, 2010)   .

As changing satisfaction's antecedents, within the new experiential context, so do satisfaction's outcomes. Some new variables appear to be dependently linked to satisfaction such as happiness, quality of life (Kim et al., 2015; Oliver, 2010; Sirgy, 2010) or experience intensification (Bigné & Andreu, 2004; de Rojas & Camarero, 2008). These aspects go beyond traditional intentions to visit a destination again in the future or to recommend it to others. They rather have a deeper impact on individuals' life and consumption habits. Satisfaction with culinary experiences, considered here, are hypothesised to enhance subjective evaluation of life, to achieve higher level of satisfaction with the specific culinary and travel life domains, to influence consumption habits, and therefore, to induce positive attitude towards the purchase of local products, both at the end of the experience lived at the destination and, over the long-term, once back home from the place of origin (by means of e-commerce channels, or of local markets, selling national and international gourmet products). The purchase of local culinary products helps the consumer to revive the positive emotions, flavours and feelings experienced at the destination. This will make him remembering the culinary knowledge learnt and, in so doing, prolongs the memorability of the culinary experience extending the contribution that it arguably makes on tourist's quality of life.

In this sense, Sirgy (2010) provides useful considerations on the study of the relationship between tourism activities and life satisfaction. The author categorizes tourist's satisfaction research into three major perspectives: i) situational satisfaction, focused on service's aspects; ii) dispositional satisfaction, inherent with the traveller's personality or the type of travel; iii) interactive satisfaction, based on interactions between situational and personal facets. Interactive theories are considered the most effective in explaining tourist satisfaction and thereby the author embraces this theoretical perspective in his research, whose main purpose is not only to better explain tourism satisfaction, but more importantly, to shed light on the kind of tourism-related satisfaction that is capable of contributing to individuals' quality of life.

To achieve this objective, the author suggests introducing the goal theory of subjective wellbeing to tourism research. The proposed theory is a pioneer attempt to adapt, to the tourism context, the original goal theory, which has its roots in personality-social psychology (Cantor & Sanderson, 1999). It is based on the notion that tourists are more likely to increase their life satisfaction if they engage in tourism activities capable of satisfying goal attainment. The four major principles underpinning this theory are: 1) Goal valence: leisure satisfaction is enhanced by pursuing travel goals which are likely to positively impact specific life domains for which improvements are sought by means of touristic activities; 2) Goal expectancy: leisure satisfaction is enhanced by the high likelihood of attain the pursued travel goals. 3) Goal implementation: leisure satisfaction is enhanced by practically involving in actions that are likely to benefit specific life domains; 4) Goal Attainment: leisure satisfaction is enhanced by the attainment of travel goals, having a positive impacts on selected life domains (Sirgy, 2010).

According to these considerations, the present research seeks to test whether satisfaction with experiential and memorable encounters with the culinary culture at a tourist destination can be both predicted by experiential variables, and predict enhancements in individuals' quality of life. Therefore, the theoretical perspective proposed by Sirgy (2010) is fully embraced here as a supporting argument to the innovative interpretation of Satisfaction within the new experiential tourism trend. The contribution of satisfaction to the hypothesized theoretical model is graphically shown in the FIGURE 11 below.

FIGURE 11: THE CONTRIBUTION OF EXPERIENTIAL SATISFACTION (EXPSAT) TO THE CONCEPTUAL MODEL
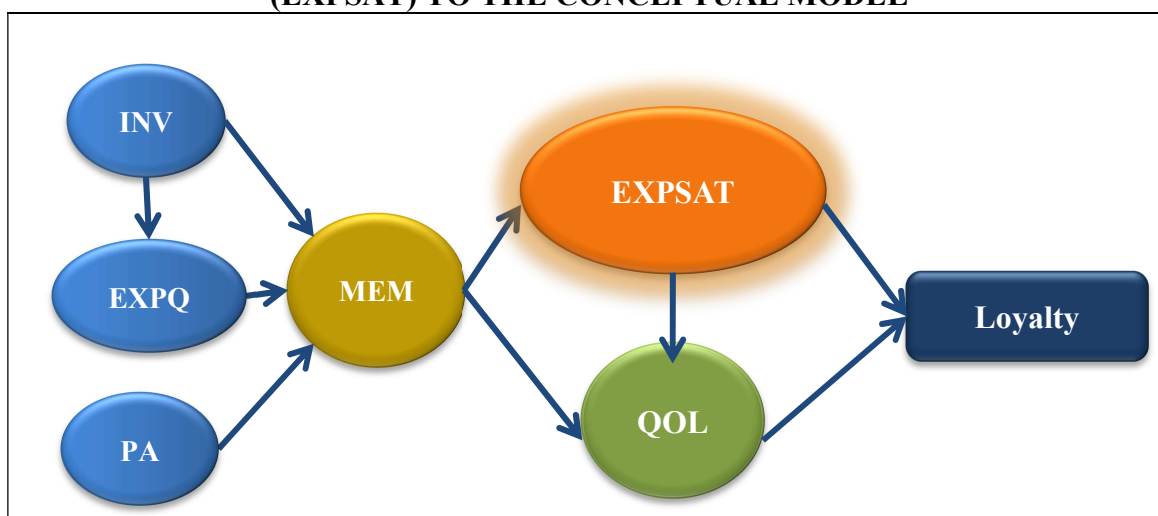
Source: Own elaboration.

3.6.2 Quality of Life (QOL) and related concepts

Research on Happiness and related concepts has traditionally been a "playground for speculative philosophy" (Veenhoven, 2009), however it has recently caught the attention of social scientists (Nawijn et al., 2010) as travel industry is selling products that go far beyond the achievement of satisfaction and loyal intentions, it is rather selling moments capable of determining how people feel and how fulfilling they perceive their lives (Nawijn et al., 2013a). Richards (1999) maintains that the contribution of tourism experiences to people's quality of life is threefold as holidays provide physical and mental recovery, personal development and the achievement of personal interests. Moreover, it represents a symbolic consumption to enhance social status. Similarly, Lee and Tideswell (2005) and Woo et al. (2016) confirm that vacation travel improves QOL for elderly people as it introduces new interests in their lives. Tokarchuk et al. (2015) put forward a predictive model for studying destination features that improve tourists' quality of life, identifying seven destination-based components that serve this scope.

Tourism literature has showed a growing consensus about the benefits that individuals can get from tourism experiences and meaningful travels (Chen & Petrick, 2016; Chen et al., 2016a; Neal et al., 1999). These benefits have been defined and labelled with different terms such as Life Satisfaction (LS), Happiness, Quality of Life (QOL), Subjective Well-Being (SWB) etc… which are often used interchangeably (Kim et al., 2015).

Bimonte and Faralla (2015) maintain that even if differences exist, tourism literature often uses the term Happiness as a synonym for SWB, LS and QOL. Definitions and nuances differentiating these concepts are, indeed, not clear as the conceptual contents of these expressions often overlap (McCabe & Johnson, 2013).

Early contribution by Diener (1984) pointed out that scientific literature on SWB includes theorizations on Happiness, LS and Positive Affect.

Recently, Dolnicar et al. (2013) stated that "QOL usually means a person's sense of wellbeing, satisfaction or dissatisfaction with life, happiness or unhappiness". According to Ganglmair-Wooliscroft and Lawson (2011, p. 172), "QOL is often assessed by the investigation of a person's view of their QOL, frequently referred to as Subjective Well-Being or Life Satisfaction".

Kim et al. (2015), in their study on tourism experience and QOL among elderly, maintain that "different disciplines […] consider quality of life in slightly different

terms such as happiness, psychological wellbeing, subjective wellbeing, life satisfaction", which hints at a conceptual equivalence of these different terminologies. This provoked that more than 100 definitions and models could be found in the literature for QOL (Andereck & Nyaupane, 2011). Thus, providing a general definition is difficult because QOL is a personal experience determined by subjective perceptions and feelings (Andereck & Nyaupane, 2011; Andereck et al., 2007; Kruger et al., 2013). However, some researchers offer interesting insights into the differences that underpin these concepts. Nawijn (2010) explains that Wellbeing is a personal state of health or an objective standard of life which could be measured by standardised indicators (number of sick days within a month; poverty and pollution rate, among others). SWB indicates how a person appreciates his/her life. LS is a similar concept but it rather refers to one's appreciation of life as a whole. Finally, the author specifies that Happiness is generally used to indicate both LS and temporary mood. Later, in a more recent study, Nawijn (2011) maintains that the world *happiness* is more properly used in reference to a momentary feeling, whereas *life satisfaction* is a better expression for the evaluation of life as a whole.

In general, and beyond the confusion that could be determined by this multiple terminology, in the tourism field all these expressions are usually used to mean the subjective evaluation of life and the personal judgements on how satisfied one is with his/her own life (Gilbert & Abdullah, 2004; Sirgy et al., 2006). For the sake of clarity, it is necessary to specify that in the present research multiple terminologies are assumed too, and applied throughout the text when reviewing literature or explaining general theoretical concepts; however a more rigorous approach will be adopted when assessing the empirical role of this construct and when decisions about measurements scales will be made. In general, the present work will find in all those researches assessing Happiness or similar concepts valuable antecedents and empirical supports, but major attention will be given to QOL and LS scales and models as these constructs and related measurements will be the ones selected to be introduced in the theoretical model proposed here.

A growing body of research in tourism and leisure literature has deepened into the relationships underpinning holiday-taking and improvements in LS (Kruger et al., 2015; Lam & So, 2013; Neal et al., 1999, 2004), QOL (Dolnicar et al., 2012, 2013), Wellbeing or SWB (Chen & Petrick, 2013), and Happiness (Bimonte & Faralla, 2014, 2015; Bosnjak et al., 2014).

Several works focused on specific aspects related with holidays and Happiness or similar concepts. Outcomes are diverse with respect of whether the perception of increased happiness is real or illusory, whether it is higher in the pre-trip, post-trip or during the experience itself (Nawijn, 2011; Nawijn et al., 2013, 2013a) whether it is momentary or long-lasting (Kroesen & Handy, 2014; Nawijn, 2011a; Nawijn et al., 2010). Apart from these specific issues, the generally accepted conclusion is that holidays positively impact tourists' perception of Happiness, QOL, SWB or LS (Gilbert & Abdullah, 2004; Kim et al., 2015; Sirgy et al., 2011).

Research is still at its very early stage on this topic. So far, scientific literature offers few insights on the major determinants of the relationship between holidays and improvements on subjective evaluation of life. Just to mention few examples of the research lines currently open on this matter, it is worth noting that very little is known about whether and how length of stay plays a significant role in tourists happiness levels (Neal et al., 1999, 2004, 2007), or which activities better fit or emphasise the relation holiday-happiness (Nawijn, 2010), or again, how long the positive effect determined by holiday-taking lasts in the post-trip phase and whether this could be, in some way, recollected and revived through specific marketing strategies over the long-term.

According to Kroesen and Handy (2014, p. 91), theory suggests that holiday-taking can have a positive effect over the long-term on cognitive happiness (realization of wants)[6], as "people can relive positive experiences long after the holiday has taken place". Thus, the authors accomplish that holiday-taking may positively influence happiness both in the short and the long-term.

Following Nawijn et al. (2010, p. 44), "specific attention should be paid to the recollection phase of the holiday trip", as a rosy view of the passed holidays can enhance its positive effects on life's evaluations and can increase tourist's long-lasting happiness. Therefore, the memorable value of a holiday experience could be a valuable attribute to take into account when assessing improvements in happiness or similar concepts by means of tourism experiences. Specifically, Nawijn (2011a) maintains that tourism experiences may contribute to increase happiness through indirect mechanisms of recollection induced and triggered by supporting elements such as photos from the trip or souvenirs.

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[6] Instead, the affective component of happiness (general feeling) is confirmed to be enhanced by tourism experiences only at a short-term.

However, as very little is known about whether some specific tourism activities are more likely to inspire happy memories, and to provide new short-term happy moments over the long period, it could be useful to empirically test this issue, and afterwards, verify the contribution to QOL and perceived happiness. To this extend Nawijn et al. (2010) offer some useful insights capable of driving future researches. The authors acknowledged that stress or stressing activities do not increase post-trip happiness and so that when aiming at delivering long-lasting happiness to tourists, relax and stress-less environment should be managed and offered (see also, Lehto, 2013).

According to Nawijn (2011a, p. 560) "In the light of the experience economy", tourism industry could improve its performance and enhance the effect that holidays have on happiness, giving more attention to the tourism experience, and thus, understanding what causes happiness. The author accomplishes that certain kinds of holidays are worthy to be further examined to this extent, as they show the potential to positively impact tourists happiness. The ones he suggests are Wellness Tourism, promulgating physical and psychological recovery, or Slow Tourism, suggesting people should travel with slower means of transport in order to enjoy the trip and experience relaxed rhythms. Based on this last consideration, the present research aims at finding out whether experiential tourism, and specifically experiential gastronomic tourism, is a type of holiday that could provide improvements in tourist's QOL and LS.

Carrillo et al. (2013) offer some significant insights to the value that consumers attach to food consumption, from the perspective of food spending habits and through the idea of *functional foods*. The authors state that some food is valuable not just for their nourishing properties, but also because they provide physical and psychological benefits. Similarly, the idea of holidays capable of improving the subjective evaluation of one's life and, therefore providing much more than just rest, relaxation and rupture with daily life, could be arguably labelled as "*functional holidays*", meaning those travel experiences that, just like functional foods, can enhance tourists' satisfaction with life or perceived QOL and provide greater levels of happiness.

Given these considerations, the general assumption of the present research is that improvements in QOL by means of tourism experiences can be hypothesized over the long-term, if associations with memorable experience are taken into consideration. These means that holidays and travel experiences can positively impact one's QOL over the long-term only if they provide reminiscing elements that could help tourists to recall positive feelings associated with the trip experience. These could be seen in the

adoption of new consumption habits, either related with daily life or limited to holiday behaviours, inspired by the experience lived and lessons learnt during the travel experience about a specific topic. Ballantyne et al. (2011) offer an example related to positive environmental behaviours. The authors demonstrated how changes in environmental attitudes and favourable conservation behaviours could be enhanced through nature based or ecological holiday experiences.

Ram et al. (2013) state that understanding happiness would help the understanding of tourist's behaviours in general. Travels can provide social, spiritual or personal experiences capable of delivering individual's enrichment. These aspects are arguably effective elements impacting personal evaluation of life (QOL/SWB/Happiness) by means of lived tourism experiences and that, when recollected, can make that tourists relive special emotions or happy feelings that will, in turn, enhance QOL perceptions. Therefore, holidays should provide tools that could be recollected by tourists and together with memories, happiness associated with certain trips is also reminisced, delivering new happy moments and providing enhancements in QOL.

Culinary experiences provide powerful reminiscing tools to use in order to turn a simple travel experiences into a long-lasting memorable event. These are flavours, recipes, and food habits that could be introduced to tourists during the travel experience and, than recalled through re-consumption, more or less frequently, of a certain product or through the adoption of a certain habit learnt while on holidays, in the daily diet. This can provoke a feeling of improvement in the culinary life domain which can, in turn, impact, positive evaluation of life in general.

The *Bottom-up Spillover Theory* offers a theoretical and empirical support to these considerations. According to this theory, the satisfaction with a specific life event (i.e. tourism experiences) positively impacts the satisfaction within a specific life domains (i.e. leisure domain/ travel domain/ culinary domain, etc…), which in turn "spills over upward to determine the satisfaction" with the superordinate level of life in general, determining LS and enhancing perceived QOL (Neal et al., 2007, p. 154; Sirgy et al., 2011). The theory has been tested within the tourism context in a number of previous researches (Neal et al., 1999, 2004, 2007; Sirgy et al., 2011); however, it has never been applied in the gastronomic tourism context. Therefore, the present research aims at filling this gap, considering that this approach could contribute to a better management of culinary tourism destinations and specific tourism offerings within the actual experiential requirements brought up by the experience economy.

Following the *Bottom-Up Spillover Theory* approach, satisfactory culinary tourism experiences are hypothesised to positively impact satisfaction with two life domains: culinary life and travel life (Sirgy et al., 2011). Satisfaction with these two general domains is thought to determine the perception of higher QOL levels, which arguably drives positive future behaviours in terms of loyalty to a certain destination/experience/product (Kim et al., 2015).

A graphical explanation of how QOL will contribute to the theoretical model of the present research can be seen in FIGURE 12 below.

FIGURE 12: THE CONTRIBUTION OF QUALITY (QOL) OF LIFE TO THE CONCEPTUAL MODEL
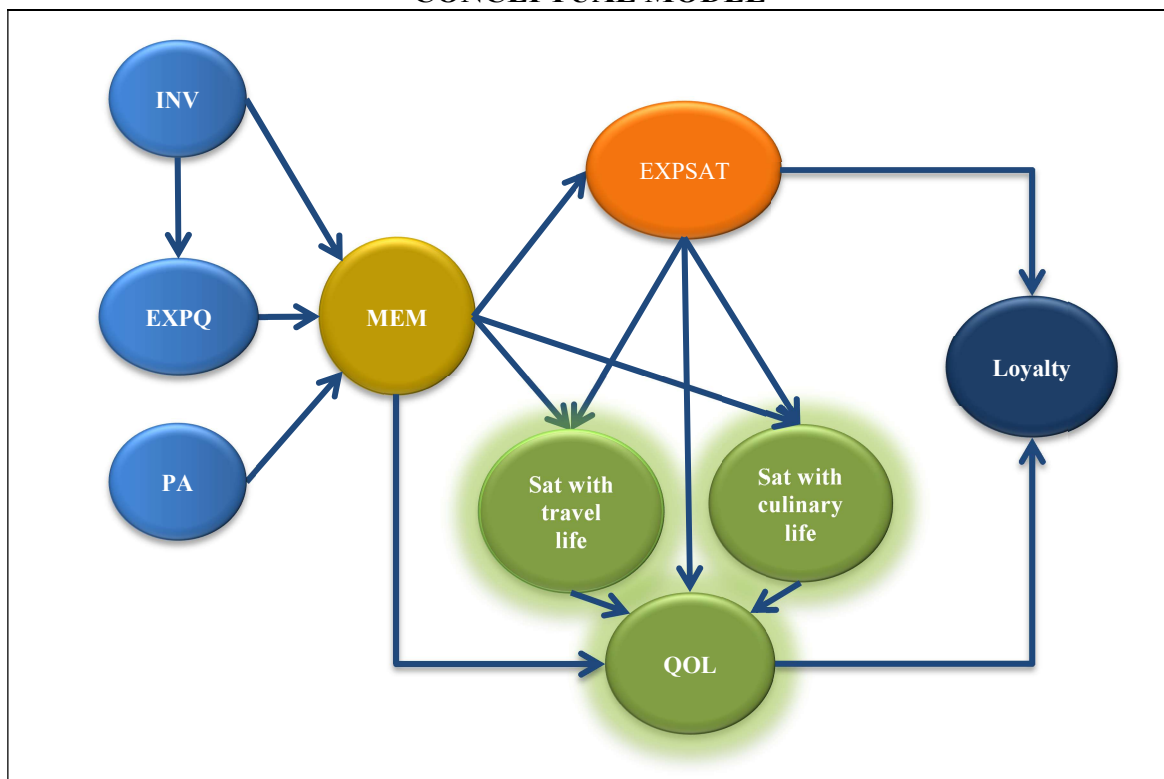
Source: Own elaboration.

3.6.3 Loyalty

One of the most accepted definition of loyalty is the one proposed by Oliver (1999, p. 34) "loyalty is a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future […]". Just like Satisfaction, Loyalty is a traditional marketing outcome whose importance has been increasingly recognised in tourism and hospitality research (Lee et al., 2007; Weaver & Lawton, 2011). The concept gained momentum at the end of the eighties (Deming, 1986) when some authors started to deplore the sufficiency of satisfaction research and call for a paradigm

shift towards loyalty (Reichheld et al., 2000). "Satisfaction is not enough" became a popular argument pushing researchers and practitioners to realise that having loyal customers was more profitable than just pursuing satisfied clients (Oliver, 1999). Similarly, loyalty became a crucial objective since businesses understood that high customer retention determines long-term profits (Zeithaml et al., 1996).

Thereby, loyalty is regarded as the measure of the success of marketing strategies (Flavián et al., 2011). However, the rise of interest in loyalty has not determined a loss of interest in satisfaction which is still inextricably linked to loyalty. The relationship between these two variables is asymmetric: while loyal customers are also satisfied, satisfied tourists are not always loyal (Oliver, 1999). Therefore, satisfaction is a potential antecedent, but not a fully reliable precursor of loyalty, which can be determined by a wide range of variables and concepts, turning the study of customers' loyalty into a complicated and dynamic issue. According to Tsai et al. (2011), loyalty and behavioural intentions have been assessed from four perspectives: "(1) positive word-of-mouth, (2) recommendations to others, (3) repurchases intention, and (4) high tolerance for premium price".

Oppermann (2000) maintains that in the field of tourism, hospitality, recreation and leisure, loyalty research is relatively recent, dating back in the nineties. Pritchard et al. (1992) maintain that conceptualization of loyalty in tourism has considered three different perspectives: behavioural (actual purchasing behaviours), attitudinal (expresses the consumers' strength of affection toward a brand) and composite (a combination of the previous two). This approach to loyalty is embraced by a number of tourism researchers (Mechinda et al., 2009; Prayag & Ryan, 2012). According to Mechinda et al. (2009), many tourism researches often consider revisit intentions and recommendation to others as respectively behavioural and attitudinal loyal measures.

Similarly, Petrick (2004) maintains that it is well documented that loyalty is a two dimensional concept, accounting for psychological attachment to a certain brand/product (affective loyalty) and behavioural commitment. A behavioural approach to loyalty, while more commonly used due to the ease of its measurement, based on readily available data on customer's purchase frequency and volume of purchase of a certain product/brand, is criticised in tourism literature as it may not be an adequate assessment, considering that holidays are taken by most of the travellers on an annual basis and, therefore, it is difficult to define a proper time frame capable of catching repetition behaviours.

To fill this gap, affective loyalty (also referred to as "attitudinal loyalty" in literature) has been proposed as a complement to behaviour-based loyalty approach. Compared with behavioural approach, affective loyalty is more focused on the inner, psychological and affective reasons that push consumers to patronise a certain purchase (Lee et al., 2012). Oliver (1999) considered two additional dimensions describing truly loyal customers. These are the cognitive and conative facets of loyalty which develop in consequence. According to the author, the loyal process starts with the considerations of the superiority of the attributes of a certain product/service with respect to other similar ones (cognitive loyalty), then emotional links appear (attitudinal loyalty), afterword consumers express their intention to repeat the purchase and recommend it to others (conative loyalty) and finally consumer can actively behave faithfully (behavioural loyalty) with concrete repurchase actions.

In general, the study of loyalty within the tourism context has received wide attention as scholars incorporated loyalty in the study of tourism products, destinations, leisure activities and tourism events (Lee & Shen, 2013), showing different results in relation to the predominant facets of loyalty emerging in each context (Lee et al., 2012). However, loyalty achievement in tourism is still controversial and questions regarding whether it is possible to achieve loyalty in tourism and how are still under research (Lin, 2014).

The present work considers the following issues related to study of loyalty in experiential tourism contexts:

1. Novelty seeking is a major motivator for tourists, and discourages tourists to travel back to the same destination in the future (Pearce & Kang, 2009).

2. Experiences are the principal products considered by experiential tourists; therefore the tourism sector should pay major attention to whether people are loyal to a particular experience, rather than to a destination/place (McKercher et al., 2012).

3. Experiential tourism should explore different loyalty objects. Experiential loyalty can arguably develop towards non-traditional destination attributes (events, accommodations, cultural sites, the destination itself etc…), but rather towards other experience-related objects of the destination (handicrafts and typical products).

In relation to the first issue, Pearce and Kang (2009) maintain that different obstacles exist that make it difficult to achieve loyal customers in tourism. These are: the novelty seeking, which usually motivates travellers and drives destination and activities choices;

the scarcity and low frequency of pleasure travels, that makes it difficult for tourists to decide revisiting a destination; and finally the lack of knowledge of whence the tourists' loyalty origins. Holidays are an ensemble of inscrutable elements which can potentially contribute to the tourists' loyalty. It should be added that the multiplicity of factors composing a holiday experience (purchases, encounters, social relationships, etc…) are perceived uniquely by each traveller according to his/her personal, psychological and social background, as well as, to temporary moods and emotional states that can determine that some elements can be loyal drivers to some individuals, but not to others (Bagozzi et al., 1999). In the same line, McKercher et al. (2012) state that tourists are inherently disloyal due to the wanderlust that characterises their destination choices. Moreover, they maintain that the application of standardised approaches and measurements of loyalty into tourism is gradually bringing research to its conceptual and practical detriment. Therefore, the authors call for an urgent switch of perspective in favour of innovative insights on tourism loyalty, as traditional paths followed so far have led to similar, unsurprisingly results, useless in solving the challenging issue of loyalty in tourism.

A potential response to the authors' critical perspective on loyalty assessment in tourism can be derived by the literature on tourism and quality of life (or similar concepts). In contrast to what novelty seeking and wanderlust principles would suggest (McKercher et al., 2012; Pearce & Kang, 2009), recently some researches (Kim et al., 2015; Lin, 2014) showed how the involvement in specific experiences during the holiday time at a destination positively impacts tourists' intentions to revisit the same place in the future. In these researches, wellbeing and quality of life perceptions are assumed to be determinant variables contributing to this relationship. Lin (2014) explores the causal relationship between cuisine experiences, psychological wellbeing and revisit intentions moderated by the "Self-Health Perception" variable, among hot springs tourists. Findings from this research show that cuisine experience and psychological wellbeing are important determinants of revisit intentions.

Kim et al. (2015), following a structural path starting from elderly tourists' involvement in tourism experiences, and resulting in revisiting intentions, showed how satisfaction and quality of life contribute to determine the tourists desire to revisit the destination. Their results confirm that Leisure Life Satisfaction and Quality of Life are effective predictors of revisiting intentions. This brings to the following consideration, potentially assessing Issue 1: despite some useful considerations show the difficulty of enhancing

destination loyalty due to tourists' wanderlust and novelty seeking (McKercher et al., 2012; Pearce & Kang, 2009), even in challenging scenarios such as experiential tourism, destination loyalty can be hypothesised and has been empirically confirmed when experiential constructs such as wellbeing (Lin, 2014) and quality of life (Kim et al., 2015) intervene in the relationship between the experience evaluation/involvement and the revisit intentions. This can be explained by considering that, in general, tourists are not willing to duplicate the visit to a destination, which is especially prevalent to long haul visitors (McKercher et al., 2012), but they express their intention to return to a place where they lived meaningful experiences for their personal lives and subjective wellbeing.

In relation to Issue 2, McKercher and his colleagues (2012) propose four points to be explored in order to move forward in tourism loyalty research and practice: 1) The existence of vertical loyalty (to service providers pertaining at different tiers of the tourism chain); 2) the horizontal loyalty (to different suppliers at the same tier); 3) the experiential loyalty (to the holiday style or kind of activities carried out at the destination); 4) the effectiveness of traditional metrics used to measure loyalty.

Particularly valuable here is the innovative experiential loyalty concept proposed by McKercher et al. (2012) and described as the repetitive activities or experiences that tourists decide to carry out at different destinations. Loyalty is expressed, not towards the destination, but rather towards the engagement in specific kind of experiences (golfing, diving, skiing, visiting heritage sites, enjoying typical gastronomy, etc…). According to the authors' findings "typically, one half of all trips involved the repetition of the same activity or experience" (McKercher et al., 2012, p. 727). Insights on this concept are considered as a useful theoretical background and a major reference for the present research, as they suggest a conciliatory position between repetition intentions and tourists' wanderlust (McKercher et al., 2012), typically considered a loyalty anathema, particularity in experiential tourism, where the search for uniqueness and memorability brings travellers to explore ever-new places during their holiday time.

Finally, in reference to Issue 3, others useful considerations on how to approach innovative assessments of loyalty in tourism derive from the literature on Memory (Wirtz et al., 2003; Zauberman et al., 2009)) and memorable experiences (Hosany & Witham, 2010; Manthiou et al., 2012; Oh et al., 2007). Zauberman et al. (2009) offer some supporting considerations and inspire some useful ideas on how to approach loyalty, when this is intended to be an outcome of experiential and memorable holidays.

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The authors maintain that impressive experiences lived while on holidays can be deterrents for future behavioural loyalty as pleasant memories of a trip can "lead people to be less interested in returning to a place where they had had a previous experience that was meaningful than in returning to a place that had merely been pleasant" (Zauberman et al., 2009, p. 726). This behaviour is linked to two memory protection mechanisms: avoidance and acquisition. According to the former, people avoid to revisit a destination they have wonderful memories about, as this can threaten the utility they derive from them. The latter indicate the trend of consumers in seeking memory pointers capable of recollecting special memories at a later time in the future.

These considerations, offer the opportunity to conceptualize tourism loyalty in an innovative manner, not just toward destination (intention to revisit the same place) but towards specific resources found at the destination such as typical ingredients or products, whose acquisition provides tourists with memory pointers capable of emphasising the recollection phase and of prompting re-purchase intentions and positive word-of-mouth over the long-term.

Despite acknowledging that the acquisition mechanism is not applicable to all tourism experiences, it is worth noting that it appears particularly appropriate for culinary tourism, as food-based experiences can deliver pleasant memories to tourists (López-Guzmán & Sánchez-Cañizares, 2012). In this line, Kim et al. (2010a), maintain that food involvement drives future food consumption and the preference towards food-related experiences that can significantly impact satisfaction and loyalty.

Local products (wines, olive oils, and others typical foods), have indeed the potential of gaining the *foodie's* preference, especially in a society increasingly interested in leading healthy food-related lifestyles (Brunsø et al., 2004; Grunert et al., 2011; Ryu & Jang, 2006; Zepeda & Nie, 2012) and where e-commerce and logistic services make it possible for far distant providers to reach geographically scattered groups of clients. In this way, flavours and local products can be the long-term linkages between the consumer and the destination.

This approach to tourism loyalty is the result of the hybridisation of destination loyalty and product loyalty. Even if, in theory, it appears to fit gastronomic tourism particularly well, it has not to be underestimated its potential in other contexts. The only condition to accomplish in order to be effective is the capability of a specific destination to market unique products, deeply linked with the destination identity, and likely to be consumed again after the trip experience, with higher or lower frequencies. This will allow the

tourism destination to penetrate into the tourists' daily life and to be "ready to act" as a memory pointer during future decision making processes.

This new perspective opens new paths in managing a loyal strategy in experiential tourism, mainly based on providing the tourists with the opportunity of acquiring specific pointers of the lived experiences capable of engaging the consumer with the destination, the local community, the consumption of a specific item, etc….

Antecedents supporting this approach to loyalty can be seen in the concept of Intensification and Willingness to pay (Bigné & Andreu, 2004, 2004a; de Rojas & Camarero, 2008). The first is understood as a rising interest by the side of visitor towards things concerning the destination/experience and the second as the tourists disposition to pay a premium price in exchange for products fulfilling specific requirements such as quality (Espejel & Fandos, 2009) or ecological attributes (Amendah & Park, 2008). De Rojas and Camarero (2008) state that in the context of cultural tourism they explored, intensification has to be seen as the willingness of tourists to buy different products related to the destination or the location of the cultural event they attended during a trip. Similarly, Bigné and Andreu (2004) put forward, but do not empirically confirm, the idea that satisfaction with a tourism experience enhances the tourists' intensification intentions, consisting, among other things, in the will to buy different kind of souvenirs of the visit. De Rojas and Camarero (2008), unlike Bigné and Andreu (2004), succeeded in confirming the relationship between Satisfaction and Intensification, although the authors recognise that the strength of the relationship is not high. Based on these findings it can be said that further research is needed to explore the Intensification construct and its relationships with tourists' loyal behaviours.

Considering all the preceding, the present research assesses three facets of loyalty within the gastronomic experience context:

1. Loyalty to destination (Kim et al., 2015; Lin, 2014).
2. Experiential loyalty (McKercher et al., 2012).
3. Loyalty to a typical local food (de Rojas & Camarero, 2008; Zauberman et al., 2009).

All the three facets are approached from an attitudinal perspective (intentions to repeat the trip/experience, intentions to recommend to others, intention to buy) (Kao et al., 2008; Mechinda et al., 2009; Oppermann, 2000; Yoon & Uysal, 2005). Attitudinal approach is considered to be a pertinent measure to infer tourism loyalty (Chi & Qu,

2008; Rodríguez del Bosque & San Martín, 2008) and the most appropriate one within the experiential context.

The contribution of the loyalty variable to the theoretical model is graphically shown in FIGURE 13 below which, also, gives an idea of the general model hypothesised in the present research and that will be fully described and empirically assessed in the next chapters.

FIGURE 13: CONTRIBUTION OF LOYALTY (LOY) TO THE CONCEPTUAL MODEL
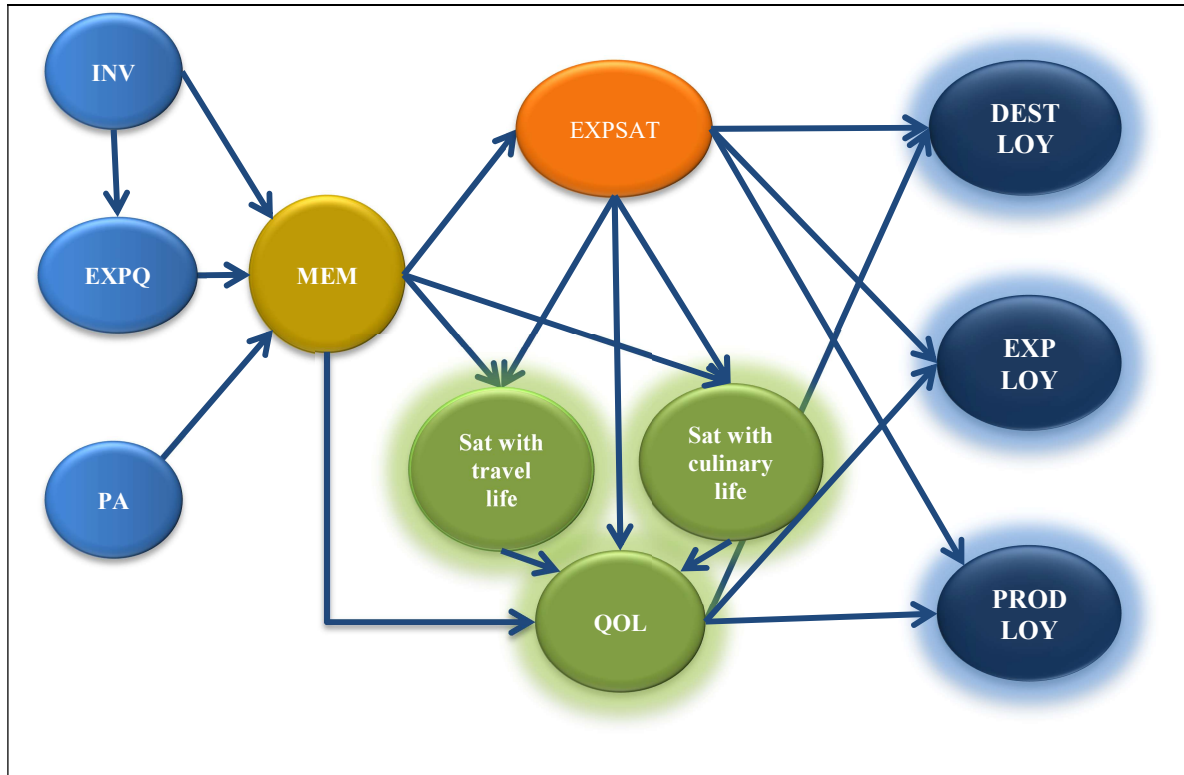
Source: Own elaboration.

Hereafter the conceptual basis of the research is established. It can be concluded that, after a detailed literature review and analysis, the variables to be included in the model have been identified. The above sections provide an explanation of why and how concepts have been connected together and how they crystallise in a final, integral model to be empirically tested. On this conceptual basis, the present research will proceed, in the next chapters, with the hypotheses' elaboration, the selection of the scale of measurement to be used (Chapter 4), and the test of the model in a real scenario (Chapter 5 and 6).

Chapter 4
THE STRUCTUAL MODEL, HYPOTHESES' ELABORATION AND ITEMS' SELECTION

This chapter will present the definition of the structural model that is intended to be empirically tested. Literature review has suggested interesting paths to follow in order to shed some new light on pushing topics in tourism research and practice, such as, experientiality and culinary tourism. Results from the literature analysis showed the need of carrying out more detailed researches with the aim of confirming whether food experiences lived at a destination can have a significant and positive impact on traditional and experiential marketing variables. Important implications for the development of destinations' management and decision making can originate from this research approach. Thus, while in Chapter 3, the theoretical and conceptual model has been outlined, Chapter 4 will be mostly dedicated to define the structural model considered in the present work. The following paragraphs will show the structural relationships to be tested and the research hypotheses set out together with the items selected to measure each variable.

4.1 METHODS AND PROCESS FOR STRUCTURAL MODEL DEFINITION

The literature review process carried out and described in Chapter 3 showed that experientiality and culinary tourism are two pushing themes in tourism and hospitality research. Their interaction can arguably bring to innovative marketing solutions and new tourism products capable of bettering the tourism industry performance and profitability and to meet the actual expectations of modern tourists. The need for experiences has introduced a new way to approach the holiday time from both the demand and the supply side. Tourists express the need for more interactive encounters with local resources and communities and tourism companies face the challenge of building new offerings and communications skills in order to succeed in the current experiential market environment.

Considering the preceding, and having in mind the assumptions reached in the previous chapter, it is now important to turn the conceptual theorizations into concrete business models, which can be applied in the real field and represent a useful tool for marketers and practitioners.

Thus, the step that follows the conceptual model's elaboration is the definition of a structural model which puts forward innovative relationships among experiential variables and their effects on marketing outcomes.

In the following sections the structural relationships set out in the model will be explained and justified. As opposed to the conceptual model elaboration, which considers theoretical interactions among concepts and variables, the structural model defines causal connections that need to be verified on a practical field, that is, a real scenario. The main aim is to test whether what seems to perfectly work at a theoretical level, makes sense in practice as well. At this point of the research the main issues to be addressed is the proper elaboration of the hypotheses to be tested and the selection of the most suitable tools to measure and operationalize the variables included in the model.

First a brief review of the outstanding concepts raised form the literature study is presented and the main pillars on which the conceptual model is settled are reaffirmed. Second, on these theoretical bases, empirical hypotheses and conjectures are suggested together with the scales of measures selected for each variable that best fit the objective of the research and the study context. The process followed consists in reviewing all those researches that already tested one of the variables selected, or that tested similar variables in similar scenarios. This process highlighted a bunch of contributions that include an empirical treatment of the variables of interest for the present research and that are considered as a model to follow for items' selection and scales of measurements. This way of proceeding allows the achievement of the specific objectives 3 and 4 of the research, defined in section 1.3.

4.2 THE THEORETICAL MODEL

Even though the conceptual framework of the present research has been deeply described in the previous chapter, it is useful to remind here the supporting theoretical concepts considered in order to have a better understanding of the structural relationships that will be presented hereafter. Before approaching the structural aspects of the model and the consequent issues related to the hypotheses' elaboration process and the constructs operationalization and measurement, it is useful to go through a quick review of the main theoretical pillars supporting the conceptual framework of the research. The literature review carried out on the main themes of experiential and food

tourism led to the identification of outstanding issues that ended up to be the main constituents of the conceptual model.

A conceptual model can be defined as the crystallization of a group of concepts that, interacting together, aims at representing reality in a simplified, but innovative way and that provides a new interpretation of it, suggesting original perspectives. In the end, it represents a logical path that, starting from the independent action of certain inputs, sets out original interactions and causality effects with mediating variables and outputs, within a specific context. Following this general assumption, the present work outlines a conceptual model which has in experiential constructs its inputs variables and in memorability and experiential marketing outputs its dependent variables. Food tourism is the specific context where the relationships between independent and dependent variables are meant to perform and the causal links among them are tested.

The general conceptual framework of the research is the result of the convergent push of three variables which are gaining momentum in both tourism research and practice. These are: Experientiality, Memorability and Experiential outcomes, such as Quality of Life, Experiential Satisfaction and Experiential Loyalty (See FIGURE 14).

FIGURE 14: TOPICS SUPPORTING THE CONCEPTUAL MODEL OF THE PRESENT RESEARCH
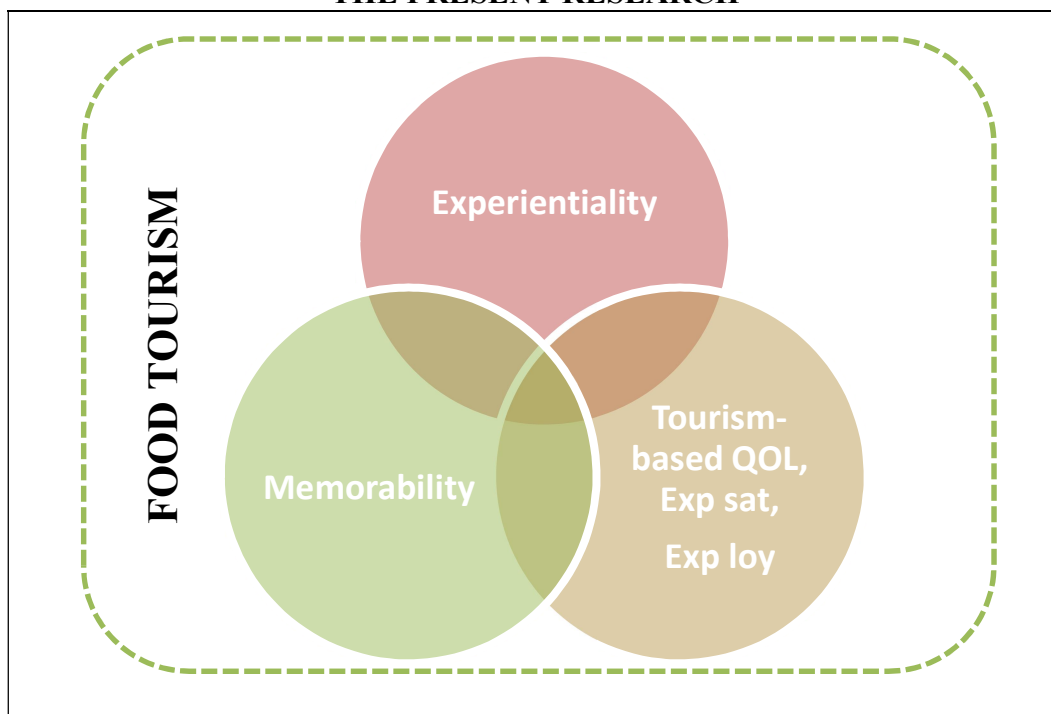
Source: Own elaboration.

Scientific literature on tourism and hospitality confirms that these topics are on the rise and gaining attention due to their potential and significant implication in the tourism

industry. There exists a high interest in deepening into these themes, exploring their mutual relationships and, most importantly, understating how they jointly impact marketing outcomes and improve the performance of tourism enterprises.

Literature review revealed that some tourism typologies and contexts are more likely than others to embrace strategies based on these outstanding topics. So, some touristic activities such as culinary tourism, environmental tourism and sport/adventurous tourism appeared to be naturally predisposed to develop experiential offerings and to adapt to the new demand of experientiality.

The present work is focused on exploring the potentiality of food and gastronomy as a resource capable of exalting the experiential component of tourism consumption. Even though some authors have already confirmed the experiential value of local cuisine and gastronomy (Fernandes & Cruz, 2016; Lin, 2014; Lin & Mao, 2015; Richards, 2012; Tsai, 2016), there are still very scarce empirical evidences supporting this idea.

From the study of the specific literature analysed have been identified some hints to follow in order to reach a better understating of experientiality in the food tourism context and its effects for both consumers and suppliers. These can be resumed as follows:

1. **More research is needed on the tourism experience concept and its dimensionality**. The growing rise of the experience economy is pushing enterprises and customers towards the search of a new compelling way of conceiving consumption: more engaging from an emotional, physical and intellectual perspective (Walls, 2013). A cognitive and rational approach is no longer sufficient to explain consumption and to satisfy customers' expectations (Klaus & Maklan, 2012). The tourism industry is considered to be the marketplace for experiences and practitioners are making efforts to place on the markets extraordinary experiences capable of generating emotional reactions in tourists. Even if from a theoretical perspective there is a general consensus on the importance of developing experiential offerings in the modern tourism market, on the practical field, how experientiality can be concretely provided remains a critical issue to be sorted out. The customer experience concept, in fact, has been so holistically defined that it remains, yet at a conceptual level, an elusive concept (Fernandes & Cruz, 2016). This brings up the risk of making experientiality "the theory of everything", turning the concept into a vacuous idea (Maklan & Klaus, 2011, p. 6), useless in real markets. Chang and Horng

(2010) point out that the majority of the studies on customer experiences are conceptual and descriptive and that there is a lack of research focused on assessing the complexity of the concept and on empirically verify whether experientiality has a real impact on marketing outcomes. Accordingly, Walls et al. (2011a), while acknowledging the multidimensionality of the experience concept, recognise that it is still unclear how each dimension enhances the experiential value of a tourism offering, which dimensions are the most significant to provide added value to consumers, and to what extent experiential products can better the tourism industry performances. Similarly, Lo et al. (2013), following Aho (2001), confirm that the most applied model used to assess the experience concept is the 4Es model elaborated by Pine and Gilmore (1998), but argue that it does not cover all the domains of the tourism experience. Therefore, more research is required on experience dimensionality, particularly focused on defining those context-sensitive constituents that result to be more powerful in having an effect on profitable marketing outcomes. Considering the preceding and after a thought literature analysis, the present research considered the following variables as the main determinants of experientiality in food tourism: Involvement, Experience Quality and Place Attachment (see section 3.4).

2. **Memorability is a key variable capable of determining better business results for tourism enterprises.** Memories, Memorable tourism experiences and Memorability are all emerging concepts in scientific literature on tourism and hospitality. This is attributable to the recent considerations on how valuable and effective can be memories in determining tourists' satisfaction and loyalty and as driving forces for future decision and purchase intentions (Adongo et al., 2015). Tourism literature addressing this topic is still in its infancy. However, some seminal works are opening a new research line to be explored (Adongo et al., 2015; Kim, 2014; Kim & Jang, 2016; Kim & Ritchie, 2014; Kim et al., 2010, 2012; Tsai, 2016). Specifically, conceptualization on memorability and memorable tourism experiences has found in food and culinary tourism a suitable research context. Sampling novel food on vacation is considered to arouse positive emotional responses such as enjoyment and fulfilment, which make food encounters something memorable and probable to be recalled in the future (Adongo et al., 2015; Lin & Mao, 2015; Tsai, 2016).

It has to be noted that the majority of the studies in this area pursued the objective of exploring the essential meaning of memorable tourism experiences (Tung & Ritchie, 2011), of elaborating a proper measurement tool (Kim, 2014; Kim & Ritchie, 2014; Kim et al., 2010) or of testing how memory can impact traditional marketing outcomes considering different scenarios (Ali et al., 2014; 2016; Hosany & Witham, 2010; Loureiro, 2014; Oh et al., 2007; Quadri-Felitti & Fiore, 2013). Considering this theoretical background, the present work embraces the need of providing further exploration on how memorability influences traditional outputs such as tourists' satisfaction and loyalty, but at the same time, puts forward the idea of exploring a brand-new outcome of this variable. In this way memories are not valuable *per se* only, allowing tourists to relive happy moments associated with a trip in the future, but most importantly are capable of providing a new value-in-use to customers who, on the basis of pleasant memories prompted by a positive food tourism experiences, can adopt new, healthier or simply more satisfactory consumption habits and lifestyles. This can activate purchasing behaviours and generate a long-lasting positive feedback for destinations and local producers.

