

## Food Tourism: The Melaka Gastronomic Experience

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### Abstract

Food tourism constitutes a revitalising role in tourist enterprise management. In recent years, gastronomic experiences have emerged as strategic commodity in differentiating and branding tourist destinations. Contemporary tourists are seeking authentic gastronomic routes to further enrich their cultural and experiential journeys in their destination choices. In the UNESCO World Heritage City of Melaka, the appeal of unique Malaysian cultural food heritage has also drawn its fair share of food tourists. The potential economic impact of food tourism on the tourism industry is considerably significant. However, the conversion of a region into a differentiated culinary territory is a challenge for tourism destinations. Therefore, it is necessary to identify the mechanism of tourists' perceived value on the culinary landscape of their destination choice. This study aims to analyse the effects of novelty and online reviews on food tourists' motivation towards their destination choice in Melaka. The study further explicates the mediating effect of marketing and advertising on novelty and online review. Data were collected in the vicinity of Melaka tourist attractions by means of quota sampling. Identified visitors were intercepted and subjected to e-questionnaires using iPad. A total of 184 samples were collected via this paperless method. Collated data was analysed using SPSS and AMOS. Results from the analyses indicate novelty and online review to have effect on tourists' motivation. In mediating the indirect effect of marketing and advertising, we found a partial mediation on novelty and motivation but a full mediation on online review and motivation. The study outcome holds practical implications in efforts to establish a favourable gastronomic image of Melaka through credible marketing and advertising activities. An improved tourist expectation on destination choices warrants post-experience satisfaction, favourable online reviews, visitors' loyalty and revisit intentions. In this context, food tourism will be better positioned for sustainable tourism revenue growth.

**Keywords:** food tourism, motivation, novelty, online reviews, marketing and advertising

**JEL classification:** L83

### 1. Introduction

In recent years, tourists are increasingly emphasising on the importance of food and culinary experiences when choosing a destination. Although the food service industry has always been part of the tourism experience, food tourism research is a relatively recent development. Food tourism applies to tourists and visitors who plan their trips in pursuance of unique and memorable culinary experiences of all kinds (UNWTO, 2012). As a diversified form of tourism commodity, tourism authorities and destination managers are increasingly keen to agglomerate tourist attractions with native culinary heritage in differentiating and branding tourists' destinations (Benur & Bramwell, 2015). Current research on food tourists' motivations has hitherto been scarce. Understanding tourist motivations is valuable in constructing marketable and publicly attractive identities of tourist destinations. Travellers, including domestic visitors, are motivated to satisfy their functional and psychosocial or emotional needs in selecting their

destination choice (Dann, 1981). Food tourists strive to build positive affect and/or evade negative affect from their experiential journeys to contribute to their overall satisfaction and wellbeing (Sirgy et al., 2011). These consequences are highly associated to preconceived destination images towards a travel experience (Wang et al., 2016; Peštek & Činjarević, 2014). Thus, destination management plans need to be designed with credible representations of the local culinary offerings for lasting comparative and competitive advantage.

Considering these facts, this study seeks to explore the driving forces of food tourist motivations in the UNESCO World Heritage City of Melaka. We have a notion that empirical research on food tourism and food tourists' motivation in Melaka is understudied. Contemporary Melaka today originates from centuries of amalgamating ethnic and cultural heritage of its native and postcolonial Asian and European immigrant society. The diversity of the destination offers tourists with a unique and exotic sociocultural hybridity which banquets directly through its culinary food heritage (Björk and Kauppinen-Räsänen, 2014; Long, 2004). Local cuisines carry great economic importance for job creation and income generation at all levels of the local economy (UNWTO, 2016). While international tourism is appreciated for its capacity as an export earner, domestic tourism in national economies is a resilient tool for local territorial development (Pierret, 2011). Domestic demands are less sensitive and averse to socio-economic crises and socio-cultural difference (Tse and Crotts, 2005). In 2014, the Malaysian Domestic Tourism Survey (DTS) Report registered a total of 169.3 million domestic visitors with spending amounting to 89% of total tourist expenditure. Melaka has seen a steady increase in domestic visitors from 2.7 million in 2008 to 11.6 million visitors in 2014. The expenses on food and beverages represent the third largest percentage share in total domestic tourism expenditure for 2014 (DOS, 2015). Despite promising figures, the arrival of domestic tourists to Melaka is lagging in comparison to the rest of Malaysia (DOS, 2011).

