

The aspects of culinary tourism in Tourists' satisfaction and tourists' loyalty. Insights from Vienna

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Submitted to Lidija Lalicic Ph.D.

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AFFIDAVIT

I hereby affirm that this Master's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

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ABSTRACT

Culinary tourism involves travelling *“in order to search for and enjoy prepared food and drink”* and hence acquiring *“unique and memorable gastronomic experiences”* (Wolf, 2002 cited in Kivela & Crofts, 2006, p.356). Culinary tourism or gastronomy tourism has been recognised by the World Tourism Organisation (UNWTO) to be one of the contributing factors to the development of tourism destinations in the world. Gastronomy, culinary, food are now becoming more influential in the process of destination selection as studies suggest that culinary plays an important role in creating quality travel experience of tourists, tourism satisfaction and hence impact their revisit intention (Kivela & Crofts, 2006). Yet the role of gastronomy in tourists' experience has not been explored in depth. Thus, this study focuses on the aspects of culinary tourism in which influences tourists' satisfaction and subsequently tourists' loyalty. In the search to answer the above question, the thesis looks at how the tourists perceive images, quality of the culinary, destination familiarity and destination self-congruence to the overall culinary scene in Vienna. The study employed online convenient sampling method of international visitors who had been at least one-night stay in Vienna. The collected data was analysed by PLS-SEM, confirmatory factor analysis approach via the use of smartPLS software. The findings suggest a strong positive effect of perceived quality on tourism satisfaction and hence increasing the tourist loyalty to a destination. The findings also support the theory that tourism satisfaction influences the attitudinal and behavioural loyalty. The findings of this study could help culinary tourism stakeholders to understand better the international visitors to plan the strategies and marketing campaigns to strengthen the destination image as a culinary destination, and if culinary is to be the focus of destination tourism.

Keywords: culinary tourism, destination loyalty, destination image, perceived quality, destination familiarity, destination satisfaction, destination self-congruence, revisit behavioural intentions, Vienna, willingness to recommend.

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LIST OF ABBREVIATIONS

<i>Abbreviation</i>	Explanation
<i>AVE</i>	Average variant extracted
<i>CA</i>	Cronbach's alpha
<i>CR</i>	Composite reliability
<i>DF</i>	Destination familiarity
<i>DI</i>	Destination image
<i>DL</i>	Destination loyalty
<i>DMO</i>	Destination marketing organisation
<i>DS</i>	Destination satisfaction
<i>DSC</i>	Destination self-congruence
<i>PQ</i>	Perceived quality
<i>TDI</i>	Tourist destination image
<i>VTB</i>	Vienna Tourist Board
<i>WOM</i>	Word-of-mouth
<i>UNWTO</i>	World Tourism Organisation

1 INTRODUCTION

1.1 Background

Today, travelling has become easier for people; not only that traveling is now more affordable, but also there are less barriers to do so. With higher level of disposable income and an increasing demand for leisure time, people are looking for different ways to immerse themselves more in the world of freedom and novelty. It has been recognized by the World Tourism Organization (UNWTO) that gastronomy is contributing to the development of tourism destinations in the world (Herrera, Herranz, & Arilla, 2012).

In 1995, results from a study in San Francisco show that international tourists spent 28% of their estimated average per capita daily spending on food and beverages (Economics Research Associates, 1996 cited by Hall & Sharples, 2003). Compatibly, in 2000 Australian Bureau of Statistics released results from a study conducted over 1999 and 2000; tourists from Canada, the UK, Europe and New Zealand spent most on prepaid airfares, food and drinks, and accommodation, people who visited for 'other' reasons (apart from business) spent 26% of their total expenditure on food, drinks and accommodation (Australian Bureau of Statistics, 2000 cited by Hall & Sharples, 2003). A study from Quan and Wang (2004) also supports the statistics, that tourists all over the world spend a third of their total spending on food during travelling. And it has been recorded by International Culinary Tourism Association that all tourists dine out when travel to a destination (World Food Travel Association, 2006 cited in Kivela & Crofts, 2006). In the past, food was simply considered as supporting product to tourism, about a decade ago, culinary was considered as niche segment in tourism, but nowadays it is the most dynamic segment in the tourism market (World Tourism Organisation, 2012, p. 10). In fact, gastronomy, culinary, food are the now becoming more influential in the process of destination selection as studies suggest that culinary plays an important role in creating quality travel experience of tourists, and hence impact their revisit intention (Kivela & Crofts, 2006).

A recent study in the United States (US) demonstrates that dining out during trips has been a second favourite activity of foreigner tourists in the US, while it is the most favourite activity for American tourists when they travel to other countries (Herrera, Herranz, & Arilla, 2012). Moreover, various studies claim that globally, international tourists spend a third of their total expense on food when travelling (Quan & Wang, 2004). Therefore, understanding the importance of food in tourists' experiences would help destination marketing organizers (DMO) to enhance the tourism experiences as well as to better strategize destination-marketing activities.

Herrera et al. (2012, p. 6) claims that *"the cuisine of the destination is an aspect of utmost importance in the quality of the holiday experience increasing in different food trends"*. Many destinations' images are tied closely with their culinary scenes, where gastronomy is the main motivation for travelling to these destinations in order to enrich their culinary experiences, such as France, Italy, Spain, Greece, China, Thailand, Japan just to name a few. Furthermore, the diversities of cuisines available in one single destination also attract tourists as they are offered with not only the taste and experience of the local cuisine, but at the same time options for something familiar from their home countries. For example, European and American tourists sometimes prefer to have fried chicken, burgers or continental food on their trips, and some Asian tourists (i.e., from countries like China and India) would like to dine at restaurants offering their home cuisine while travelling (Chang et al., 2010 cited in Kuang & Bhat, 2017). In addition, since a few years, various factors have been triggering the emergence of local cuisines. For example, new lifestyle trends, health-conscious in particular, create demand for vegetarian food, but also more often restaurants are integrating local food, and through innovative ways, prepare and serve it to their guests. Given these developments, destinations become appealing places for tourists to visit and revisit (Smith & Xiao, 2008 cited in Kuang & Bhat, 2017). In this light, gastronomy is an opportunity for tourism of a destination to prolong or revive the product life cycle via creating new products and trends.

However, the role of tourists' satisfaction needs to be better understood with regards to the culinary experiences in the destination. As research has demonstrated, customers' satisfaction is an important tribute to the success of the tourism industry. Researchers agree that satisfaction of a tourist towards a destination results in higher level of loyalty as well as intention to revisit (Herrera, Herranz, & Arilla, 2012). However, the role of gastronomy in the tourists' experience has not been explored in-depth, despite its rising interest. The majority of the studies relate to wine tourism rather than food or gastronomy in general (Hall & Sharples, 2003; Kivela & Crofts, 2006; Herrera, Herranz, & Arilla, 2012). Thus, more research is needed to understand the role of culinary experiences as a part of the tourist experience.

1.2 Research Objectives

This study uses Vienna as the framework to understand the culinary experiences. Vienna, the capital of Austria, has played an important role through out different phases of European history. The city is not only known for its musical but also cultural scenes, and has been nine years consecutively rated the most liveable city in the world according to the international consulting firm Mercer (Vienna Tourist Board, 2017). Since January 1980, Vienna has been the home for one of four headquarters of the United Nation offices around the world, hence increasing the city's diversification image in economic, ethnic, politic and culture. This is also one of the pull factors to the increasing demand in diversity of cuisines and lifestyles in the city. In terms of the culinary scene, Vienna is the only one city, which has a cuisine named after itself, 'Viennese Cuisine'. In addition, it is the only capital in the world to produce a significant vol-

ume of wine within the city boundary, the coffee house culture is a part of the UNESCO World Heritage (Vienna Tourist Board, 2017). Overall, the city has a wide variety of culinary offers for tourists to engage with. However, historical scenes and musical outstanding offers dominate the image of Vienna as a tourist destination, leaving little space for the culinary offering. Given the fierce competition in Europe, cities have to find new ways to position themselves, extend their offerings and create new images. Thus, a better understanding of tourists' perceptions about Vienna's culinary scene and impact on their satisfaction can support DMOs to develop new experiences. Therefore, this study has the following research question:

Which aspects of culinary tourism influences tourist satisfaction and subsequently tourists' loyalty?

In the search to answer the above question, the researcher aims to demonstrate the importance of culinary element in the tourists' experience. In doing so, the thesis will analyse how the tourists perceived images, quality, self-image of tourists, as well as their familiarity to the destination's culinary scene as part of their travel experiences in a destination. The thesis also aims to understand how this contributes to tourists' satisfaction of the overall experiences and their intentions to return to Vienna as well as recommending the positive culinary experiences to other people. As a result, suggestions to DMO and the culinary tourism stakeholders in Vienna can be drawn for enhancing the tourists' perceived image of Vienna as a destination in relation to culinary scene as part of their travel experiences.

Overall, the research will determine whether the culinary experience is one of the strong motivations for tourists to visit Vienna, at the same time, determining the level of attractiveness of Vienna as a culinary destination.

1.3 Structure of thesis

The study consists six parts as highlighted below:

Chapter 1: Introduction

In this chapter, the background of the thesis is introduced, as well as the outline of the chapters. In order to provide an overall understanding of the thesis's chosen topic, brief information over culinary tourism, and how it is contributing to the overall tourism development and image of a destination were presented. By highlighting the important of culinary tourism and the increasing interests in researches in culinary tourism in the recent years, the researcher then addressed the objectives and aim of this research.

Chapter 2: Literature review

This chapter reviews five literatures and theory foundations, which this study is based on. Continuing with the introduction of culinary tourism and destination image in Chapter 1, this chapter will go in depth with what is (1) destination image which is the image perceived by tourists, what do images consist of, how do tourists form image(s) on a destination, and why images at different traveling stages may be not the same. On the other hand, how the destination wants to portrait itself, and to have a (2) destination identity. However, there are often an misunderstanding gap between the perceived image and the self-identified image, hence it is necessary for creating (3) destination branding strategies to bridge the gap. This chapter also defines (4) culinary tourism, why it is becoming an important part of the overall destination tourism development, and how it is different to food tourism. And finally how the tourists reflect the destination as a brand upon themselves; (5) destination self-congruence. Based on the reviewed literatures, the author will develop the research hypotheses and a theoretical framework.

Chapter 3: Conceptual framework:

In this chapter, the important themes are addressed. Each sub-chapter summarises and highlights the topic in question and proposes the hypothesized relationships to be investigated and analysed in the following sections of the thesis.

Chapter 4: Research Method

This chapter outlines the definition and objectives of quantitative research methods. For this particular research, the researcher selected quantitative method, using convenience-sampling technique to collect data for the objectives of this research. The chapter explains how the questionnaire was built and for which purpose the questions were constructed in order to cover each related topics and in turn to obtain the necessary data. The data analysis tool and approach used to analyse the collected data are introduced in this section of the thesis.

Chapter 5: Findings

This chapter provides a report of the results from the empirical study. In the first part of the chapter, the demographic profile of respondents are summarised, followed by their profiles in regards to purposes of visits, food and cuisine preferences, information sources and participated culinary activities during visits. As the study focuses on culinary, it is important to understand the respondents and their food preferences, where the sample is grouped into age, gender, frequency of visit to Vienna and their sharing habit of culinary experiences on social media, hence the third part of the chapter conducts and summarises results of independent t-test for respondents' profiles and food preferences. The fourth and fifth parts of the chapter look further in the respondents' culinary expectations and attitudes and comparing with their pro-

files. From the sixth section of the chapter, the hypothesized model is visualised, then followed by validity and reliability tests of the model. The confirmatory factor analysis is applied for the testing of the model where results are presented at the end and therefore accepting or rejecting hypotheses. The last section of the chapter summarises the findings obtained from open-ended questions of the questionnaire to provide respondents' feedback on the culinary scene in Vienna.

Chapter 6: Conclusions

The first part of this chapter revisits the objective of the study and summarises the findings. Based on the findings of the empirical study, the second part provides recommendations to the stakeholders in culinary tourism, particularly in Vienna. And last section lists out the limitations of the study and provides suggestions for future studies in the culinary tourism field.

2 LITERATURE REVIEW

2.1 Destination image

Since the early study of destination image in 1975, Hunt and other researchers after him have realized the important contributions of destination image in tourism and the tourism development of a destination (Hunt 1975; Pearce 1982). In particular is the importance of a tourist perceived destination image and its impact on the consumers' perception, consequent behaviour and destination choice (Gallarza, Saucra, & Garcia, 2002).

2.1.1 Definition

Whilst a brand image has been defined in the early 1950s, and its importance in understanding consumers' behaviour has been long recognized by marketers and researchers (Dobni & Zinkhan, 1990), only until the 1970s that there were attempts to define destination image. Echtner and Ritchie (1991) have provided a thorough summary of most studies on the construct of destination from 1970s to 1991 and concluded that the definitions of destination image were incomplete; cognitive components were mainly used to construct a destination image in a similar manner to the root of disciplines of image concept. They in turn recommended their definition to include components of three continua; type of image (attribute/holistic), functional image (functional/psychological), and uniqueness of image (common/unique). This definition is now acknowledged to be the most comprehensive and most cited definition:

“the perceptions of individual destination attributes . . . [and] the holistic impression made by the destination. [It] . . . consists of functional characteristics, concerning the more tangible aspects of the destination, and psychological characteristics, concerning the more intangible aspects. Furthermore, [it] . . . can be arranged on a continuum ranging from traits which can be commonly used to compare all destinations to those which are unique to very few destinations.” (Echtner & Ritchie, The Meaning and Measurement of Destination Image, 1991, p. 8)

Until now, a universal definition has not been agreed on, they rather enrich the literature body of destination image, and give different aspects to it; social psychology, sociology and marketing (Dobni & Zinkhan, 1990).

Taking the two most early definitions for destination image by Lawson and Baud-Bovy (1977 cited in Ryan, 2003, p. 132), where a destination image is *“an expression of knowledge, impressions, prejudices, imaginations and emotional thoughts an individual has of a specific place”* and by Crompton (1979), image is the sum of beliefs, ideas, and impressions that people have

of a place or destination, they could be interpreted that a destination image is an overall image which is received by an individual, then being perceived based on one's personalities, prior experiences, knowledge, needs, preferences and motivations, before being formed into their own image over a destination. Milman and Pizam (1995) later claim that this sum contributes to the tourist experience of visitors. The image over a place however can be perceived by both residents of the place as well as by visitors. In this study, the destination image refers to the perceived image of foreign destination rather the local places, hence implying the definition from Bojanic (1991), which states a destination image is the impressions that people hold about a country in which they are not a resident of.

Although, a tourist's perception of place based on their memory (Cai, 2002), but the memory can be formed at different stages of travel experience, hence the existed destination image can also change as tourists go through the stages; namely the pre-visit decision-making, on-site experience, and post-visit intentions (Fakeye & Crompton, 1991). Therefore, it is not easy for DMO and marketers to assess the tourists' image. At the pre-visit stage, images of a destination tend to be secondary; they are the images, which visitors build in their minds over collected information from different sources except direct experiences. However, images being generated during on-site and at post-visit intentions are primary images, when tourists have first-hand experiences and impressions at a destination.

From the various studies, the researcher has realised that the term tourist destination image (TDI) and destination image are often the same and hence will be used through out this thesis interchangeably.

2.1.2 Components of destination image; cognitive, affective and conative

As Echtner and Ritchie (1993) put it, destination image is multidimensional, and the root of image concept includes three continua:

- *Attribute/Holistic*: comprises attributes of an individual destination such as climate, facilities, friendliness of people to compose a perception, but also a holistic impression should be taken into account.
- *Functional/Psychological*: While functional images are what can be directly measured and observed, psychological images are more intangible and difficult to measure.
- *Common/Unique*: the continuum refers to features and characteristics of a destination, whether they are common, or unique.

However, these components support the three emphasised components of cognitive, affective and conative to destination image (Tasci, Gartner, & Cavusgil, 2007). In Kim and Perdue's study (2011) the important role of cognitive and affective components in forming the destination image in the mind of visitors are highlighted, which also adds weight to attractiveness of the respective destination.

This study adopts the three main components of an image as they lay out what people know about a destination, the first cognitive image is formed, based on that how they feel toward a destination (affective) and finally how they react to the information (conative) (Boulding, 1956 cited in Agapito; Valle, & Mendes, 2013). In the travel destination context, the cognitive component includes factual knowledge, beliefs and attitudes of oneself over attributes of a destination. Affections are feelings, emotions towards a place, leading to attachment to the place and strong motives to select a destination. The conative component is referring to behaviour of tourists; that is when tourist has taken all internal and external information in consideration and processed them to make the actual action of selecting, visiting/revisiting or recommending a destination. This component is related to tourist loyalty (Agapito, Valle, & Mendes, 2013). Despite the seemingly importance of the conative component in constructing a positive destination image, in many definitions of destination image, conative (behavioural) component is missing (Slabbert & Martin, 2017). The next section will explain how the destination image is formed.

2.1.3 Forming of destination image

Understanding how destination image form is beneficial to DMO to know when, where and how the perceived image can be influenced for the advantage of the destination. Echtner and Ritchie (2003) suggest that images can form at some phases in the seven phases of travel experience suggested by Gunn (1988). Table 1 summarises the sources of information and formed images at different phases, the first phase, the tourists receive secondary information from media, magazines, or word-of-mouth (WOM), in other words, non-commercial information to form their organic image of a destination, at this phase, the image can be unclear. At the second phase of pre-trip stage, an image is modified and enhanced by more information search from commercial sources such as travel agents, guidebooks or brochures. Through the information search, an image towards a destination becomes more induced, clearer and improved. At this point, a favourable destination image would lead to a destination selection. In the post-trip, the last phase of travel experience, an image is perceived based on first-hand experience and reviewed to form a personal primary and authentic image, and this shall be the final image of a tourist toward a destination, however as the experience consisted of many other factors taken into account, hence the image is complex.

