

GASTRONOMIC TOURISM: MEASURING MOTIVATIONS, CONSUMER'S SATISFACTION AND PROPOSING EFFECTIVE MARKETING STRATEGIES

Tsiara Maria

Technological Educational Institute of Athens

The culinary tourism is one of the alternative forms of tourism which although, it may contribute to further development of Greek product, is not utilized. The objective of this research is its development through gastronomic festivals. Our survey is studied participants motives in such events and their perceived level of satisfaction in order to proposed effective marketing strategies which contribute to adoption and growth. In this specific case, 'Tomato Festival', was the gastronomic festival which had been chosen in order our survey took place. A questionnaire was developed in order socio-demographics and trip characteristics, motives and perceived level of satisfaction of participants, in such kind of festivals, to be examined. The target - group, for our survey, was both women and men over 18 years old and the questionnaires were answered from festival's attendees, when they left, at the entrance.

Keywords: *Gastronomic Tourism, Festivals, Motives*

JEL Classification: *L83, M1, O1*

INTRODUCTION

Tourism industry is one of the most important sectors of Greek economy. In recent years, more and more people chose for their vacation alternative tourist destinations. Although, recently, more and more forms of alternative tourism taking place in Greece, gastronomic tourism is not one of them. In this article, it is presented the different types of activities which gastronomic tourism encloses and it focuses on gastronomic festivals as the dominant form of it. In this research, it is examined the motives of attendees in such events and their satisfaction level in order effective marketing strategies to be proposed, for its development.



GASTRONOMIC TOURISM AND FESTIVALS

Gastronomic tourism (Long, 2004; Everett and Atchison, 2008), is a form of alternative tourism, in which tourist who participate in, have as their prior motive their desire for consumption of local products (Dodd, T. and Bigotte, V.1997; Ignatov & Smith, 2006; Tikkanen, 2007). This particular form of alternative tourism in the literature is presented with 4 different names. It labeled as gastronomic tourism (Hjalanger and Richards, 2002), as culinary tourism (Wolf, 2002), as tasting tourism (Boniface, 2003), and as food-oriented tourism (Hall et al., 2003; Hall & Mitchell, 2001). Several times gastronomic tourism encloses another form of alternative tourism, wine tourism, however in the existed literature have been studied separately (Getz 1998; Hall and Johnson 1998; Macionis 1998; Johnson, G. 1998; Carlsen and Dowling 1999; Hall et al., 2000; Telfer, 2001; Williams & Kelly, 2001; Williams & Dossa, 2003).Last years interest for gastronomic tourism has been increased (Nexus & Urban, 2003).

It is a form of tourism which mostly takes place in rural areas and contributes to the enhancement of local economy (Hugo 1994; Hall 1995; McIntosh, Goeldner, and Ritchie 1995; Jenkins, et al. 1997; Hall, et al., 2000; Killion 2001; Prosser 2001; Fox 2007). Authors like (Hjalager and Richards, 2002), support that consumption of local products is an integral part of their overall travel experience (Symons, 1999; Van Westering, 1999; Neild et al., 2000; Remington and Yuksel, 1998; Joanne Mackellar 2006), in each destination (Brown et al., 2006; Hall et al., 2000),and introducing tourists in new flavors and traditions (Fields, 2002; Ryu & Jang, 2006; Sparks, 2007; Kivela & Crofts, 2006).

Subsequently, some examples are presented, which proves that, consumption of local food or beverage may be a dominant reason for travelers to visit a particular destination (Kivela and Crofts, 2006; Telfer and Wall, 2000), and in accordance with (Bessiere, 1998; Tellstrom et al., 2005), can be the key point of enhancing tourist's destinations economy. That happened, as tourists destination societies recognized that travellers' expenditures (Brown et al., 2002; Hjalager & Richards, 2002), for consumption of local food are very important.

For instance, according to Northern Ireland Passenger Survey in 2008, of the £540 million spent by overseas and domestic tourists, £178.2 million of this was spent on food and beverages. The importance of food and eating out on vacations is supported by Telfer and Wall (2000) who suggested that spending on eating out during a holiday constitutes approximately (Meler and Cerovic, 2003), one-third of all tourist

expenditures. For example, Enteleca Research and Consultancy (2000), reported that 72% of people who visit United Kingdom, were interested in local food and beverages during their holiday, and finally, they were satisfied with their experiences of tasting local food.

According to Fields (2002) motivators for consumption of food and beverages in a tourist destination can be theoretically conceptualized within four categories provided by McIntosh et al. (1995) : ‘physical motivators’, ‘cultural motivators’, ‘interpersonal motivators’, and ‘status and prestige motivators’.

Physical motivators according to (Kim, et al., 2009), refer to the refreshment of a person’s body and mind. They also stated that, tasting a local product can be a unique experience and as Fields (2002), proposed it can be closely connected with the opportunity to taste new flavors. Secondly, as (McIntosh et al. 1995), suggested that cultural motivators are related to people’s need to not only, gain knowledge about each destination but also experience different cultures during their vacations.

