

EVALUATING THE PERCEIVED CUISINE IMAGE AND ITS RELATIONSHIP WITH SATISFACTION AND BEHAVIOURAL INTENTION

*Dr. Ramjit**

*Dr. Amit Gangotia***

ABSTRACT

The primary purpose of this study was to investigate the food perceived image, satisfaction, and behavioural intentions toward Jammu and Kashmir. Questionnaire was structured and distributed to customers who were dining at the ethnic restaurants. A total of 308 respondents participated in the study. The 'quality' and 'variety and authenticity' was recognized as the essential images of Indian's cuisine and on the other hand, the respondents were satisfied with the 'Core value' and 'food choices' of the Jammu and Kashmir cuisine and food. Structural equation model technique showed that food/cuisine attributes satisfaction was significantly supported, and the satisfaction revealed a significant relationship with behavioural intentions.

Keywords: perceived cuisine value, satisfaction, behavioural intention, destinations, Jammu and Kashmir

INTRODUCTION

The intention to enjoy the Indian cuisine among Indian and foreigners has resulted in an increased number of the ethnic restaurants in India. All the epicurean lovers especially those who are interested in authentic dishes would expect more specialties when dining out. Presently, the Indian cuisine is being consumed mostly by the Indian community in India. Unfortunately, the

* Assistant Professor, Department of Travel and Tourism, Central University of Jammu and Visiting Faculty of Global Understanding Course, School for Hospitality and Tourism Management, University of Jammu, Email: ramjitmonu@yahoo.co.in

** Assistant Professor/Coordinator-Tourism Studies, Uttarakhand Open University, Haldwani, E-mail: amitgangotia@gmail.com

Indian cuisine is somehow unfamiliar among Indian due to lack of promotion and publicity of the cuisine due to bifurcation of south India and north India. The cuisine might eventually lose its identity because it is likely to assimilate with other cuisines in India or will no longer be practiced. Therefore, effort to sustain the Indian cuisine as one of India's heritage is very important. Cuisine of Jammu and Kashmir is nothing less than a treasure for the food lovers. The cuisine here is absolutely different from the cuisine of north India. In fact, every region has its own specialty. Unlike in other parts of India, the meals here are highly dominated by non-vegetarian dishes and the staple food here is rice. The variety during festivals is simply unimaginable and this variety brings a new edge to your travel in Jammu and Kashmir during festivals. One thing you will never remember about your meal is the number of dishes you had as you will be served with endless amount of courses. The use of spices in every dish is also highly intriguing

The distinctiveness of Indian cuisine could be an opportunity for India to become a culinary tourism destination in Asia. However, a fundamental question remains perplexing: how others countries food lovers view and evaluate Indian cuisine? Indian cuisine in India should have displayed its own identity and image which represented its cultural values and also to increase public awareness toward the cuisine. The attitude and behaviour of people toward Indian cuisine are yet to be identified and should be motivated towards its delicacies. In J&K, the one thing that everyone has almost every second day is non-vegetarian food. The grand feast, the 36-course meal that is called Wazwan, has around 30 non-veg dishes. The people who cook these gigantic feasts are called 'Wazas', the descendants of great chefs who were the masters of the unique art of cooking. The experimentation with the food that they do is simply astounding. Almost every dish has a variant that is as good as the original, if not better. The main item that is served is 'Rista' (meatballs). They are made by finely smashing mutton and cooking it. Many vegetarian dishes here, but few that are there are exquisitely delicious. The most famous veg dish of all is Dum Aloo (steam cooked potato curry) and Chaman (cheese) that have made a mark not only in J&K but in entire country. Few years back, a pure vegetarian had to struggle a lot to find a suitable place where he can get vegetarian food. Traditional Foods of Jammu are Morel (Gushi) Palov, Madra (lintel cooked in curd), Oria (Potato/Pumpkin in mustard sauce), Maani, Khameera, Katha Meat, Shasha (raw mango chatni), Kasrod and Timru-di-Chatni. But now, keeping its tradition of warm hospitality, the state has opened up many restaurants that cater to their vegetarian guests and take good care of them.

