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Gastro-tourism well-being: The interplays of salient and enduring determinants

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Abstract

Purpose – This research developed and tested an integrated structural *gastro-tourism well-being model* consisting of food-related lifestyle and leisure attitude as precursor of the consumption enjoyment of the gastro-tourism experience with satisfaction, life domain outcomes, tourism autobiographical memory and life satisfaction as outcomes of the consumption enjoyment.

Design/methodology/approach – The conceptual model was assessed with quantitative data collected from tourists based on their deliberate and incidental gastro-tourism experiences (N=617).

Findings – Findings indicated that enjoyment of gastro-tourism consumption experience significantly influences satisfaction, life domain outcomes, life satisfaction, and tourism autobiographical memory. Life domain outcomes and tourism autobiographical memory have enduring influence on life satisfaction over time. Food-related lifestyle and leisure attitude are salient determinants of gastro-tourism well-being with their significant influence on consumption experience. Satisfaction with consumption experiences contributes to life satisfaction regardless of the experience type (deliberate versus incidental).

Research limitations/implications – This research extends our knowledge of tourism consumption experience in the domain of gastro-tourism as well as quality of life or well-being.

Originality/value – This research has offered an integrated framework to measure the interplays of salient and enduring determinants of gastro-tourism well-being. Future studies will benefit from this research as a baseline model linking consumption experience and life satisfaction.

Keywords Tourism, Gastronomy, Food, Experience, Memory, Well-being

1. Introduction

Understanding and managing experiences and enhancing their consequences are at the crux of consumer behavior discourse (Bastiaansen *et al.*, 2019). Expectedly, creating enjoyable and memorable experiences conducive to consumer well-being is a continuing managerial and scholarly concern. Food and beverages are central to these concerns in supporting the tourism consumption and as a distinct product of food-related trips (Mariani and Okumus, 2022). Although the food as a leisure pursuit is not a new phenomenon, there has been a heightened interest in the production and consumption of memorable food or gastro-tourism experiences (GTE) as part of businesses, destinations, attractions, activities, and events in hospitality, tourism and leisure domains (Richards, 2021). While gastronomy emerges as a distinct tourism product and leisure activity, it is a key element of the hospitality industry (Cleave, 2020).

Research into GTE has a long history (Okumus, 2020). The terms ‘gastronomy’ (De Jong *et al.*, 2018), ‘food’ (Ellis *et al.* 2018) and ‘culinary’ (Sotiriades, 2015) are used interchangeably to describe the scope of gastronomy tourism including a wide range of gourmet, cuisine or food-oriented activities. This paper uses a generally accepted definition provided by Hall and Sharples (2003). GTE activities along with exemplary research may encompasses visits to food-themed events and festivals (Kesgin *et al.*, 2022), primary and secondary producers (e.g. wine farms Quadri-Felitti and Fiore, 2016), cooking classes (Prayag *et al.*, 2020), restaurants (e.g. Michelin-

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3 Starred restaurants, Batat, 2021) and destinations (Levitt *et al.*, 2019) motivated by a desire for
4 food tasting during travels (Hall and Sharples 2003).
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6 Gastro-tourism consumption can provide special experiential moments to pleasure seeking
7 consumers (Alba and Williams, 2013). Special GTE may provide memorable and meaningful
8 moments with subsequent good life outcomes (Batat *et al.*, 2019). Tourism experiences in
9 general and specific tourism types such as gastronomy, indeed, offer special experiential
10 moments and contribute to quality of life (QOL) (Uysal *et al.*, 2016). Therefore, tourism
11 experience design efforts should ultimately aim to enhance tourist life satisfaction (Uysal *et al.*,
12 2020). Focusing on the vital links between GTE and QOL (Hernández-Mogollón *et al.*, 2020),
13 well-being (Batat *et al.*, 2019), and life satisfaction (Harrington *et al.*, 2021), a growing number
14 of publications attempt to inform the theory and practice of these efforts. However, there has
15 been little quantitative systematic understanding of how GTE contribute to life satisfaction, thus,
16 much uncertainty still exists. For example, satisfaction with the outcomes of GTE on life
17 domains and the spillover effect of that satisfaction on tourist memories and life satisfaction has
18 yet to be understood.
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21 Therefore, this study explored life domains (Sirgy *et al.*, 2011) affected by GTE. This is an
22 important effort because limited empirical evidence examined life domain-related outcomes of
23 tourism experiences that contribute to life satisfaction (Sirgy, 2019). The present study also used
24 a recently developed tourism autobiographical memory scale (Jorgenson *et al.*, 2018) to
25 investigate how GTE memories as a mediating construct interact with QOL constructs. This
26 approach allows examining the effects of GTE and life-domain outcomes on tourism
27 autobiographical memory and their spillover effects on life satisfaction. To our knowledge,
28 incorporation of the life domain outcomes and tourism autobiographical memory as mediating
29 constructs provides the *first* and a comprehensive attempt to study the vital link between
30 consumption experience and life satisfaction.
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33 What we know about the QOL in tourism mainly comes from research using a place-centered
34 approach (Lloyd and Auld, 2002). Relatively, proportion of person-centered QOL research is
35 smaller based on residents and even less based on tourists (Uysal *et al.*, 2016). An objective of
36 this person-centered study, was to include dispositional (food-related lifestyle, Brunsø *et al.*,
37 2021) and attitudinal (attitude toward gastro-tourism as a leisure pursuit, Fan and Luo, 2021)
38 determinants of the focal construct (GTE consumption enjoyment) in the integrated model (Chun
39 *et al.*, 2017). Inclusion of food-related lifestyle and attitude toward gastro-tourism experiences as
40 distal predictors complement our comprehensive model based on the outcomes of the focal
41 construct (satisfaction, life domain outcomes, autobiographical memory) as proximal predictors
42 of our dependent variable (life satisfaction) (Sirgy, 2019).
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45 In sum, this study examines how food-related lifestyle by means of leisure attitude towards
46 gastro-tourism experiences influence the enjoyment of gastro-tourism consumption and how
47 gastro-tourism consumption enjoyment influences life satisfaction through satisfaction in life
48 domains and autobiographical memory. In addition, this research targeted two gastro-tourist
49 segments to examine the moderating effect of the experience type (deliberate versus incidental)
50 experiences between the constructs of satisfaction and life satisfaction (Williams *et al.*, 2019).
51 Drawing upon these measures, this study developed and tested a gastro-tourism well-being
52 model. This model tests the nature of causal mechanisms involved in gastro-tourism
53 consumption that lead to feelings of well-being in life domains and life in general. This model
54 allows measuring the salient and enduring determinants of life satisfaction based on seven
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3 corresponding hypotheses specifically addressed with the following research questions: To what
4 extent does: food-related lifestyle influence leisure attitude (RQ1); leisure attitude influence
5 consumption experience (RQ2); consumption experience influence satisfaction, life domain
6 outcomes, and tourism autobiographical memory (RQ3); satisfaction influence life satisfaction
7 (RQ4); life domain outcomes influence satisfaction, life satisfaction and tourism
8 autobiographical memory (RQ5); tourism autobiographical memory influence satisfaction and
9 life satisfaction (RQ6); the relationship between satisfaction and life satisfaction is moderated by
10 the deliberate versus incidental gastro-tourism experiences (RQ7).
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13 While the primary contribution of this research is theoretical, the findings can inform policies
14 and practices. Food in tourism have always been important for policy and market actors
15 (UNWTO and BCC, 2019). On average one fourth of tourist expenditures go toward food
16 experiences (U.S. Travel Association, 2019). While the amount of food and drink expenses for
17 inbound tourists in the USA was \$34.6 billion in 2019, for U.S. tourists' domestic and
18 international trips, it was \$58 billion in 2017 (Weinberger, 2020). Food or drink experiences
19 (37%) are the most preferred activities to spend money on for Millennials and Gen Z travellers
20 (WYSE Travel Confederation, 2018). Food tourism was highlighted as one of the five travel
21 trends to watch in 2020 (De Vries, 2019). World Food Travel Association's 2020 food travel
22 monitor study indicates that 53% of leisure tourists are food tourists (Weinberger, 2020). The
23 food tourism's global market value will increase 17% from \$1,116.5 billion in 2019 to \$1,796.5
24 billion in 2026 supported by the growing number of food tourists (Weinberger, 2020). These
25 developments clearly show a proliferation of supplier and consumer interest in gastro-tourism.
26 Therefore, investigating the influence of memorable gastro-tourism experiences on people's
27 different life domains and subsequent life satisfaction is important in this growing market.
28 However, the COVID-19 pandemic has impacted these developments and this growing market in
29 ways that could have not been imagined over the past two years (Dedeoğlu *et al.*, 2022). The
30 world has seen lockdowns, suspensions, terminations, restrictions and cancellations threatening
31 the supply and demand in gastro-tourism market. While many considers this as the new normal,
32 the nature of new normal remains unclear. Research indicates that new normal influences and
33 shifts tourists' consciousness and behavior during and, will continue to do so after, the pandemic
34 (Ramkissoon, 2020). QOL and well-being issues are particularly prominent in the context of this
35 worldwide public health concern (Berebekova and Uysal, 2021).
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40 **2. Theoretical framework and research hypotheses**

