A Typology of Gastro Tourism Consumers: A Conceptual Classification of Gastronomic Tourists’ Consumer Behavior

A Thesis

Presented to

The Honors Tutorial College

Ohio University

In Partial Fulfillment of the Requirements for Graduation from the Honors Tutorial College with the degree of Bachelor of Business Administration

by

Morgan Thomas

August 2018
Acknowledgements

During my time at Ohio University, I have had the privilege of working with amazing faculty members and support staff. From the friendly faces of the Honors Tutorial College administrators and assistants that have greeted me every time I entered 35 Park Place to the amazing staff that oversees the Office of Multicultural Student Access and Retention (OMSAR) and every professor I’ve had the privilege of engaging in the learning process. Without all their encouragement and support, this thesis would not be possible.

In addition to these unsung heroes of academia, I would like to thank the two professors that guided me through the arduous process of identifying, developing, and writing an honors thesis: Dr. Carla Childers and Dr. Rebecca Hyeyoon Choi. The instruction and advice you both have given me has stood as a testament of what the thesis writing process is like and given me a better understanding of what to expect when going forward in my pursuit of higher education. For this I cannot express my level of gratitude and appreciation.

To my family and loved ones, thank you for standing by me throughout all my endeavors over these past four years. I know it was challenging letting me move across the country, undertake internships in unknown cities, and travel internationally while I was so young, but I know I wouldn’t be the person I am today without your support and trust in me to make those decisions. And for that, I will always love you and only be a flight away.

To all the friends that I have made during my adventures, both past and present, thank you for living this crazy life with me. Whether you were helping me think of new ways to tackle a roadblock, being my confidante, or simply reminding me that it’s okay to take a break from staring at my laptop to get Taco Bell and goof around, you all have been a blessing and I don’t know what my college experience would be like without you.

And finally, to Malachi, thank you for standing by me when I ranted about sources, formatting and kept you up with all my late nights and early mornings while working on this behemoth. I owe you for all the coffee and energy drinks I drank while working out of your apartment.
# Table of Contents

Abstract .................................................................................................................. 3  
Introduction ........................................................................................................... 4  

Literature Review 

Tourism Background ............................................................................................ 6  
Gastronomic Tourism ........................................................................................... 11  
Recent Food and Gastronomy tourism studies .................................................. 16  
Typology Method .................................................................................................. 19  
Motivation ............................................................................................................. 19  
Involvement .......................................................................................................... 22  

Theoretical Background ....................................................................................... 24  

Theoretical Framework ....................................................................................... 25  

Typology Dimensions ....................................................................................... 25  

Involvement Scale ............................................................................................... 25  

Previous Traveler Types .................................................................................... 26  

Motivations .......................................................................................................... 31  

Methods ............................................................................................................. 36  

Typology ............................................................................................................. 39  

Typology Category Descriptions ....................................................................... 40  

Conclusion .......................................................................................................... 52  

Theoretical Implications ..................................................................................... 53  

Practical Implications ......................................................................................... 53  

Limitations .......................................................................................................... 55  

Future Research ................................................................................................ 56  

References ......................................................................................................... 58  

Appendices 

Appendix A: Typology Structure ....................................................................... 68  
Appendix B: In-depth Literature Review of Tourism Motivations ................. 69  
Appendix C: Thematic Analysis of Motivations .............................................. 84
Abstract

Gastro-tourism is a growing special interest tourism market that has proven to be a promising area for tourism destinations and marketers to explore as a means of promoting local economies. Despite its growing popularity as a form of tourism, there is still a lag present in academic research concerning this phenomenon. This lag is especially true regarding tourism research that discusses the consumer behavior traits of tourists that participate in this market. Thus, despite there being studies concerning gastro-tourists and their more general counterpart, food tourists, there has yet to be a study that attempts to classify these individuals based on their consumer behavior traits.

The purpose of this thesis is to address this gap in research by attempting to create a conceptual typology with foci on gastro-tourists’ previous traveler types, motivation to participate in gastro-tourism, and tourists’ level of involvement in gastronomic experiences while traveling. Due to the conceptual nature of this typology, the author utilized an in-depth literature review to gather pertinent information concerning motivation factors previously identified throughout prior tourism research. Following this detailed review, all extracted motivations are then subjected to thematic analysis to extrapolate the most relevant motivation themes used within the typology.
Introduction

In today’s age, individuals around the world are gaining more mobility, thereby giving them the ability to not only travel domestically but around the globe. With this increase in mobility and globalization, tourism on an international scale has grown substantially, as 2015 saw an 11.7% increase in international tourist arrivals worldwide from 1.186 billion to 1.062 billion in 2014 (UNWTO, 2016). With such notable growth in the tourism industry, it is not surprising to see rapid expansion in the niche market segment of gastronomic tourism. In tourism studies, gastro-tourism has been merely defined by some as “Recreational travel undertaken solely or primarily to experience the food and wine of a region” (The Intrepid Traveler, n.d.). Others, like Comstock (2016) go a step further to describe it as an industry that not only encompasses eating and drinking but the various businesses and activities—ranging from the food’s sources to facilities and experiences accompanying the meal—that contribute to the final gastronomic product. In the end, the main appeal of this form of tourism is the notion of using gastronomy to gain a deeper understanding of a culture different from one’s own by partaking in the host culture’s food and social environment (Kivela & Crotts, 2006; Williams, Williams Jr, & Omar, 2014).

In recent years, more destinations have begun capitalizing on this form of tourism to promote their unique gastronomic traditions. For instance, destinations such as Hong Kong, Taiwan, and Greece have gained reputations for their local foods and beverages as tourists gain exposure to the intangible cultural traditions embedded in the fabric of these locations (Assiouras, Skourtis, Koniordos, & Giannopoulos, 2015; Choe & Kim, 2018; Kivela & Crotts, 2006; McKercher, Okumus, & Okumus, 2008). Nevertheless, despite
this growing trend of travel destinations gaining traction as gastronomy meccas overtime, there is still a lag in the academic and practical research fields surrounding gastronomic tourism. This lag in research ultimately demonstrated by the delay in creating tools capable of recognizing consumers interested in this tourism market emphasizes the need for expansion in this research field (Robinson & Getz, 2016). In this thesis, the author analyzes gastro-tourism from the demand perspective by creating a consumer behavior typology to illustrate the reasons why tourists participate in gastronomic experiences. More specifically, this thesis intends to make the first attempt at a conceptual consumer typology to identify different degrees of gastro-tourists to help stakeholders better determine who makes up this market. Furthermore, this research will identify the key factors that influence these consumers’ motivations that ultimately result in their participation in this form of tourism.

Due to the interdisciplinary nature of this thesis, the rest of paper will delve into the background of certain aspects of tourism and consumer behavior to highlight relevant details between both fields that might not be common knowledge. In the literature review, the first section provides an overview of tourism’s history and essential developments in the academic research surrounding it, as well as how gastro-tourism differs from the traditional mass tourism that prevailed throughout history. The following section delves into how gastro-tourism came to be and highlights important traits which vary from the umbrella term of food tourism, before discussing previous research concerning its development. The final section within the literature review then goes on to overview motivation and involvement as critical driving factors within tourism and consumer behavior. Upon the completion of the literature review, the author discusses
research techniques in the methodology section which leads to the theoretical framework of the typology. Once the author outlines different aspects of the typology’s structure, the reader will find the typology and its category descriptions before finally reaching the conclusion and implications section of the thesis.

**Literature Review**

Throughout history, tourism has played a vital role in how individuals and societies get to know those different than themselves. As a result, the act of tourism evolved from a mere activity carried out by the elite into a phenomenon which has shaped how cultures interact with one another. Not only that but with tourism’s development, various countries and communities have benefited from the influx of travel-related economic activity brought about through the movement of peoples from both international and domestic regions different from their own. This section of the thesis provides a general understanding of tourism as both a phenomenon and as an industry, before delving into tourism research, gastronomic tourism and its emergence as a niche within food tourism, recent studies concerning gastro-tourism, the consumer behavior concepts utilized in the typology and the background of proposed methodological tool for this study.

**Tourism Background**

To understand the relevance of gastro-tourism, one must first know how it differs from traditional mass tourism and its origins. Dating as far back as the Classical Greeks and the Roman Empire, tourism grew in practice throughout the ages via forms of travel, including health retreats, education, self-realization, “journeying” or studying through different guilds for crafts, grand tours, and leisure experiences documented in Europe and
the early United States (Gershon, 2016; Gyr, 2010). Over time, travel shifted from a pastime into a roughly organized practice with modern tourism taking shape in the mid to late eighteenth century, when upper-middle/upper-class families arranged holidays around Europe and the English countryside. This shift from solely the wealthy being able to travel to travel being within reach of the middle class marked a crucial point where tourism became accessible to the masses, thereby shaping its future. However, tourism was not truly advanced until 1841 when the English entrepreneur, Thomas Cook, established some of the first organized package tours for the masses (Gyr, 2010; Lupke-Schwarz, 2013). Thus, from this introduction, modern mass tourism grew into a common trade that spread as time went on and technological advantages continued.

Nonetheless, despite these technological advancements making tourism commonplace in the late 1800’s, more commonplace research concerning the phenomenon took nearly a century to surface. With the first tourism research article in history published in 1899 by Italian, L. Bodio and the first English book on tourism in 1933 by F.W. Ogilvie, it is not farfetched to say that research concerning the tourism industry took some time to develop (Cohen, 1984). Once established, some of the earliest tourism research conducted within the United States ranged from examining different aspects of spending within the industry (Kirkpatrick, 1940), what survey methods researchers used (Crampon, 1955), or how to predict a destination’s popularity (Crampon, 1966). Most of this early research was an attempt to document growth within the domestic tourism industry to determine its economic viability in the United States, which upon proving, gained the support of the government (L. S. Mitchell, 1984). The backing of this research resulted in the depiction of tourists’ travel expenditures, as well as attempts to predict new destinations to cultivate
the growing domestic industry further. However, these are merely examples of general economics-driven research which ultimately overlook the most crucial part of tourism: the tourist.

When the definitive lack of research concerning tourists became apparent, researchers across the social sciences began publishing research attempting to classify tourists and identify what drove them to travel. Many of these initial typologies were groundbreaking and resulted in a further insurgence of tourist-centered research throughout psychology, social psychology and sociology. The first of these tourist typologies, which this thesis hopes to expand upon, is the Cohen (1972) sociology of tourists’ roles which were made up of the following categories:

1. Organized mass tourist: This is the least adventurous tourist that aims to stay within an “environmental bubble” during the duration of the trip. They typically buy package-tours like they are commodities and intend to focus on their trip containing more of the familiarity of home rather than the novelty of a destination (Cohen, 1972, p. 167).

2. Individual mass tourist: A similar, but slightly more adventurous tourist than the organized mass, they participate in somewhat less structured tours that allow them to control a certain amount of their time and exploration, while still leaving most of planning to a tour provider. Thereby allowing them to prioritize their sense of familiarity without losing out on the novelty of the destination (Cohen, 1972, pp. 167–168)

3. Explorer: This tourist is more adventurous when it comes to embracing the novelty of their travel destination, but still makes a few concessions regarding
not being fully immersed in their host culture. They appreciate the feeling of being a nomad in a culture that isn't their own but still have a contingency plan just in case they need to find consistency from their own culture (p. 168)

4. Drifter: This tourist is all about the novelty of their destination and will thoroughly and wholeheartedly immerse themselves into their host society to avoid the controlled nature of the tourism establishment (p.168)

Cohen derived these tourists’ types based on their participation in institutionalized or non-institutionalized tourism activities and their preferences between experiencing familiarity and novelty on a sliding scale of sorts. The various roles described within this article further solidify this point by illustrating certain tourists’ desire to travel to exotic locations without truly engaging in all the novelty of another culture, in contrast to other individuals that dive whole-heartedly into their host destination to learn as much about the culture as possible. Consequently, Cohen’s typology serves as part of the base for this study’s past tourist experiences due to its thorough illustration of various tourists’ willingness or lack thereof to participate in different aspects of travel experiences. It is important to note that the current conceptual typology builds upon this initial work by including previously excluded travelers in its classification to encompass the blended boundaries of who is and is not considered a tourist.

Another noteworthy publication that this thesis plans to build on is Cohen’s 1974 piece concerning who should be classified as a tourist. The critical elements of the tourist role Cohen (1974) noted in this article required a tourist’s travel be: temporary, voluntary, round-trip, relatively long, non-recurrent, and non-instrumental. However, the types within this article are not the main point of contention for this article, so much as
the partial tourists mentioned upon outlining what factors comprise a tourist. Amongst these partial tourists types, Cohen lists thermalists, students, pilgrims, old-country visitors, conventioneers, business travelers, tourist employees, and official sightseers (Cohen, 1974). According to Cohen, these individuals are considered partial tourists due to their primary travel motive having a different instrumental purpose rather than just traveling for its own sake. Yet, within modern tourism, partial tourists like the business traveler, conventioneer, and student have been found to participate in tourism activities upon the completion of their initial travel purpose, further blurring the line between what once separated them from being considered a tourist (Rodriguez, 2013; Sharkey, 2001; Vivion, n.d.).

During the same period, researchers began classifying tourists; others set out to understand the factors driving them. A prominent contributor to the initial dialogue of tourist motivation, Dann (1977) went about answering the question, “what makes tourists travel?”, by first analyzing the push factors of motivation that spurred tourists into planning a vacation. Dann did this by classifying tourists’ initial push motivational factors into the categories of “anomie” and “ego-enhancement,” which refer to an individual’s potentially chaotic and isolating life back at home, and their desire to boost their own self-image and status through participating in activities that afford them a certain level of prestige unavailable in their home environment (Dann, 1977). From Dann’s initial contribution, other tourism researchers went on to contribute further to tourism motivation research by conducting interviews to identify travel motives (Crompton, 1979), propose basic frameworks concerning tourist escape-reward seeking motivations (Iso-Ahola, 1982), examining how culture affects motivation to travel (Cha,
McCleary, & Uysal, 1995; Yuan & McDonald, 1990), identifying how previous travel experience affects motivation (Pearce & Caltabiano, 1983), etc. These articles introduced useful definitions concerning tourists, tourist/travel motivations and overall touristic experiences which frame tourists’ early participation in mass tourism.