Therefore, a survey measuring diners' perceptions toward Jammu and Kashmir cuisine is invaluable in understanding their subsequent behavioural intention. The findings would be useful to the food service industry as a promotional tool and to develop future food tourism products in Jammu and Kashmir. Moreover to better understand diners' perceptions on Jammu and Kashmir cuisine, this study was designed to identify the perceived image factors of the cuisine and satisfaction of the tourists; to determine the correlation between perceived image of the food and satisfaction of the customer and to access the relationship between the satisfaction of cuisine and behavioural intention.

REVIEW OF LITERATURE AND HYPOTHESES DEVELOPMENT

It has been seen that investigating the association of cuisines on visitors' destination experience has increasingly develop into the interest of many scholars (Kivela and Crotts, 2006; Molz, 2007). Previous literature has incorporated several variables in accessing the destination image such as environment, natural attractions, entertainment, food, infrastructure and others also. Image is formed as a result of both perceptual/cognitive and affective evaluations of the object. (Baloglu and McCleary 1999). The role of destination image in choice has been widely researched, and it has been proven to be critical factor in the choosing of a destination (Baloglu and McCleary, 1999; Beerli and Martin, 2004). A lot of early research work focuses on the influence of destination image on satisfaction, perceived quality, and behavioural intentions (Baker and Crompton, 2000; Baloglu and McCleary, 1999; Bigné *et al.*, 2001; Chen and Tsai, 2007; Chi and Qu, 2008). In the present study, the role of food or cuisine in destination tourism was tested since food is one of the most important components related to tourists' experience and plays a significant role in affecting tourists' subsequent behaviours. it is believed that culinary experience is inextricably linked to destination and destination image (Kivela and Crotts 2006). Culinary plays a major role in the way tourists experience a destination; some travelers would return to the same destination only to experience its unique cuisine and recommending to others also.

Various previous studies evaluate the structural relationships among image, quality, satisfaction and post-purchase behaviour of the tourists or customer at the destinations, and established the role of quality and satisfaction as mediating variables between image and post purchase behaviour. For example, Kotler, Bowen, and Makens (1996) from the previous research it was found image would positively affect how customers perceive quality, perceived quality will in turn determine the satisfaction of consumers and quality and satisfaction act as mediating variables between image and post-purchase behaviour that service quality and satisfaction mediate the relationship between image of product and brand loyalty, Bloemer and Ruyter (1998).

Similarly, Bigne *et. al.* (2001) empirically investigated structural interrelationships among destination image, quality, satisfaction, and after purchase behaviour. Their findings confirmed that destination image not only directly affects quality, satisfaction, and future behaviour; it also indirectly affects future behaviour through quality and satisfaction. The majority of research given the idea that perceived value, which is a cognitive response, leads to satisfaction which is an affective (emotional) response (Cronin *et al.*, 2000; Tam, 2000) as predictors of behaviour intention. Perceived value is identified as one of the most important feature and measures for being ahead in a competitive business (Parasuraman, 1997) and it has been recognized as one of the most important indicators of repurchasing intentions (Parasuraman and Grewal, 2000). In order to understand the measurement of consumer satisfaction in better way it should be accompanied by the measurement of perceived (Woodruff 1997). Woodruff (1997, p. 143) stated, "When triggered to make an evaluation, a customer constructs some notions, learned from past and present experiences, about what value they desire", and consequently, this desired value constructs customers' perception of how their products have been performed. According

to Churchill and Surprenant (1982), this evaluation of received value may lead directly to the formation of feelings of Satisfaction. Therefore, the first and second hypotheses are: H1; perceived food image has influence on behaviour1 intention.H2: perceived value has influence on satisfaction and H3: satisfaction has influence on behavioural intention refer figure 3 H1; perceived food image has influence on behaviour1 intention.H2: perceived value has influence on satisfaction and H3: satisfaction has influence on behavioural intention refer figure (i)