Fields (2002), indicated that consumption of local food can be included amongst cultural motivators, as when experiencing new local cuisines, tourists come into contact with a new culture (Hegarty and O’Mahoney, 2001; Williams, 1997). Thirdly, interpersonal motivators relate to people’s desire to escape from daily routine, through meet new people, and spend time with family and friends, (McIntosh et al., 1995). Finally, status and prestige motivators, according to McIntosh et al. (1995), were associated with self- esteem, recognition and the desire to attract attention from others.

According to, (Boniface 2003; J. Henderson 2009), there are 3 different types of activities, for people who chose culinary tourism.

- Cooking schools which mostly run by or associated with well-known chefs.
- Dining at renowned for their local food or well-known chef’s restaurants.
- Organising trips, in local agricultural areas, for example organize a trip in a local winery, where participants can attend the whole production process from grapes to wine (Beverland, M., et al., 2001; Bruwer, J. 2002; Salter 1998), and visiting festivals and special events about local products, like, wine festival.

Local product festivals are a specific form of gastronomic tourism and as Getz (1991), proposed are among the fastest-growing forms of it. Many tourists are attracted by such festivals, and are an excellent opportunity to enhance awareness about local products and to build customer loyalty (Salter 1998; Getz 2000; Hoffman, et al., 2001; Bruwer

2002, 2003). It is therefore essential to examine the incentives of participants in them.

TOURIST MOTIVATIONS AND FESTIVAL ATTENDANCE

According to, (Iso-Ahola 1980:230), a motive is an internal factor that arouses, directs, and integrates a person's behaviour. Last thirty years a plethora of researches have been done in order to recognize which are traveller's motives (Dann, G.1977; Crompton, J.1979; Dann, G. 1981; Iso-Ahola,1982; Pearce,. and Caltabiano,. 1983; Yuan, S. and McDonald,C. 1990; Shoemaker, S.1994; Turnbull, D. R. and Uysal, M.1995). Authors like (Crompton 1979; Mansfeld 1992; Pearce 1982; Uysal, et all., 1993), referred that tourists' motives are likely to be multiple.

Dann (1977), proposed two motivational stages in a travel decision, namely push and pull factors in order to examine tourists' motives. Push factors are internal to the individual and create people's desire to travel, where as pull factors are external to the individual and influence the actual destination choice.

Two years later, (Crompton, J.1979), supported that, travellers push motives were escape, relaxation, prestige, self – exploration, regression, enhancement of kinship relationships and facilitation of social interaction, while pull motives were novelty and education.

Further, it was widely accepted, that festivals and special events were among the fastest-growing fields of tourist industry (Crompton and Mckay 1997), due to the fact that, it is really important to examine which motives affect travellers to visit such events during their vacations. According to researches' results tourists who visit such events do not be affected from the same motives but it is differentiate according with the kind of event (Yuan. et all., 2005). Table: I shows the results from a number of researches about the relation between motives and the kind of festival.

Table 1. Motivational research on visits to festivals

Authors	Motivation dimension	Study site
Ralston and Crompton (1988)	Family togetherness, meeting new people, nostalgia, learning, social contact	A festival in Galveston, Texas
Uysal et al. (1991)	Excitement, external, family, socialising, relaxation	1985 National Travel Survey
Uysal et al. (1993)	Escape, excitement/thrills, event novelty, socialisation, family togetherness	(Corn Festival) in South Carolina
Mohr et al. (1993)	Socialization; escape family togetherness; excitement/uniqueness; event novelty	(Balloon Festival) – (South Carolina, USA
Backman et al. (1995)	Excitement; external; family; socializing; relaxation	(Pleasure Travel Market Survey), 1985
Scott (1996)	Nature appreciation; event excitement; sociability; family togetherness; curiosity; escape	(Bug Fest, etc.) Ohio, USA
Formica and Uysal (1996)	Excitement/thrills; socialization; entertainment; event novelty; family togetherness	(Umbria Jazz Festival) Italy
Schneider and Backman (1996)	Family togetherness & socialization; social/leisure; festival attributes; escape; event excitement	(Jerash Festival) Jordan
Crompton and McKay (1997)	Cultural exploration; novelty/regression; gregariousness; recover equilibrium; known-group socialization; external interaction/ socialization	(Fiesta in San Antonio) Texas, USA
Formica and Uysal (1998)	Socialization/entertainment; event attraction/excitement; group togetherness; site novelty cultural/historical; family togetherness	(Spoleto Festival) Italy

Raybould (1998)	Social stimulation, learning, extrinsic reward, event novelty, escape, family togetherness	A remote fishing event in Australia
Kerstetter and Mowrer (1998)	Family fun, entertainment, community, alcohol-free	(First Night in State College), Pennsylvania
Lee (2000)	Cultural exploration; escape; novelty; event attractions; family togetherness; external group socialization; knowngroup socialization	('98 Kyongju World Cultural Expo.) South Korea
Kim et al. (2001)	Social/leisure, event novelty, family togetherness, escape, Curiosity	(Festival/event organisers) In Virginia
<i>Source: Lee et al., 2004; J.Yuan et al., 2004</i>		

METHODOLOGY

Survey instrument and sampling

In our case, a questionnaire was developed in order to examine socio-demographics and trip characteristics, motives and perceived level of satisfaction of participants in a gastronomic festival.