3. **Marketing outcomes are undergoing a deep change under the new experience trend**. Tourism services and offerings are defined by new hedonics and emotional attributes that make them valuable to the consumer's eyes. Functional elements and traditional quality standards are conceived as given and are no longer determinant to accomplish tourists' satisfaction and loyalty. However, they are not dispensable, but rather need to be supported by new affective and experiential features, capable of impressing consumers and meeting their need for uniqueness and out-of-the-ordinary products. This new conceptualization of tourism offerings gives room to new consumption outcomes. Scientific literature suggests that what tourists expect from their holidays is to live a unique and life-changing experience which can contribute to enhance their satisfaction, not just with that specific consumption experience, but with their life as a whole (Tse, 2014). Thus, holidays are expected to accomplish a tough mission: to provide happiness (Bimonte & Faralla, 2014, 2015; McCabe & Johnson, 2013; Nawijn, 2010, 2011, 2011a). Recent studies (Dolnicar, 2013; Dolnicar et al., 2012; Eusébio & Carneiro, 2011) confirm that holidays may have an impact on individuals' perception of personal wellbeing or

happiness. This has important, practical implications from a marketing perspective. Tourists who consider holiday-taking as a crucial ingredient for their quality of life represent an attractive market segment for being crisis-resistant and, therefore, more likely to adopt loyal behaviours in the future and spread positive world-of mouth (Lam & So, 2013). Considering the preceding, Happiness or Quality of Life enhancements have to be considered new marketing outcomes that could be reached by means of innovative experiential offerings. However, making tourists happy is not enough. The important aspect related with the happiness levels that tourists achieve on holidays, or because of the holidays (Nawijn, 2010, 2011, 2011a; Nawijn et al., 2010, 2013a), has to be seen in its capability of influencing future behaviours in terms of revisiting a destination, recommending a trip or experience to others and, more specifically in the food tourism context, having the intentions to buy local food products both in-site and from the place of residence. However, there are still scarce studies testing the effect of Happiness or similar concepts and consequent purchasing behaviours (Kim et al., 2012, 2015; Lam & So, 2013; Lee et al., 2014; Lin, 2014), thus this field remains still almost unexplored (Lam & So, 2013), while deserving greater attention and research efforts. In the end, within the experience trend, not only new outcomes, such as Happiness or Quality of Life, are gaining importance and deserve greater attention from both research and practice, but they are also modifying the way traditional marketing outputs (satisfaction and loyalty) are conceived and empirically assessed. The present research tries to embrace these changes, incorporating in its conceptual framework these innovative concepts.

These general considerations led to the definition of the theoretical model of the present work. It can be considered as the conceptual starting point from which, based on solid literature insights, the structural model will be outlined with the intention to be empirically tested using Structural Equations techniques. This step will be fully assessed and described in the following sections.

4.3 THE STRUCTURAL MODEL AND HYPOTHESES' PROPOSAL

Research hypotheses are ideal paths that researches establish in order to be tested through an empirical process and to give answer to a specific question whose solution is considered of interest from both an academic and practical perspective. The main objective of the present research is to confirm whether culinary activities are able to create memorable and satisfying experiences which, in turn, will positively influence individuals' perceptions of their Quality of Life and drive future loyal behaviours. The relationships among the variables involved in the model proposed within the present research are quite new. Although supported by widely accepted theoretical frameworks, they have been scarcely tested in previous researches. Therefore, all the structural relationships proposed in the model give room to a research hypothesis.

The proceeding sections are intended to delineate these connections, justify the structural relationships on the basis of previous literature and define research hypotheses.

4.3.1 Research hypotheses related to Involvement

Involvement is receiving a growing acceptance as a fundamental experiential variable (Andrades & Dimanche, 2014). It has recently received major attention by researchers both at a theoretical and empirical level, as it started to be conceived as an antecedent explaining and predicting consumers' behavioural decisions and loyalty (Huang et al., 2010; San Martín et al., 2013). While some authors confirm this relation, there are still scarce studies considering more innovative relationships having Involvement as an antecedent of new experiential outcomes. Experience Quality (Altunel & Erkut, 2015; Chen & Chen, 2010, 2013) and Memorability of the experience (Ali et al., 2014; Hosany & Witham, 2010; Oh et al., 2007; Quadri-Felitti & Fiore, 2013) are considered central topics in the new experience economy for being desired by consumers and required by service providers in order to make their business successful. This suggests that potential paths linking Involvement with these two variables could provide some useful information about the creation of experiential value. Supporting considerations for the Involvement-Experience quality relationship, albeit still scarce, can be found in Prebensen et al. (2014), Hosany and Witham (2010), Otto and Ritchie (1996), Gentile et al. (2007), Lemke at al. (2011), and Altunel and Erkut (2015). Prebensen et al. (2014) defend that the level of involvement experienced by tourists in a holiday directly affects the level of participation in creating experiential value. Hosany and Witham (2010)

maintain that they will include Involvement in their future research as a construct that could provide a better understanding of the tourism experience. Otto and Ritchie (1996) develop a scale for Experience Quality that considers Involvement as a main factor. Gentile et al. (2007, p. 397) maintain that "customer experience …is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial, physical, and spiritual)". Lemke et al. (2011) consider Involvement as a dimension of Experience Quality. According to Altunel and Erkut (2015) service quality studies dominate the marketing and tourism literature; however there is a need for studies deepening into the experiential side of the service quality. Based on this consideration, these authors suggest and empirically confirm, for the first time, a direct causal relationship between Involvement and Experiential Quality, leading to a satisfactory prediction of traditional outcomes, such as Satisfaction and Recommendation intentions.

By the other side, in reference to memorability, the experiential literature made of the memorable value of a holiday a focal element to increase its experiential value. Experiences are memorable in nature (Adhikari et al., 2013; Pine & Gilmore, 1998) and in order to provide memorable trips, consumers should experiment a direct and personal involvement into a specific activity or holiday (Andrades & Dimanche, 2014). Thus experiential literature shows a considerable agreement on the conceptual connection underpinning Involvement and Memory (Ali et al., 2016; Andrades & Dimanche, 2014; Hosany & Witham, 2010; Pine & Gilmore, 1998; Prebensen et al., 2014). Support to this relation can be found in the research results proposed by Oh et al. (2007), Hosany and Witham (2010), Huang et al. (2010), Kim et al. (2010, 2012a), Manthiou et al. (2012), Kim (2013), Quadri-Felitti and Fiore (2013), Ali et al. (2014), Kim (2014), Kim and Ritchie (2014), Loureiro (2014), Ali et al. (2016). These authors confirmed the explicit or implicit relationship among Involvement and Memorability in different research contexts.

Huang et al. (2010) tested the relationship in the travel bloggers context, aiming at discovering whether a stronger Involvement of travel bloggers in advertising message could positively influence the advertising memory. They confirmed this hypothesis offering a valuable support to the hypothesis elaboration of the present research.

Similarly, Kim and his colleagues (Kim, 2010, 2014; Kim & Ritchie, 2014; Kim et al., 2010, 2012) developed several researches with the intention to figure out the antecedents and components of a memorable tourism experience and empirically

confirmed that Involvement is one of the elements that facilitate the formation of memorable experiences and a valuable predictor of future behavioural intentions.

Other studies (Ali et al., 2014; Hosany & Witham, 2010; Loureiro, 2014; Manthiou et al., 2012; Oh et al., 2007; Quadri-Felitti & Fiore, 2013) generally confirm, a positive and significant relationship between memory and tourism experience of which Involvement is a major determinant (Andrades & Dimanche, 2014; Prebensen et al., 2014). Following Pine and Gilmore's (1998; 1999) conceptualization, the experiential effect in these studies has been measured with the 4Es Experience construct, comprising four dimensions (education, entertainment, escapism and esthetics) which differ in term of their relative importance in explaining the memory variable, due to the diversity of the study contexts[7]. However, even if these studies do not explicitly include the Involvement concept, it can implicitly and partially be assumed as an empirical support for the Involvement- Memory relationship hypothesised here, on the basis of Hosany and Witham's (2010) consideration who maintain that two of the experience dimensions considered (education and escapism) intrinsically implicate the tourist involvement as they require his active participation.

More explicitly Ali et al. (2016), when testing the influence of creative experiences on memories, satisfaction and loyalty, conceptualise the experience construct using five dimensions which include one named "Unique Involvement". Their results confirmed that creative tourism experiences, including an involvement measure, are strong predictors of memories, apart from satisfaction and loyalty.

Despite the references cited above, it has to be recognised that very few empirical attempts exist establishing and testing the relationships Involvement-Experience Quality and Involvement-Memory. Therefore, it seems necessary to deepen into the empirical research of these connections in the tourism and hospitality sector.

Considering the preceding and the study context selected of the present research Hypothesis 1 and 2 related to Involvement can be stated as follows:

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[7] In Oh et al. (2007) and Quadri-Felitti and Fiore (2013) the Entertainment and Escapism dimensions were found to be not statistically significant in their effect on memory, being the study context B&B and Wineries respectively. Hosany and Witham (2010), differently, found that in cruises' experiences Entertainment and Estethics have the most significant impact on memory, being Education and Escapism weaker. Loureiro (2014) in rural tourism and Ali et al. (2014), in resort hotel, confirm the four facets have a positive and significant impact on consumers' memory. Similarly, Manthiou et al. (2012) confirm that the four dimensions significantly influence memory in festival context.

H₁	Involvement in culinary experiences has an impact on Experience Quality

H₂	Involvement in culinary experiences has an impact on Memorability

4.3.2 Research hypothesis related to Experience Quality

In his editorial published in the International Journal of Hospitality Management, Pizam (2010) defended the idea that the quality of the experience is what makes it memorable, more than the quality of tangible goods or services included into a holiday package. According to the author, emotionality of consumption is what inspires memorability. Frugal and simple holidays can be as memorable as sumptuous and luxury ones, as long as, emotionality is maintained as the main component of the trip.

In the same line, Dolcos and Cabeza (2002, p. 252) confirm that "emotional events tend to be remembered better than non-emotional events". Their results showed the enhancing effect of emotion on memory formation and suggest that emotional events are more likely to be stored in long-term memory and possibly lead to better memory formation. Kim and Ritchie (2014) suggest that people tend to remember positive emotional events more than ordinary events. Therefore, emotions appear to be a fundamental ingredient in order to provide memorable experiences which, in turn, will drive loyal future behaviours (especially recommendations) (Chandralal & Valenzuela, 2013). Experience quality is an emotion-based construct which aims at catching the evaluation of the emotional and experiential component of the service quality, beyond the assessment of the technical aspects of the tourism service (Ferreira & Teixeira, 2013). The construct dimensionality considered for the present research is a composition resulting from the ones proposed by Kao et al. (2008) and Cole and Scott (2004) including variables such as Immersion, Surprise, Participation, Fun and Education which are emotional in nature and seek to assess quality from a new experiential perspective. Otto and Ritchie (1996) support that links between the quality of the experience and memory exist by including memorability as a component of one of the dimensions that compose their service experience scale. These are Hedonics, Peace of Mind, Involvement and Recognition, being Hedonics composed by Memorability, Excitement and Enjoyment.

Considering the pushing importance of experiences within the tourism industry, tools measuring the experiential quality and the significance of the emotions in the trip are highly required from both an academic and industrial perspective.

Tourism scientific literature is widely recognising the insufficiency of traditional measures for tourism quality (Otto & Ritchie, 1996), the importance of assuming emotional factors in the assessment of quality (Kao et al., 2008), and the connection between emotional quality and memorability (Dolcos & Cabeza, 2002; Kim & Ritchie, 2014). On the contrary, there is no empirical evidence that explicitly confirms the direct relationship between Experiential Quality and Memorability.

The present research assumes that, considering the outstanding literature on both Experience Quality and Memory, tasting this relationship would provide a useful step forward in the experiential tourism research and would open a new path in order to reach better marketing outcomes by means of emotions and memory. In support to this effort it is worth noting that Baker and Crompton (2000) found that satisfaction alone cannot fully mediate the effect of quality on behavioural intentions in festivals and entertainment parks contexts. This suggests that in certain specific scenarios, specifically those where emotions and experientiality are determining elements, as culinary tourism is, more studies are required in order to discover new paths linking quality and performances of the service and future behavioural intentions (Cole & Scott, 2004). These new paths include a first step starting from Experience Quality having effects on the Memorability of the experience, which will then lead to marketing outcomes (Experiential Satisfaction, Quality of life, Loyalty).

Following these considerations Hypothesis 3 will state as follows:

H₃	The Experience Quality of food experiences has an impact on Memorability.

4.3.3 Research hypothesis related to Place Attachment

Place Attachment has been defined as an emotional bond that a person feels toward a specific place (Tsai, 2012; Williams et al., 1992). In the tourism industry, this concept is used to indicate the personal connections and ties that the tourist experiences with the destination visited (Ramkissoon et al., 2013) and with places perceived as meaningful due to diverse reasons. Kim (2014, p. 38) defines Place Attachment as "a high level of personal involvement with a destination, including ethnic, social and business ties and emotional attachment". The concept can provide a favourable link between the tourist

and the destination that should be used to better understand and induce positive future behaviours (Alexandris et al., 2006; Hwang et al., 2005; Vaske & Kobrin, 2001). Within the experiential tourism context, which main goal is to provide memorable experiences, the Place Attachment construct has been scarcely applied despite tourism literature largely confirms its emotional and experiential value (Altman & Low, 1992; Mowen et al., 1997). The present research, with the objective of filling this gap, includes Place Attachment as an experiential variable that positively relates with experiential and traditional marketing outcomes. Specifically, the relationship proposed here links Place Attachment with memorability of the tourism experience, which will consequently impact satisfaction and tourist's QOL.

Literature review showed that only few previous works empirically connected Place Attachment and Memory. Kim (2014) explored the destination's attributes that better provide memorable tourism experiences to visitors. His results showed that Place Attachment is one of the ten constructs that serves this scope. On the other hand, Loureiro (2014) and Tsai (2016) tested an inverse relationship than the one proposed here. Loureiro (2014) maintains that positive memories inspired by pleasant arousal experienced at a destination will lead to Place Attachment. Tsai (2016), on the other side, offers supporting insights specifically related with the food tourism context, and confirms how memorable tourism experiences of consuming local food and cuisines substantially enhance tourist's Place Attachment, and then, how this affects his future behavioural intention. Without underestimating this approach, the present research seeks to increase the empirical knowledge on this relationship by turning around the causality path and testing whether Place Attachment, inspired by experiential tourism activities, can positively enhance the memorability of a certain holiday. Place attachment is here assumed as an experiential variable that qualifies the experience lived and increases the likelihood for the trip to be stored into the visitor's memory. Support to this approach can be found in the fact that affective bonding creation with a place is an interactive process (Hammitt et al. 2006). This suggests that visitors can initiate the process at different level of interaction. Collecting information about the destination prior to the trip, having a certain emotional link to the destination due to personal desires to visit it or due to personal preferences towards certain places more than others, can represent an early stage of Place Attachment, which can in turn, be encouraged by in-site experiences leading to unique memories. Chen et al. (2014), in a certain way, considered the link between Place Attachment and Memory as they introduce two

original dimensions for its measurement: Place Memory and Place Expectation. Both of them were found to play an important role in motivating future recommendation behaviours.

Given these considerations the underpinning connections between Place Attachment and Memory are confirmed, at least, at a conceptual and theoretical level. The present research aims at giving empirical consistence to this relationship. Therefore the following hypothesis is proposed:

H₄	Place Attachment prompted from a food experience has an impact on Memorability.

4.3.4 Research hypotheses related to Memory

Memorable experiences are considered to be impressive and unique moments lived on vacation, capable of generating long-lasting memories and having a positive impact on tourism experience assessments (Adhikari et al., 2013; Gilmore & Pine, 2002; Kim, 2010; Tung & Ritchie, 2011). Providing memorable experience can have a significant impact on outcome variables such as satisfaction and loyalty, and can drive future behaviours (Ali et al., 2014, 2016; Hoch & Deighton, 1989; Kim, 2014; Kim & Ritchie, 2014; Kim et al., 2012). Few studies have already been published investigating the link between these variables but, even growing, research on this subject is still at its early stages. The need for further research on these relationships has been pointed out in previous researches (Kim & Ritchie, 2014; Oh et al., 2007; Tung & Ritchie, 2011). In order to contribute to this research area, the present work aims at deepening into the relationships that link memorability of the tourism experience and two outcome variables, namely Experiential Satisfaction and Quality of Life.

So far, stronger empirical support to the relationship between memorability and satisfaction can be found in Oh et al. (2007), Hosany and Witham (2010), Quadri-Felitti and Fiore (2013), and Ali et al. (2016). In these studies, memorability of the experience lived is confirmed to be an antecedent having a positive impact on satisfaction.

It is worth noting that, within the new pushing experiential tourism context, new variables have to be considered as fundamental elements intervening in delivering satisfying offerings and in establishing durable and profitable relationships with consumers. Memory has been assumed to positively impact tourism satisfaction and behavioural intentions (Kim et al., 2012), however recent scientific literature is

demonstrating that experiential tourism is bringing about other outstanding concepts that intervene in the causality path from memorability and marketing outcomes. Quality of Life is one of them, representing the existential value that holidays are assuming in modern times. According to Nawijn et al. (2013a), the main scope for travelling is no longer to achieve rest and relaxation, nor it is (at least not only) the will to escape daily life. Holidays have rather assumed a higher role and are meant to be fulfilling and enriching moments, capable of enhancing personal Life Satisfaction and individual Happiness, beyond the vacation time itself (Bimonte & Faralla, 2012, 2015; Bosnjak et al., 2014; Dolnicar et al., 2012, 2013; Gilbert & Abdullah, 2004; Kim et al., 2015; Kroesen & Handy, 2014; Lam & So, 2013; Nawijn, 2010, 2011, 2011a; Nawijn et al., 2010, 2013, 2013a; Sirgy et al., 2011). To this extent, Kroesen and Handy (2014) confirm that holiday-taking can determine lasting cognitive[8] Happiness that people can relive long after the holiday itself. Similarly, Nawijn et al. (2010) explain that after the holiday, the recollection phase is a crucial moment when tourists can remember passed holidays and revive positive experiences which, in turn, will increase tourist's long-lasting Happiness. More importantly, Nawijn (2011a) confirms that tourism experience contribute to everyday Happiness through memories and reminiscences triggered by physical objects, photographs and souvenirs which relight the happiness associated with a certain travel experience in the past.

It has to be remembered that conceptualization of QOL are built on the so called *Bottom-up Spillover Theory* which implies that the positive effects of the tourism experience first impact specific life domains and subsequently, enhancements in these domains will impact Overall QOL (Kim et al., 2015; Neal et al., 1999, 2004, 2007; Sirgy et al., 2011). The present research has selected two specific domains which are culinary life and travel life, according to the research context.

Despite the new research stream on Memory and QOL is gaining momentum and conceptual connections links memorability of the experience and enhanced levels of individual Quality of Life, it has to be noted that there is no previous researches that explicitly relates these variables. Therefore, the present work puts forward the following hypotheses:

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[8] The authors assume that Happiness consists in two components: affective (general feeling) and cognitive (realization of wants). Their results empirically demonstrate that, over the long-term, holidays have a positive effect on the cognitive component of Happiness, but not on the affective one.

H$_5$	Memorability of food experiences has an impact on Experiential Satisfaction.
H$_6$	Memorability of food experiences has an impact on QOL.
H$_{6a}$	Memorability of food experiences has an impact on culinary life satisfaction.
H$_{6b}$	Memorability of food experiences has an impact on travel life satisfaction.

4.3.5 Research hypotheses related to Experiential Satisfaction

In marketing research satisfaction is often considered a significant determinant of loyalty and future behaviour intentions (Chi & Qu, 2008; Cronin et al., 2000). It could be thought that providing satisfying experiences will possibly drive loyal behaviours in the future, which usually coincides with positive World-of-Mouth and revisit intentions in the tourism sector.

However, tourism market is in constant change and new trends in consumers' desires and needs bring tourism marketing to face ever-new challenges that makes it more difficult for the plain satisfaction-loyalty binomial to rest unaltered. Kim and Ritchie (2014) maintain that satisfaction alone is no longer enough to drive positive future behaviours, as researches have noted that more than 60% satisfied costumers decide to switch to another firm. Thus, it has to be recognised that in order for satisfaction to effectively result in loyal intentions some other components should intervene.

Still recognising that satisfied tourists are more likely to adopt loyal behaviours, the present research, following Kim and Ritchie's (2014) considerations, also recognises that, while loyal tourists are customarily satisfied, satisfied tourists are not always loyal and that consequently having satisfied consumers is not always enough (Oliver, 1999). This suggests that there is some missing link which has to be taken into consideration in order to reinforce the satisfaction-loyalty causal relationship and to make it more effectively working.

The present research is assuming that memorable culinary experiences provoke a general feeling of satisfaction and fulfilment whose beneficial effects overpass the holiday itself and reaches a higher stage turning holiday-taking into a valuable tool to

enhance satisfaction with life and personal happiness in general (Dolnicar et al., 2013; Lee & Tideswell, 2005; Neal et al., 1999, 2004, 2007; Sirgy et al., 2011; Su et al. 2015; Theodorakis et al., 2015). Considering the preceding, Experience Satisfaction is hypothesized to be a determinant of Loyalty and QOL. Within the present research loyalty is assumed to be a three-dimensional outcome which refers to three different objects: the destination, the culinary experience and a particular local gastronomic product that tourists may will to keep buying or recommend from their place of origin, once back home. Moreover, QOL is conceived as a variable which can arguably reinforce the Satisfaction-Loyalty relationship within the gastronomic experience context. This last point will be better explained in the next paragraph. Hypotheses related to Experiential Satisfaction are proposed as follow:

H_7	Experiential Satisfaction has an impact on QOL.
H_{7a}	Experiential Satisfaction has an impact on culinary life satisfaction.
H_{7b}	Experiential Satisfaction has an impact on travel life satisfaction.
H_{8a}	Experiential Satisfaction has an impact on Loyalty to the destination.
H_{8b}	Experiential satisfaction has an impact on Loyalty to the gastronomic experience.
H_{8c}	Experiential satisfaction has an impact on Loyalty to gastronomic local products.

4.3.6 Research hypotheses related to Quality of Life

Quality of Life is a construct receiving major attention from both an academic and a practical perspective (Bronner & de Hoog, 2016; Filep, 2014; Gilbert & Abdullah, 2002, 2004; Neal et al., 1999, 2004, 2007; Sirgy, 2010; Su et al., 2015). Due to the growing importance of social indicators as tools to measure the wellness and health of a society, rather than GDP and other statistical economy-based indicators, concepts such as Life Satisfaction, Happiness, Subjective Wellbeing and Quality of Life, among others, are becoming of focal interest (Diener, 2006; Diener & Suh, 1997; Kittiprapas et al., 2007; Powdthavee, 2007; Sirgy et al., 2006; Uysal et al., 2016). This trend has also pervaded tourism research where several attempts to link holiday and individuals'

happiness can be found. According to Chen and Petrick (2013) the majority of the researches in this field confirmed the positive relation between holiday-taking and individual physical and mental wellbeing, however exceptions can be found in Milman (1998). Broadly speaking, in tourism literature there is a general consensus on considering tourism experiences as Quality of Life/Life Satisfaction enhancers (Bimonte & Faralla, 2014, 2015; Bosnjak et al., 2014; Chen & Petrick, 2016; Dolnicar et al., 2012, 2013; Eusébio & Carneiro, 2011; Gilbert & Abdullah, 2004; Kim et al., 2015; Kruger et al., 2013; Mactavish et al., 2007; McCabe & Johnson, 2013; McCabe et al., 2010; Michalkó et al., 2009; Morgan et al., 2015; Nawijn, 2011; Neal et al., 1999, 2004, 2007; Pagan, 2015; Richards, 1999; Sirgy et al., 2011; Su et al., 2015; Tse, 2014; Uysal et al., 2016; Wei & Milman, 2002), however some authors (Chen et al., 2013; Kroesen & Handy, 2014; Kühnel & Sonnentag, 2011; Nawijn, 2010, 2011a) have questioned this approach and offered theoretical and empirical evidences that tourism-based perceptions of increased Quality of Life or Happiness tend to fade out over the long-term and, therefore, holidays cannot enduringly rise Happiness. This aspect can arguably compromise the implications that Happiness could have on marketing variables, such as inducing positive future behaviours. Nevertheless, although research on tourism and happiness is still at its very early stages and most of the contributions are focused on conceptually defining the relationship and on discovering the main determinants of Happiness (Chen & Chen, 2013; Chen et al. 2016b; Neal et al., 2004, 2007), few attempts have already empirically confirmed the positive relation between tourism experiences, perceived enhancements in Quality of Life or similar concepts, and subsequent loyal behaviours (Kim et al., 2012, 2015; Lam & So, 2013; Lee et al., 2014; Lin, 2014). Therefore, it has to be noticed that Quality of Life, and related concepts, have been mostly treated as outcome variables and their effects on traditional marketing outcomes such as loyalty (repetition and Word-of-Mouth), future behaviours and intentions are almost unexplored (Lam & So, 2013).

As already mentioned, to measure QOL the present research follows the *The Bottom-up Spillover Theory* (See sections 3.6.2) that is the commonly accepted conceptual framework used to explain how tourism experience can impact tourists' overall sense of wellbeing. Sirgy et al. (2011) found that positive and negative memories of a trip can impact 13 life domains, among which are culinary life and travel life, particularly relevant within the present research, which then determine a positive or negative perception of overall Life Satisfaction.

Recently, few studies have approached the subsequent effects of achieving happy tourists and how an enhanced perceived Quality of Life resulting from a holiday experience can bring about positive future behaviours from a marketing perspective.

Kim et al. (2015) confirmed that, among elderly tourists, Quality of Life enhancements experienced while on holidays have an impact on future behaviours. Lam and So (2013) found a positive relationship between Life Satisfaction and Word-of-Mouth, which is a loyalty indicator. More specifically related to the present research context, Lin (2014) found that cuisine experiences on holidays increases the tourists' psychological wellbeing which will in turn drive future revisit intentions. Kim et al. (2012) found that wellbeing perceptions related to a dining out experience is the most powerful determinants of positive behavioural intentions.

These results are particularly useful to support the relation hypothesised within the present research, which wills to test whether significant and memorable culinary experiences, lived on holiday, can provide a rise in perceived Quality of Life and drive tourists' future loyal behaviours. Given these considerations, it seems necessary to specifically test whether experience-based gastronomic holidays positively influence individual Quality of Life. Two specific domains (culinary life and travel life) are hypothesised to contribute to overall QOL within the food tourism context. More importantly from a marketing perspective, it has to be proved if Quality of Life enhancements (if confirmed), due to culinary experiences, will drive future loyal behaviours. Therefore, as the present research follows the *Bottom-up Spillover Theory* (See section 3.6.2) and considers loyalty as a three-dimensional concept measured on three objects (destination, experience and local products) (See section 3.6.3), the following hypotheses related to QOL are proposed:

H_{9a}	Culinary life satisfaction has an impact on overall QOL.

H_{9b}	Travel life satisfaction has an impact on overall QOL.

H_{9c}	QOL has an impact on Loyalty to the destination.

H_{9d}	QOL has an impact on Loyalty to culinary experiences.

| H₉ₑ | QOL has an impact on Loyalty to local products. |

In FIGURE 15 the whole structural model of the present research is graphically presented, comprehensive of the constructs involved and the hypothesised research paths that will be empirically tested.

FIGURE 15: STUCTURAL MODEL AND HYPOTHESES

Abbreviations: INV= Involvement; EXPQ= Experiential Quality; PA= Place Attachment; MEM= Memorability; EXPSAT= Experiential Satisfaction; SATT: Satisfaction with travel life; SATC= Satisfaction with culinary life; QOL= Quality of Life; LOYD= Loyalty to destination; EXPLOY= Experience loyalty; LOYP= Loyalty to local products.
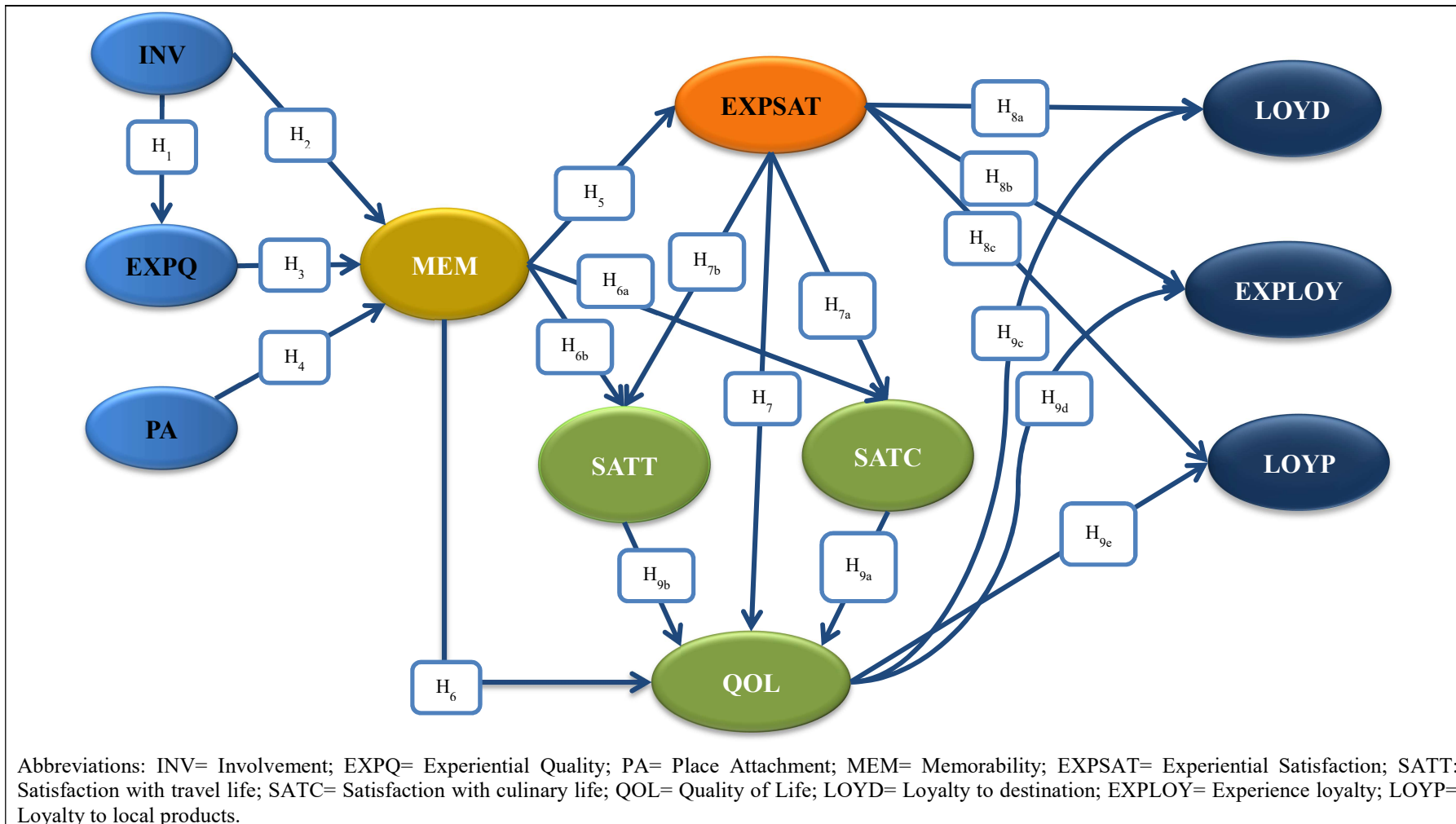
Source: Own elaboration.

4.4 SCALES OF MEASUREMENT AND ITEMS' SELECTION

The next sections will be dedicated to the scales and items selected for the measurement of the variables included in the structural model of the present research. This process has been led with a strong attention on previous researches that empirically tested the validity and reliability of the scales. Thus, each construct will be analysed considering its unidimensional or multidimensional nature and, consequently, based on evidences and results from previous work, the measurement solution that best fits the purpose and context of the present work will be selected. Before dealing with each construct in details, one general consideration has to be done on the Likert scale adopted. Following the recommendations put forward by Preston and Colman (2000) the present research will adopt a 7 point Likert scale (1= strongly disagree; 7= strongly agree or 1=very dissatisfied and 7= very satisfied), being its reliability higher than the one offered by the 5 points Likert scales.

4.4.1 The measurement of Involvement (INV) and items' selection

According to Tang and Jang (2012) the pioneer work on Involvement has to be attributed to Sherif and Cantril (1947[9]) who claimed that direct interactions with an object (product or service) can arouse personal attitudes that are consequently capable of predicting future behaviours. During the eighties several authors have made of Involvement a central topic of research and tried to propose definitions and measurements (Dimanche et al., 1991), rising up a vivid debate on the unidimensional or multidimensional nature of this construct which deeply affect its measurement.

In this sense, the works published by Laurent and Kapferer (1985) and Zaichkowsky (1985), are considered two major references in the Involvement research and application. Both works have provided a better understanding of the concept and its measurement, starting from the assumption that, although a general consensus existed on the importance of consumer involvement in order to predict future purchase behaviour, little agreement had been reached on how to measure it (Zaichkowsky, 1985). These authors proposed two different ways of measuring Involvement. While Zaichkowsky (1985, 1994) developed a Personal Involvement Inventory (PII), considering the concept as unidimensional, Laurent and Kapferer (1985) put forward a Consumer Involvement Profile (CIP), proposing a rather multidimensional approach to

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[9] As Cited in Tang and Jang (2012).

the construct, using five dimensions, namely Interest, Pleasure, Sign, Risk Importance and Risk Probability (Lee & Beeler, 2009).

Similarly, other works offered valuable contributions confirming the more appropriateness of multidimensional over unidimesional measurements (Gursoy & Gavcar, 2003; Havitz & Dimanche, 1997; Kim et al., 1997; Kyle & Chick, 2004; McIntyre & Pigram, 1992). Literature on tourism and recreation confirms that multidimensionality of Involvement is often preferred to unidimensional construct (Andrades & Dimanche, 2014; Bricker & Kerstetter, 2000; Chen et al., 2013; Gross et al., 2008; Gross & Brown, 2006; Huang et al., 2010; Kim et al., 2015; Kyle et al., 2004a, 2007; Kyle & Chick, 2004; Lee et al., 2007; Lee, 2011; Lehto et al., 2004; McIntyre & Pigram, 1992; Prebensen et al., 2013a, 2014), having some exceptions in Beldona et al. (2010), Chen and Tsai (2008), Lu et al. (2015), Kim et al. (2015a), San Martín et al. (2013), who applied unidimesional scales in their studies in the tourism and recreational context, arguing that its simplicity best fits the objectives of their work.

Therefore, in line with the trend in literature, and considering that Involvement is one of the key experiential construct introduced in the theoretical model of the present research, it will be more appropriate to adopt a multidimensional approach. Further justifications of this decision should be seen in the reason that first led conceptualizations of Involvement towards multidimensionality (Laurent & Kapferer, 1985). That is, the need to develop a measurement tool able of capturing all the richness of the concept, which could arguably not be fully assessed by unidimensional measurements.

However, among all those researches that adopted multidimensionality of Involvement there exist a wide variety of dimensions' combinations, resulting from extension and adaptation of the original multidimensional CIP scale. Some authors have assessed Involvement using two dimensions (Alexandris & Tsiotsou, 2012; Amendah & Park, 2008; Kim et al., 2015; Kim, 2008; Loureiro et al., 2013; Prebensen et al., 2013a, 2014), others, three dimensions (Alexandris et al., 2008; Chen et al., 2013b; Gross & Brown, 2008; Huang et al., 2010; Jang et al., 2000; Kyle et al., 2003, 2004a, 2004b; Lee, 2011; Lee & Shen, 2013; McIntyre & Pigram, 1992; Wiley et al., 2000; Yen & Teng, 2015), or more than three (Bricker & Kerstetter, 2000; Funk et al., 2004; Gross et al., 2008; Gross & Brown, 2008; Gursoy & Gavcar, 2003; Hwang et al., 2005; Kyle et al., 2006, 2007; Laurent & Kapferer, 1985; Lehto et al., 2004; Prebensen et al., 2013; Tsai et al., 2011). Involvement has been often addresses through the dimensions of Centrality,

Attraction and Self-Expression, which have been proven to be applicable and reliable within leisure settings (Dimanche et al., 1991; Kyle & Chick, 2004; McIntyre & Pigram, 1992). Following these authors, the present research will adopt the same approach and will consider Involvement as a three-dimensional construct. As suggested by McIntyre and Pigram (1992), Attraction is the consumer perceptions of importance and pleasure provoked by activity; Centrality, instead, refers to the crucial role that a specific activity plays within the consumer's overall life; finally, Self-expression is conceptualised as the representation of the self that individuals wish to communicate by means of participation in certain kind of activities. According to Kyle et al., (2006) the conceptualization proposed by McIntyre and Pigram (1992) has received a strong support, thus, its validity and reliability have been confirmed in several empirical studies within the tourism and recreational research (Gross & Brown, 2006; Kyle et al., 2003, 2004, 2004a, 2004b, 2006; Kyle & Chick, 2004). The dimensions and items used for the Involvement measurement are presented in details in TABLE 8. Specifically, the items considered in this study have been slightly adapted from those used by Kyle et al. (2004a) who applied the three-dimensional approach, comprising Attraction, Self-Expression and Centrality to lifestyle, to a specific touristic activity (Hiking), which facilitates the items adaptation to culinary experiences, considered within the present research.

**TABLE 8: MEASUREMENT OF INVOLVEMENT (INV), ITEMS'
SELECTIONS AND ADAPTATION**

Dimensions	Literature Reference	Original item	Adapted item[10]
Self Expression	*Kyle et al. (2004a)*	[INVSE$_1$] When I participate in hiking, I can really be myself	[INVSE$_1$] When I participate in gastronomic experiences I can really be myself
		[INVSE$_2$] You can tell a lot about a person by seeing them hiking	[INVSE$_2$] You can tell a lot about a person by seeing them having gastronomic experiences
		[INVSE$_3$] When I participate in hiking others see me the way I want them to see me	[INVSE$_3$] When I have gastronomic experiences others see me the way I want them to see me
Attraction	*Kyle et al. (2004a)*	[INVAT$_1$] Hiking is important to me	[INVAT$_1$] Having gastronomic experiences is important to me
		[INVAT$_2$] Hiking interests me	[INVAT$_2$] Gastronomic experiences interest me
		[INVAT$_3$] Participating in hiking is one of the most enjoyable things that I do	[INVAT$_3$] Participating in gastronomic experiences is one of the most enjoyable things that I do
		[INVAT$_4$] Hiking is pleasurable	[INVAT$_4$] Gastronomic experiences are pleasurable
		[INVAT$_5$] I really enjoy hiking	[INVAT$_5$] I really enjoy having gastronomic experiences
Centrality to lifestyle	*Kyle et al. (2004a)*	[INVCE$_1$] I find a lot of my life is organized around hiking	[INVCE$_1$] I find a lot of my life is organized around gastronomy
		[INVCE$_2$] Hiking has a central role in my life	[INVCE$_2$] Gastronomy has a central role in my life
		[INVCE$_3$] I find a lot of my life is organized around hiking activities	[INVCE$_3$] I find a lot of my life is organized around gastronomic activities

Source: Own elaboration.

4.4.2 The measurement of Place Attachment (PA) and items' selection

Place Attachment is considered the emotional involvement and the cognitive connection that individuals feel towards places and settings. Its origins have to be seen in the Psychology and, specifically, environmental psychology field. There exists an on-going

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[10] Further wording adaptation will be explained in details in Chapter 5, when assessing results from pretest and trial. This note has to be extended to all the following tables of the present chapter (from TABLE 8 to TABLE 16).

discussion on the proper dimensionality approach to this construct. Tsai (2012) differentiates between the multiple-factor and the single-factor approach. Followers of the former consider PA as a multidimensional construct comprising two sub-constructs (Place Identity and Place Dependence) or alternatively, three dimensions (adding Affective Attachment to the previous two), four dimensions including Social Bonding (Kyle et al., 2004), and six dimensions comprising Place Memory and Place Expectation (Chen et al., 2014, 2014a). Proponents of the single-factor approach, instead, consider PA as a construct whose compositional dimensionality is conceived under an overarching framework, expressed through a single one dimension (Ram et al., 2016). However, Williams and Vaske (2003) maintain that the two dimensional approach is the best solution.

Accordingly, within the tourism literature, the most accepted and applied operationalization of PA is the one originally proposed by Williams and his colleagues (Williams et al., 1992; Williams & Vaske, 2003), who considered PA as a two-dimensional construct, comprising Place Dependence and Place Identity. Place Dependence is generally defined as the functional attachment to a certain setting, while Place Identity expresses the emotional bonds between individuals and places (Hosany et al., 2015; Kyle et al., 2005). This operationalization of the construct has been subsequently adopted and validated by several authors (Alexandris et al., 2006; Filo et al., 2013; Gross & Brown, 2008; Kyle et al., 2003, 2004, 2003a; Moore & Graefe, 1994; Prayag & Ryan, 2012; Vaske & Kobrin, 2001).The present study, while recognising the validity of conceptualization proposed by Williams and colleagues, agrees with Alexandris et al. (2006), when considering that a shorter questionnaire is highly desirable in order to improve the response rate of the study. Therefore, following these authors a shorter version of the Williams and Vaske (2003) scale, proposed and validated by Filo et al. (2013) was adopted for measuring PA within the present research context. Moreover, and beyond the considerations about the length of the questionnaire, a stronger argument supporting the choice of the scales proposed by these authors has to be seen in the study context. The authors applied the Place Attachment construct within an activity-based scenarios exploring whether the tourists involvement in a certain activity (sport activity), could be a strong antecedent for PA. This approach fits quite well the purpose of the present research which, similarly, tries to test whether PA could be determined by means of the participation in culinary experiences, and whether consequently, they could positively impact on behavioural intentions and future

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consumption decisions. According to Tsai (2012, p. 140) PA plays a crucial role "in eliciting attitudinal loyalty and revisit behaviours via the creation of desirable and memorable experiences".

The scale employed comprises six items, three for each dimension that can be seen in more details in the TABLE 9.

TABLE 9: MEASUREMENT OF THE PLACE ATTACHMENT, ITEMS' SELECTION AND ADAPTATION

Dimensions	Literature Reference	Original item	Adapted item
Place Identity	*Filo et al. (2013)*	[PAI$_1$] Destination X means a lot to me	[PAI$_1$] This destination means a lot to me
		[PAI$_2$] I am very attached to Destination X	[PAI$_2$] I am very attached to this destination.
		[PAI$_3$] I feel like Destination X is part of me	[PAI$_3$] I feel like this destination is part of me
Place Dependence	*Filo et al. (2013)*	[PAD$_1$]No other place can compare with Destination X for travelling to attend a sport event	[PAD$_1$]No other place can compare with this destination for travelling to have gastronomic experiences
		[PAD$_2$] I enjoy traveling to Destination X to attend sport event more than any other places	[PAD$_2$] I enjoy traveling to this destination to have gastronomic experiences more than any other places
		[PAD$_3$] Destination X is the best sport tourism destination	[PAD$_3$] This destination is the best gastronomic tourism destination

Source: Own elaboration.

4.4.3 The measurement of Experience Quality (EXPQ) and items' selection

The rise of experience economy and experiential marketing has determined that a special attention was paid to the concept of Experiential Quality and its measurement. According to Ferreira and Teixieira (2013) the operationalization of Experience Quality is still in its infancy, and deserves major attention from researchers and practitioners. The authors carried out a detailed review showing that many authors put forward diverse measurement tools (Chang & Horng, 2010; Lemke et al., 2011), but that the concept still deserves more efforts in order to develop a useful scale that would benefit the experience's management in practice. Therefore, deepening into the proper operationalization of the Experience Quality construct represents a valuable research opportunity and consequently would help tourism companies to successfully move into

the experience economy (Ferreira & Teixeira, 2013). Even if EXPQ conceptualizations often start from the concept of service quality (See section 3.4.3), the notion of Experience Quality refers more to a brand-new construct, than to a new conceptualization of the service quality construct. Thus, assessment of Experience Quality is deeply different from the one of service quality. While the former is subjective and emotional, the latter is more cognitive in nature and linked to functional aspects of the service (Chang & Horng, 2010; Fernandes & Cruz, 2016). Klaus and Maklan (2013) validated a Costumer Experience Quality scale based on the service dissatisfaction scheme and applying the measurement to different service providers (mortgages, fuel and service station, retail banking, and lifestyle luxury goods retail). The diversity of services chosen was aimed at ensuring cross-validation comprising both hedonic and utilitarian goods. The scale developed is based on a previous researches developed by the same authors (Klaus & Maklan, 2012; Maklan & Klaus, 2011) and is made out of four dimensions, namely, product experience, outcome focus, moments-of-truth and peace-of-mind (POMP), all together accounting for 19 items. Chang and Horng (2010) developed a multidimensional scale, validated in three diverse service sectors (women's underwear company-Easy Shop, Starbucks Coffee and the karaoke entertainment company in Taiwan - KTV-). A two-step validation resulted in a 38-item scale and five dimensions: physical surroundings, service providers, other customers, customers' companions, and the customers themselves.

Within the tourism field, tourists' assessment of Experience Quality has been considered as a focus topic by a very limited number of researchers, in spite of being tourism one of the sectors that could benefit most from the proper implementation of the experience economy's principles and experiential marketing practices. Chen and Chen (2010; 2013) approached the issue of Experience Quality among heritage tourists. In their first study (Chen & Chen, 2010), the authors used a 20-item tool to assess Experience Quality. Using exploratory factor analysis they delineated three underling factor named Involvement, Peace of Mind and Educational experience.

Recently, the same authors published a research note exploring and testing a new composite dimensionality for Experience Quality and identifying four dimensions of the construct: Hedonics, Peace of Mind, Involvement and Recognition (Chen & Chen, 2013). Cole and Scott (2004) measured the mediating role of Experience Quality in a model of tourism experience, finding that the construct fully mediates the relationship

between service performance and tourist's satisfaction. The construct comprises three multi-items dimensions: Entertainment, Education and Community.

Dong and Siu (2013), even if label the construct as "service experience evaluation", assess the emotional quality of the tourist's experience. The measurement adopted by the authors comprises hedonics and memorable aspects and was applied in the context of theme park experience. In this research (Dong & Siu, 2013, p. 547) a three-item construct "was designed to capture visitors' evaluation of the whole service experience". Specifically, the three items measured the overall experience, the memorability of the experience lived and the enjoyment provided by the park's services. Wu et al. (2014) and Wu and Li (2014) operationalized Experience Quality as a multidimensional construct composed by the following primary dimensions: interaction quality, physical environment quality, outcome quality, and access quality.

Still maintaining the multidimensional approach, Kao et al. (2008) propose a different operationalization of the construct for Theme Parks. The study tests the effects of theatrical elements on Experiential Quality and consecutively on Experiential Satisfaction and Loyalty. The same operationalization was later adopted by Jin et al. (2015) in Water parks context. In both studies, Experience Quality has been operationalized through four dimensions, namely, Immersion, Surprise, Participation and Fun. From a conceptual perspective, the multidimensional approach proposed by Kao et al. (2008) properly fits the research needs of the present research. Immersion was considered as a reflection of the integration of consumers and experiences, provoking the complete absorption of the consumer in the enjoyment provided by the experience which makes him/her forget the passing of time. Surprise provides a feeling of uniqueness and freshness which leads to extraordinary experiences and impacts the consumer's memory. Thus, it is considered to be a germane component of Experience Quality. Participation is found to be a focal point for Experience Quality as it provides direct interaction between consumers and products, services and environments. Fun is considered by Kao et al. (2008) as an essential element for Experience Quality based on the argument that people attend Theme Parks with the main motivation of having fun. This consideration can be extended to others tourism and recreation activities, among which culinary experiences have to be included. Even if culinary experiences could be touristic activities mainly addressed to those who would like to taste, and learn about new flavors and products, the "fun" component should be considered as a quality factor when dealing with gastronomy as a main tourism activity, more than a functional and

complementary practice. This is the approach of the present research; therefore, the conceptualization made by Kao et al. (2008) is selected to be the main reference in the measurement of the Experience Quality construct. Nevertheless, it could not be ignored that this scale does not consider one of the focal aspects of the tourism experience: the educational value, which is a fundamental part of the experience's conceptualization (Pine & Gilmore, 1999). From a general perspective, Espejel et al. (2008a) show how the degree of knowledge of a certain product can have a positive impact on future consumption intentions. More specifically, Cole and Scott (2004) and Chen and Chen (2010) introduce education and the opportunity to learn something new as a defining dimension of the Experience Quality construct. Hosany and Witham (2010, p. 353), when conceptualizing experiences in tourism, explain that "educational experiences actively engage the mind of consumers". Moreover the feeling of having learnt something new can increase the level of reported post-consumption satisfaction (Hosany & Witham, 2010), which in turn, can drive positive future behaviors. Accordingly, Fernandes and Cruz (2016) remind that the educational component of the experience appeals to the tourists' desire to learn something new. Learning is recognized to be the oldest form of experience and therefore an essential component of the tourism product. Due to this considerations and aiming the present research at testing whether new culinary habits could be introduced in daily lives by means of culinary educative experiences lived during holidays, it seems important to consider the educational value as a fundamental part of the Experience Quality measurement. Therefore, as this study is pioneer in applying this construct in the gastronomic tourism context, it is suggested to enrich the scale proposed by Kao et al. (2008) with the dimension of Education in order for the construct to better fit the theoretical model proposed and its outcomes. For the measurement of this additional dimension, a multi-item scale proposed by Cole and Scott (2004) has been selected. In summary, within the present research the measurement of the whole Experience Quality construct is a composite of the integral scale proposed and validated by Kao et al. (2008), enriched by the "Education" dimension proposed by Cole and Scott (2004).