Upon review, mass tourism gained traction in the late 1800’s, when pre-planned travel meant to provide a brief escape from one's daily life was introduced to ordinary people outside of the wealthy class. This introduction leads to the normalization of travel to various destinations as a means to get away from one’s usual surroundings, in lieu of something different, typically a destination with a drastically different in societal and cultural makeup (Cohen, 1974, 1979, 1984; Crompton, 1979; Dann, 1977). Because of time and technological advancements, mass tourism became more common on an international scale and led to its normalization that prompted researchers to examine its economic impact before beginning to wonder what drove tourists to travel in the first place. The resulting research concerning tourists and the factors affecting their desire to travel painted a picture of what influenced mass tourism as a whole, and sowed the seeds of curiosity concerning different aspects of tourists’ experiences, destination attributes and more ultimately leading into researchers search for alternatives to mass tourism that would have a better impact on destinations (Cohen, 1972; Pektaş, 2018).

**Gastronomic Tourism**

Since its divergence from mass tourism, alternative tourism has resulted in segmentation throughout the tourism industry which ultimately gave rise to food tourism and as a result the niche of gastro-tourism. With researchers throughout the academic field conducting studies on individuals’ pursuits of rural (Pesonen, Komppula,
Kronenberg, & Peters, 2011), agricultural (Phillip, Hunter, & Blackstock, 2010), cultural (Kay, 2009; McKercher, 2002; McKercher & du Cros, 2003; Petroman, 2013), mountaineering (Pomfret, 2006), backpacking (G. Chen, Bao, & Huang, 2014), birding (L.-J. Chen & Chen, 2015), and golf tourism (J. H. Kim & Ritchie, 2012) it came as no surprise when other researchers began to explore food-related tourism pursuits (Ab Karim & Chi, 2010; Afonso, Silva, Gonçalves, & Duarte, 2018; Alebaki & Iakovidou, 2011; Björk & Kauppinen-Räisänen, 2014; Brown & Getz, 2005; Danielmeier & Albrecht, 2015; Everett, 2008; Hall, Sharples, Mitchell, Macionis, & Cambourne, 2003; Ignatov & Smith, 2006; Park, Reisinger, & Kang, 2008; Quan & Wang, 2004; Shenoy, 2005). As a result of this topical segmentation that occurred within the realm of alternative tourism, gastronomic tourism or gastro-tourism, which refers to travel for which the primary purpose is to partake in a destination’s food or beverages, has become a popular manifestation of consumers’ relationships with food in tourism.

Research on this travel, driven by the pursuit of gastronomy and food experiences, can be found under many names including food tourism (Everett, 2008; Hall & Sharples, 2003; Hall et al., 2003; Y. H. Kim, Goh, & Yuan, 2010; McKercher et al., 2008; R. Mitchell & Hall, 2003; Shenoy, 2005; Tsai & Wang, 2016; Williams et al., 2014; Yeoman, McMahon-Beattie, Fields, Albrecht, & Meethan, 2015; Zalatan, 2004), culinary tourism (Ab Karim & Chi, 2010; Hall et al., 2003; Ignatov & Smith, 2006; Ko, 2015; Smith, Costello, & Muenchen, 2010; Williams et al., 2014; Zalatan, 2004), gastronomy tourism (Hjalager & Richards, 2002; Kivela & Crotts, 2005, 2006; Sorokina, 2016), and gastronomic tourism or gastro-tourism (Maria, 2014; Williams et al., 2014). However, gastronomic tourism did not just become the phenomenon that it is overnight. This form
of tourism initially developed as agriculture-focused communities capitalized on unique regional products to draw visitors to their region to stimulate their local economies through specialized rural or agricultural tourism (Hall & Sharples, 2003). As this burst of economic diversification occurred within rural communities, researchers like Bessière (1998) began to notice how “rural areas [were] now increasingly seen as places for entertainment, leisure activities, second homes and as an alternative to urban residential areas” (p. 21), which proved to be extremely beneficial for the communities that had once lost their economic standing due to a lack of presence in comparison to surrounding areas (as cited in Boyd, 2015, p. 12). Within a matter of years, the food produced from these areas began to gain traction as an intangible cultural experience and desirable activity to participate in within tourism, resulting in the emergence of food tourism as a tourism market (Boyd, 2015).

Since its rise in popularity in the early 2000s, food tourism further splits into niche tourism segments. From “culinary” and “gastronomic” to the interchangeable “gastronomy” tourism, this market has built up quite a following since it first took form. Nevertheless, it is important to note that researchers in both the academic and practical capacities consider each of these terms to have different implications. Looking at the etymological bases for “Culinary” and “Gastronomy” yields some interesting background that helps highlight the nature of the tourism activities they are meant to embody. When examining the background for “Culinary,” one can note that the term is not only derived from cuisine, which comes from the Latin “coquere” meaning “to cook”, but also stems from the Latin term “culīnārius” meaning “pertaining to the kitchen” and the original “culīna” meaning “kitchen, food.” Robinson and Getz (2016) go on to point out that
despite other scholars’ attempts to promote culinary tourism as “…experiences…when one ‘learns about, appreciates, or consumes branded local culinary resources’ …we [Robinson and Getz] maintain that… the implication is that culinary tourists cook” (p. 434). This distinction is hard to ignore since not all aspects of food tourism center around tourists cooking or the art of cooking. “Gastronomy,” by contrast, etymologically breaks down into the Ancient Greek terms “gastro-” meaning “stomach” and “nómos” meaning “knowledge or law,” which contribute to this overall perception of gastronomy being the “knowledge of the stomach.” This meaning is specifically relevant when considering how gastronomy is meant to tell a story about a place’s history, culture and agriculture through the way its people prepare their food and how they eat their meals. Thus, the term gastronomy makes the most sense when describing those motivated by their desire to learn about a destination’s culture and people through its unique food, rather than using the umbrella term of food tourism, which entails a tourist likes to eat while they travel.

As for mentioned, gastro-tourism is a specialized niche segment under the umbrella term of food tourism. Therefore, to fully understand the context of gastro-tourism as discussed in this thesis, it is crucial to illustrate the stratification of food tourism to highlight its critical characteristics compared to the rest of this market. In providing this illustration, a diagram created by Hall and Sharples (Figure 1) divvies up food tourism into segments based on the extent to which food is a special interest to a tourist (Hall & Sharples, 2003, p. 11). These same authors then go on to elaborate that in order to truly engage in food tourism, an individual must have the desire to taste/experience a specific dish, produce, or food specialty from a given person or culture
as their primary motivation to travel, not just go to a nice restaurant since dining out is already such a significant component of tourism (Hall & Sharples, 2003). Gastro-tourism, in comparison, has been simply defined by some as “Recreational travel undertaken solely or primarily to experience the food and wine of a region” (The Intrepid Traveler, n.d.). Others, like Comstock (2016) go a step further to describe it as an industry that not only encompasses eating and drinking but the various businesses and activities—ranging from the food’s source to facilities and experiences accompanying the meal—that contribute to the final gastronomic product. Overall this form of tourism is centered around the notion of using gastronomy to gain a deeper understanding of a culture different from one’s own by partaking in the host culture’s food and social environment (Kivela & Crotts, 2005, 2006; Williams et al., 2014). Therefore, other variations of specialty tourism such as wine tourism, agricultural tourism, and cultural tourism contribute to aspects of gastro-tourism due to their overlapping focuses and tourist populations, but they only do so at lower degrees of interest and involvement per the illustration found within Figure 1.
Recent Food and Gastronomy tourism studies

Upon the realization of gastro-tourism, the resulting shift in the importance of food and beverage became more noticeable, ultimately highlighting the potential economic benefits for destinations, tourism organizations, and marketers. According to the American Culinary Traveler study conducted by Mandala Research (2013), “About half of all leisure travelers travel to learn about or enjoy unique and memorable eating and drinking experiences (51%), a notable gain from 2006 (when 40% said they traveled for these reasons).” This increase in motivation to seek out culinary experiences has provided travel agencies and service providers with the opportunity to expand their offerings,
much like the case of the Intrepid Travel agency, who began offering food tours as early as 2006 before scaling them up to a global scale during this jump in gastronomic travel interest (Kivela & Crotts, 2005; Parmar, 2015). In addition to this expansion of food-related travel opportunities, marketing and tourism organizations should note 27 million American travelers (17% of national respondents) participated in food or wine-related activities during their travels, ultimately spending $425 (roughly 36%) on food-related activities during trips costing an average of $1194 (Williams et al., 2014). In short, gastro-tourism is a profitable and growing tourism segment that tourism organizations and marketing practitioners should begin to promote and engage in more rigorously.

Nonetheless, despite the continued growth within this market segment, it is important to note that the task of gathering data about the participation and consumption habits of gastro-tourists is a difficult feat. To date, only two to three travel and market research organizations have been able to collect data concerning this tourism of taste—which typically refers to culinary travel or food tourism within said reports—and the individuals that participate in it on a widespread scale. One such organization that captured some of this data on a global level was the World Food Travel Association, which conducted its survey of the industry in 2016 and included travelers from ten countries, with a supplemental data set to provide a total of eleven (Stone & Migacz, 2016). Within this organization’s findings, the data demonstrates that amongst travelers that participated in this study those who identified as Culinary Travelers spent a more significant amount on food and beverage while traveling compared to travelers who did not participate in culinary travel. Out of the total 2,527 adults surveyed 82% of all travelers were more likely to spend more on food and beverage than when at home, with 86% of the 1,243
Culinary Travelers contributing to these higher expenditures (Stone & Migacz, 2016, p. 51).

Additionally, this report also broke down the metrics for what percentage of Leisure Travelers participated in food or beverage activities followed by what subcategories they fit into focused on. Numerically speaking, the study found that 93% of Leisure Travelers participated in food/beverage activities, with 49% of those Leisure Travelers identifying as Culinary Travelers, with another 55% of those individuals qualifying as Beverage Travelers, which ultimately separated into 24% being Beer Travelers and 31% being Wine Travelers (Stone & Migacz, 2016, pp. 39–40). When taking into consideration this study’s diverse sample of respondents and select samples that have proven to be representative (as is the case of the U.S. sample), these findings illustrate the broad possibilities spending trends within culinary travel might manifest in different economies.

Moving on from the practical side of gastro-tourism research studies, the reader should note that within the field of gastronomic tourism there has yet to be a typology centered around motivations or consumer behavior characteristics of gastro-tourists. However, there have been two separate occasions of researchers who conducted studies concerning food tourism and gastronomy tourism, respectively, which studied the tourists that participate in this niche market. The first of these two studies is a Ph.D. thesis written by Sajna S. Shenoy and discussed food tourism and the culinary tourists who participate in it (Shenoy, 2005). The focus of this study was to create an overview of food tourism and its participants, create a conceptual framework of the market, and generate a taxonomy of culinary tourists based off their participation, as well as predictive variables to help determine the groups these tourists fall into. The second study concerning gastro-
tourism is a master’s thesis written by Anastasiia Sorokina, which evaluates the current state of tourism within Ukraine, defines a typology of gastronomy tourism/tourists and attempts to outline existing gastronomy tourism in the city in order to then propose potential developmental programs that can be implemented to promote sustainable economic growth in Ukraine (Sorokina, 2016). All in all, these two studies provided excellent insight into different aspects of gastronomy tourism but had very distinct goals concerning the development of the industry or this tourism’s implementation as a tool for economic growth.

**Typology method**

In modern academic research, researchers utilize typologies with the intent to help organize and classify how individuals vary across the dimensions of a specific field or area of interest. Throughout tourism studies, several researchers have proposed and created typologies about various aspects of the tourist experience ranging from tourist types (Cohen, 1972; McCabe, 2005), tourist/travel motivations (J. H. Kim & Ritchie, 2012; Y. G. Kim & Eves, 2012; Y. H. Kim et al., 2010; Maria, 2014; Peter & Anandkumar, 2016; Smith et al., 2010), tourist experiences (Cohen, 1972, 1974; Kivela & Crotts, 2006), online information search (Hjalager & Jensen, 2012; Zalatan, 2004), and emotions (Havlena & Holbrook, 1986) to name a few. There are still no typologies that have addressed the demand-side of gastro-tourism by measuring tourists’ consumer behavior characteristics. Therefore, during this thesis, the first attempt at a typology of gastro-tourism consumers, the typology itself will take on a distinctly conceptual orientation, with the proposed categories being descriptive and multidimensional.

**Motivation**
Motivation is an important variable to consider in various fields across the social sciences. As one can note when researching individuals’ decision making or their willingness to participate in one activity over another, it becomes apparent how powerful motives and motivation truly are. Research concerning how motivation affects individuals’ decisions are evident across various fields of study over an extended period. Based off the definition utilized by psychologists and social psychologists, “a motive is an internal factor that arouses, directs and integrates a person’s behavior” (Murray, 1964, p. 7 cited from Iso-Ahola, 1982, p. 257). Taking this definition into account, it is important to take note of how each field discusses the subject of motivation and within what context. Thus, when Kim and Eves (2012) state, within tourism’s context, “motivation refers to a set of internal psychological needs that cause a person to act in a certain way or stimulate their interest in travel and participation in a tourist activity” (p. 1458). From this perspective, other tourism researchers can be observed discussing tourist motivations in terms of push and pull factors, with push factors being internal and resulting in the desire to travel while pull factors are (Alebaki & Iakovidou, 2011; L.-J. Chen & Chen, 2015; Crompton, 1979; Goossens, 2000; Kim & Lee, 2002; Y. H. Kim et al., 2010; Leong, Yeh, Hsiao, & Huan, 2015; Maria, 2014; Šimková & Holzner, 2014; Smith et al., 2010; Uysal & Jurowski, 1994).