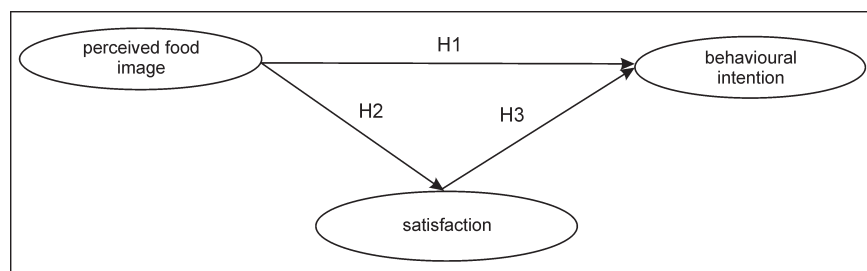


Figure (i), proposed hypothetical model

In sum, previous tourism studies proved that the inter-relationships among variables such as image, satisfaction, quality, value and others have a causal impact (direct and indirect effects) on tourists' behavioural intentions and loyalty. However, the linkage between these variables in the food context has not yet been thoroughly investigated. In this study, the proposed causal relationships among food image, tourists' satisfaction, and tourists' behavioural intentions were developed from theory and examined empirically.

METHODOLOGY

A self-structured questionnaire was developed and pre-tested by 70 diners at the various restaurants in Jammu and Kashmir. The pre-testing was conducted to ensure the reliability of the instrument developed in this study. Several modifications were made based on the feedback from the respondents and experts during the pilot test like rephrasing of the items and variables etc. There were various gastronomy experts who reviewed and incorporated their suggestions and recommendations. The final version of the questionnaire was administered to the diners who were dining at the various authentic restaurants in Jammu and Kashmir, from 10th to 30th of January 2012. The restaurants from Jammu region were selected because the tourists generally do come from the different part of country and world. Each and every traveler generally stay at Jammu for a while and after that they go to holy shrine Mata Vaishno Devi shrine to pay their obeisance and Baba Amar Nath shrine which is located in Kashmir valley. The restaurants from the Kashmir region a summer capital of the Jammu and Kashmir where a number of people not from the other part of state and also from the other part of the country visit and wants to experience the exotic cuisines of the state. A total of 308 diners participated in the survey using convenience sampling technique. To avoid any biases, the survey was administered on weekdays during the breakfast, lunch and evening hours but maximum were contacted

during the lunch time. 308 filled questionnaires were received from out of 450 questionnaires and were usable for this study.

The research instrument for the present study comprises of five sections, in section A, the questionnaire asked for the demographic profiles of the respondents. The section 'B' was including the constructs were developed based on previous review of literature on image, satisfaction and behavioural intentions of the restaurant industry and hotel Industry (Ladhari, Brun, & Morales, 2008; Ryu, Han, & Kim, 2008; Namkung & Jang, 2007). The section 'C' was designed to measure food image with 20 attributes being developed based on past food image literature. Those attributes were then modified according 6 the relevance and importance context of this study. The respondents were asked to respond on a five-point Likert scale measurement, ranging from 1 (strongly disagree) to 5 (strongly agree). The second section was aimed to measure diners' food attributes satisfaction with 20 attributes being developed. Respondents were asked to respond on a five-point Likert scale, ranging from 1 (completely dissatisfied) to 5 (completely satisfied). While the 'D' section it was asked to the respondents' on the satisfaction related to the Jammu and Kashmir cuisine, which was measured by a single question asking: "How satisfied were you with the Jammu and Kashmir cuisine at the restaurant?" Respondents were asked to rate their satisfaction on a five-point scale measurement for the third time, from 1 (extremely dissatisfied) to 5 (extremely satisfied). And it seen that plethora of studies on food service have been undertaken with a single question to measure satisfaction (Bigne, Saez, & Saez, 2001; Chen & Tsai, 2007; Chi & Qu, 2008; Nield, Kozak, & LeGrys, 2000) and they have proven to be reliable in the research in hospitality industry. The 'E' section measured diners' behavioural intentions pertaining to 8 items adapted from the study of AbKarim, Chua and Salleh (2008) using a five-point Likert scale measurement, from 1 (most unlikely) to 5 (most likely). An exploratory factor analysis was applied to identify the underlying factors of perceived food image and its satisfaction of the diners. The relationship between diners' perceived food image and their satisfaction with the food, as well as the relationship between food attributes satisfaction and behavioural, was empirically tested by a multiple regression analysis. Finally, the relationship between customers' satisfaction and behavioural intentions was tested with structural equation modelling technique.