However, due to the empirical context chosen by Kao and his colleagues, the items proposed in their study resulted too specifically related to Theme Parks' experiences; therefore, items adaptation process was necessary in order for the scale to effectively serve the purpose of the present research. Whereas, the scale for the Education dimension have been slightly modified just to fit the food tourism context, as the

original scale has been tested within an environmental tourism context (visitors to the RainForest, Ohio). TABLE 10 presents the dimensions and the items composing the measurement of the construct in details.

TABLE 10: MEASUREMENT OF THE EXPERIENCE QUALITY, ITEMS' SELECTION AND ADAPTATION

Dimensions	Literature Reference	Original items	Adapted items
Immersion	*Kao et al. (2008)*	[EXPQI$_1$] I feel involved in the shows and facilities	[EXPQI$_1$] I felt involved during the gastronomic experience
	Kao et al. (2008)	[EXPQI$_2$] My mood changes according to the shows	[EXPQI$_2$] My mood changed as the gastronomic experience was taking place
	Kao et al. (2008)	[EXPQI$_3$] While playing, I forget that time is passing	[EXPQI$_3$] While having the gastronomic experience I forgot that time was passing
Surprise	*Kao et al. (2008)*	[EXPQS$_1$] The shows featuring animals are special	[EXPQS$_1$] The gastronomic experience was special
	Kao et al. (2008)	[EXPQS$_2$] The contents of shows are fresh	[EXPQS$_2$] The contents of the experience were fresh
	Kao et al. (2008)	[EXPQS$_3$] Some unexpected situations happened	[EXPQS$_3$] I lived something unexpected
	Kao et al. (2008)	[EXPQS$_4$] There are some unexpected and fresh things	[EXPQS$_4$] The experience includes some unexpected and fresh things
Participation	*Kao et al. (2008)*	[EXPQP$_1$] I applauded for the shows	[EXPQP$_1$] I felt enthusiastic about the gastronomic experience provided
	Kao et al. (2008)	[EXPQP$_2$] I would like to experience all the facilities	[EXPQP$_2$] I would like to have other gastronomic experiences in this destination
	Kao et al. (2008)	[EXPQP$_3$] I interacted with the animals	[EXPQP$_3$] I had a direct participation in the gastronomic experience
	Kao et al. (2008)	[EXPQP$_4$] I interacted with the expositors	[EXPQP$_4$] I interacted with the experience guide
Fun	*Kao et al. (2008)*	[EXPQF$_1$] I had fun during the playing process	[EXPQF$_1$] I had fun during the gastronomic experience
	Kao et al. (2008)	[EXPQF$_2$] I felt excited during the playing process	[EXPQF$_2$] I felt excited during the gastronomic experience
	Kao et al. (2008)	[EXPQF$_3$] I had lots of fun in this park	[EXPQF$_3$] I had lots of fun during the experience
	Kao et al. (2008)	[EXPQF$_4$] I really enjoyed this theme park	[EXPQF$_4$] I really enjoyed this gastronomic experience

Education	*Cole and Scott (2004)*	[EXPQE$_1$] Visiting The RainForest made me want to learn more about protecting the environment	[EXPQE$_1$] Having this gastronomic experience made me want to learn more about gastronomy
	Cole and Scott (2004)	[EXPQE$_2$] Visiting The RainForest made me more aware of environmental problems	[EXPQE$_2$] This gastronomic experience made me more aware of the value of gastronomy
	Cole and Scott (2004)	[EXPQE$_3$] The RainForest is a good place to learn about the environment	[EXPQE$_3$] This kind of gastronomic experiences are good options to learn about gastronomy
	Cole and Scott (2004)	[EXPQE$_4$] Visiting The RainForest has made me more interested in saving rain forests around the world	[EXPQE$_4$] Having this gastronomic experience has made me more interested in knowing gastronomy around the world
	Cole and Scott (2004)	[EXPQE$_5$] The visit to The RainForest expanded my knowledge about nature	[EXPQE$_5$] This gastronomic experience expanded my knowledge about gastronomy

Source: Own elaboration.

4.4.4 The measurement of Memory (MEM) and items' selection

Memory is a relatively new construct whose operationalization and scales of measurement are still at their early stage. Tourism literature offers few contributions on the measurement of memorable tourism experiences. Kim and his colleagues are the authors that contributed most to this issue, providing different empirical works testing validity and reliability of a memorable tourism experience scale (Kim & Jang, 2016; Kim & Ritchie, 2014; Kim et al., 2010, 2012), or tourism destination attributes capable of delivering memorable experiences (Kim, 2014).

Some of the findings by Kim and his colleagues (Kim, 2014; Kim & Ritchie, 2014; Kim et al., 2010, 2012) confirm that the scale to measure memorable tourism experiences comprises seven dimensions (hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty).

In other studies, more than identifying the aspects that constitutes the memorable tourism experiences, Kim (2010) and his colleague (Kim & Jang, 2016), operationalized the Autobiographical Memory construct (Sheen et al., 2001) by using the sub-constructs of Recollection and Vividness. In both studies the authors assessed the construct with a 7 point Likert scale (1=strongly disagree and 7= strongly agree). Specifically, Recollection was measured through three items (reliving, participate in and remember) and Vividness with five (hear in mind, see in mind, spatial layout, emotions, settings).

All these studies assessed the memorable value or autobiographical memory of tourists during the post-trip period, as data collection was mainly made throughout tourists intercepted in different contexts (streets, shopping malls, parks, for Kim and Ritchie, 2014; students, in Kim, 2014 and Kim et al., 2012a) who declared to have gone on holiday recently and who were asked to recall the tourism experience lived according to the seven memorable factors identified by Kim and colleagues. Manthiou et al. (2012), also measure Vividity of Memory, among festival attenders as a mediating construct between overall experience and consumer's loyalty. The proposed measurement in their study is unidimensional and comprises three items: *As I remember VEISHEA* (the festival), *I can hear it in mind; As I remember VEISHEA, I know its spatial layout; As I remember VEISHEA, I can feel now the emotion I felt then.* Here again the measurement has been held after the festival experience (one week later), using a web survey method and addressing the questionnaire by e-mail to undergraduate students who attended the festival in 2011. Results showed that optimal experience leads to loyalty through vivid memory.

A different perspective over the measurement of memorability and memory intentions of a tourism experiences is offered by Oh et al. (2007), Hosany and Witham (2010), Ali et al. (2014), Loureiro (2014), Ali et al. (2016) who assessed memorability using on-site data collection and measuring the intention of remembering the experience/service just received with a one- dimension construct made of three items. Considering the study design of the present research this last approach to memory measurement is considered to be particularly useful to test the theoretical model hypothesised. However, the international character of the present research made it impossible to perform on-site measurements. Therefore, unlike the aforementioned studies, data were collected in a post-trip phase focusing on both tourists' capability to recollect (up to the moment the survey takes place) and intention to remember (from the moment of the survey forward) the experience in the future.

It has to be recognised that memory researchers acknowledged that affect resulting from a recalled event is not always the same than the one prompted by the event itself. According to Kim and Jang (2014) shifts occur between emotions felt when an event occurs and the ones felt when the same event is recalled, and that usually, the most common change in feelings associated with an event recollection is that they fade in intensity over time.

Both the on-site and post-experience measurements of memorable tourism experiences appear to suffer bias. The post-experience measurement can be characterized by faded feelings about past experiences which impact the way individual's recollect and relive them through memories and that do not correspond to real feelings and emotions lived on-site, at least in intensity (Kim & Jang, 2014). Whereas, on-site measurement can catch an emphasised evaluation of the memorable value of the lived experiences and expresses the intentions to remember them, which can arguably change over the long-term.

Considering all these things, the present research adopted a combination of the two approaches, performing a post-trip measurement, but still measuring the intentions to remember the experience lived in the future. Arguments supporting this choice have been found in the social psychology literature on *Behavioroid measures*. This expression indicates the measure of one's commitment to perform a particular action without actually performing it (Gilbert et al., 1998). Medway and Cafferty (1992) maintain that *Behavioroid measures* are related to the subject's willingness or disposition to act in a particular way. Due to the fact that this kind of measures are based on intentions they suffer some critics concerning the attitude-behaviour relationship, however *behavioroid measures'* supporters state that these measures have an advantage as they can be collected more efficiently and effectively than others behavioural measures. In Marketing research *behavioroid measures* are applied for the measurement of a number of concepts regarding consumer's behaviours which are impractical or intangible such as the different expressions of loyalty: the intention to recommend a specific product or service and the willingness to re-purchase it in the future; or the willingness to pay more for a certain offering, etc… In Kim and Ritchie (2014) could be read that an intention to purchase could be used as a substitute for actual behaviour. This consideration can be extended to memory, considering the intention to remember as a valid predictor of actual memories and recollection in the future.

A strong reference has been found in the works by Ali et al. (2014, 2016), Hosany and Witham (2010), Loureiro (2014), Oh et al. (2007), Quadri-Felitti and Fiore (2013). These references support their measurement model on the Pine and Gilmore (1999) considerations about memorable experiences. These authors, pioneers in conceptualizing experience in tourism, consider that unique and extraordinary experiences are thought to impact one's memory and therefore drive future behaviours

and purchase decisions. According to this consideration, experiences evaluated as memorable by tourists are likely to remain in their minds and can possibly drive future travel desires and purchasing behaviours (Kim & Brown, 2012; Kim & Ritchie, 2014; Wirtz et al., 2003).

TABLE 11 below shows in details the items used to measure the Memory construct and to assess the evaluation of the memorable value of a tourism experience lived by tourists. Among the aforementioned references, the operationalization of Memory proposed by Quadri-Felitti and Fiore (2013) is the one selected as main reference for the present research, due to the similarity of the study context (wine routes).

TABLE 11: MEASUREMENT OF MEMORY, ITEMS' SELECTION AND ADAPTATION

Literature Reference	Original item	Adapted item
Quadri-Felitti and Fiore, (2013)	[MEM$_1$] I have wonderful memories of this visit to LEWC[11]	[MEM$_1$] I have wonderful memories about this gastronomic experience
Quadri-Felitti and Fiore, (2013)	[MEM$_2$] I won't forget my experience visiting LEWC	[MEM$_2$] I won't forget this gastronomic experience
Quadri-Felitti and Fiore, (2013)	[MEM$_3$] I will remember many positive things about LEWC	[MEM$_3$] I will remember many positive things about this gastronomic experience

Source: Own elaboration.

4.4.5 The measurement of Experiential Satisfaction (EXPSAT) and items' selection

Tourists' satisfaction measurement has been largely explored in tourism literature due to its valuable implications in terms of determining a number of benefits such as, positive word-of-mouth, re-visit intentions, customer loyalty etc…, all fundamental factors to ensure the success of a tourism destination/product over the long-term (Alegre & Garau, 2010).

Within the experiential tourism research, Hosany and Witham (2010) maintain that pleasant tourism experiences impact the tourists' overall satisfaction. However, according to Kim and Brown (2012) the experiential aspects of tourists' satisfaction still rest unexplored and further research is needed in order to achieve a better understating of Experiential Satisfaction.

According to Oliver (1980, 1993) satisfaction can be approached from a general or an attribute-based perspective. The former is interpreted as the positive difference between

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[11] Lake Erie Wine Country (the Trail): the study site.

expectations and perceived performance after consumption. The latter proposes that different attributes of a product/service can provoke positive and negative effects which, in turn, influence the consumption evaluation at an attribute level. However, within the experiential tourism field, satisfaction has been generally considered as "overall satisfaction" (Bigné & Andreu, 2004, 2004a; Bigné et al., 2005, 2008; Cole & Scott, 2004; de Rojas & Camarero, 2008; Hosany & Witham, 2010; Kao et al., 2008; Kim et al., 2015; Oh et al., 2007).

Some authors (Bigné & Andreu, 2004, 2004a; Bigné et al., 2005, 2008; de Rojas & Camarero, 2008) operationalized satisfaction following the Overall satisfaction scale proposed by Oliver (2010), others assess satisfaction with the tourist experience with a two items measurement: extremely dissatisfied or extremely satisfied and terrible or delighted (Hosany & Witham, 2010; Oh et al., 2007). Kao et al. (2008) in their study on Experiential Quality and loyalty intentions for Theme Parks, develop a four items measurement including the following statements for Experiential Satisfaction: "*This Park goes beyond my expectations", "Today is really a nice day", "I really liked this trip to the theme park",* and *"It is worthwhile to be here".* Kim et al. (2015) based on previous works by Neal and his colleagues (1999, 2004, 2007) tested a scale to measure the tourist's satisfaction with trip experience comprising four statements: *"My overall evaluation on the most recent destination experience is positive", "My overall evaluation on the most recent tourism experience is favourable", "I am satisfied with the most recent tourism experience", "I am pleased with the most recent tourism experience".*

The work by Kim et al. (2015) offers a highly significant support to the general conceptual approach of the present study, developing an experiential model which has in Involvement an antecedent of Experience Satisfaction, and in Quality of Life an experiential outcome. Therefore, like in the present research, satisfaction plays a functional role, as a variable capable to predict tourism-based Quality of Life enhancement and loyal future behaviours. Due to the preceding, the satisfaction with the experience proposed by these authors appears to be the most appropriate measure to assess Experiential Satisfaction in the present research. The items wording has been slightly adapted to fit the culinary experience context.

A 7 point Likert scale is adopted to assess the measurement, asking respondents to rate their level of agreement or disagreement (1=strongly disagree; 7= strongly agree) with

the scale's statements. TABLE 12 shows the selected items, and their adaptation and translation.

**TABLE 12: MEASUREMENT OF EXPERIENTIAL SATISFACTION, ITEMS'
SELECTION AND ADAPTATION**

Literature Reference	Original item	Adapted item
Kim et al. (2015)	[EXSAT$_1$] My overall evaluation on the most recent destination experience is positive	[EXSAT$_1$] My overall evaluation on the gastronomic destination I visited is positive
Kim et al. (2015)	[EXSAT$_2$] My overall evaluation on the most recent tourism experience is favourable	[EXSAT$_2$] My overall evaluation on this gastronomic experience is favourable
Kim et al. (2015)	[EXSAT$_3$] I am satisfied with the most recent tourism experience	[EXSAT$_3$] I am satisfied with this gastronomic experience
Kim et al. (2015)	[EXSAT$_4$] I am pleased with the most recent tourism experience	[EXSAT$_4$] I am pleased with this gastronomic experience

Source: Own elaboration.

4.4.6 The measurement of Quality of Life (QOL) and items' selection

According to Kim et al. (2015) satisfaction with a tourism experience can determine a general enhancement of one's wellbeing and happiness. Several measurements have been used to assess the effects that tourism activities have on personal evaluation of life, however the first examination addressed to test the impact that vacations have on overall QOL has to be attributed to Neal et al. (1999) who demonstrated that holiday-taking positively impacts leisure life satisfaction, which in turn affects overall QOL. Among the large number of theories that have been used to measure QOL (telic theories, pleasure and pain, activity theories, associationistic theories, judgment theory, and bottom-up spillover theory) the *Bottom-Up Spillover theory* is the most widely accepted (Kim et al., 2015; Neal et al., 1999, 2004, 2007; Sirgy et al., 2011). It assumes that overall Quality of Life is a composite of the satisfaction experienced in a series of life domains, including Health, Family, Finances, Leisure, Travel etc... Therefore, following this research stream, the *Bottom-up Spillover Theory* will be embedded in the present research. Consequently, the basic premise adopted here is that satisfaction with tourism experience will determine satisfaction with specific Life Domains, which in turn, will contribute to overall Quality of Life.

So far, the evaluations of Life Satisfaction, based on the *Bottom-up Spillover Theory*, considered multiple life domains which jointly impacted Overall Life Satisfaction (Neal et al., 1999, 2004, 2007; Sirgy et al., 2011), however recently Kim et al. (2015) put forward a theoretical model that, still based on the *Bottom-up Spillover Theory*, takes

into consideration only the specific path connecting satisfaction with the trip experience, satisfaction with the leisure life domain and QOL. This work opens up the possibility of applying the *Bottom-up Spillover Theory* within the tourism context, focusing on specific life domains, involved in a specific research. This is the case of the present research, which tries to test whether culinary experiences lived on holiday impact the related life domains of culinary and travel life, and if these two domains contribute to general QOL perceptions.

Kim et al. (2015) maintain that either a unidimensional or a multi-dimensional approach exists in the literature on QOL, however the multidimensional nature of the concept is supported in the majority of the researches. Unidimensionality is often disregarded for not being able of obtaining internal consistency. Therefore, multi-items and multidimensional measurements are generally preferred to single question assessment. The multidimensional natures of this construct "typically manifests itself in the specification of a number of QOL domains" (Kim et al., 2015, p. 467). According to these considerations, the present research approaches the measurement of this construct from a multidimensional perspective, which includes the consideration of two specific life domains: culinary and travel life (Sirgy et al., 2011). This choice is supported by the fact that, even if there exists a general consensus that QOL is a composite measure derived by the spill-over effects of multiple life domains (Kim et al., 2015), few contributions exists exploring which are the key domains determining QOL (Dolnicar et al., 2012).

Uysal et al. (2016) also maintain that life domains are not equally important and that different domains have to be used depending on contexts. According to this issue, the life domains considered in this research are specifically the ones concerning culinary and travel life. They have been extrapolated from the work by Sirgy et al. (2011) who tested the effect of holidays over 13 life domains that had been previously selected through a qualitative study, showing that they were the most impacted by travel trips. These are: social life, leisure life, family life, love life, arts and culture, work life, health and safety, financial life, spiritual life, intellectual life, self, culinary life, and travel life. However, the purpose of the present research is not as general as the Sirgy's and his colleagues' one, whose objective was to test whether and how tourism experience impact tourists' QOL. The main goal here is more focused on empirically testing whether specific tourism experiences (culinary), positively impact specific life domains

(culinary and travel domains), and if satisfaction with them is sufficient to determine positive enhancements in QOL.

Based on this consideration, measurements of satisfaction with selected life domains (culinary and travel life) and overall QOL are based on Sirgy et al. (2011). Following these authors, one single item was selected to assess the satisfaction with selected life domains. Respondents are prompted with the following statement: "*Indicate on a 7 point scale your satisfaction or dissatisfaction with the following life domains at the end of this gastronomic experience, being 1=not at all and 7= very much.* Overall QOL was measured with a multi-item scale, asking respondents to express their agreement or disagreement with the proposed statements. TABLE 13 below shows in details the items selected for the multidimensional construct of QOL.

TABLE 13: MEASUREMENT OF QUALITY OF LIFE, ITEMS' SELECTION AND ADAPTATION

Dimensions	Literature Reference	Original item	Adapted item
Satisfaction with Culinary life	*Sirgy et al. (2011)*	[SATC] My culinary life (how I feel about what I eat and drink, how healthy, how tasty, how ethnic, how exotic, etc.)"	[SATC] Your culinary life (how you feel about what you eat and drink, how healthy, how tasty, how ethnic, how exotic, etc.)
Satisfaction with Travel life	*Sirgy et al. (2011)*	[SATT] My travel life (how I travel, where I travel to, my travel experiences, travel accommodations, etc.)	[SATT] Your travel life (how you travel, where you travel to, your travel experiences, travel accommodations, etc.)
Overall QOL	*Sirgy et al. (2011)*	[QOL$_1$] Overall, my experience with this trip was memorable having enriched my quality of life	[QOL$_1$] Overall, this gastronomic experience was memorable having enriched my quality of life
	Sirgy et al. (2011)	[QOL$_2$] My satisfaction with life in general was increased shortly after the trip	[QOL$_2$] My satisfaction with life in general was increased after this gastronomic experience
	Sirgy et al. (2011)	[QOL$_3$] Although I have my ups and downs, in general, I felt good about my life shortly after the trip	[QOL$_3$] Although I have my ups and downs, in general, I feel good about my life after this gastronomic experience
	Sirgy et al. (2011)	[QOL$_4$] After the trip I felt that I lead a meaningful and fulfilling life	[QOL$_4$] After this experience I feel that I lead a meaningful and fulfilling life
	Sirgy et al. (2011)	[QOL$_5$] Overall, I felt happy upon my return from that trip	[QOL$_5$] Overall, I felt happy upon my return from this gastronomic experience

Source: Own elaboration.

4.4.7 The measurement of Loyalty (LOY) and items' selection

In tourism literature there is a general consensus on the multidimensionality of loyalty (Lee et al., 2012), which expresses itself with a number of facets such as behavioural loyalty, conative loyalty, cognitive loyalty, attitudinal loyalty, composite loyalty, etc… (Oppermann, 2000). However, a two-dimensional approach to loyalty has been the dominant framework applied in tourism research, comprising a behavioural and attitudinal dimension (Lee et al., 2012; Mechinda et al., 2009; Xiang, 2010).

Behavioural loyalty is the real action of purchasing, re-purchasing or recommending a certain product/service. It is usually expressed by the number of visits/purchases, the frequency of the visit/purchase, the amount of time devoted to the visit/purchase etc…. However, according to Yoon and Uysal (2005) the behavioural approach to loyalty produces a static outcome of a dynamic process, and does not inform about the deep reasons driving loyal behaviours. In the same line, Petrick (2004) state that visit or purchase repetition alone does not fully indicate loyal behaviours, as affective commitment should also be considered. Some authors maintain that true loyalty occurs when both behavioural and psychological commitment jointly drive the costumers' choices (Backman & Crompton, 1991; Lee et al., 2012; Pritchard et al., 1992; Yoon & Uysal, 2005).

Attitudinal loyalty, by the other side, fills this gap as its measurement refers to the intention to re-purchase, recommend or revisit in the future (Kim et al., 2013), which expresses a personal commitment to rebuy or patronise a certain consumption. Mechinda et al. (2009, p. 130) maintain that attitudinal loyalty "goes beyond overt behaviour and expresses loyalty in terms of consumers' strength of affection toward a brand". Further support for attitudinal loyalty validity can be found in Opperman (2000, p. 79) who states that "behaviour measures do not distinguish between intentionally loyal and spuriously loyal", thus attitudinal loyalty is worth to be considered. Many authors (Jones & Sasser, 1995; Kim et al., 2015; Lin, 2014; Mechinda et al., 2009) defend pure attitudinal measurements, considering behavioural intentions as a good and reliable proxy of future actual behaviours, meaning that attitudinal loyalty can effectively predict tourists' future choices.

The present research, while recognising the validity of this two-dimensional approach, also recognises that it is not fully applicable to the context of the present research, thus attitudinal loyalty measure will be embraced.

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The main impediment to apply behavioural loyalty is that experiential tourism, explored in this research, is supposed to deliver unique and surprising experiences, thus possibly never lived before. Thus, asking respondents to quantify previous similar consumption or frequency in the purchase appeared senseless and tricky, at some point. Moreover, following Chi and Qu (2008) intentions to behave are usually used to infer consumer loyalty and therefore can be considered as a pertinent measure.

It has to be reminded that the present research aims at assessing loyalty towards three different objects: the destination, the kind of experience (experiential loyalty), and typical products (See section 3.6.3).

A proper measurement tool is selected to each one of the object considered, muti-items scales are selected for the all three loyalty constructs. Loyalty to destination is assessed using the revisit intention scale validated by Kim et al. (2015), measuring the intention to go back to the destination in the future, to recommend the destination to others and to spend more days at the destination next time. Experiential loyalty measurement will follow the items' selection proposed by Mechinda et al. (2009) for attitudinal behaviour. Finally, based on Espejel et al. (2008) loyalty to local gastronomic products will be assessed with the intention-to- buy scale, which is a six-item attitudinal indicator of the consumer willingness to make a future purchase.

The present research is also interested in word-of-mouth (WOM) giving related to local food; thereby, three additional items were included to assess this aspect. The items were adapted and selected from Lee et al. (2012) who applied this measure as one of the three dimensions (Revisit intention, WOM, destination preference) used to assess loyalty to a festival hosting destination.

TABLE 14, TABLE 15 and TABLE 16 show in details the scales selected and the items' adaptation.

**TABLE 14: MEASUREMENT OF LOYALTY TO THE DESTINATION, ITEMS'
SELECTION AND ADAPTATION**

Dimensions	Literature Reference	Original item	Adapted item
Attitudinal Loyalty	*Kim et al. (2015)*	[LOYD$_1$] I would like to recommend others to visit the destination	[LOYD$_1$] I would like to recommend others to visit this destination
	Kim et al. (2015)	[LOYD$_2$] Revisiting the destination would be worthwhile	[LOYD$_2$] Revisiting this destination would be worthwhile
	Kim et al. (2015)	[LOYD$_3$] I will revisit the destination	[LOYD$_3$] I will revisit this destination
	Kim et al. (2015)	[LOYD$_4$] I would like to stay more days in the destination	[LOYD$_4$] I would have liked to have stayed more days in this destination

Source: Own elaboration.

**TABLE 15: MEASUREMENT OF EXPERIENTIAL LOYALTY, ITEMS'
SELECTION AND ADAPTATION**

Dimensions	Literature Reference	Original item	Adapted item
Attitudinal Loyalty	*Mechinda et al.(2009)*	[EXPLOY$_1$] I consider myself a loyal visitor of this place	[EXPLOY$_1$] I consider myself a loyal consumer of gastronomic experiences
	Mechinda et al.(2009)	[EXPLOY$_2$] My next trip will most likely be this place	[EXPLOY$_2$] My next trip will most likely include a gastronomic experience
	Mechinda et al.(2009)	[EXPLOY$_3$] I would visit this place again	[EXPLOY$_3$] I would have more gastronomic experiences in the future
	Mechinda et al.(2009)	[EXPLOY$_4$] I would recommend this place to people who seek my advice	[EXPLOY$_4$] I would recommend to have this gastronomic experience to people who seek my advice
	Mechinda et al.(2009)	[EXPLOY$_5$] I would tell other positive things about this place	[EXPLOY$_5$] I would tell others positive things about this gastronomic experience

Source: Own elaboration.

**TABLE 16: MEASUREMENT OF LOYALTY TO LOCAL PRODUCTS, ITEMS'
SELECTION AND ADAPTATION**

Dimensions		Literature Reference	Original item	Adapted item
Attitudinal Loyalty	Intentions to buy	*Espejel et al. (2008)*	[LOYPIB₁] I intend to continue buying the product	[LOYPIB₁] I intend to continue buying the gastronomic products that I tasted during this experience
		Espejel et al. (2008)	[LOYPIB₂] If a retailer suggests me this olive oil I would buy it	[LOYPIB₂] If a retailer suggests me a gastronomic product from this destination I would buy it
		Espejel et al. (2008)	[LOYPIB₃] If a friend or relative recommended me this olive oil I would buy it	[LOYPIB₃] If a friend or relative recommended me gastronomic products form this destination I would buy them
		Espejel et al. (2008)	[LOYPIB₄] My favourable opinion toward this olive oil will lead me to buy it in the future	[LOYPIB₄] My favourable opinion toward the gastronomic products of this destination will lead me to buy them in the future
		Espejel et al. (2008)	[LOYPIB₅] If this olive oil weren't in the store, I wouldn't buy another different one	[LOYPIB₅] If local products from this destination weren't in the store I wouldn't buy others from a different destination
		Espejel et al. (2008)	[LOYPIB₆] If I can't find it in my usual store, I would look for it in another	[LOYPIB₆] If I can't find local products from this destination in my usual store, I would look for them in another
	WOM	*Espejel et al. (2008)*	[LOYPWOM₁] I would say positive things about this town to other people	[LOYPWOM₁] I would say positive things to other people about the local products from this destination
		Espejel et al. (2008)	[LOYPWOM₂] I would recommend that someone visit this town	[LOYPWOM₂] I would recommend to others local products from this destination
		Espejel et al. (2008)	[LOYPWOM₃] I would encourage friends and relatives to visit this town	[LOYPWOM₃] I would encourage friends and relatives to buy local products from this destination

Source: Own elaboration.

PART 3
EMPIRICAL WORK, DATA ANALYSIS AND DISCUSSION OF RESULTS

Chapter 5
METHODOLOGY AND RESEARCH PLAN

Marketing research requires a solid planning previous to the execution of a specific project. This chapter will present all the steps of the research process and will explain how every decision has been taken in relation to data sources, data collection tools, sampling, design of the questionnaire and methods adopted for data analysis. This research has chosen an exploratory approach and a survey-based method to collect quantitative data. Structural equation models are applied to test the theoretical model proposed and to reach useful results for both academics and practitioners.

5.1. THE RESEARCH APPROACH AND PROCESS

Scientific and marketing research, in order to be effective and reliable, need to follow a systematic and corroborated process made up by different steps which are interconnected among them and consecutive. The generally accepted process to carry out a proper research project comprises the following phases: (1) Identify and formulate the problem; (2) Determine the research design and approach; (3) Define the sample and data collection method; (4) Collect data; (5) Analyse data; (6) Present, interpret and discuss data; (7) Present the conclusions and new paths to conduct further researches (Miquel et al., 1997; Sarstedt & Mooi, 2014; Trespalacios et al., 2005; Webb, 2003).

The research problem and its theoretical framework (step 1) have already been defined in Part 1 and 2 (Chapters 1 to 4) which represent the Introduction and Theoretical part of this work.

Part 3 will be addressed to the empirical work which includes the realization of a fieldwork for the collection of primary data from selected individuals. In this part, it will be explained how data have been achieved by means of a survey conducted online, in order to be able to test the hypothesised model in a real context, and so, to reach valuable results for a better development of the tourism and hospitality industry. Part 3 comprises Chapters 5 and 6 that will be dedicated to the description of the methodology used and data analysis respectively (See FIGURE 16). Finally, Part 4, composed by Chapter 7 only, will present the conclusions and further researches prompted form the present work and that should be addressed in the future.

FIGURE 16: STAGES OF THE RESEARCH
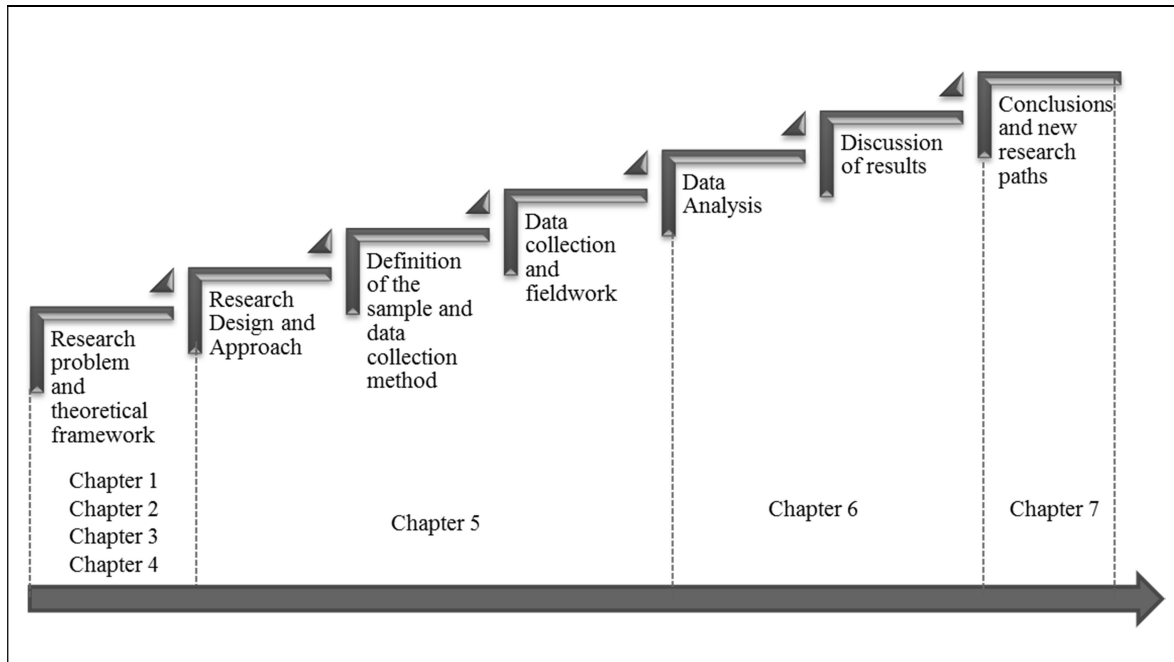
Source: Own elaboration.

According to Sarsted and Mooi (2014), the research approach is highly related to the research problem. The authors differentiate between ambiguous problems, somewhat defined problems, and clearly-defined problems. A specific research approach corresponds to each one of these categories of problems and allows maximizing the efficacy and reliability of the final results. These are respectively: exploratory approach, descriptive approach and causal approach (See FIGURE 17).

FIGURE 17: USES OF EXPLORATORY, DESCRIPTIVE AND CAUSAL RESEARCH
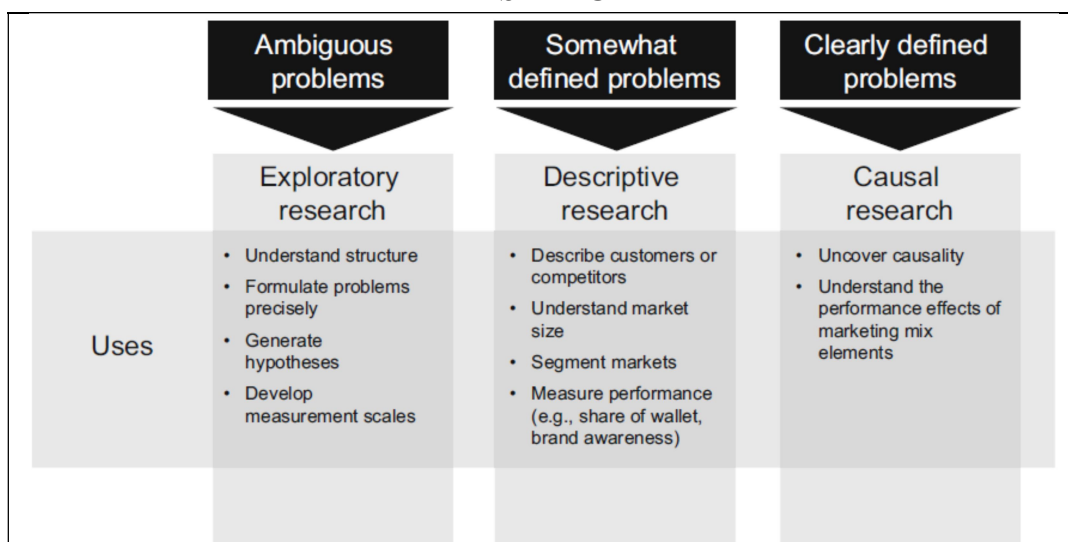
Source: Sarstedt and Mooi (2014, p. 14).

The exploratory approach is the one that best suits the objective of the present work. It is particularly suitable for those researches attempting to shed some light on issues that have been little or never researched before (Sarstedt & Mooi, 2014; Webb, 2003). Following Sarabia-Sánchez (2013), exploratory researches start from a deep and reasoned observation of reality and get to the definition of new hypotheses to be tested through empirical procedures. The researcher, in this case, seeks for clues that could bring to new solutions or interpretations of a problem. Culinary tourism is a widely studied topic and literature has proliferated on assessing the practical and theoretical implication of its development (See section 2.3). However, although the experiential nature of culinary tourism has been confirmed (Richards, 2012), there are still scarce attempts to approach this topic from an experiential perspective, with a clear focus on testing the links that exist between experiential culinary activities and experiential outcomes (i.e. quality of life, memorability, experiential satisfaction and loyalty). Even less are those studies that test whether experiential outcomes determined by culinary experiences could have a positive impact on traditional marketing outcomes (loyalty and intention to buy). Therefore, it seems clear that the present research has to follow an exploratory approach.

5.2 DEFINITION OF THE POPULATION AND SAMPLING

In order to give a proper answer to the research questions set out in the present dissertation it is necessary to carry out an empirical work which includes the collection of primary data from a specific population. Given that in most cases, the number of all the subjects that would potentially be the object of the research is too high to get information from all of them, a sample has to be defined and, therefore, sampling technics have to be applied. A sample is a portion of a population that the researcher is interested in observing and that is required to make judgements. Sampling is necessary in order to make the research feasible. These will allow maximising the relevance and reliability of the information collected, ensuring, by means of statistical processes, to obtain data useful to reach significant conclusions, and overpassing the constraints that limit every research project: time, budget and human efforts (Cañada-Osinki & Sarabia-Sánchez, 2013).

According to Sarstedt and Mooi:

"*Sampling is the process through which we select cases from a population. The most important aspect of sampling is that the sample selected is representative of the population. With representative we mean that the characteristics of the sample closely match those of the population*" (Sarstedt & Mooi, 2014, p. 38).

Sampling strategies can be distinguished between probability and non-probability techniques. The first one requires knowledge of the whole population in order to draw sampling frames and get representative samples. Whereas, non-probability techniques will bring to non-representative samples. Due to this aspect, this method has been criticised by researches and academics, however, nowadays it is widely applied in social sciences and has been demonstrated that can achieve useful results (Cañada-Osinki & Sarabia-Sánchez, 2013). The present research opted for a non-probability convenience sampling technique in which the researcher makes a subjective judgement and, in order to form the sample, he/she selects those individuals that are accessible and available to fill the survey. This choice is justified by the fact that the population size is unknown, so sampling frames cannot be drawn. Moreover, as food tourism is a popular activity through all over the world, an international sample was needed, thus a convenience sampling appeared to be the best solution.

The population of this research is represented by **all those tourists who had at least one culinary experience during one of their holidays or trips**. This includes food and drink tours, gastronomic routes, tasting experiences, culinary tours, cooking classes and workshops, private tours where the main aim is to know the destination through its typical products and cuisine, and similar activities.

The sample will be a portion of this population and has been selected with the support of Facebook®, for being a renewed social network where tourists can express their opinions and comments about the experience lived during their trips and holidays. The present research was interested in reaching those people who decided to buy a specific culinary experience as the ones mentioned before.

The experiences to be included in the research have been identified by a detailed browsing activity with the aim of finding online those experiences allowing people to have a deep contact with the culinary cultures of the destination visited by means of their personal participation in hands-on activities. Surfing the web many activities have been found, however, the need of the present research was to have the chance to get in contact with their participants, therefore it was necessary that, apart from accomplishing

the specific requirements to be considered proper culinary experiences, the activities had to be "popular" on Facebook®, that is, have a quite copious number of comments and reviews in order to guarantee an acceptable response rate. Therefore, the activities have been selected according to the following criteria:

1) The activity proposes a real food experience, where a passionate guide leads travellers who look to know the destination through its flavours.

2) The number of comments, posts and reviews left by visitors on a specific experience should be quite abundant, in order to increase the chance to achieve the sample size required, even with a low response rate.

3) The selected experiences had to be held in different parts of the world.

4) The experience should provide a personal and direct involvement of the participants in a culinary activity: sampling, tasting, cooking under the guide of an expert.

Several experiences turned out to match the selection criteria, specifically 75 experiences were included in the research in order to reach a proper sample size. These are listed in TABLE 17 below with a detailed specification of the enterprises, the destination where the experience is offered and the different experiences provided.

These enterprises offer to tourists a different range of culinary experiences that are reviewed and commented by those who had one of them, at the corresponding destination.

TABLE 17: CULINARY EXPERIENCES AND DESTINATIONS SELECTED FOR DATA COLLECTION

#	*Name of the enterprise*	*Destination*	*Webpage*	*Experiences offered*[12]
1	Eating Italy food tours	Rome (Italy)	http://www.eatingitalyfoodtours.com/tours/	1) Taste of Testaccio
				2) Twilight Trastevere Tour
				3) Daylight Trastevere Tour
				4) Cook Dinner With Nonna
				5) Italian Food & Wine Journey
2	Foods of NY	New York (USA)	http://www.foodsofny.com	1) Original Greenwich Village Tour
				2) Chelsea Market/Meatpacking Tour
				3) Heart of the Village Tour
				4) Chinatown Tour
				5) Nolita/NoHo Tour
				6) Brooklyn Tour
				7) Cooking class & dinner
				8) Private/large group tours
3	Chicago food	Chicago (USA)	http://www.chicago	1) Gold Coast and Old Town

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[12] According to the webpage information available at the moment of the fieldwork (from March to September 2016).

	planet		foodplanet.com/	2) Bucktown and Wicker Park
				3) Chinatown
				4) Lincoln Park
4	Culinary Backstreets	Istambul (Turkey)	http://www.culinary backstreets.com/cul inary-walks/istanbul	1) Meyhane: A Night of Meze, Raki and Tradition
				2) Shop, Cook, Feast: A Hands-On Istanbul Culinary Adventure
				3) Born on the Bosphorus: Exploring
				4) Three Distinct Waterside Neighbourhoods
				5) Hidden Beyoğlu
				6) Kebab Krawl
				7) Culinary Secrets of the Old City
				8) Two Markets, Two Continents
				9) Culinary Backstreets of the Bazaar Quarter
5	Tru Bahamas food tours	Bahamas	http://trubahamianf oodtours.com/tours/ bites-of-nassau/	1) Bites of Nassau Food Tasting & Cultural Walking Tour
				2) Private tour
6	Hawaii food tours	Hawaii	http://www.hawaiif oodtours.com/	1) Hole-in-the-Wall Tour
				2) North Shore Food Tour
7	Cooking classes in Rome	Rome (Italy)	http://www.cooking classesinrome.com/	1) Cooking classes
8	San Juan food tours	San Juan (Puerto Rico)	http://www.sanjuan foodtours.com/	1) Old San Juan Food Tour
9	Gili Cooking Classes	Gili Air (Indonesia)	http://www.gilicook ingclasses.com/#!gi li-air-pictures/c3g4	1) The Intro course
				2) Four of a Kind
				3) The Super Six
				4) The Intro course
10	Eating London tours	London (UK)	http://www.eatinglo ndontours.co.uk/	1) East End Food Tour
				2) Twilight Soho Food Tour
11	Eating Prague tours	Prague (Czech Republic)	http://www.eatingpr aguetours.com/	1) The Eating Prague Food Tour
12	Eating Amsterdam tour	Amsterdam (Holland)	http://www.eatinga msterdamtours.com /	1) Jordaan Food & Canals Tour
				2) Jordaan Food Tour
				3) Twilight De Pijp Food Tour
13	Barcelona cook and taste	Barcelona (Spain)	http://www.cookan dtaste.net/	1) Half-Day Cooking Class & Market Tour
				2) Half-Day Cooking Class
				3) Foodies Tour
				4) Private Sessions & À la Carte
				5) Half-Day Cooking Class & Market Tour
14	Orlando food tour	Orlando (USA)	http://www.orlando foodtours.com/food -tours/	1) Winter Park Walking Food Tour
				2) Orlando Meet & Eat
				3) Private group tours
15	Escuela taller de catas de aceites-Oleosetin	Cáceres (Spain)	http://www.extrema dura.com/agenda/cu rso-de-cata-de-aceite-oleosetin-en-robledillo-de-gata	1) Olive oil Tasting
16	Una Domenica Fuori Porta	L'Aquila (Italy)	https://www.facebo ok.com/UnaDomeni	1) Food Tours

			caFuoriPorta/	
17	Taste of Thailand	Thailand	http://www.tasteofthailandfoodtours.org/	1) Bites and Sites in the Village of Love
				2) Bites at Night in the Village of Love
				3) Chinatown Food Crawl
				4) Private Tours
18	San Sebastian food	San Sebastian (Spain)	http://www.sansebastianfood.com/	1) Food Tours and Events
				2) Cooking school
				3) Wine school
				4) Multi-day curses
19	York Cocoa House	York (UK)	http://www.yorkcocoahouse.co.uk/	1) Chocolate Workshops at York Cocoa House
20	York's Chocolate history	York (UK)	https://www.yorkschocolatestory.com/	1) Guided tour of York's Chocolate history
21	Devour Seville	Seville (Spain)	http://devoursevillefoodtours.com/	1) Tastes, Tapas & Traditions of Seville Food Tour
				2) Tapas, Taverns & History Tour
				3) Private Tours & Corporate Experiences
22	Fabiolous cooking day	Rome (Italy)	http://www.fabiolouscookingday.com/	1) Cooking day in Rome
				2) Cooking day in Mazzano
				3) The art of making Pizza
23	Miami culinary tour	Miami (USA)	http://www.miamiculinarytours.com/#sthash.sJev1pqz.SaIu7Ygw.dpbs	1) South Beach Food Tour
				2) Wynwood Food & Art Tour
				3) Little Havana Food Tour
				4) Private Group Tours
24	Cooking point Madrid	Madrid (Spain)	http://www.cookingpoint.es/	1) Paella Cooking Class
				2) Wine Tasting
				3) Tapas Workshop
25	Spanish Tapas Madrid	Madrid (Spain)	https://spanishtapasmadrid.com/	1) Madrid tapas tour
				2) Tapas and Flamenco experience in Madrid
				3) Wine tasting tour Madrid
26	Bangkok Food Tasting & Tours	Bangkok (Thailand)	http://bangkokfoodtours.com/	1) Historic Bangrak Food Tasting and Culture Tour
				2) Yaowarat Street Food Tour (Chinatown)
				3) Best Eats Midnight Food Tour by Tuk Tuk
				4) Thonburi Food & Canals Adventure (Combo Food + Boat Tour)
				5) Eat with Locals
				6) Bangkok Bites & Bike Tour
				7) Offbeat Floating Markets Food Tour
				8) Ancient Ayutthaya Food & History Tour
				9) Culinary adventure from Bangkok to Chiang Mai
				10) Central Thailand Rice & Spice Trail
27	Anna's B Spanish kitchen	Southern Spain and Morroco	http://www.anniebspain.com/	1) Virginia & Annie's Food & Wine Tour of Andalucia & Morocco
				2) Spanish Culinary Classics
				3) Annie B's Tapas & Spanish Wine Academy
				4) Cooking, Sherry & Culture