Reflecting on this actuality, it is necessary to identify factors affecting tourists' perceived image on Melaka to better position the state as a differentiated culinary territory in the increasingly competitive tourism industry. To address this research gap, we aim to analyse the effects of novelty and online reviews on food tourists' motivation towards Melaka as their destination choice. This exploratory study further examines the mediating effect of marketing and advertising on novelty and online review that affect tourist motivation.

## **2. Literature Review**

### **2.1. Novelty seeking**

Food tourists travel to a destination choice to satiate their expectations on authentic food and culinary experiences. Destinations with unique local cuisines and lifestyles provide novelty seeking tourists the opportunity to broaden and enrich their horizons (Oh et al., 2016). With increasing disposable income and available leisure time, experienced travellers are motivated to seek new and unfamiliar learning experiences in their travel adventures (Goeldner & Ritchie, 2012; UNWTO, 2012). The uniquely Melakan culinary varieties emphasising on special menus, distinctive atmospheres, and high-quality food and services experiences offers food tourists the possibility to complement their curiosity and knowledge of the people, environment and culture. From this perspective, food consummates as an integral inducement in the pursuit for memorable and satisfying gastronomic experiences while travelling (Engeset & Elvekrok, 2015). Food and beverages can represent an important traditional and cultural inheritance for tourist destinations (Björk and Kauppinen-Räsänen, 2014; Peštek & Činjarević, 2014). Food tourism provides tourists the opportunity to approach culture in a more exploratory and participatory manner through tasting, experiencing and purchasing local or ethnic foods. Nonetheless, travellers have been noted to rarely return to previously visited destinations

immediately, or, discouraged to pursue their explorations when the level of stimuli becomes too familiar or too remote (Wang et al., 2016; Assaker, 2011; San Martin & Rodriguez del Bosque, 2008). Following Li et al. (2016) and Assaker (2011), this study perceives novelty seeking food tourists to show greater intent to visit or revisit in the long-term. Therefore, we posit that:

**H1:** *Novelty seeking positively affects tourist motivation on gastronomic experience in Melaka.*

## 2.2. Online review

The impact of informal communications through electronic word of mouth (e-WOM) has been influential on consumer behaviour. Within recent years, the rapid growth Web 2.0 and Tourism 2.0 sites have intensified the availability of sharing informal and unbiased information within the tourism industry (Goeldner & Ritchie, 2012). Modern travellers are inclined to study both traditional and electronic information sources prior to their trip to better understand and evaluate their destination preferences and options (Lu et al., 2016). The impact of the Internet has expanded traditional trip planning to include searches for experiential travel products such as food and shopping at a destination choice. Along these lines, the intangible and experiential nature of tourism products makes user-generated content (UGC) sites credible and relatable to tourists. Online reviews have become a major factor in branding the image of tourism destinations and products (Baka, 2016). Yet, Zhang et al.'s (2016) study shows an overabundance of information load could affect individuals' cognitive resource. Although online reviews on UGC sites are useful, users are likely to selectively process positive information. Regardless, the informational influence contained within online reviews and the experiential nature of tourism products reassures users of the recommendations made by experienced reviewers (Filiari, 2015; Sun et al., 2015). On this basis, prospective food tourists to Melaka are predisposed to seek testimonials and recommendations from these reviews to facilitate their gastronomic choice. With modern adaptation, we hypothesised that:

**H2:** *Online review positively affects tourist motivation on gastronomic experience in Melaka.*

## 2.3 Marketing and advertising

The increasingly intense competitiveness of tourism destinations has obliged destination management organisations (DMOs) to re-evaluate existing marketing strategies to adapt to changing tourism experiences. Focusing on encouraging demands and future returns, the marketing and promotional tools serves as an imperative tool to articulate awareness and understanding of tourism offerings at a destination. The use of advertising in food tourism has become highly essential in building the image and brand of destinations (UNWTO, 2012). Tourists are attracted to destinations through the use of high-quality and convincing promotional tools. Through online advertising, the attractiveness of destination attributes incidentally frames the favourableness towards a destination (Elliot & Papadopoulos, 2016). The interplay of both the cognitive assessment and affective evaluation of known destination attributes eventually arbitrates the perceived quality and satisfaction of a holiday experience. (San Martin & Rodríguez del Bosque, 2008). Food tourism itself predates renewed differentiation strategy in improving tourism destination image (Benur & Bramwell, 2015). As concentrated niche tourism, the uniqueness and variety of local culinary offerings must be advertised with authenticity. With the Internet rapidly growing, local DMOs need to substantiate traditional marketing strategies with effective consumer-oriented e-marketing strategies (Baka, 2016; Költringer & Dickinger, 2015). For these reasons, we suspect an interaction effect of marketing and advertising on novelty and online review in mediating tourist motivation. Consequently, the following hypotheses are postulated:

**H3:** *Marketing and advertising mediate novelty seeking on tourist motivation.*

**H4:** *Marketing and advertising mediate online review on tourist motivation.*

### **3. Methodology**

#### **3.1. Sample data and methodology**

The data were collected at the vicinity of Melaka tourist sites. Domestic tourists were intercepted to answer e-questionnaires using the iPad. Using non proportional quota sampling, 184 samples were collected. This sampling method ensures sufficient group sample of domestic tourists visiting Melaka are represented (Trochim, 2006).

#### **3.2. Data analysis**

The survey instrument has two parts. Part A contains the demographic profiles of the domestic tourists and Part B, the questions relating to the constructs of novelty seeking, online reviews, tourist's motivation, and marketing and advertising. A 5-point Likert scale is used to measure responses for each construct (1 = strongly disagree to 5 = strongly agree). The data from Part A were analysed using IBM Statistical Package for Social Science (SPSS), and from Part B, using IBM SPSS analysis of moment structures (AMOS). For hypotheses testing, the items in the exogenous and endogenous constructs were confirmed by first-order confirmatory factor analysis (CFA). Items with standardised regression weights (SRW) of less than 0.5 were deleted. The remaining items which formed the research framework were subsequently subjected to a second-order CFA to measure the relationships between the constructs (Hair et al., 2010). In testing the mediation, we first computed the direct effect of novelty seeking and online review to tourist's motivation to confirm its significant relationships. Next, in assessing the strength and significance of marketing and advertising, we performed bootstrapping to 1000 samples as pseudo-population with 90% bias-corrected confidence level. This method allows the research to simulate a broader sample of the domestic tourists in Melaka (Preacher et al., 2007). The mediation effects were finally confirmed using the Sobel test (Soper, 2016).

### **4. Results**

#### **4.1. Descriptive statistics**

Table 1 shows the demographic profile of the sampled domestic tourists. Of the 184 tourists, 112 (60.9%) were male and 72 (39.1%) were female, of which 109 (59.2%) were single and 75 (40.8%) were married. The largest age group was less than 25 years old (44%), followed by the age group of 25 to 35 years old (27.2%). All participants were educated. It is intriguing to observe that the highest category of money allocated for food during travels was between RM201 to RM400 (USD 1 = RM4.30). Fifty eight (31.5%) of the domestic tourists indicated it was their first time visit at the current food destination. Furthermore, 181 (98.4%) of the correspondents expressed their intention to revisit the current food destination if they returned to Melaka, and 162 (88%) of them deliberated that they would use online review platforms for future Melaka gastronomic decisions.