A set of 19 questions were extracted from the literature (Yuan et al, 2005), on people's motivations to visit festivals. Our respondents were asked to indicate the importance of the motivators to attend this specific festival on a seven-point Likert scale where 1 meant 'not at all important' and 7 meant 'extremely important'. Further, there were questions about our attendees' demographics and trip characteristics. Finally, there was another seven-point Likert scale, with the same characteristics with the above one, in order to indicate the perceived level of attendees' satisfaction. Therefore, in our case, two pilots – tests have been done it, in order to examine not only, the structure of our questionnaire, but also the survey's instruments.

The gastronomic festival which selected for this study was a one-day event called 'Tomato Festival'. It is located in a small village called 'Kastritsa', at Ioannina. Participants in this event can be informed about different things, related with the production of tomatoes and taste local

foods with that specific ingredient. During the whole event attendees entertain with traditional music and dancing groups.

Table 2. Demographic profile of 'Tomato Festival' attendees.

Variable		Frequency	Percent	Valid Percent
Gender	0= MALE	31	44,9	44,9
	1= FEMALE	38	55,1	55,1
Age	1=18-29	30	43,5	43,5
	2= 30-39	17	24,6	24,6
	3= 40-49	8	11,6	11,6
	4= 50+	14	20,3	20,3
Marital Status	1= Married	29	42,0	42,0
	2=Not Married	40	58,0	58,0
Income	1=0-14000	27	39,1	39,1
	2=14001-30000	25	36,2	36,2
	3=30001-50000	11	15,9	15,9
	4=50001-80000	6	8,7	8,7

Participants answered our questionnaires, when they left from the festival, at the entrance. The target- group, for our survey, was both women and men over 18 years old. The sample size is determined empirically, due to the lack of the accurate number of visitors at the event in previous years, so it could not be determined the exact size of it.

Therefore, it was decided that the sample size for our survey would be the 1/5 of all visitors. Finally, 69 valid questionnaires were collected

on the day of festival, and there were 20 more, which were partially completed and excluded from data entry.

Analyze the total of our valid questionnaires, emerged, that most of our participants were women (n=38, 55,1%), between 18 to 39 years old (n=37), 'not married' (n=40, 58,0%), and with annual income no more than 30000 € (n=52), (Table 2).

Data analysis methods

The respondents' socio - demographic and trip characteristics were profiled in frequencies and percentages. Motivational elements were examined by computing the means. The motivational elements and perceived level of satisfaction were then examined about their relation with demographic and trip characteristic, with the appropriate analysis tools (t-test and anova analysis) depending on the variables.

Most of participants referred that, this kind of events play an important role, in order to learn more things about each product and that; it was not the first time for them visiting such an event. The majority of them 86,9% supported that, informed about the festival through posters (n=31) and from friends (n=29). Additionally, the 43,5 percent of the respondents came as a result of last-minute decisions, with the decision time of less than 24 hours, whereas only 11,6 percent of the respondents were beyond a week. Furthermore, most of them (n=56), visited the festival predominantly with their families, relatives or friends, and stayed there, from 1 to 3 hours (63,8%). Finally, it was noted that, they had travelled less than 30 kilometres to the festival (n= 50), and the 85,5 percent of them, spent at the festival from 1€ to 60€, (Table 3).

Table 3. Trip characteristics of 'Tomato Festival' attendees (n=69).

Variable	Frequency	Percent	Valid Percent	Cumulative Percent
Product: Tomato				
Yes	63	91,3	91,3	91,3
No	6	8,7	8,7	100,0
Other festival				
Yes	53	76,8	76,8	76,8
No	16	23,2	23,2	100,0
Information				
Friend(s)	29	42,0	42,0	42,0
Internet	1	1,4	1,4	43,5