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42 In the last few decades, enhancing consumer well-being indeed has emerged as an essential
43 element of quality-of-life marketing (Sirgy, 2021). Responding research questions outlined
44 above, this research adds to existing knowledge of well-being associated with gastro-tourism.
45 This understanding may help gastro-tourism actors to design for QOL and well-being.
46 Consumers value positive emotions, pleasure, and happiness derived from special (a.k.a.
47 meaningful, extraordinary, memorable) experiential moments. Consumption pleasure signifies
48 short-lived enjoyments of food or gastronomy tourism experience such as delight in consuming a
49 local drink. Research shows that consumption pleasures provide a sense of well-being
50 immediately at the time of consumption and through recalling memories over time (Cohn *et al.*,
51 2009; Zaubermaier *et al.*, 2009). Numerous terms such as happiness, perceived QOL and life
52 satisfaction are used interchangeably to describe the concept of sense of well-being in the form
53 of "subjective enjoyment of one's life" (Veenhoven *et al.*, 2021, p.3). Subjective well-being
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therefore posits a higher level of positive evaluation beyond satisfaction and happiness. Research demonstrates that cognitive evaluations in life domains and overall life contribute to well-being. Subjective well-being therefore is conceptualized as the sense of “feeling well” (Martela and Sheldon, 2019, p. 464) with reference to both satisfaction with overall life and life domains.

During the last decade, the link between consumption pleasures and consumer well-being associated with food has also been at the centre of much attention (Bodundrin and Stone, 2019). Evidence shows that beyond health (“being healthy”) happiness (“feeling better”) is a key and often more important element of food well-being (Meiselman, 2016, p. 101). As such, food well-being definitions reflect the multidimensional nature of the well-being construct as positive evaluation of people’s psychological, physical, emotional, social, and intellectual relationship with food (Batat *et al.*, 2019). Grounded on these theoretical considerations, this study developed an integrative gastro-tourism well-being model from several methods that currently exist. The influence of GTE on subjective well-being as shown later in social, leisure/recreation, family, love, arts/culture, intellectual, culinary and travel life domains precede global judgment of subjective well-being. We treat gastro-tourism well-being as pleasure, happiness, and positive affects in life domains arises from the consumption of GTE and their subsequent spill-over effects into overall life satisfaction.

Although some studies have attempted to link GTE to QOL constructs, the extant literature lacks a fully integrated model with relevant and enhanced constructs (Harrington *et al.*, 2021; Hernández-Mogollón *et al.*, 2020). This model includes three dimensions of each of the food-related lifestyle, and the leisure attitude as precursor of the remembered consumption experience based on a GTE, the focal construct of this study. Food-related lifestyle and leisure attitude as orientations and practices constructs respectively represent the “doing well” dimensions of well-being (Martela and Sheldon, 2019, p. 464). The research also includes tourism autobiographical memory, life domain outcomes, satisfaction and life satisfaction as outcome constructs influenced by the GTE. Figure 1 illustrates the graphical representation of the conceptual model with proposed relationships.

Figure 1

In conceptualizing this research’s focal construct, there are multiple and often fragmented approaches to define, conceptualize and measure the consumption experience (Flacandji and Krey, 2020). While acknowledging the complexity and diversity in conceptualizations, Bastiaansen *et al.* (2019) asserts the need to develop a central experience theory in our respective domains. This research effort uniquely balances these two considerations. Unlike most studies focusing on the memorability or experiential or service qualities (Richards, 2021), our central construct focused on the consumption enjoyment of the GTEs. More specifically, a consumption enjoyment measure is used with reference to memory of a positive GTE (Chun *et al.*, 2017). Participants described a positive memory that first comes to mind of a gastro-tourism activity or event by referring to the parameters of our GTE definition. Our research design considered the explicit and domain specific dimensions of the consumption experience.

2.1 Consequences of gastro-tourism experiences

Empirical evidence suggests that leisure and tourism activities are crucial part of people’s life (Mansfield *et al.*, 2020). There are reasons why tourism activities are popular for people to

engage in their leisure time (Bimonte and Faralla, 2012, 2016). Research demonstrates that tourism activity participation provides experiential benefits and satisfy people's higher-order needs (e.g. personal growth and self-actualization) thereby induce feelings of wellbeing (Uysal *et al.*, 2017). Positive leisure tourism activities, such as taking trips, visiting family and friends, walking for pleasure, visiting an art gallery, camping, attending a concert, dining at a fine restaurant, visiting food festival or enjoying a gastronomy experience provide happiness and enhance subjective wellbeing and thereby contribute to individuals' life satisfaction (Balatsky and Diener, 1993; Berdychevsky *et al.*, 2016; Konu and Laukkanen, 2010; Nawijn and Mitas, 2012; Sirgy *et al.*, 2017). Therefore, the perceived importance of leisure is also associated with life satisfaction (Mansfield *et al.*, 2020).

Neal *et al.* (1999) conducted one of the first systematic study of tourist life satisfaction based on bottom-up spillover theory of subjective wellbeing. The research demonstrated the influence satisfaction with leisure tourism services and experiences on satisfaction with leisure life overall. Life satisfaction is determined first by the satisfaction with the experience, event, or activity (e.g. gastro-tourism). This theoretical model was further applied and validated in several studies (Kim *et al.*, 2015; Luo *et al.*, 2018; Mathis *et al.*, 2016; Neal *et al.*, 2007; Saayman *et al.* 2018) Satisfaction thus can be seen as a proxy of life satisfaction. We thus hypothesize that:

Hypothesis 1. Satisfaction with tourism experience has a positive effect on life satisfaction.

Research demonstrates the role of food in tourism as a major contributor to the satisfactory consumption experience for visitors, tourists, and travelers. Special GTEs can contribute to consumer satisfaction and happiness at a superior level (Chun *et al.*, 2017). Quan and Wang (2004) argue that memorability turns food consumption into peak touristic experience. In turn memorability contributes to life satisfaction as shown by studies in the gastro-tourism domain (Harrington *et al.*, 2021; Hernández-Mogollón *et al.*, 2020). Factors affecting the food consumption enjoyment in the destination is related to sensory characteristics, food content, preparation methods, food/cuisines types, and availability, price, value, and quality of food (Mak *et al.*, 2012). The more favorable the experiential and service attributes (e.g. local, novelty, authentic, quality) the more benefits (e.g. epistemic, emotional) and values provided to consumers (Kim and Choe, 2019). Gastro-tourism consumption enjoyment therefore directly influences satisfaction. Research shows that life domains are affected positively or negatively with impacts of benefits gained from consumption experiences (Sirgy *et al.*, 2011). For example, GTE can be beneficial by providing opportunities in life domains such as social life (e.g. meeting new people or making new friends), intellectual life (e.g. engaging in an educational activity), and culinary life (e.g. to experiencing new and exotic cuisines) among others (e.g. family life, travel life and art and culture). These benefits are a source of happiness and satisfaction for life domains and in turn pathways to overall life satisfaction (Sato *et al.*, 2014). Satisfaction with outcomes in life domains indeed determines life satisfaction.