Demographic profile	Frequency	Percentage
<b><u>Gender</u></b>		
Male	112	60.9
Female	72	39.1
<b><u>Age</u></b>		
< 25	81	44.0
25 - 35	50	27.2
36 - 45	46	25.0
> 45	7	3.8
<b><u>Marital Status</u></b>		
Single	109	59.2
Married	75	40.8
<b><u>Education Level</u></b>		
Diploma	49	26.6
Degree	96	52.2
Master	7	3.8
Others	32	17.4
<b><u>Monthly income (1USD=RM4.30)</u></b>		
≤ RM 3000	115	62.5
RM 3001 - RM 4000	42	22.8
> RM 4000	27	14.7
<b><u>Number of people accompanying you for this trip</u></b>		
1 - 3 person	62	33.7
4 - 5 person	68	37.0
≥ 6 person	54	29.3
<b><u>Estimated amount of money spent for food</u></b>		
< RM 200	28	15.2
RM 201 - RM 400	72	39.1
RM 401 - RM 600	54	29.3
> RM 600	30	16.3
<b><u>Number of Visits at current food destination</u></b>		
1	58	31.5
2	57	31.0
3	40	21.7
> 4	29	15.8
<b><u>Revisit intention to current food destination</u></b>		
Yes	181	98.4
No	3	1.6
<b><u>Intention to use online review for future Melaka gastronomic decisions</u></b>		
Yes	162	88.0
No	22	12.0

Table 1. Descriptive statistics results

#### 4.2. Hypotheses testing

The model specifications between the exogenous constructs of novelty seeking (NS), online review (OR) and endogenous construct, marketing and advertising (MA), and tourist motivation (TM) were based on the theoretical background justifications. Each construct has 8 items, totalling, 40 items. In the first-order confirmatory factor analysis (CFA), we have deleted 18 items with a standardised regression weight below 0.5. The remaining 14 items were treated as latent constructs (see Figure 1). There was no item deleted for MA construct.

After the first-order deletion, the model fit values were  $\chi^2$  302.86, degrees of freedom (df) 193,  $\chi^2$ /df 1.57,  $p=0.001$ , normed fit index (NFI) 0.893, comparative fit index (CFI) 0.958, Tucker-Lewis index (TLI) 0.949, and root mean square error of approximation (RMSEA), 0.053. In the second-order CFA analysis, the model fit was tested (Table 2). The results were  $\chi^2$  98.22, df 67,  $\chi^2$ /df 1.47 and  $p$ -value, 0.008, with NFI, 0.929, CFI, 0.976, TLI, 0.967 and RMSEA, 0.05, indicating a good model fit.

The construct reliability were 0.86 for NV, 0.95 for OR, and 0.79 for TM. These values were higher than 0.7, suggesting the constructs were reliable. The content validity for the model was justified in the literature reviews. The convergent validity which is measured by the average variance extracted (AVE) also exceeded the threshold value of 0.5, with NV, 0.68, OR, 0.63 and TM, 0.56. These values indicate constructs convergence (Hair et al., 2010).

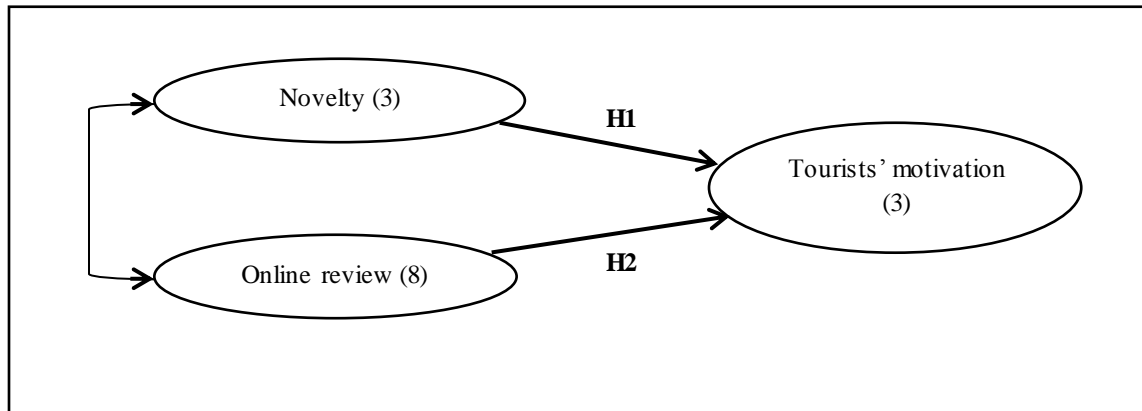


Figure 1. Conceptual model of novelty, online review, and tourist's motivation to food decision