RESULTS AND DISCUSSIONS

A total of 450 questionnaires were distributed at the restaurant of which 308 usable questionnaires were obtained, resulting in a response rate of 68.4 %. There were 65.7% male and 34.3% female respondents. Majority of the respondents were between the ages of 21-50 years old (80.8%). approximately 26.2% of the respondents were in the managerial positions a larger proportion of respondents were locals (93.6%). almost 43.3% of the respondents spent approximately 11 to 40 minutes for their meal. The results show that diners usually dine at the restaurant once a month (64.7%). The study shows that (59.2%) of the respondents first time consuming and experiencing to the cuisines of the destinations and they have some knowledge

on Jammu and Kashmir cuisine (54.0%). Most of the respondents (65.2%) have developed the liking and wants to experience the cuisines of Jammu and Kashmir.

Underlying Dimensions of Perceived Food Image

Factor analysis of diners' perceived Cuisine image presented that the Bartlett's Test was significant at 0.00 and the Kaiser Meyer Olkin (KMO) was 0.96, proving that the data was significantly appropriate for factor analysis. Factor analysis was applied and item with factor loading 0.50 and higher was retained. The 20 attributes associated with how cuisine is perceived by diners (tourists and local) were explored by principle component factor analysis with Varimax rotation and 5 items were deleted due to very low factor loadings ($< .50$) and Eigen values (< 1).

Table 1: Perceived Food Image

Factor and attribute	Mean	Factors loading	Eigen values	Variance explain	Croanbach alpha
<i>Factor 1 Food Core value</i>			7.985	46.22	0.91
Food variety	4.58	0.71			
Food prices	3.99	0.65			
Service quality	3.40	0.68			
Service personnel	4.21	0.73			
Ethnic experience	4.13	0.82			
Cooking methods used	4.40	0.76			
Locally produced	4.39	0.67			
Ambience of eating surrounding	4.07	0.65			
Attractiveness of outlet	3.78	0.66			
<i>Factor 2. Food choice and Accessibility</i>			1.99	18.12	.78
Food festivals variety	4.53	0.66			
Food presentation	4.56	0.64			
Easy accessible place to eat	4.21	0.74			
Numerous of eating places	3.51	0.72			
Opportunities to visits	4.13	0.63			
Indian food information	4.23	0.73			

Scale- 1=strongly disagree 5= strongly agree

The internal consistency of the 15 items was examined by Cronbach's alpha analysis. The Cronbach's alpha was 0.87. The factor analysis compiled a two factor solution as shown in Table 1. Each of the factors was labelled based on the items which constituted it. Factor 1 with 9 items relating to '*Quality and variety*' of Jammu and Kashmir cuisine ($\alpha=0.91$) and explained the 46.22% of total variance. Factor 2 consists of six items covering on '*Food choice and Accessibility*' ($\alpha=0.78$). Both the two factors were generated with Eigen value above 1.0, which is about 18.12 % of the total variance. The summated means of all factors were above mid-point of 3.0. In other words, the respondents agreed on the items of the cuisine/Food images.