				5) Day Trip to Tangiers
				6) Tapas Tour of Vejer, Cadiz, Jerez, Seville & Malaga
				7) Daily Cooking Classes
				8) All Year Round Sherry Tasting
28	Food Tours of Rome	Rome, Naples, Florence, Venice (Italy)	https://foodtoursofrome.com/	1) Jewish Ghetto & Campo de'Fiori by Night Food Tour
				2) Trevi & Pantheon Food Tour
				3) Monti & Esquilino Food Tour
				4) San Giovanni & Appio Food Tour
				5) Dessert Tour In Rome
				6) Gluten-Free Food Tour of Rome
				7) Wine Tasting Tour in Rome
				8) Naples By Night Food Tour
				9) Florence Food, Wine & Cultural Tour
				10) Venice Food, Wine & Cultural Tour
29	Cibo-Bologna	Bologna (Italy)	http://cookingclassesinbologna.com/cibo-course-listings/	1) 1-Hour morning classes: How to make Handmade Pasta in 1 hour+Lunch: Tagliatelle, Pappardelle, Tagliolini. No cooking.
				2) 1-Hour afternoon classes: How to make Handmade Pasta in 1 hour+Dinner: Tagliatelle, Pappardelle, Tagliolini. No cooking.
				3) Stuffed Handmade Pasta: Ravioli/Tortelloni + Tagliatelle, Ragu Bolognese + 2 More Sauces.
				4) Baked Handmade Pasta: Lasagne/Cannelloni + Tagliatelle, Ragu Bolognese.
				5) Half-day Meat: Prepare a delicious, complete, multi-course, MEAT-oriented, authentic, Bolognese meal (include Market Visit).
				6) Granny: Our chef shares the secrets of cooking like Grandma – learn local handed-down Bolognese recipes! (include Market Visit).
				7) Full-day classes.
				8) Multi-day classes.
				9) Veggie classes.
				10) Dietary classes.
				11) Group classes.
30	Hong Kong foodie food tour	Hong Kong (Japan)	http://www.hongkongfoodietours.com/	1) Open Demonstration Classes
				2) Open Hands-On Classes
				3) Group Demonstrations
				4) Group Hands-On Classes
31	New Orleans school of cooking	New Orleans (USA)	http://www.neworleansschoolofcooking.com/	1) Central & Sheung Wan Foodie Tour.
				2) Sham Shui Po Foodie Tour
				3) Tai Po Market Foodie Tour
32	Zab E Lee Thai	Thailand	http://www.zabbele	1) Cooking class

	cooking school		ecooking.com/	
33	Secret food tour	Paris, London, Rome (France, England, Italy)	http://www.secretfoodtours.com/	1) Montmartre (Daytime and Evening tour)
				2) Secret Pic-Nic Paris
				3) Indian Food Tour- East End (London)
				4) London Bridge Food Tour
				5) Rome Daytime and Evening Tour
34	Sky Kitchen Peru	Lima (Perú)	http://www.skykitchen.pe/	1) Standard Lunch Meal
				2) Peruvian Classic Meal
				3) Andean Food with Quinoa
				4) Seafood meal
				5) Vegetarians
				6) Custom Class
35	Toscana mia	Tuscany (Florence and Chianti)	http://www.toscanamia.net/	1) Hands on Italian Cooking Class
				2) Family Cooking Class
				3) Food Shop and hands on Cooking Class
				4) Italian cooking demonstration
				5) Food Tour and Tasting Experience
				6) Market tour and Tasting Experience
				7) Wine and Olive oil Tasting Tour
36	Food Tours of America	Dallas (USA)	http://www.toursdallas.net/	1) West Village Restaurant Hop
				2) West Village Restaurant Tour
				3) Uptown Foodie Walk
				4) JFK Dine and Dealey
				5) Dallas Gourmet Tour
37	A lot of Thai	Thailand	http://www.alotofthai.com/	1) Cooking courses
38	Japanese cooking class	Tokyo (Japan)	http://www.japanese-cooking-class-tokyo-mari.com/	1) Japanese Homemade Dishes
				2) Japanese Vegetarian Dishes
				3) Japanese Sweets
				4) Intensive Course
				5) Theraputic Japanese Foods
				6) Japanese Bread
39	Eat Osaka	Osaka (Japan)	http://www.eatosaka.com/	1) Home Cooking
				2) Osaka Street Food
				3) Kobe Beef Experience
40	Taste of Lisbon	Lisbon (Portugal)	http://www.tasteoflisboa.com/	1) Downtown-Mouraria Food and Cultural Tour
				2) Tram 28 Campo de Ourique Food and Cultural Tour
				3) Food and Cultural Tour on eco tuks
41	Cooking Lisbon	Lisbon (Portugal)	http://cookinglisbon.com/	1) Cooking Class
				2) Market Tour and Cooking Class
				3) Petiscos Showcooking
				4) Market Tour With Cooking Class
				5) Gourmet Portuguese Cooking Class
				6) Lisbon Pastry and Baking Classes
				7) Portuguese Nouvelle Cuisine
				8) Cheeses and Wines Class
				9) Private tour/experience
42	Apicius	Tuscany and Florence (Italy)	http://www.apicius.it/	1) Weekly programs
				2) 2-week programs

				3) 3-week programs
				4) Gastronomic walking tour
				5) Market tour
				6) Cooking Supply Tour
				7) Shopping Tour
				8) Wine Tour
				9) Dinner in a Tuscan Home
				10) Cooking class
				11) Field trip in the Chianti
				12) Customised programs
43	Tuscookany	Tuscany and Florence (Italy	http://www.Tuscookany.com/	1) One week Italian
				2) One week Mediterranean
				3) Three day Italian
44	Bettys cooking school	York (UK)	http://www.bettyscookeryschool.co.uk/	1) Courses
45	Original Berlin Food tour	Berlin (Germany)	http://www.berlinfoodtour.de/	1) Berlin Tours
				2) Berlin Tastings
				3) Berlin Supper Kiez
				4) Innovation Tours
46	Vallarta food tours, Eat, Explore, Experience	Puerto Vallarta (Mexico)	http://www.vallartafoodtours.com/	1) Vallarta Food Tours' Original Downtown Tour
				2) THE STREET – An Evening Taco Adventure Tour
				3) MEX-OLOGY: Tequila, Tacos and Mexican Cocktails Tour
				4) Vallarta Food Tour's Taste of Pitillal Food Tour
				5) Private Food Tours
47	Mexico Lindo Food tours	Puerto Morelos (Mexico)	http://www.mexicolindocooking.com/	1) Yucatan Delights
				2) Mexico best selection
				3) From the coast
				4) Central Mexico
				5) Culinary Vacations
48	T-Garden Cooking school	Kuala Lumpur (Malaysia)	https://www.facebook.com/mycookingschool/timeline	1) Cooking classes
49	Sarang Cookery	Kuala Lumpur (Malaysia)	https://www.facebook.com/sarangcookery	1) Cooking classes
50	Food tours Malaysia	Kuala Lumpur (Malaysia)	http://www.foodtourmalaysia.com/	1) Off The Eaten Track
				2) Kuala Lumpur Walk Tour
				3) Old Town Ipoh Food Tour (Full Day)
				4) Penang Food Tour (Brunch/Dinner).
				5) Food Tour KK (Sabah).
				6) Custom
51	Simply Enak food tour	Kuala Lumpur (Malaysia)	http://www.simplyenak.com/	1) Penang Harmony Food Trail
				2) Eat Drink Georgetown
				3) Petaling Street Heritage Food Walk
				4) Flavours of Malaysia - Off the Beaten Track!
52	Food expedition	Bankok	http://www.thai-	1) Cooking classes

		Bangkok	(Thailand)	cooking-class.com/	
53	Baipai Thai Cooking School	Bankok (Thailand)	http://www.baipai.com/index.php?start_page=y	1) Cooking classes	
54	Maliwan Thai Cooking Class	Bankok (Thailand)	http://www.maliwancooking.com/Pages/Default	1) Cooking classes	
55	HCM Cooking Class	Phuoc Vinh An, Cu Ch (Vietnam)	http://hochiminhcookingclass.com/home.aspx	1) Cooking classes	
56	Saigon Cooking Class	Ho Chi Minh City (Vietnam)	http://www.saigoncookingclass.com/	1) Half-day gourmet tour 2) Hands on cooking class 3) Private class 4) Back of the bike 5) Walking food tour	
57	Vietnam Cookery Center - Cooking Class Saigon	Ho Chi Minh City (Vietnam)	http://www.vietnamese-cooking-class-saigon.com/	1) Cooking classes	
58	Bumbu Bali Restaurant & CookingSchool	Bali (Indonesia)	http://www.balifoods.com/	1) Cooking classes	
59	Xo tours	Ho Chi Minh City (Vietnam)	https://xotours.vn/	1) The Foodie tour	
60	GRAIN Cooking Studio	Chi Minh City (Vietnam)	http://www.grainbyluke.com/	1) Grain cooking classes 2) Grain Cook and Dine	
61	Tokyo Sushi-Making Tour	Tokyo (Japan)	http://www.tokyo-sushi-making-tour.com/	1) Tokyo Sushi-Making Tour	
62	Tsukiji Cooking (Tsukiji Cooking - 築地料理教室)	Tokyo (Japan)	http://tsukiji-cooking.com/	1) Regular cooking class 2) Private cooking class 3) Classes for groups and tours 4) Tsukiji fish market tours &cooking class 5) Home visit cooking 6) Sushi making at sushi restaurant 7) Cooking Class of Michelin-starred chef	
63	Arigato Japan Cooking Classes & Food Tours	Tokyo (Japan)	http://arigatojapan.co.jp/	1) Arigato Japan Cooking Classes & Food Tours	
64	Buddha Bellies Cooking School Tokyo	Tokyo (Japan)	http://buddhabelliestokyo.jimdo.com/	1) Buddha Bellies Cooking courses	
65	Jambangan Bali Cooking Class	Bali (Indonesia)	http://www.jambanganbalicookingclass.com/#_=	1) Cooking classes	
66	Air's Thai Culinary Kitchen	Chiang Mai (Thailand)	http://www.airthaikitchen.com	1) Cooking classes	
67	Sabores de México	México City (México)	http://saboresmexicofoodtours.com/es/	1) Roma Foodie Walking Tour 2) Historic center food tour 3) Private tour	

68	Taste Porto	Porto (Portugal)	https://www.tasteporto.com//	1) Downtown Porto food tour
				2) Cooking class
				3) Private tour
				4) Olive oil experience
69	Food Tour Atlanta	Atlanta (USA)	http://foodtoursatlanta.com/	1) Inman Park food Tour
				2) Sips and Snack
				3) Private tour (Food tour Atlanta)
70	Peachtree food tour	Atlanta (USA)	http://peachtreefoodtours.com/	1) The Classic Peachtree Food Tour
				2) A Private Peachtree Food Tour
71	Atlanta Food Walks	Atlanta (USA)	http://atlantafoodwalks.com/	1) Downtown Southern Food Walk
				2) Private tour (Atlanta Food Walk)
72	Gili cooking school Sweet and Spicy	Gili Trawangan, Lombok (Indonesia)	http://gilicookingschool.webs.com/	1) Cooking classes
73	Tate of Tomasville	Tomasville (USA)	http://www.tasteofthomasvillefoodtour.com/	1) Taste of Thomasville Food Tour
				2) Taste of Thomasville After Hours
				3) Private tour
74	Aramendia Pasteleriak	San Sebastian (Spain)	http://casa-aramendia.com/	1) Pastry experience
75	Saperi&Sapori	Tuscany (Italy)	http://www.sapori-e-saperi.com/	1) Tours and Courses

Source: Own elaboration.

5.3 INTERNET-BASED SURVEY AND DATA COLLECTION TOOL: THE ONLINE QUESTIONNAIRE

Since when more people has become Internet users, online surveys has turned up to be useful method to collect data. Internet-based research has become more widespread over the last two decades and many scientists, in particular in social sciences, have started to turn to online design to conduct their research. According to Dolnicar (2013), online surveys represent the 20% of global market research. This figure demonstrates that Internet-based data collection is no longer a marginal occurrence, but it is rather the future most popular method of survey data. Similarly, according to Van Selm and Jankowski (2006), Internet is increasingly being used as a tool and a platform for social scientific studies. Considering this recent trend, many researches have been conducted to assess whether online survey represent a valid alternative to traditional data collection. Both advantages and drawbacks have been pointed out (Matsuo et al., 2004) and, as it happens with all the others traditional data collection methods, the convenience of its implementation depends on the characteristics of each research, such as its objective, population, resources available etc…(Van Selm & Jankowski, 2006).

The most attractive advantages are: the accessibility of certain populations via online surveys, that could not be reached otherwise; the chance to achieve cross-cultural

samples (when Internet access is available in the culture of interest); the sample size can be larger than the one accessible through traditional methods; costs are minimal, when not inexistent; responses are collected faster and automatically recorded on an online database, ready to be cleaned up and used for data analysis; the questionnaire layout is attractive and dynamic and this can encourage the respondents' participation and decrease the dropout rate.

However, according to Matsuo et al. (2004), some researchers have identified some methodological issues related with online data collection that have to be taken into consideration. Among them it has to be mentioned the sample representativeness which is the main objection to employing online surveys (Van Selm & Jankowski, 2006).

Within the web environment there is no chance for researches to access the population and, therefore, to generate a sampling frame from which to recruit participants. Thus, even if online survey allows reaching a greater number of participants, there is no way to determine whether the resulting sample is representative of the population or not. Following Hung and Law (2011), Internet surveys are biased by their online nature as all the offline individuals that compose the population are automatically excluded and they can significantly differ from the online group in terms of demographics and responses.

Nevertheless, some researches agreed that comparing demographics from online and traditional surveys, results are similar (Matsuo et al., 2004). Other aspects to be considered are the low response rate, which usually characterizes the online data collection methods, possible technical problems, multi-entrance of data by a single respondent. Low response rate cannot be easily solved; however, as the online survey sending is free of charge, it is possible to send as much questionnaires as necessary in order to reach the final sample size required. It could be time consuming, but effective, as long as, the population is big enough to allow the sending to a massive number of potential respondents. Technical problems could be sort out with a very detailed and careful pre-test work on the collection data tool, in order to avoid bad surprises during the recollection. Finally, multi-entrances by a single respondents can be detected thank to the IP (Control Protocol) identification. Should the same IP be frequently repeated along the final database, researchers can decide whether to dismiss data associated with that IP, keep just one, or try to find out if that IP could belong to an institution that shares one same IP with several users (e.g. Universities). In this case, considering that it

is very improbable that one single respondent would will to fill the survey more than once, researchers could decide to keep the data.

In conclusion, according to Hung and Law (2011), even if pros and cons have been identified by researches about the use of online survey, the benefits of this method exceed its drawbacks (see TABLE 18). Therefore, considering the characteristics of the present research it seemed appropriate to implement the data collection process by means of an online tool: a hyperlinked survey.

TABLE 18: PROS AND CONS OF ONLINE SURVEYS

Pros	*Cons*
Wide geographical coverage: cross-cultural samples. Larger samples. Accessibility of very specific populations. Low costs. Time effectiveness. No need for data entry. Convenience for respondents. Attractiveness of formats: low dropout rate.	Sample representativeness. Response rate. Technical problems. Multi-entrance of data from a single respondent.

Source: Own elaboration from Matsuo et al. (2004), Van Selm and Jankowski (2006) and Hung and Law (2011).

In the context of the present research, it has to be specified that a mixed method of online and paper-based survey has been finally adopted. With the aim of improving the significance of the sample and enlarging its size, it resulted more effective to cover one of the experiences selected (Una Domenica Fuori Porta) with the traditional paper-and-pencil collection method. This entails certain issues about the homogeneity of the sample. The use of two different methods for data collection brings the need to test whether the samples obtained can be combined together, and treated as one unique sample. This test will be done and explained in Chapter 6, section 6.1.

5.4 THE QUESTIONNAIRE DESIGN AND FIELDWORK DEVELOPMENT

The questionnaire design is a delicate issue. Few questions hold the essence of the whole research and their correct presentation could be responsible for an effective or ruinous collection. The questionnaire design includes the considerations of issues such as the structure and order of the questions, number of items, number of pages, layout,

scales of measurement, presentation text, etc… Following Sarstedt and Mooi (2014) the questionnaire of the present research will be designed having in mind these aspects:

1) The starting page should include **a presentation of the research** goal and importance, giving information about the time needed to fill the survey, how data will be used and ensuring that results will be treated confidentially.

2) **The order of the questions** should be appropriate, being a funnel approach a suitable option. It consists in placing first more general questions and then move on details. This helps respondents in recalling the required situation and makes it easier answering the questions. Similarly, demographics should be placed at the end, and more personal data, such as income, educational attainment etc…should be included only if really necessary to the research purpose.

3) **The layout** should be concise and clear, avoiding small and coloured fonts. For web-surveys it is recommended to include a counter showing the percentage of the questions already filled out. Make sure that the layout is simple and compatible with all kind of systems and devices.

Considering all these things the questionnaire used in the present work resulted from an intense revision work which included the realization of a pre-test and a trial before launching it on the Web.

Before the pre-test and trial, the questionnaire has undergone a translation process. Considering that the survey was meant to include an international and cross-cultural sample, it was necessary to prepare the questionnaire in different languages. The survey has been finally conducted in English, Spanish and Italian. The first two languages have been selected for being the most spoken all over the world, while the Italian version has been introduced because one interesting experience with only Italian participants (Una Domenica Fuori Porta https://www.facebook.com/UnaDomenicaFuoriPorta/ on line on 10/9/2016) has been identified and deserved to be included in the research. The English and Spanish version could be accessed by means of the same link, whereas the Italian version has been prepared separately, as it was sent to respondents that were known to be Italian speakers and did not need to be given an alternative language option.

Apart from the language adaptation, the questionnaire has been adapted to the research context: culinary experiences. Therefore some changes in the wording have been done. Afterwards, the pre-test and trial have been conducted in order to have the scales selected perfectly adapted to the research context and purpose and to ensure that the

survey tool contains all the relevant questions, is easy to read and manage, its structure and instructions are clear, the time required for filling it out is appropriate and, finally, that there are no typing mistakes (Sarabia-Sánchez, 2013).

5.4.1 Pretest and trial of the data collection tool

The tool used to conduct the survey is a structured questionnaire. The pretest of the questionnaire is a crucial step to ensure the effectiveness of the tool elaborated for the data collection and, therefore, to achieve valuable results. It is a technical prove of the questionnaire draft and requires the involvement of a group of experts in the research field, who are meant to analyse de questionnaire with a critical eye and provide suggestions and recommendations to improve it. In the present research the experts' panel has been selected attending to their implication with the tourism sector and their level of knowledge of the English language. This last requirement was due to the need of testing that the English version was correct and free of grammar or idiomatic mistakes that could compromise its clarity. Whereas, the language check was not required for the Spanish and the Italian version, being the author of this dissertation proficient in these languages.

A panel of 25 experts in tourism issues has been selected among academics (14) and practitioners (11). Academics are university lecturers and researchers, having in tourism and marketing their main research interest, and practitioners are professionals with a large experience in the hospitality industry or marketing. Apart from their proficiency in the research topics or the present dissertation, they have been also chosen attending to their nationality, with the intention of having comments from people with different cultural and social backgrounds. Thus, the final panel included experts from Spain, Italy, Portugal, Greece, Mexico, USA and South America.

Experts have been approached by email with the request showed in TABLE 19:

TABLE 19: REQUEST OF COOPERATION FOR THE PRE-TEST OF THE QUESTIONNAIRE

ENGLISH	*Dear friend,* *From the research group Marketur of the University of Extremadura (Spain) we are developing a doctoral thesis on gastronomic tourism and experiential marketing. We get in touch with you to ask for your help in preparing the questionnaire to be used for data collection. The study will have an international scope and we guess that most of the surveys will be conducted in English.* *As an expert in the sector, and considering your native/high English level, we would like to have your opinion on the questionnaire we are developing, with special emphasis on the understanding of the questions, the vocabulary used and the clear comprehension of the phrases. Also, we ask you to tell us if you detect any redundancies, repetitions or any other aspect that might confuse the respondent in the final study. This is a technical test of the tool that we intend to use in the study, so it is not necessary to respond to the specific questions of the questionnaire. Please find attached the text of the questionnaire to be pretested in Word and PDF formats.* *You can send your comments and suggestions to this email address. For any clarification do not hesitate to contact us.* *We really appreciate your valuable cooperation and thank you in advance for your availability. We look forward to receiving your response soon.* *Best regards,*
SPANISH	*Estimado/a Amigo/a:* *Desde el grupo de investigación Marketur (Universidad de Extremadura, España) estamos desarrollando una tesis doctoral sobre turismo gastronómico y marketing experiencial. Nos ponemos en contacto contigo para pedir tu colaboración en la elaboración del cuestionario a utilizar para la recogida de datos. El estudio tendrá un alcance internacional y prevemos que la mayor parte de las encuestas se realizarán en inglés. Como experto del sector, y considerando tu alto nivel en la lengua inglesa, nos gustaría que nos dieras tu opinión acerca del cuestionario elaborado, poniendo especial atención en la comprensión de las preguntas, el vocabulario utilizado y la claridad de las frases. Asimismo, te pedimos indicarnos si detectas redundancias, repeticiones o cualquier otro aspecto que pueda confundir el encuestado en el estudio final. Se trata de un test técnico de la herramienta que pretendemos utilizar en el estudio, así que no es necesario que respondas a las preguntas concretas del cuestionario. En los ficheros adjuntos encontrarás el texto del cuestionario objeto del pretest en los formatos Word y Pdf. Puedes mandarnos tus comentarios y anotaciones a este mismo correo electrónico. Para cualquier aclaración no dudes en ponerte en contacto con nosotros. Agradecemos de antemano tu valiosa colaboración y esperamos pronto tu respuesta. Saludos,*
ITALIAN	*Gentilissimo/a Amico/a,* *il gruppo di ricerca Marketur, appartenente all' Università dell'Estremadura (Spagna) sta portando avanti una tesi di dottorato sul turismo gastronomico e il marketing delle esperienze. Le scriviamo per chiedere la sua gentile collaborazione per elaborare il questionario che utilizzeremo per la raccolta dati. La ricerca ha carattere internazionale e prevediamo che la maggior parte dei questionari sarà compilata in lingua inglese. Come esperto del settore e considerato il suo alto livello di inglese, desidereremmo avere la sua opinione sul questionario che stiamo elaborando, chiedendole di fare particolare attenzione alla formulazione delle domande, al vocabolario utilizzato e alla chiarezza delle frasi. Inoltre, le chiediamo di segnalare qualsiasi elemento che possa considerare ridondante, ripetitivo o che, semplicemente, possa mettere in difficoltà la persona intervistata nel momento del sondaggio definitivo. Le chiediamo, in pratica, un aiuto di carattere puramente tecnico circa lo strumento che vorremmo utilizzare per la raccolta dati, pertanto non è necessario che risponda alle domande specifiche del questionario. In allegato troverà il testo del questionario in formato word e pdf. Può mandarci i suoi commenti e considerazioni a questo stesso indirizzo email. Per qualsiasi dubbio o chiarimento, può mettersi in contatto con noi. La ringraziamo anticipatamente per la sua preziosa collaborazione e disponibilità. Attendiamo presto la sua gentile risposta. Cordiali Saluti,*

PORTUGUESE	*Estimado/a amigo/a,* *No grupo de investigação Marketur (Universidade de Extremadura, Espanha), estamos desenvolvendo uma tese de doutoramento sobre turismo gastronómco e marketing experiencial. Entramos em contato consigo para pedir a sua colaboração na elaboraçao do questionário utilizado para a recolha de dados. O estudo será internacional e pensamos que a maior parte dos inquéritos relizar-se-á em inglês. Como experts no sector, e considerando o seu alto nível de língua inglesa, gostariamos de obter a sua opinião acerca do questionário elaborado, com especial atenção na comprensão de perguntas, o vocabulário utilizado e a claridade das frases. Também pedimos de nos indicar se detecta rendundâncias, repetições o qualquer outra questão que possa enganar ao inquirido no estudo final. Trata-se de um teste técnico da ferramenta que pretendemos utilizar no estudo, portanto não é necessário responder às perguntas concretas do questionário. Juntos neste email pode encontrar o texto do questionário em formato Word e PDF. Pode-nos mandar os seus comentários a este email. Para cualquer dúvida pode contatar connosco.* *Muito obrigado pela sua valiosa colaboração e esperamos a sua resposta.*

Source:Own elaboration.

A final number of 15 experts (10 academics and 5 practitioners) agreed to take part in the pretest and, based on their suggestions and comments, some changes have been introduced to the questionnaire. The most of them were related to the English wording of the presentation message and items. In this case, recommendations from native English speakers have been taken in particular consideration. As an example, one of the most significant changes introduced is the substitution of the adjective "gastronomic" with "food" or culinary" when referred to "tourism" and "experience", as this world could be perceived as too technical and quite unfamiliar for respondents from the USA In addition, some items were marked as redundant and their elimination was suggested. However, in order to fully respect the items' composition of the original scales selected, no items have been deleted, postponing this decision after the data analysis and submitting it to statistical evidences.

After pretesting the questionnaire, a final trial was conducted with a small sample of participants who were asked to fill the survey and detect minor issues and mistakes. Different from the pretest, the trial is not a technical test, but rather a final proof to check clarity, ease and time of response. Therefore, participants are not meant to be expert in the research field. They are meant to be a heterogeneous sample composed by people similar to the ones approached in the final work. Also, it served to test the data collection system and the effective functioning of the survey software chosen for developing the fieldwork of this research. The trial was developed counting on a group of 17 people of different ages and nationalities. Participants come from Spain, Belgium, Mexico, Ecuador, Cuba, England and Australia. Comments from the trial allowed to perfect and finalise the collection tool and to ready it to work in the field. Just as in the pretest, the most of the comments received from the trial were directed at bettering the

wording or pointing out the repetitiveness of certain items. Some minor changes have been applied based on these suggestions.

After the pretest and the trial, the final questionnaire was ready for being administered and the fieldwork to be started. Following the recommendations of Trespalacios et al. (2005), the questionnaire was organised on the basis of a specific logic and structure, which is meant to help respondents and reduce dropout rate. Thus, the questionnaire is organized in 4 sections. As different questionnaires had to be created to fit the variety of the experiences selected, the number of pages/screenshots and questions is variable. The questionnaires assessing just one experience (See TABLE 22) have fewer questions and pages as, in some cases, it was not necessary to ask for the language option or for the place and kind of the experience lived. However, apart from this exception the general version of the questionnaire included 14 pages and 19 questions. More details about the questionnaire structure can be seen in TABLE 20 below.

TABLE 20: STRUCTURE OF THE QUESTIONNAIRE

Section	*Page*	*Variable/question*	*Scales*	*Num. of items*
Introduction questions	1-4	Language of the survey	Nominal	-
		Place of the experience		
		Kind of experience		
		Year of the experience		
Core questions	5-12	Involvement	Interval-7 point Likert	11
		Place Attachment	Interval-7 point Likert	6
		Exp. Quality	Interval-7 point Likert	20
		Memorability	Interval-7 point Likert	3
		Exp. Satisfaction	Interval-7 point Likert	4
		Quality of Life	Interval-7 point Likert	7
		Loyalty	Interval-7 point Likert	18
Personal Data	13	Place of residence (country, province, city, rural/urban area)	Nominal	-
		Gender	Nominal	-
		Age	Ordinal	-
		Education level	Nominal	-
Comments and thanksgiving	14	Comments	Open question	-

Source: Own elaboration.

Apart from the questions intentionally included in the questionnaire, the survey software registered some additional information and data that, albeit not responding to the research scope, are useful to ensure the reliability of the data collected. These are: start and end date, respondent ID and IP direction. This last is particularly useful to

check whether respondents provide multiple submissions. However, according to Reips (2002) there is evidence that this issue is rare in Internet-based surveys. It has to be specified that the IP information is not fully reliable as some institutions can have one IP shared by several users, or by the other side, one user can be identified by different IPs in different moments. That is possible with a simple restart of the router, which will assign a new IP to the user. Nevertheless, in the present research IP directions have been checked in order to find duplicated values. Just four pairs of duplicated values were found which is assumed to be acceptable, not compromising data validity. As the survey link was sent with the request of sharing it with others (friends, partners, relatives, etc…) who joined the same experience, it could happen that two submissions have been sent from the same household, and thus, with the same IP. Given this consideration, it has been decided not to delete the eight submissions labelled with duplicated IPs.

Annex 1shows the final version of the questionnaire launched in the field.

5.4.2 The Fieldwork

This section is addressed to the detailed description of the actions carried out to collect data. The fieldwork is a practical, but complicated part of a research. It can be seen as the *moment-of-truth*, as everything the researcher hypothesised and studied on a theoretical base, must work in the field. Therefore, potential respondents need to be accessible and willing to participate, the channels that are planned to be used have to be effective, and most importantly, the entries/answers achieved have to be enough and suitable in order to serve the research objectives (Sarstedt & Mooi, 2014). As already mentioned, the present research conducted an Internet-based survey, completed with a pencil-and-paper survey, thus the fieldwork consisted in launching the questionnaire through specific channels which are expected to reach a proper group of respondents and, additionally, in physically distributing it to the participants to the experience which have been approached with traditional survey methods (specifically to the activity "Una Domenica Fuori Porta").

In reference to the online collection, the best channel to reach respondents was the social network Facebook®. A web link of the survey has been sent to all those people who left a review/comment on the Facebook® page of one of the selected experiences. Informers were approached with a private message or a public comment, with a request of cooperation and the link of the survey to fill out. In TABLE 21 the presentation texts used to approach respondents are presented.

TABLE 21: TEXTS USED TO APPROACH RESPONDENTS

ENGLISH	Dear friend, The University of Extremadura (Spain) is carrying out a study on culinary tourism which includes food tours, cooking classes, food and wine tastings, and other experiences. If you had a culinary experience in (*destination)* we would appreciate if you could answer a short survey. It will take less than 10 minutes. Be assured that all answers will be kept confidential and data will be presented in an aggregated form only. Please follow the link below to access the survey: (*link to the online questionnaire*). Thank you! Please share this link with other people who joined the same tour/experience. It is very important that you COMPLETE THE SURVEY UNTIL THE END.
SPANISH	Estimado/a amigo/a, La Universidad de Extremadura (España) está llevando a cabo una investigación sobre experiencias gastronómicas como tour culinarios, clases de cocina, catas y degustaciones, etc. Si ha tenido una experiencia gastronómica en (*destination)* le pedimos que conteste a una breve encuesta. Le llevará menos de 10 minutos. Le garantizamos que los datos se tratarán de forma confidencial y agregada, sin que se utilicen para otros fines diferentes a los indicados. Por favor, pinche en el siguiente enlace para acceder a la encuesta: (*link to the online questionnaire*). ¡Gracias! Por favor, comparta este enlace con otras personas que han hecho el mismo tour/ experiencia. Es muy importante que RELLENE EL CUESTIONARIO HASTA EL FINAL. ¡Gracias!

Source: Own Elaboration.

In reference to the pencil-and-paper survey, respondents have been physically reached just after the experience and have been asked to take part to the survey with the presentation text presented below and included in the paper questionnaire. It has to be remembered that this collection method had been applied to one specific experience, where all the participants were known to be Italians. Therefore, the presentation text is in Italian only.

> Gentile *fuoriportista*[13],
> l'Università dell'Estremadura -Spagna- sta svolgendo una ricerca su diverse esperienze gastronomiche intese come tour culinari, lezioni di cucina, degustazioni ecc.... L'obiettivo della ricerca è valutare se questo tipo di attività possa avere un impatto sulla qualità di vita delle persone e indurre scelte di consumo specifiche nel futuro. Le chiediamo gentilmente di rispondere a un breve questionario facendo riferimento all'esperienza di "Una Domenica Fuori Porta" a cui ha partecipato. Nel caso in cui abbia partecipato a più di una di queste esperienze, ne scelga solo una a cui far riferiemento per completare il questionario. Impiegherà meno di 10 minuti. Le assicuriamo che i dati resteranno anonimi, che verranno trattati esclusivamente in forma aggregata e per le finalità qui descritte.
> Per compilare il questionario clicchi sul link qui di seguito:
> (*link to the on-line questionnaire*).
> Grazie per la sua collaborazione!

It has to be specified that the Italian text is slightly different from the English and Spanish ones due to the fact that it was prepared to assess one specific experience,

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[13] *Fuoriportista* is the name used to address those people who participated to the experience "Una Domenica Fuori Porta".

whose participants have been approached in Italian, with no need to provide an alternative language option. Thus, the questionnaire has been personalised in order to match that specific context. By the other side, the English and Spanish texts are more general and personalization refers to the destination's name and the link to the survey. As already mentioned, 75 experiences were considered in the research and a total number of 16 links have been created. Each link groups together a variable number of experiences from 1 to 9. TABLE 22 below shows all the experiences used and their corresponding links.

TABLE 22: LINKS AND EXPERIENCES USED IN THE FIELDWORK

Experiences		Link	
1	Eating Italy Food Tour	https://es.surveymonkey.com/r/phdsurvey_EDiClemente	1
2	Foods of NY		
3	Chicago food Planet		
4	Culinary Backstreets		
5	Tru Bahamian Food Tours		
6	Hawaii Food Tours		
7	Cooking classes in Rome	https://es.surveymonkey.com/r/phdsurvey2_EDiClemente	2
8	Flavours of San Juan (Puerto Rico)		
9	Gili Cooking classes		
10	Eating London Food Tour		
11	Eating Prague Food Tour; Eating Amsterdam Food Tour		
12	Cook and taste Barcelona cooking classes		
13	Orlando Food Tour		
14	Taste of Thailand	https://es.surveymonkey.com/r/PHDsurvey3_ElideDiClemente	3
15	San Sebastian Food		
16	York Cocoa House		
17	York Chocholate story		
18	Devour Seville		
19	Fabiolous Cooking day		
20	Miami culinary tours	https://es.surveymonkey.com/r/PHDsurvey4_ElideDiClemente	4
21	Cooking point Madrid		
22	Spanish tapas		
23	New Orleans cooking experience		
24	Bangkok Food Tasting & Tours		
25	Anna's B spanish kitchen		
26	Food tours of Rome		
27	Cibo		
28	Hong Kong foodie food tour	https://es.surveymonkey.com/r/PhDsurvey5_ElideDiClemente	5
29	New Orleans school of cooking		
30	Zab E Lee Thai cooking school		
31	Secret food tour	https://es.surveymonkey.com/r/PhDsurvey6_ElideDiClemente	6
32	Sky Kitchen Peru		
33	Toscana mia		
34	A lot of Thai		
35	Food Tours of America		

36	Cooking Class Tokyo with Mari		
37	Eat Osaka		
38	Taste of Lisbon		
39	Cooking Lisbon		
40	Tuscany and Florence (Italy)	https://es.surveymonkey.com/r/PhDsurvey7_ElideDiClemente	7
41	York (Bettys cooking school)		
42	Original Berlin Food tour		
43	Vallarta food Tour (México)		
44	Mexico Lindo cooking		
45	T-Garden Cooking school		
46	Food tours Malaysia		
47	Simply Enak food tour		
48	Sarang Cookery		
49	Food Expedition Bangkok	https://es.surveymonkey.com/r/PHDsurvey8_ElideDiClemente	8
50	Baipai Thai Cooking School		
51	Maliwan Thai Cooking Class		
52	HCM Cooking Class		
53	Vietnam Cookery Center		
54	Saigon Cooking Class		
55	Bumbu Bali Restaurant & Cooking School		
56	Xo tours	https://es.surveymonkey.com/r/PHDsurvey9_ElideDiClemente	9
57	GRAIN Cooking Studio		
58	Tokyo Sushi-Making Tour		
59	Tsukiji Cooking (Tsukiji Cooking - 築地料理教室)		
60	Arigato Japan Cooking Classes & Food Tours		
61	Buddha Bellies Cooking School Tokyo.		
62	Jambangan Bali Cooking Class		
63	Air's Thai Culinary Kitchen		
64	Sabores de México	https://es.surveymonkey.com/r/PHDsurvey10_ElideDiClemente	10
65	Taste Porto		
66	Food Tour Atlanta		
67	Peachtree food tour		
68	Atlanta Food Walks		
69	Gili cooking school Sweet and Spicy		
70	Taste of Thomasville food tour	https://es.surveymonkey.com/r/PhDsurvey11_ElideDiClemente	11
71	Aramendia pasteleriak	https://es.surveymonkey.com/r/Aramendia_phdElideDiClemente	12
72	Una Domenica Fuori Porta	https://it.surveymonkey.com/r/Unadomenicafuoriporta_phdELide	13
73	Oleosetin	https://es.surveymonkey.com/r/OLEOSET_PHDElideDiClemente	14
74	Oleasoul	https://es.surveymonkey.com/r/OleaSoul_P	15

		HDsurvey_ElideDiClemente	
75	Sapori e Saperi	https://es.surveymonkey.com/r/Saperiesapori_PhD_ElideDiClemente	16

Source: Own Elaboration.

Each enterprise offers a range of activities including cooking classes, food tours, show cooking, etc…In order to get more useful results, all the activities offered have been grouped in 4 categories of experiences, namely, Cooking Class, Food Tour, Cooking Class+Food Tour and Tastings. In this way it is possible to see which is the most popular culinary experience chosen by respondents.

The answers have been automatically recorded on a digital database. This process has been carried out thanks to the services provided by a renowned survey software: SurveyMonkey® (https://it.surveymonkey.com online 10/9/2016), which allowed to draw a personalised questionnaire and to spread it on webpages, social networks, emails, etc… by providing a link to the survey.

Following the recommendations of Sánchez-Fernández et al. (2012), in order to improve the response rate, reminders have been sent using the same text and channel of contact.

A total number of 563 of which 386 are complete and 177 incomplete. Not all the incomplete answers have been rejected, as some of them were almost complete, missing only personal data or a minimum percentage of answers. Therefore, 39 have been included in the sample which is finally composed by 425 individuals. The fieldwork was completed in 6 months. It has been carried out from March 2016 to September 2016. TABLE 23 shows the technical details of the empirical work.

TABLE 23: TECHNICAL DETAILS OF THE EMPIRICAL WORK

Population	Tourists who had at least one culinary experience during one of their holidays or trips
Geographical scope	International
Data collection method	Internet-based and paper-based survey
Sampling frames	Not available
Informants	Tourists who had at least one culinary experience during one of their holidays or trips
Population size	Unknown
Sampling technic	Non-probability convenience sampling
Fieldwork	March-September 2016
Achieved entries	563
Valid entries	425

Source: Own Elaboration.

Once data have been collected it is necessary to prepare a database to proceed with statistical analysis. Internet-based surveys and, in particular, on-line surveys softwares facilitates this work as many issues, such as illegibility of answers, lost values, etc… had not to be considered. Answers were automatically recorded by the software and, at the end of the collection, could be downloaded in an Excel format. Considering that the present work has used 16 different links to collect data, the only work to be done was to download all the 16 databases generated and melt them together in order to have one general database. As already mentioned, considering that some questionnaire had fewer classification questions and pages, some work was required in order to make the database uniform. In reference to the paper-and-pencil survey, data collected have been manually introduced on the online database by the author of the dissertation. Contrary to the online version, the paper questionnaire has the inconvenience that respondents could not be obliged to answer all the questions. The on-line questionnaire included an obligatory option for all the questions, with an exception for personal data that could be omitted by respondents. In this way, missing values could interest only the final part of the questionnaire, or alternatively some sporadic questions about demographics. In the paper questionnaire, however, missing values could be scattered throughout the whole survey. Questionnaires with a large amount of missing values were disregarded and not included in the final sample. A total of 78 entries have been achieved with paper-and-pencil survey, but five of them have been rejected for being incomplete. So a total number of 73 questionnaires have been achieved by means of a traditional survey method and have been included in the final sample.

Finally, all the variables have been given a code number. This process was necessary in order to process all the data with the required statistical analysis and programmes: Excel or SPSS. Further explanations about the statistics performed can be found in the next section.

5.5 STATISTICS AND DATA ANALYSIS

Different tools have been employed in order to perform data analysis.

First of all, descriptive analysis was carried out using the statistical programme IBM-SPSS Statistics Version 21. Afterwards, multivariate analysis was applied to test the predictive value of the model hypothesised.

The main statistical technic used is Structural Equations Modeling (SEM) which allows the study of real-life phenomenon and the connection between philosophy of science and theoretical and empirical research (Nunkoo et al., 2013). SEM has become increasingly popular as a technic capable of reflecting and testing the complexity of reality. In fact, according to Nunkoo and Ramkissoon (2012), univariate and bivariate analysis are too limited, as rarely one single independent variable explains or impacts the functioning of one single dependent variable.

Nowadays tourism researchers deal with complex and multidimentional issues which require multivariate analysis in order to be assessed and solved. The actual requirement in tourism is to deal with multivariate models with several variables influencing one another at the same time. Therefore, it has to be recognised that, even if rigorous, multiple regressions analysis is capable of testing models with only one dependent variable at a time, which is no longer sufficient to embrace the complex reality of the modern Tourism and Hospitality industry (Cheng, 2001). SEM gives to tourism researchers the opportunity to produce better quality research, to achieve more effective results, and to reach useful conclusions.

In brief, Structural Equations Modelling (SEM) is a multivariate statistical analysis which allows researchers to assess complex models involving a number of dependent and independent variables interacting concurrently. SEMs provide the estimation of causal relationships among latent variables (unobserved variables), by means of measurable variables (observed variables), using a series of independent multiple regressions equations performed simultaneously. However, the benefit of SEMs can be experienced only if used correctly (Nunkoo et al., 2013). The application of SEM

implies a two-step process which refers to the assessment of the measurement model and the structural model (Hair et al., 2012a).

Once a model has been hypothesized at a theoretical level and the causal relationships among variables have found a solid justification in theory and literature, it is necessary to test the reliability and validity of the measures employed. This is the first of the two-steps approach and is entitled to assess the measurement model, that is, the set of observed indicators which serve for the measurement of latent variables.

Then the model can be structurally tested. The structural relationships between the latent construct have to be statistically supported and justified by path coefficients. Path analysis may show that some of the hypothesised relationships are non-significant, thus the model has to be rearranged considering new paths which allow reaching the "best-fitting" structural model. All the new paths must be supported by theories and previous literature contributions.

This approach to SEM is graphically explained and described by Cheng (2001) and can be observed in FIGURE 18 below.

FIGURE 18: INCREMENTAL APPROACH TO SEM
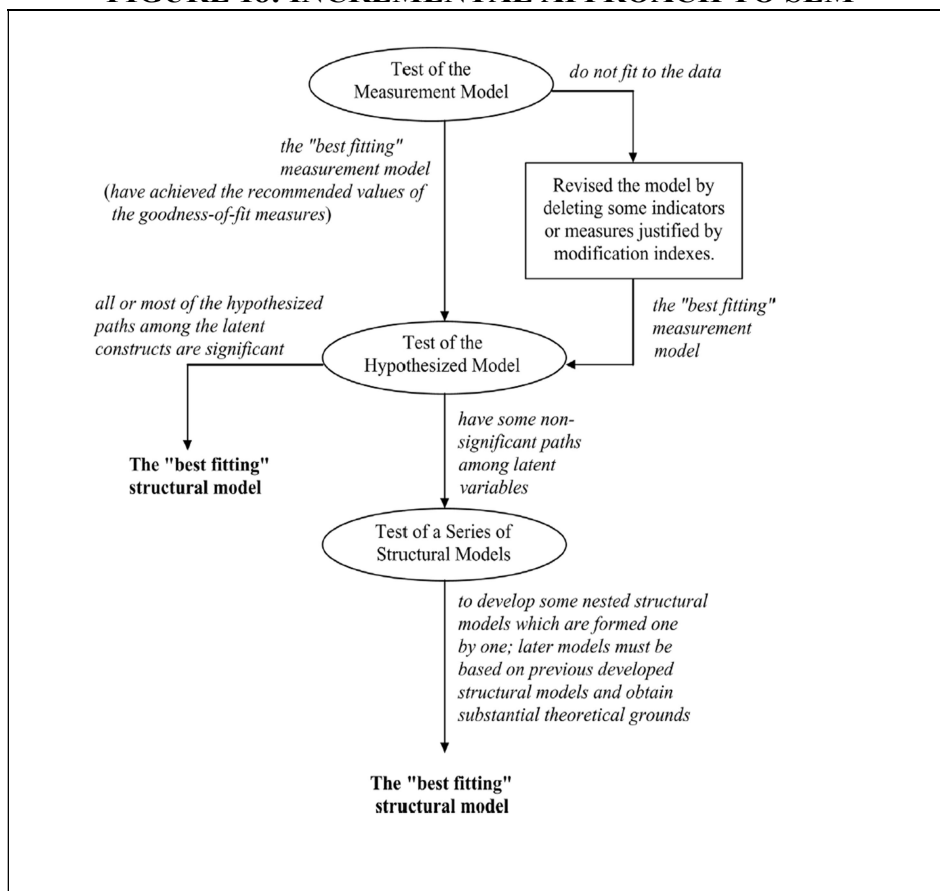
Source: Cheng (2001).

Following Hair et al. (2012a) when applying SEM, researchers have two alternative methods to adopt: CB-SEM or PLS-SEM. The former is based on covariance and the latter in variance partial least squares. At present time, CB-SEM is the most applied in marketing research; however PLS-SEM is gaining popularity. The difference between the two technics is that, CB-SEM minimizes the convariance matrix between the estimated model and the sample, while PLS-SEM maximises the variance of latent variables explained by manifest variables associated by means of linear combinations.

Considering that CB-SEM is the most accepted and applied approach, the use of PLS-SEM presents some critical issues that bring researchers to provide a solid justification of this decision. The present research adopts the PLS-SEM technic, following the considerations proposed by Hair et al. (2012, 2012a). According to these authors there are some most frequently used reasons to select the PLS-SEM approach which are the following:

1) **Non-normal data**. PLS-SEM algorithm transforms non-normal data, so results are robust to this condition even if data are highly skewed. In contrast, CB-SEM requires normally distributed data, but most empirical research do not meet this condition and for this reason several researches using CB-SEM report contradictory results.

2) **Small sample size.** This point has been object of debate. In general it has to be recognised that some authors showed PLS-SEM boasts high level of statistical power even with small samples (e.g. 100 observations).

3) **Formative measures**. PLS-SEM is more flexible when considering models with formative constructs. It only requires that construct be structurally linked. Instead CB-SEM is more demanding with this point. It can accommodate formative indicators, but requires some limiting and complex specification rules to be observed, which often represent important hurdles to face in the model elaboration.

4) **Focus on prediction**. Many researchers maintain that PLS-SEM is more consistent with their research objective, being this last the explanation of the variance of endogenous constructs. This is usually linked with exploratory research approach and theory development.

According to Hair et al. (2011), PLS-SEM is an attractive method which offers vast potential of application for researchers, in particular in the field of marketing and

management. Considering all the preceding, the present research is inclined to use the PLS-SEM method.

Several softwares have been developed to help the application of this method such as SmartPLS, LV-PLS and PLS-Graph, among others. SmartPLS 3 is the one used for the data analysis of this dissertation (Ringle et al., 2015).

5.6 FORMATIVE AND REFLECTIVE CONSTRUCTS

Literature review represented the starting point for model elaboration and scales selection (see Chapter 4). Based on existing theories and evidences it could be possible to outline a conceptual interaction between specific constructs and hypothesise potential paths linking them together. At the moment of empirically testing these theoretical assumptions and considering the statistical methodology selected for data analysis (PLS-SEM), it is required to make decisions about the reflective or formative nature of the constructs and dimensions involved in the hypothesised model as their evaluation process differs according with this aspect. According with Jarvis (2003) the assessment of constructs and their measures and the relationship between constructs and its indicators has been approached from the test theory. This means that variations in the measures are caused by variations in the underlying latent construct. Although this direction of causality is appropriate in many cases, for some constructs it make more sense an inverse causality, from the measures to the constructs. This determines that constructs can be treated as reflective or formative. Whether a construct is formative or reflective, affects substantially to its estimation procedure and a misspecification of this causality direction can have serious consequences on the validity of the measurement model and, as a result, on the accuracy of conclusions. Therefore it is a noteworthy issue which deserves attention. According with MacKenzie et al. (2005) little guidance is provided to researchers on how to successfully distinguish formative and reflective constructs. In marketing and tourism research, while some constructs have a clear and consolidated nature, others are ambiguous and decision on whether they have to be treated as formative or reflective models is based on researcher's capability of identifying their real nature. Considering the preceding, before determining the formative or reflective nature of the constructs considered in the present research, it is important to specify what exactly the difference between these two measurement models is.

Reflective constructs are principal factors models and assume that covariations among the measures are reflections of variations in the underlying latent factor. Thus, indicators of a reflective construct are required to show internal consistency because all of them are equally valid indicators of the latent factor. This measurement model is graphically represented with the direction of causality flowing from the latent construct towards a set of indicators. Error is taken in consideration at an items' level. Typical examples of reflective models are the ones measuring attitudes or intentions.