The value of studies on motivation and market research is no oddity within the field of tourism. During the early phases of tourist behavior research, numerous authors set out to better understand the ‘why’ behind travel, resulting in motivation studies using a variety of methods and yielding various dimensions of motivation (Crompton, 1979; Dann, 1977; Fodness, 1994; Iso-Ahola, 1982). Throughout the development of tourism
research, there have been a few different terms used for motivation ranging from travel motivation, tourism motivation, and tourist motivation. Looking back at the first articles concerning motivation within tourism, one will note Dann (1977), which pertained to the push factors “anomie” and “ego-enhancement” referred to motivation within the context of how it drove the tourist. This article’s interpretation of tourist-centric motivation can be noted to focus explicitly on how the push factors manifest within individuals’ lives, generally fostered by the conditions the individuals’ experienced in their home environments or from a lack of self-fulfillment due to their position in society (Dann, 1977). Another article, Crompton (1979), discussed motivation in terms of motives that were identified using in-depth interviews with tourists recounting their previous vacation experiences. Upon completion of his study, Crompton was ultimately able to identify socio-psychological motives as well as cultural motives, which consisted of:

1. Escape from a perceived mundane environment- a temporary change of environment (p. 416)
2. Exploration and evaluation of self-an opportunity for re-evaluating and discovering more about oneself or for experimenting with a self-image (p. 416)
3. Relaxation- a chance to mentally relax and pursue activities normally unable to participate in due to time constraints and responsibility (p. 417)
4. Prestige- traveling for the sake of feeling prestigious or feeling like a part of a higher lifestyle (p. 417)
5. Regression- an opportunity to do things which were inconceivable within the context of their usual lifestyles (p. 417)
6. Enhancement of kinship relationships- a time when family members are brought close together (p. 418)

7. Facilitation of social interaction- a way to meet new people in different locations (p. 418)

8. Novelty- curiosity, adventure, new and different; a new experience, usually going to a previously unvisited destination (p. 419)

9. Education- a means of developing a rounded individual (p. 420)

Ultimately, these motives for tourists to travel proved to be extremely effective for establishing a base for other tourism studies such as what are motivation’s effect on how tourists perceive destination attributes (Pyo, Mihalik, & Uysal, 1989), push and pull factors (Uysal & Jurowski, 1994), motivations effect on tourists’ willingness to participate in gastronomic tourism (Y. G. Kim & Eves, 2012; Y. H. Kim et al., 2010; Sorokina, 2016), the overall motivation of tourism participants to partake in different tourism styles (Šimková & Holzner, 2014), and the motivational and emotional aspects of destination choice behavior (Goossens, 2000) to name a few. As one can see, Crompton’s (1979) research has proved to be influential across the scope of tourism research. This influence is in part to the fluidity of motivation across consumer behavior and its ability to be integrated into other fields where consumption and consumers’ choices can be weighed to better predict how individuals will interact with a given consumption object. In short, one should note that what motivates a given individual is likely to have multiple facets and therefore should be considered on both individual and aggregate levels to accurately identify all potential possibilities (Crompton & McKay, 1997).

Involvement
Within the field of consumer behavior, many concepts have developed and flourished through the persistent vetting of early researchers across the areas of marketing, sociology, psychology, social psychology and economics. From within this multitude of constructs, many could further substantiate research within gastronomic tourism, but this typology only plans to focus on the involvement construct in addition to that of motivation. Involvement, specifically consumer involvement, is known to be the construct concerning the relevance and engagement a consumer demonstrates when making a purchase decision. It is a well-known aspect of the consumer decision-making process and usually helps researchers gain a better understanding of a consumer’s knowledge of/interaction with a given product or consumption category. However, during the advent of involvement research, numerous definitions had arisen, thereby confusing early researchers. Seeing this issue, Zaichkowsky (1985) defined involvement as, “a person's perceived relevance of the object based on inherent needs, values, and interests,” (p. 342) to both acknowledge early definitions while streamlining the meaning of the concept. Others like Goossens (2000) noted that involvement had a key part in making the push and pull factors mesh, stating that, “…involvement is defined as an unobservable state of motivation, arousal, or interest. It is evoked by a particular stimulus or situation and has drive properties,” (p. 305).

Further exploration of how tourists engage in their travel experience lead to the consideration of enduring involvement. As seen within their 1989 study, Higie and Fieck define enduring involvement as, “… an individual difference variable representing an arousal potential of a product or activity that causes personal relevance… intrinsically motivated by the degree to which the product or activity is related to the individual's self-
image or the pleasure received from thoughts about or the use of product or engaging in an activity,” (Higie & Feick, 1989). Due to the known proliferation of food within the average consumer’s life, it seemed rational to assume that individuals that tended to participate in travel centered around their interactions with food would likely have an ongoing interest surrounding food and gastronomy even while at home. Enduring involvement is especially likely in the case of gastro-tourists due to food having a high ranking as a specialized interest while they travel (see Figure 1).

**Theoretical Background**

Before delving into the details surrounding this typology’s conceptual framework and the groups found within this typology, the author addresses the reasoning behind why specific articles and authors were selected. Due to the difficulty of collecting representative data of gastro-tourism consumers, this typology is highly conceptual and relied on examining previous research conducted concerning tourist types, travel and consumption motivations, and consumer and food involvement. Therefore, throughout this typology, a fair portion of the supporting information is cited from prominent research articles written across the fields of tourism, sociology, food science and marketing/consumer behavior. As a result, the typology found herein references these works with the intention of building a new typology around their conceptual and quantitative findings, in such a way as to create a tool that future researchers can use, test and discuss when conducting their research.

**Theoretical Framework**
As it may or may not be apparent, there are few conceptual typologies concerning the consumer behavior habits of gastro-tourists, and on the rare chance that there is a conceptual typology it typically is vetted with an exploratory or functional theory-based study to test the proposed concepts within the tool. Unfortunately, due to several limitations, regarding time and resources, a research study utilizing consumer behavior constructs to test the viability of this gastronomic tourist typology was unable to be conducted. Therefore, the proposed tool within this thesis implements a theoretical framework to ground the proposed consumer behavior profiles of gastro-tourists by applying Zaichkowsky’s (1985) personal involvement scale and motivations derived from a thematic analysis of motivation studies within tourism research (See Methods section).

**Typology Dimensions**

The dimensions of this typology structure around the individual’s tourist type and their motivation for selecting gastro-tourism experiences when traveling. Involvement in gastronomic tourism products and experiences is ultimately the gradient on which the tourist types are organized from Mass Tourists, Resourceful Travelers, and Avid Travelers with Mass Tourists having the lowest level of involvement with gastronomic products and Avid Travelers having the highest involvement. In the rest of this section, the tourist types and motivational factors will be discussed to better illustrate the essential characteristics that will ultimately affect the proposed profiles of this typology.

**Involvement Scale.** As one might note from the discussion of involvement within the literature review, there is a wealth of research concerning the involvement construct within the consumer behavior field that posits that there are distinct types of involvement
for almost every possible consumer purchase situation. However, due to the potential for the nuances of these various involvement types to be lost within this initial typology, it was thought to be more reasonable to focus on gastro-tourists’ personal involvement concerning their participation in food and beverage related activities throughout tourism. As a result, it is important to identify some of the key characteristics of low involvement per both Zaichkowsky’s personal involvement study as well as pointing out key points other involvement researchers noted during their studies.

The first item addressed before further implementation of this scale is what is low involvement. As stated within her article, Zaichkowsky (1985) confirmed four low involvement characteristics within general product involvement, which consisted of: 1) a lack of information seeking, 2) little to no comparison of attributes, 3) perception of similarity between different brands and 4) no preference for given brand options. Though these statements are more focused on the how a consumer would engage with a product, the core concepts still hold true that without definitive interaction with the considered product or service, there is a distinct lack of involvement.

**Previous Traveler Types.** Within this typology, the author noted that one of the two dimensions implemented is a common criterion of a consumer’s former tourist type. Taking into consideration the vast array of travel experiences gastro-tourism consumers potentially partook in, this typology chose to reference tourism research focused on how a consumer might have experienced a destination as a tourist, rather than attempt to account all the experiences individuals possibly consumed. Therefore, upon deciding to base the dimension on a more consistent factor, a search within tourism research was conducted to find research clearly defining tourists’ behavior traits or defining
characteristics concerning travel segments. After initiating this search, Cohen’s 1972 “Towards a Sociology of International Tourism” was selected, and the four basic tourist sociological profiles therein were applied as four out of five of the given subcategories—the use of involvement as an overarching dimension groups the type categories into three clusters of low, medium and high involvement. These respective subcategories consist of the following: The Organized Mass Tourist, the Individual Mass Tourist, the Explorer, and the Drifter (Cohen, 1972). Selection and inclusion of Cohen’s sociological profiles were done based on the sociology’s center around tourism’s ability to provide a combination of novelty and familiarity to tourists (Cohen, 1972). Notably, this research’s identification of the interplay between novelty and familiarity as a gradient within tourists’ travel endeavors provided a solid foundation on how an individual’s comfort level when traveling could potentially affect how they might select and consume given activities across tourism markets. It also highlights each consumer’s degree of involvement with local food and the overall experience they plan to consume.

In addition to the four Cohen (1972) categories, this article proposes one additional category called the Resourceful Traveler which attempts to capture consumers who often travel for a different reason initially when traveling to a location—for this thesis, business travelers and students abroad—but specifically make time for gastro-tourism pursuits. Ultimately, this thesis believes the inclusion of this fifth category will benefit the existing gastronomic tourism field by demonstrating gaps in consumers’ previous travel experiences which might have influenced their subsequent participation in gastro-tourism. Therefore, the following sections will briefly describe the key characteristics of each tourist type and how consumers’ given previous travel experiences
will affect their consumer type. As mentioned in the initial overview, the various
categories referenced from previous research would be grouped to create a more cohesive
cluster of tourist profiles.

**Mass-Adjacent Tourist.** The tourist roles discussed within this category comprise
of the Organized Mass Tourist and the Individual Mass Tourist. These tourist roles were
paired together specifically due to three aligning characteristics: desire for familiarity in
their travel setting (Cohen, 1972; Plog, 1974, 2001), low tolerance of novelty in
surroundings (Cohen, 1972); and their desire to travel to have an entry-level exposure of
their travel destination (Cohen, 1974, 1979; Crompton, 1979; Plog, 2001). Whether they
are just trying to get away from day-to-day routine or trying to engage their senses on
multiple levels, consumers that fall underneath this general category tend to have a lower
level of personal involvement when selecting and engaging with their tourism product.

**Organized Mass Tourist.** The first category within Cohen’s tourism sociology
(1972), the Organized Mass tourist is described as the “least adventurous” of the four
types and typically opts to reside within their “environmental bubble,” otherwise known
as the realm of familiarity which they are the most comfortable in (p. 167). These
individuals are the conventional example of mass tourism consumers due in part to their
readiness to purchase tourism packages that account for every detail, and subsequently,
commoditize every aspect of a trip from the travel and accommodations to any locations
or sites a tourist would potentially want to encounter. The very fiber of this tourist’s
makeup consists of their desire to see a host culture without having to compromise their
familiarity, which entails this individual is willing to observe their destination’s culture
but may be ill-equipped to experience outside their comfort zone (Cohen, 1972).
**Individual Mass Tourist.** Like their peers within the Organized Mass category, the Individual Mass tourist appreciates tourism packages which take the brunt of the planning involved in travel off them, except for the entirety of their trip spent bunched within a group (Cohen, 1972). For the individual mass tourist, the perspective of having no freedom to organize a handful of special interest trips or being amassed in a tourist group viewing sterilized prepared tours of a location is unappealing. Individuals within this group of tourists are slightly more open to leave their realm of familiarity for small, even periodic, doses of novelty within chartered areas of a destination so long as they can trust the travel agency to ensure the accessibility of their realm of comfort when they are ready to recede from the unknown of a destination (Cohen, 1972).

**Avid Traveler.** Individuals that fall within this grouping of travelers are those who are fully invested in their vacation experience no matter where they go or what the circumstance (Cohen, 1972; Laing & Frost, 2015). These individuals are always hands-on when it comes to planning their experience and are the most involved in every aspect of their tourism experience. Classified as the Explorer and the Drifter, these two travelers avoid mainstream mass tourism like the plague and always try to cultivate their own unique experiences by interacting with locals, immersing themselves in their surroundings and trying to experience the most honest form of their destination (Cohen, 1972).

**Explorer.** Unlike the first two types of tourists, the Explorer is drastically more adventurous when it comes to embracing the novelty of their travel destination but still makes a few concessions regarding not being fully immersed into their host culture. Typically found planning their travel, these individuals make it their business to identify
different locations and activities they would like to do throughout their trip and arrange their itineraries accordingly to address these plans (Laing & Frost, 2015). They often want the feel of being a nomad in a culture that isn't their own, but still has a contingency plan—be it in the form of reliable accommodations and transportation methods—just in case they need to find consistency from their own culture (Cohen, 1972).

**Drifter.** This tourist is all about the novelty of their destination and will completely and wholeheartedly immerse themselves into their host society to avoid the controlled nature of the tourism establishment (Cohen, 1972; Laing & Frost, 2015). These tourists not only plan every aspect of their trips, but they also make sure to be actively engaged with locals within their tourism destination to get the most real experience their destination can offer. These characteristics often result in these individuals staying where locals would stay, engaging in day-to-day routines locals might have and completely shunning the traditional tourism establishment in favor for the destination’s local scenery and lifestyle (Cohen, 1972).

**Resourceful Traveler.** Unlike the other tourist types presented in this typology, the group of individuals known as the Resourceful Traveler, have a less straightforward background in comparison to those of the other four categories. Due to this group consisting of a combination of business-leisure travelers and students traveling abroad, these individuals don’t necessarily meet the general requirement for gastro-tourism, which is just that an individual’s primary purpose for travel is to participate in a destination’s gastronomy (Boyd, 2015; Hall & Sharples, 2003; Ignatov & Smith, 2006; Williams et al., 2014). Nonetheless, despite current researchers’ dismissal of these multi-motive tourists, there have still been instances of earlier research noting the importance of
these individuals. As noted by Cohen (1974), there are a handful of travelers that are just barely outside of the tourist classification, with notable cases being that of the ‘conventioneers’, ‘business-travellers’ and ‘students’ due to their main travel purposes consisting of some instrumental task, such as attending a convention, doing business or merely traveling for the sake of a study.

Nevertheless, it is crucial to note that whether or not these travelers’ trips had distinct purposes before they arrived, more often than not these groups find time to engage in tourism activities when obligations are complete (Businesswire.com, 2016; Cohen, 1974; Sharkey, 2001; Vivion, n.d.; “What Business Travelers Really Think,” 2014). Thus, despite a lack of the primary travel intent to pursue food and beverage, this group makes up for it with deliberate planning and participation in gastro-tourism activities when they not otherwise occupied with their initial obligations associated with their travel (Lee, Scott, & Packer, 2014). Therefore, by acknowledging these individuals deliberate and resourceful planning of gastronomic endeavors while already traveling to a given location, these consumers can be active members within the gastro-tourism market and fall somewhere along the line of medium to high personal involvement with their tourism experience.