Baloglu and McCleary (1999) introduced a general framework of destination image formation, to identify influences during the process of image formation; which has been the foundation for many other studies after that. The base image in this framework related to the perceived image by visitors before the actual visitation to the destination. Their framework was built based on the widely agreement that the two forces; stimulus factors and personal factors, to form the global (overall) destination image. The stimuli factors include information sources, previous experience and distribution, whereas, personal factors are social and psychological characteristics. The result of their model testing showed that the three identified determinants

are: tourism motivations, socio-demographics, and various information sources; with highlight on the age has direct impact on both cognitive and affective evaluations and in turn the overall destination image (Baloglu & McCleary, 1999). Interestingly, the affective component was tested to be more influential than the cognitive component in oppose to the other studies as mentioned earlier (Slabbert & Martin, 2017).

Table 1. Interrelationship of various definitions of the destination image

Stage	Phase (Gunn, 1988)	Source of information	Image
Pre-trip	1. Accumulation of mental images about vacation experiences	Non-commercial secondary information (Echtner & Ritchie, 2003)	Organic image (Gunn, 1988; Gartner, 1993) Unclear image (Tocquer & Zins, 2004)
	2. Modification of those images by further information	Commercial secondary information (Echtner & Ritchie, 2003)	Induced image (Gunn, 1988) Clear Image/Improved image (Tocquer & Zins, 2004)
	3. Decision to take a vacation trip		
During-trip	4. Travel to the destination		Distorted image (Tocquer & Zins, 2004)
	5. Participation at the destination		Refined image (Tocquer & Zins, 2004)
Post-trip	6. Returning home		
	7. Modification of images based on the vacation experience	First-hand experience (Echtner & Ritchie, 2003)	Primary image (Gunn, 1988; Phelps, 1986) Final image (Tocquer & Zins, 2004) Complex image (Gartner, 1993)

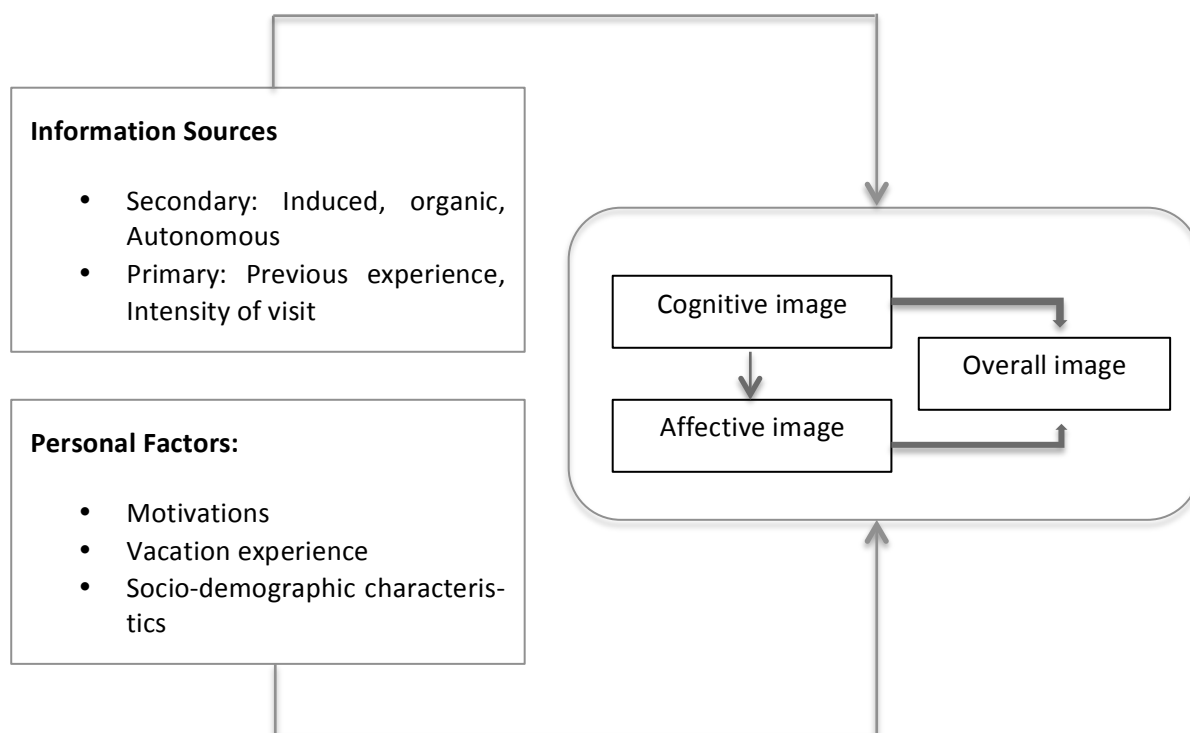
Source: Adapted from Madden, Rashid, & Zainol, 2016

Realising the fact that a perceived image towards a destination in the consumers' mind changes throughout the different phases of their travel experience (Fakeye & Crompton, 1991), hence it is not an easy task but necessary for DMO and marketers to assess the perceived tourists' image before and after the visitation. Taking this into account, Beerli and Martin (2004, cited in Slabbert & Martin, 2017) proposed their adapted model of destination image formation process to include the information sources as shown in Figure 1.

There are four objectives to Beerli's and Martin's adaption of the model; (1) the perceived image can vary between first-time visitors to repeat visitors, (2) the analysing of perceived

image from secondary information and perceived image after the first-hand experience can only be done once, (3) amongst different visits, the perceived images could change and (4) the results from two sets of sample were able to validate their proposed model (Beerli and Martin, 2004 cited in Slabbert & Martin, 2017).

Figure 1. Model of destination image formation



Source: Beerli & Martín (2004, p.660 cited from Slabbert & Martin, 2017)

These studies therefore suggest that a person can develop an image toward a destination even without an actual visitation, and that the images before and after visitations can be different. This study focuses on the perceived images of tourists who have been to Vienna and have actual first-hand, direct experiences to have a more global image of the destination.

2.1.4 Destination image and tourists' loyalty to a destination

Zhang et.al (2014) summarised the definition of tourists' loyalty as three aspects, behavioural, attitudinal and a combination of both; in which the attitudinal is the received value hence developing a certain attitude toward a destination. All aspects suggest that tourists' loyalty would lead to intention of repurchase, continued patronage and recommend to other people.

There have been supported studies on *"the destination image formed as a result of the travel experience has a influence on intentions to visit again and positive word-of-mouth"* (Nisco,

Mainolfi, Marino, & Napolitano, 2015, p. 310), as positive destination image have impact on tourists' behavioural and contribute to the probability of tourists returning to the same destination.

In their introduction of customer-based brand equity, Konecnik and Gartner (2007) propose that in the customers-centric view, they agree that brand equity should be measured by customers' evaluation of brand on four dimensions; *awareness, image, quality and loyalty*. The customer-based brand equity will be in further details in section 2.3 of this thesis. These four dimensions are overlaid with the three components of destination image; cognitive, affective and conative. They analyse in the direction that brand awareness contributes toward cognition of a destination, at the same time linked to the conative component of that destination. The image and quality dimensions affect the affective component as well as being linked to conative component. All the while keeping in mind that loyalty of tourists is associated with conative components of the destination, hence suggesting theoretically the four dimensions have positive influence to the loyalty of tourists to a destination.

In this study, the destination image is measured based on the image and quality dimensions in relations to cognitive and affective components of Vienna and what influence do they have toward tourists' loyalty to the city, in another words, how do these components influence the decision to revisit or recommend the city to other people.

However, destination image is what generated based on the portrayed destination identity by DMOs; it is the image that DMOs initially want to identify and make the destination stand out to visitors. Hence, it is important to also understand what is the destination identity and how it is formed.

2.2 Destination identity

One of the most frequent citations in in the literature of destination identity is from Kapferer, he suggests that 'before knowing how we are perceived, we must know who we are'. In order to have and manage a good brand, a DMO should understand both their destination identity and the destination image, and only with an identity, a destination can identify and position itself in the market to the tourists (Yusof & Ismail, 2014).

2.2.1 Definition

A brand identity is commonly accepted that it is an image from the supplier's perspective. The definition of brand identity is, according to Aaker (1991, p.7 cited in Pike, 2008), "*a brand is a distinguishing name and/or symbol (such as a logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods from those of competitors*". It is what shapes consumers' comprehensive opinion of a brand (Upshaw, 1995, p. 12).

A tourist destination is more complex than a traditional product or service, because a tourist destination includes several products, services and experiences. As a result, there are many stakeholders involved in constructing the brand identity, such as the host community and business operators. Thus, a destination identity can be seen as a network picture of historical, national and cultural relationships in order to draw out a common view, and hence building the establishment for joint action for/or against change (Olins, 2002 cited in Konecnik & Go, 2008). It is the common element of a destination, sending a single message amid the wide variety of its products, actions and communications to the tourists (Kapferer, 2008). In other words, the stakeholders are sending their vision of how the brand should be perceived to their target market and segmentation (Yusof & Ismail, 2014).

A brand is not simply a product, but rather a reflection of a product meaning through defining its identity; the reflection consists of visual, auditory, and other sensory components, to build recognition, to provide differentiation, to create communications, and to represent the brand promise (Kapferer, 1998, p. 17 cited in Suma & Bello, 2012; Ajagbe, et al., 2015). Pike (2008) argues that DMOs actually have no direct control of how each stakeholder (individual seller) in the tourism industry of their destination identifies, and hence DMOs cannot guaranty the delivery of a destination promise; adding difficulties in the tasks of brand identity managing.

Many destination identity's definitions entail the multiple roles of identity in brand analysis and measuring brand equity. In studies by Konecnik & Go (2008) and Worlu et al. (2015), the definitions of brand identity are recited and listed as roles, such as (i) a set of associations that DMOs wish to create and maintain, (ii) a vision how a brand should be perceived by the targeted audience, i.e. tourists in this context, and (iii) an aid to the relationship establishment between a brand and its clientele via the generation of a value proposition potentially either involving benefits or providing credibility in order to endorse the brand.

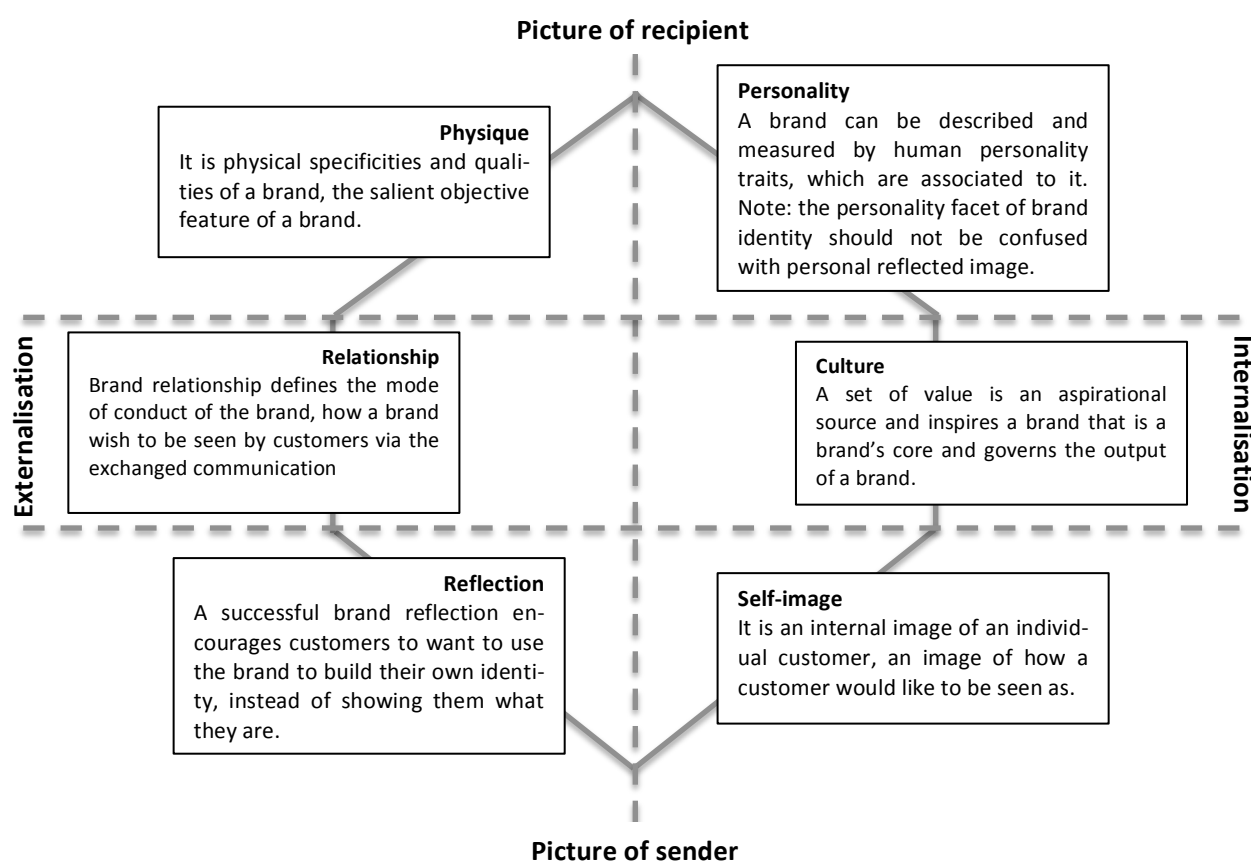
In some studies, brand identity is used interchangeable with brand personality, however it is worth clarifying that brand personality is a set of human traits associated to a brand, and may increase consumers' preference and usage of a brand (Aaker, 1997 cited in Mahdi, et al., 2015), therefore brand personality is different from a brand identity, but rather a component of brand identity. The next section will explain this in more details.

2.2.2 A brand identity's components and aspects

Kapferer (2008) developed a brand identity prism, its purpose is to analyse brands from the supplier-perspective as shown in Figure 2. The prism includes six components: physique, personality, culture, relationship, reflection or image and self-image, these components together define the identity of a brand and would come into effect once a brand communicates with its target customers.

The six components are divided and arranged over four facets. Through every form of communication, the recipients can describe the sender by Physique and Personality components. On the other side, the Reflection and Self-image help to define the recipients from the senders' perspective. And Relationship and Culture are the components that bridge the gap between the senders and recipients. The facet on the left hand side includes Physique, Relationship and Reflection, they are the visible components, which are the social facets, and they are used to express the brand externally. While the other three components; Personality, Culture and Self-image, are incorporated within the brand's spirit (Kapferer, 2008).

Figure 2. Brand identity prism



Source: Adapted from Kapferer, 2008, p. 183

The other model by de Chernatony (1999, cited in Mahdi et al., 2015) is called the process of managing a brand, this model is adapted after Kapferer, and conceptualises brand identity. As the name of the model suggests, it emphasizes on the importance of DMOs' task to manage the brands. This model indicates that brand identity has four aspects: personality, positioning, vision & culture and relationship. While all aspects influence each other, brand vision and culture is the core aspect to determine and drive the other aspects to form identity. De Chernatony's model is an on-going process where the brand identity is simultaneously influencing

the perceived brand image by consumers, whether the perceived image is negative or positive, it will affect the brand identity (Mahdi, Mobarakabadi & Hamidi, 2015).

Despite the obvious importance of destination identity development for DMOs and marketers, there are lacking literature researches on the subject. The brand identity in the perspective of tourists is still the focus for studies in the field of tourism destination literature. The formation of destination identity is an on-going and two-way process between the supplier and the customer. At the same time, it is arguable that there is always a gap between projection image by DMOs and the tourists' perceived image (Tasci, Gartner & Cavusgil, 2007). Thus, a need for destination branding is arisen to bridge this gap.

2.3 Destination branding

Many researchers and marketers point out that an actual image perceived by consumers could be rather different from an image, which DMO intends to assign to their own brand or destination. Destination marketers have been trying to bridge the gap via marketing strategy, in order to either increase the awareness of the destination, or to enhance the destination image in the consumers' mind (Pike, 2008). It is commonly accepted that destination branding is a component of destination management (Ritchie & Ritchie, 1998). When collecting the literature for destination branding, Pike (2008) pointed out that there was a lack in study on this subject, and only until the 1990s the destination branding was mentioned in the tourism literature, and the first meeting on it between practitioners and academics was in 1997. Yet there are sometimes confusions between destination branding and destination marketing, as Buncle, an expert in the destination branding explains it, destination branding is 'who we are', while destination marketing is 'how you communicate who you are' (The Place Brand Observer, 2015).

2.3.1 Definition

From the market perspective, Aaker's definition of destination branding is one of the most cited definitions for destination branding. His definition of branding suggests that there are two main roles to it; to identity and to differentiate a brand.

A brand is a distinguishing name and/or symbol (such as a logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods from those of competitors (Aaker, 1991, p.7 cited from Pike, 2008).

While Ritchie and Ritchie (1998, p. 103) took Aaker's definition and extended it, they suggest destination brand

“conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience”.

They believe, the visitor experience is indeed what being effectively purchased by tourists and is part of the promise a destination brand delivers. A successful and competitive destination brand is a brand being able to deliver ‘quality experience’, a high quality ‘stream of product/service transactions’ (Otto & Ritchie, 1995 cited in Blain, et al., 2005). Therefore destination brand’s promise is different to the traditional product brand’s promise (exceptions include but not limited to products such as perfume and services like massage), where the customers’ satisfaction tends to rely on the functional nature of the product, product usage (Ritchie & Ritchie, 1998). This definition also takes into account of different stages of a trip, and hence suggests that any attempt in destination branding should reassure certain (positive) future pleasure and/or excitements relating to the destination in question at during-trip stage, and reinforce the recollection of memorable experiences at post-trip stage (Ritchie & Ritchie, 1998).

From the organisational perspective, many researchers such as Morgen, Pritchard and Piggott (2002 cited in Blain, Levy, & Ritchie, 2005) agree that a brand’s promise is important, for the same purpose of indicating a better picture and more accurately of what about to come, which type of experience at the destination in the question visitors can expect to obtain. However, they and Pike (2008), also admit that for DMOs have no direct influence and control over the promise, as there are many and complicated entities involved in creating destination identity and hence adding difficulties destination branding.

