

How Memorable Gastronomic Experiences Shape Tourists' Destination Satisfaction and Behavioral Intentions: The Role of Supportive Interactions and Self-Expression on Social Media

Abstract

The purpose of this study is to investigate the effects of memorable gastronomic experiences (MGE) on tourists' destination satisfaction (DS) and behavioural intentions (BI), as well as the impacts of supportive interaction (SI) and self-expression (SE) resulting from sharing these experiences on social media. Using convenience sampling, 517 international tourists visiting Izmir were included in the sample and data were collected using questionnaires. The results showed that MGE significantly increases DS and is effective in forming positive BI, such as revisiting and recommending the destination and creating positive word-of-mouth. On the other hand, adverse experiences (AE) were found to decrease DS and indirectly affect BI. In addition, the results showed that SE and SI had a significant direct effect on DS and an indirect effect on BI. The study highlights the importance of MGE in enhancing tourists' satisfaction and future. It emphasizes the potential of social media as a platform for SE and SI that could enhance DS and BI.

Keywords: memorable gastronomic experience, self-expression, supportive interaction, destination satisfaction, behavioural intentions

1. Introduction

Gastronomic experiences have the potential to become an extraordinary experience that lingers in our memories. Tourists visit landmarks, capture picturesque moments, and seek opportunities to tempt their senses with unique and distinctive gastronomic experiences. As a result, gastronomy has become an essential aspect of travelling, with visitors increasingly seeking out authentic flavours and dining experiences (Fox, 2007; Zağralı & Akbaba, 2015; Carvache-Franco et al., 2022). In their study, Uehara and Assarut (2020) describe this gastronomy experience as a memorable and extraordinary experience. According to Carvache-Franco et al. (2021), gastronomy is an essential attraction for tourist destinations.

Additionally, Lin et al. (2022) suggest that gastronomic experiences can serve as a new indicator of tourism development. Researchers have recently examined how gastronomic experiences affect travellers' behaviours and intentions (Kim & Eves, 2012; Lertputtarak, 2012; Robinson & Clifford, 2012). According to Kivela and Crotts (2006), gastronomic experiences substantially impacted destination choice and revisit intentions. According to research by Kim and Eves (2012), Lertputtarak (2012), and Robinson and Clifford (2012), gastronomy and gastronomic experiences have a positive effect on destination satisfaction and recommendation. According to Nasir, Rahim and Hassan (2021), travellers who are satisfied with their gastronomy experience are willing to recommend the gastronomy products they have experienced to others and return to the destination to experience them again. Gastronomic experiences have an effect that lasts beyond the confines

Duygu Yönel Baş, MS, Corresponding Author, Lecturer, Izmir Katip Celebi University, Faculty of Tourism, Department of Gastronomy and Culinary Arts, Izmir, Turkey; ORCID ID: <https://orcid.org/0000-0003-3862-1577>; e-mail: duygu.yonell@gmail.com

Onur Çakır, PhD, Professor, Kırklareli Üniversitesi - Tourism Management Kayalı Kampusu 3 Nolu Merkezi Derslikler Turizm Fakültesi Dekanlığı Kırklareli/Merkez, Kırklareli, Turkey; ORCID ID: <https://orcid.org/0000-0001-8360-0324>; e-mail: ocakir@klu.edu.tr

of a journey; instead, they generate enduring memories that influence how people perceive a destination and shape their BI. Tourists are profoundly impacted by MGE, which leaves a lasting impression on their travels.

In the digital age, social media has become a powerful platform for SE, allowing people to share their interests, travels, and life experiences with the world (Zeng & Gerritsen, 2014). In social media gastronomy, the adage "we eat with our eyes first" has never been truer. Beautifully executed dishes, eye-catching colours, and meticulous details make a gastronomic experience memorable. Tourists tend to capture and share these visual feasts on social media like Facebook, Instagram, Twitter, and Pinterest. Individuals can show their perspectives, convey their aesthetic tastes, and keep a visual journal of their gastronomic experiences by sharing these experiences on social media. Javed et al. (2021) state that gastronomic experiences are one of the most critical factors that shape BI and a means of SE. The content consumed by tourists and shared on social media can be a valid data source to understand the gastronomic image users perceive through experiences (Lin et al., 2022). Sharing gastronomic experiences on social media has become essential to memorable experiences regarding SE and receiving SI (Atwal et al., 2019). In their study, Zhu et al. (2019) concluded that when the tourist shares their experience, which expresses the tourist's identity, receives enough likes, comments, and shares and is approved by others, it increases their satisfaction with the destination and positively affects their BI.

On the other hand, Javed et al. (2021) found that the higher the number of SI, the higher the intention of tourists to share content about their gastronomic experiences. Although social media is increasingly becoming an integral part of tourists' experiences, there is a notable absence of studies in the existing literature that investigate the effects of social media on the relationships between memorable gastronomic experiences (MGE), destination satisfaction (DS), and behavioural intentions (BI). This study addresses this gap by examining the role of self-expression (SE) and supportive interaction (SI) on social media within these relationships. Addressing this gap is crucial for understanding the factors that enhance tourist satisfaction and influence their future behaviours, providing valuable insights for destination managers and marketers.

2. Theoretical background

2.1. MGE and DS

The relationship between MGE and DS can be explained as a subjective evaluation of whether a destination's gastronomic products and services meet expectations (Kim et al., 2020). As food and gastronomic products are essential aspects of travel and can play a significant role in shaping the overall perception and enjoyment of a destination, gastronomic experiences are considered a variable that significantly contributes to DS (Ekici, 2020; Khuong & Nguyen, 2017; Sims, 2009). According to Hernández-Rojas et al. (2022), local gastronomy products significantly impact DS. Cinnioğlu and Gündoğdu (2023) found that gastronomy elements directly affect tourists' satisfaction and destination loyalty. In a recent study, Kodaş and Özel (2023) found a significant and positive relationship between gastronomy experience, motivation, DS, and destination brand equity. The study also demonstrates that tourists' positive gastronomic experiences significantly impact the destination's brand equity. Exploring local cuisines and food traditions allows travellers to immerse themselves in the local way of life. Unique flavours, ingredients, and cooking techniques provide insight into the region's history, customs, and traditions. Authentic culinary experiences enhance the overall cultural immersion, making the trip more enriching and satisfying (Kyriakaki et al., 2016; Adongo et al., 2015). Exploring local foods, flavours, and culinary traditions enhances cultural immersion and provides sensory pleasure, emotional connection, and a sense of discovery. Authenticity, regional engagement, uniqueness, and the ability to create lasting memories through food contribute to overall DS (Gupta et al., 2020; Uslu & İnanır, 2020). Findings in the literature also suggest that MGEs are effective in satisfying tourists' expectations and largely shape tourists' DS (Koçak, 2020; Roozbeh et al., 2013; Kim & Choe, 2019; Levitt, 2018; Stone et al., 2018; Hernández-Rojas et al., 2022; Cinnioğlu &

Gündoğdu, 2023; Kodaş & Özel, 2023; Leow et al., (2024). Based on all these explanations, the following hypothesis was constructed to evaluate the effect of MGE on DS.

H1: MGE has an impact on DS.

In addition to the fact that gastronomic experiences influence the level of DS, various dissatisfactions can occur due to some AE related to gastronomic experiences. Berbel-Pineda et al. (2019) state that gastronomic experiences are not always a satisfaction factor for tourists but can also lead to dissatisfaction with the destination. In the literature, adverse experiences (AE) that can be experienced in the context of MGE are expressed by Adongo et al. (2015) as "litter around eating places, diarrhoea/stomach upset, unfair pricing by food vendors". Adongo et al. (2015) reported that AE results for gastronomic experiences lead to tourist dissatisfaction. Yönel and Çakır (2022) determined that adverse experiences should not be considered a sub-dimension of the MGE scale but only an independent variable that negatively affects the overall DS. In this context, since it is assumed that AE will negatively affect DS in such cases, the following hypothesis was formulated to be tested in the model of the study.