Underlying Dimensions of Food Satisfaction

Exploratory factor analysis was conducted to determine the underlying structure of food attributes satisfaction. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy of 0.91 and significant Barlett's test of sphericity ($p=0.00$) suggested that data is suitable for factor analysis. The principle component factor analysis with varimax rotation was used to examine the likely of the underlying factor to be correlated with each other. Two factor solutions with 20 items were retained as shown in Table 2. The internal consistency of the 20 items was found to be highly reliable. All the factors were named accordingly to the items grouped under them. Factor 1 with 12 items relating to satisfaction of 'Core value' ($\alpha=0.91$). Factor 2 consists of six items pertaining to 'Food choices and accessibility' ($\alpha=0.86$). About 69.61 % of the total variance was achieved by the factors and all the two factors with eigen value greater than 1.0 suggesting that a two solution is appropriate.

Refer table no 3 we can see that all the variables of behavioural intention were have the mean values more than 4, in other sense we can have idea from then summated mean values (4.14) where the respondents were likely to repurchase or wants to experience the food of the Jammu and Kashmir cuisines. The CFA was applied to establish reliability and validity. First, Cronbach's alpha was calculated to analyze the internal consistency of the construct and its reliability. The recommended minimum Cronbach's alpha coefficient reliability of 0.70 (Nunnally, 1978) was used to test the reliabilities of each factor. The reliability test was satisfied as the reliability varied from 0.89 (perceived value) to 0.86 (satisfaction). It was indicated that the results of CFA was excellent ($\chi^2 254.60$, d.f 64, p -value (3.97) 0.012, GFI 0.98, CFI 0.98, AGFI 0.93, RMSR 0.04, and RMSEA 0.09). In addition, the standardized loadings and the squared multiple correlation (SMC) were examined as the evidence of convergent validity (Bollen, 1989). The SMC was greater than 0.5 which exceed the recommended convergent validity. The results of Construct Composite Reliability (CCR) (0.86 for perceived value and 0.78 for Satisfaction) and Average variance extracted (AVE) (0.67 for perceived value and 0.64 for satisfaction) of all constructs satisfied the required level (Table 2).

Table 2: Perceived satisfaction

Factor and attribute	Mean	Factors loading	Eigen values	Variance explain	Croanbach alpha
Factor1 Quality and Variety					
Eating enjoyment	3.65	0.71	0.789	49.79	0.91
Value	3.29	0.65			
Price	3.44	0.68			
Delicious	3.98	0.73			
Well presented	3.60	0.82			
Traditional menus	3.90	0.76			
Local ingredients	3.89	0.67			
Nutrious	3.54	0.65			
Food choice	3.46	0.66			
Quality of food service	3.78	0.72			
Attractive eating environment	3.76	0.65			
Quality ingredients used	3.85	0.66			
Factor 2. Authenticity					
Cleaning environment	4.53	0.66	1.92	19.82	.86
Cooking methods	4.56	0.64			
Variety flavors	4.21	0.74			
Information on the food	3.51	0.72			
Easy access	4.13	0.63			
Halal	4.23	0.73			
Hot and spicy	3.90	0.76			
Originality and exoticness	3.30	0.71			

Scale five point = 1 strongly dissatisfied and 5 strongly agree satisfied.

Table 3: Behavioural Intention

Behavioural Intention	Mean
I have the intention to savor the same food at the Portuguese restaurant	4.01
I will recommend Portuguese cuisine to others	4.07
I would like to try other types of Jammu and Kashmir food	4.16
I consider going to Jammu and Kashmir restaurant as my first choice	4.01
I would continue to come to the restaurant even if there's an increase in the food prices	4.19
I would encourage my family/friends to go to Jammu and Kashmir cuisine	4.22
I would highly recommended Jammu and Kashmir food to others	4.20
My likelihood of visiting Jammu and Kashmir restaurant in the future (based on the experience with the cuisine)	4.28
Summated Mean	4.14
Croanbach alpha (Reliability)	0.87

Scale = 1 (most unlikely) to 5 (most likely)

Table 4 shows the standardized path coefficients with associated t-values for all relationships in the structural model. The purpose of this study was to examine the effects of perceived value on intention to revisit (H1) and satisfaction (H2), and satisfaction on intention to revisit (H3). H1, H2, and H3 were supported in this study with a significant level (p , 0.01). The results of hypotheses are depicted in Table 5. H2 and H3 suggested that diners' intention to revisit is predicted by the perceived value (0.56) and satisfaction (0.28), respectively. In H1, we hypothesized that the perceived value is the antecedent of satisfaction and it was supported (0.24). The constructs of all structural paths were shown in Figure 1. The SEM is shown in Figure 2.