Formative models, by the other side, are less known and applied than their counterpart. They work the other way around, that is, changes in the latent construct are determined by changes in its measures. This is a composite latent variable model and assumes that the measures act all together, as a group, and impact the latent construct. So, the direction of causality goes from the indicators to the construct. Indicators are uncorrelated, therefore internal consistency reliability is a useless tool to evaluate the adequacy of the measurement model. Error is considered at a construct level (Jarvis et al., 2003; MacKenzie et al., 2005). As an example of formative model MacKenzie et al. (2005) propose the construct of job satisfaction which results from the composition of different facets (pay, coworkers, supervisor, etc…) that together determine a global level of job satisfaction.

Sometimes conceptual definition of the constructs implies a two-level order. This means that the final construct is determined by multiple first-order subdimensions, which in turn, are determined by indicators. Both first-order and second-order construct can have a reflective or formative nature.

Not necessarily the two orders are represented by the same measurement model. It can be found that first-order constructs are formative and second-order reflective, or vice versa. Or alternatively both orders are formative or reflective. Here again the nature of the model is based on the construct's conceptual meaning and on the direction of causality linking the indicators and the latent factor.

The hypothesised model of the present research includes second-order constructs, so decisions on the nature of the measurement models have to be taken on both dimensions and subdimensions of each construct. According with Jarvis et al. (2003) researchers who are struggling with this issue do not have a comprehensive list of criteria to take into consideration, hence the difficulty of defining the true nature of the constructs. Considering this aspects the authors propose a short grid of 4 fundamental questions

that can lead researchers in the decision. FIGURE 19 shows the recommendations of these authors that have been taken as a reliable guidance in the present research.

FIGURE 19: GUIDELINES FOR THE DIFFERENTIATION BETWEEN FORMATIVE AND REFLECTIVE CONSTRUCTS

Question	*Formative model*	*Reflective model*
1) Direction of causality from construct to measure implied by the conceptual definition. Are the indicators (items) (*a*) defining characteristics or (*b*) manifestations of the construct? Would changes in the indicators/items cause changes in the construct or not? Would changes in the construct cause changes in the indicators?	Direction of causality is from items to construct Indicators are defining characteristics of the construct Changes in the indicators should cause changes in the construct Changes in the construct do not cause changes in the indicators	Direction of causality is from construct to items Indicators are manifestations of the construct Changes in the indicator should not cause changes in the construct Changes in the construct do cause changes in the indicators
2) Interchangeability of the indicators/items. Should the indicators have the same or similar content? Do the indicators share a common theme? Would dropping one of the indicators alter the conceptual domain of the construct?	Indicators need not be interchangeable Indicators need not have the same or similar content/indicators need not share a common theme Dropping an indicator may alter the conceptual domain of the construct	Indicators should be interchangeable Indicators should have the same or similar content/indicators should share a common theme Dropping an indicator should not alter the conceptual domain of the construct
3) Covariation among the indicators. Should a change in one of the indicators be associated with changes in the other indicators?	Not necessary for indicators to covary with each other Not necessarily	Indicators are expected to covary with each other Yes
4) Nomological net of the construct indicators. Are the indicators/items expected to have the same antecedents and consequences?	Nomological net for the indicators may differ Indicators are not required to have the same antecedents and consequences	Nomological net for the indicators should not differ Indicators are required to have the same antecedents and consequences

Source: Jarvis et al. (2003).

Based on these guidelines, the constructs involved in the structural model hypothesised in the present research are identified as reflective or formative. TABLE 24 shows the decision taken about this issue.

TABLE 24: REFLECTIVE OR FORMATIVE NATURE OF THE CONSTRUCTS INVOLVED IN THE MODEL

Construct	*Measurement model*	
	I order	*II order*
Involvement	Reflective	Reflective
Place Attachment	Reflective	Formative
Experience Quality	Reflective	Reflective
Memory	Reflective	-
Experiential Satisfaction	Reflective	-
Satisfaction with culinary life	-	-
Satisfaction with travel life	-	-
Quality of Life	Reflective	-
Loyalty to destination	Reflective	-
Loyalty to the experience	Reflective	-
Loyalty to local products	Reflective	Formative

Source: Own elaboration.

Chapter 6
DATA ANALYSIS AND DISCUSSION OF RESULTS

This chapter is addressed to give empirical evidence to the relations and hypotheses set out in the present dissertation. Data collected in the fieldwork phase described in the previous chapter, will undergo a statistical analysis by means of the PLS-SEM technique. The main objective of this step of the research is to find out whether what suggested at a theoretical level is supported by data achieved in real scenarios. The majority of the hypotheses proposed are supported, whereas three of them had to be rejected, not finding empirical support in this specific context. Fist, a descriptive analysis of data will be presented and then the structural relationships proposed will be assessed following the two-steps approach method, as required by the inclusion of second-order variables in the model. Results described in this chapter give cause for relevant considerations that will lead to important conclusions at both a theoretical and practical level.

6.1 DESCRIPTIVE ANALYSIS

6.1.1 Homogeneity of the sample

In Chapter 5 it was already explained that data have been collected with two different methods: an Internet-based and a paper-based survey. Before proceeding with data analysis, it is useful to check that the data collected could be treated as a unique sample, that is, are homogeneous among them. To check this aspect a t-test for independent samples has been performed. First, the Levene's test for homogeneity of variances will show whether equal variances are assumed or not. This result indicates the proper value to consider for the t-test hypothesis testing. This is an item-based test, thus, in the context of the present research it has been chosen to perform it with regard to the items defining the loyalty's variables (LOYD, EXPLOY and LOYP), as they are the outputs of the model. TABLE 25 shows the results of the Levene's test.

TABLE 25: LEVENE'S TEST FOR LOYALTY's VARIABLES

	Items	*Levene's test for equality of variances*	
		F	Sig.
Equal variances assumed	$LOYD_1$	2.925	0.088
	$LOYD_2$	1.617	0.204
	$LOYD_3$	0.234	0.629
	$EXPLOY_1$	0.049	0.825
	$EXPLOY_2$	2.123	0.146
	$EXPLOY_3$	0.370	0.543
	$EXPLOY_4$	0.664	0.416
	$EXPLOY_5$	0.839	0.360
	$LOYPIB_1$	0.533	0.466
	$LOYPIB_2$	0.242	0.623
	$LOYPIB_3$	0.059	0.808
	$LOYPIB_4$	0.095	0.758
	$LOYPIB_5$	0.022	0.883
	$LOYPIB_6$	0.000	0.995
	$LOYPWOM_1$	1.187	0.277
	$LOYPWOM_2$	2.104	0.148
	$LOYPWOM_3$	0.095	0.758
Equal variances not assumed	$LOYD_4$	3.909	0.049

Source: Own elaboration.

Levene's test shows that equal variances are assumed for 17, out of 18, items of the loyalty's variables. $LOYD_4$ is the only item that does not assume variances to be equal. These results indicate which value must be considered for the t-test hypothesis testing.

A t-test for independent groups has been performed with regard to loyalty's variables in order to check whether statistically significant differences exist between the two groups of data: the ones collected on Internet and the ones collected throughout a paper-and-pencil survey. TABLE 26 shows the results of this test.

TABLE 26: T-TEST FOR INDEPENDENT GROUPS FOR LOYALTY'S VARIABLES

Items	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						Lower	Upper
$LOYD_1$	-3.660	405	0.000	-0.494	0.135	-0.759	-0.229
$LOYD_2$	-2.940	405	0.003	-0.422	0.143	-0.704	-0.140
$LOYD_3$	-2.888	405	0.004	-0.522	0.181	-0.878	-0.167
$LOYD_4$	-3.541	95.838	0.001	-0.728	0.206	-1.137	-0.320
$EXPLOY_1$	-3.133	404	0.002	-0.655	0.209	-1.065	-0.244
$EXPLOY_2$	-3.485	403	0.001	-0.685	0.197	-1.072	-0.299
$EXPLOY_3$	-1.715	405	0.087	-0.277	0.161	-0.594	0.040
$EXPLOY_4$	-2.468	405	0.014	-0.358	0.145	-0.644	-0.073
$EXPLOY_5$	-1.461	405	0.145	-0.199	0.136	-0.467	0.069
$LOYPIB_1$	-0.176	402	0.861	-0.032	0.184	-0.395	0.330
$LOYPIB_2$	-0.999	402	0.318	-0.172	0.173	-0.512	0.167
$LOYPIB_3$	-1.093	402	0.275	-0.188	0.172	-0.526	0.150
$LOYPIB_4$	-0.881	402	0.379	-0.152	0.172	-0.491	0.187
$LOYPIB_5$	0.780	402	0.436	0.188	0.241	-0.286	0.661
$LOYPIB_6$	-2.009	401	0.045	-0.422	0.210	-0.836	-0.009
$LOYPWOM_1$	-0.536	401	0.593	-0.083	0.154	-0.385	0.220
$LOYPWOM_2$	-0.099	400	0.921	-0.017	0.167	-0.345	0.312
$LOYPWOM_3$	-0.798	403	0.425	-0.144	0.181	-0.499	0.211

Source: Own elaboration.

p values lower or equal to 0.05 indicate that the difference between the means of the two groups is statistically significative (Maroco, 2011). According with results shown in TABLE 26, the items $EXPLOY_3$, $EXPLOY_5$, $LOYPIB_1$, $LOYPIB_2$, $LOYPIB_3$, $LOYPIB_4$, $LOYPIB_5$, $LOYPWOM_1$, $LOYPWOM_2$, $LOYPWOM_3$ show that does not exist a statistically significative difference between the means of the loyalty levels of respondents surveyed with an Internet-based method and those surveyed with a paper-based method. Although the rest of the items ($LOYD_1$, $LOYD_2$, $LOYD_3$, $LOYD_4$, $EXPLOY_1$, $EXPLOY_2$, $EXPLOY_4$, $LOYPIB_6$) show inverse results, it can be concluded that the majority of the items (10 out of 18) confirms the equality of the means between the two groups and therefore it is assumed that the error that might be incurred by treating the two groups as a unique sample, is small and counterbalanced by the possibility to count on a sample with a higher size including the 73 valid paper-based questionnaires. Considering the preceding, the two groups will melt together in a unique sample of 425 entries. Further details about the sample will be given in the following section.

6.1.2 Characteristics of the sample

The survey was conducted on an international basis with the aim of collecting opinions from people with different social and cultural backgrounds. The Internet-based survey allowed reaching people from all over the word and who had culinary experiences over the five continents. Thus, the final sample features individuals of different nationalities. Nevertheless, it has to be recognised that it is quite unbalanced on certain demographic variables such as gender or place of residence. Detailed information about the characteristics of the sample is shown in TABLE 27 below.

TABLE 27: CHARACTERISTICS OF THE SAMPLE

Variables	Answers	Frequency	Percentage
Gender (n=386)	Male	123	28.9
	Female	263	61.9
	Missing values	39	9.2
Age (n=389)	Up to 30	66	15.5
	From 31 to 40	93	21.9
	From 41 to 50	105	24.7
	From 51 to 60	71	16.7
	Over 60	54	12.7
	Missing values	36	8.5
Country of residence (n=386)	USA	112	26.4
	Italy	79	18.6
	Spain	45	10.6
	UK	31	7.3
	Canada	23	5.4
	Australia	21	4.9
	Germany	8	1.9
	Thailand	6	1.4
	Turkey	5	1.2
	Sweden	5	1.2
	South Africa	4	0.9
	France	4	0.9
	Brazil	3	0.7
	Japan	3	0.7
	New Zeeland	3	0.7
	Mexico	3	0.7
	United Arab Emirates	2	0.5
	Singapore	2	0.5
	Denmark	2	0.5
	Vietnam	2	0.5
	Portugal	2	0.5
	Indonesia	2	0.5
	Ireland	1	0.2
	The Netherland	1	0.2
	Puerto Rico	1	0.2
	Hungary	1	0.2
	Czech Republic	1	0.2
	Saudi Arabia	1	0.2
	Bahrain	1	0.2

	China	1	0.2
	Ireland	1	0.2
	Malaysia	1	0.2
	Kuwait	1	0.2
	Hong Kong	1	0.2
	Madagascar	1	0.2
	India	1	0.2
	Philippines	1	0.2
	Tunisia	1	0.2
	Estonia	1	0.2
	Chile	1	0.2
	Missing values	39	9.2
Province of Residence[14] (n=366)	L'Aquila (Italy)	67	15.8
	California (USA)	17	4.0
	Cáceres (Spain)	16	3.8
	Texas (USA)	14	3.3
	Ontario (USA)	14	3.3
	Gipuzkoa (Spain)	13	3.1
	Florida (USA)	9	2.1
	Georgia (USA)	8	1.9
	Minnesota (USA)	8	1.9
	New York (USA)	7	1.6
	Illinois (USA)	7	1.6
	New South Wales (Australia)	7	1.6
	Washington (USA)	6	1.4
	Michigan (USA)	5	1.2
	Bavaria (Germany)	5	1.2
	Madrid (Spain)	5	1.2
City of residence[15] (n=386)	L'Aquila (Italy)	67	15.8
	San Sebastian (Spain)	10	2.4
	Cáceres (Spain)	10	2.4
	Toronto (USA)	6	1.4
	Madrid (Spain)	5	1.2
Rural/urban nature of place of residence (n=388)	Rural area	45	10.6
	Urban area	223	52.5
	Midway	120	28.2
	Missing values	37	8.7
Education (n=387)	Compulsory Education	12	2.8
	High School	65	15.3
	University	280	65.9
	Other	30	7.1
	Missing values	38	8.9

Source: Own elaboration.

Females were more willing to take part in the survey then males as 61.9 % of sample is composed by women. In reference to the age, the most of the individuals declared to be

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[14] Due to the heterogeneity of results to this question it has been decided to report here only those cities with at least five individuals. The whole table is included in Annex 2.
[15] See footnote 14.

in the range "From 41 to 50" (n=105) closely followed by the ones in the preceding range "from 31 to 40" (n=93), and the successive range "from 41 to 50" (n=71). These three categories together accounts for the 63% of the total sample. Nationality of respondents is quite varied, which is not surprising considering the international nature of the research. Province and city of residence are headed by L'Aquila (Italy) (15.8%) followed by provinces and cities of USA and Spain. The majority of respondents are from USA, Spain and Italy. In general, it has to be noticed that data about place of origin are quite heterogeneous. As it is shown in TABLE 27, many nationalities are represented by just one or few individuals. The major part of the sample is composed by people from USA (26.4%), followed by Italians (18.6%), Spanish (10.6%) and British (7.3%). Missing values accounts for the 9.2% of the total sample, which could be a quite large percentage, however it has to be considered that several respondents quit answering the survey when prompted with personal data, having provided the answer to all the previous questions. These entries have still been included in the final sample as the core questions of the research had been assessed and valuable data provided. About the rural or urban nature of the place of origin, the major part of the "foodies" who took the survey declared to live in urban areas (52.5%). Finally according to the education level, most respondents have a university level degree, which includes PhD and Masters.

These results show a quite unbalanced sample in reference with certain demographic variables, however the present research opted for a non-probability convenience sampling technique, thus it is already assumed that the final sample would not be representative of the total population. Thus, the sample achieved still serves the purpose of the present research which has an exploratory nature and aims at testing the predictive value of a hypothesised model.

As forecasted in the phase of questionnaire design and fieldwork preparation, the majority of the sample preferred to conduct the survey in English (see TABLE 28). However, the Spanish and Italian versions of the questionnaire have been also used, which confirms that the languages selection has been appropriate for this research.

**TABLE 28: LANGUAGE SELECTION
TO CONDUCT THE SURVEY (n=425)**

	Frequency	Percentage
English	293	68.9
Spanish	59	13.9
Italian	73	17.2

Source: Own elaboration.

Apart from the demographical characteristics of the sample, it is interesting to focus on other variables which still generally outline the sample, but are more specifically related to the research scope of the present work. These are: the destination where and the year when the culinary experience was lived and the kind of experience chosen during a holiday/trip.

TABLE 29 below shows de results recorded about these aspects.

**TABLE 29: PLACE, KIND AND YEAR OF THE CULINARY EXPERIENCE
LIVED**

Variable	Answers	Frequency	Percentage
Year (n=425)	2016	142	33.4
	2015	133	31.3
	2014	74	17.4
	2013	41	9.6
	2012	17	4.0
	<2012	18	4.2
Destination (n=425)	Italy	149	35.1
	Spain	72	16.9
	Thailand	36	8.5
	UK	34	8.0
	USA	26	6.1
	Mexico	18	4.2
	Vietnam	17	4.0
	Japan	14	3.3
	Puerto Rico	12	2.8
	Portugal	11	2.6
	Malaysia	10	2.4
	Turkey	9	2.1
	Indonesia	8	1.9
	Bahamas	5	1.2
	Holland	2	0.5
	Hawaii	1	0.2
	Peru	1	0.2
Kind of experience (n=425)	Cooking class	140	32.9
	Food tour	229	53.9
	Cooking class+ food tour	3	0.7
	Tastings	29	6.8
	Other	24	5.6

Source: Own elaboration.

The majority of respondents (64.7%) lived their culinary experience in 2016 (33.4%) and 2015 (31.3%) which indicates that it is quite recent and easy to be recalled when responding the questionnaire. In the same line, it has to be pointed out that only 18 respondents (4.2%) declared to have had their experience before 2012, and only 17 (4%) in 2012.

People having experienced culinary activities during their holidays in Italy, Spain and Thailand are the most numerous. Finally "Food tour" is the most popular activity chosen by those who wander to learn about the gastronomy of the destination visited (53.9%). "Cooking class" is the second most chosen activity (32.9%), being "Tastings" (6.8%) and Others (5.6%) - including food workshop, show cooking, eating at renowned restaurants, etc…- the less popular options. This feature confirms that *"foodies"*, or more generally tourists interested in local gastronomy, search for a more participative approach to typical food, and not only sampling tastes and eating at local restaurants.

6.1.3 Characteristics of the variables

This section presents some descriptive information such as centrality and dispersion of the core variables considered in the research. Ratings were given on a seven-point scale, anchored by 1= strongly disagree/ very dissatisfied and 7= strongly agree/ very satisfied.

TABLE 30 shows the results recorder for the Involvement variable. Among its three dimensions Attraction is the one receiving the highest scores, being "Culinary experiences interest me" the best scored item (6.23), closely followed by "Culinary experiences are pleasurable" (6.22), "I really enjoy having culinary experiences" (6.16), and "Having culinary experiences is important to me." (6.05). On the other side, the worst valued was "When I have culinary experiences others see me the way I want them to see me" (4.62), pertaining to the Self-Expression facet of the construct. Standard deviation fluctuates from 1.132 to 1.708. Results related to the Attraction's items are the most homogeneous.

TABLE 30: DESCRIPTIVE ANALYSIS OF THE INVOLVEMENT'S ITEMS

Dimensions	Items	N	Minimum	Maximum	Mode	Mean	Stand. Dev.
Attraction	[INVAT$_1$] Having culinary experiences is important to me	424	1	7	7	6.05	1.248
	[INVAT$_2$] Culinary experiences interest me	424	1	7	7	6.23	1.148
	[INVAT$_3$] Participating in culinary experiences is one of the most enjoyable things that I do	423	1	7	7	5.70	1.136
	[INVAT$_4$] Culinary experiences are pleasurable	424	1	7	7	6.22	1.132
	[INVAT$_5$] I really enjoy having culinary experiences	423	1	7	7	6.16	1.203
Centrality to lifestyle	[INVCE$_1$] I find a lot of my life is organized around food and drink	425	1	7	7	5. 11	1.708
	[INVCE$_2$] Food and drink have a central role in my life	425	1	7	7	5.10	1.609
	[INVCE$_3$] I find a lot of my life is organized around culinary activities	423	1	7	5	4.74	1.682
Self-Expression	[INVSE$_1$]When I take part in culinary experiences I can really be myself	424	1	7	7	5.16	1.654
	[INVSE$_2$]You can tell a lot about a person by seeing him/her having culinary experiences	424	1	7	7	4.98	1.664
	[INVSE$_3$] When I have culinary experiences others see me the way I want them to see me	425	1	7	4	4.62	1.688

Source: Own elaboration.

Place Attachment received quite homogeneous scores on both means and standard deviation. The highest value corresponds to the item: "This destination means a lot to me" (5.34), pertaining to the dimension Place Identity. On the contrary, the lowest rate has been received by the item "No other place can compare with this destination for culinary experiences" (4.09) which, in addition, is the one with the higher standard deviation value (1.748) (see TABLE 31).

TABLE 31: DESCRIPTIVE ANALYSIS OF THE PLACE ATTACHMENT'S ITEMS

Dimensions	Items	N	Minimum	Maximum	Mode	Mean	Stand. Dev.
Place Identity	[PAI$_1$] This destination means a lot to me	423	1	7	7	5.34	1.663
	[PAI$_2$] I am very attached to this destination	422	1	7	7	4.97	1.714
	[PAI$_3$] I feel this destination is part of me	422	1	7	4	4.44	1.822
Place Dependence	[PAD$_1$] No other place can compare with this destination for culinary experiences	422	1	7	4	4.09	1.748
	[PAD$_2$] I enjoy travelling to this destination to have culinary experiences more than any other places	421	1	7	4	4.34	1.808
	[PAD$_3$] This is the best culinary tourism destination	421	1	7	4	4.46	1.747

Source: Own elaboration.

TABLE 32 shows the results recorded for the Experience Quality construct. Among its five dimensions, the items of "Fun" have been the most valued by respondents, with scores going from 6.12 to 6.37. Similarly, standard deviations associated with these items are the lowest of the construct demonstrating that there is a certain consensus on the evaluation given by respondents. The lowest value has been recorded by the item: "I experienced something unexpected during the culinary experience" (5.36), which is also the one with the highest standard deviation rate.

TABLE 32: DESCRIPTIVE ANALYSIS OF THE EXPERIENCE QUALITY'S ITEMS

Dimensions	Items	N	Minimum	Maximum	Mode	Mean	Stand. Dev.
Immersion	[EXPQI$_1$] I felt involved during the culinary experience	423	1	7	7	5.98	1.286
	[EXPQI$_2$] While having the culinary experience my mood changed positively	424	1	7	7	5.96	1.328
	[EXPQI$_3$] While having the culinary experience I lost track of time	423	1	7	7	5.78	1.416
Surprise	[EXPQS$_1$] The culinary experience was special	423	1	7	7	5.96	1.370
	[EXPQS$_2$] The contents of the experience were innovative	423	1	7	7	5.66	1.364
	[EXPQS$_3$] I experienced something unexpected during the culinary experience	423	1	7	7	5.36	1.663
	[EXPQS$_4$] The experience included something surprising and original	423	1	7	7	5.59	1.482
Participation	[EXPQP$_1$] I felt enthusiastic about the culinary experience provided	424	1	7	7	6.01	1.308
	[EXPQP$_2$] I would like to try other culinary experiences at this destination	423	1	7	7	5.98	1.424
	[EXPQP$_3$] I feel that I actively participated during the culinary experience	421	1	7	7	5.91	1.449
	[EXPQP$_4$] I interacted with a passionate tour guide during the culinary experience	422	1	7	7	5.82	1.615
Fun	[EXPQF$_1$] I had fun during the culinary experience	422	1	7	7	6.34	1.178
	[EXPQF$_2$] I felt excited during the culinary experience	420	1	7	7	6.12	1.314
	[EXPQF$_3$] I had a very good time during the experience	423	1	7	7	6.31	1.172
	[EXPQF$_4$] I really enjoyed this culinary experience	422	1	7	7	6.37	1.123
Education	[EXPQE$_1$] This culinary experience made me want to learn more about food and drink	421	1	7	7	5.90	1.489
	[EXPQE$_2$] This culinary experience made me more aware of the value of local food	422	1	7	7	5.82	1.527
	[EXPQE$_3$] These kinds of experiences are good options to learn about food and drink	422	1	7	7	6.16	1.307
	[EXPQE$_4$] Having this culinary experience made me more interested in learning about food and drink around the world	423	1	7	7	5.76	1.567
	[EXPQE$_5$] This experience expanded my knowledge about food and drink	421	1	7	7	5.98	1.355

Source: Own elaboration.

Results associated with the Memory's items can be observed in TABLE 33 below. The three-items construct recorded homogeneous results. Means slightly exceed six points and standard deviations are all around 1.3/1.4. Out of the three, the most valued item is the one stating: "I will remember many positive things about this culinary experience" with the rate of 6.16.

TABLE 33: DESCRIPTIVE ANALYSIS OF THE MEMORY'S ITEMS

Items	N	Minimum	Maximum	Mode	Mean	Stand. Dev.
[MEM$_1$] I have wonderful memories of this culinary experience	424	1	7	7	6.10	1.355
[MEM$_2$] I will not forget this culinary experience	423	1	7	7	6.05	1.375
[MEM$_3$] I will remember many positive things about this culinary experience	424	1	7	7	6.16	1.445

Source: Own elaboration.

TABLE 34 below shows that the construct of Experiential Satisfaction has received high ratings on all its items. The lowest score is: "My overall evaluation of this culinary experience is favourable" (6.30) and differences among the items are minimal. Standard deviations are low, being 1.217 the highest record associated with the item "I am pleased with this culinary experience".

TABLE 34: DESCRIPTIVE ANALYSIS OF THE EXPERIENTIAL SATISFACTION'S ITEMS

Items	N	Minimum	Maximum	Mode	Mean	Stand. Dev.
[EXSAT$_1$] My overall evaluation on the gastronomic destination I visited is positive	424	1	7	7	6.31	1.156
[EXSAT$_2$] My overall evaluation of this culinary experience is favourable	422	1	7	7	6.30	1.190
[EXSAT$_3$] I am satisfied with this culinary experience	423	1	7	7	6.35	1.170
[EXSAT$_4$] I am pleased with this culinary experience	424	1	7	7	6.32	1.217

Source: Own elaboration.

Satisfaction with culinary and travel life domains recorded similar and quite favourable scores: 5.69 and 5.71 respectively. Standard deviation is low, around 1.2 for both constructs (see TABLE 35 and TABLE 36).

TABLE 35: DESCRIPTIVE ANALYSIS OF THE ITEM OF SATISFACTION WITH CULINARY LIFE

Item	N	Minimum	Maximum	Mode	Mean	Stand. Dev.
[SATC] Your culinary life (e.g. how you feel about what you eat and drink, how healthy, how tasty, how ethnic, how exotic, etc.)	411	1	7	6	5.69	1.237

Source: Own elaboration.

TABLE 36: DESCRIPTIVE ANALYSIS OF THE ITEM OF SATISFACTION WITH TRAVEL LIFE

Item	N	Minimum	Maximum	Mode	Mean	Stand. Dev.
[SATT] Your travel life (e.g. how you travel, where you travel to, your travel experiences, travel accommodations, etc.)	412	1	7	7	5.71	1.232

Source: Own elaboration.

The evaluation of the Quality of Life construct are all around 5 points, being the one associated with the item "Overall, I felt happy upon my return from this culinary experience" the highest one, with the score of 5.88. The lowest score is 4.90 for the item "After this experience I feel that I lead a meaningful and fulfilling life" which is also the one receiving less consensus in the answers, having a standard deviation rate of 1.708 (See TABLE 37 below).

TABLE 37: DESCRIPTIVE ANALYSIS OF QUALITY OF LIFE'S ITEMS

Item	N	Minimum	Maximum	Mode	Mean	Stand. Dev.
[QOL$_1$] Overall. this culinary experience has enriched my quality of life	411	1	7	7	5.29	1.596
[QOL$_2$] My satisfaction with life in general was increased after this culinary experience	411	1	7	5	4.92	1.641
[QOL$_3$] Although I have my ups and downs. in general, I feel good about my life after this culinary experience	412	1	7	7	5.24	1.524
[QOL$_4$] After this experience I feel that I lead a meaningful and fulfilling life	411	1	7	7	4.90	1.708
[QOL$_5$] Overall. I felt happy upon my return from this culinary experience	412	1	7	7	5.88	1.386

Source: Own elaboration.

Loyalty has been measured in relation with three objects: loyalty to the destination of the culinary experience, loyalty to the experience lived, and loyalty to the typical products tasted during the culinary experience. TABLE 38, TABLE 39, TABLE 40 show the detailed results associated with the three constructs assessing loyalty.

In reference with loyalty to the destination, it can be observed that all the items received quite high ratings, being the intention to recommend (6.46) and to visit again the destination (6.32) the ones with the highest scores. The lowest score is the one corresponding to the item "I would have liked to have stayed longer in this destination" (5.92). Also this is the item with the highest value recorded for standard deviation, showing that respondents have different opinions about this specific statement.

Experiential loyalty recorded positive ratings going from 5.46 for "I consider myself a loyal consumer of culinary experiences" to 6.47 for "I would tell others positive things about this culinary experience." In general, it can be observed that experiential loyalty is stronger in relation with those items expressing intention of spreading out positive world-of-mouth about the culinary experience, than with those stating the intention to effectively repeat a similar experience during the next trip/holiday (see TABLE 39). Nevertheless, ratings on these items ($EXPLOY_1$, $EXPLOY_2$, $EXPLOY_3$) are high as well.

Finally, the loyalty to local products received homogeneous ratings on both means and standard deviations. This constructs is assessed by means of two dimensions, namely Intention to buy and Word-of-mouth. The highest scores pertain to this latter dimension and correspond to the items: "I would say positive things to other people about the local products from this destination" (6.10), and "I would recommend local products from this destination to others" (6.06). The lower rate (4.37) is associated with the item "If local products from this destination were not in the store, I wouldn't buy others from a different destination", in the dimension of Intention to buy. According to the ratings of standard deviation, data appear homogeneous and little deviated.

TABLE 38: DESCRIPTIVE ANALYSIS OF THE ITEMS OF LOYALTY TO THE DESTINATION

Items	N	Minimum	Maximum	Mode	Mean	Stand. Dev.
[$LOYD_1$] I would like to recommend visiting this destination to others	407	1	7	7	6.46	1.054
[$LOYD_2$] Visiting this destination again would be worthwhile	407	1	7	7	6.32	1.115
[$LOYD_3$] I will visit this destination again	407	1	7	7	6.03	1.404
[$LOYD_4$] I would have liked to have stayed longer in this destination	407	1	7	7	5.92	1.479

Source: Own elaboration.

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TABLE 39: DESCRIPTIVE ANALYSIS OF THE ITEMS OF EXPERIENTIAL LOYALTY

Items	N	Minimum	Maximum	Mode	Mean	Stand. Dev.
[EXPLOY$_1$] I consider myself a loyal consumer of culinary experiences	406	1	7	7	5.46	1.617
[EXPLOY$_2$] My next trip will most likely include a culinary experience	405	1	7	7	5.87	1.516
[EXPLOY$_3$] I would like to have more culinary experiences in the future	407	1	7	7	6.26	1.245
[EXPLOY$_4$] I would recommend this culinary experience to people who seek my advice	407	1	7	7	6.38	1.125
[EXPLOY$_5$] I would tell others positive things about this culinary experience	407	1	7	7	6.47	1.050

Source: Own elaboration.

TABLE 40: DESCRIPTIVE ANALYSIS OF THE ITEMS OF LOYALTY TO LOCAL PRODUCTS

Dimensions	Items	N	Minimum	Maximum	Mode	Mean	Stand. Dev.
Intention to buy	[LOYPIB$_1$] I intend to buy the local products that I tasted during this experience	404	1	7	7	5.75	1.410
	[LOYPIB$_2$] If a retailer suggests to me a local product from this destination. I would buy it	404	1	7	7	5.71	1.320
	[LOYPIB$_3$] If a friend or relative recommends a local product from this destination. I would buy it	404	1	7	7	5.77	1.317
	[LOYPIB$_4$] My favourable opinion of local products from this destination will lead me to buy them in the future	404	1	7	7	5.79	1.318
	[LOYPIB$_5$] If local products from this destination were not in the store. I wouldn't buy others from a different destination	404	1	7	7	4.37	1.841
	[LOYPIB$_6$] If I can't find local products from this destination in my usual store. I would look for them in another store	403	1	7	7	5.09	1.605
WOM	[LOYPWOM$_1$] I would say positive things to other people about the local products from this destination	403	1	7	7	6.10	1.171
	[LOYPWOM$_2$] I would recommend local products from this destination to others	402	1	7	7	6.06	1.261
	[LOYPWOM$_3$] I would encourage friends and relatives to buy local products from this destination	405	1	7	7	5.90	1.389

Source: Own elaboration.

6.2 THE MODEL EVALUATION PROCESS

The evaluation of a PLS model has to be done following a process made of two steps. These implies: 1) the assessment of the measurement model, also referred to as outer model; and 2) the evaluation of the structural model, also known as inner model (See FIGURE 20). According to Cepeda and Roldan (2004), this approach guarantees valid and reliable measures that lead to useful results, as well as, to properly test the predictive relevance of the hypothesised causal relationships. The outer model assessment aims at testing whether the theoretical concepts involved in the model are properly and precisely measured by the observed variables. The inner model evaluation verifies the effect sizes, the variance explained of endogenous constructs and the predictive significance of the model (Henseler et al., 2009).

FIGURE 20: STEPS TO FOLLOW FOR PLS MODELS EVALUATION
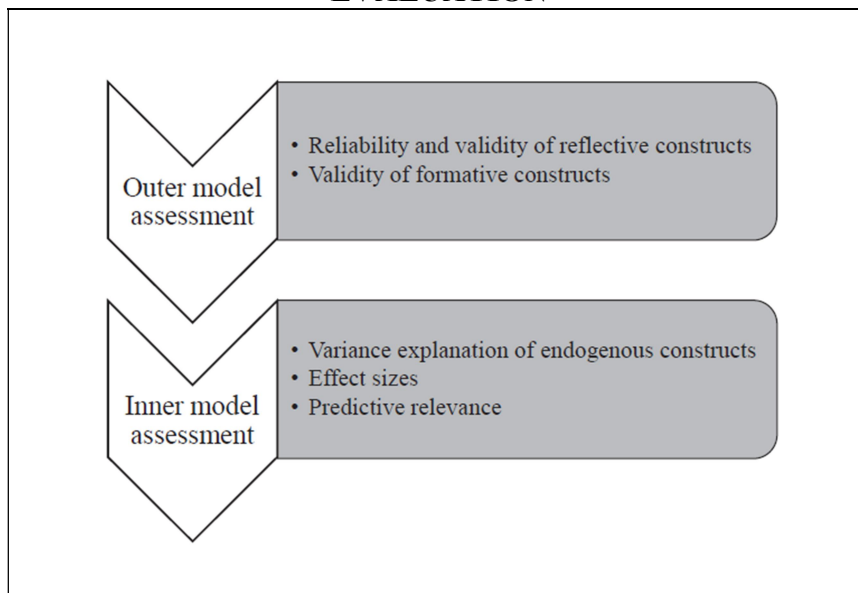
Source: Henseler et al. 2009.

The assessment of the measurement model starts by testing the validity and reliability of the constructs. Following Hair et al. (2000), validity indicates how precisely an item measures the latent construct that is meant to represent. In other words, valid measures are those free of systematic errors. On the other hand, reliability is an internal index showing the consistency of the construct, that is, how a construct is robust and consistent in its measures. Both requirements need to be met when assessing a PLS model. In fact, one does not necessarily imply the other. Measurements can be reliable, but not valid.

As it can be noticed by FIGURE 20, at the moment of implementing Step 1 (The evaluation of the outer model) it is necessary to distinguish between formative and reflective models (See section 5.6) as their assessment involves different steps and statistical treatment.

Reflective models are assessed by means of their reliability and validity. More precisely the evaluation of reflective models requires four parameters to be checked: individual item reliability, internal consistency reliability, convergent validity and discriminant validity.

Individual item reliability is assessed by examining simple correlations (loadings λ) between the measures and their respective construct (Barclay et al., 1995). The acceptable threshold is fixed by Carmines and Zeller (1979) at 0.707, so items with loadings equal or larger values are valid (Henseler et al., 2009). Nevertheless, some authors maintain that lower values (equals or larger than 0.5) can also be accepted when the research is at its infancy (Chin, 1998) or when scales are applied in different context (Barclay et al., 1995).

The internal consistency reliability can be assessed with regard to either Cronbach's α or Composite reliability. The former is the traditional criterion used and assumes that all indicators are equally reliable. The latter takes into account that indicators have different ladings and appears to be a suitable measure for PLS that prioritizes indicators according to their reliability. Cronbach's α tends to provide a severe underestimation of the internal consistency reliability, therefore composite reliability (ρ_c) appears to be a more appropriate measure (Henseler et al., 2009). For both coefficients acceptable values are equal or above 0.8 or 0.9, being still acceptable at 0.6 and 0.7 for early stages of the research (Hair et al., 2011).

Convergent validity indicates whether a set of items represents the same construct. Therefore indicators are expected to be highly correlated. Fornell and Larcker (1981) suggest that a proper criterion for assessing convergent validity is the Average Variance Extracted (AVE), whose acceptable values have to be at least 0.5. Sufficient convergent validity signifies that indicators are able to explain at least the 50% of the variance of the latent constructs that they represent (Henseler et al., 2009).

Discriminant validity is a complementary coefficient and the logic that underpins this test is the need to check that different concepts show sufficient difference among them. It indicates that a given construct is different from others (Barclay et al., 1995). The set of indicators that represents a construct should share more variance with their

corresponding variable than with any other latent variable included in the model. To check discriminant validity it is necessary to test whether the AVE of each latent variable is larger than the squared correlations with all the other variables. This method is known as the Fornell–Larcker criterion. Alternatively, cross loadings is another criterion to check discriminant validity. According to this last, the loading of each indicator is expected to be greater than all of its cross-loadings (Chin, 1998).

By the other side, **formative models** need to be assessed in a different way due to the fact that, in these models, indicators are not assumed to be correlated. They are independent factors determining the latent variable. Therefore, measures of reliability and validity are irrelevant. The main issue in the assessment of formative models is to figure out whether an indicator contributes to the formative index by carrying the intended meaning. When this does not occur, it can be imputed to either the fact that the indicator has no significant impact in the formative index of the construct, or that it exhibit multicollinearity, that is, the indicator is redundant. The former is statistically assessed by means of indicators weights on the latent variable, which often include resampling procedures such as bootstrapping (Hair et al., 2012a). This statistical test estimates the significance of the indicator weight over the construct. On the other hand, multicollinearity among formative indicators is assessed by calculating the variance inflation factor (VIF) (Henseler et al., 2009). According to Hair et al. (2011), in the context of PLS-SEM technique VIF values of 5 or above indicates possible multicollinearity among items. In this case, the model should be reconsidered in its nomological structure, provided there is theoretical support for the new structure.

Once assessed the measurement model with regard to the formative or reflective nature of the indicators included in the outer model, **the structural or inner model** has to be evaluated.

It has to be done with regard of three parameters: the explained variance of the endogenous latent variable (R^2), the significance of the path coefficients (β), the predictive accuracy of the model (Q^2). As the main goal of a PLS-SEM model is to explain endogenous latent variables, R^2 should be high. The criterion to judge whether a certain value is high depends on the research field. In marketing research, which is the field that concerns here, the fixed values are 0.75, 0.50, and 0.25, which correspond to substantial, moderate and weak respectively (Hair et al., 2011).

Path coefficients are interpreted as standardized β of ordinary least squares regressions. The significance of the path is assessed with a process of bootstrapping. Non-significant

paths or paths showing negative sign do not support the prior formed hypothesis (Henseler et al., 2009). The explained percentage of the endogenous variable is given by multiplying the β coefficient and the correlation coefficient between the exogenous and endogenous variables (Hair et al., 2012a).

The predictive relevance of the model is given by the Q^2 which indicate the capability of the model to properly predict the indicators of the endogenous latent constructs involved in the model. It is obtained by performing a blindfolding procedure which can be applied only to latent constructs that have reflective measurement models. Q^2 larger than zero shows predictive significance (Hair et al., 2012a).

The model hypothesised in the present research involves multidimensional variables. This implies that a specific process has to be followed in PLS in order to assess the inner and outer model according to the steps described above. Ciavolino and Nitti (2013) defend that there are two possible methods to assess multidimensional models: 1) The repeated indicator approach and 2) The two-step approach.

The former is based on the assumption that the second-order variable is also measured by the observed factors corresponding to the first-order one. Thus, indicators are duplicated in the higher order construct. The main inconvenience of this approach is that it works only with reflective measures and when the number of indicator is equal in each construct. Therefore, its application cannot be considered in the present research due to the fact that the model hypothesised here involves formative higher order constructs.

The latter offers more options to be successfully implemented in the present work. It implies a two-step process that leads to: 1) calculate aggregate scores identifying each sub-dimension, and, 2) transform the sub-dimensions of each second-order variables into indicators, by substituting them with the previously calculated scores.

In the following sections the hypothesised model of the present dissertation is assessed, following the steps aforementioned.

6.3 THE ASSESMENT OF THE HYPOTHESISED MODEL

As already mentioned, the present research proposes a model including second order variables. In order to proceed with its correct assessment, apart from, carrying out the evaluation of the inner and outer model as required for PLS models, it has to be adopted a specific process to asses multidimensional variables: the two-step approach (Ciavolino & Nitti, 2013; Wright et al., 2012). First, it is necessary to test the measurement model, assessing validity and reliability of the measurement tool with regard to the composite reliability, convergent and discriminant validity. Then, a new database as to be created including the scores assigned to the fist-order variables and that will work as factors for the second-order latent variable that represent. After this step, the model shows a new nomological structure, therefore, its measurement model has to be assessed again. This step has to take into consideration that now formative and reflective constructs are involved in the model, thus, the criteria defined for the evaluation of the two have to be implemented in order to make a proper assessment. Finally, the structural model is evaluated bringing to the surface the results achieved by the research that will be later interpreted and discussed.

Following these guidelines, first of all it is necessary to draw the model in PLS. The software will show the model presented in figure FIGURE 21 where second-order constructs appear in red due to the fact that with this nomological structure PLS is not able to perform any analysis. This is the reason why the two-step approach will be implemented in order to assess the model.

FIGURE 21: HYPOTHESISED MODEL WITH SECOND-ORDER CONSTRUCTS
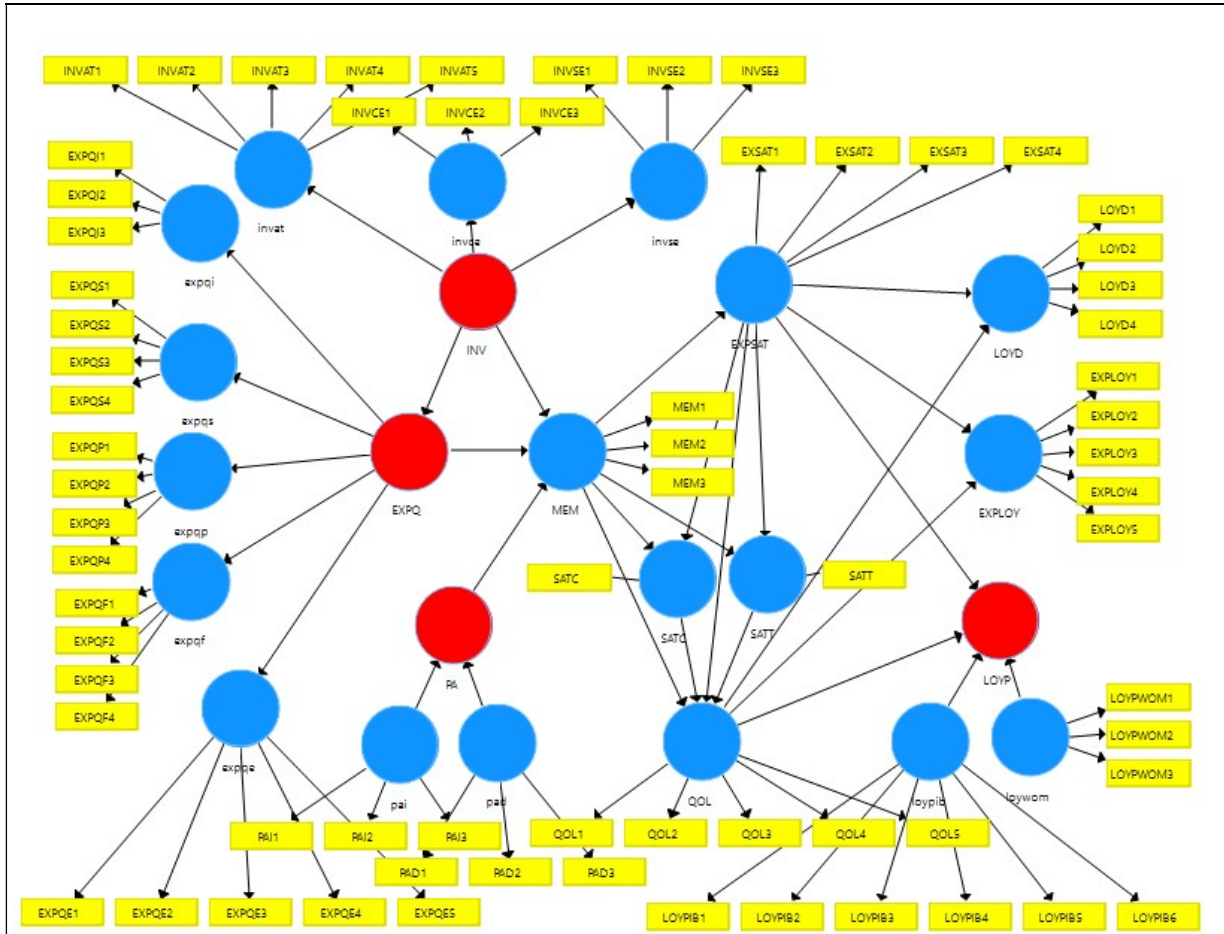
Source: Own elaboration.

To make the model viable for PLS analysis, the first-order constructs will act like the second-order variables they represent, that is, they will receive and irradiate as much arrows as the higher level construct they are supposed to predict. A new version of the model as to be painted in the software by deleting the second-order constructs and by drawing all the arrows flowing from the first-order variables towards the other first-order constructs they are assumed to be linked with, and vice versa. This step will give back a model with the appearance shown in FIGURE 22.

**FIGURE 22: HYPOTHESISED MODEL CONSIDERING ONLY FIRST-ORDER
CONSTRUCTS**
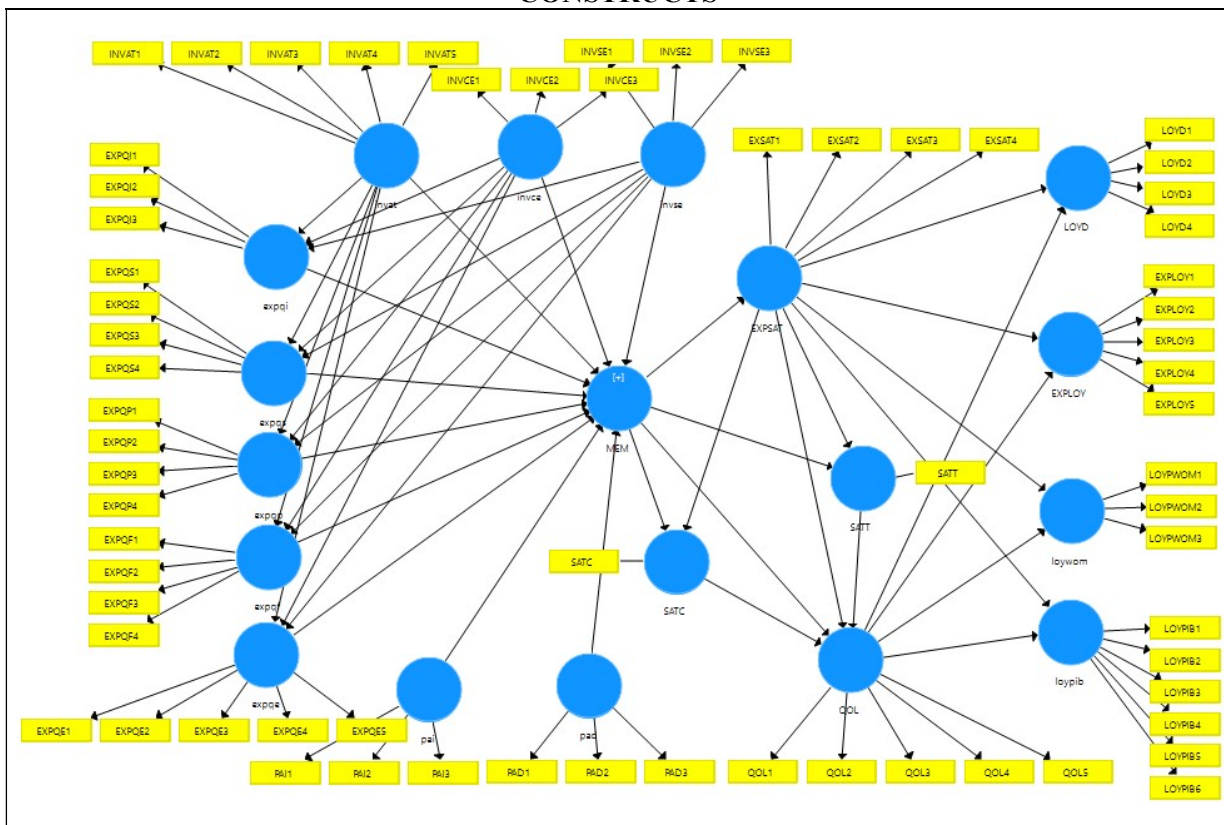
Source: Own elaboration.