Motivations. As mentioned earlier on in this section, this article’s typology centers around two dimensions, previous travel experience, and motivations. Motivations hold a particularly important role in this typology due to their ability to assist researchers, and practical managers comprehend and predict the likelihood of specific consumers participating in gastro-tourism. With that in mind, this study reviewed approximately 40 research articles (some the author later eliminated) that examined motivations within
some form of tourism, food tourism, or gastronomic tourism context to try to identify
common motivational factors implemented in a more generalized typology in the
gastronomic tourism field. Keep in mind, despite the continued advances within the
academic area of food tourism—and as a result of this market segment’s subtypes—there
were a limited number of research studies within tourism that directly dealt with
motivation or tangential consumer behavior concepts. As a result when studies directly,
and on occasion indirectly, pertaining to gastronomic or culinary tourism were found
such as those conducted by Ignatov and Smith (2006), Kim et al (2010), Kim and Eves
(2012), Lee et al. (2014), Maria (2014), Mitchell and Hall (2003), (Park et al., 2008),
Smith et al (2010), and Sorokina (2016) any applicable motivation terms were extracted,
then subjected to a thematic analysis to determine which motivations were the most
dynamic across the field. This analysis proved to be an efficient method for extracting
significant motivation factors and paring down the original unabridged typology
generated for this study. However, despite finding an assortment of studies concerning
motivation within a tourism context, the critical motivation categories selected were best
encompassed by the scale Kim and Eves (2012) created to measure tourists’ motivations
for interacting with local food.

Initially identified in their preceding exploratory study of motivations within
tourism concerning local food consumption (Y. G. Kim, Eves, & Scarles, 2009), the
motivation categories found within Kim and Eves’ following article (2012) substantiated
its predecessor’s categories by comparing them to pre-existing studies of motivations
throughout the tourism field, then empirically testing them to create a motivation scale
applicable to gastronomic tourists. The following are the resulting motivation categories found within their final motivation scale.

**Cultural learning experience.** Discussion of cultural motives within tourism has been a continued discussion since the inception of tourist motivation research. Crompton (1979), for instance, is one of the most cited authors to deal with the notion of socio-psychological (push) and cultural (pull) motives tourists experience, with the cultural motives consisting of ‘novelty’ and ‘education.’ Arguably, Crompton’s introduction of the correlation between culture and ‘education’ and ‘novelty’—which can roughly be equated to other motivation factors such as ‘destination experience’ (Alebaki & Iakovidou, 2011), ‘culture/sightseeing’ (Bieger & Laesser, n.d.; Crompton & McKay, 1997; Ignatov & Smith, 2006; Kay, 2009; Leong, Yeh, Hsiao, & Huan, 2015), and ‘adventure’ (Cha et al., 1995; Ignatov & Smith, 2006; Šimková & Holzner, 2014) motives across the tourism studies analyzed—set precedent for the desire for authenticity and learning to be synonymous with culture. As a result, it should come as no surprise that despite the Kim et al.’s (2009) identification of ‘cultural experience’ as a singular motivation category, followed by its division into and rejoining of ‘authentic experience’ and ‘learning knowledge’ in Kim and Eves (2012) occurred. Therefore, when examining this category’s definition as a desire to learn about the history and culture of a destination through participation in local food and drink experiences, it is important to note that the experiences a tourist might find themselves participating in will likely incorporate educational and informative components to supplement their gastronomic experience.
**Excitement.** Initially derived from the distinct categories of ‘Exciting experience’ and ‘Escape from routine,’ the emergence of the ‘Excitement’ category came because of re-examining previous literature. As Mayo and Jarvis (1981) found in their seminal work concerning motivation within leisure travel, one’s desire to ‘escape from routine’ and experience something ‘exciting’ result in virtually comparable psychological results (as cited in Y. G. Kim & Eves, 2012, p. 1465). Therefore, the notion of ‘excitement’ being the desire to use tasting local foods to experience something new and different, while breaking away from one's normal routine is in line with the original categories definitions for the respective motivations. Furthermore, due to its encompassing of both the original terms, ‘excitement’ is further grounded by other motivation studies that noted novelty and new experiences as prominent factors in tourists’ willingness to try new things, such as consume local food or participate in various areas of tourism (L.-J. Chen & Chen, 2015; Crompton, 1979; Crompton & McKay, 1997; Y. G. Kim et al., 2009; Smith et al., 2010; Yousefi & Marzuki, 2015; Yuan & McDonald, 1990). In addition, as their previous work demonstrates, Lee and Crompton’s (1992) expert judging and revisions to Crompton’s original 1979 conceptual framework factor analysis found ‘escape from a perceived mundane environment’ was classified as “recover equilibrium” to encompass tourists’ desires to participate in festivals as a means to reset their busy schedules and deter pent up stress (as stated in Crompton & McKay, 1997, p.433). In other words, these researchers recommend the original factor of ‘escape’ should be interpreted through the lens of helping tourists reduce their stress and break habits that might ultimately prevent them from fully enjoying a given tourism experience. In short, Kim & Eves (2012) consolidation of the initial motivations of ‘escape from environment’
and ‘exciting experience’ proves to be a beneficial development for their motivation scale, as well as the streamlining of pre-existing motivation categories.

**Interpersonal relation.** The next motivation included in the scale is ‘interpersonal relation,’ which consists of the terms previously known as ‘prestige’ and ‘togetherness.’ Though this motivation only appears to allude to matters of socialization and general relationships one might have with family or friends, this category does deal with multiple facets of social interaction. Being roughly defined as a desire to spend time with family and/or friends as well as a need to meet new people from beyond the normal circle of acquaintance through tasting local food (which can act as ego-enhancement or self-satisfaction), this motivation encompasses the pursuit of interacting with others, while still considering how those encounters might affect an individual’s ego and self-esteem (Kim & Eves, 2012). Additionally, this category was noted to align with others that dealt with varying degrees of ‘ego’/‘self’/‘prestige’ related motives (Cha et al., 1995; G. Chen et al., 2014; Crompton, 1979; Dann, 1977; Fodness, 1994; Iso-Ahola, 1982; Li, Zhang, & Cai, 2016; Mahika, n.d.; Moscardo, Morrison, Pearce, Lang, & O’Leary, 1996; Oh, Uysal, & Weaver, 1995; Park et al., 2008; Pearce & Caltabiano, 1983; Peter & Anandkumar, 2016; Yousefi & Marzuki, 2015; Yuan & McDonald, 1990; Zhang & Peng, 2014), ‘family’ motives (Cha et al., 1995; Crompton, 1979; Crompton & McKay, 1997; Ignatov & Smith, 2006; Y. G. Kim et al., 2009; Li et al., 2016; Maria, 2014; Moscardo et al., 1996; Oh et al., 1995; Park et al., 2008; Pyo, Mihalik, & Uysal, 1989; Yuan & McDonald, 1990), Socialization (Alebaki & Iakovidou, 2011; G. Chen et al., 2014; Crompton, 1979; Crompton & McKay, 1997; Kay, 2009; Maria, 2014; Moscardo et al., 1996; Oh et al., 1995; Park et al., 2008; Ryan & Glendon, 1998; Smith et al., 2010) and
aspects attributes pertaining to spending time with others that are relatives, friends or acquaintances (L.-J. Chen & Chen, 2015; Crompton & McKay, 1997; Fodness, 1994; Ignatov & Smith, 2006; Kay, 2009; Lee et al., 2014; Leong et al., 2015; Li et al., 2016; Mahika, n.d.; Moscardo et al., 1996; Peter & Anandkumar, 2016; Ryan & Glendon, 1998; Uysal & Jurowski, 1994; Zhang & Peng, 2014). In short, though this category might appear to be insignificant due to possible ambiguity, it sufficiently captures a snapshot of how social interaction and one’s perception of self-contributes to a thoroughly grounded portion of tourist motivation literature.

Sensory Appeal. Moving on to the matter of the senses, the ‘sensory appeal’ motivation is by far the most straightforward of the motivations included in Kim and Eves (2012) scale. Simply defined as being “a need to experience tourism through sensation or feeling by tourists, perceived through specific sense modes, such as touch, smell, taste, sight, hearing or the sense of balance,”(Y. G. Kim & Eves, 2012, p. 1461), the tourist driven by this category focuses on the sensory components of their experience. These defining characteristics within this motivation are a significant component for tourists to participate in any variety of food or gastronomic tourism consumption experiences, with the apparent reason being that one’s engage in specific styles of food consumptions is how they perceive the experience with their senses.

Methods

Since the goal of this study is to attempt the creation of a conceptual typology that will, in theory, identify different types of gastro-tourists, it is essential to select an appropriate research method to identify valuable secondary information. In an endeavor to reach this goal, this study applied two methods: the first being a typology as the tool to
convey this information, and the second being thematic analysis to sort through prior research for relevant motivation themes across research fields. As a result, there was not a definitive primary data collection method used to gather the information that composes the following typology.

As Collier, LaPorte, and Seawright (2012) discuss in their article, typologies come with a variety of distinctions which enable researchers to implement them for countless uses (Collier, LaPorte, & Seawright, 2012). Of course, this flexibility in the face of implementation does require that researchers be able to identify what task they aim to complete and define the bounds of their typology’s structure. Therefore, it is essential to acknowledge that upon recognizing the properties of the data one plans to organize, they must align the given items based off selected attributes and scale of the information the typology is meant to convey (Collier et al., 2012; Kluge, 2000). In other words, a typology is a beneficial tool to employ when attempting to convey conceptual information with multidimensional scales applied, so long as its components are organized and within a reasonable scale. Based off this notion, this study composed its conceptual typology by using a multidimensional scale concerning level of involvement in correspondence with previous tourist experiences as the group dimension and motivations as the category, as can be noted in Appendix A. This was done with the intent of segmenting the typology into three of the extents of food tourism in Figure 1: rural/urban tourism (low interest/low involvement), culinary tourism (moderate interest/moderate involvement), and gastro-tourism (high interest/high involvement) (See Appendix A).
Although using a typology is a proficient means to convey information, the primary method for gathering the pertinent data to support it was done via thematic analysis. Thematic analysis is a qualitative method of identifying overarching patterns and themes within a given source to generate relevant categories from data (Aronson, 1995; Fereday & Muir-Cochrane, 2006; Vaismoradi, Turunen, & Bondas, 2013). This method is often used alongside ethnographic interviews, social phenomenology, and quantitative analysis supplements to better support the data gathered from other techniques such as content analysis (Aronson, 1995; Elo & Kyngäs, 2008; Fereday & Muir-Cochrane, 2006; Vaismoradi et al., 2013). However, for the sake of this study, thematic analysis was selected to identify motivation themes that could be utilized in this conceptual typology. Thus, in order to conduct the thematic analysis of the literature, all sources found during the initial review pertaining to motivation and tourism were isolated in a dynamic database within Excel, containing the essential descriptive data of the study, such as: author(s), year published, title, motivation term used, motivations/ motives discussed within the article and any pertinent scale or questionnaire items that might glean insights into terms’ meanings (See Appendix B). Upon populating this first table, any reoccurring themes in motivation found amongst the studies were identified via keyword search and placed into a separate theme table for further categorization and sorting.

Once the author extracted all the motivations from their respective study, the author went about conducting the thematic analysis. The author executed this analysis by examining the given descriptions of the terms in each source, to extract the most relevant categories pertaining to gastro-tourism. The resulting table and streamlined motivation themes were illustrated in a final table, which can be found in Appendix C. This theme
table mainly focuses on motivations that had the most occurrences or similarities during the keyword search conducted in the initial source table (Appendix B), in addition to motivation themes that singularly occurred but were unique. As a result, this table focused on both creating detailed definitions of these themes that were representative of their various occurrences, while still highlighting the occasional obscure motivation theme isolated to specific cultural case studies. These inclusions were done to provide the reader with an overview of the most common tourism motivations, without ignoring individual cases that might be beneficial or unique to specific demographics other researchers might be interested in examining. Ultimately, the motivation categories for this study’s typology were then selected from the most relevant theme groupings within this table and reflect the motivations mentioned in the prior theoretical framework section of this paper.

In short, this study utilized qualitative research methods to gather and sort through the data used to create this typology. The first set of techniques used were a keyword search and thematic analysis, to identify and isolate relevant motivation themes seen throughout previous tourism studies. The second method was the typology, to illustrate conceptual findings and proposed dimensions of consumer behavior traits that could apply to varying degrees of gastro-tourists based off their previous tourist type and level of involvement in gastronomic products while traveling.

**Typology**

The typology created within this thesis is meant to provide a conceptual foundation of how to stratify gastronomic tourists based on their involvement and their motivations to seek out gastronomic tourism products while they travel. This goal is
achieved by strategically implementing previous research across tourism and sociology concerning tourist types to generate three baseline categories characterized by overarching tourism preferences. The author organized groups within this dimension according to the level of involvement the traveler is perceived to exhibit during their interaction with gastronomic tourism products during their travels. Upon establishing their tourist type and level of involvement, these groups are further classified by the motivations that drove them to select and participate in a gastronomic tourism experience. Take note, that the resulting stratification of involvement in gastronomic experiences amongst the tourist categories will illustrate the varying degrees of food tourism since established upon the development of this field.

<table>
<thead>
<tr>
<th>Typology Category</th>
<th>Cultural Learning Experience</th>
<th>Excitement</th>
<th>Sensory Appeal &amp; Sensation Seeking</th>
<th>Interpersonal relations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass-Adjacent Tourist</td>
<td>Cultural Cliff Notes</td>
<td>Passing Palate</td>
<td>Sensory Sampler</td>
<td>Moving Mixer</td>
</tr>
<tr>
<td>Resourceful Traveler</td>
<td>Cultural Concierge</td>
<td>Pastime Food Purveyor</td>
<td>Palate Pleaser</td>
<td>Meet &amp; Eat</td>
</tr>
<tr>
<td>Avid Traveler</td>
<td>Culinary &amp; Cultural Co-inhabitant</td>
<td>Dining &amp; Dallying</td>
<td>Immersed Sensory</td>
<td>Global Citizen</td>
</tr>
</tbody>
</table>

*Figure 2: Typology of Gastronomic Tourist within Food Tourism Context*

**Typology Category Descriptions**

The following sections consist of the tourists’ consumer behavior types based on their previous tourist experiences and their motivation to participate in food-related activities while traveling. As mentioned in methods, the motivation categories used in
this typology were derived from a thematic analysis of tourism-motivation studies and the most prominent concepts that were found amongst them. The descriptions provided hereafter were derived from the author’s findings within these studies, as well as being related to literature concerning involvement and previous tourist types. When reviewing these types, it is crucial to note that though each consumer behavior type is meant to be distinct, it is possible for a tourist to fall underneath more than one category occasionally. This occurrence of tourists falling into more than one consumer type can occur for a number of reasons, such as having multiple motivations to travel to a given destination, participation in various gastronomic activities, varying degrees of involvement in activities, or a combination of these or other unknown factors affecting the consumer (Afonso et al., 2018; Alebaki & Iakovidou, 2011; Crompton, 1979; Josiam, Smeaton, & Clements, 1999; Lee et al., 2014; Stone & Migacz, 2016). Additionally, tourists’ consumer behavior might vary part way through a given travel experience making it differ from their previous experience used to identify them initially.