Posters	31	44,9	44,9	88,4
Travel guide	3	4,3	4,3	92,8
Other	5	7,2	7,2	100,0
Travel decision				
As I was passing by	11	15,9	15,9	15,9
During the last 24 hours	19	27,5	27,5	43,5
Through the week	16	23,2	23,2	66,7
The previous week	10	14,5	14,5	81,2
More than one week	8	11,6	11,6	92,8
Other	5	7,2	7,2	100,0
Travel party type				
Alone	4	5,8	5,8	5,8
With spouse only	7	10,1	10,1	15,9
With friend(s)	33	47,8	47,8	63,8
With family members	16	23,2	23,2	87,0
As a member of a club	7	10,1	10,1	97,1
Other	2	2,9	2,9	100,0
Time of staying				
Less than an hour	6	8,7	8,7	8,7
1-3 hours	44	63,8	63,8	72,5
4-8 hours	13	18,8	18,8	91,3
Other	6	8,7	8,7	100,0
Distance travelled to the festival				
0-15km	20	29,0	29,0	29,0
16 - 30 km	21	30,4	30,4	59,4
31-100km	18	26,1	26,1	85,5
100+ km	10	14,5	14,5	100,0
Money spend				
I did not spend money	4	5,8	5,8	5,8
€1-€10	15	21,7	21,7	27,5
€11-€30	21	30,4	30,4	58,0
€31-€60	19	27,5	27,5	85,5

€61-€100	9	13,0	13,0	98,6
More than €100	1	1,4	1,4	100,0

Table 4. Analysis of 'Tomato Festival' motivations (n=69)

Subscales	Mean	Std. Deviation	Reliability Coefficient
<i>Festival and escape</i>			0,864
Because I enjoy special events	4,35	1,773	
Festival's atmosphere	4,41	1,584	
So I could enjoy a festival crowd	3,88	1,549	
So that I could enjoy a day out	3,58	1,802	
To escape from daily routine	4,19	1,565	
To entertain	4,22	1,533	
The festival is unique	4,55	1,898	
To get away on the weekend	3,45	1,851	
To try something new	4,83	1,790	
<i>Tomatoes</i>			0,747
Experience where tomatoes produced	5,07	1,354	
Tasting tomatoes	3,75	1,769	
To get familiar with Tomatoes	3,75	1,439	
Increase knowledge about tomatoes	4,23	1,628	
To buy tomatoes	2,57	1,529	

Socialization			0,794
So I could meet people with similar interests	3,38	1,707	
So I could exchange ideas with producers	3,67	1,606	
To visit a place I can talk about when I get home	3,93	1,639	
Family togetherness			0,831
To bring family closer	3,38	1,824	
To spend time with family	4,17	2,086	

The main research objectives were to determine if there were significant differences across attendees' socio-demographic and trip characteristics in motivations and perceived satisfaction level. Through the t-test analysis emerged that the variable of gender presented statistically significant difference with the 'Socialization' ($t=2,474$, $df=67$, $p<0.05$), and 'Family togetherness' ($t=2,887$, $df=67$, $p<0.05$) subscales.

In accordance with the variable of age, this examined with an anova analysis, emerged that it was significantly different on 'Festival and escape' ($F=4,639$, $df=3$, $p<0,05$), 'Socialization' ($F=4,818$, $df=3$, $p<0,05$), 'Family togetherness' ($F=2,947$, $df=3$, $p<0,05$) and 'Satisfaction' ($F=3,440$, $df=3$, $p>0,05$).

Trip characteristics effects examined with anova analysis. Main sources of information had a significant effect on the attitude toward 'Festival and escape' ($F=3,255$, $df=4$, $p<0,05$), 'Socialization' ($F=7.870$, $df=4$, $p<0.05$) and 'Family togetherness' ($F=2,952$, $df=4$, $p<0,05$) factors as most of respondents had informed about the event from friends and posters. The time of decision were statistically significant different with the above factors as most of them informed about it at the last minute and the visitation of them, was a spontaneous decision.

The variable 'Travel party type' had a significant influence on respondents' ratings of 'Socialization' ($F=4,927$, $df=5$, $p<0,05$) 'Family togetherness' ($F=7,307$, $df=5$, $p<0,05$), and 'Satisfaction' ($F=2,719$, $df=5$, $p<0,05$) factors. 'Socialization' ($F=4,044$, $df=3$, $p<0,05$) and 'Family togetherness' ($F=5,124$, $df=3$, $p<0,05$) factors were these which had a

significant effect on the time of respondents stay at the festival. Distance travelled to the festival affect more respondents only as away to escape from their daily routine.

Lastly, the amount of money which respondents spent during the festival were statistically significant different with all motivational factors and the perceived level of satisfaction.

CONCLUSION AND RECOMMENDATIONS

The purpose of this research was to examine both motives and perceived level of satisfaction of participants in a gastronomic festival (Tomato Festival). Analysing the research results, observed that most of attendees were women, between 18 to 39 years old, not married and with annual income of less than 30000 €. Our findings verified what (Backman et al. 1995), stated, that average US festival-goers were less than 50 years old and had annual incomes of less than \$40,000. It is also found that women participants were these who affect more both motives categories 'Socialization' and 'Family togetherness'. 'Festival and escape' was the motive's category which affect mostly attendees to join this particular festival. With anova analysis observed that there is a statistically significant differences between the above category and the variable of age, this conclusion supported the assertion made by (Yuan, et all, 2005; Carmichael, 2001), that younger participants affected more from 'Festival and escape' motive's category. Statistically significant differences between 'Socialization' and the variable of age proposed by (Yuan, et all, 2005), also received support from this study's findings, as younger people consider that participation in such events is a good chance to meet new people.