It is now possible to run PLS analysis. As already described in previous paragraphs, the measurement model has to be assessed first following the steps required for reflective models, as at this stage, no formative variables are included. Therefore, individual item reliability, internal consistency reliability, convergent validity and discriminant validity will be assessed.

In reference to the individual item reliability (outer loadings, λ), the threshold to be considered is 0.707 fixed by Carmines and Zeller (1979). All the values are above the threshold, with the exception of LOYPIB$_5$ which shows a score of 0.627 (See TABLE 41). In spite of that, the item has not been deleted on the basis of recommendations given by Chin (1998), who maintains that 0.6 and 0.7 are still acceptable values for exploratory researches or for applications of the scale in new contexts.

According to Barclay et al. (1995), in order to properly test the individual item reliability cross-loading should also be checked with the aim of verifying the contribution of every single item to its corresponding construct or, whether there are some items that contribute most with a different construct than with the one they are meant to represent. TABLE 42 shows each item correlates most with its own construct

confirming items' reliability with an exception in the variable EXPQP. The items measuring this sub-dimension of the EXPQ construct report all acceptable values according to the rule of thumb fixed by Carmines and Zeller (1979). However, as it can be noted in TABLE 42, other items, which are intended to measure different constructs, cross-load higher on EXPQ than the lowest item of this construct does ($EXPQP_4=$ 0.770). Thus, following Barclay et al. (1995), this item was deemed to be unreliable and was dropped in subsequent analysis.

At this point, internal consistency has to be assessed. Cronbach's α and composite reliability (ρ_c) are the two coefficients that are typically applied in PLS analysis. However they are not consistent themselves and should be complemented with the new Dijkstra-Henseler's coefficient (ρ_A) (Dijkstra & Henseler, 2015). Cronbach's α, in particular, "is unlikely to consistently estimate the reliability of PLS construct scores" (Dijkstra and Henseler, 2015, p. 300), therefore this coefficient has not been reported here. Further support for this decision can be found in Henseler et al. (2009), who maintain that, composite reliability is the most appropriate criterion to follow when assessing internal consistency. TABLE 43 presents the values of composite reliability of each construct, before and after the items' depuration ($EXPQP_4$), with regard to the coefficients of composite reliability (ρ_c) and Dijkstra-Henseler's (ρ_A). All of them are above the threshold of 0.7-0.9, or 0.6-0.7 for exploratory studies (Nunnally and Bernstein, 1994).

Once reliability of data has been assessed, convergent and discriminant validity has to be evaluated. Convergent validity is assessed following the criterion fixed by Fornell and Larcker (1981), known as Average Variance Extracted (AVE) which indicates the amount of variance explained by indicators of a variable. The value of reference is 0.5 which signifies that each construct explains at least the half of the variance if its indicators. TABLE 44 shows the results for this test, both before and after the items' depuration. All the recorded scores are more than acceptable on the basis of the Fornell and Larcker's criterion (AVE ≥ 0.5).

Finally, in order to finalise the assessment of the measurement model figuring only reflective constructs it is necessary to measure the discriminant validity. This test aims at showing that each construct involved in the model is different from the others, that is, each construct shares more variance with its own items than with other variables of the model (Barclay et al., 1995). Discriminant validity is assessed by means of either Cross-Loadings analysis, or the Fornell and Larcker's criterion (Fornell and Larcker 1981).

The former shows that items should cross-load higher with their own construct than other items do. Similarly, each construct should cross-load higher with its indicators than with others indicators and that correlation among constructs is lower than the AVE's square root. The latter demonstrates that the amount of variance that a construct gets from its indicators (AVE) should be higher than the variance that this construct shares with other constructs of the model (i.e. squared correlation between two constructs). Thus, squared root of AVE should be higher than correlations between a certain constructs and other latent variables of the model. TABLE 45 shows results for cross-loading analysis which has been already presented when assessing the individual items' reliability (see TABLE 42). However, as items' depuration has been performed, new cross-loadings had to be calculated, so TABLE 45 is presented. TABLE 46 shows the results for the assessment of discriminant validity according to the Fornell and Larcker's criterion. In both tables the values on the diagonal have to be larger than any other in the same column and row. According to these two tests the constructs involved in the model boast discriminant validity.

TABLE 41: OUTER LOADINGS

	EXPLOY	expqe	expqf	expqi	expqp	expqs	EXPSAT	invat	invce	invse	LOYD	loypib	loywom	MEM	pad	pai	QOL	SATC	SATT
EXPLOY1	0.776	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPLOY2	0.870	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPLOY3	0.898	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPLOY4	0.908	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPLOY5	0.881	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQE1	0	0.907	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQE2	0	0.911	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQE3	0	0.903	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQE4	0	0.883	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQE5	0	0.910	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQF1	0	0	0.954	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQF2	0	0	0.910	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQF3	0	0	0.951	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQF4	0	0	0.963	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQI1	0	0	0	0.903	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQI2	0	0	0	0.900	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQI3	0	0	0	0.855	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQP1	0	0	0	0	0.904	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQP2	0	0	0	0	0.823	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQP3	0	0	0	0	0.867	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQP4	0	0	0	0	0.770	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQS1	0	0	0	0	0	0.894	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQS2	0	0	0	0	0	0.901	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQS3	0	0	0	0	0	0.871	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPQS4	0	0	0	0	0	0.917	0	0	0	0	0	0	0	0	0	0	0	0	0

EXSAT1	0	0	0	0	0	0	0.952	0	0	0	0	0	0	0	0	0	0	0	0
EXSAT2	0	0	0	0	0	0	0.969	0	0	0	0	0	0	0	0	0	0	0	0
EXSAT3	0	0	0	0	0	0	0.974	0	0	0	0	0	0	0	0	0	0	0	0
EXSAT4	0	0	0	0	0	0	0.973	0	0	0	0	0	0	0	0	0	0	0	0
INVAT1	0	0	0	0	0	0	0	0.863	0	0	0	0	0	0	0	0	0	0	0
INVAT2	0	0	0	0	0	0	0	0.900	0	0	0	0	0	0	0	0	0	0	0
INVAT3	0	0	0	0	0	0	0	0.849	0	0	0	0	0	0	0	0	0	0	0
INVAT4	0	0	0	0	0	0	0	0.901	0	0	0	0	0	0	0	0	0	0	0
INVAT5	0	0	0	0	0	0	0	0.929	0	0	0	0	0	0	0	0	0	0	0
INVCE1	0	0	0	0	0	0	0	0	0.959	0	0	0	0	0	0	0	0	0	0
INVCE2	0	0	0	0	0	0	0	0	0.959	0	0	0	0	0	0	0	0	0	0
INVCE3	0	0	0	0	0	0	0	0	0.930	0	0	0	0	0	0	0	0	0	0
INVSE1	0	0	0	0	0	0	0	0	0	0.903	0	0	0	0	0	0	0	0	0
INVSE2	0	0	0	0	0	0	0	0	0	0.895	0	0	0	0	0	0	0	0	0
INVSE3	0	0	0	0	0	0	0	0	0	0.903	0	0	0	0	0	0	0	0	0
LOYD1	0	0	0	0	0	0	0	0	0	0	0.901	0	0	0	0	0	0	0	0
LOYD2	0	0	0	0	0	0	0	0	0	0	0.937	0	0	0	0	0	0	0	0
LOYD3	0	0	0	0	0	0	0	0	0	0	0.887	0	0	0	0	0	0	0	0
LOYD4	0	0	0	0	0	0	0	0	0	0	0.828	0	0	0	0	0	0	0	0
LOYPIB1	0	0	0	0	0	0	0	0	0	0	0	0.874	0	0	0	0	0	0	0
LOYPIB2	0	0	0	0	0	0	0	0	0	0	0	0.901	0	0	0	0	0	0	0
LOYPIB3	0	0	0	0	0	0	0	0	0	0	0	0.901	0	0	0	0	0	0	0
LOYPIB4	0	0	0	0	0	0	0	0	0	0	0	0.913	0	0	0	0	0	0	0
LOYPIB5	0	0	0	0	0	0	0	0	0	0	0	0.627	0	0	0	0	0	0	0
LOYPIB6	0	0	0	0	0	0	0	0	0	0	0	0.763	0	0	0	0	0	0	0
LOYPWOM1	0	0	0	0	0	0	0	0	0	0	0	0	0.948	0	0	0	0	0	0
LOYPWOM2	0	0	0	0	0	0	0	0	0	0	0	0	0.968	0	0	0	0	0	0

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
LOYPWOM3	0	0	0	0	0	0	0	0	0	0	0	0	0.933	0	0	0	0	0	0
MEM1	0	0	0	0	0	0	0	0	0	0	0	0	0	0.972	0	0	0	0	0
MEM2	0	0	0	0	0	0	0	0	0	0	0	0	0	0.971	0	0	0	0	0
MEM3	0	0	0	0	0	0	0	0	0	0	0	0	0	0.972	0	0	0	0	0
PAD1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.921	0	0	0	0
PAD2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.944	0	0	0	0
PAD3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.933	0	0	0	0
PAI1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.923	0	0	0
PAI2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.955	0	0	0
PAI3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.899	0	0	0
QOL1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.897	0	0
QOL2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.900	0	0
QOL3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.885	0	0
QOL4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.915	0	0
QOL5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.816	0	0
SATC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1.000	
SATT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1.000

Source: Own elaboration.

TABLE 42: CROSS LOADINGS

	EXPLOY	expqe	expqf	expqi	expqp	expqs	EXPSAT	invat	invce	invse	LOYD	loypib	loywom	MEM	pad	pai	QOL	SATC	SATT
EXPLOY1	**0.776**	0.551	0.447	0.465	0.526	0.499	0.442	0.538	0.531	0.549	0.557	0.567	0.516	0.478	0.427	0.454	0.610	0.544	0.475
EXPLOY2	**0.870**	0.609	0.490	0.496	0.592	0.527	0.497	0.563	0.535	0.545	0.626	0.561	0.543	0.529	0.400	0.453	0.612	0.457	0.469
EXPLOY3	**0.898**	0.629	0.524	0.532	0.608	0.510	0.550	0.580	0.479	0.514	0.646	0.537	0.564	0.556	0.312	0.352	0.575	0.465	0.454
EXPLOY4	**0.908**	0.657	0.629	0.606	0.667	0.568	0.688	0.543	0.454	0.446	0.777	0.523	0.612	0.649	0.374	0.429	0.574	0.469	0.486
EXPLOY5	**0.881**	0.645	0.630	0.598	0.658	0.554	0.716	0.486	0.392	0.411	0.825	0.509	0.637	0.647	0.369	0.409	0.591	0.489	0.487
EXPQE1	0.662	**0.907**	0.715	0.694	0.747	0.677	0.664	0.593	0.462	0.531	0.552	0.563	0.536	0.665	0.440	0.468	0.613	0.433	0.370
EXPQE2	0.652	**0.911**	0.688	0.671	0.703	0.669	0.674	0.573	0.444	0.513	0.567	0.566	0.533	0.689	0.425	0.476	0.598	0.438	0.394
EXPQE3	0.644	**0.903**	0.757	0.690	0.740	0.665	0.744	0.609	0.417	0.433	0.577	0.524	0.552	0.741	0.341	0.425	0.549	0.401	0.411
EXPQE4	0.610	**0.883**	0.620	0.617	0.631	0.619	0.579	0.522	0.413	0.511	0.504	0.552	0.489	0.591	0.378	0.405	0.579	0.390	0.370
EXPQE5	0.655	**0.910**	0.752	0.717	0.760	0.687	0.707	0.598	0.447	0.495	0.563	0.562	0.548	0.743	0.400	0.453	0.602	0.422	0.423
EXPQF1	0.574	0.733	**0.954**	0.717	0.769	0.667	0.834	0.642	0.435	0.398	0.604	0.449	0.459	0.838	0.310	0.454	0.496	0.336	0.350
EXPQF2	0.584	0.739	**0.910**	0.742	0.787	0.748	0.755	0.602	0.419	0.451	0.566	0.509	0.482	0.769	0.361	0.433	0.545	0.362	0.368
EXPQF3	0.609	0.734	**0.951**	0.711	0.760	0.665	0.868	0.644	0.431	0.418	0.607	0.434	0.472	0.821	0.308	0.384	0.520	0.400	0.396
EXPQF4	0.623	0.761	**0.963**	0.740	0.784	0.693	0.887	0.675	0.414	0.413	0.623	0.468	0.507	0.836	0.312	0.411	0.524	0.381	0.402
EXPQI1	0.566	0.690	0.752	**0.903**	0.770	0.697	0.720	0.606	0.417	0.456	0.522	0.522	0.521	0.719	0.380	0.494	0.498	0.364	0.362
EXPQI2	0.564	0.684	0.675	**0.900**	0.715	0.663	0.647	0.583	0.404	0.463	0.478	0.520	0.544	0.630	0.332	0.387	0.515	0.394	0.371
EXPQI3	0.533	0.623	0.610	**0.855**	0.692	0.686	0.559	0.551	0.369	0.441	0.417	0.479	0.460	0.586	0.332	0.424	0.475	0.307	0.270
EXPQP1	0.652	0.720	0.779	0.791	**0.904**	0.834	0.767	0.686	0.541	0.527	0.573	0.476	0.527	0.774	0.392	0.466	0.580	0.422	0.410
EXPQP2	0.642	0.685	0.650	0.685	**0.823**	0.663	0.650	0.572	0.374	0.469	0.590	0.563	0.567	0.634	0.420	0.440	0.528	0.380	0.338
EXPQP3	0.572	0.679	0.710	0.672	**0.867**	0.737	0.660	0.563	0.476	0.450	0.547	0.439	0.456	0.723	0.366	0.537	0.546	0.347	0.352
EXPQP4	0.506	0.590	0.608	0.602	**0.770**	0.592	0.594	0.446	0.361	0.348	0.476	0.434	0.445	0.579	0.269	0.358	0.458	0.344	0.361
EXPQS1	0.600	0.711	0.784	0.797	0.851	**0.894**	0.737	0.654	0.486	0.490	0.561	0.519	0.510	0.778	0.407	0.536	0.579	0.348	0.365
EXPQS2	0.565	0.699	0.664	0.680	0.767	**0.901**	0.665	0.538	0.440	0.489	0.522	0.533	0.507	0.678	0.439	0.495	0.567	0.373	0.358
EXPQS3	0.497	0.603	0.530	0.627	0.654	**0.871**	0.520	0.457	0.392	0.455	0.437	0.489	0.460	0.570	0.409	0.445	0.523	0.313	0.335
EXPQS4	0.522	0.608	0.610	0.627	0.734	**0.917**	0.596	0.524	0.442	0.475	0.503	0.477	0.475	0.643	0.423	0.473	0.510	0.344	0.342

EXSAT1	0.657	0.717	0.832	0.684	0.753	0.681	**0.952**	0.592	0.386	0.406	0.687	0.466	0.540	0.839	0.364	0.441	0.555	0.422	0.422
EXSAT2	0.652	0.720	0.846	0.695	0.774	0.679	**0.969**	0.595	0.393	0.392	0.640	0.454	0.510	0.833	0.336	0.406	0.531	0.410	0.415
EXSAT3	0.648	0.727	0.869	0.713	0.778	0.695	**0.974**	0.635	0.436	0.423	0.650	0.469	0.509	0.851	0.362	0.445	0.553	0.408	0.400
EXSAT4	0.656	0.733	0.882	0.725	0.777	0.695	**0.973**	0.632	0.435	0.432	0.647	0.477	0.499	0.858	0.355	0.427	0.565	0.426	0.418
INVAT1	0.515	0.535	0.550	0.540	0.553	0.505	0.513	**0.863**	0.549	0.590	0.368	0.384	0.392	0.507	0.268	0.422	0.409	0.425	0.327
INVAT2	0.543	0.561	0.624	0.546	0.602	0.519	0.579	**0.900**	0.560	0.554	0.396	0.335	0.336	0.577	0.258	0.403	0.405	0.378	0.298
INVAT3	0.527	0.517	0.499	0.522	0.517	0.501	0.453	**0.849**	0.638	0.630	0.348	0.439	0.393	0.459	0.349	0.401	0.452	0.374	0.269
INVAT4	0.582	0.608	0.653	0.622	0.645	0.562	0.631	**0.901**	0.506	0.536	0.425	0.388	0.449	0.574	0.240	0.382	0.394	0.336	0.326
INVAT5	0.590	0.624	0.671	0.665	0.687	0.630	0.621	**0.929**	0.599	0.576	0.441	0.412	0.430	0.611	0.304	0.436	0.457	0.384	0.364
INVCE1	0.538	0.485	0.466	0.472	0.542	0.503	0.446	0.621	**0.959**	0.645	0.388	0.355	0.318	0.502	0.365	0.417	0.513	0.414	0.310
INVCE2	0.500	0.449	0.442	0.421	0.501	0.468	0.427	0.615	**0.959**	0.651	0.363	0.325	0.306	0.480	0.352	0.407	0.455	0.394	0.291
INVCE3	0.516	0.441	0.363	0.376	0.451	0.433	0.332	0.580	**0.930**	0.698	0.371	0.370	0.351	0.409	0.374	0.405	0.528	0.404	0.292
INVSE1	0.534	0.529	0.456	0.544	0.560	0.539	0.418	0.668	0.700	**0.903**	0.379	0.415	0.408	0.495	0.406	0.439	0.548	0.383	0.263
INVSE2	0.494	0.470	0.369	0.416	0.435	0.442	0.388	0.529	0.579	**0.895**	0.357	0.466	0.382	0.385	0.430	0.373	0.489	0.423	0.278
INVSE3	0.483	0.475	0.360	0.402	0.439	0.446	0.341	0.526	0.589	**0.903**	0.362	0.448	0.395	0.384	0.473	0.399	0.545	0.404	0.266
LOYD1	0.776	0.587	0.659	0.535	0.638	0.555	0.708	0.466	0.394	0.388	**0.901**	0.505	0.585	0.675	0.408	0.490	0.584	0.487	0.502
LOYD2	0.740	0.580	0.608	0.507	0.620	0.546	0.660	0.428	0.367	0.368	**0.937**	0.556	0.626	0.619	0.439	0.476	0.565	0.451	0.459
LOYD3	0.693	0.492	0.496	0.409	0.525	0.450	0.544	0.371	0.375	0.370	**0.887**	0.541	0.568	0.522	0.462	0.445	0.519	0.390	0.377
LOYD4	0.615	0.510	0.472	0.439	0.510	0.458	0.469	0.306	0.252	0.319	**0.828**	0.517	0.546	0.485	0.428	0.460	0.550	0.377	0.374
LOYPIB1	0.542	0.547	0.439	0.539	0.535	0.517	0.429	0.388	0.350	0.446	0.519	**0.874**	0.689	0.424	0.391	0.371	0.515	0.438	0.336
LOYPIB2	0.606	0.572	0.481	0.539	0.539	0.521	0.482	0.451	0.354	0.427	0.549	**0.901**	0.749	0.457	0.358	0.348	0.532	0.417	0.377
LOYPIB3	0.569	0.554	0.479	0.520	0.535	0.518	0.455	0.423	0.319	0.398	0.549	**0.901**	0.717	0.461	0.389	0.354	0.500	0.368	0.313
LOYPIB4	0.629	0.596	0.495	0.571	0.545	0.555	0.482	0.465	0.358	0.471	0.571	**0.913**	0.772	0.486	0.429	0.413	0.539	0.372	0.367
LOYPIB5	0.272	0.322	0.204	0.292	0.237	0.297	0.204	0.139	0.145	0.305	0.303	**0.627**	0.407	0.208	0.363	0.311	0.397	0.239	0.165
LOYPIB6	0.414	0.434	0.306	0.359	0.379	0.378	0.312	0.267	0.275	0.391	0.442	**0.763**	0.560	0.321	0.382	0.357	0.518	0.317	0.259
LOYPWOM1	0.624	0.558	0.496	0.553	0.574	0.531	0.511	0.429	0.325	0.404	0.605	0.733	**0.948**	0.473	0.380	0.393	0.519	0.387	0.387
LOYPWOM2	0.655	0.560	0.499	0.550	0.572	0.523	0.524	0.441	0.330	0.424	0.644	0.754	**0.968**	0.470	0.385	0.398	0.524	0.407	0.379

LOYPWOM3	0.615	0.563	0.453	0.535	0.539	0.504	0.481	0.416	0.317	0.425	0.615	0.762	**0.933**	0.436	0.419	0.380	0.542	0.393	0.356
MEM1	0.627	0.731	0.855	0.701	0.778	0.724	0.845	0.593	0.490	0.450	0.628	0.453	0.450	**0.972**	0.368	0.506	0.609	0.375	0.408
MEM2	0.627	0.737	0.816	0.712	0.793	0.743	0.819	0.590	0.484	0.463	0.623	0.463	0.464	**0.971**	0.395	0.514	0.624	0.394	0.434
MEM3	0.680	0.755	0.848	0.717	0.790	0.728	0.882	0.616	0.459	0.468	0.655	0.484	0.497	**0.972**	0.404	0.502	0.610	0.408	0.449
PAD1	0.405	0.405	0.296	0.365	0.414	0.456	0.311	0.274	0.350	0.440	0.443	0.431	0.388	0.362	**0.921**	0.685	0.487	0.305	0.280
PAD2	0.407	0.407	0.288	0.361	0.384	0.415	0.302	0.298	0.362	0.468	0.450	0.428	0.405	0.343	**0.944**	0.667	0.457	0.336	0.270
PAD3	0.398	0.416	0.363	0.374	0.410	0.437	0.402	0.313	0.358	0.443	0.465	0.425	0.372	0.410	**0.933**	0.607	0.457	0.301	0.243
PAI1	0.456	0.491	0.482	0.499	0.542	0.542	0.468	0.493	0.431	0.429	0.507	0.388	0.372	0.540	0.603	**0.923**	0.483	0.349	0.357
PAI2	0.444	0.436	0.394	0.431	0.481	0.484	0.402	0.419	0.394	0.405	0.497	0.383	0.380	0.478	0.651	**0.955**	0.447	0.306	0.302
PAI3	0.437	0.439	0.343	0.429	0.460	0.488	0.351	0.346	0.365	0.419	0.452	0.429	0.392	0.417	0.699	**0.899**	0.492	0.346	0.319
QOL1	0.623	0.619	0.504	0.532	0.591	0.586	0.515	0.450	0.494	0.533	0.574	0.551	0.486	0.587	0.456	0.487	**0.897**	0.478	0.469
QOL2	0.548	0.570	0.425	0.474	0.524	0.538	0.425	0.374	0.493	0.522	0.489	0.524	0.436	0.532	0.494	0.472	**0.900**	0.463	0.425
QOL3	0.564	0.514	0.425	0.431	0.469	0.443	0.450	0.360	0.393	0.498	0.511	0.535	0.495	0.462	0.407	0.376	**0.885**	0.474	0.448
QOL4	0.559	0.535	0.423	0.431	0.508	0.499	0.433	0.362	0.436	0.514	0.537	0.528	0.464	0.506	0.479	0.458	**0.915**	0.469	0.437
QOL5	0.688	0.617	0.624	0.579	0.660	0.606	0.658	0.526	0.486	0.518	0.621	0.508	0.556	0.674	0.376	0.455	**0.816**	0.481	0.507
SATC	0.557	0.462	0.391	0.402	0.444	0.386	0.431	0.425	0.426	0.447	0.484	0.434	0.417	0.404	0.335	0.360	0.537	**1.000**	0.723
SATT	0.546	0.437	0.401	0.379	0.433	0.392	0.428	0.358	0.314	0.298	0.486	0.370	0.394	0.443	0.283	0.354	0.521	0.723	**1.000**

Source: Own elaboration.

TABLE 43: CONSTRUCTS' INTERNAL CONSISTENCY

	Before items' depuration		After items' depuration	
	ρ_A	ρ_c	ρ_A	ρ_c
EXPLOY	0.923	0.938	0.923	0.938
EXPSAT	0.977	0.983	0.977	0.983
LOYD	0.923	0.938	0.923	0.938
MEM	0.971	0.981	0.971	0.981
QOL	0.930	0.947	0.930	0.947
SATC	1.000	1.000	1.000	1.000
SATT	1.000	1.000	1.000	1.000
expqe	0.946	0.957	0.946	0.957
expqf	0.961	0.971	0.961	0.971
expqi	0.869	0.916	0.869	0.916
expqp	0.880	0.907	0.867	0.913
expqs	0.928	0.942	0.928	0.942
invat	0.940	0.950	0.940	0.950
invce	0.953	0.965	0.953	0.965
invse	0.897	0.928	0.898	0.928
loypib	0.924	0.932	0.924	0.932
loywom	0.946	0.965	0.946	0.965
pad	0.933	0.953	0.933	0.953
pai	0.931	0.947	0.931	0.947

Source: Own elaboration.

TABLE 44: CONVERGENT VALIDITY TEST (AVE)

	Average Variance Extracted (AVE) before items' depuration	Average Variance Extracted (AVE) after items' depuration
EXPLOY	0.753	0.753
EXPSAT	0.935	0.935
LOYD	0.791	0.791
MEM	0.944	0.944
QOL	0.780	0.780
SATC	1.000	1.000
SATT	1.000	1.000
expqe	0.815	0.815
expqf	0.892	0.892
expqi	0.785	0.785
expqp	0.710	0.778
expqs	0.803	0.803
invat	0.790	0.790
invce	0.901	0.901

invse	0.810	0.810
loypib	0.699	0.699
loywom	0.902	0.902
pad	0.870	0.870
pai	0.857	0.857

Source: Own elaboration.

TABLE 45: CROSS-LOADINGS AFTER ITEMS' DEPURATION

	EXPLOY	expqe	expqf	expqi	expqp	expqs	EXPSAT	invat	invce	invse	LOYD	loypib	loywom	MEM	pad	pai	QOL	SATC	SATT
EXPLOY1	**0.776**	0.551	0.447	0.465	0.530	0.499	0.442	0.538	0.531	0.549	0.557	0.567	0.516	0.478	0.427	0.454	0.610	0.544	0.475
EXPLOY2	**0.870**	0.609	0.490	0.496	0.595	0.527	0.497	0.563	0.535	0.545	0.626	0.561	0.543	0.529	0.400	0.453	0.612	0.457	0.469
EXPLOY3	**0.898**	0.629	0.524	0.532	0.617	0.510	0.550	0.580	0.479	0.514	0.646	0.537	0.564	0.556	0.312	0.352	0.575	0.465	0.454
EXPLOY4	**0.908**	0.657	0.629	0.606	0.655	0.568	0.688	0.543	0.454	0.446	0.777	0.523	0.612	0.649	0.374	0.429	0.574	0.469	0.486
EXPLOY5	**0.881**	0.645	0.630	0.598	0.649	0.554	0.716	0.486	0.392	0.411	0.825	0.509	0.637	0.647	0.369	0.409	0.591	0.489	0.487
EXPQE1	0.662	**0.907**	0.715	0.694	0.744	0.677	0.664	0.593	0.462	0.531	0.552	0.563	0.536	0.665	0.440	0.468	0.613	0.433	0.370
EXPQE2	0.652	**0.911**	0.688	0.671	0.692	0.669	0.674	0.573	0.444	0.513	0.567	0.566	0.533	0.689	0.425	0.476	0.598	0.438	0.394
EXPQE3	0.644	**0.903**	0.757	0.690	0.734	0.665	0.744	0.609	0.417	0.433	0.577	0.524	0.552	0.741	0.341	0.425	0.549	0.401	0.411
EXPQE4	0.610	**0.883**	0.620	0.617	0.628	0.619	0.579	0.522	0.413	0.511	0.504	0.552	0.489	0.591	0.378	0.405	0.579	0.390	0.370
EXPQE5	0.655	**0.910**	0.752	0.717	0.748	0.687	0.707	0.598	0.447	0.495	0.563	0.562	0.548	0.743	0.400	0.453	0.602	0.422	0.423
EXPQF1	0.574	0.733	**0.954**	0.717	0.759	0.667	0.834	0.642	0.435	0.398	0.604	0.449	0.459	0.838	0.310	0.454	0.496	0.336	0.350
EXPQF2	0.584	0.739	**0.910**	0.742	0.775	0.748	0.755	0.602	0.419	0.452	0.566	0.509	0.482	0.769	0.361	0.433	0.545	0.362	0.368
EXPQF3	0.609	0.734	**0.951**	0.711	0.751	0.665	0.868	0.644	0.431	0.418	0.607	0.434	0.472	0.821	0.308	0.384	0.520	0.400	0.396
EXPQF4	0.623	0.761	**0.963**	0.740	0.784	0.693	0.887	0.675	0.414	0.413	0.623	0.468	0.507	0.836	0.312	0.411	0.524	0.381	0.402
EXPQI1	0.566	0.690	0.752	**0.903**	0.756	0.697	0.720	0.606	0.417	0.456	0.522	0.522	0.521	0.719	0.380	0.494	0.498	0.364	0.362
EXPQI2	0.564	0.684	0.675	**0.900**	0.710	0.663	0.647	0.583	0.404	0.463	0.478	0.520	0.544	0.630	0.332	0.387	0.515	0.394	0.371
EXPQI3	0.533	0.623	0.610	**0.855**	0.697	0.686	0.559	0.551	0.369	0.441	0.417	0.479	0.460	0.586	0.332	0.424	0.475	0.307	0.270
EXPQP1	0.652	0.720	0.779	0.791	**0.918**	0.834	0.767	0.686	0.541	0.527	0.573	0.476	0.527	0.774	0.392	0.466	0.580	0.422	0.410
EXPQP2	0.642	0.685	0.650	0.685	**0.858**	0.663	0.650	0.572	0.374	0.469	0.590	0.563	0.567	0.634	0.420	0.440	0.528	0.380	0.338
EXPQP3	0.572	0.679	0.710	0.672	**0.868**	0.737	0.660	0.562	0.476	0.450	0.547	0.439	0.456	0.723	0.366	0.537	0.546	0.347	0.352
EXPQS1	0.600	0.711	0.784	0.797	0.853	**0.894**	0.737	0.654	0.486	0.490	0.561	0.519	0.510	0.778	0.407	0.536	0.579	0.348	0.365
EXPQS2	0.565	0.699	0.664	0.680	0.757	**0.901**	0.665	0.538	0.440	0.489	0.522	0.533	0.507	0.678	0.439	0.495	0.567	0.373	0.358
EXPQS3	0.497	0.603	0.530	0.627	0.667	**0.871**	0.520	0.457	0.392	0.455	0.437	0.489	0.460	0.570	0.409	0.445	0.523	0.313	0.335
EXPQS4	0.522	0.608	0.610	0.627	0.740	**0.917**	0.596	0.524	0.442	0.476	0.503	0.477	0.475	0.643	0.423	0.473	0.510	0.344	0.342
EXSAT1	0.657	0.717	0.832	0.684	0.749	0.681	**0.952**	0.592	0.386	0.406	0.687	0.466	0.540	0.839	0.364	0.441	0.555	0.422	0.422

EXSAT2	0.652	0.720	0.846	0.695	0.762	0.679	**0.970**	0.595	0.393	0.392	0.640	0.454	0.510	0.833	0.336	0.406	0.531	0.410	0.415
EXSAT3	0.648	0.727	0.869	0.713	0.769	0.695	**0.974**	0.635	0.436	0.423	0.650	0.469	0.509	0.851	0.362	0.445	0.553	0.408	0.400
EXSAT4	0.656	0.733	0.882	0.725	0.768	0.695	**0.973**	0.632	0.435	0.432	0.647	0.477	0.499	0.858	0.355	0.427	0.565	0.426	0.418
INVAT1	0.515	0.535	0.550	0.540	0.560	0.505	0.513	**0.863**	0.549	0.590	0.368	0.384	0.392	0.507	0.268	0.422	0.409	0.425	0.327
INVAT2	0.543	0.561	0.624	0.546	0.614	0.519	0.579	**0.900**	0.560	0.554	0.396	0.335	0.336	0.577	0.258	0.403	0.405	0.378	0.298
INVAT3	0.527	0.517	0.499	0.522	0.528	0.501	0.453	**0.849**	0.638	0.630	0.348	0.439	0.393	0.459	0.349	0.401	0.452	0.374	0.269
INVAT4	0.582	0.608	0.653	0.622	0.655	0.562	0.631	**0.901**	0.506	0.537	0.425	0.388	0.449	0.574	0.240	0.382	0.394	0.336	0.326
INVAT5	0.590	0.624	0.671	0.665	0.695	0.630	0.621	**0.929**	0.599	0.576	0.441	0.412	0.430	0.611	0.304	0.436	0.457	0.384	0.364
INVCE1	0.538	0.485	0.466	0.472	0.539	0.503	0.446	0.621	**0.959**	0.645	0.388	0.355	0.318	0.502	0.365	0.417	0.513	0.414	0.310
INVCE2	0.500	0.449	0.442	0.421	0.508	0.468	0.427	0.615	**0.959**	0.651	0.363	0.325	0.306	0.480	0.352	0.407	0.455	0.394	0.291
INVCE3	0.516	0.441	0.363	0.376	0.459	0.433	0.332	0.580	**0.930**	0.698	0.371	0.370	0.351	0.409	0.374	0.405	0.528	0.404	0.292
INVSE1	0.534	0.529	0.456	0.544	0.574	0.539	0.418	0.668	0.700	**0.903**	0.379	0.415	0.408	0.495	0.406	0.439	0.548	0.383	0.263
INVSE2	0.494	0.470	0.369	0.416	0.436	0.442	0.388	0.529	0.579	**0.895**	0.357	0.466	0.382	0.385	0.430	0.373	0.489	0.423	0.278
INVSE3	0.483	0.475	0.360	0.402	0.449	0.446	0.341	0.526	0.589	**0.903**	0.362	0.448	0.395	0.384	0.473	0.399	0.545	0.404	0.266
LOYD1	0.776	0.587	0.659	0.535	0.625	0.555	0.708	0.466	0.394	0.388	**0.901**	0.505	0.585	0.675	0.408	0.490	0.584	0.487	0.502
LOYD2	0.740	0.580	0.608	0.507	0.617	0.546	0.660	0.428	0.367	0.368	**0.937**	0.556	0.626	0.619	0.439	0.476	0.565	0.451	0.459
LOYD3	0.693	0.492	0.496	0.409	0.522	0.450	0.544	0.371	0.375	0.370	**0.887**	0.541	0.568	0.522	0.462	0.445	0.519	0.390	0.377
LOYD4	0.615	0.510	0.472	0.439	0.515	0.458	0.469	0.306	0.252	0.319	**0.828**	0.517	0.546	0.485	0.428	0.460	0.550	0.377	0.374
LOYPIB1	0.542	0.547	0.439	0.539	0.527	0.517	0.429	0.388	0.350	0.446	0.519	**0.874**	0.689	0.424	0.391	0.371	0.515	0.438	0.336
LOYPIB2	0.606	0.572	0.481	0.539	0.523	0.521	0.482	0.451	0.354	0.427	0.549	**0.901**	0.749	0.457	0.358	0.348	0.532	0.417	0.377
LOYPIB3	0.569	0.554	0.479	0.520	0.522	0.518	0.455	0.423	0.319	0.398	0.549	**0.901**	0.717	0.461	0.389	0.354	0.500	0.368	0.313
LOYPIB4	0.629	0.596	0.495	0.571	0.535	0.555	0.482	0.465	0.358	0.471	0.571	**0.913**	0.772	0.486	0.429	0.413	0.539	0.372	0.367
LOYPIB5	0.272	0.322	0.204	0.292	0.240	0.297	0.204	0.139	0.145	0.305	0.303	**0.627**	0.407	0.208	0.363	0.311	0.397	0.239	0.165
LOYPIB6	0.414	0.434	0.306	0.359	0.378	0.378	0.312	0.267	0.275	0.391	0.442	**0.763**	0.560	0.321	0.382	0.357	0.518	0.317	0.259
LOYPWOM1	0.624	0.558	0.496	0.553	0.564	0.531	0.511	0.429	0.325	0.404	0.605	0.733	**0.948**	0.473	0.380	0.393	0.519	0.387	0.387
LOYPWOM2	0.655	0.560	0.499	0.550	0.565	0.523	0.524	0.441	0.330	0.424	0.644	0.754	**0.968**	0.470	0.385	0.398	0.524	0.407	0.379
LOYPWOM3	0.615	0.563	0.453	0.535	0.536	0.504	0.481	0.416	0.317	0.425	0.615	0.762	**0.933**	0.436	0.419	0.380	0.542	0.393	0.356

MEM1	0.627	0.731	0.855	0.701	0.781	0.724	0.845	0.593	0.490	0.450	0.628	0.453	0.450	**0.972**	0.368	0.506	0.609	0.375	0.408
MEM2	0.627	0.737	0.816	0.712	0.791	0.743	0.819	0.590	0.484	0.464	0.623	0.463	0.464	**0.971**	0.395	0.514	0.624	0.394	0.434
MEM3	0.680	0.755	0.848	0.717	0.786	0.728	0.882	0.616	0.459	0.468	0.655	0.484	0.497	**0.972**	0.404	0.502	0.610	0.408	0.449
PAD1	0.405	0.405	0.296	0.365	0.421	0.456	0.311	0.274	0.350	0.440	0.443	0.431	0.388	0.362	**0.921**	0.685	0.487	0.305	0.280
PAD2	0.407	0.407	0.288	0.361	0.400	0.415	0.302	0.298	0.362	0.468	0.450	0.428	0.405	0.343	**0.944**	0.667	0.457	0.336	0.270
PAD3	0.398	0.416	0.363	0.374	0.419	0.437	0.402	0.313	0.358	0.443	0.465	0.425	0.372	0.410	**0.933**	0.607	0.457	0.301	0.243
PAI1	0.456	0.491	0.482	0.499	0.549	0.542	0.468	0.493	0.431	0.429	0.507	0.388	0.372	0.540	0.603	**0.923**	0.483	0.349	0.357
PAI2	0.444	0.436	0.394	0.431	0.492	0.484	0.402	0.419	0.394	0.405	0.497	0.383	0.380	0.478	0.651	**0.955**	0.447	0.306	0.302
PAI3	0.437	0.439	0.343	0.429	0.461	0.488	0.351	0.346	0.365	0.419	0.452	0.429	0.392	0.417	0.699	**0.899**	0.492	0.346	0.319
QOL1	0.623	0.619	0.504	0.532	0.585	0.586	0.515	0.450	0.494	0.533	0.574	0.551	0.486	0.587	0.456	0.487	**0.897**	0.478	0.469
QOL2	0.548	0.570	0.425	0.474	0.526	0.538	0.425	0.374	0.493	0.522	0.489	0.524	0.436	0.532	0.494	0.472	**0.900**	0.463	0.425
QOL3	0.564	0.514	0.425	0.431	0.461	0.443	0.450	0.360	0.393	0.498	0.511	0.535	0.495	0.462	0.407	0.376	**0.885**	0.474	0.448
QOL4	0.559	0.535	0.423	0.431	0.507	0.499	0.433	0.362	0.436	0.514	0.537	0.528	0.464	0.506	0.479	0.458	**0.915**	0.469	0.437
QOL5	0.688	0.617	0.624	0.579	0.658	0.606	0.658	0.526	0.486	0.518	0.621	0.508	0.556	0.674	0.376	0.455	**0.816**	0.481	0.507
SATC	0.557	0.462	0.391	0.402	0.436	0.386	0.431	0.425	0.426	0.447	0.484	0.434	0.417	0.404	0.335	0.360	0.537	**1.000**	0.723
SATT	0.546	0.437	0.401	0.379	0.418	0.392	0.428	0.358	0.314	0.298	0.486	0.370	0.394	0.443	0.283	0.354	0.521	0.723	**1.000**

Source: Own elaboration.

TABLE 46: DISCRIMINANT VALIDITY AFTER ITEMS' DEPURATION (AVE AND CORRELATIONS' SQUARE ROOT)

	EXPLOY	EXPSAT	LOYD	MEM	QOL	SATC	SATT	expqe	expqf	expqi	expqp	expqs	invat	invce	invse	loypib	loywom	pad	pai
EXPLOY	**0.868**																		
EXPSAT	0.676	**0.967**																	
LOYD	0.799	0.679	**0.889**																
MEM	0.664	0.874	0.654	**0.972**															
QOL	0.681	0.570	0.624	0.632	**0.883**														
SATC	0.557	0.431	0.484	0.404	0.537	**1.000**													
SATT	0.546	0.428	0.486	0.443	0.521	0.723	**1.000**												
expqe	0.714	0.749	0.613	0.763	0.651	0.462	0.437	**0.903**											
expqf	0.632	0.887	0.636	0.865	0.551	0.391	0.401	0.785	**0.945**										
expqi	0.626	0.728	0.535	0.731	0.560	0.402	0.379	0.752	0.769	**0.886**									
expqp	0.705	0.788	0.645	0.809	0.626	0.436	0.418	0.788	0.812	0.815	**0.882**								
expqs	0.614	0.711	0.569	0.753	0.610	0.386	0.392	0.736	0.732	0.769	0.849	**0.896**							
invat	0.622	0.635	0.448	0.617	0.475	0.425	0.358	0.643	0.679	0.655	0.691	0.614	**0.889**						
invce	0.546	0.427	0.394	0.491	0.524	0.426	0.314	0.484	0.449	0.448	0.531	0.495	0.639	**0.949**					
invse	0.562	0.428	0.408	0.474	0.587	0.447	0.298	0.549	0.444	0.512	0.548	0.534	0.646	0.698	**0.900**				
loypib	0.618	0.483	0.594	0.480	0.600	0.434	0.370	0.613	0.491	0.572	0.555	0.564	0.439	0.368	0.489	**0.836**			
loywom	0.665	0.532	0.655	0.484	0.556	0.417	0.394	0.590	0.508	0.575	0.584	0.547	0.451	0.341	0.440	0.789	**0.950**		
pad	0.432	0.366	0.486	0.401	0.500	0.335	0.283	0.439	0.341	0.394	0.444	0.468	0.317	0.382	0.482	0.459	0.415	**0.933**	
pai	0.482	0.445	0.526	0.522	0.511	0.360	0.354	0.494	0.445	0.492	0.544	0.547	0.459	0.431	0.451	0.430	0.411	0.698	**0.926**

Source: Own elaboration.

With the evaluation of discriminant validity, Step-one of the two-steps approach is completed and represents the assessment of the first-order measurement model.

Now Step-two has to be implemented. It implies the substitution of the sub-dimensions of second-order constructs with an average score. In this way, sub-dimensions identified by the score will function as an indicator of the second-order variables. FIGURE 23 below shows the graphical representation of this step.

FIGURE 23: STEP TWO. HYPOTHESISED MODEL FIGURING THE AGGREGATED SCORES OF SUB-DIMENSIONS AS INDICATORS OF THE SECOND-ORDER CONSTRUCTS
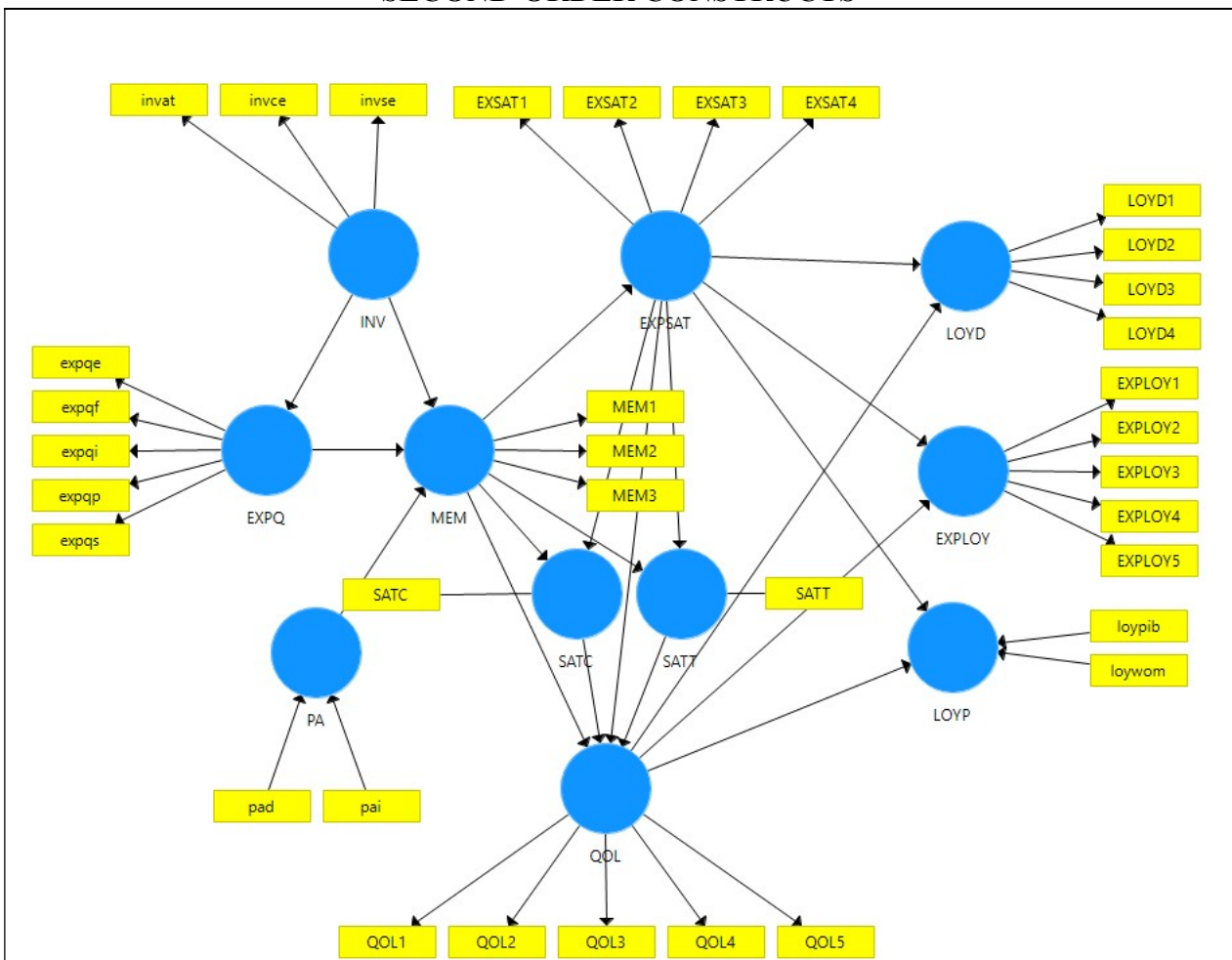
Source: Own elaboration.

Now, it can be observed that the model shows a different nomological structure that needs to be assessed again on both its measurement and structural model. The model includes formative (PA, LOYP) and reflective constructs (INV, EXPQ, MEM, QOL, EXPSAT, LOYD, EXPLOY). PA and LOYP are second-order constructs that are assumed to be measured by formative indicators as determined in section 5.6 (see TABLE 24). The new assessment process has to take this aspect into consideration when assessing the measurement

model as the treatment of formative and reflective models differs in term of statistical tests to be implemented (See section 6.2).