**Cultural Learning Experience**

* Cultural Cliff Notes (Mass Tourist-Cultural Experience). Characterized by their relatively low-mid level involvement with the food aspects of their tourism experience, the Cultural Cliff Notes tourist category is proposed to be made up of the cultural/knowledge segment of the Mass-Adjacent Tourist group. While they might not be the typical “tacky tourist” archetype affiliated with the notion of traditional mass tourism (Cohen, 1974), individuals that fall within the Mass tourist grouping within this typology are only so far removed from this depiction. Identified as having a lower level of involvement than the majority of tourists (Havitz & Dimanche, 1999; Zaichkowsky,
1985), these individuals would be seen as Rural or Urban tourists based off their introductory exploration of food with a greater emphasis on wanting to see the approximate average of where a resident of their destination might eat/live, and a generalized view of local life (Hall & Sharples, 2003). Still, despite these tourists not being as open-minded regarding the means through which they are willing to experience tourism products (Cohen, 1972), it should be noted that their motivation to experience another culture can still be appeased given the proper circumstances. In their early work examining the canonical correlation between destination attributes and motives, Pyo et al. (1989) suggested that if tourism organization wished to appeal to their culture-driven market segment, they should ‘….emphasize cultural components in luxurious settings with side trips to small towns and natural resources, and also should provide opportunities for shopping, entertainment, food, and exhibits,’ (Pyo et al., 1989, p. 279-280). Thus, despite the Cultural Cliff Notes tourist having lower-end involvement in relation to participation in overtly gastronomy-centric cultural activities, their resulting classification in a rural or urban tourism category should not discourage experience providers from trying to appeal to their desire to learn about the surrounding culture.

**Cultural Concierge (Resourceful Traveler-Cultural Experience).** With a robust mid-high level of involvement with the culinary components of their travel experience, the Cultural Concierge travelers are expected to consist of individuals within, but not limited to, the Resourceful traveler demographic that enjoys learning about culture with food as a learning aid. Often a business traveler or a student abroad, the individuals within this category are not always considered tourists (Cohen, 1974), but they still want to better understand the location they are visiting by partaking in local foods and cultural
experiences (Hjalager, 2004; Y. G. Kim & Eves, 2012; Y. H. Kim et al., 2010). They seek out their destination’s culture as a way to sample their environment and pass the time following their engagements and make the most out of their travels (Sharkey, 2001). For some of these consumers this entails that they might go to upscale locally hosted dinners curated by the top local chefs or for others this might insinuate participation in a cooking class centered around local dishes with the bonus of dining traditions (Ignatov & Smith, 2006; Y. H. Kim et al., 2010; Smith et al., 2010). For others on a tighter budget, this might mean pursuing cultural learning experiences in cheaper areas, finding affordable food from cheap local hot spots, street vendors, or just participating in locally hosted dinners geared towards their price range and interest (Uysal & Jurowski, 1994). For these consumers, the possibilities are both limited, yet countless due to their ability to travel to numerous locations for their business or educational pursuits with the only limitation being how extended their stay might be or when they can squeeze a mini food adventure in between meetings.

**Culinary & Cultural Co-inhabitant (Avid Traveler-Cultural Experience).**

Boasting a high level of involvement, the Avid travelers with a passion for learning about other cultures through their food and drink are thought to contribute to the Culinary and Cultural Co-inhabitant category. The Culinary and Cultural Co-inhabitant is a consumer that prefers not to be seen as a tourist. Due in part to their driving desire to gain as thorough of an understanding of culture as possible, the tourists that fall within this group of tourism have a knack for finding the most obscure and alluring gastronomic opportunities a destination can offer. Their ability to find these unique cultural experiences is by and large a result of their motivation to experience authentic food and
wine within a region while learning about the local lifestyles and traditions (Laing & Frost, 2015). Their vacation time is meant to act as a means to learn as much as the can from a culture by fully immersing themselves into the food local scene by interacting with local producers, finding that elusive local restaurant and using their destinations food as a living tome depicting their destination’s history (Y. G. Kim & Eves, 2012; Laing & Frost, 2015; Lee et al., 2014; Smith et al., 2010). Indeed, the individuals within this group are determined to experience the gastronomy of their destination to the fullest and anyone attempting to understand how they go about finding these informative, yet elusive experiences will likely have to find them before they can ask them any questions.

**Excitement**

*Passing Palate (Mass Tourist-Excitement).* Known for wanting to take a break from day-to-day stress and try something new, the Mass-Adjacent tourists within this category have low-level involvement when it comes to diving into uncertain food scenes, but still, like to go and occasionally try new foods or dining. The Passing Palate tourist is an individual that likes the ability to sample the food and drink of a location without having to stop and fully commit to trying more than their comfortable with (Cohen & Avieli, 2004). This mild reluctance to try new certain foods is not completely unheard of in the destinations where the eating culture and manners tend to be a large deterrent that unfortunately prevents more than a few travelers from delving deeper into the food around them. Known to be looking for a bit more excitement than most travelers with organized mass tourist characteristics; Passing Palate tourists want to find opportunities that provide them a break from their typical routines back at home, whether they feel like they are stagnating or they just need a change of scenery to help them set aside their
responsibility and worries (Crompton, 1979; Dann, 1977; Y. G. Kim & Eves, 2012). As a result, this consumer appreciates the opportunity to try the occasional local food, usually signature items that would not be readily available at home but avoids foods and experiences that are beyond their comfort zone (Cohen, 1972; Y. G. Kim & Eves, 2012; Y. H. Kim et al., 2010). More often than not, these consumers will branch out to try a variety of distinct foods, e.g., regional takes on everyday dishes, street foods, special desserts, specialty beverages, but will typically try foods within their realm of comfort (Cohen, 1972; Y. G. Kim & Eves, 2012). This lack of adventure is not to discount their attempt to try new things or pass the time while they are abroad, it merely serves as an example of that new consumers to food tourism, let alone gastro-tourism, might do in their early experiences within this brand of tourism. Additionally, these individuals’ exploration of local food and beverages is centered around their introductory experience with gastro-tourism, their attempt to try a wide array of local items, and ultimately their desire to find things that are mildly experimental in nature to break up their established routines (Y. G. Kim & Eves, 2012; Y. H. Kim et al., 2010; Li et al., 2016).

**Pastime Food Purveyor (Resourceful Traveler-Excitement)**. Often known for trying to get away from the hustle and bustle of work or personal obligations, Resourceful travelers use their leisure time while traveling to try out new cuisines and take their mind off their responsibilities back at home. As a result of not having traveled solely for the food of a destination, individuals contributing to the Pastime Food Purveyors are usually found seeking activities that break up their predictable routines of meetings or classes during their travels or have the potential to relieve them from stress following the completion of their initial travel purpose (Cohen, 1974; Crompton, 1979;
Crompton & McKay, 1997; Y. H. Kim et al., 2010). The individuals comprising this group often seek out culinary experiences as a secondary activity in relation to their travels, and as a result, they tend to gravitate towards more exploratory activities like food tours, pub crawls, large-scale food events or small tastings to pass the time (Ignatov & Smith, 2006; Smith et al., 2010). Despite how they go about fulfilling their need for something different than their day-to-day life, it is important to recognize that these travelers are just trying to take in their destination’s food scene without disrupting their lives by having to sacrifice their livelihood to find some form of variation. Thus, the pursuit of these activities stands as major support of these travelers’ desire to escape from their interpersonal environment with the hope of finding the personal benefits of participating in different activities, outside of their normal routines (Iso-Ahola, 1982; Šimková & Holzner, 2014).

**Dining & Dallying (Avid Traveler - Excitement).** Not known to run away from a potentially good time, the Avid travelers motivated by the pursuit of exciting new experiences and any excuse to try a new food can be found within this category. The consumer that falls underneath the Dining and Dallying category is by far the most hands-on tourist regarding delving into the local food scenes of their host culture (Cohen, 1972; Lee et al., 2014). These individuals tend to immediately immerse themselves in the local dining selections with the sole intention of getting to try the most authentic dining experiences as they melt into their surroundings (Y. G. Kim & Eves, 2012; Laing & Frost, 2015; Lee et al., 2014). From their interactions with locals and industry staff to their food selection, these individuals are intent on being as engaged and integrated within the host environment as possible to escape their established routines back at home.
Often, these travelers have such a high level of involvement regarding their pursuit of distinct gastronomic experiences, that they usually have already established several plans to best capture the nuances of each aspect of the local food scene. Indeed, not only have these travelers identified the best way to go about finding the adventurous new food they seek, but they have done so in such a way as to adapt to their surroundings in order to do so with ease and minimalized dissatisfaction in the event of a dining experience not going the way they had planned (Laing & Frost, 2015).

Sensory Appeal and Sensation Seeking

*Sensory Sampler (Mass Tourist - Sensory & Sensation).* Driven by the opportunity to indulge in their senses from time to time, the Mass-Adjacent tourists in this category enjoy taking in their surroundings during their travels while sampling a new food or two to find some new sensations. The Sensory Sampler prefers their trips to indulge the senses, but with a greater emphasis on the takeaways of the travel experience compared to just one aspect of it like the food (Hirschman & Holbrook, 1982). This preference is not to say that the Sensory Sampler does not still appreciate the freedom to check out a hidden café or an up and coming winery that they caught wind of during their travels if they feel so inclined. They appreciate the freedom to indulge in their sensory rituals when trying new foods like savoring the smell, appearance, and taste of the foods they sample (Ignatov & Smith, 2006; Y. G. Kim & Eves, 2012; Park et al., 2008). To this consumer their ability to try new foods and branch out from the average walking tour or museum visit is still an important aspect of their trip, but it is still safe to say that though they appreciate these activities their willingness to occasionally give up the opportunity
to explore the destination’s food scene is why they are considered to be in a lower tier or sometimes tangential form of food tourism (Hall & Sharples, 2003).

**Palate Pleaser (Resourceful Traveler - Sensory & Sensation).** Due to not always getting to savor every special moment, the Resourceful traveler drawn to tourism experiences for their sensory appeal or sensation seeking is often known to partake in the occasional luxurious dining experience to make up for what they missed out on. Consumers in this category are driven by one focus, enjoying food and beverage experiences that captivate and titillate the senses (Y. G. Kim & Eves, 2012; Park et al., 2008; Smith et al., 2010). It does not matter whether these culinary enterprises are simply beverage tastings or elaborate to borderline ceremonial meal preparation, the goal of the Palate Pleaser is to take in every aspect of the culinary experience to relish and memorize every detail (Ignatov & Smith, 2006; Smith et al., 2010). From participating in tea ceremonies featuring fragrant leaves to wine & cheese pairings at local vineyards meant to engage every sense, the Resourceful travelers that take part in these sensational endeavors take every chance to indulge themselves in the little pleasures of their destination’s gastronomy to maximize every aspect of their experiential consumption within its context. After all, as Pitkanen (2002, n.p.) once stated,

> Eating out is indeed an excellent example of experiential consumption. Appreciating good food and drink has always been one way of standing out from the crowd. An essential part of that is the ability to discuss the enjoyment of taste and the object to which it relates. The experience of dining has acquired an accentuatedly aesthetic nature now that food is very much meant to gratify the eye as well. (as cited in R. Mitchell & Hall, 2003, p. 73).
Immersed Sensory (Avid Traveler - Sensory & Sensation). Seen as the people who always lose themselves in amazing destinations, the Avid traveler motivated by sensory experiences can be found participating in a variety of tourism activities from as simple as a hands-on cooking class to as lavish as dining in the top restaurants of a destination. The Immersed Sensory consumer avoids conventional food and beverage activities promoted to the average traveler and seeks out local experiences that capture not only the culture’s essence but captivate the senses (Kivela & Crotts, 2005; Laing & Frost, 2015). For this consumer, there is no activity too outrageous, no food too strange or beverage too unconventional for them to try. After all, this individual focuses on gaining not only a memorable sensory experience but a true understanding of the culture surrounding them (Crompton & McKay, 1997; Kivela & Crotts, 2006; Laing & Frost, 2015; Šimková & Holzner, 2014). These sentiments are often manifested through this consumer’s pursuit of home cooked meals prepared by locals, the constant search for residents’ favorite restaurants, and a passionate love of all things locally/regionally produced. As Mitchell, Hall, and McIntosh (2000) posited,

…‘Wine tourism experiences (as with most tourism experiences) are much more than this, relying on the characteristics of the individual… the setting in which they occur, socialization with the personalities of wine, and interaction with other elements of experience such as food, accommodation, and other visitors.’(p. 130 as cited by R. Mitchell & Hall, 2003).

Much like Mitchell et al. (2000) emphasize in the previous quote, most of the factors that contribute to an excellent consumption experience, be it within wine tourism or gastro-tourism, comes not just the product themselves, but the consumption space, the person and so much more.
Interpersonal Relations

*Moving Mixer (Mass Tourist - Interpersonal).* Whether traveling with friends or family to relax or simply going somewhere interesting, so they have a new story to tell, the Mass-Adjacent tourist with an interpersonal relation motive wants to build up relationships or themselves through travel and social interaction. As the name implies, the Moving Mixer is a tourist that wants to interact with others through food and beverage-focused activities but more often than not on their time (Kay, 2009; Park et al., 2008; Uysal & Jurowski, 1994; Zhang & Peng, 2014). Despite wanting to learn about different people, these tourists are not always willing to utilize some of the more peculiar foods within a destination as a means of transmitting and interpreting culture. This typically results, in very limited interactions with business owners and occasionally other tourists that might share the same interest, but the most meaningful interactions these consumers experience will likely be between themselves and any travel companions they might have while embarking on this experience (Crompton, 1979; Crompton & McKay, 1997; Maria, 2014; Moscardo et al., 1996; Smith et al., 2010).

*Meet & Eat (Resourceful Traveler - Interpersonal).* Due to their potential demographic/socio-economic backgrounds, the Resourceful traveler with a socialization/self-esteem-based motive might pursue anything from using culinary experiences to grow closer to family/friends or capitalizing on their prestigious ability to participate in various local culinary scenes to satisfy themselves. These tourists are more brazen in comparison to Moving Mixers, due to their willingness to step outside of the confines of a structured tour experience to interact with their destination’s environment (Crompton & McKay, 1997; Díaz-Méndez & García-Espejo, 2017; Ignatov & Smith,
2006; Li et al., 2016). Thus, this type of individual is more open to interacting with locals and representatives of their destination to achieve a more interactive experience with a place’s gastronomic landscape compared to others with a lower level of involvement (Havitz & Dimanche, 1999; Zaichkowsky, 1985). Consumers within this group are often more open-minded when it comes to interacting with the locals that live at their destination, but their primary focus is usually centered around their ability to explore what interests them in the gastronomic scene, and the handful of people they might encounter through the duration of their structured experience or by chance while navigating their personal excursions (Y. H. Kim et al., 2010; Maria, 2014; Smith et al., 2010).