On contrary, with findings of previous surveys (Yuan, et all, 2005), in this specific case, attendees were mostly informed about the festival through posters and from friends something which is absolutely related with the exact timing, in which made their decision, to join the festival.

Nowadays, with so many tourists' destinations, local food and beverages can be the unique selling advantage of each destination against to their competitors.

For this reason, in this part of article, our recommendations were made; in order gastronomic tourism contribute to further development of Greek tourist product.

Analyzing results of our survey, we found that only a small number of attendees informed about this festival either from internet (N=1) or travel agents (N=3), so cultural associations which organize such events, should promote this festival via the internet and travel agents.

Through the internet such events can be projected, with different ways. Firstly, festival's website can be created, from which visitors would be informed about the event, book hotel rooms or tickets for the festival and participate at competitions, such as designing festival's poster. Another way can be social networks as most of festival's participants are people from 18 to 29 years old. The presentation of such events through travel agents and guides might be extremely important, as most people who visit a tourist destination from another country chose them in order to be informed.

Additionally, festivals like that should be presented from Hellenic Ministry of Culture and Tourism, at international exhibitions for Greek tourism. Local community and cultural associations, which are responsible for organizing such events, should cooperate with foreign associations, in order the visitation rate of such events be increased.

Moreover, the visitation rate of such events can be increased, if better services offered and festival's duration become longer. This would happen, if festivals enriched with more activities, like, seminars, about different ways of cooking or general information about each product.

Another important finding of our survey was that motives which affect more attendees to participate that specific festival were "To experience local agriculture areas" and "To try something new", as a result, activities like, to visit agriculture areas where tomatoes produced, attend presentations about it's production way or treatment process which may be required in order to distributed it in the market, should be included. It would be also, interesting attendees to participate at the whole process of production or harvesting.

More children activities should be included at festivals as theater performances, drawing competitions and interactive games about each product (tomato in our case) in order the number of visiting families be increased.

What is more, from survey's findings it is noted that, although, most of our participants (N=52), were with annual income of less than 30000 €, they spent during the festival between €11 to €60, (N= 55) as consequence, ticket price should be reduced.

Additionally, people who had visited the festival before could have a discount, while people for whom is the first time, to participate in competitions in order the following year to visit festival with no charge. Families also, could have special discounts at dinning services, and children younger than 12 years old not to pay for a ticket.

LIMITATIONS AND FUTURE RESEARCH.

The findings of this study were based on one festival. The sample of our survey is limited only to those who visit this particular event (Tomato Festival). Survey's sample is also limited due to the fact that, most of participants were not used to join researches, so some of them, reject the request. For these reasons, the finding of our research can not be generalized.

On the other hand, gastronomic tourism, it is a really important issue, which should be studied in extent in the future. For instance it should be studied which is the relation of consumption between food and beverages during a festival and if different cultures affect people's motives in order to join such kind of events.

REFERENCES

- Backman, K. F., Backman, S. J., Uysal, M., and Sunshine, K. M. (1995). Event tourism: An examination of motivations and activities. *Festival Management and Event Tourism*, Vol. 3, No. 1, pp. 15–24.
- Bessiere, J. (1998) Local development and heritage: traditional food and cuisine as tourist attractions in rural areas. *Sociologia Ruralis* , Vol. 38, No. 1, pp. 21–34.
- Boniface, P. (2003). *Tasting Tourism: Travelling for Food and Drink*. Ashgate, Aldershot.
- Brown, M. D., Var, T., & Lee, S. (2002). Messina Hof Wine and Jass Festival: An economic impact analysis. *Tourism Economics*, Vol. 8, No. 3, pp.273-279.
- Brown, G. P., Havitz, M. E., & Getz, D. (2006). Relationship Between Wine Involvement and Wine-Related Travel. *Journal of Travel & Tourism Marketing*, Vol. 21, No. 1, pp.31-46.
- Bruwer, Johan (2002). Wine and Food Events: A Golden Opportunity to Learn More about Wine Consumers. *The Australian & New Zealand Wine Industry Journal*, Vol. 17, No. 3, pp. 92-99.
- Bruwer, J. (2003). South African Wine Routes: Some Perspectives on the Wine Tourism Industry's Structural Dimensions and Wine Tourism Product. *Tourism Management*, Vol. 24, No. 4, pp.423-35.
- Carlsen, J. and R. Dowling. (1999). Acquiring a Taste for Wine Tourism Research. *Paper presented at the CAUTHE National Research Conference*: pp. 100-08.
- Crompton, J. (1979). Motivations for pleasure travel. *Annals of Tourism Research*, Vol.6, No. 4, pp. 408–424.
- Crompton, J. L., & McKay, S. L. (1997). Motives of visitors attending festival events. *Annals of Tourism Research*, Vol. 24, No .2, pp.425–439.
- Dann, G. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, Vol. 4, No. 4, pp. 184–194.