Constructs	Mean	SD	CR	VE	1	2	3
Novelty seeking (NS)	4.09	.634	.860	.68	<b>.716</b>		
Online review (OR)	4.06	.703	.948	.63	.175*	<b>.696</b>	
Tourist's Motivation (TM)	3.97	.562	.792	.56	.575**	.346**	<b>.572</b>

Notes: CR is the construct reliability; the diagonal values in bold represent the square root of the average variance extracted (AVE) between constructs and their measures; the off-diagonal values are the correlations between the constructs; the diagonal values higher than the off-diagonal values in the same row and column indicate discriminant validity; variance extracted (VE) values calculated were greater than 0.5 indicated convergent validity; the correlation value is significant at \*p, 0.05; \*\*p, 0.01 (two-tailed)

Table 2. Internal consistencies, construct reliability, correlations and AVE of the constructs

The regression weight for H1 was 0.908 ( $p=0.001$ ), and for H2, 0.312 ( $p=0.001$ ), implying both hypotheses were supported. The squared multiple correlation or r-squared value of the three construct was 0.681. This value suggests that 68.1% of the variation in the tourist's motivation can be explained by the regression on novelty seeking and the online review constructs (see Table 3).

### 4.3. Mediation fit

Next, the mediating effect of MA was assessed (Figure 2). The direct relationships between NV and OR and TM were first analysed for its direct significant effects (see Table 4). The results for NV to TM was 0.951 with  $p=0.001$ , and for OR to TM was 0.384 with  $p=0.001$ . Marketing and advertising (MA) was then added as mediator for the relationships between NV and OR and TM. The hypothesis H3 results for NV to MA was 0.49 ( $p=0.001$ ) and MA to TM was 0.28 ( $p=0.001$ ), and the direct effect of NV to TM was 0.81 ( $p=0.001$ ) with 95% confidence interval (CI) of 0.04 to 0.211, indicating a partial mediation for the model. Interestingly for H4, we found the model was fully mediated with OR to MA, 0.55 and p-value, 0.003, and MA to TM was 0.37 with p-value of 0.015. The direct effect of OR to TM was 0.17 with p-value 0.094 and 95% CI = 0.067 to 0.434. Both mediation effects were confirmed by Sobel test (Rucker et al., 2011) The Sobel test was performed using Soper's (2016) online statistical calculator.

Construct	Estimate	p-value	Hypotheses	SRW	SMC
<b>Motivation ← Novelty seeking</b>	0.908	***	H1=S	0.691	0.681
<b>Motivation ← Online review</b>	0.312	***	H2=S	0.358	
<b>NS1</b> I enjoy experiencing different cultures through my gastronomic experiences.				.497	.247
<b>NS4</b> I have the opportunity to see or experience people from different ethnic				.881	.777
<b>NS5</b> backgrounds.					
<b>OR1</b> I have the opportunity to see or experience unique aboriginal or native groups.				.820	.673
<b>OR2</b> Online reviews reduced the number of alternative food options to consider in making my gastronomic decision.				.710	.501
<b>OR3</b> Online reviews helped me to learn more about the gastronomic options that satisfied my needs/requirements.				.739	.547
<b>OR4</b> Online reviews are useful in evaluating the quality of my gastronomic choice.				.789	.622
<b>OR5</b> Information on the gastronomic options in online reviews is reliable.				.786	.617
<b>OR6</b> Online reviews are trustworthy.				.785	.617
<b>OR7</b> Online reviewers are more experienced in their gastronomic reviews.				.768	.590
<b>OR8</b> I feel reassured with online gastronomic recommendations made by others.				.744	.554
<b>PM5</b> I feel reassured if my gastronomic decision is based on highly-rated online				.694	.482
<b>PM6</b> reviews.				.727	.528
<b>PM7</b> I wish to explore the historical and cultural heritage of Melaka.				.764	.584
I want to learn more about the Melakan’s cultures and way of life through my gastronomic experience.				.440	.194
I want to meet new people in every destination.					

