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Intellectual Connections in Food Tourism Literature:

A Co-citation Approach

Abstract

This study critically examines, using a co-citation approach, the evolution of food and culinary tourism research in the field of hospitality and tourism (H&T) from 1976-2019. A bibliometric study of publications indexed in the top 16 H&T journal databases was conducted, and a total of 523 food and culinary tourism-related documents were identified and analyzed. The research findings revealed that food and culinary tourism publication numbers in H&T journals increased after 1999 yet somehow decreased after 2017. In terms of methodological approaches and data analysis, behavioral studies frequently used structural equation modeling (SEM), while advanced methodological approaches in other domains were deemed insufficient. The study findings further reveal that most of the influential works are relatively old and that no groundbreaking or game-changing studies have occurred in recent years in food and culinary tourism research.

Keywords: *Food tourism, hospitality and food, bibliometric analysis, co-citation approach, tourism and hospitality journals.*

Introduction

The World Food Travel Association (WFTA) (2019) defines food and culinary tourism as the act of traveling to get a sense of place via its local foods. Although many academic articles and industry reports lump food, gastronomy, and culinary tourism under one monolithic category, words like “gastronomy” and “culinary” nuance food tourism as something more “elitist.” Successful destinations exhibit different levels of “gastronomic value” according to their dietary habits and trends. The share of gastronomy in tourism revenues has been estimated to be about 30% (Herrera, Herranz, & Arilla, 2012). Gastronomy and culinary activities such as cooking workshops, food events, fairs, and tours are therefore used by many destination marketing and management organizations as a means of attracting both local and touristic customers (Okumus, 2020).

Over the past 50 years, tourism has consistently expanded and diversified as a key global economic segment. Among tourism's many attractions, food is one of the primary reasons to visit a certain area (Sánchez, Del Río, & García, 2017; Okumus, Okumus, & McKercher, 2007). In academia, gastronomy and/or food tourism has been a topic of viable research interest for past three decades (Ellis, Park, Kim, & Yeoman, 2018). Definitions of food tourism, culinary tourism, and gastronomic tourism have been used by researchers and tourism organizations interchangeably (Rachão, Breda, Fernandes, & Joukes, 2019). Early definitions of food tourism proposed the term as "visitation to primary and secondary food production region and activities" (Hall & Sharples, 2004, p. 9). The term has since expanded to incorporate territorial nuances of attraction, wellbeing, and satisfaction (Cohen & Avieli, 2004), thus highlighting food tourism as a channel for social, entertaining, sensuous, and sensual ways of experiencing new cultures, countries (Mitchell & Hall, 2004), and regional identities (Everett & Aitchison, 2008). Recent studies have variously highlighted the food tourism phenomenon as an emerging niche in the travel market (Robinson & Getz, 2013), a core product of destinations, as culture, intangible heritage, an expression of geographic boundaries, sustainable development, food supply management, and as a business (Ellis et al., 2018) associated with place branding (Tsai & Wang, 2017), drinking, foodservice, and food supply (Rachão et al., 2019).

Food tourism has also become a major topic in numerous local and global tourism, hospitality, and interdisciplinary conferences, meetings, seminars, workshops, and other events for researchers, scientists, scholars, academics, scientists, and university practitioners to present their research. Due to this increased interest, it is necessary to combine, analyze, and synthesize the existing literature including academic publications, education and networking materials, online forums, and local/international conference and webinar materials. The scientific literature has further evaluated the importance of gastronomy and culinary activities by assessing cultural, social, economic, geographical, and even religious characteristics (Bessière, 1998; Björk & Kauppinen-Räsänen, 2016; Henderson, 2016; Lin, Pearson, & Cai, 2011; Okumus, Koseoglu, & Ma, 2018; Maberly & Reid, 2014). Researchers have collected and analyzed these data using various research methods such as online surveys, interviews, and observations (Ab Karim & Chi, 2010; Björk & Kauppinen-Räsänen, 2016; Stone, Migacz, & Wolf, 2019; Testa, Galati, Schifani, Di Trapani, & Migliore, 2019), as well as reviews and content analysis (Au & Law, 2002; Bessière, 1998; Boyne, Hall, & Williams, 2003; Chang, Kivela, & Mak, 2010; Cohen & Avieli,

2004; Yousaf & Xiucheng, 2018) to offer both theoretical and practical implications related to food tourism.