Table 4: Standardized factor weights reliability and validity

Scale items	Standardized loadings	t- values	SMC	AVE	CCR
Perceived value (alpha=0.89)				0.67	0.87
PVF 1 :	0.86	-----	0.73		
PVF 2:	0.89	18.20	0.78		
Satisfaction (alpha value=0.86)			0.53	0.74	0.81
SAT 1: <i>Quality and Variety</i>	0.71	----			
SAT 2 : <i>Authenticity</i>	0.91	8.26			

Table 5: Hypothesis Tested

Hypotheses path	Co-efficient (t- sign.)	t- values	hypotheses
H1: perceived value-intention	0.24	3.16	Accepted
H2:perceived value - satisfaction	0.56	9.20	Accepted
H3: Satisfaction-behavioural intention	0.28	3.61	Accepted

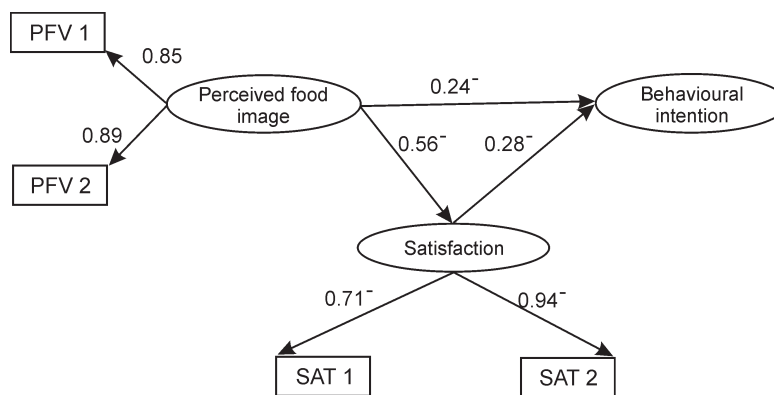


Figure (ii) – Structural equation Model.

Notes: Model fit statistics: (χ^2 254.60, d.f 64, p-value (3.97) 0.012, GFI 0.98, CFI 0.98, AGFI 0.93, RMSR 0.04, and RMSEA 0.09). CFI 0.97, PV 1 = Food Core value; PFV 2 = the food choice and accessibility; SAT 1 = Quality and value; SAT 2 = *Authenticity*; *significant at $p < 0.01$

CONCLUSION

The objectives of the present study was designed to identify the perceived image factors of the cuisine and satisfaction of the tourists; to determine the association of perceived food image satisfaction and behavioural intention on Jammu and Kashmir. This study was carried out the various ethnic restaurants in Jammu and Kashmir. The respondents were selected by using the convenience sampling technique. The total 308 questionnaires were received from the diners who consumed the food from the different restaurants within hotels and also from the outside n of hotels like specialty and ethnic restaurants.

This study suggests that the images of 'Quality' and 'Variety and Authenticity' of the Jammu and Kashmir food/cuisine are crucial in an effort to sustain the cuisine as the state like Jammu and Kashmir food heritage. It is suggested that food marketers should exert more efforts to promote the quality of the food and services in Jammu and Kashmir. On the other hand, though the cuisine may assimilate with other Indian ethnic food, the authentic cooking methods and taste of the cuisine should be preserved by all means. In sum, the Jammu and Kashmiri cuisine in India is expected for its authenticity and at the same time could satisfy consumers with the quality of its core value such as services, variety, and price. The influence of Jammu and Kashmir cuisine images on diners' satisfaction was insignificantly different. On the other hand, the relationship between Jammu and Kashmir's foods attributes satisfaction and overall satisfaction was significant. The influence of satisfaction has an imperative effect to diners' behavioural intentions. It has been generally accepted in the literature that behavioural intention has a strong relationship with satisfaction with the perceived food experience during visiting (Ryu & Jang, 2006).