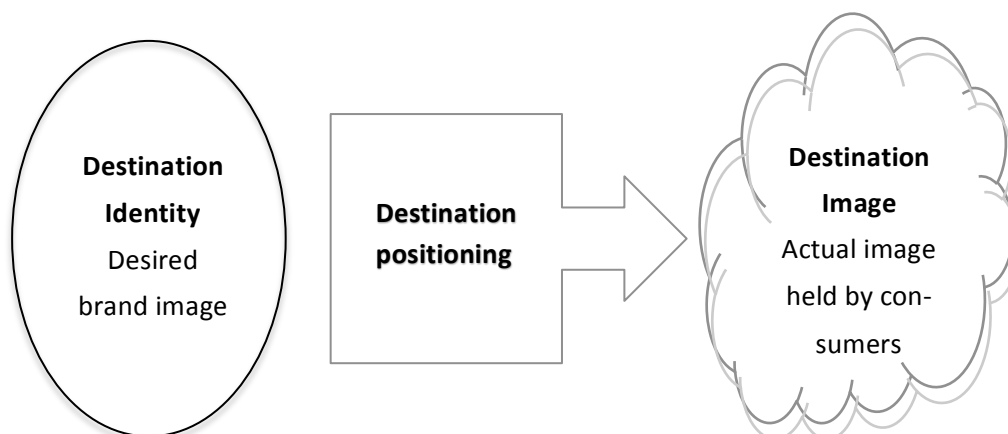
In the study on destination branding, with insights and practices from DMOs, Blain et al. (2005) summarise that destination branding is a set of marketing activities that (1) identify and differentiate a destination, (2) convey expectations of memorable experiences related to the destination, (3) consolidate and reinforce the emotional connection between visitors and the destination, and (4) to help reduce search costs and perceived risks for consumers. However, they highlighted that destination image is the most important element, being created through this set of activities in influencing visitors’ destination choice (Blain, Levy, & Ritchie, 2005).

In destination branding involves destination positioning, in which DMOs have control over, and they use brand positioning as a tool to create attractiveness in people’s mind, a fit between supply and demand, and hence shaping advantage points comparing to other destinations, all in order to differentiate their brand from other competitors. As shown in Figure 3, destination positioning is the interface between destination image and destination identity. (Pike, 2008)

Through positioning activities, the destination identity should be communicated and projected to the targeted market in order to gain destination uniqueness; destination differentiation,

and standing out in the minds of target market when selecting a destination. And brand equity has been recognised to be an important factor to help a brand (product/service) to do just that (Horng, Liu, Chou, & Tsai, 2012).

Figure 3. Brand identity, Brand positioning and Brand image



Source: Pike, 2008, p. 179

2.3.2 Brand equity

Aaker (1991) provided the first definition of brand equity as a concept, which can be applied to both tangible and intangible elements. Horng et al. (2012) and Kim & Kim (2005) has summarised the major definitions of brand equity as shown in Table 2, the definitions imply that brand equity reflects the success of marketing strategy, which enhances the destination brand in the mind of consumers, and might result in increase in visitation, spending time at the destination and/or destination loyalty (Gartner, 2014).

There are mainly three perspectives on brand equity: consumer-based, financial, and a combined perspective (Kim & Kim, 2005). The consumer-based perspective itself includes two concepts, brand strength and brand value (Srivastava & Shocker, 1991 cited in Kim & Kim, 2005). While the *brand strength* is determined by consumers' perceptions, knowledge and behaviours toward a destination, creates the destination's competitive advantages, *brand value* is from the supplier side, it reflects the financial returns from the brand strength, which DMO could able to create through strategic actions (Kim & Kim, 2005).

In the marketing operational literature, there are many dimensions and components being suggested within the frame of customer-based brand equity, however Aaker's findings have been widely accepted and adopted in studies. He suggests that customer's evaluation of a brand consists four dimensions: awareness, image, quality and loyalty dimensions (Kim & Perdue, 2011; Gartner, 2014). While the consumer perception is reflected through dimensions of brand awareness, brand image and brand quality, consumer behaviour is shown in brand loyalty.

Table 2. Brand equity definitions and concepts

Authors	Definition
Farquhar (1989)	the added value endowed by the brand name
Aaker (1991)	brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary brand assets
Srivastava & Shocker (1991)	Brand strength with customer perception and behaviour
Keller (1993)	differential effect of brand knowledge on consumer response to the marketing of the brand
Simon & Sullivan (1993)	incremental utility
Swait, Erdem, Louviere, & Dubelaar (1993)	total utility
Kamakura & Russel (1993)	Brand value in tangible value and intangible value
Park & Srinivasan (1994)	The difference between overall brand preference and multi-attributed preference based on objectively measured attribute levels
Blackston (1995)	The objective brand in personality characteristics and brand image and subjective brand in brand attitude
Lassar, Mittal & Sharma (1995)	The discovery of a halo of brand equity dimensions that measure performance, social image, commitment, value and trustworthiness
Agarwal & Rao (1996)	overall quality and choice intention

Source: Adapted from Kim & Kim, 2005 and Horng, et al., 2012

In this particular study, apart from destination image, perceived quality is being examined in the basis of varieties of culinary offerings in Vienna, in order to determine whether or not the perceived quality influence the tourists loyalty toward the city.

2.3.2.1 Perceived quality

While the definition of quality is not universally agreed on, there are many studies which were based on the five approaches which Garvin (1984) synthesised from philosophy (transcendent approach), economics (product-based approach), marketing (user-based approach), and operations management (manufacture-based and value-based approaches). On one hand, for a product it is somewhat easier to determine quality, on the other hand, a service where quality is individually evaluated, thus quality is rather perceived quality (Radder & Han, 2013). Many researchers state that the measurement of perceived quality is the comparison of what a customer should expect (Bitner, 1990; Bolton & Drew, 1991; Parasuraman, Zeithaml & Berry, 1998 in Cronin & Taylor, 1992).

An overall evaluation of a tourist on a destination is often a combination of products, services and experiences, in which quality plays an important role in all of them (Konecnik & Gartner, 2007), it is still arguable on the measurements of quality, as the evaluation of quality can be subjective, at the same time different from objective and/or actual quality (Kwak & Kang, 2009). Often enough, quality has been being linked to price as a way of evaluating. Nevertheless, there are various researches proving that perceived image and perceived quality are interrelated attributes and are supporting one and another in visitors evaluation of image, quality and to shape their mind over a destination (Konecnik & Gartner, 2007). And the “*quality of experience*” counts toward indirect effect to affect visitors’ overall image (Baloglu & McCleary, 1999, p. 881). In many studies, perceived quality shows to have a positive effect on tourist satisfaction, and satisfaction affects loyalty and post-trip behaviour (Aliman, et al., 2014). Moreover, quality has both direct and indirect (through forming positive cognitive perceived image and satisfaction) effects on visitors’ behavioural intention in service industry, and that quality is a better indicator of visitors’ behavioural intention than satisfaction (Kayat & Hai, 2013; Radder & Han, 2013).

2.3.2.2 Brand Loyalty

Brand loyalty brings benefits to not only the brand, destinations but also beneficial the customers. On the one hand, companies, marketers, and in this case DMOs, acknowledge that customers’ loyalty means lower marketing costs, higher trade travel leverage (e.g. revenue in tourism and related industries, stand-out from competitors), WOM referrals. On the other hand, customers find being loyal to a destination provides them lower level of risk and dissatisfaction, the knowledge of similar people to themselves, emotional/personal attachment to the experience, chance to visit the missed sights/aspects of a destination that previously not fulfilled, and to share and expose other people to a previously satisfying experience (Gitelson and Crompton, 1984 cited from Pike, 2008, p. 182).

2.4 Brand self-congruence

The interests on consumers behaviour have been increased due to the recognized important in strategies development of a brand/product/service, self-congruence in particular helps marketers and researchers to better understand the perceived image of their own brand/product/service in order to define their target segment, to better position themselves in the market and create more appropriate advertisement targeting their consumers (Abdallat, 2012).

Self-congruence refers to the match between consumers’ self-concept and their (tourists) perceived image of the destination (Sirgy & Johar, Toward an Integrated Model of Self-Congruity and Functional Congruity, 1999). The self-concept is one’s beliefs one’s attributes, and how he or she evaluates these qualities (Solomon, et. al, 2006, p. 208). It is created and shaped via the

symbolic action of goods acquisition and consumptions, in a simplicity perspective; self-concept reflects the cognitive and affective knowledge of 'who we are and what we are' (Schouten, 1991). The process of self-congruity is when a consumer selects a brand or makes a travel destination decision in which it enhances and reflects his or her mental image (Sirgy, 1985 cited in Mahjoub & Naeij, 2015). Due to this reason, self-concept and self-image are used interchangeably in this study.

In his research, Sirgy suggested several components to self-congruence; actual self, ideal self, actual social self, ideal social self (Sirgy, 1982, 1985, 1986 cited in Mahjoub & Naeij, 2015), where:

- Actual self-congruity is how people actually see themselves in relation to the type of people who purchase the product/brand
- Ideal self-congruity is how people like to see themselves
- Actual social self-congruity is referring to how people believe they are seen by other people in relation to the product/brand image
- Ideal social self-congruity is how people would like to be seen by other people in relation to the product/brand image (Kiliç & Sop, 2012).

In the tourism context, the most common dimensions being emphasized are the actual self- and the ideal self-congruence in evaluating tourists' revisit intention and predicting tourists' destination decision (Kiliç & Sop, 2012). And hence in this study, the researcher would like to conduct an empirical study on how tourists who visit Vienna perceive the city as a culinary destination via their actual and ideal self-congruence.

2.4.1 Self-congruence and loyalty

As in the tourism context, loyalty to a destination means revisiting and recommending the destination to other people. Various researches demonstrate the relationship between self-congruence and loyalty to brand, products, and/or destinations, where in fact self-congruence has an effect on the consumer behaviour, and brand preferences (Chon, 1992 cited from Tasci et al., 2007, p. 214; Kressmann et al., 2006).

By selecting certain brands/destinations, customers believe that the brand-image reflexes customers' ideal self-image, and hence the selected brands satisfy their needs for self-esteem. While the self-identity of customers have been created, customers then have a need to maintain the identity, how customers actually see themselves, hence the need for self-consistency needs to be met, and this need is one of the motivations to make customers loyal to brands (Kressmann et al., 2006). Studies from Sirgy and Su (1999 cited in Kiliç & Sop, 2012), Ekinci et al. (2011) demonstrate that self-congruity motivates tourists to be loyal to a destination, in a later study by Kiliç & Sop (2012) shows that the ideal and actual self-congruence have more

significant influences on loyalty; both intention to revisit and to recommend, than social self-congruence.

2.5 Culinary Tourism

2.5.1 Definition

The term “culinary” derives from Greek term of Culinaria, which refers to the local cuisine, either that is a country's, a region's or a destination's dishes, techniques in food preparation, hence given the speciality to their cuisine (Kivela & Crofts, 2006). Dr. Lucy Long (2004) was the first to introduce the phrase *culinary tourism* in 1996 at a conference, and in 2004 it was the title of her edited volume. Culinary in her definition refers to food as being “*a subject and medium, destination and vehicle*” which aid tourism. From the tourist's perspective, culinary tourism is the intentional, exploratory of new food as one “*explores new culture and ways of being*”. From a DMOs' perspective, it is a product (food), which is sold to showcase their local histories, and construct their destination identity to attract and satisfy the visitors. But overall, it is an unconventionally way of experiencing food, a way that is outside of an everyday routine to notice and appreciate that difference (Long, 2004).

While Long's definition of culinary tourism mainly focuses on food, other definitions by researchers and experts such as Erik Wolf (2004 cited in Kivela & Crofts, 2006), suggest that culinary tourism is also about beverages, not only food. Wolf (Wolf, 2002 cited in Kivela & Crofts, 2006, p.356) refers to culinary tourism as activities that involve travelling “*in order to search for and enjoy prepared food and drink*” and hence acquiring “*unique and memorable gastronomic experiences*”. These experiences contribute towards the pleasure feelings that tourists have during their holidays. In some destinations, the culinary scene is a major focus point in destination marketing to attract tourists as well as building the destination identity (Kivela & Crofts, 2006).

2.5.2 Culinary Tourists and types of culinary tourists

A typical culinary tourist or “foodie” explores a destination through authenticity of food, and socialises by sharing the experiences (World Tourism Organisation, 2012, p. 10). A destination has a more comprehensive offer to not only ‘foodies’. Given that the culinary scene is often linked to cultural and natural heritage of the destination, creating opportunities for several tourist segments (Hall, 2012). Hjalager (2003 cited in Kivela & Crofts, 2006), proposed a phenomenological model of culinary tourism experiences in which tourists attitudes and food and beverage preferences are categorised into four groups:

- *Existential gastronomy tourists* seek for the “where only the locals eat” place for the food and experience combination which foster learning and knowledge about the local culture and the destination.

-
- *Experimental gastronomy tourists* seek for the trendy food places and the 'in', fashionable foods, as they reflect their lifestyle. To them quality and fashionability value of food are strong consideration points.
 - *Recreationalist gastronomy tourists* are more conservative type. They seek for the familiarity of their home cuisine, prefer to self-cater, and hence dining ambiance and service style have little impact to them.
 - *Diversionary gastronomy tourists* look for everyday-life-escape and hence spend little effort in seeking for food and food outlets. To them popular and chain restaurant operations are common choices. They focus on quantity rather than quality, and so exotic food are not often preferred.

The next section will explain the motivations and influencing facts the trip.

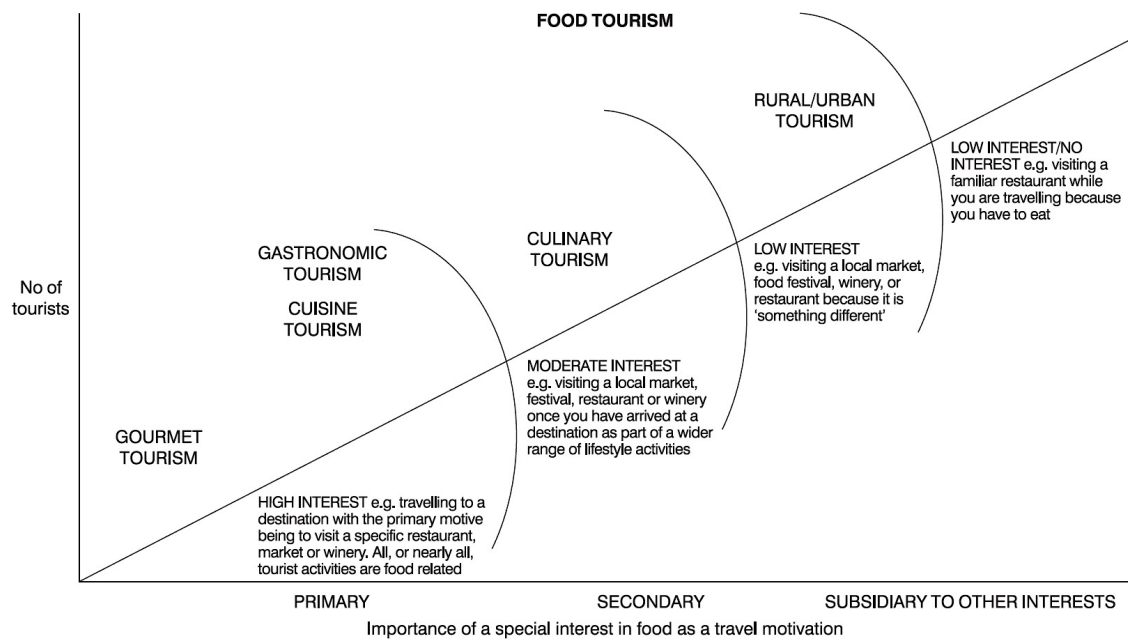
2.5.3 Motivations and influencing factors for tourists to do culinary trips

Although gastronomic tourists are those who plan their trip partially or totally to experience the cuisine of the destination, there are certainly different motivations to go on culinary trips. Many destinations where DMOs aim to design and create products that are culinary-oriented to give their visitors a unique experience. Destinations where culinary is their destination identity, such as Italy, Spain, Greece, and Morocco due to the fact that these countries were included in UNESCO's list of Intangible Cultural Heritage of Humanity in November 2010 (Herrera et al., 2012).

Hall and Sharples (2003) have further clarified different level of interest and hence travel motivation in the food tourism segment as shown in Figure 4, where culinary tourists have moderate level of interest, their motivations are visiting a local market, festival, restaurants or winery at the travel destinations, and hence culinary is a secondary motivational factor to select the destination.

Despite that culinary is a motivation itself to urge people to travel, in a more general sense, motivations to culinary tourism are classified into internal (push motives) and external (pull motives) stimuli. Push factors derive from personal demand and desires of visitors; they are based on psychological (relaxation), sociological (bonding time with family, friends), and/or egocentric needs (Herrera et al., 2012). Studies have shown that the higher the level of involvement with culinary, the more specific the motivation to travel (Getz, Robinson, Andersson, & Vujcic, 2014). Kim et al. (2010) explored food tourists' motivations are multi-dimensional and concluded with three most standout push factors for this group of tourists: *Knowledge and Learning, Fun and New Experiences, and Relaxation with Family.*

Figure 4. Food tourism as special interest tourism



Source: (Hall & Sharples, 2003, p. 11)

But decision to travel is also influenced by pull factors; DMOs take into consideration of the important of these factors to attract new and repeat tourists in this competitive tourism industry (Yiamjanya & Wongleedee, 2014). Here, culinary of a destination can be used as a product, brand or symbol of a place (Smith, 2007). Pull factors in tourism are natural, cultural attractions, special events and festivals, friendliness of residents, value, proximity, etc., in the direct relations to culinary tourism; the factors are experiences with food production at the destinations, gastronomic diversity and variety, area quality and value, quality of event (Herrera et al., 2012; Kim et al., 2010).

3 CONCEPTUAL FRAMEWORK:

In tourism, it is indifferent to other industries, where customers' loyalty is also highly desirable. Loyalty in this research is referring to the conative action of tourists who have visited a destination (in this case is Vienna) and would (i) recommend (WOM), (ii) have intention to revisit and revisit. Many researches and studies have shown that increasing level of tourists' satisfaction has positive impacts on the intention of return (Lertputtarak, 2012), as tourism satisfaction is defined as 'the extent of overall pleasure or contentment felt by the visitor, resulting from the ability of the trip experience to fulfill the visitor's desire, expectations and needs in relation to the trip (Chen and Tsai, 2007, p.1116 in Nisco et al., 2015). And tourists' satisfaction is positively influenced by aspects such as destination image, perceived quality, and perceived value (Aliman et al., 2014).