In addition to the rising number of research articles, industry magazines and social media platforms such as Weibo, TripAdvisor (and its Chinese counterpart, Mafengwo), Facebook, Twitter, and Snapchat continuously promote culinary/gastronomic trends and practices (Liubing, 2017). In particular, social media allows millions to view movies and ads, thus generating high numbers of hits, impressive sales, and profit gains around food (Holt, 2016). According to Živković, Gajić, and Brdar (2014), social media users from the US, Europe, and Asia are most likely to comment on local cuisines and fine foods. According to the Maxwell PR study (Richards, 2015), in the US alone, 32% of consumers used a social network and 40% of users visited websites, apps, or blogs related to food.

Since culinary activities have been constantly growing, a cognitive mapping of existing published literature on food tourism is necessary to assess research progress around this thriving field of inquiry. Measuring the intellectual parameters and scholarly affiliations of scientific materials in this field is necessary when applying statistical methods, allowing us to better understand the major research motivations, trends, variety of approaches, and concepts toward a more holistic view of food and culinary tourism (Ellis et al., 2018; Okumus, Koseoglu, & Ma, 2018; Sánchez et al., 2017). Recent bibliometric and critical review studies on food and culinary tourism in leading scientific journals have analyzed the existing literature (Ellis et al., 2018; Henderson, 2009), examined and compared the primary hospitality and tourism journal databases (Okumus, Koseoglu & Ma, 2018), analyzed Scopus (Sánchez, et al., 2017), WoS (Naruetharadhol & Gebsoombut, 2020), and ISI Web of Science (Lyu, Lai, Ting & Zhang, 2020) databases to show the current research structure, framework, methods, and foci of previous food tourism studies. However, these studies failed to index published research papers systematically to reveal “core” research clusters with an increasing number of shared citations.

The current study uses a co-citation approach to index the published materials and reveal core clusters in food and culinary tourism literature as a way of assessing the intellectual parameters of this particular knowledge set (Garfield, 1993; Hausberg & Korreck, 2020). By systematically organizing these resources in accordance with their institutional and scholarly affiliations (Benckendorff & Zehrer, 2013; Koseoglu, Sehitoglu, Ross, & Parnell, 2016; Okumus, Koseoglu,

and Ma, 2018; Page, 2005; Park, Phillips, Canter, & Abbott, 2011; Pechlaner, Zehrer, & Abfalter, 2002; Pechlaner, Zehrer, Matzler, & Abfalter, 2004; Ye, Li, & Law, 2013), this study has three distinctive goals: (1) to evaluate the progress of food and culinary tourism research, (2) to identify knowledge domains and the so-called intellectual structure of food and culinary tourism research, (3) to examine central themes and constructs within each knowledge domain, and 4) to propose future research directions. In the following section, we describe bibliometric analysis and the co-citation approach. Next, we provide our research design, followed by our bibliometric/co-citation analysis results. The research performance, impact, and gaps are also presented before we conclude with an outlook on future research.

Bibliometric Research and Co-Citation Analysis

Bibliometric research indexes and analyzes data from citations to determine the popularity and impact of specific articles, authors, and publications (Research Guides of the University of Wisconsin-Madison Library, 2019; Okumus et al., 2018). On the subject of bibliometric analysis, importance is determined by a quantitative assessment, which delineates interrelationships between authors from different institutions and schools and the popularity of topics in specific disciplines (Koseoglu et al., 2016; Okumus et al., 2018; Chen, 2012; Monasterolo, Mollona, & Pasqualino, 2015; Tao et al., 2015; Kasemodel, Makishi, Souza, & Silva, 2016). Such studies reveal major clusters and trends, thus impacting the nature of publication and dissemination of research findings (Alfaraz & Calviño, 2004; Sweileh, Al-Jabi, Sawalha, & Sa'ed, 2014) while clarifying disciplinary contributions to respective fields (Koseoglu et al., 2016; Glanzel, 2003).