It has been shown that experienced and remembered as well as anticipated consumption enjoyment provide experienced utility (Kahneman and Sugden, 2005). Activities such as post-trip experience sharing (Yu *et al.*, 2020), reflection on photographs (Kawakubo and Oguchi, 2021) create continued consumption enjoyment with impacts on life satisfaction. Recently the theory of autobiographical memory applied to tourism to measure tourist experience through memory (Jorgenson *et al.*, 2018; Kawakubo and Oguchi, 2021). This new tourism autobiographical memory scale is useful to identify the impact of experiences from tourist memories. This scale reveals the impact of remembered tourism consumption experiences

through measuring the frequency of rehearsal, recollection and sharing (Jorgenson *et al.*, 2018). The more positive the consumption experience and benefits of the consumption experience felt on life domains the stronger is the impact on tourism autobiographical memory. We thus hypothesize that:

Hypothesis 2. Consumption enjoyment has a positive effect on satisfaction (H2a), life domain outcomes (H2b) and tourism autobiographical memory (H2c).

Hypothesis 3. Life domain outcomes have a positive effect on satisfaction (H3a), life satisfaction (H3b) and tourism autobiographical memory (H3c).

Furthermore, core consumption experience as part of the stages of consumption experiences is then followed by the remembered consumption experience. A line of research also shows the long-term impact of consumption experiences (Zauberman *et al.*, 2009). This can be associated to the Kahneman's experienced well-being (experiencing self) versus evaluated well-being (remembering self) Zajchowski *et al.* (2017). The broaden-and-build theory provides a useful account of how positive emotions influence life satisfaction by serving consumers attaining lifelong possessions (Cohn *et al.*, 2009). As such research posits that measurement and impacts of memories differ from the actual consumption experiences and/or remembered consumption experiences. It is now well established from a variety of studies that remembered consumption, in this case tourism autobiographical memory, provide experienced utility and influence consumers decision making, emotions, happiness, QOL, well-being and life satisfaction (Morewedge, 2015). We, *thus*, formulate the following hypothesis:

Hypothesis 4. Autobiographical memory has a positive effect on satisfaction (H4a) and life satisfaction (H4b).

2.2 Antecedents of gastro-tourism experiences

Every purposeful leisure activity provides benefits that meet basic needs (e. g. safety, economic, escape and sensation) and growth needs (e.g. symbolic, aesthetic, mastery, mortal, relatedness, and distinctiveness benefits (Sirgy *et al.*, 2017). Research has examined the role of leisure attitude based on three components cognitive, affective and behavioral (Fan and Luo, 2021). Basic needs tend to be functional or cognitive in nature. On the other hand, growth needs appear to be more affective and hedonic, thus the cognitive element may incorporate knowledge and beliefs about leisure benefits. The affective element, mostly psychological and expressive in nature, focuses on how individuals feel about leisure, their emotional reactions (positive/negative) and the extent they pursue and enjoy leisure experiences. However, both instrumental (cognitive and affective) and expressive factors affect the outcome variables such as satisfaction, loyalty or intentions.

The degree to which both cognitive and affective factors contribute to satisfaction with experiences and overall life satisfaction induced by participating in leisure pursuits and activities varies as a function of context, target, and goals. Thus, attitudes and beliefs that affect leisure participation or consumption experiences have been closely examined to explain, understand, and predict behavior (Fan and Luo, 2021). The literature demonstrates that as person-centered attributes, there are objective and subjective criteria to investigate the associations between leisure and QOL. While leisure participation is an objective criterion, leisure attitude, and leisure satisfaction are subjective (Lloyd and Auld, 2002). Because we assess both past experiences, as

well as attitude towards gastro-tourism experiences our design involves both objective and subjective elements. Thus, to better understand the mechanism of positive GTE and its effects, this present study sought to determine the influence of leisure attitude towards gastro-tourism as a leisure pursuit.

Hypothesis 5. Leisure attitude towards GTE as a leisure pursuit is likely to have a positive effect on consumption experience.

In some instances, leisure activities predispose individuals to support their own lifestyle, e.g., becoming a professional yoga instructor or ski instructor, running a boutique hotel, or in some instances, participating and pursuing serious leisure activities become central to their lifestyle and existence. As such, one area that has received limited attention is how FRL as an influencer of gastro-tourism leisure pursuits (Cleave, 2020) affects consequences of consumption. Research into food-related lifestyle has a long history, however, and we have used a new scale based on involvement, innovativeness and responsibility of food developed by Brunsø *et al.* (2021). The dimensions of the FRL construct reflect internal factors that drive attitude and behavior of an individual, for example toward GTEs. Combined with leisure attitude, FRL influences engagement with and perceptions of consumption experiences. Thus, we proposed the following hypothesis.

Hypothesis 6. FRL is likely to have a positive effect on leisure attitude towards GTE as a leisure pursuit.

2.3 Deliberate versus incidental gastro-tourism experience

The consumption characteristics of gastro-tourism is not unitary. For example, exploring local food and drink as an important motivator is more important for international tourism than domestic tourism (De Vries, 2019). In some instances, food consumption can be a central element of the travel itinerary, and in other instances, food consumption can be a causal element of the onsite and local activities. Thus, an enduring novel search of food affects consumers' behavior in consuming food, engaging in food-related activities and travel (Andersson and Mossberg, 2017). Several taxonomies for food tourists have been developed (e.g. Levitt *et al.* 2019; Robinson *et al.* 2018; Williams *et al.*, 2019). Williams *et al.* (2019) argue that there are two broad categories of food tourists, which are: a) deliberate gastro-tourists who select the destination typically on the value and amount of food- or beverage-related activities they expect to engage in and b) incidental gastro-tourists who participate in food experience as a result of side trips they take in the destination. Unlike incidental gastro-tourists, deliberate gastro-tourists' main travel purpose is food. There are similarities between the attitudes, behaviors, and experiences expressed to define deliberate and incidental gastro-tourist and characteristics of serious and causal leisure participants respectively (Prayag *et al.*, 2020). Since deliberate gastro-tourists are highly involved and engaged, their experiences can be richer and may yield greater satisfaction and life satisfaction. We therefore propose the following:

Hypothesis 7. The relationship between satisfaction and life satisfaction is likely to be moderated by two types of gastro-tourism experiences: deliberate versus incidental.

3. Methodology

This research used quantitative survey data to test the conceptual model. Prior to commencing the data collection, ethical approval was obtained from the corresponding author's institution.

3.1 Questionnaire design, data collection and sample

The Qualtrics platform was used to design and host the questionnaires online. The questionnaire design followed procedures and recommendations outlined in the literature to minimize response errors (Krosnick and Presser, 2010). The research employed preventive procedural steps recommended in the literature to minimize late-response bias and common method bias (Kock *et al.*, 2021). Attention check controls *were applied* in the questionnaires to combat carelessness (Reyes, 2020). The response requirement feature of the platform was implemented to control potential missing data issues. The questionnaire survey included screening questions and statements to measure constructs with force response requirements. Request response requirement was used for the demographic questions.

Three questions were used to screen and identify survey participants with prior suitable gastro-tourism experience. First, following Levitt *et al.* (2019), participants selected one of the four provided options about their prior travels: For most of those trips, (1) the availability of food-related activities was a factor in choosing between potential destinations; (2) I researched food-related activities before travel, but they were not a factor in choosing between destinations; (3) I did not research food-related activities before travel, but participated after arriving simply because they were available; and (4) I have never participated in any food-related activities on my trips. Respondents who indicated the fourth option exited the survey. Second, respondents described a positive memorable gastro-tourism experience. Third, the type of gastro-tourism experience was classified into deliberate and incidental categories.

The indicators were adopted from previous research to assure content quality. A recently developed FRL scale was adopted consisting of five items for each of the involvement, innovativeness, and responsibility sub-dimensions from Brunsø *et al.* (2021). Similarly, five items were adopted for each of the leisure attitude subdimensions: cognitive, affective, and behavioral from Fan and Luo (2021). Four items were used to measure each of the positive GTE (Chun *et al.*, 2017) and satisfaction with the GTE (Mathis *et al.*, 2016) adopted from the literature. Life domain outcomes were measured with eight items developed from previous research (Sato *et al.*, 2014; Sirgy *et al.*, 2011). Five items were adopted from Jorgenson *et al.* (2018) and Kawakubo and Oguchi (2021) to measure TAM. Five items of LSA were also adapted from past research (Hernández-Mogollón *et al.*, 2020; Mathis *et al.*, 2016). All of the measures (see Appendix) used seven-point scales with different choices suitable to measurement (e.g. 1=not all or very frequently or strongly disagree, 7=A great deal; very frequently or strongly agree). Diversifying scales formats along with placing predictor and criterion variables away from each other were purposeful to control for common method bias (Kock *et al.*, 2021).