In the following section the measurement and structural model will be evaluated considering the involvement of second-order constructs with a formative nature.

6.4 THE ASSESSMENT OF THE MODEL CONSIDERING THE SECOND-ORDER CONSTRUCTS INVOLVED

6.4.1 Measurement model evaluation: reflective constructs

For the measurement model evaluation it is necessary to follow different processes with regards of the nature of the constructs. In order to assess the reflective variables, the same steps implemented for the measurement of the first-order model have to be followed. Individual item reliability shows acceptable values, being all of them above the threshold (0.707). Composite reliability also is successfully tested, reporting values higher than 0.6-0.7 (in exploratory studies) or 0.8- 0.9 (advanced studies). AVE's values confirm that the reflective variables included in the model have convergent validity, being all the scores higher than 0.5 which is the minimum acceptable value for this test. All these results are presented in TABLE 47.

TABLE 47: STEP TWO. ASSESSMENT OF MEASUREMENT MODEL (reflective constructs)

	Loading (λ)	Internal consistency		AVE
		(ρ_a)	(ρ_c)	
INVOLVEMENT	-	**0.874**	**0.910**	**0.772**
invat	0.890	-	-	-
invce	0.870	-	-	-
invse	0.875	-	-	-
EXPERIENCE QUALITY	-	**0.948**	**0.959**	**0.825**
expqe	0.894	-	-	-
expqf	0.905	-	-	-
expqi	0.902	-	-	-
expqp	0.940	-	-	-
expqs	0.899	-	-	-
MEMORY	-	**0.971**	**0.981**	**0.944**
MEM_1	0.971	-	-	-
MEM_2	0.971	-	-	-
MEM_3	0.972	-	-	-
QUALITY OF LIFE	-	**0.931**	**0.947**	**0.780**
QOL_1	0.897	-	-	-
QOL_2	0.899	-	-	-
QOL_3	0.884	-	-	-
QOL_4	0.915	-	-	-
QOL_5	0.817	-	-	-
LOY TO DESTINATION	-	**0.923**	**0.938**	**0.791**
$LOYD_1$	0.901	-	-	-

LOYD$_2$	0.937	-	-	-
LOYD$_3$	0.887	-	-	-
LOYD$_4$	0.828	-	-	-
EXP SATISFACTION	-	**0.977**	**0.983**	**0.935**
EXPSAT$_1$	0.952	-	-	-
EXPSAT$_2$	0.970	-	-	-
EXPSAT$_3$	0.974	-	-	-
EXPSAT$_4$	0.973	-	-	-
EXP LOYALTY	-	-	**0.938**	**0.753**
EXPLOY$_1$	0.776	-	-	-
EXPLOY$_2$	0.870	-	-	-
EXPLOY$_3$	0.898	-	-	-
EXPLOY$_4$	0.908	-	-	-
EXPLOY$_5$	0.881	-	-	-

Source: Own elaboration.

In order to assess discriminant validity loadings and cross-loadings have been taken into consideration. It confirms that the reflective variables of the hypothesised model have discriminant validity. TABLE 48 below confirms this assumption.

TABLE 48: STEP TWO. CROSS LOADINGS
(reflective constructs)

	EXPLOY	EXPSAT	LOYD	MEM	QOL	SATC	SATT	EXPQ	INV
EXPLOY1	**0.776**	0.442	0.557	0.478	0.610	0.544	0.475	0.548	0.613
EXPLOY2	**0.870**	0.497	0.626	0.529	0.613	0.457	0.469	0.599	0.624
EXPLOY3	**0.898**	0.550	0.646	0.556	0.576	0.465	0.454	0.620	0.602
EXPLOY4	**0.908**	0.688	0.777	0.649	0.575	0.469	0.486	0.687	0.553
EXPLOY5	**0.881**	0.716	0.825	0.647	0.592	0.489	0.487	0.678	0.494
EXSAT1	0.657	**0.952**	0.687	0.839	0.556	0.422	0.422	0.808	0.538
EXSAT2	0.652	**0.970**	0.640	0.833	0.532	0.410	0.415	0.817	0.537
EXSAT3	0.648	**0.974**	0.650	0.851	0.554	0.408	0.400	0.833	0.580
EXSAT4	0.656	**0.973**	0.647	0.858	0.565	0.426	0.418	0.839	0.582
LOYD1	0.776	0.708	**0.901**	0.675	0.584	0.487	0.502	0.654	0.478
LOYD2	0.740	0.660	**0.937**	0.619	0.565	0.451	0.459	0.631	0.445
LOYD3	0.693	0.544	**0.887**	0.522	0.519	0.390	0.377	0.523	0.423
LOYD4	0.615	0.469	**0.828**	0.485	0.550	0.377	0.374	0.528	0.334
MEM1	0.627	0.845	0.628	**0.971**	0.610	0.375	0.408	0.837	0.589
MEM2	0.627	0.819	0.623	**0.971**	0.624	0.394	0.434	0.838	0.590
MEM3	0.680	0.882	0.655	**0.972**	0.611	0.408	0.449	0.846	0.595
QOL1	0.623	0.515	0.574	0.587	**0.897**	0.478	0.469	0.622	0.555
QOL2	0.548	0.425	0.489	0.532	**0.899**	0.463	0.425	0.557	0.518
QOL3	0.564	0.450	0.511	0.462	**0.884**	0.474	0.448	0.501	0.469
QOL4	0.559	0.433	0.537	0.506	**0.915**	0.469	0.437	0.527	0.490
QOL5	0.688	0.658	0.621	0.674	**0.817**	0.481	0.507	0.680	0.582
SATC	0.557	0.431	0.484	0.404	0.538	**1.000**	0.723	0.457	0.491
SATT	0.546	0.428	0.486	0.443	0.522	0.723	**1.000**	0.447	0.371
expqe	0.714	0.749	0.613	0.763	0.651	0.462	0.437	**0.894**	0.644
expqf	0.632	0.887	0.636	0.864	0.552	0.391	0.401	**0.905**	0.612

expqi	0.626	0.728	0.535	0.731	0.560	0.402	0.379	**0.902**	0.624
expqp	0.705	0.788	0.645	0.809	0.627	0.436	0.418	**0.940**	0.681
expqs	0.614	0.711	0.569	0.753	0.611	0.386	0.392	**0.899**	0.630
invat	0.622	0.635	0.448	0.617	0.476	0.425	0.358	0.724	**0.890**
invce	0.546	0.427	0.394	0.491	0.525	0.426	0.314	0.530	**0.870**
invse	0.562	0.428	0.408	0.474	0.588	0.447	0.298	0.569	**0.875**

Source: Own elaboration.

Discriminant validity is again assessed with regard to the Fornell and Larcker criterion (Fornell and Larcker, 1981). AVE's square root is showed on the diagonal of the TABLE 49. Its values are higher than all the correlations between a specific variable and all the other variables included in the model.

TABLE 49: STEP TWO. ASSESSMENT OF DISCRIMINANT VALIDITY (reflective constructs).

	EXPLOY	**EXPQ**	**EXPSAT**	**INV**	**LOYD**	**MEM**	**QOL**	**SATC**	**SATT**
EXPLOY	**0.868**								
EXPQ	0.725	**0.908**							
EXPSAT	0.676	0.853	**0.967**						
INV	0.660	0.703	0.579	**0.879**					
LOYD	0.799	0.662	0.679	0.477	**0.889**				
MEM	0.664	0.865	0.874	0.609	0.654	**0.972**			
QOL	0.682	0.661	0.571	0.597	0.625	0.633	**0.883**		
SATC	0.557	0.457	0.431	0.491	0.484	0.404	0.538	**1.000**	
SATT	0.546	0.447	0.428	0.371	0.486	0.443	0.522	0.723	**1.000**

Source: Own elaboration.

6.4.2 Measurement model evaluation: formative constructs

Formative construct (PA and LOYP in this research) are assumed to be determined by indicators which are error-free (Edwards & Bagozzi, 2000) and not correlated with each other (Jarvis et al., 2003). Considering these characteristics the evaluation tests applied for reflective constructs are not appropriate for formative variables as statistics showing reliability and validity are senseless in this case (Hair et al., 2012a). Formative variables have to be evaluated by checking whether each indicator contributes to the formative index by carrying the intended meaning. Statistically this has to be assessed by calculating items' weights (Hair et al., 2012a) and the variance inflation factor (VIF) (Henseler et al., 2009). Values of VIF higher than 5 are not acceptable as they signify that more than 80% of the variation of the item is explained by the other items (Hair et al., 2012a). This indicates that indicators are redundant and that there is a risk for multicollinearity. PLS offers two statistical tests to assess formative constructs: items' weights and statistics of collinearity (VIF). VIF

values are acceptable for the formative variables included in the hypothesised model as they show scores that are far below the threshold of 5. Therefore the formative indicators used in the model do not set out any multicollinearity issue.

TABLE 50: COLLINEARITY TEST FOR FORMATIVE CONSTRUCTS

Construct	*Item*	*VIF*
PA	PAI	1.950
	PAD	1.950
LOYP	LOYPIB	2.652
	LOYWOM	2.652

Source: Own elaboration.

In reference to the weights and the significance of their values Hair et al. (2012a) suggest performing a 5000-sample bootstrap test. This process indicates the weights of all the items involved in the model. If all the resulting weights are significant, then all the indicators are empirically supported and none of them have to be dropped. The threshold for this test is set by the significance value assumed for a two-tailed t-test (See TABLE 51).

TABLE 51: WEIGHTS AND SIGNIFICANCE OF FORMATIVE INDICATORS

| *Construct*	*Item*	*weights*	*t-test*
PA	pai	0.901***	10.171
	pad	0.135^{ns}	1.170
LOYP	loypib	0.565***	5.246
	loywom	0.492***	4.528

Critical values for a two-tailed t test: 1.65 → 10% level of significance; 1.96 → 5% level of significance; 2.58 → level of significance.
Note: 5000 bootstrapping procedure used.

Source: Own elaboration.

The indicator *pad* resulted to be non-significant from the bootstrapping test. However, it will not be dropped on the basis of the recommendations made by Roberts and Thatcher (2009, p. 30) who state: "Even if an item contributes little to the explained variance in a formative construct, it should be included in the measurement model. Formative indicators are not interchangeable. Dropping an indicator implies dropping a part of the construct". More recently, Hair et al. (2014) proposed a useful criterion based on the loadings (λ) evaluation of the non-significant formative item, in order to decide whether to drop it or not. According to these authors, if λ is higher or equal to 0.5, the item should be kept, even if is non-significant according to the bootstrap test. As λ for the *pad* indicator is equal to 0.764, it has been decided not to drop it.

6.5 STRUCTURAL MODEL EVALUATION

According to Hair et al. (2012a), a structural model should be assessed with regard to the following criteria: 1) analysis of the R^2 for each dependent variable, 2) the Stone-Geisser's test (Q^2) measuring the predictive relevance of the model, and 3) sign and significance of the paths (β). R^2 measures the model's predictive accuracy and the exogenous variables' combined effect on endogenous variables. Its scores fluctuate from 0 to 1. The higher the score, the stronger will be the predictive accuracy. Therefore, R^2 should reach high values. Critical values are not fixed in absolute terms; they rather depend and change according to the research field. Hair et al. (2013) suggest that, in the marketing field, the thresholds are 0.75, 0.50 and 0.25, corresponding to substantial, moderate and weak levels of accuracy respectively. TABLE 52 shows the R^2 values for the endogenous variables of the model. As it can be observed MEMORY and EXPERIENTIAL SATISFACTION registered the highest score, signifying that 75% and 76% of these variables is explained by their predictive variables: INV, EXPQ, PA for MEMORY and MEMORY for EXPERIENTIAL SATISFACTION. EXPERIENCE QUALITY, QUALITY OF LIFE, and the three LOYALTY's variables record values around 0.5 showing that they are moderately explained by their predictive variables. The lowest values are recorded for SATISFACTION WITH CULINARY/TRAVEL LIFE which are very little explained by their predictive variables: MEMORY AND EXPERIENTIAL SATISFACTION (only 20% approximately for both variables).

The Stone-Geisser's Q^2 is the predominant measure of the model's predictive relevance. Its values inform about the model's capability of adequately predict each endogenous latent variable's indicators. Blindfolding is the test used to obtain Q^2. According to Hair et al. (2012a), this test is only applicable to endogenous and reflective constructs. Therefore it cannot be performed for two of the constructs included in the model: PA and LOYP. The former is an exogenous and formative variable, and the latter is defined by formative indicators. When Q^2 are larger than zero it signifies that the explanatory latent constructs exhibit predictive relevance. For the present research, Stone-Geisser's test can be performed for all the endogenous variables, except one: LOYP. All the resulted values are higher than zero, showing that they have predictive relevance. Nevertheless, it has to be specified than Q^2 values for SATC and SATT, are very close to zero (0.179 and 0.184 respectively) so their predictive relevance is weak.

Paths coefficients (β) represent the hypothesised relationships that link the construct involved in the model. Values for path coefficients are standardised on a range from -1 to +1, indicating the strength of the relationship (Hair et al., 2014). Bootstrapping process is used to test for significance. The explained variance of an endogenous variable is obtained by multiplying the β's values and the correlation between two variables (Falk & Miller, 1992).

TABLE 52: EFFECTS ON ENDOGENOUS VARIABLES

Hipótesis	R^2	Q^2	Direct effect (β)	Correlation	Explained variance
EXP QUALITY	**0.494** (moderate)	0.406	**-**	**-**	**49.4%**
H_1: INV→EXPQ	-	-	0.703	0.703	49.4%
MEMORY	**0.750** (substantial)	0.706	**-**	**-**	**75.1%**
H_2: INV→ MEM	-	-	-0.012	0.609	-0.7%
H_3: EXPQ→ MEM	-	-	0.841	0.865	72.7%
H_4: PA→ MEM	-	-	0.058	0.525	3.0%
EXP SATISFACTION	**0.763** (substantial)	0.713	**-**	**-**	**76.4%**
H_5: MEM→EXPSAT	-	-	0.874	0.874	76.4%
QUALITY OF LIFE	**0.503** (moderate)	0.379	**-**	**-**	**50.4%**
H_6: MEM→QOL	-	-	0.501	0.633	31.7%
H_7: EXPSAT→QOL	-	-	-0.032	0.571	-1.8%
H_{9a}: SATC→ QOL	-	-	0.257	0.538	13.8%
H_{9b}: SATT→ QOL	-	-	0.128	0.522	6.7%
SAT CULINARY LIFE	**0.189** (weak)	0.179	**-**	**-**	**18.9%**
H_{6a}: MEM→SATC	-		0.117	0.404	4.7%
H_{7a}: EXPSAT→SATC	-		0.329	0.431	14.2%
SAT TRAVEL LIFE	**0.203** (weak)	0.184	**-**	**-**	**20.3%**
H_{6b}: MEM→SATT	-	-	0.293	0.443	13.0%
H_{7b}: EXPSAT→SATT	-	-	0.172	0.428	7.4%
LOY TO DESTINATION	**0.544** (moderate)	0.420	**-**	**-**	**54.4%**
H_{8a}: EXPSAT→LOYD	-	-	0.478	0.679	32.5%
H_{9c}: QOL →LOYD	-	-	0.352	0.624	22.0%
EXP LOYALTY	**0.586** (moderate)	0.431	**-**	**-**	**58.6%**
H_{8b}: EXPSAT→EXPLOY	-	-	0.425	0.676	28.7%
H_{9d}: QOL→ EXPLOY	-	-	0.439	0.681	29.9%
LOY TO PRODUCTS	**0.426** (weak-moderate)		**-**	**-**	**42.7%**
H_{8c}: EXPSAT→ LOYP	-	-	0.274	0.535	14.7%
H_{9e}: QOL→ LOYP	-		0.457	0.613	28.0%

Source: Own elaboration.

If β coefficients result to be significative, then the hypothesised relationships are empirically supported. This leads to accept or reject the research hypotheses. TABLE 53 shows the results of the bootstrapping test for the present research. All the hypothesised relationships are supported with three exceptions in H_2 (INV→ MEM), H_{6a} (MEM→SATC) and H_7 (EXPSAT→QOL) which have non-significant path coefficients and therefore do not find empirical support.

TABLE 53: STRUCTURAL MODEL RESULTS

Hypotheses	*Path coefficient* (β)	T statistics (*bootstrap*)	Test result
H_1: INV→EXPQ	0.703***	22.562	Supported
H_2: INV→MEM	-0.012^{ns}	0.320	Rejected
H_3: EXPQ→MEM	0.841***	25.238	Supported
H_4: PA→MEM	0.058*	1.746	Supported
H_5: MEM→EXPSAT	0.874***	44.949	Supported
H_6: MEM→QOL	0.501***	6.654	Supported
H_{6a}: MEM→SATC	0.117^{ns}	1.209	Rejected
H_{6b}: MEM→SATT	0.293***	3.059	Supported
H_7: EXPSAT→QOL	-0.032^{ns}	0.380	Rejected
H_{7a}: EXPSAT→SATC	0.329***	3.084	Supported
H_{7b}: EXPSAT→SATT	0.172*	1.667	Supported
H_{8a}: EXPSAT→LOYD	0.478***	7.087	Supported
H_{8b}: EXPSAT→EXPLOY	0.425***	6.627	Supported
H_{8c}: EXPSAT→LOYP	0.274***	4.169	Supported
H_{9a}: SATC→QOL	0.257***	4.497	Supported
H_{9b}: SATT→QOL	0.128**	2.167	Supported
H_{9c}: QOL →LOYD	0.352***	6.023	Supported
H_{9d}: QOL→EXPLOY	0.439***	8.177	Supported
H_{9e}: QOL→LOYP	0.457***	9.119	Supported

Critical values for a two-tailed t test: 1.65→10% level of significance*; 1.96→ 5% level of significance**; 2.58→ 1% level of significance. ***p<0.001. **p<0.01. *p<0.05

Note: 5000 bootstrapping procedure used.

Source: Own elaboration.

FIGURE 24, graphically presents the results recorded for both measurement and structural model analysis.

FIGURE 24: MEASUREMENT AND STURCTURAL MODEL ASSESSMENT
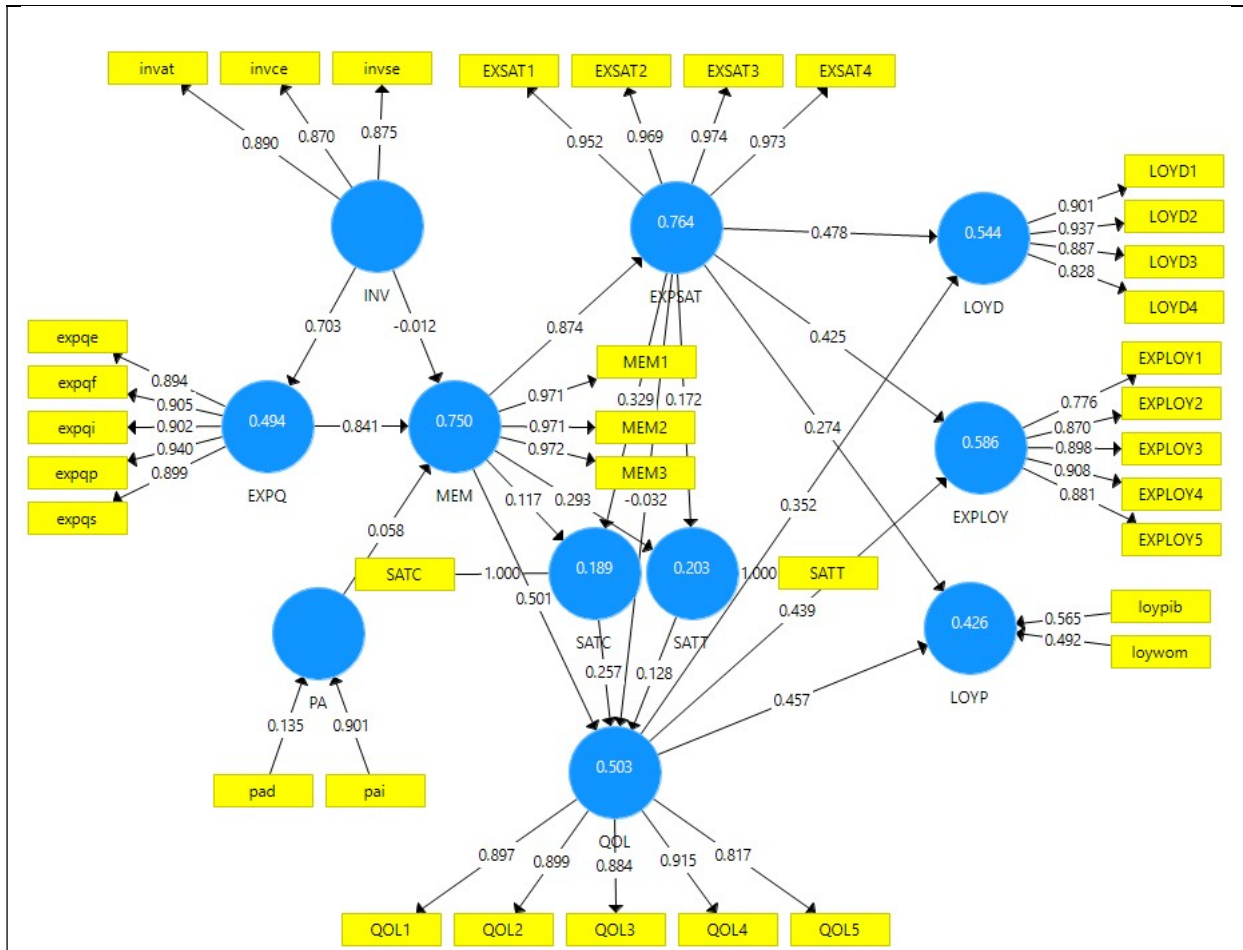
Source: Own elaboration.

6.6 DISCUSSION OF RESULTS

Once statistical results have been achieved, it is necessary to link them with previous results obtained in others studies, discover similarities and differences, and interpret their relevance in the specific context of culinary tourism that concerns here.

Thus, in this section results are analysed and discussed more in details. First, it is helpful to remember the main goal of the present research which is to find out whether experiential variables such as Involvement, Experience Quality, and Place Attachment have an impact on traditional (Satisfaction and Loyalty) and experiential (Memory, Quality of Life, Experience Loyalty) outcomes. It has to be remembered that the relationships hypothesised in this work are quite new and very little explored in previous studies. Thus, often a perfect correspondence with other researches' results could not be found, but rather similarities, confirming the need of deepening into these relationships.

6.6.1 Results related with experiential variables (INV, PA, EXPQ)

The exogenous variables (INV and PA) involved in the model are considered with a special focus on their effects on the endogenous variables that are meant to predict. INV has been found to be a significant antecedent of EXPQ (49.4% of explained variance), whereas it is not able to determine MEM, the second construct it is indented to predict. The results about the INV-EXPQ relationship are consistent with previous findings in scientific literature. It has to be specified that the majority of previous works (Gentile et al., 2007; Hosany & Witham, 2010; Lemke et al., 2011; Otto & Ritchie, 1996; Prebensen et al., 2014) conceptually confirm the linkage between these two variables; nevertheless, there is only one work published by Altunel and Erkut (2015) that, for the very first time, empirically posits this relationship and confirms its significance. The results of the present research are, therefore, in line with the ones achieved by these authors, showing that this path deserves more attention and that significant results can be achieved by deepening into this relationship that could be valuable in a management and marketing perspective.

On the contrary, in spite of what suggested by previous scientific literature (Ali et al., 2016; Andrades & Dimanche, 2014; Hosany & Witham, 2010; Huang et al., 2010; Kim et al., 2012; Pine & Gilmore, 1998; Prebensen et al., 2014; Tsai, 2016) the present research found that the involvement in culinary activities (INV) is not a predictor of memorable experiences (MEM). Several authors confirm the direct or indirect connections between these two variables. Different researches (Ali et al., 2016; Hosany & Witham, 2010; Kim et al., 2012; Oh et al., 2007; Quadri-Felitti & Fiore, 2013) found that experiences, measured by Involvement (among other factors) can positively impact memories. This had been considered in the present research as a potential support for a direct causal link between these two concepts, whereas data achieved here do not confirm this assumption. The path going from INV to MEM does not reach a significant value and the contribution of INV to the explained variance of MEM has been found to be negative.

PA has been considered as a formative construct determined by two sub-dimensions: Place Identity (*pai*) and Place Dependence (*pad*), following the recommendations made by Williams and Vaske (2003). Nevertheless, the present work failed in confirming this dimensionality of PA. *Pad* has not been found to be a determinant dimension of PA as its weight did not result to be significant ($\gamma = 0.135$). On the other hand, *pai* is an important indicator of PA as its weight is $\gamma = 0.901$.

This result can signify that people having culinary experiences perceive ties with the destination where they develop these activities (Ramkissoon et al., 2013), but that these

linkages are more attributable to the emotional dependence with a specific destination, than to the functional link with a certain place. This confirms the experiential value of this variable, already suggested by Kyle et al. (2004a), Bricker and Kerstetter (2000), Alexandris et al. (2006), Williams and Vaske (2003), Altman and Low (1992), Mowen et al. (1997), Tsai (2012). Moreover, PA resulted to be a very weak antecedent of MEM. It is able to explain only the 3% of the variance of MEM. Very few works empirically connect Place Attachment and Memory and all of them suggest PA as a facet of memorable tourism experiences. Kim (2014) confirmed that Place Attachment is one of the main elements determining memorable experiences. Chen et al. (2014) included Place Memory as a dimension of PA in addition to the two traditionally considered: Place Dependece and Place Identity. Albeit these antecendent could suggest a causality between PA and MEM, the present research found that it is very weak and very little significant in the context of the present research. The opposite relationship could be more significative as already showed by Loureiro (2014) and Tsai (2016). These authors confirm a causal relationship flowing from MEM towards PA. Results achived in the present research may suggest that the proper causal relation to consider in future researches is the one confirmed by Loureiro (2014) and Tsai (2016), flowing from MEM to PA, or alternatively, that this variable should not be introduced in experiential models as an exogenous contruct, capable of providing experiential value.

EXPQ is the main predictor of MEM, contributing to explaining the 73.7% of the total amount of variance explained of this variable (75.1%). Path coefficient from EXPQ to MEM has been found to be highly significant ($\beta=0.841$; $p <0.001$). This is a brand new relationship, never tested before in tourism scientific literature. Previous studies, in fact, suggest the conceptual links existing between EXPQ and MEM (Pizam, 2010; Dolcos & Cabeza, 2002; Otto & Ritchie, 1996; Kim & Ritchie, 2014), but their direct causal relationship had never been supported by empirical evidence. Therefore, the results achieved on the present research, are not only in line with previous researches, but they also represent a new achievement, confirming that experiential aspects of tourism services' quality are fundamental requirements to provide memorable experiences to consumers. This result endorses what suggested by Baker and Crompton (2000), who found that Satisfaction alone can no longer fully explain the effects of quality on behavioural intentions, and that some other variables are mediating this relationship in the new experiential scenario. The present work proved that memorability of tourism experiences (MEM) can be one of these linking variables, by showing empirical evidence of the causal relationship existing between EXPQ and MEM. More recently, Hung et al. (2016) found that memorability has a mediating effect between creative experiences and

behaviour intentions which is conceptually the same assumption considered in the present work. This result represents an innovative contribution in the experiential tourism literature as it posits a new research path to be further explored. It is based on the assumption that memorable experiences are the results of feelings of wanders, awe, excitement, privilege, and emotions in general, lived on holidays (Kruger et al., 2016; Servidio & Ruffolo, 2016), and that the EXPQ variable encloses. It can be concluded that EXPQ is a major determinant of memory and that memorable experiences are highly required in order to predict positive future behaviours (Kim & Jang, 2016).

6.6.2 Results related with experiential and traditional outcomes (MEM, EXPSAT, QOL, LOY)

Providing memorable experiences is not important *per se.* From a management and marketing perspective memorability of the consumption experience is valuable as long as it can better business's performances, that is, to induce positive results such as satisfaction (Ali et al., 2016; Hosany & Witham, 2010; Oh et al., 2007; Quadri-Felitti & Fiore, 2013) and loyalty (Loureiro, 2014; Manthiou et al., 2012; Tsai, 2016). In the actual experiential scenario, new variables have to be considered as predictors of satisfaction and loyalty which include, on the one hand, a reconsideration of traditional marketing outcomes in the new light of experientiality (EXPSAT, EXPLOY), and on the other hand, the inclusion of innovative variables that may be determinant factors for consumers' future intentions (MEM, QOL).

In line with several previous works (Ali et al., 2014, 2016; Hoch & Deighton, 1989; Kim, 2014; Kim & Ritchie, 2014; Kim et al., 2010, 2012; Loureiro, 2014) the present research suggests and confirms the relationship between memorability of the tourism experience (MEM) and positive outcomes. Specifically, this dissertation proposes a direct relationship between memorability (MEM) and experience satisfaction (EXPSAT) and an indirect relation with loyalty (LOYD, EXPLOY, LOYP), that passes through potential enhancements of individuals' Quality of Life (QOL).

Memory (MEM) resulted to be significantly linked to EXPSAT (β= 0.874***; p<0.001), and a significant predictor of this variable, explaining the 76.4% of its variance. Therefore, as previous results in tourism scientific literature, the present research confirms that, within the new experience economy, and specifically in the context of culinary experiences, memorability is a germane element to satisfy the modern consumers' expectations (Ali et al., 2016; Oh et al. 2007; Hosany & Witham, 2010; Quadri-Felitti & Fiore, 2013). The growing

interest in healthy culinary habits of modern society and the recent rise of travels and holidays having in food and drink a principal motivation has inspired a reflection on how good culinary experiences are for individuals' quality of life. Specifically, the present research aims at determining whether consumers' perceptions of personal wellbeing can be influenced by memorable culinary experiences (MEM) and Satisfaction with the experience lived (EXPSAT). Scientific literature has widely confirmed the significance of holiday-taking for the enhancements of personal happiness, satisfaction with life and wellbeing (Bimonte & Faralla, 2014, 2015; Bosnjak et al., 2014; Chen & Petrick, 2016; Dolnicar et al., 2012, 2013; Eusébio & Carneiro, 2011; Gilbert & Abdullah, 2004; Kim et al., 2015; Kruger et al., 2013; Mactavish et al., 2007; McCabe & Johnson, 2013; McCabe et al., 2010; Michalkó et al., 2009; Morgan et al., 2015; Nawijn, 2011; Neal et al., 1999, 2004, 2007; Pagan, 2015; Richards, 1999; Sirgy et al., 2011; Su et al., 2015; Tse, 2014; Uysal et al., 2016; Wei & Milman, 2002; Woo et al., 2016). Similarly, perceived improvements in QOL due to holiday experiences have been proved to be driving elements for positive future intentions and loyal behaviours (Dolnicar et al., 2013; Kim et al., 2012, 2015; Lam & So, 2013; Lee et al., 2014; Lin, 2014). However, there are very scarce evidences of whether gastronomy and culinary experiences play an important role in this relationship. The *Bottom up Spillover Theory* is a commonly accepted approach to conceptualise the impact that holidays have on individuals' wellbeing (Sirgy et al., 2011). This approach maintains that QOL is impacted by means of improvements in satisfaction with several specific life-domains, such as, culinary life (SATC) and travel life (SATT), considered here (See section 3.6.2).

Following this approach, the present research explores the relationship existing between memorable culinary experiences lived on holidays, experiential satisfaction, and quality of life. The impact of MEM and EXPSAT to QOL is explored with both direct and indirect paths. Direct paths link MEM and EXPSAT with QOL, whereas indirect paths show the connections MEM→SATC/SATT→QOL and EXPSAT→SATC/SATT→QOL. In line with previous literature aforementioned, results of the present research support the hypothesis that memorability of culinary experiences (MEM) has a positive impact on individuals' satisfaction with their travel life (SATT) (β=0.293***; p <0.001), being its contribution to the total amount of explained variance (20.3%) equal to 13%, and on QOL in general (β= 0.501***; p <0.001). On the contrary, divergent results have been achieved for the relationship between MEM and SATC. MEM does not determine the perception of improvements in the culinary life domain (SATC) as β coefficient shows a non-significant effect between these two variables. It also contributes very little (4.7%) to the total amount of

variance explained of this variable (18.9%). Thus, this hypothesised relationship (H_{6a}) has to be rejected in the context of the present work. These results may be explained by the fact that tourists limit culinary experiences and their effects within the travel life-domain and do not still perceive the impact that they can have in their daily habits and how they can enhance their satisfaction with culinary life.

In the light of the objectives of the present research, it is important to stress that the relationship of causality between MEM and QOL found empirical support (β= 0.501***; p <0.001). Moreover, in the present model, the variables hypothesised to be predictors of QOL are capable of explaining the 50.4% of the variance of this variable of which the 31.7% is explained by MEM and the rest by the life-domains considered (SATT= 6.7% and SATC= 13.8%).

EXPSAT resulted to be a significant predictor of SATC (β= 0.329***; p <0.001; 14.2% of explained variance) and SATT (β= 0.172*; **p<0.01; 7.4% of explained variance), but not of QOL (β= -0.032^{ns}). This result may signify that satisfaction with culinary experience can have a positive impact of specific domains of life, but is not that important in one's life till the point of being determinant for general QOL perceptions. These results are partially in line with the ones achieved by Kim et al. (2015) which have been considered as a main reference for the elaboration of this part of the model. The authors, applying the *Bottom up Spillover Theory*, empirically prove the causal relationship between satisfaction with the experience, leisure life satisfaction (the life-domain included in their model) and QOL. The present research is in line with this work in reference to the relationship between EXPSAT and specific life domains (SATT and SATC), but it fails in confirming causality between EXPSAT and QOL. It may be due to the fact that QOL is the result of the spill-over effects of numerous dimensions of life such as social, health, work, material, intellectual, financial life, etc…(Sirgy et al., 2011). Picking just one or two of these facets of life, in such a specific context as the one of culinary experiences is, may significantly compromise their predictive validity of general QOL, which obviously depends on many different aspects of life and not only on travel and culinary habits.

Loyalty has been modelled with three different variables. Considering the objective of the present work it seemed necessary to take into consideration how memorable culinary experiences can determine loyal attitudes towards three objects: the destination (LOYD), the kind of experience lived (EXPLOY) and the products tasted during the experience (LOYP). EXPSAT and QOL have been considered as direct antecedents of LOYD, EXPLOY and LOYP. Thus, causal relationships have been suggested between EXPSAT, QOL and the three

loyalty variables which have also found empirical support within the context of the present research. β coefficients achieved significant values confirming the strength and sign of the hypothesised relationships (EXPSAT→LOYD β=0.478***; EXPSAT→EXPLOY β=0.425***; EXPSAT→LOYP β= 0.274***; QOL →LOYD β= 0.352***; QOL→EXPLOY β= 0.439***; QOL→LOYP β= 0.457***).

The model shows a moderate predictive accuracy for LOYD (R^2= 0.544) and EXPLOY (R^2= 0.586) and weak-moderate for LOYP (R^2= 0.426). LOYD expresses the intention to visit again or recommend the destination where memorable culinary experiences have been lived. The variance explained of this variable (54.4%) is attributable to EXPSAT for the 32.5% and to QOL for the 22%. EXPLOY is almost equally explained by EXPSAT (28.7%) and QOL (29.9), being 58.6% the total amount of variance explained. This variable measures attitudinal loyalty by assessing the tourists' intention to live other culinary experiences in their next holiday or trip, or to recommend the experience lived to others. LOYP was meant to explore whether the experience of satisfying culinary activities that has an influence in perceived enhancements in QOL, can lead to future intention to keep buying the local products from the visited destination once back home, or to recommend them to friends and relatives. LOYP is a second-order variable measured by two formative sub-dimensions assessing the intention to buy (loypib) and the intention to recommend (loywom).

The two sub-dimensions contribute almost equally to the definition of the variable. However, Loypib contributes a little more than loywom. Their weights on the final constructs are γ=0.565 and γ=0.492 respectively. The variance explained of LOYP is 42.7% of which the major part is determined by QOL accounting for the 28% of the total variance. Whereas, Experiential Satisfaction contributes for only the 14.7%. This result may indicate that loyal attitudes towards typical products experienced with specific culinary activities, during a trip or a holiday, are achieved when consumers experience or perceive that their QOL have benefitted form that specific activity or from eating a specific product. Tourists having experienced local gastronomy by means of some food-related activity (cooking class, tastings, food tours, etc…) seem to adopt loyal behaviours of both buying again and recommending to others the products tasted during the experience. This confirms the logical path hypothesised in the present work according to which satisfactory experience are no longer sufficient to drive loyal future behaviour. Moreover a new facet of loyalty is confirmed. Culinary experiences appear to be effective means to initiate tourists to the consumption of local typical products, which can possibly be bought from consumers' place of residence in the future, generating positive economic impacts for local producers over the long-term. In order

to generate loyal attitudes, it is rather necessary that culinary experiences provide additional value to consumers and deliver products capable of enriching their lives. Both the loyalty modelling and the relationships that link EXPSAT and QOL with the three loyalty's variables are quite new contributions in the tourism literature. There haven't been found other researches considering all these relations together in an integrated model as the one proposed here. Nevertheless, some coincidence could be identified with the results achieved by Kao et al. (2008), Kim et al. (2015), Espejel et al. (2008), and Lin (2014). In line with Kao et al. (2008), the present research proves that satisfaction with a specific experience can drive loyalty intentions. This is also in line with the results achieved by Kim et al. (2015) who confirmed that satisfaction with the trip experience has a positive effect on both QOL and Revisit intention, being this last a measure of loyalty. As already mentioned, the present work could not find support for the hypothesised relationship between EXPSAT and QOL, but it confirms the results proposed by these authors with regard to the relationship between QOL and revisit intentions. It is proved that enhancements in QOL, determine the intention to revisit a certain destination. Similarly, Lin (2014), in the same context of culinary experience, proposed and empirically confirmed a model establishing positive relationships among Cuisine experience→Psychological wellbeing (including Happiness and Life Satisfaction) →Revisit intention. Results achieved by Lin (2014) represent a valuable support to the achievements of the present research.

In order to properly interpret the results related to the LOYP variable, it is necessary to look at results achieved in food marketing. By introducing a product-based loyalty variable (LOYP), the present work fuses together tourism marketing and food marketing research. Thus, proper support to the results achieved in reference with LOYP has to be looked for in food marketing works. The work published by Espejel et al. (2008) is considered a significant support for the interpretation of the results achieved with regard to the loyalty to local products. According with these authors, the previous knowledge of a specific culinary product induces the intention to choose that product in presence of similar ones. Results of the present work on LOYP can be considered in line with this assumption. The involvement and participation in culinary experiences has been considered here as an educational moment, capable of enriching the consumers' knowledge about gastronomy or about certain culinary cultures. Therefore, even if results achieved by Espejel et al. (2008) do not support a specific relationship hypothesised in the model proposed here, they support the logical path considering an experiential consumption as a positive moment to get tangible and intangible benefits out of the consumption process.

In conclusion, this research was meant to be an attempt to extend theoretical and empirical evidence about the interrelationships between experiential culinary activities, memorability, quality of life, experiential satisfaction and loyalty. Results achieved here sometimes confirms and sometimes differ from previous empirical evidence, however, it can be stated that they helped in achieving the objectives proposed and in confirming the logical paths hypothesised in the outlined model.

Chapter 7
CONCLUSIONS, LIMITATIONS AND FUTURE RESEARCH LINES

This chapter will present the conclusions of the research. Once data have been analysed and empirical results obtained, it is important to interpret numbers and figures and extract from them a useful meaning for both theory and practice. Final considerations will be done with regards to the theoretical conclusions achieved and the practical implications that will possibly be of help to academics and practitioners in the future. The correspondence with the objectives of the research is showed, as well as, its limitations and the future research lines to follow in the future.

7.1 CONCLUSIONS AND FINAL CONSIDERATIONS

The main purpose of this study was to discover whether experiential aspects of the tourism consumption could lead to better results for both consumers and services' providers, having an effect on traditional and experiential variables, in the context of culinary tourism.

This goal has been set on the basis of a thorough literature analysis that showed some pushing topics in the current literature in tourism and hospitality research. These have been identified in the themes of Experientiality in consumption (Pine & Gilmore, 1999; Schmitt, 2009), Memorability of the travel experience (Adongo et al., 2015; Kim, 2014; Kim & Jang, 2016; Kim & Ritchie, 2014; Kim et al., 2010, 2012; Tsai, 2016), Happiness and Quality of Life enhancements due to travel experiences (Gilbert & Abdullah, 2004; Lam & So, 2013; Neal et al., 1999, 2004, 2007; Sirgy, 2010;) and Culinary Tourism (Beer et al., 2012; Björk & Kauppinen-Räisänen, 2016; Hall et al. 2003; Kivela & Crotts, 2006; Lin, 2014; Richards, 2012).

Thus, the present research arises from the general consideration of whether the connections between these topics could provide innovative tourism models capable of increasing destinations' competitiveness, bettering businesses' performances and enhancing consumer's satisfaction and loyalty attitudes. Considering this, the present work is an attempt to extend the theoretical and empirical evidence about the interrelationships between culinary experiences lived while on holiday, Memorability, Quality of Life enhancements and positive outcomes such as satisfaction and loyalty intentions.

After an intense work of literature analysis a measurement model of eleven constructs was outlined and tested which allows reaching the general goal of this dissertation. Relevant conclusions could be pointed out on both a theoretical and empirical level. Some significant theoretical implications are achieved as a result of the literature review carried out, while empirical evidences led to some practical implications that can be of help for tourism practitioners. The sections below will present the conclusions achieved in details. Specifically, section 7.1 will resume the main theoretical implications of the research, section 7.2 will show the empirical conclusions and the practical implications for the sector, and 7.3 the limitations and new research lines to undertake in the future.

7.1.1 Theoretical conclusions

The rise of the experience economy (Pine & Gilmore, 1998; 1999; Schmitt, 2009) has introduced a new way of understating consumption and, as a consequence, the relation between providers and consumers and between consumers and consumption itself.

Tourism services providers are now in the need of turning their product/service into an experiential offering in order to stay competitively in modern markets. By the other hand, consumers approach consumption with new expectations. They intend transactions not just for their functional value, but rather for their personal and emotional significance. According to Alagöz and Ekici (2014), nowadays consumers are emotional as much as they are rational.

The new experiential trend impacts the tourism and hospitality sector in the way that tourists conceive holiday-taking as a subjective momentary experience, capable of inducing substantial variations within persons over time (Birenboim, 2016). This brings tourism consumption to a different dimension. Travels are intended as personal opportunities to experience something unique, memorable and life-changing.

Holidays start to be seen as a chance to practice those special activities that are impossible to be practiced on a daily basis due to working routines and stressful rhythms. Holiday time is conceived as a moment of self-expression and personal realization, beyond the pursuit for relaxation and disconnection from daily responsibilities. According with Alagöz and Ekici (2014), the change in tourists' expectation is attributable to current lifestyles, characterised by intense and stressful rhythms that bring people to reward themselves with unique experiences, capable of providing uniqueness, authenticity and adventure.

Considering this new approach to holiday times, scientific literature introduced some innovative concepts that start to lead tourism theorizations and are defining a new research stream where emotions, memorability, experientiality, happiness and quality of life, among other similar concepts, are germane elements to take into consideration, in order to have a proper understanding of the modern tourists' desires. Similarly, specific tourism activities are receiving major attention for being especially suitable for the outline of new experiential proposals. Gastronomy, local culinary cultures and food-based activities, in this sense, are considered to be experiential in nature (Richards, 2012) and a suitable context for the development of new researches aiming at discovering which are the main pillars of this new experiential trend in tourism.

Considering the preceding, the present research led an in-depth literature research and analysis with the aim of shading new light on the knowledge on experientiality in tourism and of developing an integrative model where experiential variables, interacting together, could provide a better understanding of tourism trends and could be a useful tool for marketers and destinations' managers to improve the competitiveness of the industry.

From a theoretical perspective, it has to be pointed out that the theoretical background of the research is extremely wide. One of the main challenges of this dissertation was to delimit it. Starting from the study of scientific literature on the general topics of experientiality and culinary tourism, the theoretical body supporting the present research has been finally defined by the interaction of three convergent themes that are gaining momentum in tourism literature: **Experiential tourism, Memorability and new experiential outcomes, such as Quality of Life, Experiential satisfaction and Experiential loyalty**. These three themes were considered in the context of culinary tourism, which is a tourism typology on the rise catching the attention of academics and practitioners. Food tourism boasts an upward trend as there is an increasing number of tourists (foodies) whose travel decisions are strongly determined by the desire of tasting the typical products of a destination, of learning about different culinary cultures and habits, and of testing themselves with new or exotic cooking practices. Scientific literature on experiential tourism considers food tourism as a particularly suitable playground for the enhancement of experientiality. Interaction with food and gastronomic heritages implies the direct engagement of tourists in sensorial activities that, more than others, are able to generate impressive memories in consumers' minds. In addition, in recent years, the interest in gastronomy and local culinary cultures has

been promoted by means of TV programmes, magazines, blogs or social media that deals with gastronomy from very diverse perspectives. This made consumers highly exposed to gastronomic topics, which may have determined their growing interest in enjoying local delicacies as a germane part of their holidays (Tsai, 2016). Moreover, modern society is characterised by a growing concern about healthy dietary habits and are increasingly careful of what is better to eat and the potential effects on their health and quality of life. Thus, food is considered as a quality of life enhancer, capable of improving personal wellbeing.

Considering the preceding, the connections linking food tourism with experientiality, memorability and quality of life are clear and support the selection of this tourism practices as the best scenario to conduct the present research.

The definition of this conceptual bases allowed the accomplishment of the specific objective 1 (SO_1, See section 1.3).

Experientiality is making a new trend in modern economies and the tourism industry is undergoing a deep change due to the increasing demand of experiences over traditional tourism products. Very few is known about how to create and market experiences in tourism. Traditional marketing strategies and products are no longer sufficient to guarantee the competitiveness of tourism enterprises and to satisfy the modern tourists' expectations. Thus, new experiential tools are required.

Tourism services need to be reconceptualised under the new experiential perspective. While traditional tourism products are valued with regards to their functional qualities (Schmitt, 1999), experiences are emotional offerings created by the interplay of cognitive, affective and sensory attributes, being these three equally important to consumers (Kim & Perdue, 2013) and more effective as driving elements in determining satisfaction and loyalty than non-experiential offerings (Martin et al., 2008).

Therefore, experientiality and experiential marketing are considered valuable tools to modernize the tourism industry and to create new value for both suppliers and tourists. However, it has to be pointed out that experientiality and experiential marketing strategies are still in their infancy in the tourism industry. More efforts are required to both scholars and managers in order for these tools to be fully profitable for the industry (Yuan & Wu, 2008). By analysing the research literature on experiential tourism and marketing, it can be concluded that while there is a certain consensus on the importance of turning tourism offers into experiential products, very little is known about how practically deliver experiential value to travellers. This may be due to the lack of a

specific theorization of the experience concept in the tourism field. Therefore, even if experientiality is agreed to be the a germane ingredient in modern tourism, its main determinants and outputs have still to be determined and explored.

According with, Fernandes and Cruz (2016), and Maklan and Klaus (2011) the experience concept has been so holistically defined that it risks to be an elusive and vacuous concept. In the tourism context, the experience concept has been mainly assessed on the basis of the conceptualization proposed by Pine and Gilmore (1999), who outlined the "four realms model", also known as the 4Es model, as it is made out of four dimensions, namely, Entertainment, Education, Esthetics and Escapism. However, even if many authors have successfully applied this conceptualization in tourism studies (Ali et al., 2014; Hosany & Witham, 2010; Loureiro, 2014; Manthiou et al., 2012; Oh et al., 2007; Quadri-Felitti & Fiore, 2013, 2016), the present research follows the considerations made by Lo et al. (2013) and Aho (2001) who point out that the 4Es model is not completely exhaustive in tourism and that further research is needed in order to define the main determinants of experientiality in the specific tourism contexts.

Considering the preceding, the present work carried out a detailed analysis of the meanings given to the experience concept in specific scientific literature with the aim of making a reasoned selection of its constituents, taking into consideration the specific context of its applicance: the culinary tourism.