Co-citation analysis is the process of systematically indexing research papers cited as pairs in publications. When articles are cited together, they become “core” research clusters. Examination of such clusters can allow us to evaluate the cognitive content of a specific research area. The links between co-cited articles, and by extension the clusters they clarify by contrast, can be graphically presented using multidimensional scaling. In short, co-citation analysis can assist us in quantitatively examining the evolution of a particular research area (Garfield, 1993; Gmür, 2003; Pilkington & Meredith, 2009).

Food and culinary tourism has been a subject of frequent research interest in tourism and hospitality journals, books, conference proceedings, and web sources. The increasing number of

food and culinary tourism publications shows that the history, culture, economy, and society of a region are essential facets of local lifeways and that gastronomic activities nourish and deepen visitor experiences (World Tourism Organization-UNWTO, 2019; Okumus & Cetin, 2018). In academia, food and culinary tourism research is focused around marketing activities, quality of tourist experiences, and return intention. Previous food and culinary tourism studies have explored religion-based food choices, new food trends, local food trends, street foods, eating habits, the restaurant industry, and vegetarianism (Cohen & Avieli, 2004; Hall & Sharples, 2004; Henderson, 2016; Jayawardena, Pollard, Chort, Choir, & Kibicho, 2013; Jones & Jenkins, 2002; Josiam & Monteiro, 2004; Long, 2010; Sims, 2009; Son & Xu, 2013), as well as destination identity (Lin, Pearson, & Cai, 2011), marketing (Okumus, Xiang, & Hutchinson, 2018; Rand, Heath, & Alberts, 2003), sustainable tourism experiences (Sims, 2009), policy, planning, and management initiatives (Boyne, Hall, & Williams, 2003).

In addition, a few bibliometric studies have been undertaken to determine the popularity and impact of the topic in the H&T field. DiPietro (2017) reviewed the existing foodservice and restaurant management literature and revealed categorical trends with regard to operations, management, and finance. Okumus, Koseoglu, and Ma (2018) charted 40 years' worth of development in H&T food-related research. Sánchez, Del Río, and García (2017) illustrated the current state of scientific research regarding wine tourism. With these studies, progress and volume of food and wine tourism research have been systematically investigated via exclusive comparison of leading tourism and hospitality journals. Lastly, Rodríguez-López, Alcántara-Pilar, Del Barrio-García, and Muñoz-Leiva, (2019) identified the structure of relationships between past and current restaurant studies and provided longitudinal perspectives on research themes. However, food and culinary tourism research directions and relevant scientific activities have yet to be assessed.

Methodology

This section explains the bibliometric process of analyzing scientific literature on food and culinary tourism research articles from 1976 to 2019 in the US. Bibliometric analysis identifies such data as years, subject, field-contributing institutions, and authors of published materials (Koseoglu et al., 2016). This process further measures evolution within a specified discipline (Bouyssou & Marchant, 2011). Following a bibliometric protocol, the 2018 Social Science

Citation Index, as published in the Journal of Citation Reports (2019), asked leading hospitality and tourism academic journals to collate food research in hospitality and tourism literature (Table 1).