**Global Citizen (Avid Traveler - Interpersonal).** Avid travelers driven by a desire for interpersonal relations can be characterized by any myriad of behaviors from engaging in local gastronomy experiences to socialize with locals, facilitate bonding with family or friends, or even to re-center themselves around what they consider to be important. Driven by the desire to gain a more global understanding of their hosts’ culture, these consumers often seek out food and beverage activities that allow them to learn more about others, such as interacting with local producers and business owners or participating in cooking classes that are focused on local cuisine (Kay, 2009; Laing & Frost, 2015; Lee et al., 2014; Yousefi & Marzuki, 2015). The Global Citizen’s passion for truly immersing themselves in their surroundings to foster genuine connections and natural interactions with the locals of their destination is one of the true defining factors that set them apart from other travelers motivated by social or ego-centric functions within travel. Whether they are eating at local food courts or patronizing a notable eatery
in the more authentic portion of town, these consumers want to create a genuine dialogue between themselves and those around them by using food as a means to commune holistically (Y. H. Kim et al., 2010; Lee et al., 2014). This is often achieved by participating in traditional/local dining experiences, sharing meals or something as simple as drinking together; if the tourist does so through immersing themselves in the culture with the intent of creating a shared experience across cultural differences.

Conclusion

In this study, the niche segment of food tourism known as gastronomic tourism was analyzed to extract data concerning tourists’ consumer behavior types and motivations to create a conceptual typology. This was done with the hope of producing a conceptual tool future researchers and stakeholders could possibly implement to gain insight into the consumer behavior traits of gastro-tourism participants. Upon conducting the literature review of this field, research concerning previous tourist types and motivation categories was identified and analyzed via a thematic analysis to extract the dimensions for the typology. Upon organizing these tourists’ types and motivations for the basic typology structure, a personal involvement scale was then implemented as a means of a theoretical framework to generate twelve possible consumer behavior profiles. The resulting conceptual typology, in theory, aims to provide an inclusive perspective of gastro-tourism and other entry-level food tourism consumers. This typology also highlighted key motivation traits driving gastro-tourism consumers, which were often not discussed in earlier typologies concerning food tourism or gastro-tourism (Hjalager, 2004; Hjalager & Richards, 2002, 2002; R. Mitchell & Hall, 2003; Shenoy, 2005; Sorokina, 2016).
Theoretical Implications

Since the academic research fields of food tourism and gastro-tourism are still relatively young, this typology has the potential to serve as a building block for the development of a comprehensive tool to identify gastro-tourists. Just as Mitchell and Hall (2003) acknowledged when purposing their food tourist typology, there is a lack of food tourism studies that include consumer behavior, making it crucial to continue this line of research within the field. In an attempt to build upon the few food tourism studies that proceeded it, this typology took note of early researchers’ use of consumer behavior constructs, such as involvement (Afonso et al., 2018; R. Mitchell & Hall, 2003; Robinson & Getz, 2016), motivation (Afonso et al., 2018; Y. G. Kim & Eves, 2012; Y. H. Kim et al., 2010; Maria, 2014; Park et al., 2008; Smith et al., 2010), satisfaction (Correia, Moital, Da Costa, & Peres, 2008; Maria, 2014; Smith et al., 2010), amongst others in an endeavor to fill in existing gaps in research. As a result, this study not only provides researchers with a conceptual typology with categories and motivations capable of being tested on a case by case basis, but it ultimately supplies them with a tool they can prove the validity of in future studies. Moreover, this tool will allow current and future scholars to establish a dialogue surrounding what combination of consumer motivations and travel motivations are likely to arise amongst tourists, in addition to discussing whether each category of previous travel experience is completely exhaustive. Overall, whether the types within this typology prove to be accurate or flawed, they will stand to provide some grounds of discussion on which the academic field of gastro-tourism can grow.

Practical Implications
Since this typology takes a conceptual approach to developing a tool to better identify gastro tourists, as well as varying degrees of food tourists, it might be of interest to tourism managers and marketers looking to capitalize on this market. Just as early food tourism researcher Johnson (1998) noted, there is a continuum of tourists ranging from specialist to generalist, to which the specialist visits the destination with a special interest/ the primary intent to participate in wine (a given activity) and the generalist merely visits the destination to participate in wine (a given activity) for recreation (as cited in Mitchell & Hall, 2003, p. 69). Based off this notion of generalist-specialist tourists, it is important for stakeholders to be able to discern which tourist is drawn to their destination and how to cater to their needs. Thus, due to its foci being tourists’ level of involvement and primary motivation for partaking in gastro tourism, this conceptual typology could serve as a provisional guide for marketers on the consumer behavior profiles of different types of gastro tourists.

In addition to having the potential to aid stakeholders identify the type of gastro tourists that exist, this typology could also benefit policy makers and tourism managers. Due largely to the ever-changing nature of tourism in the face of globalization, many tourism markets have ebbed and flowed in popularity as global events effect various countries and regions. With many destinations attempting to avoid these inconsistencies, it is often imperative for stakeholders to support markets that are more stable and less volatile in the face of global trends(Mulcahy, 2015). Enter gastro tourism. Not only is gastro tourism more stable due to its foundation being tied to the culture and cuisine of a local destination, but the market segment itself promotes local economies by capitalizing on local food producers and communities as the mediums through which tourist-local
interactions occur (Hall & Sharples, 2003; Meethan, 2015; Mulcahy, 2015; Yeoman et al., 2015). Thus, by providing these stakeholders with the information they need to begin examining the tourists within this market, this typology holds the potential to help tourism managers strategically position themselves to incorporate this tourism market into their destination’s offerings as a means to strengthen their local economies.

Limitations

Since this typology takes a conceptual approach to develop a tool to better identify gastro-tourists, as well as varying degrees of food tourists, it might be of interest to tourism managers and marketers looking to capitalize on this market. Just as early food tourism researcher Johnson (1998) noted, there is a continuum of tourists ranging from specialist to generalist, to which the specialist visits the destination with a special interest/the primary intent to participate in wine (a given activity) and the generalist merely visits the destination to participate in wine (a given activity) for recreation (as cited in Mitchell & Hall, 2003, p. 69). Based on this notion of generalist-specialist tourists, it is important for stakeholders to be able to discern which tourist is drawn to their destination and how to cater to their needs. Thus, due to its foci being tourists’ level of involvement and the primary motivation for partaking in gastro-tourism, this conceptual typology could serve as a provisional guide for marketers on the consumer behavior profiles of different types of gastro-tourists.

In addition to having the potential to aid stakeholders to identify the type of gastro-tourists that exist, this typology could also benefit policymakers and tourism managers. Due largely to the ever-changing nature of tourism in the face of globalization, many tourism markets have ebbed and flowed in popularity as global events affect
various countries and regions. With many destinations attempting to avoid these inconsistencies, it is often imperative for stakeholders to support markets that are more stable and less volatile in the face of global trends (Mulcahy, 2015). Enter gastro-tourism. Not only is gastro-tourism more stable due to its foundation is tied to the culture and cuisine of a local destination, but the market segment itself promotes local economies by capitalizing on local food producers and communities as the mediums through which tourist-local interactions occur (Hall & Sharples, 2003; Meethan, 2015; Mulcahy, 2015; Yeoman et al., 2015). Thus, by providing these stakeholders with the information they need to begin examining the tourists within this market, this typology holds the potential to help tourism managers strategically position themselves to incorporate this tourism market into their destination’s offerings as a means to strengthen their local economies.

**Future Research**

Depending on the accuracy of this typology as a conceptual tool, there are a handful of avenues through which future research can be conducted. Further research could be done by using the given categories within this typology to conduct hierarchical studies based off relevant tourist type categories, involvement or motivations. By extracting certain portions of typology, researchers could potentially test the validity of any aspect of interest from the relevance of a motivation or previous traveler type, or the accuracy of level involvement as a means to stratify these tourist. This ultimately would allow for researchers and stakeholders to use this typology as a point of reference or a framework to base future studies across different demographics. Additionally, future researchers might be able to conduct a quantitative survey concerning the rigor of the
typology’s proposed categories to further ground these findings in current developments within the gastro-tourism field.
References


Hjalager, A.-M., & Richards, G. (2002). A typology of gastronomy tourism. *Tourism and Gastronomy, 21*. Retrieved from http://books.google.com/books?hl=en&lr=&id=mwSCAgAAQBAJ&oi=fnd&pg=PA21&dq=%22to+the+presentation+of+the+food+on+the+table,+even+including+souvenirs,%22+%22decades+now,+research+has+acknowledged+that+tourism+is+full+of%22+&ots=q3I6i-igZQ&sig=JZn3ncEK4FSAkJJK0AylZxwbg


UNWTO. (2016, December 8). Projected international tourist arrivals worldwide from 1995 to 2030, by region (in millions). Retrieved April 24, 2018, from


## Appendix A: Typology Structure

<table>
<thead>
<tr>
<th>Involvement</th>
<th>Motivations for Participating in Food Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Excitement</td>
</tr>
<tr>
<td>Low</td>
<td>Mass-Adjacent Tourist</td>
</tr>
<tr>
<td></td>
<td>Resourceful Traveler</td>
</tr>
<tr>
<td></td>
<td>Avid Traveler</td>
</tr>
</tbody>
</table>

Rural/Urban/Agricultural Tourism

Food/Culinary Tourism

Gastronomic Tourism
Appendix B: In-Depth Literature Review of Tourism Motivation Studies