3.1 Destination image, destination satisfaction and tourists' loyalty

Most researches focus on the cognitive and affective aspects in brand/destination image formation process as the two components add weight to attractiveness of the respective destination in the eyes of visitors (Kim and Perdue, 2011). Based on the existent knowledge and feelings toward a destination, a visitor would then decide to visit that destination. When visitors go through the travel experiences, their image over the respective destination is form, and studies propose that perceived destination image by visitors do have impact on the probability of returning to the same destination, hence influence the destination loyalty (Nisco et al., 2015). However, tourists' perceived image is complex and changes through out the traveling phases (pre-, during-, and post-trip), and Tocquer and Zins (2004 cited in Madden et al., 2016) argue that at the post-trip phase, it is when visitors can construct a final image about the destination they were visiting. Therefore in this study, the following hypotheses are to be tested.

Hypothesis 1: *A positive destination culinary image has a direct positive effect on a destination satisfaction.*

Hypothesis 2: *A positive destination culinary image has a positive effect on destination loyalty.*

3.2 Perceived quality, destination satisfaction and tourists' loyalty

In many studies, perceived quality shows to have a positive effect on tourist overall satisfaction, and satisfaction as mentioned before is antecedent of loyalty and post-trip behaviour (Aliman et al., 2014). As visitors are satisfied with their experiences while travel, they will go back to spread the favourable WOM or likely to revisit the destination. In a research of visitors' loyalty to museum, quality is found to be a better indicator over satisfaction to behavioural intention of visitors (Radder & Han, 2013). In this research, the following assumptions are

suggested for the empirical study of Vienna's perceived quality on the culinary scene that the city offers, in regards to the visitors' behavioural and attitudinal loyalty.

Hypothesis 3: *Positive perceived quality of culinary offers in Vienna has a direct positive effect on destination satisfaction.*

Hypothesis 4: *Positive perceived quality of culinary offers in Vienna has a positive effect on destination loyalty.*

3.3 Destination familiarity, destination satisfaction and loyalty

Destination familiarity is not only referring to visitors who have been to a destination, but also a process of awareness development and information evaluation (Milman & Pizam, 1995; Maestro, Gallego & Requejo, 2007 in Horng et al., 2012). In destination decision making, familiarity is considered to be one of the influencing factors in order to fulfilled personal emotional needs of visitors, this is different to the traditional approach in destination selection, which was based mostly on destination's physical assets (Anholt, 2009). A study in central Florida suggests that familiarity positively impact on the destination interest and stimulate intention to return (Milman & Pizam, 1995). Other studies focus on destination familiarity as a moderation to destination image and hence therefore indirectly affect destination satisfaction and intention to revisit (Nisco et al., 2015). In this study, the direct effect of destination familiarity on visitors satisfaction and in turn affect the destination loyalty are tested for.

Hypothesis 5: *A higher level of destination familiarity has a direct positive impact on destination satisfaction.*

Hypothesis 6: *A higher level of destination familiarity has a positive impact on destination loyalty.*

3.4 Destination self-congruence, destination satisfaction and loyalty

The process of self-congruity is when a consumer selects a brand or makes a travel destination decision bases on his or her self-image, and to express the identity. Researches acknowledge that self-congruence include actual self-, ideal self-, actual social self- and ideal social self-images, however within the limit of this study, the actual self- and ideal self-images are being focused, as the ideal and actual self-congruence have more significant influences on loyalty; both intention to revisit and to recommend, than social self-congruence (Kiliç & Sop, 2012).

Following the findings and conclusions from previous studies, this research looks at the self-concept congruity of international visitors to Vienna and the loyalty of the visitors toward the city's culinary scene. Hence the following hypothesis are proposed:

Hypothesis 7: *A positive destination self-congruity has a direct positive impact on destination satisfaction.*

Hypothesis 8: *A positive destination self-congruity has a positive impact on destination loyalty.*

3.5 Destination satisfaction and loyalty

Studies in tourism and hospitality industry have shown that satisfaction is an antecedent of customer loyalty and has strong influence on tourists' choices of destination, positive WOM, as well as revisit intention (Naidoo, Ramseook-Muhnhurrin, & Ladsawut, 2010; Abdallat, 2012). However, some other researchers agree that significant prove of the prediction satisfaction has on loyalty is lacking (Abdallat, 2012). Thus in this research, the following hypothesis is proposed:

Hypothesis 9: *A positive destination satisfaction has a direct positive impact on destination loyalty.*

In the next chapter, Research method, further details will be given on which research strategies are adopted, the techniques to be used and sample selection in order to obtain the empirical data for hypotheses testing.

4 METHODOLOGY

4.1 Introduction

Research methodology is the process of solving the research problem; it is how a research is done scientifically (Kothari, 2004). Thus, in this chapter, the methodology of this research will be introduced; the selected research and sampling methods will also be explained. In order to fulfil the research objective, which is to *determine aspects of culinary tourism that influence tourist satisfaction and subsequently to tourists' loyalty*, the researcher needs to (i) assess the perceived image of the culinary scene in Vienna, (ii) assess the perceived quality of the culinary offers in Vienna and (iii) assess the tourists' self-concept and Viennese identity as a culinary destination.

4.2 Qualitative and quantitative research

In the tourism industry, both research methods of quantitative and qualitative have gained greater usage by different stakeholders and to serve different purposes. As the tourism is expanding globally and with higher needs for more and updated data sets, thus more resources have been invested, and so quantitative data is in priority of many researchers. At the same time, the quantitative data benefits stakeholders in the tourism industry such as DMOs, government in a way that the analysis and evaluations from the data will provide support in decision making, policies issuing (Dwyer, et al., 2012, p. 1).

On the other hand, in the twenty-first century, qualitative research has gained broader acceptance in its usage in not only the traditional social sciences such as anthropology, history and political science, but also psychology, sociology, linguistics, public administration, organisational studies, business studies, health care, urban planning, educational research, family studies, programme evaluation and policy analysis (Miles & Huberman, 1994; Dwyer et al., 2012). For instance in the tourism industry, qualitative research method provide richer, more in-depth knowledge which is obtained from different aspects on the "how" and "why" of tourism phenomena and experiences (Dwyer, et al., 2012). It has been addressed in the Handbook of Research Methods in Tourism: Quantitative and Qualitative Approaches (Dwyer, al., 2012), that many phenomena were researched and found in the Western/developed world contexts, however the tourism industry has grown internationally hence requiring wider view knowledge to be sought, with multicultural views and studies to articulate truly universal theories and understanding of international tourism phenomena.

Quantitative research methods are often used to detect causal relationship between variables. This research approach is implied to test an existed framework; hence it typically starts with

theories or hypotheses of tourism trends or issues, then to either prove or disprove pre-assumptions, this research process is called deductive process (Boeije, 2010). Brannen (1997) refers to quantitative research as isolating and defining variable and variable categories theoretically, and the aim is to infer a characteristic or a relationship between variables to a parent population, and to generalise data from a context.

Qualitative research in the academic research focuses on the human behaviour and social life in nature setting, where general concepts are defined, then basing on the research progress to fine tune and alter the definitions (Brannen, 1997). According to Boeije (2010), the purposes of qualitative research are "(1) looking for meaning, (2) using flexible research methods enabling contact, and (3) providing qualitative findings". This research method is adapt an inductive process, and is used to search for patterns of "inter-relationships between a previously unspecified set of concepts" (Brannen, 1997).

Although data collection of interviews, questionnaires or experimental research can be employed in either quantitative or qualitative research, but in quantitative research, the process of data collection can combine both descriptive and analytical summaries (Hawa & Raman, 2000). Quantitative survey method is based on measurement of quantity or amount, the data is analysed in term of numbers, the larger the sample size, the more reliable the conclusions as it is held as a representative of a population, this type of research is also more structured and logical (Brannen, 1997, Hawa & Raman, 2000). The survey instruments are of questionnaires and individual interviews which involve questions which can be measured in quantities, scales, if the questions cannot be obtained in quantity then the questions are often avoided or other data collection methods are implied, or a combination of qualitative and quantitative is then adopted. In conducting quantitative surveys, one or more tools can be used. The most common tools of quantitative questionnaires are often less time consuming and less expensive comparing to qualitative method, they include personal interviewing, mail interview, via telephone and/or electronic interviewing (Hawa & Raman, 2000).

In contrast to quantitative research, qualitative is focusing in the micro view of the research problem, the sample size tends to be small, and the data collection methods are flexible in order to adapt to naturalistic situations (Brannen, 1997; Snape & Spencer, 2003). As the aim of this type of research is to observe social, people's perspectives and put them into meanings, thus collected data are descriptive, in form of words rather than static terms, detailed, rich in information and extensive (Snape & Spencer, 2003). Therefore, researchers could conduct assessment of causality of a situation, moreover qualitative data can be used to validate and explain, or reinterpret quantitative data of which was gathered from the same setting (Miles & Huberman, 1994). The commonly used data collection methods of qualitative are observational methods, in-depth interviewing, group discussions, narratives, and the analysis of documentary evidence. Through the process of this research, perceptions of participants are cooperat-

ed into consideration, and understanding latent, nonobvious issues can be obtained due to close contact between researchers and observed audience (Snape & Spencer, 2003).

In quantitative research, while the collected data from large sample allow the sophisticated results to be statistically analysed. At the same time, results from quantitative analysis are often restricted within the specified set of variables (Brannen, 1997), and cannot explore the *why* or *how*. A major concern with quantitative research is that the respondents cannot express freely their opinions, feelings nor have the chance for questions to be explained hence leading to unanswered questions, or inauthentic answers, thus affecting the reliability of the collected data (Hawa & Raman, 2000). That is one of the major concerns with quantitative research method, the findings are over generalised leading to an assumptions that represent false impression of homogeneity in a sample.

Qualitative research method also has its disadvantages. Due to the type of collected data in qualitative research, the information is rich, in-depth and extensive, hence requiring higher level of interpretation more difficult to be analysed (Snape & Spencer, 2003). Furthermore, during the close proximity of data collecting, the correspondents are influenced strongly by both insiders (participants) and outsiders (researchers), as participants could portray or provide information so that researchers see them as how they want to be seen, and so collected data contain much of complexity, therefore conclusions need to be carefully circumvented (Miles & Huberman, 1994). Although, the how and why could be observed and explained for drawing conclusions, but because of the small sample size, the results are not generalised, and thus it creates new area for developing hypotheses to be tested in the future researches (Miles & Huberman, 1994).

In the recent decades, and also in tourism, it is common to adopt both researches. The usage of mix method aims to reduce the limitation, which each individual quantitative or qualitative has, and to maximise the acceptable findings and outcomes (Hawa & Raman, 2000). While the main purpose of the research would be to determine relationship between the chosen fields of study however, different research techniques are used, to support and compliment each other to explore and clarify the research questions (Brannen, 1997). There are different terminologies, which refer to this mix methods are 'multiple research strategies' by Burgess, or an older term 'triangulation' by Denzin. In the view of Denzin, the generated data via both methods was consistent and aiming at the same research problem, while there are contrasted beliefs argue that the two data sets were not consistent, yet complimentary each other to research different research problems or explore different aspects of a research problem (Brannen, 1997).

Based on the brief summary of quantitative, qualitative and mix-methods researches, the following part of this chapter will explain the selected methods for the research of this thesis, and followed by the survey design to achieve the purpose of the research objectives.

The nature of the research in this thesis is to test the theories of relationships between the perceived destination image, perceived quality, self-concepts of tourists through the culinary scene in Vienna and the tourist's loyalty to the city, hence the quantitative method is adapted to test the hypotheses as outlined in Chapter 3 of this research.

4.3 Sampling procedures

For the empirical study for this research, a minimum of 100 participants was needed. In the end, 63 participants took the questionnaire for the research. There were no special requests on specific age group, or gender group. However, as mention in the literature review, the perceived image of a destination is more complete after a trip to a destination, hence the target participants to the questionnaire were the visitors who had been to Vienna at least for one-night-stay, and in this study, the researcher is particularly interested in international visitors to Vienna. Thus, a controlling question was posed asking whether they had been to Vienna before; the next section will explain this in more details.

Before the mass distribution, the questionnaire was pre-tested by five people for estimation of questionnaire length in term of how long it would take to complete and to test the clarity of the questions. Results from the pre-test led to rephrasing couple of statements in destination self-congruity to make them easier to be understood.

The questionnaire was distributed online using convenience sampling technique, given the two aforementioned selection criteria, the researcher used various social media platforms such as her personal Facebook, but also Facebooks of three local and travelling websites by the owners of the pages including their personal messages. Besides that, the link to the survey was posted to two international Facebook pages of news and media websites focusing on providing guides to life in Vienna regarding cultural, entertainment, culinary, attractions and activities. The texts used in the announcement on researcher's personal Facebook can be found in Appendix 1. In doing so, a wide range of possible visitors was reached, hereby aiming to have a diverse sample and to generalize the results.

The questionnaire was being circulated from 24th April 2017 to 30th May 2017, several reminders have been sent out which led to no more responses. The total of received responses was 63, in which only 58 responses were usable and effective for further statistical analyses.

4.4 Survey design

As previously mentioned, the aim of this research is on the international visitors' perceived image and perceived quality of the culinary scene in Vienna, how do they see themselves in reflection to the destination brand and their intention to revisit and/or recommend the destination. Hence, the survey was designed to cover the main parts as well as additional infor-

mation such as familiarity to a destination and information source in order to understand better the behaviour of visitors.

Adopting the quantitative research techniques, an online survey was designed. The survey included closed- and open-ended questions, and categorised in ten parts and available in the English language. The questions were selected based on the literature review. The questionnaire in details is enlisted in Appendix 2 of this research.

Opening of the questionnaire, a short introduction to the purpose of the questionnaire was given, also the targeted group of international visitors to Vienna was also stated clear from the beginning. However, in the first two questions in the first part of the questionnaire asked participants have they been travelling internationally in the last year, and if they have visited Vienna longer than a day-visit, this ensured the collected data would be a more homogenous population. The first part of the questionnaire consisted closed and open-ended questions aim for researcher to understand the travel behaviour, characteristics of respondents, demographic information. This part also asked for the respondents' purposes of visit to Vienna.

The second part of the questionnaire included closed-questions concerning the role of food in everyday-life and during a traveling trip. While a half of this part is about whether respondents are interested in food and consider food as an important factor in creating positive travel experience, the other half of this part helps researcher to understand the diet and the preferred cuisines of respondents.

Part three to eight consisted of five-point Likert-scale questions with statements derived from literature covering the topics of destination image, perceived quality, destination familiarity, destination self-congruence and destination loyalty. The five-point range from 'strongly disagree' as 1 to 'strongly agree' as 5. Five-point Likert-scale was selected over other scales due to number of reasons; it is a common Likert-scale to use in service quality measurement, it is an odd-number scale allows neutral responses, yet provides enough comprehensible understanding to respondents and reducing or maintaining respondents' frustration level, thus increase the response rate and quality of response in comparison to higher point scale, for instance seven-point Likert (Babakus & Mangold, 1991). Thirty-four statements were being asked using the scale, in which nine statements were placed on destination image, seven statements on perceived quality, five statements on destination familiarity, eight statements on destination self-congruence, and five statements on destination loyalty. The main source for scale statements in destination image, perceived quality, destination familiarity and destination loyalty was referenced from a research on impact of culinary brand equity and destination familiarity on travel intentions (Hornig et al., 2012). While the scale statements for destination self-congruence were adapted from new method of measuring brand self-congruity suggested by a group of marketing researchers (Sirgy et al., 1997), and this new method has been implied in many tourism researches between self-congruity and loyalty such as studies by Abdallat (2012)

and Kiliç & Sop (2012). The new method could be used to better predict behaviour of respondents due to the reason that the self-congruity experiences are captured more holistically and in a global manner; where they are forced to construct their own images of the object (i.e. product, brand, destination) to respond accordingly, rather than depending on a predetermined images (Sirgy et al., 1997).

Part nine of the survey contained also closed- and open-ended questions to find out the information sources where respondents collected or received information about culinary offers in Vienna to determine the common source as well as effective source of information. Furthermore, this part explored the type of culinary activities respondents participated during their trips. Finally, the last part of the questionnaire included open questions for respondents' comments on any special culinary experiences during the trip, their recommendations for development of culinary tourism in Vienna and comment on the questions of the questionnaire.

4.5 Data analysis

The model developed in this study has been analysed through Partial-Least Squares (PLS) method. Given the small sample of 58 respondents, PLS has its advantages for the small collected sample of this study (i.e. minimum 30 – 100) (Hair, Anderson, Tatham, & Black, 1998 in Olya, 2017; Chin and Newsted, 1999; Henseler, Wilson, and Westberg, 2011; Tenenhaus et al., 2005; Wixom & Watson, 2001 in Gefen, Straub, & Boudreau, 2000 in Henseler, Ringle, & Sinkovics, 2009). In particular, this study will use PLS – structural equation modelling (SEM), which “*aims at maximizing the explained variance of the dependent latent constructs*” (Hair, Ringle, & Sarst, 2011). It relates to covariance-based approach of analysing relationships between latent variables, at the same time provides explanation of the endogenous latent variable (i.e. destination loyalty) (Hair, Anderson, Tatham, & Black, 2010). PLS-SEM has a two-step approach, with inner and outer models analysis. Whereby, the outer models, the indicators are analysed based on their fit to represent the latent variables (destination image, perceived quality, destination self-congruence, satisfaction and destination loyalty), on the other hand the inner models analysed the relationships between the latent variables. Through, t-statistics (<-1.96 or <1.96) the significant relationships can be identified.

Before analysing the model, reliability statistics were employed. Furthermore, different groups of respondents were compared to test for differences in effects, example of these groups are, age, gender, the destination familiarity and whether they share their culinary experiences on social media on the various constructs.