Notes: \*\*\*p-value=0.001; SRW – standardised regression weight; SMC – squared multiple correlations; S – supported

Table 3. Results of hypotheses testing

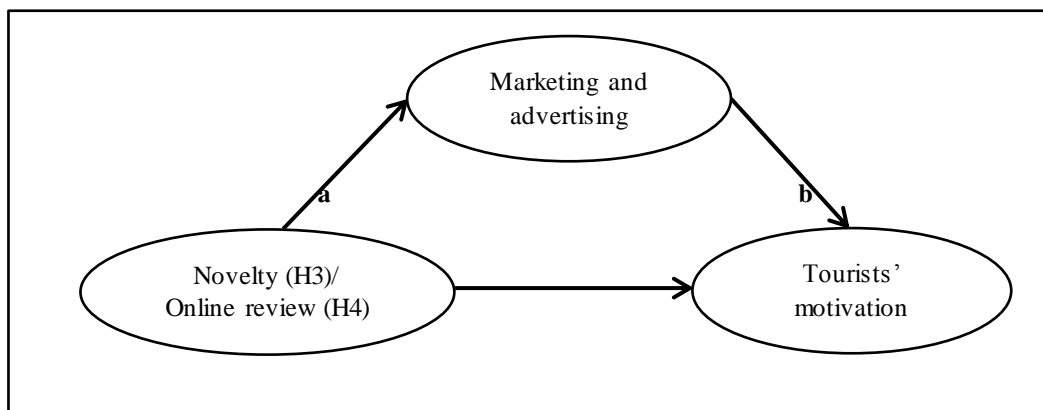


Figure 2. Mediation of marketing and advertising on novelty, online review and tourists' motivation on food decision

Hypotheses	Direct w/o	Direct w/med (sig value)	Indirect path a coefficient (sig value)	Indirect path b coefficient (sig value)	Sobel test statistic (2-tailed probability)	Mediation effect
Motivation ← Novelty seeking	0.951**	NA	NA	NA		
Motivation ← Online review	*	NA	NA	NA		
H3: Novelty-Marketing-Motivation	0.384**	0.81 (***)	0.49 (***)	0.28 (***)	2.60(0.009)	Yes/Partial
H4: Online-Marketing-Motivation	NA	0.17 (0.094)	0.55 (.003)	0.37(.015)	3.04(0.002)	Yes/Full

Notes: \*\*\*p, 0.001; NA – not applicable. The indirect effects path coefficients and its significant values were obtained from AMOS. The mediation effects were confirmed by using the Sobel test.

Table 4. Mediation results

Source: Soper, 2016. Statistics calculators, <http://www.danielsoper.com/statcalc3/calc.aspx?id=31>

## 5. Discussion and conclusion

The findings in this study have statistically established the relationships of novelty seeking and online review on food tourists' motivation to pursue their gastronomic experience in Melaka. The results further established the role of marketing and advertising on novelty and online review in domestic food tourists' destination choice.

Domestic tourists are aware of the characteristic Melakan experience in gratifying their desire for novelty through its culinary offerings and experiences. This study found that in seeking unfamiliar food trails in Melaka, the food tourists have the opportunity to meet new people and see or experience the unique historical and cultural heritage of the mixed native groups. A study in Taiwan similarly supports the observation whereby domestic tourists are found to be attracted to novel experiences in visited aboriginal attractions (Chang et al., 2006). Moreover, a majority of the sampled food tourists have intentions to revisit the current food destination they have dined. Tse and Crotts (2005) found a positive correlation of repeat visitors with the range of culinary explorations. It backs Engeset and Elvekrok's (2015) assumption that satisfied novelty seeking food tourists bring about greater overall tourists experience. This suggests that the number and range of culinary offerings available in Melaka motivates satisfied novelty seeking tourists to revisit the same destination in the future.

The findings further reveal that domestic tourists have found online reviews to be useful in evaluating the reputation and quality of their gastronomic choices. This is in line with Filieri's (2015) research on high-quality online reviews as reliable indicators of product quality. Learning-oriented tourists would benefit and enjoy acquiring new information and knowledge (Lu et al. 2016; Xiang et al., 2015) from the contents of audience-generated online reviews and feedbacks. As such, food-related reviews provide tourists with learning avenues and mental representations of the various gastronomic options available in Melaka. This will better enable them to evaluate and to pursue options with attributes which agrees with their desired needs (Baka, 2016; Wang et al., 2016).