H2: AE has an impact on DS.

2.2. MGE and BI

Measuring individuals' BI is a very effective way to predict their future behaviour (Tsai, 2016; Piramanayagam et al., 2020). It has been found that tourists who are satisfied with the local food they consume at a destination tend to recommend it to others with positive word-of-mouth and return to that destination (Berbel-Pineda et al., 2019). The desire to revisit a previously visited place, to re-experience something experienced for the first time, to feel and enjoy the positive emotions felt during the experience, and to share the experience with others is seen because of BI (Widjaja et al., 2020). Coudounaris and Sthapit (2017) state that BI is generally measured by three indicators: intention to return, recommendation, and positive word-of-mouth. In this study, these three items will calculate tourists' BI (Kim & Choe, 2019).

According to Wongsawat and Deebhijarn (2019), DS, which expresses a set of pleasant feelings of tourists, affects the future BI of tourists and creates a set of views and attitudes toward the destination. Tourists who are satisfied with the destination tend to recommend it to others, use positive word-of-mouth for marketing the destination through their efforts, and share their experiences on social media. Phillips et al. (2013) studied the attitudes and behaviours of Midwest participants who experienced South Korean food and concluded that experiencing South Korean food positively influenced future revisit intentions. Çakıcı et al. (2021), because of the study, a positive and significant effect was found between gastronomy experiences and BI. In their research, Rewtrakunphaiboon and Sawangdee (2022) reveal that street food tourism experiences lead to satisfaction and positive BI. It can be seen that MGE have an impact on BI. Given all these evaluations, the research hypothesis is constructed as follows.

H3: MGE has an impact on BI.

Adongo et al. (2015) investigated the gastronomic experiences of international tourists in Ghana. Tourists' gastronomic experiences significantly impacted their behaviour when recommending to others. Adverse experiences were reported to hurt recommendation behaviour. Yönel and Çakır (2022) posit that adverse experiences deleteriously impact behavioural intentions. The citations above demonstrate that AE exerts an influence on BI. Based on these findings, the following hypothesis is proposed.

H4: AE has an impact on BI.

According to Huete-Alcocer and Hernández-Rojas (2022), tourists are more likely to revisit a destination or recommend it to others if they are satisfied with their overall experiences at the destination and their gastronomic experiences. Therefore, MGE encourages tourists' lasting loyalty to the local cuisine and destination.

Yiğit (2022) concluded in her study that gastronomy satisfaction positively and significantly affects MGE, BI and DS. It has been determined that MGE has a positive and significant effect on DS, and DS has a positive and significant impact on BI. Similarly, Esparza Huamanchumo et al. (2023) report that local gastronomy positively affects BI. It can be seen that DS affect BI. Given all these evaluations, the research hypothesis is constructed as follows.

H5: DS has an impact on BI.

Similar studies in the literature have concluded that gastronomic experiences in destinations contribute to tourists' satisfaction and that these gastronomic experiences positively foster their intentions to revisit, recommend to others, and spread positive word of mouth to others (Kim & Eves, 2012; Choe & Kim, 2018; Jokom et al., 2020; Huete-Alcocer & Hernández-Rojas, 2022; Nasir et al., 2022; Yiğit, 2022; Esparza Huamanchumo et al., 2023; Genç & Aldemir, 2023; Jokom et al., 2023).

2.3. SE and SI on social media

SE and SI on social media play a central role in shaping tourists' BI (Javed et al., 2021). Tourists can show different levels of satisfaction and commitment to the destination by evaluating and sharing their gastronomic experiences on social media (Lin et al., 2022). Sharing authentic experiences, receiving social validation, and engaging with a travel community influence destination choice, promote trust, and enhance travel experience. Social media allows people to communicate, influence others, and engage in SE (Zhu et al., 2019). According to the National Food Trends Survey on food and social media in the US, 60% of food consumers said they take a picture of their food before eating and share it on their social media accounts with a "camera first, fork second" mentality (Wong et al., 2019). According to Zhu et al. (2019), sharing food photos on social media serves as a form of social presence, a different self, personal preferences, skills, and talents, adapting more to the community, and sharing the latest events as a form of SE, which leads to a much better gastronomic experience. Peng (2019) examined the interaction between SE and young Chinese lifestyles mediated by sharing food photos on social media and found that sharing food experiences facilitated young Chinese SE.

H6: MGE has an impact on SE.

Kodaş and Özel (2023) found a positive relationship between DS and destination brand equity and emphasized that DS is a vital brand equity antecedent. Accordingly, they stated that tourists sharing their gastronomy experiences on digital platforms via social media can help attract more tourists and understand their impact on destination brand components. A review of previous studies reveals that tourists' posts and shares about their dining experiences also affect their DS and BI (Wang et al., 2017; Zhu et al., 2019; Javed et al., 2021; Lin et al., 2022; Soonsan & Somkai, 2023). Considering all these investigations, the hypotheses developed in the research are as follows:

H7: SE has an impact on DS.

H8: SE has an impact on BI.

Social media platforms foster community and allow tourists to engage in SI with others. Supportive comments, likes, and shares on social media posts create a sense of social validation and reinforce the belief that others value their experiences. This social reinforcement influences tourists' BI and encourages them to continue exploring, sharing, and engaging with the travel community (Javed et al., 2021). When others validate tourists' experiences on social media, their satisfaction levels increase, and their BI is shaped. While high levels of SI, such as likes, positive comments, and re-shares, satisfy tourists' desire to express themselves, low levels of SI may weaken the relationship between SE and food experiences (Zhu et al., 2019). Similarly, Javed et al. (2021) state that SI, such as likes, comments, and sharing, leads tourists to share more about gastronomic experiences and repeat the experience. Lin et al. (2022) designed a new model for measuring tourism destination image and aimed to

contribute to analysing gastronomy experiences shared on social media from a semiotic perspective. As a result of their study, they reveal that the increase in the number of comments under these experience posts and the attractiveness of gastronomy experiences are reflected in the overall satisfaction shown by the commentators. Considering all these evaluations, the research hypotheses were constructed as follows.

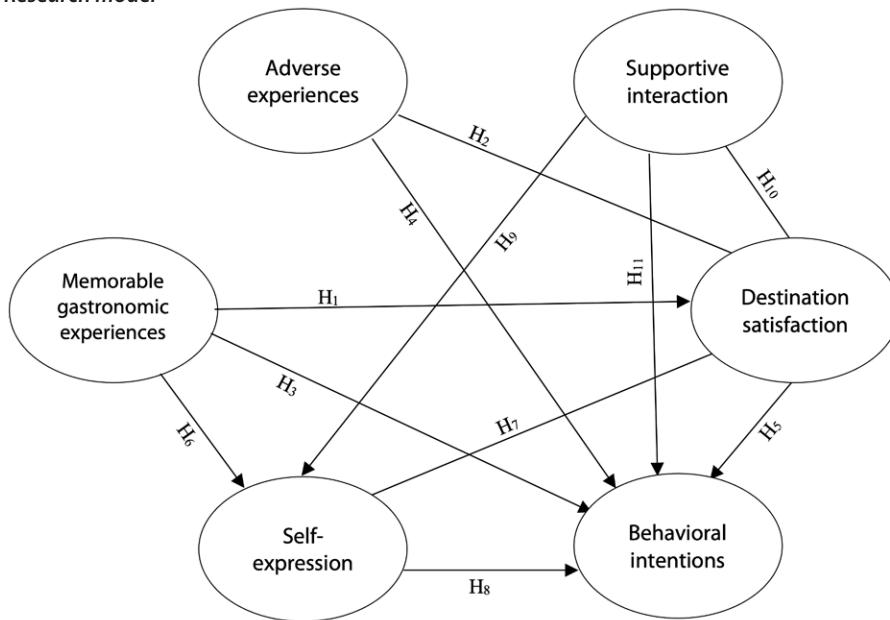
H9: SI has an impact on SE.