This study has some imperfection that need to be highlighted. The application of convenient sampling cannot give a valuable purpose to represent all the food restaurants in Jammu and Kashmir. The samples taken for the present study not be claimed as statistically representative to the local from Jammu and Kashmir and outsiders. To further validate the findings, future study is suggested to collect the data from a wider sample of diners from different Jammu and Kashmir multi cuisines restaurants those are With regards to instrumentation of this study, the utilization of structured questions to measure the variables has a common disadvantage in which researcher might neglect the important attributes. First, the model of this study was not designed to cover all possible variables and this could result in the limitation of implications. A further consideration of similar composite models is need to measure consumers' behaviour in detail.

This study provides several managerial implications and could help destination managers better understand the factors that contribute to food image satisfaction and high visiting quality;

so that they would be able to provide appropriate products that accommodate diners' needs and wants. It is suggested that tourism bodies and the destination marketers to pay attention to improve the Jammu and Kashmir food's image and diners' satisfaction with their food experience, which could enhance diners' perception of visiting quality and promote positive behavioural intentions among them. Destination marketers could focus on promoting the distinctiveness and diversity of the state food, especially highlighting the fact that the food is a reflection of a unique and exotic culture. In today's competitive environment, creating and managing a unique image by effective positioning and differentiation has become critical to success in the destination brand building.

Thus, future study should advocate the use of triangulation "multiple operationism" methods. Conducting personal interview with chefs, foodservice managers, and/or Indian food lovers is suggested. More studies can be replicated by taking the diners who consumes the food like north Indian and south Indian.

REFERENCES

- Baker, D. A. & Crompton, J. L. (2000). "Quality, Satisfaction and behavioural intentions. *Annals of Tourism Research*, 27 (3), 785-804.
- Baloglu, S. & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26 (4), 868-897.
- Beerli, A. & Martin J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31 (3), 657-681.
- Bigné, J. E., Sánchez, M. I., & Sánchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management*, 22 (6), 607-616.
- Bloemer, J. & Ruyter, K. (1998). On the relationship between store image, store satisfaction and store loyalty. *European Journal of Marketing*, 32 (5/6), pp. 10.
- Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V. A. (1993). A dynamic process model of service quality: from expectations to behavioural intentions. *Journal of Marketing Research*, 30 (1), 7-27.
- Carman, J. M. (1990). Consumer perceptions of service quality: an assessment of the SERQUAL dimensions. *Journal of Retailing*, 66 (1), 33-55.
- Chen, C.F. & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioural intentions? *Tourism Management*, 28 (4), 1115-1122.
- Chi, C. G.-Q. & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction, and destination loyalty: An integrated approach. *Tourism Management*, 29 (4), 624-636.
- Gatley, A. (2006). Review of food tourism around the world: development, management and Markets by Hall, C. M., Sharples, L., Mitchell, R., Macionis, N., and Cambourne, B. (Eds.)

(2003). Oxford: Butterworth Heinemann. *International Journal of Hospitality Management*, 25, 340-343.

- González, M. E. A., Comesaña, L. R., Brea, J. A. F. (2007). Assessing tourist revisit intention Through perceived service quality and customer satisfaction. *Journal of Business Research*, 60 (2), 153-160.
- Hui, T. K., Wan, D. and Ho, A. (2007). Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism Management*, 28 (4), 965-975.
- Kivela, J. & Crotts, J. C. (2006). Tourism and gastronomy: gastronomy's influence on how tourists experience a destination. *Journal of Hospitality and Tourism Research*, 30 (3), 354-377.