As part of content quality evaluation, we first consulted with experts to assess intended operationalization of indicators in the questionnaires. Further, content quality was assessed and improved via the feedback received from co-authors' network of individuals (N=179) who completed the questionnaire pretesting. The scale dimensionality of latent constructs was tested using principal components analysis based on the pretesting data. The measurement items demonstrated reliability and validity. Data from pretesting is not included in the final dataset.

Data collection involved respondents from Amazon Mechanical Turk (MTurk) and other online platforms from June to August 2021. MTurk respondents were incentivized \$1.00 to participate in the study. Despite increasing quality concerns (Kennedy *et al.*, 2020), MTurk samples have practical and logistical benefits, demonstrated strengths as well as evidence of high-quality data provision (Aguinis *et al.*, 2021). To minimize the threats and errors, control measures were employed to maintain the quality of responses before, during and after the survey is taken. First, the survey was not public and available only to those who vacation every year or few years in the United States. Second, fraudulent respondents were removed from the dataset following the guidelines (Kennedy *et al.* 2020). Further the survey was also distributed to non-MTurk samples via anonymous link on several media platforms, emails, social media posts to address MTurk sampling concerns. The total sample recruited 1854 respondents including MTurk (N=658) and non-MTurk (N=1196) samples. Of those respondents, 375 did not proceed with the survey, and 242 exited the survey upon selecting 'I have never participated in any food-related activities on my trips' option in the screening questions. Because of the force response requirement, missing data was not an issue for respondents who completed the survey. However, data cleaning was employed by eliminating incomplete responses ($n=441$) and respondents who failed to provide an appropriate GTE memory and meet the attention check controls. The final sample size was 617 consisting of 316 respondents from the MTurk and 301 respondents from the non-MTurk samples.

The primary screening question, revealed three additional options about food tourist planning behavior. The majority of respondents stated that food-related activities influenced their destination choice (34%) or they researched food-related activities prior to travel (37%). The remainder of respondents (29%) stated that they participated in food-related activities after arriving at the destination when they are readily available. Of 617 respondents, 59% were incidental gastro tourists. The sample included almost equal proportion of female (51%) and male respondents (49%). More than half of respondents (59%) were aged between 18 and 44. The remainder proportion of respondents were split among 45-54 years old and over 55 years old. The profile of respondents exhibits that the sample is representative with respect to gender and age proportions.

3.2 Analytical procedures

IBM SPSS Statistics 26 and Smart PLS-SEM 3.4. were used to perform statistical analyses. Prior to model testing normality of data was assessed. The distributional assumptions were not within the recommended threshold as can be seen from kurtosis and skewness values for each indicator (see Appendix). The use of PLS-SEM is appropriate as this is a theory development research (Hair *et al.*, 2019). Further, the model is complex and consisting of several constructs, indicators and relationships with a formatively measured constructs, the structural model is complex. G*Power estimated that the minimum sample size required for the conceptual model is 230 indicating the study's sample size is appropriate. The sample size, therefore, was not a reason for selecting PLS-SEM. The features of PLS-SEM support robust analysis of non-normal data. To address potential non-normal data issues, the research employed bias-corrected and accelerated (BCa) bootstrapping with 5,000 sub-samples (Hair *et al.*, 2019). Statistical controls for CMB was also employed. First, Harman's one-factor test showed that primary factors accounted for less than 50% of the variance (30.21%). Furthermore, using unmeasured latent method construct and

CFA marker techniques, it was confirmed that there was no CMB issue (MacKenzie and Podsakoff, 2012).

4. Results

4.1 Assessment of the measurement model

All of the constructs were modeled as reflective, except life domain outcomes that were modeled as formative, with multi-item indicators. Single indicators representing each of the eight life domains were used in combination to form an index that causes the construct of life domain outcomes. Because different gastro-tourism experiences yield different life domain outcomes, not all indicators are expected to cause the construct. In the case of reflective modeling, the indicators are caused by the construct, as such they were modeled as reflective in this research. Table 1 provides the summary statistics for assessing lower order reflective and formative constructs, as well as higher order reflective-reflective constructs in the measurement model. In evaluating the indicators of reflective constructs all loadings were above 0.708 or within the recommended thresholds (TAM4) exhibiting indicator reliability (Hair *et al.*, 2019). Six indicators were removed from the analysis for cross-loading (COG5, AFF1, AFF2, AFF5) and high collinearity issues (TAM5, SAT2). Removal of items was not a constraint as there were at least three indicators for each construct in the model as required by measurement theory requirements.

Table 1

Table 1 exhibits weights and VIF scores of each indicator to assess formatively measured lower order LDO construct. Since all VIF values were below the critical threshold, collinearity was not an issue. However, bootstrapping results were not significant for LDO4 and LDO5. The corresponding indicator value was significant and above the 0.5 threshold for LDO5 (loading = 0.69, $p = 0.00$). LDO4 (loading ≤ 0.47 , $p = 0.00$) was removed because of the low factor loading (<0.5). For further validation, Spearman's rank analysis was conducted between each formative indicator and the ordinal global item "... please state how much do you feel this gastro-tourism experience has contributed to your life overall?". Results were significant for each indicator at the 0.01 level (2-tailed): LDO1(0.42); LDO2(0.30); LDO3(0.35); LDO5(0.34); LDO6(0.43); LDO7(0.30); LDO8(0.29). To conduct redundancy analysis, a model based on LDO as predictor of the global single-item measure and the reflective multi-item LSA measure was established. The path coefficients were 0.566 and 0.672 for global single-item and multi-item measure respectively. Following Cheah *et al.*'s (2018) recommendation, LDO meets the convergent validity given this study's large sample size (>500).

Following the repeated indicator approach, FRL and ATT were specified as higher constructs to model parsimony by reducing path model relationships (Sarstedt *et al.*, 2019). Each based on three subdimensions, FRL and ATT were estimated and validated as higher-order constructs (Table 1)

In assessing internal consistency, the Cronbach's alpha (α), CR, and rho-A (ρ_A) values were higher than the recommended thresholds for reliability of constructs. For the convergent validity of each construct average variance extracted (AVE) values were above the recommended threshold. Discriminant validity was established using Fornell-Larcker criterion and heterotrait-monotrait (HTMT) ratio of the correlations with values below the conservative ratio of 0.85 with

the exception of COG-AFF (0.865), which was below the threshold of 0.90 for conceptually similar constructs such as the COG and AFF (Table 2).

Table 2

4.2 Assessment of the structural model

First the structural model, the goodness of the model was assessed based on predictive capability (R^2), effect sizes (f^2), and predictive relevance (Q^2). The effects sizes were assessed at small (0.02), medium (0.15) and large (0.35) levels. All R^2 were >0.1 and all Q^2 were >0 indicating that predictive capability of exogenous constructs and predictive relevance of endogenous constructs were established. In analyzing R^2 values, the model explains 81% of affective attitude ($Q^2=0.640$), 78% of behavioral attitude ($Q^2=0.504$), and 74% of cognitive attitude ($Q^2=0.553$) substantially. The model moderately explains 68% of innovativeness ($Q^2=0.454$), 60% of involvement ($Q^2=0.416$), 54% of life satisfaction ($Q^2=0.389$), 48% of responsibility ($Q^2=0.355$), 45% of leisure attitude ($Q^2=0.247$), and 44% of satisfaction ($Q^2=0.376$). The model's explanatory power is weak but significant for 25% of tourism autobiographical memory ($Q^2=0.142$), 18% of gastro-tourism consumption experience ($Q^2=0.145$), and 13% of life domain outcomes ($Q^2=0.054$). Q^2 values indicated large (>0.50) and medium (<0.50) predictive relevance for the majority of endogenous constructs.

4.3 Direct effects

All proposed hypotheses (Table 3) for direct effects were supported except the influence of tourism autobiographical memory on satisfaction ($H4$) (Table 3). At a 90% confidence level, the influence was significant, however, the effect size was weak or insignificant ($f^2=0.007$). The effect sizes were large for consumption experience on satisfaction ($H2a$) and food-related lifestyle on leisure attitude ($H6$). The effect sizes of consumption experience on life domain outcomes ($H2b$), life-domain outcomes on life satisfaction ($H3b$), life domain outcomes on tourism autobiographical memory ($H3c$), and leisure attitude on consumption experience ($H5$) were medium. The effects of satisfaction on life satisfaction ($H1$), consumption experience on tourism autobiographical memory ($H2c$), life domain outcomes on satisfaction ($H3a$), and tourism autobiographical memory on life satisfaction ($H4b$) were supported with small effect sizes.