<table>
<thead>
<tr>
<th>Author</th>
<th>Motivation term used</th>
<th>Motivation Categories</th>
<th>Scale Components/ Factor Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alebaki &amp; Iakovidou (2011)</td>
<td>Tourist motivation</td>
<td>Push factors: socializing, learning about wine, relaxation and meeting the winemaker (Mitchell et al., 2000; Yuan et al., 2005); Personal development (Sparks, 2007); Pull factors: wine tasting and buying, tours, eating at the winery and rural setting (Mitchell et al., 2000; Yuan et al., 2005); destination experience, core wine experience (Sparks, 2007); core wine product, core destination appeal, cultural product (Getz and Brown, 2006)</td>
<td>N/A</td>
</tr>
<tr>
<td>Cha, McCleary, &amp; Uysal (1995)</td>
<td>Push factors</td>
<td>1) Relax, 2) Knowledge, 3) Adventure, 4) Travel bragging, 5) Family, 6) Sports</td>
<td>1) Feeling at home away from home; Escaping from the ordinary; Doing nothing at all; Change from busy jobs; Get away from demands of home; Being free to act the way I feel; Reliving past good times; Family togetherness 2) Seeing and experiencing a foreign destination; Seeing as much as possible; Learning new things or increasing knowledge; Having fun or being entertained; Traveling to historical places; Experiencing new and different life-style 3) Finding thrills or excitement; Being daring and adventuresome; Rediscovering myself; Experiencing simple life-style 4) Talking about a trip after returning home; Going places friends have not been; Indulging in luxury 5) Visit friends or relatives; Visit places family came from 6) Sports participation; Sports spectating; Physical activity</td>
</tr>
<tr>
<td>Chen &amp; Chen (2015)</td>
<td>push- pull factors</td>
<td><strong>Push (motivation) factors</strong>: birdwatching, novelty seeking, contribution and sharing, spiritual</td>
<td></td>
</tr>
<tr>
<td>Author</td>
<td>Motivation term used</td>
<td>Motivation Categories</td>
<td>Scale Components/ Factor Items</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------------</td>
<td>----------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| Chen, Bao & Huang (2014) | Travel motivations   | Social interaction, Self-actualization, Destination experience, and Escape & relaxation | Social interaction: In search of the other half of my life (a relationship/heterosexual friends); Making me different from others; Communicating with and learning from other backpackers; Making new friends 
Self-actualization: Knowing and understanding myself; Improving personal skills; Testing myself; Developing personal capacity 
Destination experience: Communicating with local people; Knowing and understanding the local culture, history and society; Experiencing the local way of life 
Escape and Relaxation: Escaping daily routine life and work; Relaxing both physically and psychologically; Getting some fresh air because of confusion about the future |
| Crompton (1979)     | Tourist motivation/ socio-psychological motives/ cultural motives | Socio-psychological motives: escape from a perceived mundane environment; exploration and evaluation of self; relaxation; prestige; regression; enhancement of kinship relationships; and facilitation of social interaction 
Cultural motives: novelty and education | N/A |
<table>
<thead>
<tr>
<th>Author</th>
<th>Motivation term used</th>
<th>Motivation Categories</th>
<th>Scale Components/ Factor Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crompton &amp; McKay</td>
<td>Motives Tourism</td>
<td>1) Cultural Exploration, 2) Novelty/Regression, 3) Recover Equilibrium, 4) Known-Group Socialization, 5) External Interaction/Socialization, and 6) Gregariousness</td>
<td>1) While at Fiesta, I attend cultural events that I do not normally have an opportunity to go to; My ideal Fiesta involves looking at things I have not seen before; I want to see new things while at Fiesta; I want there to be a sense of discovery involved as a part of my Fiesta experience; I want to experience customs and cultures different from those in my own environment; I like to find myself in situations where I can explore new things; I come to Fiesta to increase my knowledge of local culture at Fiesta 2) I enjoy activities at Fiesta that offer thrills; I do not like to plan my Fiesta in detail because it takes away some of the unexpectedness; When at Fiesta, I like to &quot;let my hair down&quot;; I seek adventure at Fiesta; Fiesta brings out the youth in me; I like things to happen at Fiesta that are unpredictable; Fiesta events give me a chance to act like a kid again; I do not care if people think my behavior at Fiesta is wild 3) I have to go to events like Fiesta from time to time to avoid getting in a rut; I like to attend Fiesta to reduce built-up tension, anxieties, and frustrations; I attend Fiesta to recover from my usually hectic pace; I go to Fiesta to relieve boredom 4) I go to Fiesta so I can be with my friends; I like to go to Fiesta with a group; I do not go to Fiesta to be with others who enjoy the same things I do 5) I go to Fiesta because it is a chance to be with people who are enjoying themselves; I like to go to Fiesta to be with and observe the other people who are attending; When attending events at Fiesta, I like to meet new people 6) Going to Fiesta with someone is always more fun than going by yourself; I do not like to go to Fiesta alone</td>
</tr>
<tr>
<td>Author</td>
<td>Motivation term used</td>
<td>Motivation Categories</td>
<td>Scale Components/ Factor Items</td>
</tr>
<tr>
<td>------------</td>
<td>----------------------</td>
<td>-----------------------</td>
<td>-------------------------------</td>
</tr>
<tr>
<td>Dann (1977)</td>
<td>Tourist motivation</td>
<td>Anomie and Ego-enhancement</td>
<td>Anomie scale: the tourist’s need for a break from work; felt more (or less) relaxed now that they were on holiday; to interact to a much greater degree when in the holiday situation; to discuss topics not related to their own home environment; liked mixing with those of a variety of backgrounds, and even with those of different race, precisely because they enjoyed meeting people Ego-enhancement scale: to recall those people to whom the holiday was mentioned prior to departure; the type of discussion that took place; fellow workers, friends, neighbors, relations and club members</td>
</tr>
<tr>
<td>Fodness (1994)</td>
<td>leisure travel motivation; tourist motivation</td>
<td>Study 1: Knowledge function/ Utilitarian function: minimization of punishment; Social adjustive function; Value expressive function; Utilitarian function: reward maximization Study 2: Knowledge function; Utilitarian function: punishment minimization; Value expressive: self-esteem; Value expressive: ego-enhancement; and Utilitarian function: reward maximization Study 3: 5 travel market segments</td>
<td>N/A</td>
</tr>
<tr>
<td>Author</td>
<td>Motivation term used</td>
<td>Motivation Categories</td>
<td>Scale Components/ Factor Items</td>
</tr>
<tr>
<td>-------------------------</td>
<td>----------------------</td>
<td>---------------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| Ignatov & Smith (2006)  | trip motivations     | To rest, relax, recuperate; Visit family and relatives; spend time with family; spend time with good friends  
For intimacy and romance  
Experience adventure and excitement  
Experience city life  
Be someplace that feels familiar, safe  
Experience different cultures or ways of life  
Experience the good life with fine cuisine, good wine, being pampered  
Visit popular/trendy place  
To participate in a hands-on learning  
To see natural wonders/natural sites; To visit historic sites; To experience unspoiled nature;  
To participate in a hobby or sport;  
To escape winter weather;  
To visit casinos and gamble;  
For spiritual/religious experiences | N/A                                                                  |
| Iso-Ahola (1982)        | Tourism motivation   | Desire to leave the everyday environment behind oneself & the desire to obtain psychological (intrinsic) rewards through travel in a contrasting (new or old) environment (p. 259) | Escaping the Everyday Environments: Personal Environment vs Interpersonal Environment  
Seeking Intrinsic Rewards: Personal vs Interpersonal                |
| Kay (2009)              | cultural experience tourist motives | Social consumption, Novelty, Learn local culture, and Relaxation | N/A                                                                 |
| Kim & Eves (2012)       | Motivation           | Cultural experience, Excitement, Interpersonal relation, Sensory appeal, & Health concern | N/A                                                                 |
| Kim, Goh & Yuan (2010)  | Push-pull factors; Motivation | Push factors: Knowledge and Learning; Fun and New Experiences; and Relaxation with Family  
Pull factors: Area Quality and Value; Quality of Event; and Food Variety | N/A                                                                 |
<table>
<thead>
<tr>
<th>Author</th>
<th>Motivation term used</th>
<th>Motivation Categories</th>
<th>Scale Components/ Factor Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lee, Scott, &amp; Packer (2014)</td>
<td>Travel motivation</td>
<td>Travelling for work, Visiting family &amp; friends, and Other reasons for travel</td>
<td>N/A</td>
</tr>
<tr>
<td>Leong, Yeh, Hsiao, &amp; Huan (2015)</td>
<td>push and pull motivations</td>
<td>Push motive: Nostalgia; Pull motives: Historical and Heritage attractions (H&amp;H); Cultural and Cuisine experiences (C&amp;C); Rest and Relaxation facilities (R&amp;R); and Family and Friends bonding opportunities (F&amp;F)</td>
<td>H&amp;H: Rich heritage and history; Interesting architecture; Famous historic monuments; C&amp;C: Cuisine conform to culture of Macau; Experience exotic cultural atmosphere; Learn about Macau’s culture; R&amp;R: Beautiful resort; Sandy beach; Entertainment facility such as golf club; F&amp;F: I can have a good time with my friends/family in Macau; It is safe for my friends/family to vacation in Macau; I can create good memory with friends/family in Macau</td>
</tr>
<tr>
<td>Mahika (2011)</td>
<td>Tourist motivation</td>
<td>Psychological (relaxation, sun tan, exercise and health, sex), Emotional (nostalgia, romance, adventure, escape, fantasy, spiritual needs), Personal (visits to relatives and friends, new friends), Personal development (raising the level of knowledge, learning a new skill), Status (fashion, exclusivity, getting a good offer), Culture (sightseeing, experience other cultures) (Swarbrooke &amp; Horner, 2004); Intellectual component, Social component; Competence of acquiring skills; Competence of avoiding stimulus (Leisure Motivation Scale, Beach &amp; Ragheb, 1983)</td>
<td>N/A</td>
</tr>
<tr>
<td>Author</td>
<td>Motivation term used</td>
<td>Motivation Categories</td>
<td>Scale Components/ Factor Items</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>----------------------</td>
<td>-------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Maria (2014)</td>
<td>Motives</td>
<td>Festival and escape; Tomatoes; Socialization; and Family togetherness</td>
<td>Festival and escape: Because I enjoy special events; Festival's atmosphere; So I could enjoy a festival crowd; So that I could enjoy a day out; To escape from daily routine; To entertain; The festival is unique; To get away on the weekend; To try something new Tomatoes: Experience where tomatoes produced; Tasting tomatoes; To get familiar with tomatoes; Increase knowledge about tomatoes; To buy tomatoes Socialization: So I could meet people with similar interests; So I could exchange ideas with producers; To visit a place I can talk about when I get home Family togetherness: To bring family closer; To spend time with family</td>
</tr>
</tbody>
</table>

<p>| Moscardo, Morrison, Pearce, Land &amp; O'Leary (1996) | Travel motivation          | 1) Escape/Excitement; 2) Self-esteem/Self-development; 3) Family relations; 4) Physical activity; 5) Safety and Security; 6) Self-esteem Social status; 7) Escape; 8) Relaxation | 1) Being daring &amp; adventure; Roughing it; Escaping from the ordinary; Finding thrills/excitement; Rediscovering myself 2) Experiencing new &amp; different life; Trying new food; Seeing &amp; experiencing a foreign destination; Travelling to places historically important; Learning new things/increasing knowledge 3) Visit friends/relatives; Visit places family came from; Family is together; Reliving past good times 4) Sports participation; Sports spectating; Physical activity 5) Safe/secure travel; Seeing as much as possible; Feeling at home when away from home 6) Talking about trip after return home; Going places friends haven't been; Meet people with similar interests 7) Get away from demands at home; Change from busy job 8) Doing nothing at all; Indulging in luxury; Having fun/being entertained |</p>
<table>
<thead>
<tr>
<th>Oh, Uysal, &amp; Weaver (1995)</th>
<th>Travel motivations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Push: Knowledge/Intellectual, Kinship/Social Interaction; Novelty/Adventure; Entertainment/Prestige; Sports; Escape/Rest</td>
<td></td>
</tr>
<tr>
<td>Pull: Historical/Cultural; Sports/Activity; Safety/Upscale; Nature/Outdoor; Inexpensive/Budget</td>
<td></td>
</tr>
</tbody>
</table>

**Knowledge/Intellectual:** Experiencing new and different lifestyles; Seeing & experiencing a foreign destination; Learning new things, increasing knowledge; Tying new foods; Traveling to places historically important

**Kinship/Social Interaction:** Visiting friends & relatives; Visiting places family came from; Being together as a family; Reliving past good times; Meeting people with similar interests

**Novelty/Adventure:** Roughing it; Being daring & adventuresome; Experiencing simpler lifestyle; Escaping from the ordinary; Finding thrills and excitement; Rediscovering myself; Being free to act the way I feel

**Entertainment/Prestige:** Having fun, being entertained; Talking about trip after return home; Traveling to safe/secure places; Seeing as much as possible; Going places friends haven't been; Feeling at home away from home

**Sports:** Participating in sports; Watching sports events; Being physically active

**Escape/Rest:** Getting away from demands of home; Changing from a busy job; Indulging in luxury; Doing nothing at all

**Historical/Cultural:** Museums/art galleries; Local festivals; Historic old cities; Historical, military, or archeological sites; Culture different from my own; Opportunity to increase knowledge; Local crafts/handicrafts; Unique/different cultural groups; Interesting small towns/villages; Live theater/concerts; Local cuisine; Interesting/friendly local people; Outstanding scenery

**Sports/Activity:** Water sports; Nightlife and entertainment; Good beaches for swimming/sunning; Spectator sporting events; Casinos and gambling; Sea sides; Good hunting; Good fishing; Golf and tennis; Snow skiing; Amusement/theme parks; Resort areas; Exotic atmosphere; Fast food restaurants; Big modern cities

**Safety/Upscale:** Standard of hygiene/cleanliness; Personal safety, even when traveling alone; Warm welcome for
tourists; Reliable weather; First class hotels; Warm and sunny climate; Variety of short guided excursions/tour; Good shopping; Manageable size to see everything; High quality restaurants; Cruise of one or more nights

**Nature/Outdoor:** Wilderness and undisturbed nature; National parks/forests; Wide open spaces to get away from crowds; Outdoor activities; Mountainous areas; Chance to see wildlife/birds; Lakes and rivers; Environmental quality of air/water/soil; Campgrounds and trailer parks