H10: SI have an impact on DS

H11: SI affect BI

The model was developed considering the hypotheses in the theoretical framework shown in Figure 1.

Figure 1
Research model



3. Methodology

A quantitative research design was utilized, and a face-to-face survey was used to collect the data. To measure the variables in the model, we adapted 15 items MGE scale and three items AE scale developed by Yönel and Çakır (2022) and Adongo et al. (2015), seven items SE scale developed by Javed et al. (2021), four items DS scale developed by Yoon and Uysal (2005), four items BI scale developed by Sthapit et al. (2017). To assess supportive interactions, we utilized a single-item SI scale developed by Zhu et al. (2019) on a 7-point scale: "To what extent do you think your post was liked?" (1=not at all, 7= very much). If similar uses are examined, in the current research, Xi et al. (2022) included supportive interactions in the model by measuring them with a single-item scale, as used in the study by Zhu et al. (2019). Later, the questionnaire forms were translated into English, Russian, German and Polish. The study population consisted of foreign tourists visiting Izmir, and the sample was selected by convenience sampling method from those who had visited the ancient city of Ephesus and the House of the Virgin Mary. With permission from various agencies and tourist guides, data was collected from people, mostly Russian, German, British and Polish nationals, who came to the regions within the scope of the research sample between July 24, 2021, and September 15, 2021. A total of 517 valid questionnaires were collected. Descriptive statistics were calculated using SPSS Statistics 26, while measurement model and structural model tests were analysed using SmartPLS3 (Ringle et al., 2015).

4. Findings

The research findings are reported in three sections. The findings on participant demographics are presented in the first section, measurement model statistics are shown in the second section, and the results of structural equation modelling and hypotheses testing are presented in the third section.

4.1. Sample demographics

Russian tourists represented 41.6% of the sample, followed by Germans (25.5%), Britons (17.2%), and Polish tourists (15.7%). 43.9% of the participants were single, 49.1% were married, and 6.0% shared housing. Examining the participants' educational backgrounds reveals that 3.7% have completed elementary school, 11.2% have finished middle school, 15.3% have finished high school, 7.2% have earned an associate degree, 40.8% have earned a bachelor's degree, and 20.1% have completed a postgraduate degree programme. The average age of the tourists who participated in the survey was 38, and 66.5% visited İzmir for the first time. Participants' average monthly income was 2.068,63 USD.

4.2. Evaluation of the measurement model: validity and reliability

Confirmatory factor analysis was used to test the construct validity of the measurement model. The reliability and validity of each construct in the conceptual model are presented in Tables 1 and 2. The average variance extracted (AVE) and factor loadings were used to determine the convergent validity of the constructs. All factor loadings were statistically significant and above the threshold of 0.50 (Hair et al., 2010). The AVE values for each construct were also greater than 0.50. Thus, convergent validity is established.

Table 1
Confirmatory factor analysis

First order constructs	Items	Factor loadings	t	p	Mean	Std. dev.
Local culture	Closely experienced the local food culture. (LC1)	0.841	34.057	0.000	3.455	1.040
	Locals serving the food were friendly. (LC2)	0.550	8.800	0.000	3.009	1.098
	Had an authentic local food cultural experience. (LC3)	0.846	44.550	0.000	3.470	1.067
Knowledge	Learnt how to prepare new foods. (K1)	0.858	45.730	0.000	2.538	1.290
	Learnt history of local food. (K2)	0.659	13.988	0.000	3.798	1.048
	Used a local food guidebook. (K3)	0.717	28.504	0.000	2.792	1.247
Novelty	It was once-in-a-lifetime experience. (N1)	0.771	21.779	0.000	3.335	1.178
	It was a unique experience. (N2)	0.882	53.974	0.000	3.425	1.094
	Different from previous tourism experiences. (N3)	0.820	26.735	0.000	3.503	1.059
Hedonism/ meaningfulness	Local food is tasty. (HM)	0.641	12.124	0.000	3.963	0.825
	I ate something important. (HM2)	0.749	20.751	0.000	3.754	0.946
	Eating local food is exciting. (HM3)	0.832	39.842	0.000	3.656	0.981
	I ate something meaningful. (HM4)	0.796	29.279	0.000	3.494	1.006
	Enjoyed myself. (HM5)	0.745	20.908	0.000	3.832	0.945
Adverse experiences (AE)	Learned about myself. (HM6)	0.604	10.412	0.000	3.511	1.081
	Litter around eating places. (AE1)	0.720	2.616	0.009	3.306	1.224
	Diarrhea/stomach upsets. (AE2)	0.565	2.066	0.037	4.158	1.050
	Unfair pricing by food vendors. (AE3)	0.891	3.712	0.000	3.481	1.110
I shared my memorable gastronomic experiences on social media...						
Self-expression (SE)	To establish social presence. (SE1)	0.730	15.581	0.000	3.031	1.188
	To showcase personal skills and abilities. (SE2)	0.850	44.445	0.000	4.065	1.176
	To showcase a different self. (SE3)	0.799	26.837	0.000	2.916	1.208
	To increase exposure to the community. (SE4)	0.840	38.868	0.000	3.086	1.236
	To showcase personal preference. (SE5)	0.775	18.582	0.000	3.334	1.205
	To showcase social status. (SE6)	0.811	31.847	0.000	2.980	1.263
	To share latest news and activities. (SE7)	0.719	21.312	0.000	3.352	1.209

Table 1 (continued)

Supportive interaction (SI)	To what extent do you think your posts about your gastronomic experience in Izmir is well liked? (SI1)	1.000			3.730	1.965
Destination satisfaction (DS)	How does Izmir, in general, rate compared to what you expected? (DS1)	0.835	31.042	0.000	3.982	0.762
	Was this visit worth your time and effort? (DS2)	0.763	15.553	0.000	4.126	0.754
	Overall, how satisfied were you with your holiday in Izmir? (DS3)	0.844	41.174	0.000	4.122	0.744
	How would you rate Izmir as a vacation destination compared to other similar places that you may have visited? (DS4)	0.783	23.853	0.000	3.860	0.871
Behavioral intentions (BI)	I will recommend Izmir to other people. (BI1)	0.914	84.025	0.000	4.128	0.832
	I will say positive things about Izmir to other people. (BI2)	0.901	54.255	0.000	4.223	0.767
	I will encourage friends and relatives to visit Izmir. (BI3)	0.906	64.167	0.000	4.132	0.808
	I will revisit Izmir in the next three years. (BI4)	0.772	25.425	0.000	3.390	1.139
Second order constructs	Dimensions	Factor loadings	t	p	Mean	Std. dev.
Memorable gastronomic experiences (MGE)	Local culture	0.793	31.121	0.000	3.684	0.785
	Knowledge	0.761	26.444	0.000	3.050	0.968
	Novelty	0.760	22.734	0.000	3.417	0.932
	Hedonism/meaningfulness	0.902	78.962	0.000	3.673	0.686

Discriminant validity is tested using the Fornell-Larcker criteria (Fornell & Larcker, 1981) and HTMT values. In Table 2, the square roots of the AVE values are higher than the correlations of the constructs, and the HTMT values are less than 0.90 (Henseler et al., 2015). These provide evidence of discriminant validity. The internal consistency of the measurement model is assessed using the composite reliability coefficient and Cronbach's alpha. Constructs are defined as reliable if their composite reliability (CR) coefficients are more significant than 0.8 (Werts et al., 1974) and Cronbach's Alpha is more important than 0.60 (Hair et al., 2017). Each construct in the model has a CR coefficient greater than 0.8, and Cronbach's Alphas are more significant than 0.60, demonstrating reliability and meeting internal consistency requirements (Table 2).