- Dann, G. (1981). Tourism motivation: An appraisal. *Annals of Tourism Research*, Vol. 8, No. 2, pp. 187–219.
- Dodd, T. and Bigotte, V. (1997). Perceptual differences among visitor groups to wineries. *Journal of Travel Research*, Vol. 35, No. 3, pp. 46–51.
- Enteleca Research and Consultancy (2000). *Tourist Attitudes towards Regional and Local Foods*, Ministry of Agriculture, Fisheries and Food, Enteleca Research and Consultancy, London.
- Everett, S. and C. Aitchison (2008). The Role of Food Tourism in Sustaining Regional Identity: A Case Study of Cornwall, South West England. *Journal of Sustainable Tourism*, Vol. 16, No. 2, pp. 150–67.
- Fields, K., (2002). Demand for the gastronomy tourism product: motivational factors. In: Hjalager, A., Richards, G. (Eds.) *Tourism and Gastronomy*, Routledge, London, pp. 37–50.
- Formica, S., & Uysal, M. (1996). A market segmentation of festival visitors: Umbria Jazz festival in Italy, *Festival Management and Event Tourism*, Vol. 3, No. 4, pp. 175–182.
- Formica, S., & Uysal, M. (1998). Market segmentation of an international cultural-historical event in Italy. *Journal of Travel Research*, Vol. 36, No. 4, pp. 16–24.
- Fox, R. (2007). Reinventing the gastronomic identity of Croatian tourist destinations. *Hospitality Management*, Vol. 26, pp. 546-59.
- Getz, D. (1991). *Festivals, Special Events, and Tourism*. Van Nostrand Reinhold, New York.
- Getz, D. (1998). Wine Tourism; Global Overview and Perspectives on Its Development. *Perfect Partners. Proceedings of the First Australian Wine Tourism Conference: pp. 13-33*. Bureau of Tourism Research: Margaret River, Western Australia.
- Getz, Donald (2000). *Explore Wine Tourism: Management, Development and Destinations*. New York, Cognizant Communication Corporation.
- Hall, C.M. (1995). *Introduction to Tourism in Australia*. Melbourne, Longman.
- Hall, C.M., Sharples, L., Cambourne, B. and Macionis, N. (2000). *Wine Tourism around the World: Development, Management and Markets*, Butterworth-Heinemann, London.
- Hall, C.M. and G. Johnson. (1998). Wine and Tourism: An Imbalanced Partnership?. *Perfect Partners. Proceedings of the First Australian Wine Tourism Conference: pp. 51-71*. Bureau of Tourism Research: Margaret River, Western Australia.
- Hall, C.M., Sharples, L., Mitchell, R., Macionis, N. and Cambourne, B. (2003), "Food Tourism around the World: Development," *Management and Markets*, Butterworth-Heinemann, Oxford.
- Hall, C. M. and E. Sharples (2003). The Consumption of Experiences or the Experience of Consumption? An Introduction to the Tourism of Taste pp. 1–24. In C.M. Hall, E. Sharples, R. Mitchell, N. Macionis and B. Cambourne (Eds) *Food Tourism Around the World. Development, Management and Markets*, Oxford: Butterworth Heinemann