Journal articles published as late as October 2019 were considered for the study. Food and culinary tourism articles were extracted using the keywords *food*, *food tourism*, *culinary tourism*, *gastronomy*, and *gastronomy tourism*. Following the extraction stage, the authors individually scanned the materials to ensure their relevance to food and culinary tourism in the H&T field. This process was also needed to confirm data validity and reliability by reaching consensus on the articles selected. In this research, articles focusing directly on restaurant management, operations, and food-health concepts were not included. As a result, a total of 523 articles, including research notes and full-length studies, were collected from 16 top H&T journal databases for a descriptive quantitative analysis of the concept of “food and culinary tourism.” A spreadsheet including all article references was created to analyze intellectual connections in the food and culinary tourism literature. Whereas the BibExcel software program was used to generate co-citations among references, VOSviewer was used to identify subfields. Lastly, co-citation analysis was employed.

Table 1. Journals distribution of the present study

Leading Hospitality and Tourism Journals	Frequency	Percent
International Journal of Hospitality Management (IJHM)	120	23.4
International Journal of Contemporary Hospitality Management (IJCHM)	71	13.8
Journal of Foodservice Business Research (JFBR)	69	13.5
Journal of Hospitality & Tourism Research (JHTR)	44	8.6
Journal of Travel & Tourism Marketing (JTTM)	38	7.4
Scandinavian Journal of Hospitality and Tourism (SJHT)	27	5.3
Current Issues in Tourism (CIT)	21	4.1
Journal of Sustainable Tourism (JST)	21	4.1
Asia Pacific Journal of Tourism Research (APJTR)	20	3.9
Cornell Hospitality Quarterly (CORNELL)	17	3.3
Tourism Management (TM)	16	3.1
Annals of Tourism Research (ATR)	12	2.3
International Journal of Tourism Research (IJTR)	10	1.9
Journal of Travel Research (JTR)	10	1.9
Journal of Hospitality Marketing & Management (JHMM)	9	1.8
Journal of Hospitality and Tourism Management (JHTM)	8	1.6

4. Results and Discussions

4.1. Distribution of the published materials

Figure 1 presents the number of publications per year through the end of October 2019. This graph shows an increase in number of publications on food and culinary tourism from 2000 onward. Although growth was slow between 1999 and 2007, the number of articles spiked from 2007 onward until, after peaking in 2016, the number of food and culinary tourism-related articles sharply declined in 2017. Uneven growth of publications continued throughout 2018 and 2019.