Table 2
Discriminant validity and reliability

Model	Correlations of the constructs					
	1	2	3	4	5	6
1. Behavioral intentions	0.875	0.399	0.840	0.375	0.115	0.617
2. Supportive interaction	0.377	1.000	0.373	0.312	0.111	0.465
3. Destination satisfaction	0.727	0.346	0.807	0.383	0.180	0.608
4. Self-expression	0.342	0.298	0.338	0.791	0.134	0.502
5. Adverse experiences	-0.076	-0.103	-0.140	0.046	0.737	0.220
6. Memorable gastronomic experience	0.547	0.440	0.521	0.457	0.048	0.631
Cronbach's alpha	0.896	1.000	0.821	0.899	0.650	0.889
Construct reliability (CR)	0.929	1.000	0.881	0.921	0.776	0.881
Average variance extracted (AVE)	0.766	1.000	0.651	0.625	0.544	0.650
Mean	3.960	3.730	4.020	3.100	2.340	3.490
Standard deviation	0.750	1.968	0.626	0.967	0.840	0.656

Note. Values in bold represent the square roots of the mean explanatory variance. Values below the values in bold indicate the correlation of the variables and the values above indicate the HTMT (Hererotrait Monotrait Ratio) values.

4.3. Structural model

To test the hypotheses and calculate the path coefficients specified in the model, we used the bias-corrected bootstrapping method (5000 subsamples) on SmartPLS3. Results are reported in two parts. First, we evaluated the direct effects and then focused on the indirect effects of SE and SI (Figure 2, Table 3). The results showed that MGE had a significant positive effect on DS ($\beta = 0.380$, $t = 8.544$, $p < 0.05$), BI ($\beta = 0.117$, $t =$

2.845, $p < 0.05$), and SE ($\beta = 0.264$, $t = 5.072$, $p < 0.05$). Thus, H1, H3 and H6 were supported. These results indicate that when tourists have MGE, their DS and BI are positively affected. Gastronomic experiences are one of the most important elements of tourists' DS. The local products offered at the destination, the new memorable gastronomic experiences, and the gastronomic products reflecting the local culture significantly increase tourists' BI. As a result, MGE influences and improves BI as they increase DS. In addition, the results show that tourists express themselves better on social media by sharing MGE. AE was found to hurt DS ($\beta = -0.136$, $t = 2.400$, $p < 0.05$) (H2), but no apparent effect on BI (H4). DS was found to have a significant and positive direct effect on BI, supporting H5 ($\beta = 0.636$, $t = 17.046$, $p < 0.05$).

Figure 2
Structural model

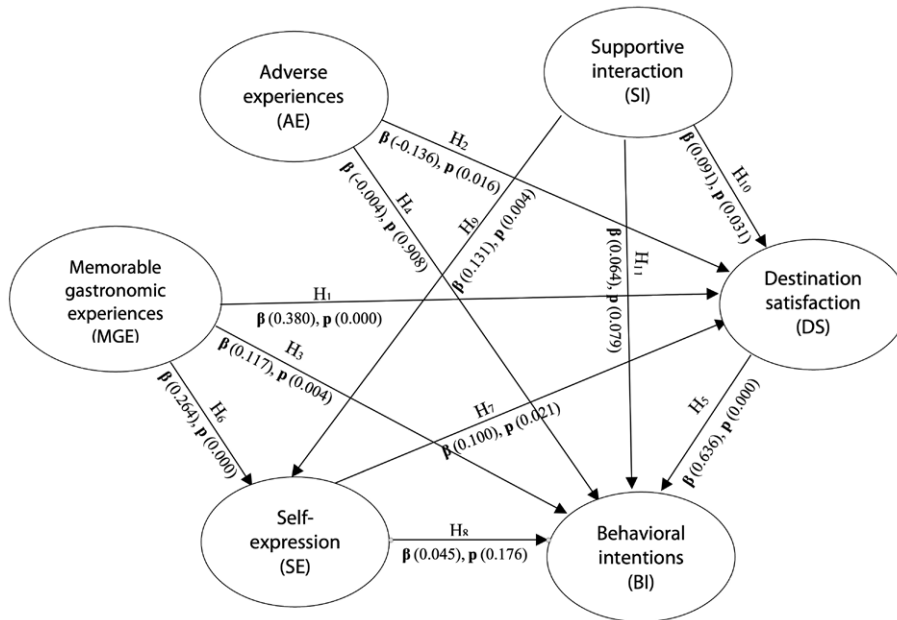


Table 3
Hypotheses test results showing direct relationships

Paths	β	t	p	Bias corrected 95% interval		Supported
				Lower	Upper	
H1: MGE → DS	0.380	8.544	0.000***	0.289	0.465	Yes
H2: AE → DS	-0.136	2.400	0.016*	-0.228	0.009	Yes
H3: MGE → BI	0.117	2.845	0.004**	0.036	0.199	Yes
H4: AE → BI	-0.004	0.115	0.908 ^{ns}	-0.076	-0.073	No
H5: DS → BI	0.636	17.046	0.000***	0.563	0.705	Yes
H6: MGE → SE	0.264	5.072	0.000***	0.158	0.368	Yes
H7: SE → DS	0.100	2.315	0.021*	0.016	0.185	Yes
H8: SE → BI	0.045	1.353	0.176 ^{ns}	-0.018	0.112	No
H9: SI → SE	0.131	2.882	0.004**	0.042	0.219	Yes
H10: SI → DS	0.091	2.163	0.031*	0.009	0.173	Yes
H11: SI → BI	0.064	1.757	0.079 ^{ns}	-0.011	0.132	No

Note. *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, ^{ns} = not significant ($p > 0.05$).

It was found that SE has a significant and positive effect on DS, and the H7 hypothesis was supported ($\beta = 0.100$, $t = 2.315$, $p < 0.05$). In this case, it can be said that tourists' SE through sharing gastronomic experiences on social media positively increases DS. Tourists who feel they can SE through sharing gastronomic

experiences on social media leave the destination more satisfied, which leads to increased DS. SE was found to have no direct effect on BI, and H8 was not supported ($\beta = 0.045$, $t = 1.353$, $p > 0.05$). Since SE was found to impact DS directly, and DS primarily shapes BI, it is predicted that SE may indirectly affect DS.

H9 and H10 were supported as the direct effects of SI on SE ($\beta = 0.131$, $t = 2.882$, $p < 0.05$) and DS ($\beta = 0.091$, $t = 2.163$, $p < 0.05$) were statistically significant. This shows that receiving a high level of SI positively affects tourists' levels of SE and DS. The fact that tourists achieve a high level of SI with MGE posts shows that they can express themselves better with their gastronomic experiences on social media. The high level of SI significantly affects both SE and DS. SE and the level of DS of tourists who obtain satisfactory SI with MGE are also considerably affected. SI was found to have no direct effect on BI ($\beta = 0.064$, $t = 1.757$, $p > 0.05$), and H11 was not supported.

