

Determining food attributes for measuring and evaluating a gastronomic destination's appeal to visitors

Understanding
Phuket's food
attractiveness

Nimit Soonsan
Phuket Rajabhat University, Phuket, Thailand
Panuwat Phakdee-auksorn
Prince of Songkla University Phuket Campus, Phuket, Thailand, and
Pornchai Suksirisopon
Ubon Ratchathani University, Ubon Ratchathani, Thailand

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Abstract

Purpose – The research aims to determine local food attributes for measuring and evaluating that appeal tourists to the gastronomic city of Phuket, Thailand.

Design/methodology/approach – The first step is, the item generation, which includes an in-depth interview. Secondly, scale purification includes the exploratory factor analysis, which generates a preliminary factor structure. In the final step, scale validation, confirmatory component analysis is used to test the items and dimensions.

Findings – The 33 items organized into eight dimensions: food quality, authenticity, hygiene, interpersonal, novelty, service provider, foodservice place and value added for a creative city of gastronomy were demonstrated to be valid and reliable after a thorough development process.

Practical implications – The findings assist practitioners in recognizing the many aspects of local food attributes, as well as how destination managers can employ these factors to promote a destination.

Originality/value – This research contributes to the theoretical literature on a gastronomic creative city, with more research into the links between destination management and other important concepts. In terms of the outcomes of a creative city of gastronomy management, this study might serve as a reference for destination managers and travel suppliers.

Keywords Gastronomy tourism, UNESCO creative city, Destination, Local food, Food attribute

Paper type Research paper

Introduction

The United Nations Educational, Scientific and Cultural Organization (UNESCO) honors and promotes cities that exhibit creativity in seven categories (gastronomy; crafts and folk art; film; music; media arts; design; and the literature). As cities strive for a share of the global economy, city positioning has become an increasingly critical component of city planning strategy. The significance of the city's positioning is consistent with UNESCO's Creative Cities Network's (UCCN) principal purpose, which is to emphasize and position the role of culture and creativity in cultivating local capacities and enhancing and diversifying cultural production in local and global markets (Khoo and Badarulzaman, 2014). UNESCO also suggests common objectives for gastronomy city management, including food, tourism and festivals as common gastronomy city characteristics; sustainability as a central theme for gastronomy cities; and the expansion of the creative value chain as a new boundary for gastronomy cities (Hsu *et al.*, 2022; Kwon *et al.*, 2022; Park *et al.*, 2021).

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