For this particular study, the data was analyzed by software SmartPLS 3.2.7 (Ringle, 2015) developed by SmartPLS GmbH, Germany. However, for the descriptive analysis of the data, SPSS version 24 (IBM, 2016) was being used.

5 FINDINGS

5.1 Demographic profile

Table 3 summarizes the demographic characteristics of the respondents. The sample consisted of 58 international visitors of 26 different nationalities, in which respondents from Slovenia were the highest (15,5%) followed by the U.S.A. and Vietnam (12,1%), then Croatia (10,3%), Italy (6,9%), the remaining respondents were from other 20 nationalities, mainly from European origin, at the same time a good mix of responses from different regions in the world. Most of the respondents were between 20 and 30 years old (37,9%), followed by age group from 31 to 40 years old (26%), the majority of responses were generated by these two age groups, forming almost two thirds of the population. Just more than half of the respondents were women (59%), comparing to male respondents (41%). The majority of respondents were employees (53,4%), followed by students (20,7%) and business owners (12,1%). In the study of education status, the highest percentage belongs to respondents with university of education who formed 67,2% of the population. While 72,4% were returning visitors to Vienna, ranging from 2 to 36 visits, there were 27,6% of population were first-time visitors.

Table 3. Demographic profiles of respondents

N = 58

Variables	Quantity	%	Variables	Quantity	%
Age			Nationality		
Under 20	1	1,7%	Slovenian	9	15,5%
20 - 30	22	37,9%	USA	7	12,1%
31 - 40	15	25,9%	Vietnamese	7	12,1%
41 - 50	7	12,1%	Croatian	6	10,3%
51 - 60	7	12,1%	Italian	4	6,9%
Over 60	6	10,3%	Australian	2	3,4%
Gender			German	2	3,4%
Female	34	58,6%	Russian	2	3,4%
Male	24	41,4%	Spanish	2	3,4%
Education			Turkish	2	3,4%
Junior high school	1	1,7%	Albanian	1	1,7%
Senior High school	2	3,4%	Andorran	1	1,7%
Technical school/Diploma	6	10,3%	Belgian	1	1,7%
University	39	67,2%	Finnish	1	1,7%
Graduate school	10	17,2%	French	1	1,7%
Occupation			Hungarian	1	1,7%
Business owner	7	12,1%	Indian	1	1,7%
Student	12	20,7%	Kosovar	1	1,7%
Employee	31	53,4%	Maltese	1	1,7%
Retired	4	6,9%	Mexican	1	1,7%
Unemployed	3	5,2%	Nicaragua	1	1,7%
Other	1	1,7%	Peruvian	1	1,7%
Travel times to Vienna before			Roman	1	1,7%
1 time	16	27,6%	Singaporean	1	1,7%
2 times	5	8,6%	Swiss and French	1	1,7%
3 times	3	5,2%			
4 times	6	10,3%			
5 times	4	6,9%			
Above 5 times	22	37,9%			

5.2 Respondents profile

All respondents had travelled outside of their residency country in the last 12 months. Respondents were asked to select maximum three purposes for their visits and cultural experience that lead them to visit Vienna. As Figure 5 illustrates, the top 3 ranked activities were sightseeing, visiting friends and family, historical sights, interestingly we can see that food and cuisine was only mentioned as fifth important reason to visit Vienna. Although the low priority of food and cuisine in purpose(s) of visits, in Figure 6 shows more than 80% of respondents agree that food is very important in their everyday life and almost 90% of respondents think food is an important factor in creating positive experiences on trips.

Figure 5. Purpose(s) of visit

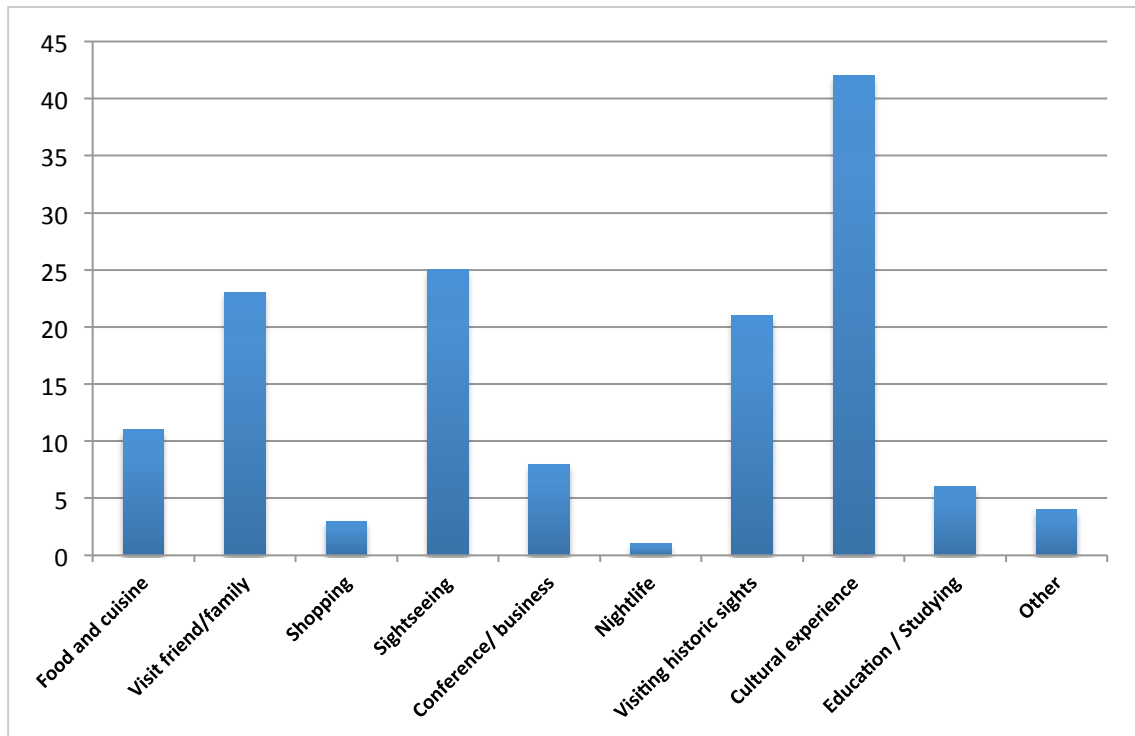
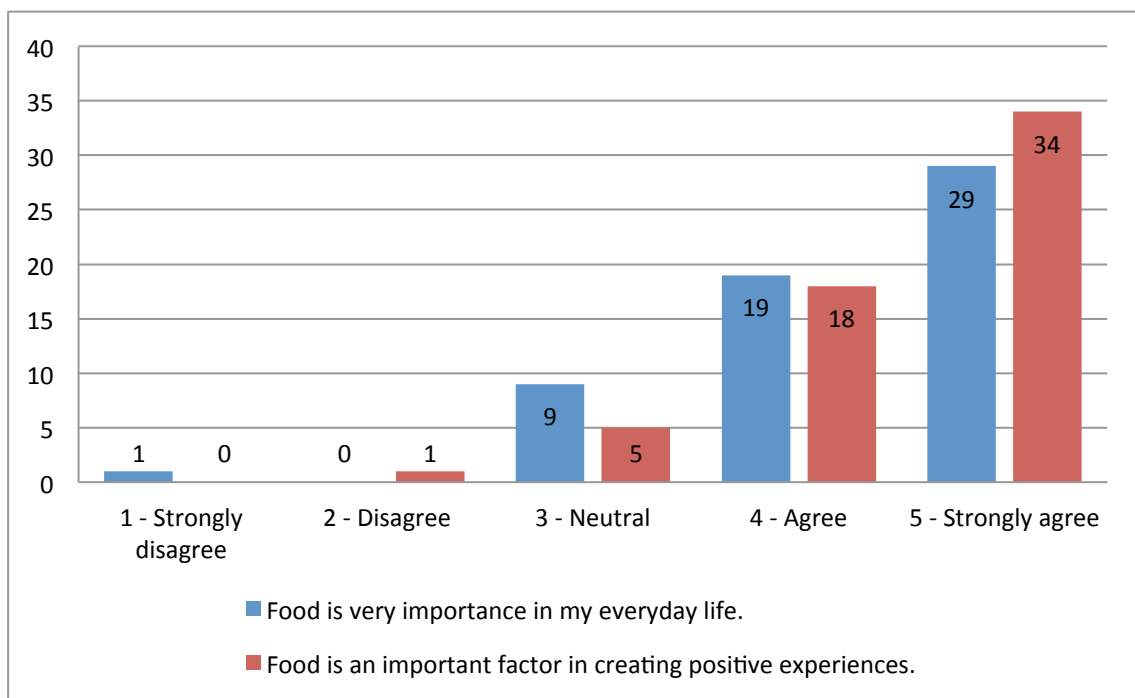
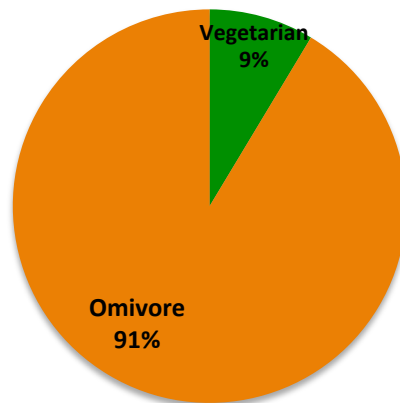


Figure 6. Food preferences



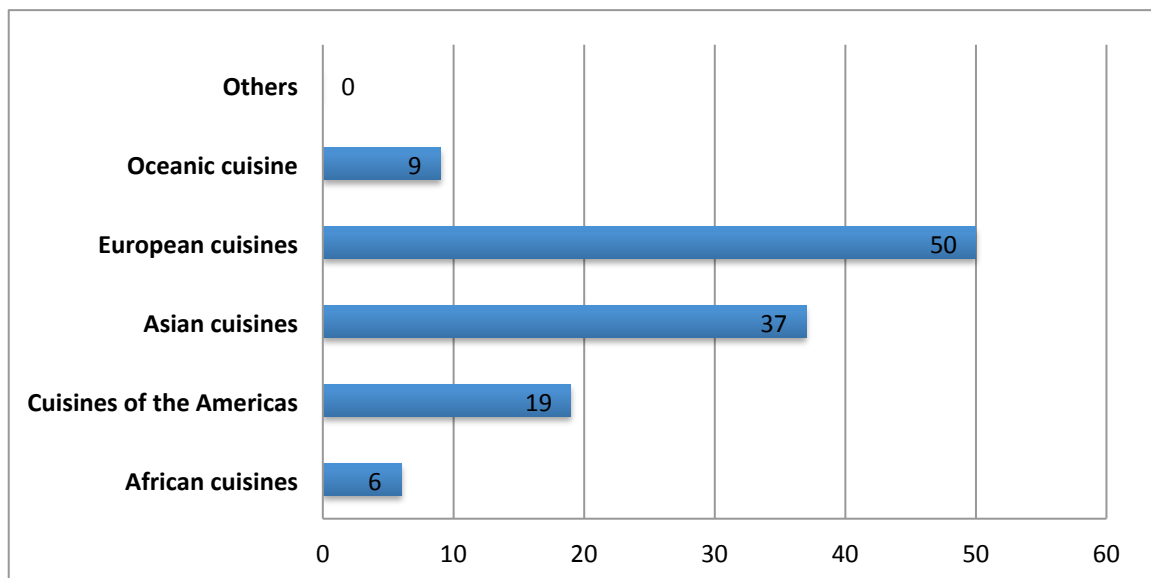
In Figure 7, it shows that the majority of respondents were omnivores (91%), who eat variety of both plant and animal origin food, and the remaining 9% were vegetarian (different types), and there was no vegan amongst the respondents.

Figure 7. Respondents' diet preferences



And amongst five groups of main cuisines, respondents were asked to select maximum of the most three preferred cuisines, which resulted in European cuisine was the most preferred cuisine, followed by Asian then cuisines of the Americas.

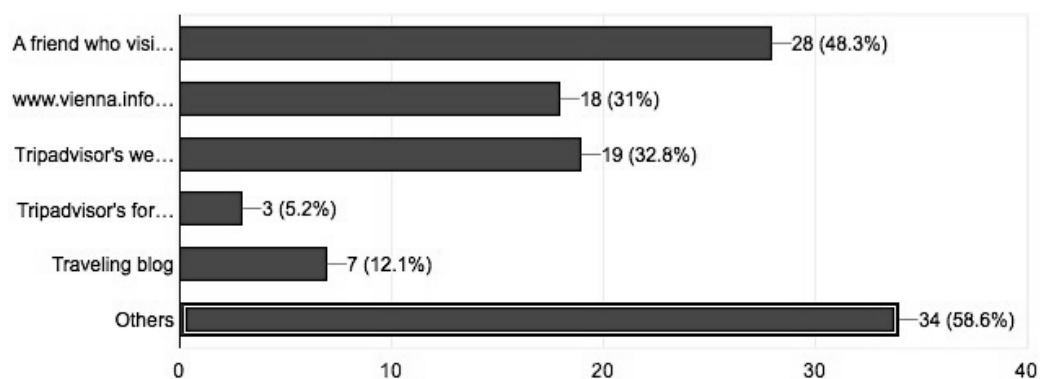
Figure 8. Respondents' preferred cuisines



In Figure 9, the information sources used by respondents regarding collecting information and knowledge about culinary in Vienna are listed. Many respondents used more than one source of information when gathering information about culinary place in Vienna, the main identified sources are friends, Tripadvisor's website and directly from the website of VTB. As it was op-

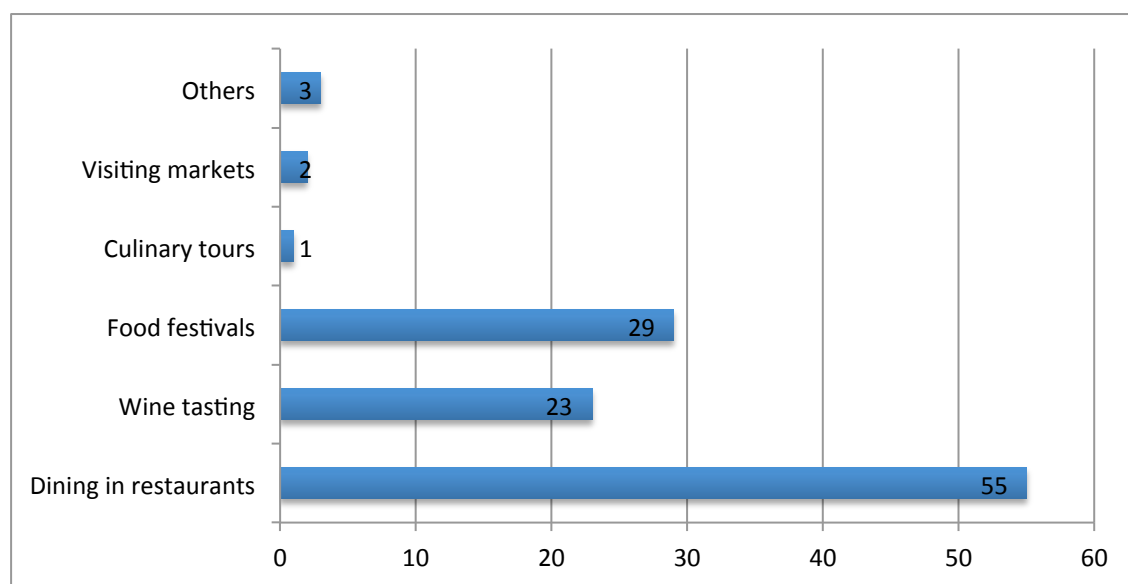
tional to disclose sources when they were different than the pre-listed ones, hence there were a lot of also unknown sources, which have been useful for the researcher to understand the habit of information search form the population.

Figure 9. Information sources



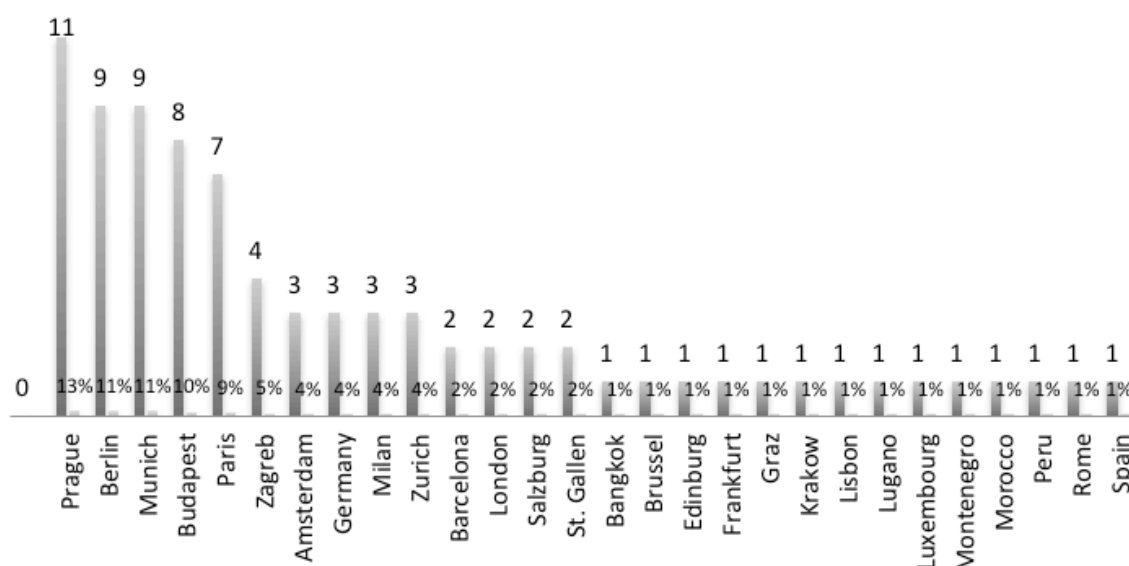
During their visits in Vienna, almost 95% of respondents dined out in restaurants, this reflects the activity, which UNWTO highlighted in their first global report on gastronomy tourism (World Tourism Organisation, 2012). Following to dining out in restaurants, 50% of respondents reported to attend food festivals during their stay in Vienna. 39,7% respondents participated in wine tastings. From the non-specified activities, however was recorded in the graph that there were 3,4% of population who visited local markets in Vienna. This can be worth noting as the activity could also be interpreted as respondents' interests in local gastronomical products and culinary scenes at these markets. Nevertheless, only 1,7% respondents took culinary tours during their visit in Vienna. This information is shown in Figure 10 below.