Looking at the results of the hypothesis tests on direct effects, all the rejected hypotheses are related to the impact on BI. Therefore, in addition to testing the direct relationships, we also examined eight indirect relationships, focusing mainly on the mediating effects of SI and SE and the indirect effects on BI (Table 4).

Table 4
Mediator hypothesis test results showing indirect effects

Paths	β	t	p	Bias corrected 95% interval		Supported	Mediation type
				Lower	Upper		
H12: MGE → SE → DS	0.026	2.038	0.042*	0.004	0.055	Yes	Complementary (Partial)
H13: MGE → SE → BI	0.012	1.307	0.191 ^{ns}	-0.005	0.031	No	No mediation (None)
H14: MGE → SE → BI	0.242	7.559	0.000***	0.180	0.304	Yes	Complementary (Partial)
H15: SE → DS → BI	0.063	2.313	0.021*	0.012	0.119	Yes	Indirect only (Full)
H16: AE → DS → BI	-0.087	2.292	0.022*	-0.148	0.005	Yes	Indirect only (Full)
H17: SI → SE → DS	0.013	1.691	0.091*	-0.001	0.031	No	No mediation (None)
H18: SI → SE → BI	0.006	1.195	0.232 ^{ns}	-0.002	0.017	No	No mediation (None)
H19: SI → DS → BI	0.058	2.120	0.034*	-0.005	0.111	Yes	Indirect only (Full)

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, ns= not significant ($p > 0.05$).

SE significantly mediated the relationship between MGE and DS ($\beta = 0.026$, $t = 2.038$, $p < 0.05$, CI= 0.004-0.055). This means that the increase in MGE directly affects DS, and accordingly, DS increases more significantly when tourists can SE by posting their gastronomic experiences on social media. It can be concluded that SE has a complementary mediating effect, further strengthening the relationship between MGE and DS. In the relationship between MGE and BI, SE was found to have no mediating effect ($\beta = 0.012$, $t = 1.307$, $p > 0.05$, CI= -0.005-0.031). MGE significantly and positively impacted BI through DS, suggesting a partial mediation effect ($\beta = 0.242$, $t = 7.559$, $p < 0.05$, CI= 0.180-0.304). The direct impact of MGE on BI is $\beta = 0.117$, and the indirect effect is $\beta = 0.242$, bringing the total impact to $\beta = 0.359$.

SE has a significant and positive indirect effect on BI through DS ($\beta = 0.063$, $t = 2.313$, $p < 0.05$, CI= 0.012-0.119). Since SE has no significant direct impact on BI, we can conclude that DS fully mediates the relationship between SE and BI. When tourists believe they can better express themselves by sharing gastronomic experiences on social media, they are more satisfied with the destination. Accordingly, positive changes are observed in their BI.

AE significantly affected BI via DS ($\beta = -0.087$, $t = 2.010$, $p < 0.05$, CI= -0.148-0.005). AE had no direct effect on BI (Table 3). Therefore, the results showed that AE had a full mediating effect, leading to a decrease in BI via a significant reduction in DS. SE was found to have no mediating effect on the relationships between SI and DS ($\beta = 0.013$, $t = 1.691$, $p > 0.091$, CI= 0.001-0.031) and SI and BI ($\beta = 0.006$, $t = 1.195$, $p > 0.05$, CI= 0.002-0.017). SI was found to have a significant and positive effect on BI via DS ($\beta = 0.058$, $t = 2.120$, $p < 0.05$, CI= 0.005-0.111). Since SI had no direct impact on BI, we concluded that DS fully mediates the relationship between SI and BI.

5. Discussion and conclusion

In conclusion, this study provides comprehensive insights into the profound impact of MGE on tourists' overall DS and their subsequent BI. The findings conclusively demonstrate that MGE is pivotal in significantly increasing destination satisfaction. Tourists who partake in unique and memorable culinary experiences are more likely to form positive behavioural intentions, such as the intention to revisit the destination, recommend it to others, and engage in positive word-of-mouth communication. This underscores the critical importance of destinations cultivating and promoting exceptional gastronomic experiences as a strategic approach to enhance tourist satisfaction and loyalty.

Conversely, the study also reveals the detrimental effects of AE on destination satisfaction. Negative culinary encounters can lead to decreased satisfaction levels among tourists, which, in turn, indirectly influences their behavioural intentions, particularly among foreign visitors. This highlights destinations' need to address and mitigate negative experiences to maintain and boost tourist satisfaction and loyalty.

Furthermore, this study elucidates the critical role of social media in influencing tourists' experiences and perceptions. The findings indicate that SE and SI via social media platforms significantly positively impact DS and indirectly positively affect BI. The research reveals that social media is a potent medium for tourists to disseminate their memorable gastronomic experiences and articulate their narratives in a distinctive manner. The act of sharing MGEs on social media platforms not only facilitates SE but also engenders SI from other users. These interactions, in turn, enhance the overall perception of the destination and contribute to the formation of favourable behavioural intentions toward the destination. Consequently, the study underscores the multifaceted benefits of leveraging social media as a strategic tool to amplify the positive effects of MGEs on tourist satisfaction and behavioural intentions.

5.1. Theoretical implications

The study focuses on the mediating role of SE and SI in the effect of MGE on DS and BI. The study's findings indicate that foreign tourists' MGE significantly increases their destination satisfaction and effectively forms positive BI, such as revisiting and recommending the destination and telling others positive things about it. This finding is in line with many research findings in the literature (Kivela & Crofts, 2006; Lertputtarak, 2012; Mason & Paggiaro, 2012; Roozbeh et al., 2013; Chi et al., 2013; Adongo et al., 2015; Sthapit, 2018; Berbel-Pineda et al., 2019; Balıkoğlu et al., 2020; Ekici, 2020; Jokom et al., 2020; Keskin et al., 2020; Lai, 2020; Mohamed et al., 2020; Piramanayagam et al., 2020; Tuncay et al., 2020; Yordam, 2021; Çaylak-Dönmez & Pehlivan, 2022; Huete-Alcocer & Hernández-Rojas, 2022; Yiğit, 2022; Cinnioğlu & Gündoğdu, 2023; Jokom et al., 2023).

Another issue currently discussed in the literature is the effect of adverse gastronomic experiences on tourists' behaviour (Adongo et al., 2015; Chandralal et al., 2015; Stone et al., 2018; Sultan et al., 2019). According to the research, adverse gastronomic experiences have a direct negative effect on DS and an indirect negative effect on BI. This finding is like a single study in the literature that addressed the AE dimension independently. Yönel and Çakır (2022) verify whether the MGE scale, which is a current scale developed by Adongo et al. (2015) and includes AE to measure MGE, is a valid and reliable scale and tests whether the AE dimension is a part of MGE. As a result of the research, it was determined that AE should not be considered a sub-dimension of the MGE scale and that negative gastronomic experiences should be considered an independent variable that negatively affects overall destination satisfaction.

Although food photo sharing, one of the most prominent behaviours on social networks, has substantial marketing implications for destination management organizations and food and beverage businesses, the literature has not investigated how the SE and SI resulting from the sharing of MGE on social media affect the relationships between MGE, DS and BI. This study fills this gap in the literature by proving that tourists'

MGE and the SE and SI that occur through social media sharing these experiences can directly and indirectly effect DS and BI. The study observed that tourists who had MGE increased their level of expressing themselves with gastronomic experiences on social media. Thus, a significant improvement in tourists' DS and BI was observed. Similarly, it was found that the MGE shared by tourists on social media to express themselves and receiving many likes and comments and receiving SI led to an increase in the SE and DS levels of tourists. In addition, the study's findings showed that SI does not have a significant direct effect on BI, but it indirectly increases the level of BI through DS. These findings are in line with the research findings of Wang et al. (2017); Zhu et al. (2019); Javed et al. (2021); Soonsan and Somkai (2023).