Table 3

4.4 Indirect effects

Table 4 exhibits mediating relationships in the structural model. Analysis of indirect effects show consumption experience indirectly affects life satisfaction through satisfaction, life domain outcomes, and tourism autobiographic memory. Similarly, life domain outcomes influence life satisfaction through satisfaction and tourism autobiographic memory. Moreover, food-related lifestyle has an effect on consumption experience through leisure attitude.

Table 4

4.5 Moderating effect

Moderation analysis revealed no significant results (H7: $\beta = 0.04$, t -value 0.74; $p > 0.46$). With the addition of interaction terms (SAT*Type), the R^2 has not changed, thus, indicating no effect size. The hypothesis (H7) is not supported, indicating that the relationship between satisfaction and life satisfaction is not different between deliberate and incidental gastro-tourism experiences.

5. Discussion and implications

5.1 Discussion of findings

Results showed strong influence of food-related lifestyle on leisure attitude (RQ1). Consistent with Tønnesen and Grunert's (2021) findings, this research is first to demonstrate a significant impact of involvement, innovativeness, and responsibility of food on attitude toward gastro-tourism as a leisure pursuit. Results indicated the significant influence of leisure attitude on consumption experience (RQ2). This finding supports the work of other studies linking leisure attitude to consumption experience (Choi and Yoo, 2017; Sato *et al.*, 2014). In accordance with the findings of Tønnesen and Grunert (2021), leisure attitude was found to cause a mediating effect on the relationship between food-related lifestyle and enjoyment of the GTE. These results demonstrate that situation specific consumptions (e.g., attending a food festival, dining at a fine dining restaurant) is connected to abstract cognitive features and personal values (Brunso *et al.* 2021). This is the first study to confirm that a foodrelated lifestyle directly or indirectly influences one's attitudes toward gastro-tourism leisure pursuits. This finding suggests that tourists view food as a means of maintaining basic life values, just like taking a vacation as part of one's life style (Fan and Luo, 2021). Therefore, this research firmly establishes that lifestyles and attitudes are major factors affecting the nature of experiences from partaking in leisure activities in the context of gastro-tourism (Choi and Yoo, 2017).

The study found that the influence of consumption experience on satisfaction, life domain outcomes, and tourism autobiographical memory are significant (RQ3). Comparison of these findings with those of other studies confirms that consumption experience has effects on satisfaction (Mathis *et al.*, 2016; Neal *et al.*, 2007; Yu *et al.*, 2020), life domain outcomes (Sato *et al.*, 2014; Sirgy *et al.*, 2011), and tourism autobiographical memory (Jorgenson *et al.*, 2018; Kawakubo and Oguchi, 2021). These findings represent an important contribution by linking gastro-tourism consumption to life satisfaction. The present study identifies the positive outcomes of gastro-tourism enjoyment on various life domains (namely social life, leisure and recreation life, family life, arts and culture, intellectual life, culinary life and travel life). The study is among the first to report an association implied between gastro-tourism consumption enjoyment and autobiographical memory.

Results confirm that satisfaction has significant influence on life satisfaction (RQ4). This supports the notion that satisfaction with the experience induced by participating in an activity, e.g., gastro-tourism consumption, spills over into ones' overall life satisfaction (Harrington *et al.*, 2021; Hernández-Mogollón *et al.*, 2020; Mathis *et al.*, 2016; Neal *et al.*, 2007; Yu *et al.*, 2020). The results indicated that life domain outcomes significantly influence satisfaction, tourism autobiographical memory and life satisfaction (RQ5). While these results are also supported broadly with previous research on the effect of life domain outcomes on related outcome constructs (Kawakubo and Oguchi, 2021; Neal *et al.*, 2007; Sirgy *et al.*, 2011; Yu *et al.*, 2020),

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3 this is the **first** study to report an association between these constructs especially in the context of
4 gastro-tourism. The study found that tourism autobiographical memory has significant influence
5 on life satisfaction (RQ6). While this finding is consistent with that of Kawakubo and Oguchi
6 (2021), supporting the notion that recollection of memories triggered by tangible artefacts
7 reflective of one's experience contributes to life satisfaction.
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10 An important finding was that each of the satisfaction, life domain outcomes, and tourism
11 autobiographical memory constructs has a mediating effect on the relationship between
12 consumption experience and life satisfaction. Further, the relationship between life domain
13 outcomes and life satisfaction is mediated by both satisfaction and tourism autobiographical
14 memory. Furthermore, satisfaction has an indirect effect on the relationship between tourism
15 autobiographical memory and life satisfaction. The findings reported here suggest that
16 experienced and remembered utility offered by gastro-tourism consumption could be a major
17 factor contributing to life satisfaction (Kahneman and Sugden, 2005). These findings draw our
18 attention to the importance of considering life-domain outcomes and tourism autobiographical
19 memory in modelling gastro-tourism well-being. We can infer that the benefits of gastro-tourism
20 consumption are sources of well-being in people's life domains and overall life.
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23 One interesting finding is that satisfaction with consumption experiences contribute to life
24 satisfaction regardless of the experience type. Results indicated no moderating effect of
25 deliberate versus incidental gastro-tourism experiences, on the relationship between satisfaction
26 and life satisfaction (RQ7). This finding can be somewhat surprising given the fact that
27 deliberate gastro-tourists, tend to show higher-involvement levels yielding in higher engagement,
28 satisfaction, and memorability (Williams *et al.*, 2019). A possible explanation for this might be
29 that experiencing gastro tourism regardless of how one may be classified based on the purpose of
30 the experience process may still contribute to individuals' well-being. The contribution between
31 the two does not reveal high enough score differences to be statistically significant.
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34 Taken together, these findings have important implications for developing the nature and
35 extent of the vital links between gastronomy-based tourist experience and life satisfaction. These
36 findings will help researchers, policy makers and managers to better understand the determinants
37 of gastro-tourism well-being.
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39 **5.2 Theoretical implications**

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41 The purpose of this study was to develop and test an integrated gastro-tourism well-being model. This
42 study successfully applied the bottom-up spillover theory of well-being to gastro-tourism
43 experiences. The principal strength of the study lies in the empirical substantiation and evidence for
44 the implicit assumption of the assumed link between antecedents and consequences of gastro-tourism
45 consumption in an integrated way. From inception to implementation, this study was
46 designed to test psychological mechanisms and processes in the theoretical inner layers of well-
47 being and life satisfaction resulting from gastro-tourism experiences. The second major strength
48 of this study is that it establishes theoretical linkages based on additional constructs. The third
49 strength of the study is that it identified the salient and enduring determinants, thereby providing
50 *greater clarity* on the nature of relations between the antecedents and consequences of gastro-
51 tourism related to well-being.
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54 The study established, for the first time, three dimensions of food related-lifestyle,
55 involvement, innovation, and responsibility (Brunsø *et al.*, 2021), and leisure attitude, cognitive,
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3 affective, and behavioral (Fan and Luo, 2021), as precursors of the GTE based consumption
4 enjoyment (Chun *et al.*, 2017). Extant literature is replete with studies that connect involvement
5 to experience. However, the nature of consumption experiences can show variation based on
6 goals, context, and situation. Constructing lifestyle goals to the context and situation-specific
7 factors (involvement, innovativeness, and responsibility) presents a novel approach to this
8 connection. The integration of food-related lifestyle and leisure attitude into this gastro-tourism
9 well-being model offers further evidence and opportunities to explore dispositional factors
10 grounded in the theory of planned behavior. Therefore, the integration of dispositional factors is
11 useful in expanding our understanding of how GTE-based consumption enjoyment provides
12 experienced utility. In other words, this study's conceptual model has provided deeper insights
13 into the formation of gastro-tourism well-being by highlighting the importance of 'doing well' in
14 promoting the sense of 'feeling well' (Martela and Sheldon, 2019).
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17 The study also established direct and indirect effects among satisfaction with GTE, life
18 domain outcomes, tourism autobiographical, and life satisfaction as outcomes linked to the GTE-
19 based consumption enjoyment. Evidence of potential life domains affected by the outcomes of
20 gastro-tourism consumption enhances our understanding of experiential benefits gastro-tourism
21 provides from the tourist perspective (Sirgy, 2019). More specifically, the study established the
22 gastro-tourism salience in seven life domains. The inclusion of autobiographic memory as an
23 anchoring determinant illustrates how remembered enjoyment of GTE provides experience
24 utility over time (Jorgenson *et al.*, 2018; Kahneman and Sugden, 2005). This represents a major
25 contribution to the way tourists reveal their implicit evaluation of the experience (subjective
26 well-being) rather than the perception of the experience. Tourism autobiographical memory in
27 the gastro-tourism well-being model has provided a deeper insight into the enduring eudemonic
28 effects rather than hedonic instant effects on life satisfaction.
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31 Taken together, this study firmly establishes food-related lifestyle, leisure attitude, and
32 autobiographical memory into the bottom-up spillover model of well-being linking consumption
33 enjoyment with satisfaction, life domain outcomes, and life satisfaction within the context of
34 gastro-tourism. Within this theoretical framework, this research sheds a contemporary light on
35 the experienced and remembered utility (Kahneman and Sugden, 2005) of gastro-tourism
36 consumption enjoyment (Chun *et al.*, 2017) on life satisfaction (Hernández-Mogollón *et al.*,
37 2020). Although this study set out to develop an integrated model of gastro-tourist well-being,
38 the inclusion of autobiographic memory (Jorgenson *et al.*, 2018) in the study has offered an
39 enhanced framework for the exploration of tourist well-being. Combining objective (e.g. gastro-
40 tourism participation) and subjective indicators (attitude toward, and satisfaction with gastro-
41 tourism experiences) was an important design consideration in the model because participation
42 alone is found to be insufficient to provide valuable findings (Lloyd and Auld, 2002). To
43 conclude, this study can serve as a baseline for future studies further examining the influence of
44 remembered, experienced, and anticipated consumption experiences on attitudinal and
45 behavioral outcomes.
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49 **5.3 Practical implications**