- Hegarty, J.A. and O'Mahoney, G.B. (2001). Gastronomy: a phenomenon of cultural expressionism and an aesthetic for living. *International Journal of Hospitality Management*, Vol. 20 No. 1, pp. 3-13.
- Hjalanger, A.M. and Richards, G. (2002). *Tourism and Gastronomy*, Routledge, London.
- Hoffman, Darina, Mike Beverland, and Michelle Rasmussen (2001). The Evolution of Wine Events in Australia and New Zealand: A Proposed Model. *International Journal of Wine Marketing*, Vol. 13, No. 1, pp. 54-71.
- Hugo, G. (1994). The Turnaround in Australia: Some Observations in from the 1991 Census. *Australian Geographer*, 21:1, pp. 1-17.
- Ignatov, E., & Smith, S. (2006). Segmenting Canadian culinary tourists. *Current Issues in Tourism*, Vol. 9, No. 3, pp. 235-255.
- Iso-Ahola, S. E.(1980). *The Social Psychology of Leisure and Recreation*. Dubuque IA: Wm. C. Brown. pp 230
- Iso-Ahola, S. E. (1982). Towards a Social Psychology theory of tourism motivation: A Rejoinder. *Annals of Tourism Research*, Vol. 9, No. 2, pp. 256-262.
- Joan C. Henderson, (2009). Food tourism reviewed. *British Food Journal*, Vol. 111, No. 4, pp. 317-326.
- Joanne Mackellar, (2006). An integrated view of innovation emerging from regional festival. *International Journal of Event Management Research*, Vol. 2 No. 1, pp. 37.
- Jenkins, C. L. (1982). The Effects of Scale in Tourism Projects in Developing Countries. *Annals of Tourism Research*, Vol. 9, No. 2, pp. 229-249.
- Jenkins, J., C.M. Hall, and G. Kearsley. (1997). Tourism Planning and Policy in Rural Areas: Introductory Comments. in C.M. Hall, J. Jenkins and G. Kearsley (Eds). *Tourism Planning and Policy in Australia and New Zealand: Cases Issues and Practice*, Sydney: Irwin Publishers, pp. 136-44.
- Jingxue Jessica Yuan, Liping A. Cai, Alastair M. Morrison and Sally Linton (2005). An analysis of wine festival attendees' motivations: A synergy of wine, travel and special events?. *Journal of Vacation Marketing*, Vol. 11 No. 1, pp. 41-58.
- Johnson, G. (1998). Wine Tourism in New Zealand a National Survey of Wineries 1997. *Postgraduate Diploma in Tourism*. University of Otago.
- Kerstetter, D. L. and Mowrer, P. H. (1998). Individuals' reasons for attending First Night, a unique cultural event. *Festival Management and Event Tourism*, Vol. 5, No. 3, pp. 139-146.
- Killion, L. (2001). Rural Tourism. In N. Douglas, N. Douglas and R. Derrett (Eds). *Special Interest Tourism*. Brisbane: John Wiley & Sons Australia, Ltd.
- Kim, K., Uysal, M. and Chen, J. S. (2001). Festival visitor motivation from the organizers' points of view. *Event Management*, Vol. 7, No. 2, pp. 127-134.

- Kim Yeong Gug, Anita Eves, Caroline Scarles (2009). Building a model of local food consumption on trips and holidays: A grounded theory approach. *International Journal of Hospitality Management*, Vol 28, pp: 423–431.
- Kivela, J., Crotts, J., (2006). Tourism and gastronomy: gastronomy's influence on how tourists experience a destination. *Journal of Hospitality and Tourism Research*, Vol. 30, No. 3, pp. 354–377.
- Lee, C. K. (2000). A comparative study of Caucasian and Asian visitors to a Cultural Expo in an Asian setting. *Tourism Management*, Vol. 21, No. 2, pp. 169–176.
- Lee, C.-K. et al. (2004). Segmentation of festival motivation by nationality and satisfaction. *Tourism Management*, Vol 25, pp. 61–70
- Long, L. (2004). *Culinary Tourism*. Lexington. KT: University Press of Kentucky.
- Macionis, N. (1998). Wineries and Tourism: Perfect Partners or a Dangerous Liaisons?. *Perfect Partners. Proceedings of the First Australian Wine Tourism Conference: pp. 35-44*. Bureau of Tourism Research: Margaret River, Western Australia.
- Mansfeld, Y., (1992). From Motivation to Actual Travel. *Annals of Tourism Research*, Vol. 19, pp. 399-419.
- McIntosh, R., Goeldner, C., Ritchie, J., (1995). *Tourism Principles, Practices, Philosophies*. Wiley, New York. 7th edition.
- Meler, M. and Cerovic, Z. (2003). Food marketing in the function of tourist product development. *British Food Journal*, Vol. 105 No. 3, pp. 175-92.
- Mohr, K., Backman, K. F., Gahan, L. W. and Backman, S. J. (1993). An investigation of festival motivations and event satisfaction by visitor type. *Festival Management and Event Tourism*, Vol. 1, No. 3, pp. 89–97.
- Neild, K., Kozak, M. and LeGrys, G. (2000). The role of food service in tourist satisfaction. *International Journal of Hospitality Management*, Vol. 19 No. 2, pp. 375-84.
- Nexus, C., & Urban, E. (2003). *Twin Rivers Farm-food and Wine Trail: A success story*. Bairnsdale, Vic.: East Gippsland Shire Council.
- Northern Ireland visitor inspired, Northern Ireland Food tourism Insights, Insight Series - October 2009
- Pearce, P. L.(1982). *The Social Psychology of Tourist Behavior*. Oxford: Pergamon Press.
- Pearce,P. L. and Caltabiano, M. L. (1983). Inferring travel motivation from travelers' experiences. *Journal of Travel Research*, Vol. 22, No. 2, pp. 16–20.
- Prosser, G. (2001). Regional Tourism. In N. Douglas, N. Douglas and R. Derrett (Eds). *Special Interest Tourism*, Brisbane: John Wiley & Sons Australia, Ltd, pp. 86-110.
- Ralston, L. and Crompton, J. L. (1988). *Motivations, service quality and economic impact of visitors to the 1987 Dickens on the Strand emerging from a mail-back survey*. Report No. 3 for the Galveston Historical Foundation, Texas A&M University;