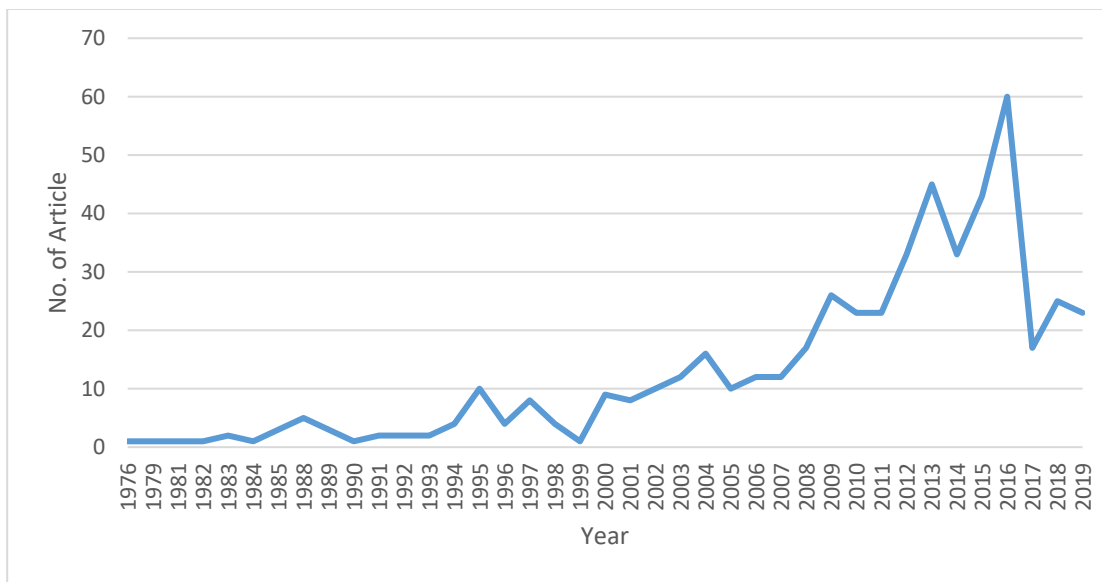


Figure 1. Number of articles by year

4.2. Structural analysis and research domains of food and culinary tourism research

As seen in Figure 2, the co-citation analysis identified and visualized four knowledge domains. Titles and abstracts of references in each of the four domains were examined for labeling purposes. Notably, it is rare that all documents in a specific cluster are perfectly related and have the same topical focus. Researchers used two factors when labeling clusters by focus: 1) majority of references and 2) references with highest weight values. These four domains are listed as *Hospitality-focused perception and behavioral studies* (Cluster 1-red), *Tourism-focused food and culinary tourism studies* (Cluster 2-green), *Food-focused food and culinary tourism studies* (Cluster 3-blue), and *Wine tourism-dominant studies* (Cluster 4-yellow). Cited article codes are provided in Appendix 1.

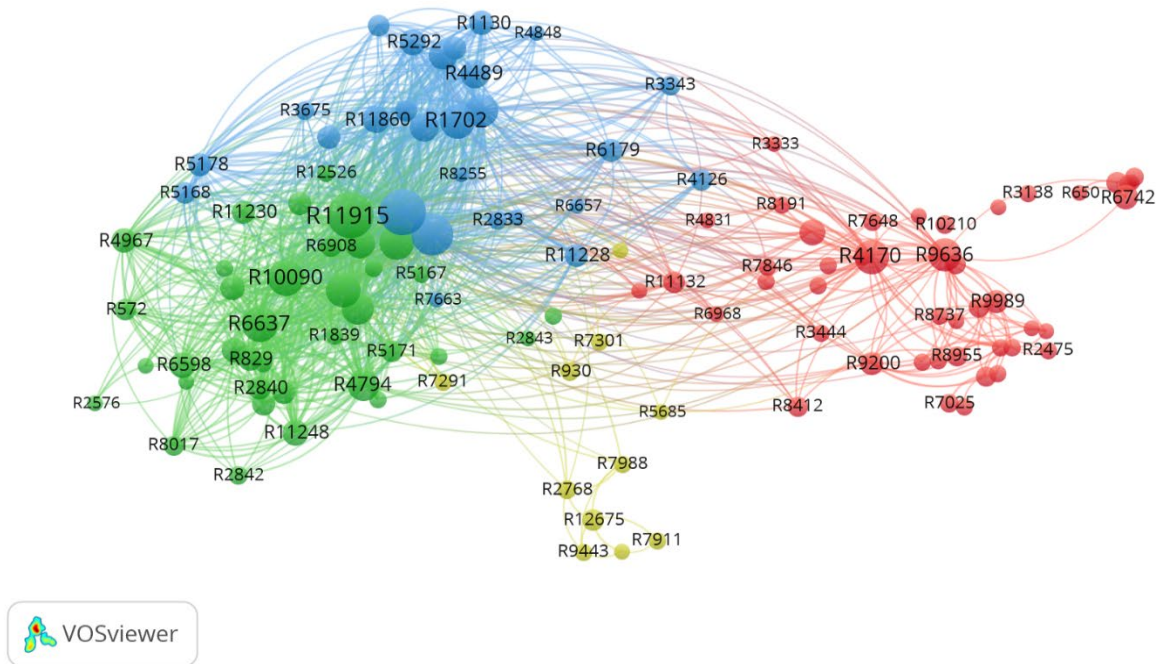


Figure 2: Research domains in published articles in 1976-2019

4.2.1. Hospitality-focused perception and behavior

Behavioral studies constitute the primary theoretical foundation of food and culinary tourism research. Study results reveal that the most frequent reference points relate to structural equation modeling (Anderson & Gerbing, 1988; Bagozzi & Yi, 1988; Fornell & Larcker, 1981), thus indicating the methodological orientation of this cluster. Throughout such studies, the theory of planned behavior (Ajzen, 1991) has been a vital reference point for indicating the high influence of mainstream literature in this cluster. Further concepts stand out within this cluster, starting below with the most dominant.