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51 Many destinations now emphasize gastro-tourism as a core product (Mariani and Okumus,
52 2022) because of the benefits it provides to consumers (e.g. tourists and residents' well-being)
53 and suppliers (e.g. destination attractiveness and competitiveness) (Ellis *et al.* 2018). This
54 research has shown that the provision of positive special gastro-tourism experiences can provide
55 consumption enjoyment and memorability and contribute to tourist well-being. This theoretical
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3 knowledge is relevant to both practitioners and policy makers. These findings could be used at
4 the firm and local destination levels which are rather complementary to each other and not
5 mutually exclusive. Business managers and destination planners/promoters at large may focus
6 their concerted efforts and synergies to create value that contributes to and enhances well-being
7 by delivering positive (Crouch and Ritchie 1999) special (Williams *et al.* 2019) gastro-tourism
8 offerings. Managers may consider benefiting from examples of collaborative efforts of a set of
9 interdependent actors at the destination and attraction or business levels to create and
10 communicate the well-being value of GTE as emphasized in the literature (Mariani and Giorgio,
11 2017).
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14 Food is a basic necessity increasingly used to provide mental and physical well-being (Zegler,
15 2020). At the same time, food consumption embodies symbolic value (associated with self-
16 actualization as part of the growth needs) providing tourists a new experience to appreciate the
17 cultural identity of the place they are visiting. There is, therefore, a definite need for considering
18 well-being in the design of food in tourism or gastro-tourism experiences. A reasonable approach
19 to tackle this issue could be to understand how the basic and growth needs of tourists may be
20 satisfied to ultimately provide a sense of gastro-tourism well-being in life domains. Our gastro-
21 tourism well-being model may guide these efforts as a primary reference point. We believe that a
22 key policy priority should be to ensure appropriate systems, services, and support for appealing
23 to the basic and growth needs for destinations to be in a position to contribute to gastro-tourism
24 well-being. Managers may consider using the established empirical connection between gastro-
25 tourism activities and their potential to contribute to life satisfaction as policy arguments to gain
26 support for gastronomy tourism at the local and regional levels, thus, paving the way for further
27 development and investment (Uysal *et al.*, 2020).
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30 We believe that measuring the inner layers (with food-related lifestyle, leisure attitude) of
31 GTE experiences alongside life satisfaction, life domain outcomes, and autobiographical
32 memory would give policy actors and managers insight into how various orientations and
33 practices affect well-being. Therefore, the findings on food-related lifestyle and attitudes toward
34 gastro-tourism experience provide important insights into how food and drink experiences
35 provide enjoyment and lasting memories that define and shape the nature of a gastronomic
36 experience in hospitality and tourism (Brunsø *et al.*, 2021; Fan and Luo, 2021). The findings
37 clearly indicate that the food-related lifestyle-based pathway is a promising proposition to
38 promote wellbeing. Thus, this proposition will need to be central to the value creation strategy of
39 businesses. This information can be used to develop targeted interventions aimed at improving
40 the marketing and design of gastro-tourism experiences. For example, messages highlighting
41 food involvement, food innovation, or food responsibility are beneficial to those tourists who are
42 seeking such attributes, benefits, or claims in the value proposition of GTE.
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45 The research has also shown that the enjoyment of gastro-tourism experiences produces
46 positive outcomes in specific life domains and thereby enhances well-being and life satisfaction.
47 Managers should strive to provide a quality experience to partaking tourists
48 (objective criteria) and consider monitoring life domains affected by GTE. While considering
49 service quality, experience design efforts should also focus on experiential benefits offered to
50 tourists as a source of satisfaction in life domains (Sirgy *et al.*, 2017). For example, a Michelin
51 restaurant experience has outcomes on the culinary life domain, but also on other life domains if
52 consumers are visiting the restaurant for a very special occasion (e.g. for celebrating a birthday,
53 graduation, engagement/marriage proposal, etc.). A food festival experience may contribute to
54 family life, but also to leisure life as a fun activity (Sirgy *et al.*, 2011). Managers, therefore, may
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consider highlighting experiential benefits that will resonate with tourists in marketing communication programs.

Our results support the argument that over time remembering the experience is more influential than living the experience on well-being and future intentions (Zajchowski *et al.*, 2017; Zaubermaier *et al.*, 2009). Management to enhance tourist future intentions as a result of gastro-tourism well-being might involve focusing on objective criteria (consumption enjoyment as a result of participation) as the facilitator of positive subjective criteria assessment (e.g. interplay between autobiographic memory). Since study findings illustrate the potential continued contribution of special gastro-tourism experiences to well-being through recollection, it is important to highlight the crucial role souvenirs, pictures, and videos may play in keeping memories. Besides selling core products, souvenirs and gifts, managers may consider offering free gifts and memorabilia representing the experience and destination that are likely to help consumers recollect and share the memories. These gastronomy and destination-themed talk (Kesgin and Murthy, 2019; Williams *et al.*, 2019) may help spread the destination WOM and influence future decision making and visitation intention (Morewedge, 2015).

5.4 Limitations and future research

We invite researchers to replicate and verify this model in different tourism destinations with varying levels of tourism development. This particular study is cross-sectional, using data generated at a point in time. We strongly encourage that future research first establishes a baseline like this study and then keeps monitoring change over time by creating longitudinal studies, reflecting both structural changes to the destination and behavioral responses to such changes over time. Consumers' preferences and tastes shift over time. One future research suggestion is to investigate the phases of GTE from the planning-anticipation, travel to the site, and onsite experience, to post reflective phase of the entire journey. This may also reveal the role phases of a journey may play in further explaining the total variance explained in the final outcome variable of the study, namely, life satisfaction. Possible moderating variables between satisfaction with the GTEs and life satisfaction could be easily brought into this type of research depending on the destination understudy. Such variables as gender, level of development of the destination, duration of the journey and experience, and travel groups all have the potential to play a moderating role in the relationship.

Since the study was based on self-reported measures, we must recognize social desirability bias. Studies show that the provision of socially desirable responses is a common threat in self-reported data (Crowne and Marlowe 1960). Limitations of this study include recall bias and not being able to measure different phases of the customer journey. Since the study included an element of response variation with four options in the screening question, this problem may have been mitigated to some extent. Furthermore, using established scales and grouping 'respondents' based on the screening question may help overcome the bias.