- Raybould, M. (1998). Participant motivation in a remote fishing event. *Festival Management and Event Tourism*, Vol. 5, No. 4, pp. 239–241.
- Remington, M. and Yuksel, A. (1998). Tourist satisfaction and food service experience: results of an empirical investigation. *Anatolia*, Vol. 9 No. 1, pp. 37-57.
- Richards, G. (2001). *Cultural attractions and European tourism*. Oxon, UK: CABI Publishing.
- Ryu, K., Jang, S., (2006). Intention to experience local cuisine in a travel destination: the modified theory of reasonable action. *Journal of Hospitality and Tourism Research*, Vol. 30, No. 4, pp. 507–516.
- Salter, Barry (1998). The Synergy of Wine, Tourism and Events. In *Wine Tourism: Perfect Partners: Proceedings of the 1st Australian Wine Tourism Conference*, edited by Ross Dowling and Jack Carlsen. Margaret River, Western Australia, pp. 249-60.
- Schneider, I. E. and Backman, S. J. (1996). Crosscultural equivalence of festival motivations: A study in Jordan. *Festival Management and Event Tourism*, Vol. 4, Nos 3/4, pp. 139–144.
- Scott, D. (1996). A comparison of visitors' motivations to attend three urban festivals. *Festival Management and Event Tourism*, Vol. 3, No. 4, pp. 121–128.
- Sparks, B., (2007). Planning a wine tourism vacation? Factors that help to predict tourist behavioural intentions. *Tourism Management* , Vol. 28, pp. 1180–1192.
- Shoemaker, S. (1994). Segmenting the US travel market according to benefits realized. *Journal of Travel Research*, Vol. 32, No. 3, pp. 8–21.
- Symons, M. (1999). Gastronomic authenticity and the sense of place. *Paper presented at the 9th Australian Tourism and Hospitality Research Conference for Australian University Tourism and Hospitality Education*.
- Telfer, D.J., Wall, G., (2000). Strengthening backward economic linkages: local food purchasing by three Indonesian hotels. *Tourism Geographies*, Vol. 2, No. 4, pp. 421–447.
- Telfer, D. (2001). From a wine tourism village to a regional wine route: an investigation of the competitive advantage of embedded clusters in Niagara, Canada. *Tourism Recreation Research*, Vol.26, No.2, pp. 23–33.
- Tellstrom, R., Gustafsson, I., Mossberg, L.,(2005). Local food cultures in the Swedish rural economy. *Sociologia Ruralis*, Vol. 45, No. 4, pp. 346–359.
- Tikkanen, I. (2007). Maslow's hierarchy and food tourism in Finland: five cases. *British Food Journal*, Vol. 109, No. 9, pp. 721-34.
- Turnbull, D. R. and Uysal, M. (1995). An exploratory study of German visitors to the Caribbean: Push and pull motivations. *Journal of Travel and Tourism Marketing*, Vol. 4, No. 2, pp. 85–92.
- Uysal, M., Backman, K., Backman, S. and Potts, T. (1991). An examination of event tourism motivation and activities. *Paper presented at the New Horizons Conference*, Calgary, Canada.

- Uysal, M., Gahan, L and B. Martin (1993). An Examination of Event Motivations: A Case Study. *Festival Management and Event Tourism*, Vol. 1, No. 1, pp.5-10.
- Williams, J. (1997). We never eat like this at home: food on holiday. In Caplan, P. (Ed.), *Food, Health and Identity*, Routledge, London, pp. 151-71
- Williams, P., & Dossa, K. (2003). Non-resident wine tourist markets: implications for British Columbia's Emerging Wine Tourism Industry. *Journal of Travel and Tourism Marketing*, Vol.14, No.3/4, pp.1-34.
- Williams, P., & Kelly, J. (2001). Cultural wine tourists: product development considerations for British Columbia's resident wine tourism market. *International Journal of Wine Marketing*, Vol.13, No.3, pp.59-77.
- Wolf, E. (2002). Culinary Tourism: A Tasty Economic Proposition. [Http://www.culinarytourism.org](http://www.culinarytourism.org). Accessed the 20 th of October 2007.
- Van Westering, J. (1999). Heritage and Gastronomy: The Pursuits of the "New Tourist". *International Journal of Heritage Studies*, Vol. 5, No. 2, pp. 75-81.
- Yuan, S. and McDonald, C. (1990). Motivational determinates of international pleasure travel. *Journal of Travel Research*, Vol. 29, No. 1, pp. 42-44.

SUBMITTED: NOV 2013

REVISION SUBMITTED: MAR 2014

ACCEPTED: APR 2014

REFEREED ANONYMOUSLY

Tsiara Maria (mrtsras@gmail.com) Technological Educational Institute of Athens, Lachana 6, Nea Ionia 14231, Athens.