Figure 10. Participated culinary activities during visits



Respondents were asked to match Vienna to two destinations where they think that have similar culinary scene. There were 41 respondents answered out of 58, Figure 11 below summarizes the results. 13% of the responses referred to Prague as the most similar destination for culinary scene to Vienna, followed by Berlin (11%) and Munich (11%), however some respondents listed Germany as their answers, hence together 27% of respondents agreed "German" culinary scene was considered as the closest to what it is in Vienna. The fourth destination is Budapest with 10% of respondents perceived the same. Interestingly, the culinary scene in Vienna was compared to a few traditionally well-known culinary destinations such as Paris (7%), cities in Spain (total of 4%) and cities in Italy such as Milan (3%) and Rome (1%). 4% of respondents thought Vienna's culinary scene is similar to other cities within Austria such as Salzburg and Graz.

Figure 11. Similar destinations to Vienna's culinary scene



The last question from respondents profile is the source of information, from which they gathered information about culinary in Vienna. Only 18 people provided the sources, the results shows that asking locals was the most popular source, the following most common once are Instagram, Google and Yelp. The remaining sources originate mostly from destination-oriented sources such as Tripadvisor with Vienna as a destination, online travel, cultural, Vienna-specific magazines and people who have gained knowledge of culinary in Vienna from personal experiences (i.e. family or friends who have been to Vienna or tour guides in Vienna).

In the next section of the chapter, the profiles of respondents will be explored further in term of differences in food preferences, attitude and culinary expectations.

5.3 Independent t-test Respondents' Profile & Food Preferences

To understand better the attitude of the sample, food preferences were analyzed. The respondents were grouped in categories of gender, age, frequency of visit to Vienna and whether they post their culinary experiences online, which may influence their attitudes toward their food preferences in everyday life and during their trips. Hence independent samples t-tests were computed for different mentioned groups against their responses relating their food preferences using SPSS. Firstly, the male and female groups were analyzed and the results are summarized in Table 4 below. Both male (N=24, M=4,53) and female (N=34, M=4,18) respondents showed similar preferences toward food in their everyday life and when they travel, that food is an important (both $M > 4$), however we cannot significant state this as the p-values are larger than ,05.

Table 4. Independent t-test Gender - Food preferences

Items	Female (N=34) Mean (St.D)	Male (N=24) Mean (St.D)	Mean difference	t-value (Sig.) Df.
Food is very importance in my everyday life.	4,18(,936)	4,50 (,659)	-0,320	-1,455 (,151) 56
When I travel, food is an important factor in creating positive experiences.	4,53(,662)	4,46 (,721)	0,070	,388 (,699) 56

Second, the food preferences were analyzed based on the age factor. In this category, the age groups were divided into two, one included respondents who are 30 years and younger (N=23), and the second group was those who are older than 30 years old (N=35). The results are summarized in Table 5 below. The age factor was grouped according to the median of the whole sample size, the median was in the range of 31 - 40 year-old, however, basing on the mode of the sample size, the cut-off point for group one was up to 30 year-old. Overall there were no significant difference between the two groups, both younger and older age groups show similar preferences toward food on everyday life and when travel. However, younger respondents did weight more on food as an important factor to generate positive travel experiences (M = 4,65) than the older age group (M = 4,4).

Table 5. Independent t-test Age - Food preferences

Items	Age ≤ 30 (N=23) Mean (St.D)	Age >30 (N=35) Mean (St.D)	Mean difference	t-value (Sig.) Df.
Food is very importance in my everyday life.	4,3 (,974)	4,31(,758)	-0,010	-,044 (,965) 56
When I travel, food is an important factor in creating positive experiences.	4,65(,573)	4,40(,736)	0,250	1,389 (,170) 56

Third, the number of times, which respondents had been visited Vienna was analyzed. One group is those respondents who had been to Vienna for the first time (N=17), and the second group includes those who have been to Vienna from 2 times or more (N=41). Table 6 shows

the summary of the analyse, the results showed that the more times people have been visiting Vienna does not change their preferences of food in everyday life and during trip.

Table 6. Independent t-test: Frequency of visit - Food preferences

Items	First-time visitor (N=17) Mean (St.D)	Returning visitor (N=41) Mean (St.D)	Mean difference	t-value (Sig.) Df.
Food is very importance in my everyday life.	4,00 (1,061)	4,44 (,709)	-0,440	-1,845 (,070) 56
When I travel, food is an important factor in creating positive experiences.	4,35 (,606)	4,56 (,709)	-0,210	-1,059 (,294) 56

Lastly, Table 7 provides the overview of comparisons between people who posted (N=16) and those who did not post (N=42) their culinary experiences on social media for differences on food preferences. And they show almost indifferent preferences, however no significant differences were found. Those who posted their culinary experiences on social media tend to be in the younger age group, as highlighted in the cross tabulation in Table 8 below.

Table 7. Independent t-test: Sharing culinary experience online - Food preferences

Items	Post culinary experiences online (N=16) Mean (St.D)	Do not post culinary experiences online (N=42) Mean (St.D)	Mean difference	t-value (Sig.) Df.
Food is very importance in my everyday life.	4,31(,704)	4,31(,897)	0,000	,012 (,991) 56
When I travel, food is an important factor in creating positive experiences.	4,44(,629)	4,52(,707)	-0,080	-,428 (,670) 56

Table 8. Cross-tabulation Posting culinary experiences online - Age

		Age						Total
		Under 20	20 - 30	31 - 40	41 - 50	51 - 60	Over 60	
Do you post your culinary experiences online?	Yes	0	7	3	2	2	2	16
	No	1	15	12	5	5	4	42
Total		1	22	15	7	7	6	58

All the above independent t-tests analyses showed that all groups have no significant differences on their attitude toward food preferences at home, nor on trips. Most respondents consider that food is important in their everyday life and agree that food is an important contributing factor to positive overall travel experiences. Hence, the group variances on food preferences can be treated as equal ($p > 0,05$). As the purpose of this study is focusing on international tourists' attitude and behavior toward the culinary scene in Vienna, in the following section of this chapter will explain further.

5.4 Culinary expectations and attitudes

In order to get familiar with the final model construct, the intentional behavior of respondents will be analyzed with different factors related to Vienna culinary scene, image, and intentional behavior such factors fall under Destination image (DI), Perceived quality (PQ) and Destination loyalty (DL).

Table 9 shows that the expectations on the culinary scene are somewhat positive, however there are only the most obvious views of are that "Vienna has relaxing dining atmosphere" (DI4), with various dining options (DI5) and "excellent dining facilities" (DI6) with means of above 4 (out of the 1-to-5 Linkert-scale), although the standard deviation of responses across all statements shows good levels of engagements to responding to statements.

On the other hand, the expected level of service was on the positive side (means > 3), however there was no standout statement from the responses, despite the good level of engagement (lowest standard deviation was ,756).

The means from the sample under DL did not show clear sign from the participants basing from the means. However, the participants are more likely to recommend Vienna for its culinary scene to others, than revisiting the city themselves for culinary purpose.

The next section of the chapter will look in more details of the statistical differences of the culinary expectations in different groups of participants' profile.

Table 9. Questionnaire, Means and Standard deviations

	Items	Mean	St.D
Destination image (DI)			
D11	My dining experience in Vienna is consistent with my impression of the culinary scene in Vienna	3.84	.894
D12	Vienna offers appealing cuisines	3.78	1.093
D13	Visiting Vienna is a wonderful opportunity for sampling cuisines	3.69	1.063
D14	Vienna has a relaxing dining atmosphere	4.09	.756
D15	Vienna has variations of dining options	4.02	.888
D16	Vienna has excellent dining facilities	4.03	.917
D17	Viennese food service personnel are friendly	3.50	.978
D18	Culinary scene in Vienna is diverse	3.79	.951
D19	Culinary scene in Vienna is unique	3.33	1.049
Perceived quality (PQ)			
PQ1	Vienna offers excellent quality in culinary tourism	3.60	.990
PQ2	Vienna offers good quality in restaurant service	3.81	.888

	Items	Mean	St.D
PQ3	Vienna's culinary tourism is offered at reasonable prices	3.47	.903
PQ4	Vienna offers high quality cuisines	3.81	.907
PQ5	Vienna offers delicious cuisines	3.88	.860
PQ6	Vienna is doing well in order for tourists to enjoy the culinary the city offers	3.67	.781
PQ7	Vienna's culinary scene is better than that of similar destinations	3.22	.992
Destination loyalty (DL)			
DL1	I would recommend others to visit Vienna for its culinary offers	3.72	1.039
DL2	I wish to visit Vienna again for culinary tourism	3.47	1.096
DL3	In the following year, I will probably visit Vienna again mainly for its culinary tourism	2.43	1.216

5.5 Culinary expectations and Participants' Profile

In order to understand further different respondent groups' expectations toward Vienna culinary scene, quality and destination image, in this section of the chapter, the independent t-tests were conducted to determine the differences among groups of gender, age, frequency of visit to Vienna and whether they post their culinary experiences online to related indicator variables.

First, the gender factor was analyzed. Overall, there were no significant differences between the two gender groups in culinary expectations (all t-values <1,96). However, as shown in Table 10, female respondents tended to have higher expectation in the culinary scene in Vienna than male respondents; comparing the two groups' means taken from Linkert-scale of 1 to 5, from Strongly disagree to Strongly agree responsively, the mean differences of female comparing to male were mostly negative. On the other hand, the expected quality of the culinary scene in Vienna was somewhat similar between the two groups.

Table 10. Independent t-test: Gender - Culinary Scene and Image Expectations

	Items	Female (N=34) Mean (St.D)	Male (N=24) Mean (St.D)	Mean difference	T-value (Sig.) Df.
Destination image (DI)					
DI1	My dining experience in Vienna is consistent with my impression of the culinary scene in Vienna	3,82 (.797)	3,88 (1,035)	-0,06	-,214 (.831) 56
DI2	Vienna offers appealing cuisines	3,65 (.981)	3,96 (0,01)	-0,31	-1,070 (.289) 56
DI3	Visiting Vienna is a wonderful opportunity for sampling cuisines	3,74 (.981)	3,96 (1,245)	-0,22	,386 (.701) 56
DI4	Vienna has a relaxing dining atmosphere	4,09 (.712)	4,08 (.830)	0,01	,024 (.981) 56
DI5	Vienna has variations of dining options	3,85 (.892)	4,25 (.847)	-0,4	-1,704 (.094) 56
DI6	Vienna has excellent dining facilities	3,88 (.977)	4,25 (.794)	-0,37	-1,521 (.134) 56

DI7	Viennese food service personnel are friendly	3,56 (.860)	3,42 (1,139)	0,14	,542 (.590) 56
DI8	Culinary scene in Vienna is diverse	3,74 (.898)	3,88 (1,035)	-0,14	-,548 (.586) 56
DI9	Culinary scene in Vienna is unique	3,15 (.989)	3,58 (1,100)	-0,43	-1,580 (.120) 56
Perceived quality (PQ)					
PQ1	Vienna offers excellent quality in culinary tourism	3,71 (.871)	3,46 (1,141)	0,25	,937 (.353) 56
PQ2	Vienna offers good quality in restaurant service	3,82 (.797)	3,79 (1,021)	0,03	,133 (.894) 56
PQ3	Vienna's culinary tourism is offered at reasonable prices	3,50 (.896)	3,42 (.929)	0,08	,344 (.732) 56
PQ4	Vienna offers high quality cuisines	3,76 (.855)	3,88 (.992)	-0,12	-,453 (.652) 56
PQ5	Vienna offers delicious cuisines	3,85 (.702)	3,92 (1,060)	-0,07	-,276 (.784) 56
PQ6	Vienna is doing well in order for tourists to enjoy the culinary the city offers	3,65 (.734)	3,71 (.859)	-0,06	-,292 (.771) 56
PQ7	Vienna's culinary scene is better than that of similar destinations	3,26 (.898)	3,17 (1,129)	0,09	,368 (.714) 56

Second, the expectations on culinary scene and image were analyzed based on the age groups. Again, the age category was divided into two groups, ≤ 35 years old (Y.O.) and > 35 Y.O. Although there are no statistical significant differences between the expectations of the two age groups, but the mean differences between two groups show that the younger respondents have higher expectation in culinary image of the city than the older respondents; most differences were negative as shown in Table 11 below. In the contrary, the older respondents tended to have higher expectation in quality of culinary in Vienna; means of the related indicators for > 35 Y.O. group are lower.

Table 11. Independent t-test: Age - Culinary scene and image expectations

Items		≤ 35 Y.O. (N=23) Mean (St.D)	> 35 Y.O. (N=35) Mean (St.D)	Mean difference	T-value (Sig.) Df.
Destination image (DI)					
DI1	My dining experience in Vienna is consistent with my impression of the culinary scene in Vienna	3,74(.915)	3,91(.887)	-0,17	-,727 (.471) 56
DI2	Vienna offers appealing cuisines	3,65(1,191)	3,86(1,033)	-0,21	-,696 (.490) 56
DI3	Visiting Vienna is a wonderful opportunity for sampling cuisines	3,57(.945)	3,77(1,140)	-0,2	-,720 (.475) 56
DI4	Vienna has a relaxing dining atmosphere	3,96(.706)	4,17(.785)	-0,21	-1,060 (.294) 56
DI5	Vienna has variations of dining options	4,00(.953)	4,03(.857)	-0,03	-,119 (.906) 56
DI6	Vienna has excellent dining facilities	3,91(.848)	4,11(.963)	-0,2	-,815 (.418) 56
DI7	Viennese food service personnel are friendly	3,39(1,118)	3,57(.884)	-0,18	-,683 (.497) 56

DI8	Culinary scene in Vienna is diverse	3,78(,988)	3,80(,933)	-0,02	-,068 (,946) 56
DI9	Culinary scene in Vienna is unique	3,57(1,121)	3,17(,985)	0,4	1,410 (,164) 56
Perceived quality (PQ)					
PQ1	Vienna offers excellent quality in culinary tourism	3,65(,982)	3,57(1,008)	0,08	,301 (,764) 56
PQ2	Vienna offers good quality in restaurant service	3,87(,869)	3,77(,910)	0,1	,409 (,684) 56
PQ3	Vienna's culinary tourism is offered at reasonable prices	3,35(,885)	3,54(,919)	-0,19	-,803 (,426) 56
PQ4	Vienna offers high quality cuisines	4,04(,878)	3,66(,906)	0,38	1,608 (,113) 56
PQ5	Vienna offers delicious cuisines	3,91(,848)	3,86(,879)	0,05	,240 (,811) 56
PQ6	Vienna is doing well in order for tourists to enjoy the culinary the city offers	3,70(,703)	3,66(,838)	0,04	,182 (,856) 56
PQ7	Vienna's culinary scene is better than that of similar destinations	3,30(1,020)	3,17(,985)	0,13	,496 (,622) 56

Third, the expectations were continued to be probed basing on the number of visits which respondents been to Vienna. The category was divided to Frist-time visitor and Returning visitor. Table 12 below summarises the results. Although there were no statistical significant differences being detected under both DI and PQ. But one could observe that the means of Returning visitors for DI are slightly higher than for First-time visitors, which could indicate that Returning visitors perceive the culinary image of Vienna better than the First-time visitors as they had more chances and more time at the destination. On the other hand, First-time visitors perceive the quality of culinary scene in Vienna higher than Returning visitors.

Table 12. Independent t-test: Frequency of visits - Culinary scene and image expectations

Items		First-time visitor (N=17) Mean (St.D)	Returning visitors (N=41) Mean (St.D)	Mean difference	T-value (Sig.) Df.
Destination image (DI)					
DI1	My dining experience in Vienna is consistent with my impression of the culinary scene in Vienna	3,88 (,928)	3,83 (,892)	0,05	,204 (,839) 56
DI2	Vienna offers appealing cuisine	3,64 (1,115)	3,83 (1,093)	-0,19	-,575 (,568) 56
DI3	Visiting Vienna is a wonderful opportunity for sampling cuisines	3,59 (1,004)	3,73 (1,096)	-0,14	-,465 (,644) 56
DI4	Vienna has a relaxing dining atmosphere	4,06 (,827)	4,10 (,735)	-0,04	-,176 (,861) 56
DI5	Vienna has variations of dining options	4,06 (,827)	4,00 (,922)	0,06	,228 (,868) 56
DI6	Vienna has excellent dining facilities	4,06 (748)	4,02 (,987)	0,04	,126 (,898) 56
DI7	Viennese food service personnel are friendly	3,59 (1,121)	3,46 (,925)	0,13	,439 (,662) 56
DI8	Culinary scene in Vienna is diverse	3,59 (,870)	3,88 (,980)	-0,29	-1,058 (,295) 56
DI9	Culinary scene in Vienna is unique	3,00 (1,061)	3,46 (1,027)	-0,46	-1,549 (,127) 56

Perceived quality (PQ)					
PQ1	Vienna offers excellent quality in culinary tourism	3,71 (,849)	3,56 (1,050)	0,15	,504 (,616) 56
PQ2	Vienna offers good quality in restaurant service	3,84 (,951)	3,78 (,872)	0,06	,072 (,943) 56
PQ3	Vienna's culinary tourism is offered at reasonable prices	3,65 (,996)	3,39 (,862)	0,26	,986 (,328) 56
PQ4	Vienna offers high quality cuisine	3,53 (,874)	3,93 (,905)	-0,4	-1,537 (,130) 56
PQ5	Vienna offers delicious cuisine	3,65 (,786)	3,98 (,880)	-0,33	-1,333 (,188) 56
PQ6	Vienna is doing well in order for tourists to enjoy the culinary the city offers	3,76 (,831)	3,63 (,767)	0,13	,576 (,567) 56
PQ7	Vienna's culinary scene is better than that of similar destinations	3,35 (,702)	3,17 (1,903)	0,18	,633 (,529) 56

Lastly, the expectations were evaluated against whether the respondents shared their culinary experiences on social media or not. In this category, there were no statistical significances found as shown in Table 13 below. Those who posted their experiences online had generally higher means than those who did not post, hence this could either mean that ones who posted experiences had lower expectations on culinary scene, image and quality of Vienna, or their expectations were somewhat met by what Vienna offers.