It is acknowledged that this research design was an outcome of current macro conditions (Covid-19 pandemic). The research design considered the long-term relevance and impact of gastro tourism experiences, as we had either limited or no opportunity to collect data on-site and perhaps follow up with respondents in the post-experience phase. These limitations have a partial impact as our research does not aim for external validity on the merit of the research and its

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3 findings. The vast majority of respondents relied on their past gastro-tourism memories from
4 trips taken pre-COVID-19 pandemic. We agree with researchers (Ramkisson, 2020) stressing
5 that the COVID-19 pandemic may have prompted behavioral changes in consumption (Dedeoğlu
6 *et al.*, 2022). We indeed observed that reported memories based on GTE during the COVID-19
7 pandemic dealt with visits to local farm markets in rural areas indicating alternative tourism
8 modes in nature. Therefore, future studies should be designed with those changes in tourists'
9 consciousness and behavior induced by the new normal conditions.
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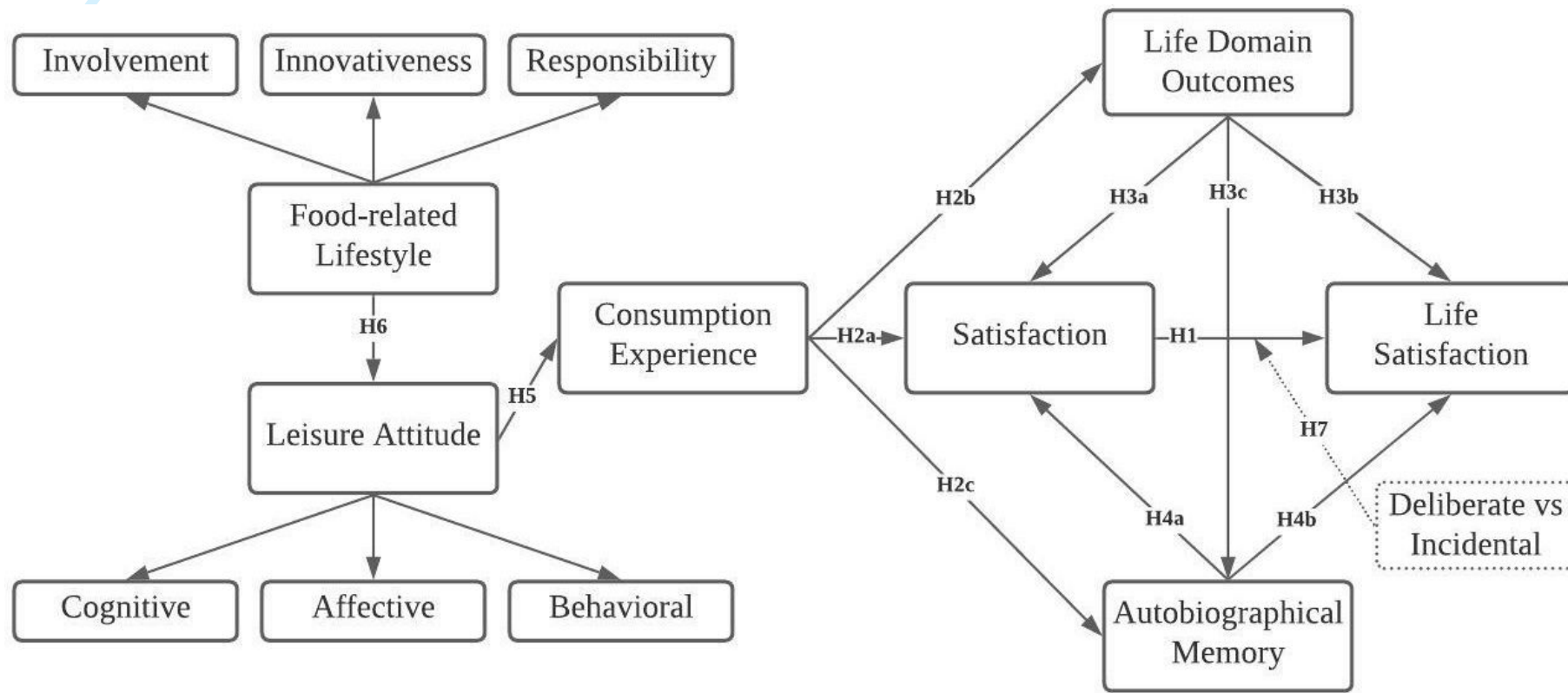


Figure 1 Conceptual model and proposed relationships

Table 1 Fornell-Larcker criterion and HTMT

	FRL	INV	INN	RES	ATT	COG	AFF	BEH	CEX	SAT	LDO	TAM	LSA
FRL	<i>0.64</i>	n/a	n/a	n/a	0.71	0.59	0.69	0.66	0.25	0.33	n/a	0.40	0.47
INV	0.78	<i>0.84</i>	0.53	0.29	0.81	0.71	0.84	0.70	0.30	0.42	n/a	0.29	0.40
INN	0.83	0.47	<i>0.82</i>	0.46	0.54	0.44	0.50	0.53	0.18	0.23	n/a	0.27	0.36
RES	0.69	0.26	0.42	<i>0.87</i>	0.29	0.20	0.26	0.32	0.09	0.11	n/a	0.36	0.33
ATT	0.67	0.74	0.48	0.27	<i>0.75</i>	n/a	n/a	n/a	0.47	0.55	n/a	0.36	0.48
COG	0.53	0.62	0.38	0.18	0.86	<i>0.87</i>	0.87	0.70	0.46	0.55	n/a	0.22	0.35
AFF	0.63	0.74	0.43	0.23	0.90	0.74	<i>0.89</i>	0.76	0.40	0.54	n/a	0.32	0.48
BEH	0.60	0.61	0.46	0.28	0.89	0.60	0.66	<i>0.81</i>	0.42	0.44	n/a	0.40	0.46
CEX	0.23	0.27	0.16	0.08	0.43	0.40	0.36	0.37	<i>0.90</i>	0.67	n/a	0.32	0.35
SAT	0.31	0.38	0.20	0.10	0.51	0.49	0.49	0.40	0.62	<i>0.94</i>	n/a	0.36	0.55
LDO	0.45	0.37	0.35	0.31	0.45	0.36	0.42	0.41	0.36	0.44	<i>n/a</i>	n/a	n/a
TAM	0.34	0.26	0.23	0.29	0.32	0.19	0.28	0.35	0.29	0.33	0.48	<i>0.78</i>	0.60
LSA	0.43	0.36	0.32	0.30	0.44	0.31	0.43	0.41	0.33	0.51	0.67	0.52	<i>0.86</i>

Notes: The square roots of the AVE values are diagonal and italicized. Below them are the correlations between the construct's values, whereas above them are the HTMT of correlation values.

Table 2 Direct Effects

Hypothesis		β	<i>t-value</i>	CI: 2.50-97.5%	<i>f</i> ²	Effect size	Decision
H1:	SAT->LSA	0.22	4.44 ***	0.13-0.32	0.05	Small	Supported
H2a:	CEX->SAT	0.52	9.32***	0.40-0.63	0.40	Large	Supported
H2b:	CEX->LDO	0.36	7.49***	0.25-0.45	0.15	Medium	Supported
H2c:	CEX->TAM	0.14	3.61***	0.07-0.21	0.02	Small	Supported
H3a:	LDO->SAT	0.22	4.20***	0.12-0.33	0.06	Small	Supported
H3b:	LDO->LSA	0.46	10.03***	0.36-0.54	0.30	Medium	Supported
H3c:	LDO->TAM	0.43	10.55***	0.34-0.51	0.22	Medium	Supported
H4a:	TAM->SAT	0.07	1.78*	0.00-0.15	0.00	n/a	Rejected
H4b:	TAM->LSA	0.22	5.97***	0.15-0.30	0.08	Small	Supported
H5:	ATT->CEX	0.43	8.69***	0.33-0.52	0.23	Medium	Supported
H6:	FRL->ATT	0.67	25.49***	0.61-0.72	0.80	Large	Supported

Notes: * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 3 Indirect effects

Indirect effects	β	<i>t</i> -value	CI (2.5%;97.5)
CEX->SAT->LSA	0.11	4.28***	0.06-0.17
CEX->LDO->LSA	0.17	6.68***	0.13-0.21
CEX->TAM->LSA	0.03	3.23***	0.01-0.05
LDO->SAT->LSA	0.05	2.73***	0.02-0.09
LDO->TAM->LSA	0.10	5.11***	0.06-0.14
TAM->SAT->LSA	0.01	1.64*	0.00-0.04
FRL->ATT->CEX	0.29	7.99***	0.21-0.39