5.2. Practical implications

The study concluded that hedonism/meaningfulness is the most crucial dimension that makes gastronomic experiences memorable, followed by local culture, novelty and knowledge. In light of this information, tourists' gastronomic experiences in the destination can be made unforgettable by incorporating hedonistic elements into the menu by focusing on flavour, texture and presentation to create a sensory delight for the diner, integrating local ingredients and traditional cooking techniques to infuse the essence of local culture into the dishes; encouraging staff to share interesting anecdotes and stories related to the dishes to enhance novelty and create a more engaging experience.

Another important finding of the study is that the SI tourists receive by sharing their gastronomic experiences on social media significantly increases their DS and BI. It is thought that tourists' ability to express themselves better by sharing their experiences on social media and the SI they receive from these posts will have important results in creating brand missionaries from tourists, increasing DS and attracting others to the destination by giving positive feedback about the destination. To achieve this, it is recommended that managers design visually appealing dishes and unique dining atmospheres, offer special deals, discounts, and freebies for tourists to share their gastronomic experiences, organize competitions such as best food photo and video, like tourists' gastronomic experience posts on social media and share them on their official social media accounts. Social media managers should interact with tourists who share their gastronomic experiences on social media and respond to their posts with appreciation, thanking them for their visit and addressing their feedback. Through these supportive interactions, managers can build loyalty and encourage more sharing.

5.3. Limitations and suggestions for future research

It should be kept in mind that the results in this study reflect an application at a specific time and under specific conditions in a particular group of samples at a specific destination. Therefore, the findings of this research are limited only to the opinions and behaviours of foreign tourists who visited İzmir. Thus, the most critical limitation of the study is related to the nationalities included in the sample and the research area. Data was collected from tourists from four countries, as tour operators that granted permission for the study mainly worked with Russian, German, British, and Polish tourists. Similar analyses can be conducted in other destinations since the current research was conducted in İzmir. The sample group can consist of domestic tourists or tourists of different nationalities visiting the same destination. The results can be tested comparatively, and cultural differences can be revealed in this context. Investigating the effect of SE and SI on social media between MGE and tourists' DS across different cultural contexts would provide a more comprehensive understanding of the phenomenon. It could help identify cultural variations in the relationships.

The study primarily focuses on the effect of SE and SI on social media between MGE and tourists' DS and BI. It does not explore other potential variables (i.e., mediators or moderators) that could influence this relationship. Future research should examine additional factors that may impact the relationship between MGE and social media. Combining qualitative and quantitative methods would provide a more holistic understanding of the effect of SE and SI on social media. Qualitative data could give rich insights into tourists' experiences

and motivations, complementing the quantitative findings. Additionally, it could be helpful to use a longitudinal approach to examine how the relationships in the model change over time. Finally, future researchers could explore which gastronomic experiences are most memorable to tourists, which types of gastronomic experiences are shared on social media, and why these experiences impact tourists.

References

- Adongo, C.A., Anuga, S.W., & Dayour, F. (2015). Will they tell others to taste? International tourists' experience of Ghanaian cuisines. *Tourism Management Perspectives*, 15, 57-64. <http://dx.doi.org/10.1016/j.tmp.2015.03.009>
- Atwal, G., Bryson, D., & Tavilla, V. (2019). Posting photos of luxury cuisine online: an exploratory study. *British Food Journal*, 121(2), 454-465. <https://doi.org/10.1108/BFJ-02-2018-0076>
- Balıkođlu, A., Kılıç, S. N., & Bozok, D. (2020). Duyusal deneyim memnuniyeti ve yöresel yiyecek deneyimi arasındaki ilişki ve deđişkenlerin davranışsal niyet üzerindeki etkisi. *Journal of Tourism and Gastronomy Studies*, 8(2), 1334-1361.
- Berbel-Pineda, J.M., Palacios-Florencia, B., Ramírez-Hurtado, J.M., & Santos-Roldán, L. (2019). Gastronomic experience is a factor of motivation in the tourist movements. *International Journal of Gastronomy and Food Science*, 18, Article 100171. <https://doi.org/10.1016/j.ijgfs.2019.100171>
- Cakici, A.C., İflazoglu, N., & Altınay, L. (2021). Impact of crowded restaurant perception on affectivity and behavioral intentions. *Tourism: An International Interdisciplinary Journal*, 69(3), 429-442. <https://doi.org/10.37741/t.69.3.8>
- Carvache-Franco, M., Orden-Mejía, M., Carvache-Franco, W., Zambrano-Conforme, D., & Carvache-Franco, O. (2022). Attributes of the service that influence and predict satisfaction in typical gastronomy. *International Journal of Gastronomy and Food Science*, 24, Article 100356. <https://doi.org/10.1016/j.ijgfs.2021.100356>
- Chandralal, L., Rindfleish, J., & Valenzuela, F. (2015). An application of travel blog narratives to explore memorable tourism experiences. *Asia Pacific Journal of Tourism Research*, 20(6), 680-693. <https://doi.org/10.1080/10941665.2014.925944>
- Chi, C.G.Q., Chua, B.L., Othman, M., & Karim, S.A. (2013). Investigating the structural relationships between food image, food satisfaction, culinary quality and behavioral intentions: The case of Malaysia. *International Journal of Hospitality & Tourism Administration*, 14(2), 99-120. <https://doi.org/10.1080/15256480.2013.782215>
- Choe, J.Y.(J.), & Kim, S.(S). (2018). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *International Journal of Hospitality Management*, 71, 1-10. <https://doi.org/10.1016/j.ijhm.2017.11.007>
- Cinniođlu, H., & Gündođdu, M. (2023). Yerli turistlerin algıladıkları gastronomi imajının, turist memnuniyeti ve destinasyon sadakatine etkisi: Hatay örneđi. *Turizm Akademik Dergisi*, 10(1), 35-52.
- Coudounaris, D.N., & Sthapit, E. (2017). Antecedents of memorable tourism experience related to behavioral intentions. *Psychology & Marketing*, 34(12), 1084-1093. <https://doi.org/10.1002/mar.21048>
- Çaylak-Dönmez, Ö.Ç., & Pehlivan, T. (2022). Cođrafi işaretli ürün deneyiminin memnuniyet ve davranışsal niyet üzerine etkisi: Adana lezzet festivali örneđi. *Gastoria: Journal of Gastronomy and Travel Research*, 6(1), 123-138. <https://doi.org/10.32958/gastoria.1016294>
- Ekici, A. (2020). *Eskişehir'e Gelen Ziyaretçilerin Yöresel Gastronomi Tercih ve Deneyimlerinin Gelecek Niyetine Etkisi* [Doktora Tezi, Eskişehir Osmangazi Üniversitesi]. Sosyal Bilimler Enstitüsü, Eskişehir. <https://tez.yok.gov.tr/UlusalTezMerkezi/tezDetay.jsp?id=zzM5aNzOEF1pxRBYJKTJ7g&no=HxJHvGSXpGpQ0kR9sKQ3fg>
- Esparza Huamanchumo, R.M. Hernández-Rojas, R.D., Longa-López, R.A., & Cárdenas-Jarama, M. (2023). Gastronomy as an effect of visitor loyalty: the Peruvian (Lima) case. *International Journal of Tourism Cities*, 9(2), 362-376. <https://doi.org/10.1108/IJTC-03-2022-0071>
- Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50. <https://doi.org/10.2307/3151312>
- Fox, R. (2007). Reinventing the gastronomic identity of Croatian tourist destinations. *International Journal of Hospitality Management*, 26(3), 546-559. <https://doi.org/10.1016/j.ijhm.2006.03.001>
- Genç, K., & Aldemir, T. (2023). Gastronomi deneyimlerinin tavsiye etme niyetine etkisi: turist memnuniyetinin aracı rolü. *Aydın Gastronomy*, 7(1), 75-89. <https://dergipark.org.tr/tr/pub/aydingas/issue/75546/1154015>