The full mediating effect of online review on marketing and advertising and tourist motivation clearly indicates the importance of marketing and advertising for the Melakan gastronomic experience. Traditional advertising tools may be useful to establish awareness of a gastronomic route but the marketing buzz created through interactive consumer-to-consumer online reviews encourages tourists to make an assured decision towards the advertised gastronomic destination (Elliot & Papadopoulos, 2016; Sun et al., 2015). Furthermore, the partial mediating effect of novelty seeking on marketing and advertising and tourist motivation implies that only part of the total effect of NS and TM was due to the mediation of MA. This connotes that other indirect mediator could influence novelty seeking for this model (Rucker et al. 2011).

### 5.1. Implications of findings

No doubt this study suggests the importance of online review in differentiating and branding tourist gastronomic destinations. Under these circumstances, the results suggest that the systematic management of food tourists' perceived value and expectations on the culinary landscape in Melaka is critical for sustainable tourism revenue growth. The full mediation of marketing and advertising on tourist motivation implies domestic tourists were indeed favourable towards studying online reviews before or during their visits in Melaka. Integral to this, local DMOs should actively establish credible marketing and advertising efforts using the expansive Web 2.0 and Tourism 2.0 tools to promote existing favourable food tourist experiences in Melaka. For optimal campaign of specific culinary spots, viral online advertisements and folksonomy (tagging) on social networking sites, food blogs and popular online customer review platforms like TripAdvisor and Yelp.com play significant roles in



promoting authentic local foods to novelty-seeking tourists. Local food establishments can leverage the informational influence of advertising and e-WOM tools to improve their visibility and popularity (Baka, 2016; Filieri, 2015). Efforts should be made to build tourist expectations and to effectively send optimally meaningful information to food tourists to reduce their decision uncertainty (Wang et al., 2016; Zhang et al., 2016). With the popularity of mobile apps, free government-backed travel and food apps can be designed to provide on-the-go information search about Melaka's cuisine and food cultures. The apps can be built to incorporate experienced tourists' reviews, ratings and location-based services with stimulating multimedia and visual interface to strengthen the culinary-cultural identity of popular destinations.

This exploratory study has contributed to food tourism management in Melaka and marketing literature. Melaka benefits from its unique intermarriage of postcolonial racial and ethnic groups in acculturating an authentic cultural heritage. The rich milieu enables Melaka to be a salient host for food tourism to both domestic and international tourists. Local cuisines are often the catalyst for food tourism. A distinctive and differentiated local palate brings satisfying and memorable gastronomic experiences to novelty seeking tourists that could spur their intention to revisit the state. Sharing their satiating experience through e-WOM on online review platforms encourages other tourists to visit Melaka. In terms of marketing, tourism authorities and destination managers need to adequately and continuously promote local culinary offerings to prospective tourists in the interest of imbuing food tourism as a decisive motivator in their destination choice.

## 5.2. Limitations and future research

This present study has two main limitations. Reflecting on the samples collected within the locality of Melaka's busy tourists' sites, we observed that some of the respondents could not focus in answering the e-questionnaires fully. We assumed this was on account of their urge to move on to other attraction sites. This could be one reason that resulted in the high deletion of some items in the constructs. This implies the data may be biased and not generalizable. However, the statistically significant findings draw some interesting evidences in this study and should be continued. Future studies can be improved by raising sufficient research funds to provide free local drinks for tourists to drink-and-answer the questionnaire in a more unhurried mood. Moreover, this study only surveyed the domestic visitors' motivations to local food establishments. Additional work could be undertaken to include and discern international tourists' motivations to experience the Melakan gastronomic adventure. Finally, we encourage future studies to be expanded and replicated in various tourism context or destinations for each state in Malaysia in order to test for model invariance among different settings and extent of novelty on food tourists' revisit intention over time.

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