Notes: * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Appendix. Indicators

Constructs/Items	Loadings /Weights	Mean	SD	Kurtosis	Skewness
Food Involvement (INV)		$\alpha = 0.89$	$\rho_A = 0.89$	CR = 0.92	AVE = 0.70
INV1.I just love good food	0.78	6.34	0.99	4.55	-1.90
INV2.Eating and drinking are a continuous source of joy for me.	0.87	6.04	1.13	1.08	-1.20
INV3.Decisions on what to eat and drink are very important for me.	0.84	5.88	1.26	1.09	-1.20
INV4.Food and drink is an important part of my life.	0.89	5.90	1.27	1.47	-1.32
INV5.Eating and food is an important part of my social life.	0.78	5.65	1.58	2.09	-1.50
Food Innovativeness (INN)		$\alpha = 0.88$	$\rho_A = 0.88$	CR = 0.91	AVE = 0.67
INN1.I like to try new foods that I have never tasted before.	0.70	6.03	1.23	1.96	-1.42
INN2.I love to try recipes from different countries.	0.82	5.77	1.39	1.01	-1.21
INN3.Recipes and articles on food from other culinary traditions encourage me to experiment in the kitchen.	0.87	5.41	1.60	0.28	-1.01
INN4.I like to try out new recipes.	0.87	5.67	1.48	0.92	-1.22
INN5.I look for ways to prepare unusual meals	0.84	4.99	1.75	-0.57	-0.64
Food Responsibility (RES)		$\alpha = 0.92$	$\rho_A = 0.93$	CR = 0.94	AVE = 0.75
RES1.I try to choose food produced with minimal impact on the environment.	0.87	4.84	1.77	-0.58	-0.59
RES2.I am concerned about the conditions under which the food I buy is produced.	0.86	5.27	1.66	0.03	-0.91
RES3.It is important to understand the environmental impact of our eating habits.	0.89	5.43	1.56	0.76	-1.12
RES4.I try to choose food that is produced in a sustainable way.	0.92	5.15	1.67	-0.02	-0.85
RES5.I try to buy organically produced foods if possible.	0.79	5.08	1.82	-0.40	-0.79
Cognitive Attitude (COG)		$\alpha = 0.84$	$\rho_A = 0.84$	CR = 0.90	AVE = 0.76
COG1.GTEs are good opportunities for having fun.	0.86	6.20	1.02	3.53	-1.65
*COG2.GTEs increase one's happiness.	0.85	6.13	1.06	2.80	-1.48

COG3.GTEs are good opportunities for sampling new and different food.	0.88	6.35	0.88	3.48	-1.62
COG4.GTEs can be means for learning about new cultures (e. g. through trying authentic local food.	0.88	6.32	0.96	4.29	-1.80
*COG5.GTEs are good opportunities for social contacts.	0.70	6.01	1.11	1.39	-1.21
Affective Attitude (AFF)		$\alpha = 0.88$	$\rho_A = 0.88$	CR = 0.92	AVE = 0.80
AFF1.GTEs give me pleasure.	0.88	6.26	0.95	1.97	-1.41
*AFF2.GTEs provide me with delightful memories.	0.89	6.15	1.02	1.38	-1.24
AFF3.I feel that the time I spent on GTEs is not wasted.	0.90	6.13	1.04	1.63	-1.28
AFF4.GTEs are refreshing.	0.91	6.09	1.03	1.32	-1.16
*AFF5.I like to take my time while I am engaged in GTEs with my family or friends.	0.73	6.10	1.04	2.88	-1.46
Behavioral Attitude (BEH)		$\alpha = 0.84$	$\rho_A = 0.84$	CR = 0.89	AVE = 0.61
BEH1.I frequently participate GTEs on my trips/vacations/holidays.	0.78	5.80	1.29	0.94	-1.15
BEH2.I give GTEs high priority among other leisure pursuits.	0.83	5.56	1.38	0.21	-0.87
BEH3.I participate GTEs even when they have not been planned.	0.82	5.84	1.25	1.45	-1.24
BEH4.I would engage more new GTEs if I could afford the money.	0.81	6.01	1.29	2.06	-1.52
BEH5.I would engage more new GTEs if I had the time.	0.79	5.96	1.23	1.41	-1.29
Consumption Experience (CEX)		$\alpha = 0.92$	$\rho_A = 0.92$	CR = 0.94	AVE = 0.80
CEX1.I liked this GTE very much.	0.90	6.27	1.09	4.16	-1.92
CEX2.This GTE was enjoyable.	0.89	6.35	1.03	4.66	-2.01
CEX3.This GTE was fun.	0.91	6.34	1.01	3.71	-1.85
CEX4.This GTE was good.	0.87	6.36	1.00	4.77	-2.03
Life Domain Outcomes (LDO)		n/a	n/a	n/a	n/a
LDO1.Social life (e.g. provided you to meet new people or make new friends)	0.15	4.19	1.97	-1.08	-0.22
LDO2.Leisure and recreation life (e.g. provided you to engage a fun activity)	0.20	5.28	1.57	0.36	-0.91
LDO3.Family life (e.g. provided you to spend quality time with family)	0.11	4.84	2.03	-0.76	-0.68
*LDO4.Love life (e.g. provided you to spend quality time with significant other)	0.04	4.29	2.24	-1.37	-0.29

LDO5.Arts and culture (e.g. provided you to experience other cultures in the form of food and beverage)	0.08	5.48	1.64	0.74	-1.18
LDO6.Intellectual life (e.g. provided you to engage an educational and intellectually fulfilling activity)	0.12	4.78	1.80	-0.63	-0.52
LDO7.Culinary life (e.g. provided you to experience new and exotic cuisines)	0.41	5.66	1.48	1.01	-1.20
LDO8.Travel life (e.g. provided you to further enjoy your break away from daily routine in this trip)	0.31	5.70	1.38	1.32	-1.17
Satisfaction (SAT)		$\alpha = 0.93$	$\rho_A = 0.93$	CR = 0.95	AVE = 0.87
SAT1.I have been satisfied with my overall GTE.	0.94	6.21	1.06	4.68	-1.87
*SAT2.As a whole, I have been happy with this GTE.	0.94	6.26	1.04	4.81	-1.94
SAT3.Overall, I have been pleased with this GTE.	0.94	6.27	1.09	5.71	-2.15
SAT4.I have felt satisfied with the outcome of this GTE.	0.93	6.30	1.03	6.07	-2.14
Tourism Autobiographical Memory (TAM)		$\alpha = 0.79$	$\rho_A = 0.83$	CR = 0.86	AVE = 0.62
TAM1.I talked about this experience.	0.85	5.24	1.53	0.03	-0.76
TAM2.I thought about this experience.	0.86	5.34	1.45	0.18	-0.80
TAM3.I written about this experience to others (e.g., email, Facebook, blog, letter, text).	0.72	3.61	2.08	-1.24	0.22
TAM4.I looked at the photographs of this experience.	0.69	4.14	2.19	-1.36	-0.27
*TAM5.I have shown the photographs of this experience to others.	0.79	3.93	2.25	-1.48	-0.10
Life Satisfaction (LSA)		$\alpha = 0.92$	$\rho_A = 0.92$	CR = 0.94	AVE = 0.75
LSA1.This experience has enriched my quality of life.	0.88	5.48	1.46	0.59	-1.00
LSA2.This experience has contributed to my life satisfaction in some way.	0.90	5.54	1.43	0.92	-1.10
LSA3.This experience has been a source of pleasure in my life.	0.86	5.75	1.34	1.48	-1.24
LSA4.This experience has enriched various life domains.	0.87	5.23	1.49	0.31	-0.83

LSA5.This experience has made me feel good about myself.	0.80	5.58	1.40	0.87	-1.06
Food-Related Lifestyle (FRL)		$\alpha = 0.65$	$\rho_A = 0.77$	CR = 0.81	AVE = 0.59
INV	0.78				
INN	0.82				
RES	0.69				
Leisure Attitude (ATT)		$\alpha = 0.86$	$\rho_A = 0.86$	CR = 0.91	AVE = 0.78
COG	0.86				
AFF	0.90				
BEH	0.88				

Note: *removed from the model.