- Gupta, V., Roy, H., & Promsivapallop, P. (2020). Local cuisine image dimensions and its impact on foreign tourist's perceived food. *Tourism Recreation Research*, 46(4), 487–499. <https://doi.org/10.1080/02508281.2020.1816762>
- Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. (2010). *Multivariate data analysis: A global perspective* (7th ed.). Pearson Education.
- Hair, J.F., Sarstedt, M., Ringle, C.M., & Gudergan, S.P. (2017). *Advanced issues in partial least squares structural equation modeling*. SAGE Publications.
- Henseler, J., Ringle, C.M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hernández-Rojas, R.D., Huete-Alcocer, N., & Hidalgo-Fernández, A. (2022). Analysis of the impact of traditional gastronomy on loyalty to a world heritage destination. *International Journal of Gastronomy and Food Science*, 30, Article 100585. <https://doi.org/10.1016/j.ijgfs.2022.100585>
- Huete-Alcocer, N., & Hernández-Rojas, R.D. (2022). Does local cuisine influence the image of a world heritage destination and subsequent loyalty to that destination? *International Journal of Gastronomy and Food Science*, 27, Article 100470. <https://doi.org/10.1016/j.ijgfs.2022.100470>
- Javed, M., Malik, F.A., Awan, T.M., & Khan, R. (2021). Food photo posting on social media while dining: an evidence using embedded correlational mixed methods approach. *Journal of Food Products Marketing*, 27(1), 10-26. <https://doi.org/10.1080/10454446.2021.1881861>
- Jokom, R., Widjaja, D.C., Kriskanti, M., & Wijaya, S. (2020). Local Indonesian food in the eyes of domestic tourists: culinary and destination experiences on behavioural intentions. In *30th EBES Conference Conference Kuala Lumpur, Malaysia*, 69. <https://repository.petra.ac.id/id/eprint/18571>
- Jokom, R., Widjaja, D.C., Kristanti, M., & Wijaya, S. (2023). Culinary and destination experiences on behavioral intentions: An insight into local Indonesian food. *Journal of Foodservice Business Research*, 28(1), 145-162. <https://doi.org/10.1080/15378020.2023.2229574>
- Keskin, E., Sezen, N., & Dağ, T. (2020). Turistik seyahatlerde unutulmaz yemek deneyiminin davranışsal niyete etkisi: Gaziantep örneği. *Türk Turizm Araştırmaları Dergisi*, 4(4), 3632-3648. <https://doi.org/10.26677/TR1010.2020.582>
- Khuong, M.N., & Nguyen, P.A. (2017). Factors affecting tourist destination satisfaction and return intention – a study in Ho Chi Minh City, Vietnam. *Journal of Economics, Business and Management*, 5(2), 95-102. <https://doi.org/10.18178/joebm.2017.5.2.493>
- Kim, S.(S.), & Choe, J.Y.(J). (2019). Testing an attribute-benefit-value-intention (ABVI) model of local food consumption as perceived by foreign tourists. *International Journal of Contemporary Hospitality Management*, 31(1), 123-140. <https://doi.org/10.1108/IJCHM-10-2017-0661>
- Kim, S.(S.), Badu-Baiden, F., Oh, M.(M.), & Kim, J. (2020). Effects of African local food consumption experiences on post-tasting behavior. *International Journal of Contemporary Hospitality Management*, 32(2), 625-643 <https://doi.org/10.1108/IJCHM-05-2019-0428>
- Kim, Y.G., & Eves, A. (2012). Construction and validation of a scale to measure tourist motivation to consume local food. *Tourism Management*, 33(6), 1458-1467. <https://doi.org/10.1016/j.tourman.2012.01.015>
- Kivela, J., & Crotts, J.C. (2006). Tourism and gastronomy: gastronomy's influence on how tourists experience a destination. *Journal of Hospitality & Tourism Research*, 30(3), 354-377. <https://doi.org/10.1177/1096348006286797>
- Koçak, K. (2020). *Yiyecek İçecek İşletmelerinde Fiziksel Kanıtlarla Gastronomi Deneyiminin Memnuniyet Üzerindeki Etkisini Belirlemeye Yönelik Diyarbakır'da Bir Araştırma* [Yüksek Lisans Tezi, Van Yüzüncü Yıl Üniversitesi]. Sosyal Bilimler Enstitüsü, Van. <https://tez.yok.gov.tr/UlusalTezMerkezi/tezDetay.jsp?id=SEkq9PDu8R0oepr0pvnKHQ&no=3gusxvB9zqJiulMv-ZOgJw>
- Kodaş, D., & Özel, Ç.H. (2023). Antecedents of gastronomy destination brand equity: An examination of gastronomy experience, motivation, and destination satisfaction. *Advances in Hospitality and Tourism Research (AHTR)*, 11(1), 45-71. <https://doi.org/10.30519/ahtr.1009968>
- Kyriakaki, A., Zagkotsi, S., & Trihas, N. (2016). Gastronomy, tourist experience and location. The case of the 'Greek breakfast'. *Tourismos: An International Multidisciplinary Journal of Tourism*, 11(3), 227-261. <https://doi.org/10.26215/tourismos.v11i3.489>