**Inexpensive/Budget:** Inexpensive travel in destination country; Budget accommodation; Inexpensive restaurant; Public transportation
<table>
<thead>
<tr>
<th>Author</th>
<th>Motivation term used</th>
<th>Motivation Categories</th>
<th>Scale Components/ Factor Items</th>
</tr>
</thead>
</table>
| Park, Resinger, & Kang (2008) | Travel motivation           | Taste, Enjoyment, Social Status, Change, Meeting People, Family, and Meeting Experts | **Taste**: To taste new wine; taste overseas wine; taste local/US wine; increase my wine knowledge; experience a variety of different food and wine; experience food and wine quality; taste new food; develop my interest in food and wine; know what wine/food to buy in the future  
**Enjoyment**: To enjoy the festival setting/location; enjoy the festival atmosphere; enjoy the festival crowd; to have fun; to satisfy curiosity; experience the uniqueness of the festival; to feel excitement  
**Social Status**: To make my friends think I went to an exciting event; gain popularity among my friends and family; be recognized by other people for attending the event; make other people think I am cool; have others know that I have been to the festival; share my knowledge of the festival with others; visit a place I can talk about when I get home  
**Change**: To change a pace of everyday life; relieve boredom; escape from routine life; get away on the weekend; enjoy a day out  
**Meeting People**: To meet new people; be with people who enjoy the same things I do; be with people who enjoy themselves; meet people with similar interests; observe other people who are attending; be among attractive people  
**Family**: To help my family learn about food; let my family to enjoy the festival; help my family learn about wine; spend time with family/ friend; see the event with my friends  
**Meeting Experts**: To exchange ideas with food and wine experts; familiarize myself with caterers; meet celebrity chefs; develop my cooking skills; increase my food knowledge |
<p>| Pearce &amp; Caltabiano (1983)  | travel motivations; tourist motivation | (Utilized Maslow’s Hierarchy of Needs) Physiological, Safety, Love and belongingness, self-esteem, and self-actualization | N/A                                                                                     |</p>
<table>
<thead>
<tr>
<th>Author</th>
<th>Motivation term used</th>
<th>Motivation Categories</th>
<th>Scale Components/ Factor Items</th>
</tr>
</thead>
</table>
| Peter & Anandkumar (2016) | Travel motivation    | Push: 1) On-site self-development; 3) Experience the difference; 6) Not for intimacy and romance  
Pull: 2) Event features; 4) Popular place; 5) Business; 7) Place safety | 1) explore the unknown; experience different cultures; develop knowledge about the place; experience nightlife; contact family and friends who live in Dubai  
2) shop; attend cultural events; there are a lot of places to see in Dubai; attend sporting events during the shopping festival  
3) give your mind a rest; feel the special atmosphere of Dubai during DSF  
4) popular trendy place; transit/stopover; have fun  
5) business meeting; conference  
6) being with people of the opposite sex; have romantic relationships  
7) there is no fear of mugging in Dubai; Dubai is a safe place to visit |
| Pyo, Mihalik & Uysal (1989) | Tourist motivation  | Attraction attributes: cultural/natural; budget accommodation; shopping; and varieties related to foods  
Motives: Seeking, escaping and kinship | N/A                                                                                                                                                                                                                             |
| Ryan & Glendon (1998)   | Tourist motivation  | Social dimension, Relaxation dimension (escape motivation & related search motivation), Intellectual dimension ("knowledge", "imagination" and "discovery"), and Competence-mastery dimension | Used abbreviated version of Leisure Motivation Scale*  
Relax mentally; Discover new places and things; Avoid the hustle and bustle of daily life; Relax physically; Be in a calm atmosphere; Increase my knowledge; Have a good time with friends; Be with others; Build friendships with others; Use my imagination; Gain a feeling of belonging; Challenge my abilities; Use my physical abilities/skills in sport; Develop close friendships |
<table>
<thead>
<tr>
<th>Author</th>
<th>Motivation term used</th>
<th>Motivation Categories</th>
<th>Scale Components/ Factor Items</th>
</tr>
</thead>
</table>
| Simkova & Holzner      | tourist motivation   | Seeking rewards: fresh air, freedom, calm, unspoiled nature, traditional rural life,    | **Escaping personal environments** (EPE): 1) get away from normal environment, 2) have a change from everyday life, 3) overcome a bad mood  
| (2014)                 |                      | authentic experience, adventure, enjoyment, relaxation, etc. Escaping: escaping from    | **Escaping interpersonal environments** (EIE): 1) avoid people who annoy me, 2) get away from stressful environment, 3) avoid interaction with others  
|                        |                      | reality, technological environments, computer games, social nets, urbanized environment, noise, etc. | **Seeking personal rewards** (SPR): 1) tell others about my experiences, 2) feel good about myself, 3) experience new things by myself  
<p>|                        |                      |                                                                                        | <strong>Seeking interpersonal rewards</strong> (SIR): 1) be with people of similar interests, 2) bring friends, 3) meet new people |
| Smith, Costello, &amp;     | push and pull       | Push motivations: Food, Event Novelty, and SocializationPull motivations: Food product, Support services, and Essential services | N/A                                                                                     |
| Muechen (2010)         | motivations;        |                                                                                        |                                                                                              |
|                        |                     |                                                                                        |                                                                                              |
| Sorokina               |                      | Physical motivator, Cultural motivator; Interpersonal motivator, and Status &amp; prestige  | N/A                                                                                     |
| (2016)                 |                      | motivator (Fields, 2002); Exciting experience, Escape from routine, Health concern,    |                                                                                              |
|                        |                      | Learning knowledge, Authentic experience, Togetherness, Prestige, Sensory appeal, and   |                                                                                              |
|                        |                      | Physical environment (Kim et al, 2009); Symbolic, Obligatory, Contrast, Extension, and Pleasure (Mak et al., 2012) |                                                                                              |
| Uysal &amp; Jurowski       | Push and Pull       | Push factors: Re-experiencing family togetherness; Sports; Cultural Experience; Escape  | N/A                                                                                     |
| (1994)                 | motivations;        | Pull factors: Entertainment/Resort; Outdoor/Nature; Heritage/Culture; Rural/Inexpensive |                                                                                              |</p>
<table>
<thead>
<tr>
<th>Author</th>
<th>Motivation term used</th>
<th>Motivation Categories</th>
<th>Scale Components/ Factor Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yousefi &amp; Marzuki</td>
<td>Tourist motivation</td>
<td>Push: Novelty and Knowledge-Seeking, Ego-Enhancement, and Rest and Relaxation</td>
<td>Novelty &amp; Knowledge-seeking: I want to see something new and exciting; enhance my knowledge and experience about a foreign country; experience cultures that are different from my own; see how other people live and their way of life; see and meet different groups of people; see something different that I don't normally see; travel and go somewhere with a different environment; can fulfill my dream and self-curiosity about the country I want to visit</td>
</tr>
<tr>
<td></td>
<td>Travel motivation</td>
<td>Pull: Cultural and Historical Attractions, Tourism facilities, and Environment and Safety</td>
<td>Ego-Enhancement: I want to go to the places my friends have been before; visit a country which most people value and appreciate; travel to a country that I have not visited before; go to places that I have always wanted to visit; talk about my experience with other people when I return home; spend more time with my family member while traveling</td>
</tr>
<tr>
<td></td>
<td>Push and Pull motivations</td>
<td></td>
<td>Rest and Relaxation: This is the time I can escape from stress in my daily life; I can be away from the routine of life; I can physically rest and relax; I want to enjoy and make myself happy while traveling</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Cultural and historical attractions: I traveled to Penang to see Penang's multiculturalism; I want to see Penang's religious places; to see cultural and historical places/sites; traveled to Penang because of the variety of food; to see natural scenery and landscape</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Tourism facilities: I traveled to Penang because of the travel distance; the convenience of traveling and ease of tour arrangement; the quality of tourist places; the reasonable price; the variety of tourist attractions</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Environment and safety: I traveled to Penang because of the safety and security; hygiene and cleanliness; the weather; festival and recreation activities; the seaside / beaches; for the variety of shopping places; for the friendliness of the people; the availability of travel related information</td>
</tr>
<tr>
<td>Author</td>
<td>Motivation term used</td>
<td>Motivation Categories</td>
<td>Scale Components/ Factor Items</td>
</tr>
<tr>
<td>-------------------</td>
<td>----------------------</td>
<td>---------------------------------------------------------------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td>Yuan &amp; McDonald (1990)</td>
<td>push-pull factors</td>
<td>Push factors: Novelty, Escape, Prestige, Enhancement of Kinship relationships, and Relaxation/hobbies</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>motivation factors</td>
<td>Pull (attraction) factors: Budget, Culture and History, Wilderness, Ease of travel, Cosmopolitan environment, Facilities, and Hunting</td>
<td></td>
</tr>
<tr>
<td>Author</td>
<td>Motivation term used</td>
<td>Motivation Categories</td>
<td>Scale Components/ Factor Items</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------</td>
<td>-----------------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>Zhang &amp; Peng (2014)</td>
<td>push-pull factors Travel motivations</td>
<td>Push Motivations: Fun and self-satisfaction; Relaxation and knowledge; Personal relationships Pull Motivations: Various activities for fun &amp; Relaxing environment (2008 &amp; 2012); Scenery of Cairns and region (2008); Easy Accessibility (2012)</td>
<td><strong>Push items:</strong> Resting and relaxing; Experiencing something different; Viewing scenery; Increasing my knowledge and experience; Gaining a new perspective on life; Doing something with my family/friend(s); Meeting new and varied people; Doing things my own way; Feeling personally safe and secure; Avoiding interpersonal stress and pressure; Visiting friends or relatives; Feeling excitement; Gaining a sense of accomplishment; Shopping; Prestige and status; Expecting romantic relationships or sex; Inspecting a place for future immigration or study; Visiting a new place; Experiencing Western culture; Enjoying the convenience of travel; Fulfilling my dreams; Socializing <strong>Pull items:</strong> Visit the GBR; Rest and Relax; Experience the natural environment; Visit the rainforest; See Australian wildlife; Visit beaches; Reef activities (snorkeling, diving, sea walker, etc.); Visit the islands; Tropical climate; Experience Aboriginal culture; Taste tropical fruits; Adventure activities (skydiving, ATV, hot air balloon, etc.); Try reef seafood (lobster, mud crab, coral trout, etc.); Try special meat (kangaroo, emu, crocodile, etc.); Go shopping; Scenery of Cairns and region such as GBR and tropical rainforest; Ideal climate and clean environment; Causal lifestyle in Cairns; Australian animals; Suitable to travel with family and friends; A peaceful and safe place; Australian outdoor activities (bushwalking and snorkeling); General outdoor activities; Australian food and meat; Convenient transport; Various cruises; Closer than other Western destinations; Simple visa application; Advertising promotions for Cairns</td>
</tr>
</tbody>
</table>
### Appendix C: Thematic Analysis of Motivation

<table>
<thead>
<tr>
<th>Theme</th>
<th>Theme definition</th>
<th>Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Child Education</strong></td>
<td>The decision to travel to where their children want to go or to places that will provide their children with exposure to different lifestyles/perspectives</td>
<td>Li, Zhang &amp; Cai 2016</td>
</tr>
<tr>
<td><strong>Cultural experience</strong></td>
<td>The pursuit of various activities surrounding a destination’s culture to learn about the local culture; a desire to learn about the history and culture of a destination through participation in local food and drink experiences</td>
<td>Bieger &amp; Laesser, 2002; Chen et al, 2014; Chen &amp; Chen, 2015; Crompton &amp; McKay, 1997; Ignatov &amp; Smith, 2006; Kay, 2009; Kim &amp; Eves, 2012; Leong et al, 2015; Mahika, 2011; Oh et al, 1995; Peter &amp; Anandkumar, 2016; Uysal &amp; Jurowski, 1994; Yousefi &amp; Marzuki, 2015; Yuan &amp; McDonald, 1990; Zhang &amp; Peng, 2014</td>
</tr>
<tr>
<td><strong>Education/Knowledge/Learning</strong></td>
<td>Gaining knowledge to become a more well-rounded individual;</td>
<td>Cha et al, 1995; Chen et al, 2014; Crompton 1979; Crompton &amp; McKay, 1997; Kay, 2009; Kim et al, 2010; Li et al, 2016</td>
</tr>
<tr>
<td><strong>Escape (from environment/routine)</strong></td>
<td>Desire to get away from daily routine and mundane aspects of home life to experience something different and new; a temporary change in environment that is physically and socially different from one’s home (p. 416, Crompton, 1979)</td>
<td>Crompton 1979; Chen, Bao &amp; Huang, 2014; Dann, 1977; Fodness, 1994; Iso-Ahola, 1982; Li, Zhang &amp; Cai, 2015; Mahika, 2011; Maria, 2014; Moscardo, Morrison, Pearce, Land &amp; O’Leary, 1996; Park et al, 2008; Oh, Uysal &amp; Weaver, 1995; Ryan &amp; Glendon, 1998; Sorokina, 2016; Uysal &amp; Jurowski, 1994; Yuan &amp; McDonald, 1990</td>
</tr>
<tr>
<td>Theme</td>
<td>Theme definition</td>
<td>Sources</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Excitement</strong></td>
<td>A desire to use tasting local foods to experience something new and different, while breaking away from one's normal routine</td>
<td>Kim &amp; Eves, 2012; Kim et al, 2010; Li et al, 2016; Cha et al, 1995; Iso-Ahola, 1982; Park et al, 2008</td>
</tr>
<tr>
<td><strong>Gregariousness</strong></td>
<td>A desire to go to events with others rather than go alone</td>
<td>Crompton &amp; McKay, 1997</td>
</tr>
<tr>
<td><strong>Health Concern</strong></td>
<td>To increase well-being and health, rather than relaxation through leisure travel activities</td>
<td>Kim &amp; Eves, 2012; Mahika, 2011; Sorokina, 2016;</td>
</tr>
<tr>
<td><strong>Interpersonal relation</strong></td>
<td>A desire to spend time with family and/or friends as well as a need to meet new people from beyond the normal circle of acquaintance through tasting local food (can also act as ego-enhancement or self-satisfaction); Desire to spend time with family/friends relaxing or engaging in activities together; visiting with family or friends</td>
<td>Alebaki &amp; Iakovidou, 2011; Cha et al, 1995; Crompton, 1979; Chen, Bao &amp; Huang, 2014; Crompton &amp; McKay, 1997; Kay, 2009; Kim et al, 2010; Kim &amp; Eves, 2012; Lee et al, 2014; Li et al, 2016; Mahika, 2011; Maria, 2014; Moscardo et al, 1996; Oh et al, 1995; Park et al, 2008; Pyo et al, 1989; Ryan &amp; Glendon, 1998; Smith, Costello &amp; Muechen, 2010; Yuan &amp; McDonald, 1990</td>
</tr>
<tr>
<td><strong>Nostalgia</strong></td>
<td>The desire to visit a place because family or friends were originally from that destination; the desire to experience a destination to experience the its sense of history or traditional way of life</td>
<td>Leong et al, 2015; Li, Zhang &amp; Cai 2016; Mahika, 2011</td>
</tr>
<tr>
<td><strong>Novelty</strong></td>
<td>Chance to experience something new, explore curiosity, and engage in something adventurous and different</td>
<td>Chen &amp; Chen 2015; Crompton 1979; Crompton &amp; McKay, 1997; Kay 2009; Li et al, 2016; Oh, et al, 1995; Smith, Costello &amp; Muechen, 2010; Yousefi &amp; Marzuki,2015; Yuan &amp; McDonald 1990</td>
</tr>
<tr>
<td>Theme</td>
<td>Theme definition</td>
<td>Sources</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Physical Activity (Sports)</td>
<td>Desire to participate in physical activity, sports or sports spectating</td>
<td>Bieger &amp; Laesser, 2002; Cha, McCleary &amp; Uysal, 1995; Fields, 2002; Oh, et al, 1995; Uysal &amp; Jurowski, 1994;</td>
</tr>
<tr>
<td>Prestige</td>
<td>A desire to have high standing in the eyes of surrounding people</td>
<td>Cha et al, 1995; Crompton 1979; Dann, 1977; Fodness, 1994; Kay, 2009; Oh, et al, 1995; Park et al, 2008; Sorokina, 2016; Yuan &amp; McDonald, 1990; Zhang &amp; Peng, 2014</td>
</tr>
<tr>
<td>Punishment minimization</td>
<td>Being able to slow down and not worry/stress about obligations</td>
<td>Fodness, 1994</td>
</tr>
<tr>
<td>Regression</td>
<td>Opportunity to do things that normally would not align with one’s current lifestyle or current role/status</td>
<td>Crompton 1979; Crompton &amp; McKay 1997</td>
</tr>
<tr>
<td>Relaxation</td>
<td>The desire to relax mentally and/or physically by participating in activities that nourish the mind and/or body; ability to forget about pressures/obligations of home and enjoy destination</td>
<td>Alebaki &amp; Iakovidou, 2011; Cha, McCleary, &amp; Uysal, 1995; Chen, Bao &amp; Huang, 2014; Crompton, 1979; Crompton &amp; McKay, 1997; Ignatov &amp; Smith, 2006; Kay, 2009; Kim, Goh &amp; Yuan, 2010; Leong, Yeh, Hsiao &amp; Huan, 2015; Li, Zhang &amp; Cai, 2016; Mahika, 2011; Moscardo et al, 1996; Park et al, 2008; Ryan &amp; Glendon, 1998; Simkova &amp; Holzner, 2014; Yousefi &amp; Marzuki, 2015; Yuan &amp; McDonald, 1990; Zhang &amp; Peng, 2014</td>
</tr>
<tr>
<td>Theme</td>
<td>Theme definition</td>
<td>Sources</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Reward maximization</strong></td>
<td>One's desire to participate in activities they find the most rewarding when traveling (e.g. visiting places they have always wanted to see, seeing new things, traveling for the sake of going somewhere to do something, etc.)</td>
<td>Fodness, 1994; Iso-Ahola, 1982</td>
</tr>
<tr>
<td><strong>Safety &amp; Security</strong></td>
<td>Feeling safe and secure while traveling, while still feeling somewhat at home in your surroundings</td>
<td>Leong et al, 2015; Moscardo et al, 1996; Oh, et al, 1995; Peter &amp; Anandkumar, 2016; Yousefi &amp; Marzuki, 2015; Zhang &amp; Peng, 2014</td>
</tr>
<tr>
<td><strong>Sensory appeal</strong></td>
<td>A need to experience tourism through sensation or feeling by tourists, perceived though specific sense modes, such as touch, smell, taste, sight, hearing or the sense of balance</td>
<td>Alebaki &amp; Iakovidou, 2011; Ignatov &amp; Smith, 2006; Kim &amp; Eves, 2012; Kim et al, 2010; Li et al, 2016; Maria, 2014; Moscardo et al, 1996; Oh, et al, 1995; Park et al, 2008; Pyo et al, 1989; Smith et al, 2010; Yousefi &amp; Marzuki, 2015; Zhang &amp; Peng, 2014</td>
</tr>
<tr>
<td><strong>Social consumption</strong></td>
<td>The use of vacation travel to enhance one's social status through the consumption of certain goods or experiences, which can then be mentioned to family and friends upon return</td>
<td>Kay, 2009</td>
</tr>
<tr>
<td>Theme</td>
<td>Theme definition</td>
<td>Sources</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Travelling for work/Business</td>
<td>Primarily traveled to a different destination for work or work-related obligations; Typically, would attend to business during the day and see attractions when time allowed</td>
<td>Lee, Scott &amp; Packer, 2014; Li, Zhang &amp; Cai, 2016; Peter &amp; Anandkumar, 2016</td>
</tr>
</tbody>
</table>