Table 13. Independent t-test: Sharing culinary experiences online - Culinary scene and image expectations

Items	Post (N=16) Mean (St.D)	Do not post (N=42) Mean (St.D)	Mean difference	T-value (Sig.) Df.
Destination image (DI)				
DI1	My dining experience in Vienna is consistent with my impression of the culinary scene in Vienna	4,00(,632)	3,79(,976)	0,21 ,813 (,420) 56
DI2	Vienna offers appealing cuisine	3,88(,957)	3,74(1,149)	0,14 ,423 (,674) 56
DI3	Visiting Vienna is a wonderful opportunity for sampling cuisines	4,00(,894)	3,57(1,107)	0,43 1,383 (,172) 56
DI4	Vienna has a relaxing dining atmosphere	4,13(,745)	4,07(,745)	0,06 ,239 (,812) 56
DI5	Vienna has variations of dining options	3,88(,806)	4,07(,921)	-0,19 -,750 (,457) 56
DI6	Vienna has excellent dining facilities	4,13(,806)	4,00(,963)	0,13 ,461 (,647) 56
DI7	Viennese food service personnel are friendly	3,38(,957)	3,55(,993)	-0,17 -,597 (,553) 56
DI8	Culinary scene in Vienna is diverse	3,69(,704)	3,83(1,034)	-0,14 ,519 (,606) 56
DI9	Culinary scene in Vienna is unique	3,56(1,094)	3,24(1,031)	0,32 1,053 (,297) 56
Perceived quality (PQ)				
PQ1	Vienna offers excellent quality in culinary tourism	3,81(,655)	3,52(1,087)	0,29 ,992 (,325) 56
PQ2	Vienna offers good quality in restaurant service	3,81(,911)	3,81(,890)	0 ,011 (,991) 56
PQ3	Vienna's culinary tourism is offered at reasonable prices	3,63(,719)	3,40(,964)	0,23 ,828 (,411) 56
PQ4	Vienna offers high quality cuisine	3,94(,772)	3,76(,958)	0,18 ,656 (,515) 56

PQ5	Vienna offers delicious cuisine	4,06(,680)	3,81(,917)	0,25	1,001 (,321) 56
PQ6	Vienna is doing well in order for tourists to enjoy the culinary the city offers	3,63(,500)	3,69(,869)	-0,06	-,283 (,778) 56
PQ7	Vienna's culinary scene is better than that of similar destinations	3,31(,793)	3,19(1,065)	0,12	,416 (,679) 56

To conclude, there were no statistical evidences that any group was significantly different from one and another, however there were indicators, which show different groups expectations on Vienna culinary scene, image and quality. Therefore, in this study different gender, age group, the number of visits to Vienna nor the habit of posting or not posting culinary experiences online influence the respondents' culinary experiences and expectations.

5.6 Model Analysis

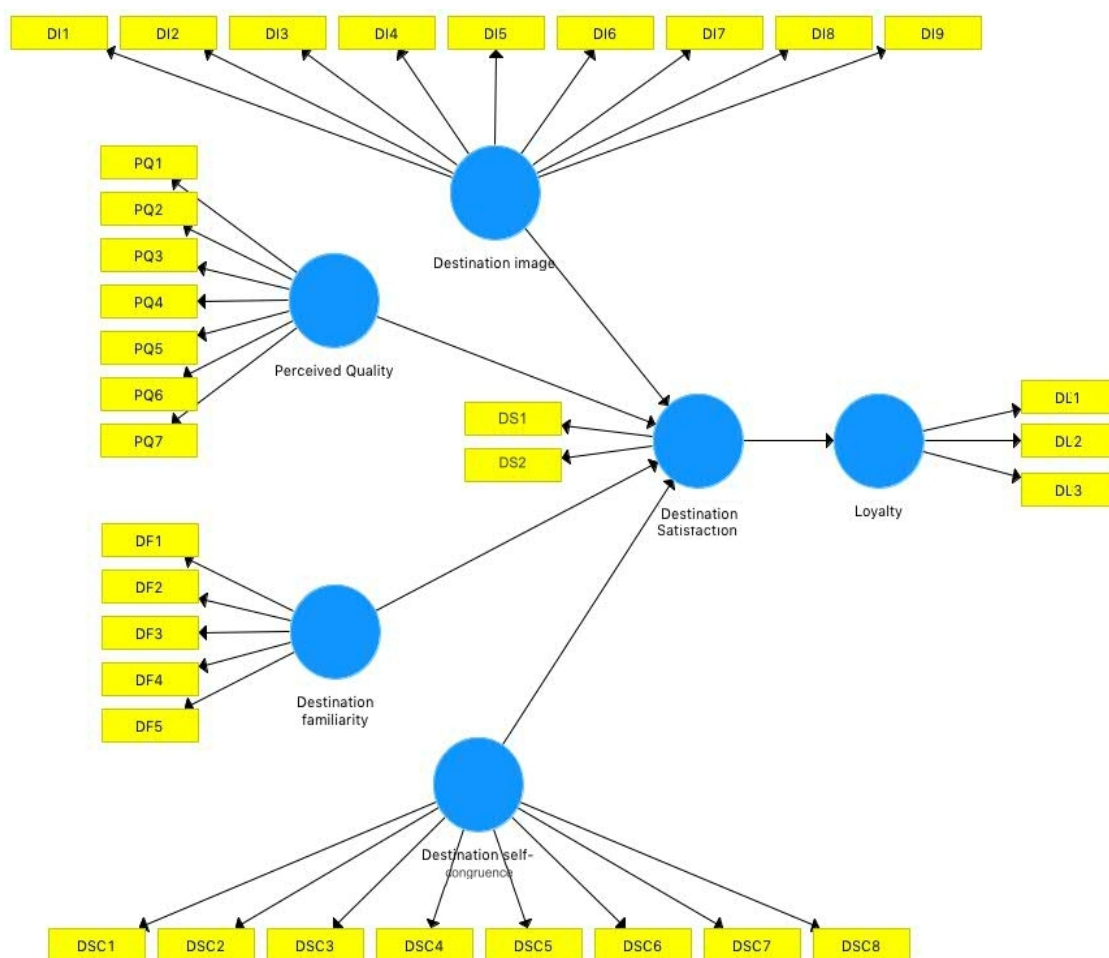
In this section of the chapter, the proposed conceptual model will be explained and the hypotheses will be tested. As mentioned in the methodology, PLS-SEM approach is applied in this study.

A visual diagram depicts the measurement model is shown in Figure 12. The model displays 34 measured indicator variables and 6 latent constructs. In the proposed model, all the constructs are hypothesized as reflexive, as they were observed in order to reflect each related latent variable (Gefen, Straub, & Boudreau, 2000). However, according to the rule of thumb that each latent variable should have at least three indicating variables (Hair et al., 2010, p.730), DS construct in this model has two variables which violates the above rule, however, it is still acceptable as *"the constructs' measurement properties are less restrictive with PLS-SEM"* (Hair, Ringle, & Sarst, 2011, p. 140).

In order to provide an empirical measure of the relationships among variables and constructs, the hypothesized model will be tested for validity and reliability; following by the analysis of path coefficients and significance of the effects to test for construct relationships. However, first of all, data screening was done.

The data screening was conducted by SPSS, and provided no missing data in rows. However, there was one missing value in (column) the Number of time the respondent had been to Vienna (for returning visitor), and since the responses for this variable vary greatly, hence the series mean of the whole collected data for this variable was used to compute the missing value, giving a number of 8 times. All of the collected responses per observed indicator variables were engaged, as the answers were spread out across the 1-to-5 Linkert-scale, and standard deviations of all variables were significant ($> 0,5$). There were no outliers being detected. The researcher observed fairly normal distributions for all indicators of latent factors in term of skewness. There was only one indicator of dependent variable Destination Self-congruence (DSC), which had milder kurtosis than the rest of indicators. This kurtosis values at -1.18, however still within the threshold of normality ± 2 (George & Mallery, 2010).

Figure 12. Proposed conceptual measurement model (SmartPLS)



In order to analyse the measurement model, the basic algorithm of PLS-SEM was applied to obtain the outer loadings of variables from smartPLS software. Outer loadings represent the correlations between each variable and its factor (Hair et al., 2010). In this case, with the sample size (N) of 58, the suggested cut-off point for identifying significant factor loadings was ,70 (BMDP Statistical Software, Inc., 1992 in Hair, et al., 2010). In Table 14, the analysis summary of the inner and outer model is shown. While others items DI3 – DI5, DI7 – DI9, PQ5, DF4, DSC2 fell just below the cutoff point; within the ,60 significant level and DL3 (,594), they were still at an acceptable level for practical significance (> ,50) according to Hair et al. (2010). Removal of low loadings (< ,50) did not improve the significant of any constructs, hence they were kept for the final analysis. Except for PQ3 (,370) was far from the cutoff point and therefore the variable was removed from the final analysis.

Table 14. CFA-Measurement models

Variables		Factor loadings	R ²	CA	CR	AVE
Destination image (DI)				0,881	0,904	0,514
DI1	My dining experience in Vienna is consistent with my impression of the culinary scene in Vienna	0,710				
DI2	Vienna offers appealing cuisine	0,860				
DI3	Visiting Vienna is a wonderful opportunity for sampling cuisines	0,677				

DI4	Vienna has a relaxing dining atmosphere	0,680			
DI5	Vienna has variations of dining options	0,647			
DI6	Vienna has excellent dining facilities	0,862			
DI7	Viennese food service personnel are friendly	0,657			
DI8	Culinary scene in Vienna is diverse	0,624			
DI9	Culinary scene in Vienna is unique	0,690			
Perceived quality (PQ)			0,877	0,908	0,626
PQ1	Vienna offers excellent quality in culinary tourism	0,878			
PQ2	Vienna offers good quality in restaurant service	0,828			
PQ4	Vienna offers high quality cuisine	0,832			
PQ5	Vienna offers delicious cuisine	0,841			
PQ6	Vienna is doing well in order for tourists to enjoy the culinary the city offers	0,619			
PQ7	Vienna's culinary scene is better than that of similar destinations	0,718			
Destination familiarity (DF)			0,854	0,894	0,631
DF1	I am familiar with information on Vienna's culinary scene	0,830			
DF2	I am more familiar than the average person regarding Vienna's culinary scene	0,863			
DF3	I am more familiar than my friends regarding Vienna's culinary scene	0,853			
DF4	During my trip(s) in Vienna, I had the chance to taste the authentic Viennese kitchen	0,602			
DF5	During my trip(s) in Vienna, I was able to enjoy the different cuisines Vienna offers	0,795			
Destination Self-congruence (DSC)			0,920	0,935	0,643
DSC1	The typical visitors to culinary places in Vienna reflect the type of person who I LIKE TO BE	0,741			
DSC2	I LIKE TO SEE MYSELF as a typical tourist visiting Vienna for its culinary scene	0,696			
DSC3	I LIKE TO BE KNOWN as a knowledgeable-tourist of the culinary offers in Vienna	0,751			
DSC4	The culinary scene in Vienna is a reflection of MY IDEAL IMAGE	0,845			
DSC5	The typical visitor of Vienna, to enjoy the culinary offers reflects the type of visitor WHO I AM	0,891			
DSC6	The typical visitor of Vienna's culinary places is similar to me in terms of THE ACTUAL IMAGE about myself	0,863			
DSC7	The typical visitor of Vienna's culinary places is VERY MUCH LIKE ME	0,787			
DSC8	Vienna's culinary scene is appealing to THE ACTUAL IMAGE of me as a visitor	0,821			
Destination Satisfaction (DS)		0,616	0,694	0,864	0,761
DS1	I am satisfied with the culinary event offerings in Vienna	0,824			
DS2	I really enjoy visiting Vienna for its offers in culinary tourism	0,918			
Destination Loyalty (DL)		0,714	0,747	0,852	0,665
DL1	I would recommend others to visit Vienna for its culinary offers	0,903			
DL2	I wish to visit Vienna again for culinary tourism	0,909			
DL3	In the following year, I will probably visit Vienna again mainly for its culinary tourism	0,594			

Next step, the reliability and validity of constructs were tested for. In reliability assessment, Cronbach's alpha (CA), one of the most widely used reliability coefficients was measured, also a common reliability measures for CFA is composite reliability (Hair et al., 2010). In general, it is agreed upon lower limit for CA is ,70 as an acceptable scale (Garson, 2016; Hair et al., 2010), in which all constructs, except Destination satisfaction (DS) (,694), were measured at a good level for confirmatory research (\geq ,80). As Hair (2010) points out, there is a positive relationship between the number of items per construct and the CA coefficient, hence a

reason explaining the low CA for DS could be due to the fact that there were only two items reflecting this construct, in comparison to other ones. Despite that reason, the CA of DS was only 0,006 below the suggested value of 0,70. The model reliability was also measured by composite reliability (CR), CR is a common measure for goodness of fit for reflective models (Garson, 2016). The suggested good level of threshold for CR is $\geq 0,80$ for confirmatory research (Daskalakis & Mantas, 2008, p. 288 in Garson, 2016). The CR of the measured constructs in this study were all above the suggested cutoff point, indicating a good estimated level of reliability.

To test the validity of the model, the average variance extracted (AVE) was called for in convergent validity analysis. In a reflective model, AVE represents the average communality for each latent factor, and the suggested cutoff point is ,50 for an adequate convergent validity (Garson, 2016; Hair et al., 2010). As shown in Table 14, the AVE of all constructs met the suggested cutoff point. However, to further explore the discriminant validity, the Fornell-Larcker criterion of the constructs were investigated. Table 15 shows a summary of the analysis, the highlighted variances are the AVE square root of each latent variable, and for each construct, its variance should be higher than its correlations with any other variable (in the same column) (Garson, 2016). There are two apparent discriminant validity problems, first is the correlations of PQ (,812) is higher than the AVE of DI (,717), and second the correlation of DS (,845) is higher than AVE of DL (,815). This could be explained by the similar wording of the statements leading to misunderstanding or confusion by the respondents while answering the questionnaire.

Table 15. Fornell-Larcker Criterion

	DF	DI	DSC	DL	PQ	DS
DF	0,794					
DI	0,395	0,717				
DSC	0,407	0,445	0,802			
DL	0,464	0,629	0,495	0,815		
PQ	0,271	0,812	0,415	0,711	0,791	
DS	0,404	0,699	0,508	0,845	0,730	0,872

Legend: DF = Destination familiarity, DI = Destination image, DSC = Destination self-congruence, DL=Destination loyalty, PQ = Perceived quality, DS = Destination satisfaction

Lastly, R^2 was measured for the overall effect size of the model, R^2 is also known as the coefficient of determination. Chin (1998, p. 323 in Garson, 2016) suggests the cutoff points for substantial, moderate and weak levels of R^2 are 0.67, 0.33 and 0.19 respectively. In this study, there are two endogenous variables, DS and DL, the R^2 for DS was 0,616 and R^2 for DL was 0,714, both values indicated a substantial and a high levels of predictive accuracy respectively. They mean that 61% variance in the DS variable was explained by the model, and 71% variance in the DL variable was explained by the model.

The structure (inner) model was analyzed via the use of smartPLS to provide the path coefficients between connected constructs for effect directions, and to perform bootstrapping for t-statistics. The final model analysis was conducted after the removal of PQ3 due to low factor loading. The standardization of path coefficients is between -1 and +1, with coefficients closer to 1 show strong paths, while coefficients closer to 0 depict weak paths (Garson, 2016). In Table 16, all the paths between constructs show positive effects, with DS has the strongest effect on DL (0,845), followed by the path PQ to DS (0,469) and DF has the weakest effect on DL (0,111). The t-statistics were obtained via bootstrapping in smartPLS in order to test for the true difference of path coefficients from zero in the population. The subsample size used in the bootstrap was 3364, which was higher than the actual sample size, and double bootstrapping method was applied due to the small actual sample size (N=58) to ensure the stability of the results (Hair, Hult, Ringle, & Sarstedt, 2016). A subsample size of 5000 was also tested, however provided insignificant influences to the statistics. For the significance level of 5%, the t-statistics need to be at least 1,96 to justify the path coefficient is significant (Hair et al., 2016). The analysis on the structure model as shown in Table 16 revealed that there are three out of nine hypothesized relationships showed significant relation, in which all three relationships have positive significant relationship.

Table 16. PLS-SEM Path Coefficients and Hypothesized relationships

Variables	Path coefficients	t-statistics	Hypothesized relationships	Support for Hypotheses
DI > DS	0,187	1,145	H1: Positive DI → positive impact on DS	No
DI > DL	0,158	1,133	H2: Positive DI → positive impact on DL	No
PQ > DS	0,469	3,043	H3: Positive PQ → positive impact on DS	Yes
PQ > DL	0,397	2,996	H4: Positive PQ → positive impact on DL	Yes
DF > DS	0,131	1,391	H5: Positive DF → positive impact on DS	No
DF > DL	0,111	1,374	H6: Positive DF → positive impact on DL	No
DSC > DS	0,177	1,740	H7: Positive DSC → positive impact on DS	No
DSC > DL	0,149	1,735	H8: Positive DSC → positive impact on DL	No
DS > DL	0,845	28,871	H9: Positive DS → positive impact on DL	Yes

Hypotheses H1 and H2 expected the perceived image of a destination's culinary scene to be positively affect international visitors' satisfaction to the destination directly and destination loyalty indirectly, however in this study in Vienna, the relationships were not statistically proven (both t-statistics < 1,96). Therefore, both hypotheses were rejected.

Hypotheses H3 and H4 dealt with the perceived quality of the overall culinary scene at a destination and its direct impact on destination satisfaction and indirect effect on destination loyalty. Both of these hypotheses were accepted. That means when visitors perceive highly the quality of culinary scene in Vienna, they also tend to be more satisfied with the city, and indirectly increase their loyalty to the city. Perceived quality is the only factor that has both rela-

tions being accepted, hence highlighting the importance of the culinary quality in the eyes of international visitors to increase their satisfaction, thus become more loyal to the city.