- Lai, I.K.W. (2020). An examination of satisfaction on word of mouth regarding Portuguese foods in Macau: Applying the concept of integrated satisfaction. *Journal of Hospitality and Tourism Management*, 100-110. <https://doi.org/10.1016/j.jhtm.2020.02.011>
- Leow, H.T., Mohamad, A.A., Lo, M.C., Ramayah, T., & Chin, Y.S. (2024). Local food consumption value towards food destination image in Sarawak: The moderating impact of food satisfaction. *Tourism: An International Interdisciplinary Journal*, 72(3), 487-499. <https://doi.org/10.37741/t.72.3.13>
- Lertputtarak, S. (2012). The relationship between destination image, food image, and revisiting Pattaya, Thailand. *International Journal of Business and Management*, 7(5), 111-122. <https://doi.org/10.5539/ijbm.v7n5p111>
- Levitt, J.A. (2018). *An Analysis of Perceptions of Restaurant Authenticity at Food Tourism Destination in the Southeastern US* [Dissertation, University of South Carolina]. Scholar Commons, University of South Carolina. <https://scholarcommons.sc.edu/etd/4621/>
- Lin, M.P., Marine-Roig, E., & Llonch-Molina, N. (2022). Gastronomic experience (co) creation: Evidence from Taiwan and Catalonia. *Tourism Recreation Research*, 47(3), 277-292. <https://doi.org/10.1080/02508281.2021.1948718>
- Mason, M.C., & Paggiaro, A. (2012). Investigating the role of festivalscape in culinary tourism: The case of food and wine events. *Tourism Management*, 33(6), 1329-1336. <https://doi.org/10.1016/j.tourman.2011.12.016>
- Mohamed, M.E., Hewedi, M.M., Lehto, X., & Maayouf, M. (2020). Egyptian food experience of international visitors: A multidimensional approach. *International Journal of Contemporary Hospitality Management*, 32(8), 2593-2611. <https://doi.org/10.1108/IJCHM-02-2020-0136>
- Nasir, M.N.M., Rahim, M.A., & Hassan, S. (2022). Proposing a research model of destination loyalty: The case of gastronomic tourism in Malaysia. *International Journal of Modern Trends in Business Research*, 4(18), 8-13.
- Peng, Y. (2019). Sharing food photographs on social media: performative Xiaozhi lifestyle in Young, middle-class Chinese urbanites' WeChat 'Moments'. *Social Identities*, 25(2), 269-287. <https://doi.org/10.1080/13504630.2017.1414596>
- Phillips, W.J., Asperin, A., & Wolfe, K. (2013). Investigating the effect of country image and subjective knowledge on attitudes and behaviors: US Upper Midwesterners' intentions to consume Korean Food and visit Korea. *International Journal of Hospitality Management*, 32, 49-58. <https://doi.org/10.1016/j.ijhm.2012.04.003>
- Piramanayagam, S., Sud, S., & Seal, P.P. (2020). Relationship between tourists local food experiencescape satisfaction and behavioural intention. *Anatolia*, 31(2), 316-330. <https://doi.org/10.1080/13032917.2020.1747232>
- Rewtrakunphaiboon, W., & Sawangdee, Y. (2022). Street food tour experience, satisfaction and behavioural intention: Examining experience economy model. *Tourism and Hospitality Management*, 28(2), 277-296. <https://doi.org/10.20867/thm.28.2.2>
- Ringle, C.M., Silva, D., & Bido, D. (2015). Structural equation modeling with the SmartPLS. *Brazilian Journal of Marketing*, 13(2), 56-73.
- Robinson, R.N., & Clifford, C. (2012). Authenticity and festival foodservice experiences. *Annals of Tourism Research*, 39(2), 571-600. <https://doi.org/10.1016/j.annals.2011.06.007>
- Roosbeh, B.H., Ng, I.S., & Boo, H.C. (2013). Effect of food experience on overall satisfaction: Comparison between first-time and repeat visitors to Malaysia. *International Food Research Journal*, 20(1), 141-146.
- Sims, R. (2009). Food, place and authenticity: Local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321-336. <https://doi.org/10.1080/09669580802359293>
- Soonsan, N., & Somkai, U. (2023). Dimensions of gastronomic experience affecting on sharing experience: Place attachment as a mediator and length of stay as a moderator. *Journal of Hospitality and Tourism Insights*, 6(1), 344-361. <https://doi.org/10.1108/JHTI-07-2021-0171>
- Sthapit, E., Björk, P., & Coudounaris, D.N. (2017). Emotions elicited by local food consumption, memories, place attachment and behavioural intentions. *Anatolia*, 28(3), 363-380. <https://doi.org/10.1080/13032917.2017.1322111>
- Stone, M.J., Soulard, J., Migacz, S., & Wolf, E. (2018). Elements of memorable food, drink, and culinary tourism experiences. *Journal of Travel Research*, 57(8), 1121-1132. <https://doi.org/10.1177/0047287517729758>
- Sultan, M.T., Sharmin, F., & Xue, K. (2019). Sharing tourism experience through social media: Consumer's behavioral intention for destination choice. *International Scholarly and Scientific Research & Innovation*, 13(2), 129-133. <https://doi.org/10.5281/zenodo.2571847>

- Tsai, C.T. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, 18(6), 536-548. <https://doi.org/10.1002/jtr.2070>
- Tuncay, N., Ilgaz, A., & Akmeşe, H. (2020). Gastronomi turizminde yerel mutfak ürünleri deneyiminin davranışsal niyet üzerindeki etkisi. *International Social Mentality and Researcher Thinkers Journal*, 6(35), 1451-1465. <https://doi.org/10.31576/smryj.593>
- Uehara, W., & Assarut, N. (2020). Foreign food consumption as an extraordinary experience: A comparative study on the perceived value of Japanese and Thai consumers. *Tourism: An International Interdisciplinary Journal*, 68(2), 120-129. <https://doi.org/10.37741/t.68.2.1>
- Uslu, A., & İnanır, A. (2020). Destinasyon imajının destinasyon memnuniyetine etkisi ve destinasyonun algılanan kalitesinin aracı rolü: Manavgat örneği. *Business & Management Studies: An International Journal*, 8(2), 1753-1776. <https://doi.org/10.15295/bmij.v8i2.1494>
- Wang, S., Kirillova, K., & Lehto, X. (2017). Travelers' food experience sharing on social network sites. *Journal of Travel & Tourism Marketing*, 34(5), 680-693. <https://doi.org/10.1080/10548408.2016.1224751>
- Werts, C.E., Linn, R.L., & Jöreskog, K.G. (1974). Intraclass reliability estimates: Testing structural assumptions. *Educational and Psychological Measurement*, 34(1), 25-33. <https://doi.org/10.1177/001316447403400104>
- Widjaja, D.C., Jokom, R., Kristanti, M., & Wijaya, S. (2020). Tourist behavioural intentions towards gastronomy destination: Evidence from international tourist in Indonesia. *Anatolia*, 31(3), 376-392. <https://doi.org/10.1080/13032917.2020.1732433>
- Wong, I.A., Liu, D., Li, N., Wu, S., Lu, L., & Law, R. (2019). Foodstagramming in the travel encounter. *Tourism Management*, 71, 99-115. <https://doi.org/10.1016/j.tourman.2018.08.020>
- Wongsawat, Y., & Deebhijarn, S. (2019). A structural equation modeling on factors related to foreign tourists' destination satisfaction and destination loyalty: The case of lanna cultural tourism in Thailand. *Asia-Pacific Social Science Review*, 19(1), 169-177. <https://doi.org/10.59588/2350-8329.1208>
- Xi, Y., Huo, J., Zhao, X., Jiang, Y., & Yang, Q. (2022). The effects of fear of missing out on social media posting preferences. *European Journal of Marketing*, 56(12), 3453-3484. <https://doi.org/10.1108/EJM-10-2021-0814>
- Yiğit, S. (2022). *Gastronomik tatmin ve hatırdaki kalıcı gastronomi deneyiminin davranışsal niyet üzerine etkisinde destinasyon tatmininin rolü: Kapadokya örneği* [Yayınlanmamış Doktora Tezi, Nevşehir Hacı Bektaş Veli Üniversitesi]. Sosyal Bilimler Enstitüsü, Nevşehir. <http://hdl.handle.net/20.500.11787/7962>
- Yönel, D., & Çakır, O. (2022). Olumsuz deneyimler unutulmaz gastronomik deneyimler ölçeğinin (ugd) bir boyutu olmalı mı? Farklı kültürler üzerinde bir doğrulama çalışması. *Journal of Tourism and Gastronomy Studies*, 10(4), 3662-3683.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1), 45-56. <https://doi.org/10.1016/j.tourman.2003.08.016>
- Yordam, S. (2021). Algılanan otantiklik, yiyecek deneyimi ve davranışsal niyet ilişkisi: Alaçatı ot festivali örneği. *Türk Mutfak Kültürü Araştırmaları Dergisi*, 1(1), 45-53.
- Zağralı, E., & Akbaba, A. (2015). Turistlerin destinasyon seçiminde yöresel yemeklerin rolü: İzmir yarımadası'nı ziyaret eden turistlerin görüşleri üzerine bir araştırma. *Journal of Yasar University*, 10(40), 6633-6644.
- Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review. *Tourism Management Perspectives*, 10, 27-36. <https://doi.org/10.1016/j.tmp.2014.01.001>
- Zhu, J., Jiang, L., Dou, W., & Liang, L. (2019). Post, eat, change: the effects of posting food photos on consumers' dining experiences and brand evaluation. *Journal of Interactive Marketing*, 46(1), 101-112. <https://doi.org/10.1016/j.intmar.2018.10.002>

Submitted: October 06, 2023

Revised: November 04, 2024

Accepted: January 10, 2025