The oustanding components defining the experience concept resulted to be: Involvement, engagement and direct participation in a specific activity; Emotions, feelings and moods; Memorability of the experience and knowledge adquisition; Personal relationships and staged elements (see TABLE 7).

As a result, the specific scientific literature reviewed showed some variables that embrace this concepts and that have been used to define the experiential value of tourism activities within the context of culinary tourism. The experiential variables identified are: **Involvement, Experience Quality, Place Attachment, Memorability, Quality of Life and Experience-based Satisfaction and Loyalty**. This step of the research allows the accomplishment of the specific objective number 2 (SO_2).

It is assumed that these variables are able to cover the aforementioned components of the experience concept, providing effective measurement tools for experiential value and a better understanding of the modern tourism trends.

Involvement covers the facet of engagement and direct participation; Experience Quality represents the facet of emotions and knowledge adquisition of the experience

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concept; Place Attachment represents the components of personal relationships and staged elements. Memorability is what turns tourism activities into a unique and significant event in one's life, and Quality of Life and experience-based satisfaction and loyalty have been considered the innovative outcomes originated by the new experiential approach to tourism consumption.

Memorability received major attention in tourism research. The increasing number of contributions on this topic gives birth to a proper body of research which is assumed to be a fundamental pillar of the theoretical background of this work.

According to Kim et al. (2012), memorability need to be introduced in tourism studies as marketing literature proves that there is a low causal effect between satisfactory experiences and loyal intentions. It is suggested that other variables should be introduced in tourism research in order to strenghten the relationships between experiences and positive outcomes. Memorability of tourism experiences is considered to be the missing link. The present research considered memorability to be a consequence of experientiality and an antecendent of traditional and experiential variables outcomes. Involvement, Experience Quality and Place Attachment are assumed to provide an emotional experience and to deliver Memorability in the context of culinary tourism. In fact, emotional information is proved to be more vividly remembered by individuals (Kim & Jang, 2016). According to Kim and Eves (2012), eating experiences bring excitement in people's life and the engagement in exotic food tasting is prompted by the need of living something unique and adventurous, which can possibly impact the travellers' long-term memories.

The new experiential trend imposes the reconsideration of traditional marketing outcomes under the assumption that new inputs (experiential inputs) will lead to **new outputs**, or at least, to their renewed version. If holiday-taking is increasingly determined by emotional and experiential elements required to meet the modern tourists' desires, then the same trend is assumed to interest the outputs that these new experiential holidays generate for both travellers and tourism services' suppliers. Kruger et al. (2016) maintain that a memorable experience is not only the one that visitors remember long after the trip is over, but also the one that has certain mental, spiritual and physiological outcomes. Therefore, given the relevance that experiential components are gaining in the tourism industry, it is important to consider new experiential outputs in order to have a proper understanding of the tourism phenomenon and adapt the offerings to the modern experiential scenario. Based on previous literature

review, it can be concluded that traditional result variables need to be enriched or changed according to the following aspects:

1) Traditional satisfaction based on functional elements is no longer sufficient to drive future loyal behaviours (revisitation and recommendation). Satisfaction has to be conceived as a flexible and context-sensitive concept that changes in order to better fit a particular scenario. In experiential tourism it has to be considered more as an emotion-based, than an attribute-based variable, as it is usually approached in tourism. However, the experiential aspects of tourists' satisfaction are still very little explored and further research is needed in order to achieve a better understating of Experiential Satisfaction (Kim & Brown, 2012).

2) The experience of memorable moments while on holidays has an impact on individuals' lives in terms of perceived enhancements of quality of life and happiness. This influence must be considered in tourism researches as it can help to drive positive future intentions (e.g. to recommend or to buy again in the future).

3) Loyalty must be reconceptualised as experientiality introduced a new conception of this variable in tourism. Tourists are inherently disloyal due to the wanderlust that characterises their choices (McKercher et al., 2012). Experientiality exalts the uniqueness of tourism activities lived on holidays, therefore, it appears difficult to achieve loyal behaviours due to the fact that tourists, who desire to live a once-in-a-lifetime experience, seek for novelty, which doesn't match with the repetition of the experience/destination.

Thus, standardised understandings and measurements of satisfaction and loyalty in tourism is gradually bringing research to its conceptual and practical detriment. New approaches are required in order to properly assess tourists' satisfaction and to achieve loyal tourists.

Some contributions to experiential scientific literature showed that, tourists' loyal behaviours can be achieved in the experiential context by introducing new variables mediating the relationship between the experience evaluation and the intention to revisit or recommend the experience/destination. **Quality of Life has been considered the intervening variable that can induce loyal intentions**. In this research, Quality of Life's enhancements originated by unique experiences lived on holidays, are proved to positively impact loyal intentions towards three different objects: the destination, the kind of experience and the typical food tasted during the culinary experience. This last facet of loyalty is considered to be an original contribution to the experientiality

research body in the specific context of culinary tourism. Food-based experiences are suitable opportunities to put forward a new way of improving loyal behaviours as they can initiate tourists to consume or prefer a specific local food produced at the destination, in presence of other similar ones. Satisfactory and memorable culinary experiences lived on holidays bring tourists in contact with new flavours, culinary cultures and products that consumers, may be willing to introduce in their daily life on a regular basis. This may generate in tourists the intention of buying local products from the place of residence, beyond the holiday time and context, and in so doing, they will keep generating positive impacts to the destination's economy over the long-term.

The present research empirically confirms the causal relationship between the perceptions of enhancements in quality of life and loyalty to the destination visited, to the culinary experience and to local products tasted during the food-based experience lived on holidays.

Based on these considerations, some general theorethical conclusions have been achieved and an integral structural model has been outlined with the aim of explaining the relations between the experiential variables selected, traditional marketing outcomes and new experiential marketing outcomes. This gives achievement to the third specific objective of this dissertation (SO_3). The assessment of the hypothesised model led to significant empirical results that suggest some other practical conclusions of particular interest for the competitive improvement of the sector. These last will be described in details in the next section.

The main theoretical conclusions of the present research can be summarised as follows:

1) The new **experiential trend is impacting the tourism and hospitality industry** in the way that both theory and practice face the need of updating their outcomes in order to match this new scenario.

2) **Culinary tourism** and food-based experiences result to be a suitable scenario for deepening into experiential trends in tourism. **Food tasting and food related activities in general are assumed to be enhancers of good memories and quality of life** which, in turn, can determine future behaviours that positively impact both consumers' lives, by means of improving their knowledge in culinary cultures and of suggesting new culinary habits, and the tourism destinations, by means of encouraging the future purchase of locally produced food, long after the holidays is over, from the tourists' place of residence.

3) **Experientiality** is a wide concept that **requires further research in order to be fully understood and successfully applied in the tourism field**. Most of the research published so far assess experientiality be means of the Pine and Gilmore's 4Es model which was not conceived to be used in the tourism and hospitality industry. More efforts have to be addressed to the identification of a proper conceptualization of experientiality in the tourism field. The present reseach identified in Involvement, Experience Quality and Place Attachment the input variables capable of measuring the experiential value in the specific context of culinary tourism. However, it can be concluded that more researches are required in this direction in order to find out which are the main determinants of experientiality in tourism.

4) Memorability is assumed to be an essential concept in the new experiential scenario. While most of the scientific contributions on this topic focus on developing proper scales and measurements of this construct (Kim & Jang, 2016; Kim & Ritchie, 2014; Kim et al., 2010, 2012; Kim, 2014), **there is an emergent need of involving memorability in more integrative models,** in order to know its predicting variables and how it impacts and explains outcome variables, such as satisfaction, quality of life and loyalty (Hosany & Witham, 2010; Hung et al., 2016; Quadri-Felitti & Fiore, 2013; Tsai, 2016).

5) The new experiential trend is determining a structural change in how the tourism phenomenon is interpreted, enjoyed by travellers and offered by practitioners. There exists an **emergent class of consumers that see in tourism activities the opportunity for happiness** and the enhancement of their quality of life. Tourism consumption occupies a central part in individuals' lives and it is increasingly connected with the need of self-expression and personal fulfillment, far beyond the plain objective of resting and relaxing.

These theoretical assumptions are the pillars of the present dissertation and served the purpose of developing a structural model to be empirically tested in order to achieve tangible results that can lead tourism practitioners and destination managers in decision making. Empirical results achieved and their practical implications for the sector will be detailed in the next section.

7.1.2 Empirical conclusions and practical implications

The tourism industry faces the challenge of operating in a high competitive scenario. Modern markets are characterised by new technologies and demanding consumers' targets that increase the level of competitiveness and require fresh efforts to practitioners and managers in order to successfully remain in the market. The increasing need for delivering new value to customers and the experiential trend pervading the modern economy bring tourism enterprises to develop new systems and offerings capable of integrating experiential value to their traditional offerings (Jensen & Prebensen, 2015). Thus, despite experientiality is assumed to be the new frontier of business success (Cetin & Dincer, 2014), very little is known about how to deliver experientiality in the tourism sector (Walls et al., 2011)

The present research wished to contribute to this issue by proposing an integral structural model capable of showing how to enhance the tourism businesses' performances in the new experiential scenario. Following this general goal, the outlined model has been tasted to figure out how experiential variables intervene in the tourism consumption process and impact result variables, such as satisfaction and loyalty.

As already mentioned, the variables selected were the ones that, based on literature review, best embody experientiality in the context of culinary tourism. In order to properly apply these variables to the study context, it was necessary to identify the most suitable scales of measurement and to adapt items before proceeding with the empirical analysis of the model. This step allowed the accomplishment of SO_4.

Finally, the empirical test of the structural model showed the predictive power of the hypothesised relationships and provided significative results. These last conduct to some important conclusions that can be of help in tourism marketing and management.

The theoretical arrangement of the present research considered that the experiential aspects of food-tourism activities, practiced on holidays, can improve tourists' satisfaction and loyal intentions, by means of providing memorable experiences capable of improving individuals' quality of life. The empirical test of the structural model confirmed the majority of the hypothesised relationships and showed a good predictive power of the model. The results achieved contribute to outline some proposals that can be of help for the elaboration of new experiential offerings and lead tourism marketers in the challenge of increasing the tourism industry's competitiveness.

With the aim of clearly present the main empirical results of the present research, TABLE 54 below shows the significance of the relationships tested and the amount of variance explained of the variables involved in the study.

TABLE 54: SIGNIFICANCE OF THE RELATIONSHIPS AND EXPLAINED VARIANCE

Hypotheses	Significance of the path	Explained variance
EXP QUALITY	-	**49.4%**
H_1: INV→EXPQ	0.703***	49.4%
MEMORY	-	**75.1%**
H_2: INV→ MEM	-0.012^{ns}	-0.7%
H_3: EXPQ→ MEM	0.841***	72.7%
H_4: PA→ MEM	0.058*	3.0%
EXP SATISFACTION	-	**76.4%**
H_5: MEM→EXPSAT	0.874***	76.4%
QUALITY OF LIFE	-	**50.4%**
H_6: MEM→QOL	0.501***	31.7%
H_7: EXPSAT→QOL	-0.032^{ns}	-1.8%
H_{9a}: SATC→ QOL	0.257***	13.8%
H_{9b}: SATT→ QOL	0.128**	6.7%
SAT CULINARY LIFE	-	**18.9%**
H_{6a}: MEM→SATC	0.117^{ns}	4.7%
H_{7a}: EXPSAT→SATC	0.329***	14.2%
SAT TRAVEL LIFE	-	**20.3%**
H_{6b}: MEM→SATT	0.293***	13.0%
H_{7b}: EXPSAT→SATT	0.172*	7.4%
LOY TO DESTINATION	-	**54.4%**
H_{8a}: EXPSAT→LOYD	0.478***	32.5%
H_{9c}: QOL →LOYD	0.352***	22.0%
EXP LOYALTY	-	**58.6%**
H_{8b}: EXPSAT→EXPLOY	0.425***	28.7%
H_{9d}: QOL→ EXPLOY	0.439***	29.9%
LOY TO PRODUCTS	-	**42.7%**
H_{8c}: EXPSAT→ LOYP	0.274***	14.7%
H_{9e}: QOL→ LOYP	0.457***	28.0%

Critical values for a two-tailed t test: 1.65→10% level of significance*; 1.96→ 5% level of significance**; 2.58→ 1% level of significance. ***p<0.001. **p<0.01. *p<0.05.

Source: Own elaboration.

The empirical test of the outlined model allowed the accomplishment of the fifth specific objective of the research (SO_5).

Looking at the data obtained, it can be concluded that the general logical path hypothesised in the structural model and its predictive power found empirical support in the present research. However, three relationships resulted to be non-significative (H_2: INV→ MEM; H_7: EXPSAT→QOL; H_{6a}: MEM→SATC), which suggests the need of making some readjustments to perfect the model in the future.

The results achieved inspire some ideas that can be of help for tourism destinations' managers, marketers and enterprises that see in local gastronomy a potential resource

for the development of an innovative tourism system. The main ideas drawn from the research can be summarised as follows:

1) EXPQ seems to be a central element to deliver memorability to those tourists -the *foodies*- who travel with the main motivation of getting in contact with new flavours and culinary cultures of the visited destination. The main constituents of this variable are the emotional and personal engagement of tourists in a specific activity (food-based in this research). Services' providers should pay more attention to the aesthetic value, rather than to the utilitarian qualities of their products, as these last are losing relevance to consumers' eyes. It is highly recommended that new efforts in marketing experiential proposals, in the food tourism context, include hands-on activities, in which tourists can practically and physically engage with local food and culinary habits, far beyond the simple act of tasting or dining typical products. Similarly, emotional and educational contents should be provided. The assessment of the quality of the experience lived depends on how surprising, funny, engaging and educative are the activities proposed (Kao et al., 2008). The educational facet of the experience is the seed capable of enhancing memories and, in turn, to drive future positive behaviours such as recommend or re-buy similar experiences in the future, or alternatively to patronise the local delicacies produced at the visited destination (Chen & Chen, 2010; Cole & Scott, 2004; Fernandes & Cruz, 2016; Hosany & Witham, 2010). According with these considerations, the present research added the educational dimension to the original dimensionality of the Experience Quality variable proposed by Kao et al. (2008), and adopted in the context of this research. Considering the results obtained, it can be concluded that this decision was correct and that EXPQ, in order to impact memorability, should include this facet together with those referring to participation, fun, immersion and surprise (Kao et al., 2008).

2) INV resulted to be a bad antecedent of memorability as the direct path flowing from INV to MEM is non-significative in the context of the present work. However, it is responsible for explaining a high percentage (49.4%) of EXPQ which in turn, has been proved to be a good predictor of MEM. This confirms that INV is linked to MEM by means of an indirect relationship in which EXPQ intervenes. It can be concluded that Involvement alone is not sufficient to generate impressive memories for consumers, and that some additional value has to be delivered. This is quite understandable considering that INV is a motivational state that expresses the consumers' interest in certain activities or the importance conferred to certain topics. In other words, the state of

involvement leads people to participate in certain leisure and recreational activities, but then, what really impacts their memories are the positive judgements that consumers can arguably make about the quality of the experience lived. Therefore, Involvement is confirmed to be an experiential variable capable of enhancing the affective response of tourists to the holiday's stimuli (Havitz & Dimanche, 1997), but is not confirmed its role in turning tourism experiences into a memorable one, as suggested by previous researches (Kim & Ritchie, 2014; Kim et al. 2012; Kim, 2010). From a marketing perspective these results offer some useful insights for those destinations that will to attract tourists interested in experiencing local gastronomy during their trip. Managers should focus their marketing efforts towards categories of people that could be labelled as "*foodies*". These are all those people who are used to buy in gourmet shops or gourmet products, are subscribed to magazines dealing with culinary topics, have already partaken food-based experiences in previous holidays or in their place of residence, sympathise with or support gastronomic associations and movements, such as *Slowfood*®, by participating in their events or making donations. Arguably, these consumers feel themselves involved in culinary issues and, therefore, are more likely to appreciate the experiential value embraced by food-based activities, to positively evaluate them and to store good memories associated in their minds.

3) PA is not confirmed to be an antecedent of MEM as the causal relationship between these two variables came out to be non-significative in the context of the present research. It suggests that, albeit recognising the experiential value of this variable (Alexandris et al. 2006; Hwang et al. 2005; Loureiro, 2014; Tsai, 2012), it does not contribute to memory's elicitation, and therefore, it does not serve the purpose of the present research. In can be concluded that, according to Davis (2016), place attachment occurs as a consequence, and not as in input, of experientiality.

Loureiro (2014) and Tsai (2016) propose an inverse relationship, flowing from MEM to PA. At the light of the results achieved, the approach put forward by Loureiro (2014) and Tsai (2016) seems to be more effective and sould be considered in future studies. The practical recommendations that can be deduced from the results related with PA, goes in the direction of discouraging practitioners in investing efforts in the enhancement of PA in potential tourists, before the travel, as the most effective way to reach it is during the trip, by means of in-site activities.

4) Memorability has been proved to contribute to both Experience Satisfaction and Quality of Life perceptions. However, there is no evidence that Experiential Satisfaction

impacts Quality of Life (H$_7$: EXPSAT→QOL is non significative), which suggests that: i) Memorability alone is a variable capable of impacting Quality of Life, and ii) satisfaction with the experience is not a sufficient variable to enhance Quality of Life's perceptions. The experience, beyond being satisfactory, must be memorable in order to exert an effect on individuals' wellbeing. Food and food-based activities are resources particularly given to generate good memories (Kauppinen-Raisanen et al., 2013; Lin & Mao, 2015; López-Guzman & Sánchez-Cañizares, 2012; Mathis et al. 2016; Quan & Wang, 2004). The results achieved in reference with the MEM variable should encourage marketers to formulate strategies that reinforce the memorable value of the tourism experiences. The major practical implication resulting from this consideration is that tourism practitioners should recognise the role of typical food and food-based activities as Memory and Quality of Life enhancers and try to get advantage of it by drawing new offerings capable of impacting the consumers' memory over the long-term. Memorable value can be provided by i) delivering a once-in-a-lifetime experience, improving the emotional implication of tourists during the visit and ii) defining memories' recollection strategies in order to make travellers revive the emotions and the happy moments associated with certain flavours, culinary practices or products tasted on holidays.

5) QOL has been modelled according to the *Bottom-up Spillover Theory*, which considers that enhancements in general QOL are the result of the spillover effect of improvements experienced in specific life-domains. Thus, satisfaction with a specific life event (i.e. tourism experiences) positively impacts satisfaction within a specific life domains (i.e. leisure domain/ travel domain/ culinary domain, etc…), which in turn spills over upward to determine the satisfaction with life in general, and enhances QOL (Neal et al., 1999, 2004, 2007; Sirgy et al., 2011). This arrangement of the variable found partial support in the present reseach. The life domanis selected (SATT: travel life; SATC: culinary life) resulted to be significalty linked to general QOL, however their contribution to the explained variance of this variable is very little (SATC: 13.8% and SATT 6.7%), being the most part rather explained by MEM (31%). Hypothesis H$_{6a}$ (MEM→SATC) didn't find empirical support in the context of the present work. EXPSAT was also considered an antecedent of QOL and its domains, however as already pointed out EXPSAT did not succeed in predicting QOL, while it resulted to have a positive link with the culinary (β= 0.329***) and travel (β= 0.172*) life's domains. Nevertheless, in line with the non-significance of the relation linking

EXPSAT and QOL, the contribution of the former to the specific domains of the latter is quite weak (14.2% for SATC and 7.4% for SATT).

In can be concluded that in future researches it could be more effective to simplify the QOL's modelling, disregarding, in complex and integral models as the one proposed here, the intermediate steps involving specific life domains and considering only the direct effects on general QOL, for being this last the construct that received the most significant results in terms of significance of the paths and the variance explained. The life domains are both very little explained by their antecedent variables and explain very little of the QOL variable they are meant to predict.

6) The results achieved with regard to the loyalty variables are in line with previous scientific contributions, however some innovative aspects have to be pointed out. The present research put forward a new threefold assumption of loyalty which can be of special interest in the context of culinary tourism. EXPSAT and QOL resulted to be significant antecedents of the three loyal variables considered (to destination, to the kind of experience, to typical products), confirming that food-based offerings, with an high experiential content, can drive positive future behaviours benefitting the destination (Alderighi et al., 2016; Kim et al., 2015; Lin, 2014), inducing the desire of buying similar experiences in different destinations (McKercher et al., 2012), and initiating tourists to the consumption of typical products on a regular basis (Alamanos et al., 2016; Bigné & Andreu, 2004, 2004a; Brunsø et al., 2004; de Rojas & Camarero, 2008; Espejel & Fandos, 2009; Grunert et al., 2011; Ryu & Jang, 2006; Zepeda & Nie, 2012).

Results regarding loyalty to local products deserve some additional considerations due to the practical implications that can be extracted from them. The confirmed willingness to buy local products proceeding from the visited destination in the future opens a wide range of possibility to initiate a long-term commercial relationship with consumers, by facilitating the purchase of local products from the tourists' place of residence.

The already established habit of buying typical food as a souvenir (Altintzoglou et al., 2016; Lin & Mao, 2015) demonstrates that these products are memories' pointers (Björk & Kauppinen-Räisänen, 2016; Kauppinen-Räisänen et al., 2013; Tsai, 2016). However, within the new experiential context, and considering the educative power of food-based experiences, it can be arguably assumed that typical food could contribute to the profitability and competitiveness of the local tourism industry beyond their role as souvenirs (Bjork & Kauppinen-Raisanen, 2016). Local gastronomy can turn travellers into regular consumers by means of unique experiences. Practical recommendations to

the sector go in the direction of strengthening this trend and take advantage of the experience lived on holiday as an opportunity to patronise consumers. To this end, the enterprises that have in gastronomy a focal resource for their business should activate new channels to manage the commercial relationships with their *foodie* clients, and to allow them to buy local products from the distance. E-commerce and new technologies make this possible and offer the chance to local producers to reach distant markets, without assuming the huge cost of physically operate in them. In this way, the positive economic impacts of tourism can be increased in both space and time.

The description of the final conclusions and considerations gives accomplishment to the last specific objective of the research (SO_6). Having reached all the specific objectives proposed it is possible to consider that the general goal of the research has been achieved, being the elaboration of a model that could assess the predictive power of experiential variables over experiential (i.e. Memorability and Quality of life) and traditional (i.e. satisfaction and loyalty) marketing variables, in the context of culinary tourism.

The research could give answer to the original interrogative posited at the beginning of this dissertation questioning whether experiences could be considered as new tools capable of enhancing traditional marketing outputs (satisfaction and loyalty) or if they were rather introducing the tourism industry into a new era in which new variables, such as MEM and QOL, should be given major attention by academics and practitioners.

It can now be stated that, in the context of culinary tourism, food-based experiences are the new essential tools for the sector's development and qualification, in the modern competitive market, and that Quality of Life and Memorability are innovative elements of the tourism phenomenon that can contribute, by the one side, to achieve better performances of tourism businesses, and by the other side, to the achievement of higher levels of satisfaction and loyalty for tourists.

7.2 LIMITATIONS Y FUTURE RESEARCH LINES

Although the present work shed some light on an emerging topic in tourism literature, it has a number of limitations which could affect the strength and generalizability of the findings. These are listed below:

1) The delimitation of the theoretical background. This dissertation has been carried out diligently, however, it deals with different themes (Experientiality, culinary tourism, Quality of Life and Memorability) whose treatment in scientific literature is wide and proceeds from different fields. Therefore a subjective criterion has been applied to make a selection of the most relevant contributions which may have led to certain bias or error.

2) The selection of the constructs and scales of measurement. Some of the variables included in the structural model are relatively new in the tourism literature and are still undergoing a process of scale's elaboration, which gives birth to different options for the their measurement. The decisions taken with regard to this issue has been reasoned in details, however it has to be considered that in some cases a different resolution could also lead to significant results.

3) The measurement of experiential variables is largely focused on psychological and emotional factors disregarding the functional elements intervening in the food-based experiences. However, the combinations of both of them can provide some useful insights that can be of help for destinations' managers, as the results of this kind of research may be more feasible in making changes in the real setting.

4) Due to the application of a convenience sample, the capability of generalizing the study results is limited. Results should be understood within the context of this case study.

5) People who took part to the survey have been intercepted at different moments after their trips, so the vividity of their memories and the consequent opinions about the experience they are asked to make judgements on, could be altered by the time passed since the holiday occurred.

6) Even if each step of the dissertation has been taken with an extreme rigour, human error has to be assumed with regard to tables' elaboration or typing mistakes in the text.

The limitations pointed out do not have to be considered in themselves, but have rather to be seen as clues for future researches. Based on the acquired knowledge on the topics

treated in the dissertation and on the limitations above mentioned, some new research lines can be hypothesised in the future in order to correct the limitations of the present work and to keep exploring the possibility offered by experientiality and food tourism for the improvement of the competitiveness of the tourism industry. These are:

1) The consideration of some experiential variables, such as Memorability and Quality of Life as mediating variables in order to test their effective significance in enhancing the impact that experiential inputs may have on marketing outcomes (satisfaction and loyalty).

2) It can be of interest to assess a more preservative version of the model, including less variables and to sum the direct effect and all the indirect effects of a particular latent variable on another (the total effect), as it can bring to the surface new results that can lead to further interpretations. Hanseler et al. (2009) suggest that the significance of highly plausible direct inner path model relationships is no longer of interest to researchers and practitioners, thus, structural relationships analysis should move a step forward in order to achieve more effective results and provide more useful results.

3) The standardization of the moments in which data are collected and the repetition of the survey over time. The majority of the variables imply pure attitudinal measurement, considering behavioural intentions as a good and reliable proxy of future actual behaviours. These intentions are based on the memories that people have of the experience lived in their past holidays. However, research on memory and happiness, proved that memories and quality of life associated with a certain event lived on holidays tend to fade out over the long-term (Kim & Jang, 2014; Nawijn, 2010, 2011a). Therefore, behavioural intentions can arguably change according to the moment in which people are asked to express them. It could be of help to standardise data with regard to this aspect by surveying all the informants at the same moment of the post-trip stage (e.g. just after the experience, one week later, one month later, etc….). Moreover, it could be useful to repeat the survey with the same sample of informers at different moments after the trip, in order to compare results and figure out how time impacts memories, perceptions of quality of life and behavioural intentions.

4) The consideration of the effect of food-based experiential tourism over the quality of life of local communities. Literature research suggests that the desire of experiencing unique activities at a destination can increase the willingness to pay a premium price by travellers. This can have an effect on local community's quality of

life by means of turning the tourism industry into a high profitable sector, capable of improving locals' wellbeing.

5) The application of neuromarketing techniques in order to confirm that the emotions and feelings that tourists express to go through at a conscious level are real and can effectively be considered important predictors for positive marketing outcomes. In conclusion, the present research aims at contributing to the theoretical and empirical knowledge on culinary and experiential tourism and at offering a useful tool for the improvement of the sector's competitiveness in the current experiential scenario. The aforementioned avenues of research give continuity to a promising research body deserving further efforts from academics and practitioners, and whose potential has to be further explored in the future.

Annex 1

LENGUAGE CHOICE

* 1. What language do you prefer to conduct the survey?

Seleccione el idioma que prefiere para realizar la encuesta.

○ English

○ Español

Page 1[16]

IN_ PLACE OF EXP

* 2. **Where did you have your culinary experience?**

○ Rome

○ New York

○ Chicago

○ Istambul

○ Bahamas

○ Hawaii

Page 2[17]

[16] Annex 1 reports the English version only, being a proper example of the Spanish and Italian questionnaire too.

[17] Using page skip logic, Pages 2 and 3 lead responders to the proper screenshot, that is, the one including the experiences corresponding to the destination selected. As an example Annex 1 shows the destinations and the experiences included in link 1: https://es.surveymonkey.com/r/phdsurvey_EDiClemente. The others links give access to an equivalent questionnaire in structure and layout, with the only difference that destinations and experiences change in each link.

IN_ROME

* **4. Which experience did you have in Rome?**

If you had more than one at this destination, please select just one and answer the rest of the survey keeping that in mind.

- ◯ Taste of Testaccio
- ◯ Twilight Trastevere Tour
- ◯ Daylight Trastevere Tour
- ◯ Cook Dinner With Nonna
- ◯ Italian Food & Wine Journey
- ◯ I do not remember the name
- ◯ Other (please specify)

Page 3

IN_YEAR

* **16. WHEN WAS THE EXPERIENCE?**

- ◯ 2016
- ◯ 2015
- ◯ 2014
- ◯ 2013
- ◯ 2012
- ◯ Before 2012

Page 4

IN_INVOLV

* 18. **PLEASE INDICATE YOUR LEVEL OF AGREEMENT/DISAGREEMENT WITH THE FOLLOWING STATEMENTS:**

Consider that 1= strongly disagree and 7= strongly agree

	1	2	3	4	5	6	7
Having culinary experiences is important to me.	○	○	○	○	○	○	○
Culinary experiences interest me.	○	○	○	○	○	○	○
Participating in culinary experiences is one of the most enjoyable things that I do.	○	○	○	○	○	○	○
Culinary experiences are pleasurable.	○	○	○	○	○	○	○
I really enjoy having culinary experiences.	○	○	○	○	○	○	○
I find a lot of my life is organized around food and drink.	○	○	○	○	○	○	○
Food and drink have a central role in my life.	○	○	○	○	○	○	○
I find a lot of my life is organized around culinary activities.	○	○	○	○	○	○	○
When I take part in culinary experiences I can really be myself.	○	○	○	○	○	○	○
You can tell a lot about a person by seeing him/her having culinary experiences.	○	○	○	○	○	○	○
When I have culinary experiences others see me the way I want them to see me.	○	○	○	○	○	○	○

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IN_PLACE ATT

* 20. **PLEASE INDICATE YOUR LEVEL OF AGREEMENT/ DISAGREEMENT WITH THE FOLLOWING STATEMENTS ABOUT THE DESTINATION OF YOUR CULINARY EXPERIENCE.**

Consider that 1= strongly disagree and 7= strongly agree.

	1	2	3	4	5	6	7
This destination means a lot to me.	○	○	○	○	○	○	○
I am very attached to this destination.	○	○	○	○	○	○	○
I feel this destination is part of me.	○	○	○	○	○	○	○
No other place can compare with this destination for culinary experiences.	○	○	○	○	○	○	○
I enjoy travelling to this destination to have culinary experiences more than any other places.	○	○	○	○	○	○	○
This is the best culinary tourism destination.	○	○	○	○	○	○	○

Page 6

IN_EXPQ (1)

* **22. PLEASE EXPRESS YOUR AGREEMENT/ DISAGREEMENT WITH THE FOLLOWING STATEMENTS:**
Consider that 1= strongly disagree and 7= strongly agree.

	1	2	3	4	5	6	7
I felt involved during the culinary experience.	○	○	○	○	○	○	○
While having the culinary experience my mood changed positively.	○	○	○	○	○	○	○
While having the culinary experience I lost track of time.	○	○	○	○	○	○	○
The culinary experience was special.	○	○	○	○	○	○	○
The contents of the experience were innovative.	○	○	○	○	○	○	○
I experienced something unexpected during the culinary experience.	○	○	○	○	○	○	○
The experience included something surprising and original.	○	○	○	○	○	○	○
I felt enthusiastic about the culinary experience provided.	○	○	○	○	○	○	○
I would like to try other culinary experiences at this destination.	○	○	○	○	○	○	○
I feel that I actively participated during the culinary experience.	○	○	○	○	○	○	○
I interacted with a passionate tour guide during the culinary experience.	○	○	○	○	○	○	○

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IN_EXPQ (2)

* **24. HOW WOULD YOU RATE YOUR CULINARY EXPERIENCE?**
Please express your agreement or disagreement with the following statements considering that 1= strongly disagree and 7= strongly agree.

	1	2	3	4	5	6	7
I had fun during the culinary experience.	○	○	○	○	○	○	○
I felt excited during the culinary experience.	○	○	○	○	○	○	○
I had a very good time during the experience.	○	○	○	○	○	○	○
I really enjoyed this culinary experience.	○	○	○	○	○	○	○
This culinary experience made me want to learn more about food and drink.	○	○	○	○	○	○	○
This culinary experience made me more aware of the value of local food.	○	○	○	○	○	○	○
These kinds of experiences are good options to learn about food and drink.	○	○	○	○	○	○	○
Having this culinary experience made me more interested in learning about food and drink around the world.	○	○	○	○	○	○	○
This experience expanded my knowledge about food and drink.	○	○	○	○	○	○	○

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IN_MEM_EXPSAT

* 26. PLEASE EXPRESS YOUR AGREEMENT/ DISAGREEMENT WITH THE FOLLOWING STATEMENTS:

Consider that 1= strongly disagree and 7= strongly agree.

	1	2	3	4	5	6	7
I have wonderful memories of this culinary experience.	○	○	○	○	○	○	○
I will not forget this culinary experience.	○	○	○	○	○	○	○
I will remember many positive things about this culinary experience.	○	○	○	○	○	○	○
My overall evaluation of the culinary destination I visited is positive.	○	○	○	○	○	○	○
My overall evaluation of this culinary experience is favorable.	○	○	○	○	○	○	○
I am satisfied with this culinary experience.	○	○	○	○	○	○	○
I am pleased with this culinary experience.	○	○	○	○	○	○	○

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IN_QOL

* 28. AFTER THE CULINARY EXPERIENCE, HOW SATISFIED/ DISSATISFIED DO YOU FEEL ABOUT:

Consider that 1=very dissatisfied and 7= very satisfied.

	1	2	3	4	5	6	7
Your culinary life (e.g. how you feel about what you eat and drink, how healthy, how tasty, how ethnic, how exotic, etc.)	○	○	○	○	○	○	○
Your travel life (e.g. how you travel, where you travel to, your travel experiences, travel accommodations, etc.)	○	○	○	○	○	○	○

* 29. TO WHAT EXTENT DO YOU AGREE/ DISAGREE WITH THE FOLLOWING STATEMENTS?

Remember that 1=strongly disagree and 7= strongly agree.

	1	2	3	4	5	6	7
Overall, this culinary experience has enriched my quality of life.	○	○	○	○	○	○	○
My satisfaction with life in general was increased after this culinary experience.	○	○	○	○	○	○	○
Although I have my ups and downs, in general, I feel good about my life after this culinary experience.	○	○	○	○	○	○	○
After this experience I feel that I lead a meaningful and fulfilling life.	○	○	○	○	○	○	○
Overall, I felt happy upon my return from this culinary experience.	○	○	○	○	○	○	○

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IN_LOY (1)

* 32. AFTER THIS CULINARY EXPERIENCE, I CAN SAY THAT…
Remember that 1=strongly disagree and 7= strongly agree.

	1	2	3	4	5	6	7
I would like to recommend visiting this destination to others.	○	○	○	○	○	○	○
Visiting this destination again would be worthwhile.	○	○	○	○	○	○	○
I will visit this destination again.	○	○	○	○	○	○	○
I would have liked to have stayed longer in this destination.	○	○	○	○	○	○	○
I consider myself a loyal consumer of culinary experiences.	○	○	○	○	○	○	○
My next trip will most likely include a culinary experience.	○	○	○	○	○	○	○
I would like to have more culinary experiences in the future.	○	○	○	○	○	○	○
I would recommend this culinary experience to people who seek my advice.	○	○	○	○	○	○	○
I would tell others positive things about this culinary experience.	○	○	○	○	○	○	○

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IN_LOY (2)

* 34. AFTER THIS CULINARY EXPERIENCE, I CAN SAY THAT…
Remember that 1=strongly disagree and 7= strongly agree.

	1	2	3	4	5	6	7
I intend to buy the local products that I tasted during this experience.	○	○	○	○	○	○	○
If a retailer suggests to me a local product from this destination, I would buy it.	○	○	○	○	○	○	○
If a friend or relative recommends a local product from this destination, I would buy it.	○	○	○	○	○	○	○
My favorable opinion of local products from this destination will lead me to buy them in the future.	○	○	○	○	○	○	○
If local products from this destination were not in the store, I wouldn't buy others from a different destination.	○	○	○	○	○	○	○
If I can't find local products from this destination in my usual store, I would look for them in another store.	○	○	○	○	○	○	○
I would say positive things to other people about the local products from this destination.	○	○	○	○	○	○	○
I would recommend local products from this destination to others.	○	○	○	○	○	○	○
I would encourage friends and relatives to buy local products from this destination.	○	○	○	○	○	○	○

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IN_PERS DATA

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FINALLY, A FEW SHORT QUESTIONS ABOUT YOUR PERSONAL DATA...

* 36. **Place of Residence**

City or Town

State or Province

Country

* 37. **How would you define the place of your usual residence?**

○ A rural area.

○ An uban area.

○ Midway between urban and rural area.

* 38. **Gender**

○ Male

○ Female

* 39. **Age**

○ Up to 30

○ 31-40

○ 41-50

○ 51-60

○ Over 60

* 40. **Education** *(Highest level completed or in progress)*

○ Compulsory education.

○ High school.

○ University.

○ Other (please specify)

ES_IN_FIN_END

THANK YOU FOR YOUR COOPERATION! Please do not forget to push the OK button to record your answer!

46. Do you have any comments?

[   ]

¡GRACIAS POR SU COLABORACIÓN! Por favor, No olvide hacer clic en el botón OK para grabar sus respuestas!

47. ¿Tiene algún comentario?

[   ]

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Annex 2

PROVINCE OF RESIDENCE OF RESPONDENTS TO THE SURVEY

Province	Frequency	Percentage
L'Aquila	67	15.8
California	17	4.0
Cáceres	16	3.8
Texas	14	3.3
Ontario	14	3.3
Gipuzkoa	13	3.1
Florida	9	2.1
Georgia	8	1.9
Minnesota	8	1.9
New York	7	1.6
Illinois	7	1.6
New South Wales	7	1.6
Washington	6	1.4
Michigan	5	1.2
Bavaria	5	1.2
Madrid	5	1.2
Victoria	4	0.9
Alberta	4	0.9
Virginia	4	0.9
Norfolk	4	0.9
Bangkok	4	0.9
Colorado	4	0.9
Pescara	4	0.9
Lazio	3	0.7
Pennsylvania	3	0.7
Istanbul	3	0.7
Stirling	3	0.7
Andalusia	3	0.7
Aberdeenshire	3	0.7
Massachusetts	2	0.5
Arizona	2	0.5
Quebec	2	0.5
North Carolina	2	0.5
South Australia	2	0.5
Gauteng	2	0.5
Asti	2	0.5
Puglia	2	0.5
North Yorkshire	2	0.5
South Yorkshire	2	0.5
Singapore	2	0.5
Cadiz	2	0.5
Tennessee	2	0.5

Wellington	2	0.5
Lisbon	2	0.5
British Columbia	2	0.5
Paris	2	0.5
Navarra	2	0.5
Dubai	2	0.5
Northeast Lincolnshire	1	0.2
London	1	0.2
Le Marche	1	0.2
Ulster	1	0.2
Antalya	1	0.2
New Jersey	1	0.2
Karabük	1	0.2
Maryland	1	0.2
Zuid-Holland	1	0.2
Tennessee	1	0.2
Bahia	1	0.2
Western Australia	1	0.2
Connecticut	1	0.2
Moray	1	0.2
Missouri	1	0.2
Vermont	1	0.2
Nottinghamshire	1	0.2
Alicante	1	0.2
Stockholm	1	0.2
Kanagawa	1	0.2
Makkah	1	0.2
Krnt	1	0.2
South Carolina	1	0.2
Western cape	1	0.2
Paraná	1	0.2
Ohio	1	0.2
Manama	1	0.2
Louisiana	1	0.2
Syracuse	1	0.2
Flintshire	1	0.2
Oxford	1	0.2
Beijing	1	0.2
Louches	1	0.2
Piedmont	1	0.2
Oklahoma	1	0.2
Louisianna	1	0.2
North Rhine-Westphalia	1	0.2
Manitoba	1	0.2
Cheshire	1	0.2

Penang	1	0.2
West Australia	1	0.2
East Sussex	1	0.2
Hawalli	1	0.2
Greater Manchester	1	0.2
Stoke	1	0.2
West Java	1	0.2
Hong Kong	1	0.2
Australian Capital Territory	1	0.2
Kent	1	0.2
Auckland	1	0.2
New Mexico	1	0.2
Oregon	1	0.2
Idaho	1	0.2
Nayarit	1	0.2
Devon	1	0.2
Wisconsin	1	0.2
Madhya Pradesh	1	0.2
West Yorkshire	1	0.2
Bali	1	0.2
Nabeul	1	0.2
Notation	1	0.2
Harjumaa	1	0.2
Ñuñoa	1	0.2
Hokkaido	1	0.2
Mexico City Federal District	1	0.2
Mississippi	1	0.2
São Paulo	1	0.2
Barcelona	1	0.2
Aquitania	1	0.2
Livorno	1	0.2
Teramo	1	0.2
La Habana	1	0.2
Cambridgeshire	1	0.2
Småland	1	0.2
Total	366	86.1
Missing values	59	13.9
Total	425	100.0

Source: Own elaboration.

CITY OF RESIDENCE OF RESPONDENTS TO THE SURVEY

City	Frequency	Percentage
L'Aquila	67	15.8
San Sebastian	10	2.4
Cáceres	10	2.4
Toronto	6	1.4
Madrid	5	1.2
Melbourne	4	0.9
Munich	4	0.9
Rome	3	0.7
Atlanta	3	0.7
Istanbul	3	0.7
San Diego	3	0.7
Los Angeles	3	0.7
Chicago	3	0.7
Aberdeen	3	0.7
Sydney	3	0.7
Plasencia	3	0.7
Dallas	2	0.5
Dubai	2	0.5
Glasgow	2	0.5
Johannesburg	2	0.5
Tampa	2	0.5
Houston	2	0.5
Palm Coast	2	0.5
New York	2	0.5
Seattle	2	0.5
Bangkok	2	0.5
Aurora	2	0.5
Ottawa	2	0.5
Perth	2	0.5
Miami	2	0.5
York	2	0.5
Singapore	2	0.5
Leeds	2	0.5
Ho Chi Minh City	2	0.5
New Orleans	2	0.5
Wellington	2	0.5
Lisboa	2	0.5
Chiang mai	2	0.5
Paris	2	0.5
Ciudad de México	2	0.5
Renteria	2	0.5
Salamanca	2	0.5
Cleethirpes	1	0.2

Ambler	1	0.2
Uxbridge	1	0.2
Armmonk	1	0.2
London	1	0.2
Sylvan Lake	1	0.2
Arlington	1	0.2
Kalamazoo	1	0.2
Le Marche	1	0.2
Donegal	1	0.2
Avalon	1	0.2
Tucson	1	0.2
Sunnyvale	1	0.2
Altadena	1	0.2
Antalya	1	0.2
Norfolk	1	0.2
Roanoke	1	0.2
Montreal	1	0.2
San Jose	1	0.2
Elmwood Park	1	0.2
Marietta	1	0.2
Karabük	1	0.2
Kalmar	1	0.2
Middle island	1	0.2
Fayetteville	1	0.2
Staunton	1	0.2
Plano	1	0.2
Antelope	1	0.2
Hamilton	1	0.2
Annapolis	1	0.2
Gothenburg	1	0.2
Voorhout	1	0.2
Nashville	1	0.2
Adelaide	1	0.2
Walsingham	1	0.2
Norristown	1	0.2
Alpharetta	1	0.2
Haverhill	1	0.2
Kingston	1	0.2
Wheaton	1	0.2
Minneapolis	1	0.2
Bronx	1	0.2
Mayaguez	1	0.2
White Salmon	1	0.2
Asti	1	0.2
Troy	1	0.2

Brindisi	1	0.2
Sopron	1	0.2
Milton Keynes	1	0.2
Durham	1	0.2
Denton	1	0.2
Tallahassee	1	0.2
Bethlehem	1	0.2
Broomfield	1	0.2
Haymarket	1	0.2
Stuttgart	1	0.2
Stirling	1	0.2
Rush City	1	0.2
Fort Saskatchewan	1	0.2
Santa Rosa	1	0.2
Ilhéus	1	0.2
Groton	1	0.2
Elgin	1	0.2
Saratoga springs	1	0.2
Windermere	1	0.2
Pleasanton	1	0.2
Orlando	1	0.2
Georgetown	1	0.2
Oak Park	1	0.2
Central Coast	1	0.2
Hartlepool	1	0.2
Seville	1	0.2
Boulder	1	0.2
Poplar Bluff	1	0.2
Barnsley	1	0.2
Jericho	1	0.2
Prague	1	0.2
Nottingham	1	0.2
Copenhagen	1	0.2
Torrevieja	1	0.2
Granada	1	0.2
Stockholm	1	0.2
Zama	1	0.2
La Linea de la Concepcion	1	0.2
Waller	1	0.2
San Mateo	1	0.2
Casar de Cáceres	1	0.2
Brighton	1	0.2
Jeddah	1	0.2
Chatham	1	0.2

Cypress	1	0.2
Rockford	1	0.2
Hilton Head	1	0.2
Rotherham	1	0.2
Knysna	1	0.2
Curitiba	1	0.2
San Antonio	1	0.2
Galion	1	0.2
Bahrain	1	0.2
Memphis	1	0.2
Prawet	1	0.2
Aarhus	1	0.2
Carlentini	1	0.2
Cefn y Bedd	1	0.2
Frankfurt	1	0.2
Vejer de la Frontera	1	0.2
Bloomingdale	1	0.2
Frisco	1	0.2
Charlottesville	1	0.2
Oxford	1	0.2
Grimsby	1	0.2
Beijing	1	0.2
San Francisco	1	0.2
Louches	1	0.2
Turin	1	0.2
Kings Lynn	1	0.2
Edmonton	1	0.2
Country Club Hills	1	0.2
Arcadia	1	0.2
Kalkaska	1	0.2
Buna	1	0.2
Bonn	1	0.2
Guelph	1	0.2
Altona	1	0.2
Cork	1	0.2
Friendswood	1	0.2
Stockport	1	0.2
George Town	1	0.2
Uckfield	1	0.2
Maroochy River	1	0.2
Jabriya	1	0.2
Manchester	1	0.2
Staffordshire	1	0.2
Temple	1	0.2
Knoxville	1	0.2

Nuremberg	1	0.2
Bandung	1	0.2
Bandung	1	0.2
Hong Kong	1	0.2
Canberra	1	0.2
Sinnamon Park	1	0.2
Tacoma	1	0.2
Ramsgate	1	0.2
Auckland	1	0.2
Las cruces	1	0.2
Chandler	1	0.2
Portland	1	0.2
Moscow	1	0.2
Hariruko	1	0.2
El Paso	1	0.2
Bucerias	1	0.2
St. Louis park	1	0.2
Red Deer	1	0.2
Horton	1	0.2
Sidney	1	0.2
Friday Harbor	1	0.2
Dorchester	1	0.2
Savona	1	0.2
Crediton	1	0.2
West Kelowna	1	0.2
Milwaukee	1	0.2
Indore	1	0.2
Coromandel East	1	0.2
Gold Coast	1	0.2
Venice	1	0.2
Parys	1	0.2
Helsingborg	1	0.2
Cranford	1	0.2
Muntinlupa City	1	0.2
Tokyo	1	0.2
Sannameng	1	0.2
Bradford	1	0.2
Ubud	1	0.2
Hammamet	1	0.2
Redondo beach	1	0.2
Salamander Bay	1	0.2
Nelson Bay	1	0.2
Newcastle	1	0.2
Tallinn	1	0.2
Santiago	1	0.2

Kushiro City	1	0.2
Suwanee	1	0.2
New Albany	1	0.2
Gothenburh	1	0.2
Campinas	1	0.2
Washington	1	0.2
Thomasville	1	0.2
Cairo	1	0.2
Manresa	1	0.2
Arribe	1	0.2
Hendaya	1	0.2
Andoain	1	0.2
Roseto degli Abruzzi	1	0.2
Montesilvano	1	0.2
Pescara	1	0.2
Villa Sant'Angelo	1	0.2
Zarza de Granadilla	1	0.2
La Habana	1	0.2
Palomero	1	0.2
Cambridge	1	0.2
Frigiliana	1	0.2
Bera	1	0.2
Total	387	91.1
Missing values	38	8.9
Total	425	100.0

Source: Own elaboration.

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