Hypotheses H5 and H6 expected a positive relationship between visitors' familiarity to a destination culinary scene and destination satisfaction, in turn leading to positive destination loyalty. However, in this study we did not support these hypotheses, as statistically showed, DF has the weakest relations to both destination satisfaction (path coefficient = 0,131, t-statistic = 1,391) and destination loyalty (path coefficient = 0,111, t-statistic = 1,374). Hence, regardless how someone is knowledgeable about the Vienna culinary scene; it does not influence the level of being satisfied with the culinary scene of a destination and intentions to revisit again.

Hypotheses H7 and H8 examined the direct relationship between destination culinary scene self-congruence to satisfaction and indirectly destination loyalty. Both hypotheses were rejected due to lack of support from statistic significance (both t-statistics < 1,96). Thus, perceived self-congruence and its match with a city culinary scene, in this study did not prove to influence the level of satisfaction nor for being more loyal to the destination. Tourists might in this case not seek per definition of a match between their culinary passions and a city offers, or this case the sample at hand did not seek for this. Future research could focus on food lovers and explore the relationship of self-congruency. It could mean that international visitors did not relate themselves to the culinary image of Vienna and hence there was no apparent relationship between their self-congruence and satisfaction with the destination, and thus not affecting their loyalty to the place.

Finally, hypothesis H9 assumed a positive relation between destination satisfaction and destination loyalty. This is where the strongest relationship path was depicted, at the same time produced the highest t-statistic in the structure model. This means, when visitors are satisfied with a city's culinary scene, they would be most likely to revisit, or recommend the city to others.

5.7 Qualitative results

In additional to the structured attributes, there were two open-ended, non-compulsory questions, which asked respondents to share their other experiences about culinary scene and the development of culinary tourism in Vienna. There were seven respondents shared their experiences during their stay in Vienna, two of those were pleased with the vegetarian-friendly offers of dining places in Vienna, this made it easier to dine in groups without the compromise of specific type of restaurants selection. One respondent in particular enjoyed the immensity of offers and quality of vegan/vegetarian places in comparison with other European capitals, at the same time, this respondents thought Viennese culinary scene to be similar to Berlin and Lisbon. Some other respondents shared the same opinions about having similar menus at several Viennese restaurants and Viennese cuisine is too heavy for them. One of them enjoyed

the outdoor dining and wining atmosphere in Vienna, however would recommend banning smoking in dining establishments.

There were seven recommendations for developments of culinary tourism in Vienna given. Two of which suggested culinary in Vienna is better suited traditional local food seekers. One recommended that more information on variance of dining options and cuisines should be advertised to initiate information search from visitors, this recommendation would be linked to another respondent's recommendation that the information for healthier eating options should be improved, to stress on the fact that there are healthy dining variances available however, not easily searched for.

6 CONCLUSIONS

6.1 Final Remarks

Culinary tourism has recently gaining its importance in contributing to the growth of tourism as well as overall economy of a destination; this is supported by UNWTO and their recent study in 2016 among 29 countries within affiliate members. As a result of UNWTO's survey, gastronomy is the third popular reason why tourists travel to a destination, after cultural motive and nature (World Tourism Organization, 2017). Hence, this study aimed at determining the aspects of culinary tourism that influences tourist satisfaction and subsequently tourists' loyalty via the investigation of international visitors who have visited Vienna at least once. In particular, this empirical study focused on the destination image, perceived quality as part of destination equity, destination familiarity, destination self-congruence and their impacts on satisfaction and loyalty to Vienna as a culinary destination.

The data observations of this study provide greater support for the highlight in UNWTO's first global report on gastronomy tourism (2012) that dining out activity is in the top two most preferred leisure activities, in which almost 95% of respondents dined out in restaurants. The other observation in the participated activities during visit in Vienna was 3,4% of respondents visited local markets, although small but it could be interpreted as respondents' interests in local gastronomical products and culinary scenes at these markets.

The independent samples t-tests of respondents' profiles with their food preferences, attitudes and culinary expectations did not detect any differences amongst gender, age group, number of visits respondents have been to Vienna and whether they share culinary experiences online. From the collected data, the ones who shared and posted their culinary experiences more online are ones in the age groups of 20 – 30 and 31 – 40. This aligns with statistical findings across the most popular social media platforms and messaging tools that the younger the age groups, the more active they are on social media (Chaffey, 2018). Although there were no statistic significant differences amongst the groups, but the researcher observed that the perceived culinary scene of Vienna is overall positive, where respondents rated highest on the "relaxing dining atmosphere" and "variations of dining options", however it scored lower on the friendliness of service personnel and uniqueness of the culinary scene.

The analysis was done in Vienna gave the researcher further insights in the international visitors' perceptions, expectations and attitudes towards the city's culinary scene. The application of confirmatory factor analysis as well as PLS-SEM in smartPLS supported only a few suggested hypotheses. Such findings suggests that perceived quality of culinary at a destination is the most important factor in creating tourism satisfaction and hence recommending the destina-

tion to other, and/or increase intention to revisit after the trip. When visitors perceive highly the quality of culinary scene in Vienna, they also tend to be more satisfied with the city, and indirectly increase their loyalty to the city. This confirms the previous studies and the concept of high satisfaction visit would be able to affect the willingness to recommend and intention to revisit as previously suggested (Nisco et al., 2015).

Previously, many researchers have done extensive studies on country image in relation to product familiarity (Han, 1989; Johansson, 1989; Jaffe and Nebenzahl, 2001; Knight and Calantone, 2000 in Nisco et al., 2015), in this empirical study however analysed the familiarity to a destination and its impact on tourism satisfaction and loyalty of international visitors who have been to Vienna. The study shows regardless how someone is knowledgeable about a destination culinary scene; it does not influence the level of being satisfied with the culinary scene of a destination and intentions to revisit again. Therefore, this study failed to prove the relationship between destination familiarity and destination satisfaction and in turn has no significant effect on destination loyalty.

Based on previous suggested studies on self-concept and intention to revisit and prediction of revisit, this empirical studied how tourists who visited Vienna perceive the city as a culinary destination via their actual and ideal self-congruence. However, results from the study in Vienna suggested that international visitors did not relate themselves to the culinary image of Vienna and hence there was no apparent relationship between their self-congruence and satisfaction with the destination, and thus not affecting their attitudinal loyalty (recommendation to other) or behavioural loyalty (intention to revisit) to the place for the purpose of culinary. Therefore, this study does not support the studies from Sirgy and Su (1999 cited in Kiliç & Sop, 2012), Ekinçi et al. (2011) and Zhang et al. (2014) where they suggest self-congruity motivates tourists to be loyal to a destination, both intention to revisit and willingness to recommend.

To sum up, the results from the study do suggest that currently, Vienna is not strongly perceived as a culinary destination, however there are aspects, which Vienna can potentially develop to be a culinary associated destination. Nevertheless, there is a need for cooperation amongst DMOs and other culinary stakeholders to take advantage of the existed positive perceptions, and integrate the image of Vienna as a culinary destination into the 'city brand' or 'nation brand' strategies and marketing campaigns.

6.2 Recommendations

The stakeholders in culinary tourism can be the large size such as country tourism office, to city tourist board or bureau to small individual food and beverage establishments, suppliers who are operated within a destination, who have interests in and gain from the growth of the positive destination image of a destination. And therefore should act within their power and

ability to attract and improve the perceived image of not only their organisations, but also the overall image of the destination in culinary and tourism perspectives.

From the findings and observations retrieved from the study, the following recommendations are suggested to the following stakeholders but not limited to DMOs and F&B establishments in order to overall improve the image of Vienna as a culinary destination to international visitors.

Within the PQ factor, visitors satisfied most with the quality of restaurant service and culinary offers; however, the prices and friendliness of service personnel were not well received. Although the prices are an attribute that cannot be easily changed due to the differences in living standards, costs and compatibility of market values in Austria and visitors' country of origin. But the reasonable prices could be translated to value for money of the culinary offers. Hence F&B establishments could develop the products and create offers in a way that can be perceived as better value for money. At the same time, the culinary establishments could improve on service staff training, to be more welcoming and friendlier to guests, especially international guests who have not yet adapted to the service practice and culture in Austria in general.

As the qualitative findings pointed out, the lack of information was somewhat of a limitation for international visitors, who do not speak the local language to access and reach the vast of available information in culinary offers and options. Therefore, first recommendation could be to have more contents available in other language(s). Second recommendation in this category would be to prioritize market(s) and provide information additionally in that market's language. For instance, in 2017, the number of international tourists visited Vienna (spent at least one overnight stay) was slightly above 5,5 million, in which the U.S.A., the U.K., Italy, China and Spain were the top five arrival tourists origins (excluding German) (Austrian National Tourist Office, 2018), and if one or more of these countries are the target markets, the language(s) should be included in the published information, so far English has been the most used second language option as observed from several online sources for culinary offers. But more actively, the stakeholders can penetrate the target markets better via offering information on culinary of Vienna in the popular search engines at the origin countries, for instance Russian, China where they are known to be difficult countries for foreign companies/organizations to approach due to the fact that Google is not the dominant search tool in those countries. This is easier for large organizations DMOs such as Austrian National Tourism Office or Vienna Tourist Board rather than smaller establishments to do, however it is possible yet costly. On the other hand, other approaches could be explored, for example, sponsoring celebrities, famous bloggers/vloggers from the target market who have certain positive influence on their existed large fan-bases to experience for themselves in Vienna and share their reviews on their social network as a way to expand the reach to the origin countries, and in their native languages hence influencing the cognitive and affective image of a destination culinary scene. This leads to the next recommendation in online information resources.

It is observed by the researcher that there are many food festival and culinary related events through out the year in Vienna such as Vienna restaurant week, where it is a great opportunity for visitors to sample the culinary offers in the city. However, these events are not listed, updated, or available in printed information source such as leaflet, or brochure form at airport, main train stations or tourist information office, where it is in most of the time, the first touch-point to the tourists (international and domestic alike). Hence, the DMOs could provide the quarterly updated printed information in both online and printed sources so that local culinary stakeholders like F&B establishments could benefit from greater exposure, at the same time, tourists have better information on seasonal offers and events in Vienna.

It depends on the target market and marketing objectives, different platforms and tools can be employed, for instance, people between 30-49 Y.O. use social media as a news source, and even the younger millennial (18-24 Y.O.) use more "image-led" social platforms such as Snapchat and Instagram, than the older millennial (25-29 Y.O.) (Target Internet, 2018). As mentioned above, these social medias are the most popular ones in the world, but there are ones that are used and popular amongst the local communities of the origin markets, and therefore should be sought after for any market-oriented marketing strategies, not only for culinary focus but also at the same time to create cognitive image of the destination.

6.3 Future research and limitations

While this study aimed to investigate the culinary influences on tourist satisfaction and subsequently tourists' loyalty of a destination, there were limitations during the process of the investigation, and together with the findings, the researcher would like to give suggestions for future research.

First, this was a single city study and hence the validity of findings was subjective to the city under investigation only. The small total sample size (N=58) cannot be generalised to represent to whole population. While the study dealt with visitors who have been to the destination one or more times, the total sample size was too small to analysis the differences between groups of 'First-time' and 'Returning visitors' on their perceptions of destination image, perceived quality as well as destination familiarity to the culinary scene of the destination. These hence lead to the following future research suggestions.

The first suggestion is that future researches to examine domestic repeating visitors to identify factors that influence their revisit intention. This also leads to the second suggestion for research in comparing pre-visit and post-visit perceived image and quality, as it would be more helpful for the culinary tourism stakeholders to understand what the positive aspects and areas for improvements. Third, the study analyzed DF as a direct factor influencing DS and DL, however in the future, DF could be analyzed as a moderating role toward DI an PQ to under-

stand better the familiarity of international visitors to the culinary scene of a destination, and their relationships to tourism satisfaction and post-visit intentions.

Another limitation to the study was the sampling method. Online convenience sampling method was applied, there was a lack of personal contact with respondents to observe their insights and personal opinions neither relating culinary scenes in Vienna. Therefore, the integration of qualitative approaches in combination with quantitative approach is suggested to provide a more holistic and psychological impressions of destination image could have been identified (Tasci et al., 2007). Additionally, the information on the duration of stay and the heterogeneity type of travel organisation (organised tour group or self-organised) could influence the personal perceived destination image.

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APPENDICES

Appendix 1: Consent form

Content to be posted on Facebook:

Hi everyone,

I am conducting a survey on culinary tourism in Vienna for my Masters Thesis. The purpose of the study is to analyse the influences of culinary on the image of Vienna and subsequently the FOREIGN (non-Austrian) TOURISTS' loyalty to the city. Please help to complete the survey in the following link.

<https://goo.gl/forms/ji6H3XAknbJHiBJB2>

The questionnaire will require approximately 15 – 20 minutes to complete. All answer will be kept confidential; please do not include your name in the survey. Only group results will be presented or documented, not individual answers.

Thank you very much for your participation!

Appendix 2: Questionnaire

The purpose of the study is to analyse the influences of culinary on the image of Vienna and subsequently the FOREIGN TOURISTS' loyalty to the city.

Part I: Demographic information of foreign tourists:

1. Have you been traveling to other countries (outside of your residency country) in the last 12 months? (*between April 2016 and May 2017*)

- Yes No

2. Number of travelling times to Vienna

- I've only visited Vienna on day-visits
 First-time visitor
 Returning visitor; including this trip _____ times

3. Gender:

- Male Female Other

4. Country of residence: _____

5. Nationality: _____

6. Education:

- Junior high school Senior high school Technical school/ Diploma
 University Graduate school Other: _____

7. Occupation

- Business owner Student Employee
 Retired Others: _____

8. Age

- Under 20 20 - 30 31 - 40 41- 50 51- 60 Over 60

9. Main purpose of visit (select max. 3)

- Food and cuisine Visit friend/family Shopping
 Sightseeing Conference/ business Nightlife
 Visit historic sights Cultural experience Others: _____

Part II: Food preferences:

10. Food is very importance in my everyday life.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

11. When I travel, food is an important factor in creating positive experiences.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

12. You are

- a vegan a vegetarian
 an omnivore (*eats variety of both plant and animal origin*)
 other _____

13. My preferred cuisines (select max. 3)

- African cuisines Cuisines of the Americas Asian cuisines
 European cuisines Oceanic cuisine Other: _____

Statements	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
Part III: Destination image					
My dining experience in Vienna is consistent with my impression of the culinary scene in Vienna					
Vienna offers appealing cuisine					
Visiting Vienna is a wonderful opportunity for sampling cuisine (including wine activities)					

Vienna has a relaxing dining atmosphere					
Vienna has variations of dining options					
Vienna has excellent dining facilities					
Viennese food service personnel are friendly					
Culinary scene in Vienna is diverse					
Culinary scene in Vienna is unique					
Statements	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
Part IV: Perceived quality					
Vienna offers excellent quality in culinary tourism					
Vienna offers good quality in restaurant service					
Vienna's culinary tourism is offered at reasonable prices					
Vienna offers high quality cuisine					
Vienna offers delicious cuisine					
Vienna is doing well in order for tourists to enjoy the culinaries the city offers					
Vienna's culinary scene is better than that of similar destinations					
Please name the first TWO similar destinations that came to your mind:	1. _____				
	2. _____				
Statements	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
Part V: Destination familiarity					
I am familiar with information on Vienna's culinary scene					

I am more familiar than the average person regarding Vienna's culinary scene					
I am more familiar than my friends regarding Vienna's culinary scene					
During my trip in Vienna, I had the chance to taste the authentic Viennese kitchen					
During my trip in Vienna, I was able to enjoy the different cuisines Vienna offers					
Statements	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
Part VI: Destination self-congruence					
The typical visitors to culinary places in Vienna reflect the type of person who I LIKE TO BE					
I LIKE TO SEE MYSELF as a typical tourist visiting Vienna for its culinary scene					
I LIKE TO BE KNOWN as a knowledgeable-tourist of the culinary offers in Vienna					
The culinary scene in Vienna is a reflection of MY IDEAL IMAGE					
The typical visitor of Vienna, to enjoy the culinary offers reflects the type of visitor WHO I AM					
The typical visitor of Vienna's culinary places is similar to me in terms of THE ACTUAL IMAGE about myself					
The typical visitor of Vienna's culinary places is VERY MUCH LIKE ME					
Vienna's culinary scene is appealing to THE ACTUAL IMAGE of me as a visitor					
Statements	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
Part VII: Destination satisfaction					
I am satisfied with the culinary event offerings in Vienna					
I really enjoy visiting Vienna for its offers					

in culinary tourism					
Part VIII: Destination loyalty					
I would recommend others to visit Vienna for its culinary offers					
I wish to visit Vienna again for culinary tourism					
In the following year, I will probably visit Vienna again mainly for its culinary tourism					

Part IX: Information sources

14. I obtained my information about culinary places in Vienna from

- | | |
|--|--|
| <input type="checkbox"/> A friend who visited Vienna | <input type="checkbox"/> www.vienna.info/ www.wien.info |
| <input type="checkbox"/> Tripadvisor's website | <input type="checkbox"/> Tripadvisor's forum |
| <input type="checkbox"/> Traveling blog: _____ | <input type="checkbox"/> Others: _____ |

15. Do you post your culinary experiences online?

- Yes, No
on which platform _____

16. During my trip(s) in Vienna, I have participated in:

- | | | |
|--|--|---------------------------------------|
| <input type="checkbox"/> Dining in restaurants | <input type="checkbox"/> Food festivals | <input type="checkbox"/> Wine tasting |
| <input type="checkbox"/> Culinary tours | <input type="checkbox"/> Other activities: _____ | |

Part X: Comments

17. Would you like to add anything in relation to your culinary experiences in Vienna?

18. Would you like to recommend in regards to the development of culinary tourism in Vienna and/or in general?

19. Would you like to comment on the content of this survey, or recommend other questions for this topic?

Thank you for your participation!

All answers will be kept confidential. Only group results will be presented or documented, not individual answers.