Quality. Service quality and food quality (also referred to as product quality in a restaurant setting) dominate the food and culinary tourism literature. Mainstream business studies focus on the former. Particularly, quality of service (Cronin Jr & Taylor, 1992; Parasuraman, Zeithaml, & Berry, 1988), its determinants (Parasuraman, Zeithaml, & Berry, 1985), and effects on customer satisfaction (Cronin Jr & Taylor, 1992) and behavioral intentions, such as “whether customers

remain with or defect from a company” (Zeithaml, Berry, & Parasuraman, 1996, p. 31), as well as purchase intention (Cronin Jr & Taylor, 1992), are influential reference points.

A number of modifications have been made to service quality, with a majority extending the concept to a restaurant setting. Stevens, Knutson, and Patton’s (1995) study extended service quality to what authors called “DINESERV.” DINESERV activates all five dimensions of service quality (reliability, assurance, responsiveness, tangibles, empathy), albeit with more restaurant-specific measures. According to Oh (2000), restaurant quality refers to service and product (i.e., food) quality. While the author did not distinguish the two quality dimensions, he divided all variables into “expected” and “actual,” respectively, before and after service occurs with regard to expected versus perceived quality, value, and satisfaction. Behavior was likewise divided into pre-purchase and post-purchase intentions. Jang and Namkung (2009) proposed that quality in a restaurant setting has three distinct dimensions: product, atmospherics, and service. Each dimension affects behavioral intention through either positive or negative emotions, but not through both (Jang & Namkung, 2009).

Some influential studies have focused on six dimensions of food quality: presentation, variety, healthy options, taste, freshness, and temperature (Namkung & Jang, 2007). Some such studies examine the effect of food quality on satisfaction, revisit intention (Namkung & Jang, 2007), consumption behavior, and purchase intention (Cranage, Conklin, & Lambert, 2005). While the majority of the aforementioned were published in hospitality, service, or mainstream journals, Baker and Crompton’s (2000) study on performance quality in a festival setting was also adopted as a theoretical foundation in these discourses, evidencing its tourism element.

Value. Although discussed less than quality, another important predictor of behavior is value. Theoretical basis and workings of value were mainly adopted from studies of restaurant settings. Along those lines, Oh (2000) divided value into expected and perceived varieties, respectively before and after meal. Oh argued that while there is a significant relationship between value and quality, the former is more important than the latter. Despite Oh’s (2000) argument, it is important to note that quality and satisfaction, when compared to value, seem to act more as behavioral antecedents in food and culinary tourism. Another important distinction to be made in restaurant settings was that between hedonic and utilitarian value. There is no consensus on which of these is better. For example, Park (2004) showed that hedonic value is a better predictor

of buying frequency in Korean restaurants than its utilitarian counterpart. Conversely, Ha and Jang (2010) found that utilitarian value has more influence on satisfaction and behavior than its hedonic counterpart—interestingly, also in Korean restaurants. Moderating variables may have affected both results. For example, Ha and Jang (2010) showed that familiarity with the restaurant moderated this relationship. Specifically, among customers less familiar with the restaurants in question, the effect of hedonic value on behavioral intentions was higher than its utilitarian counterpart, whereas in cases of high familiarity, the effect of utilitarian value prevailed.

Consumer segmentation (food and restaurant choices). A number of influential studies provided theoretical bases to understand consumer segments in this domain. The leading research question in such studies was what compels tourists to choose specific types of food or restaurants. One of the earliest studies came by way of Auty (1992), who highlighted 10 factors behind consumers' choice of restaurants. These factors, in their order of importance, are: food type, food quality, value for money, image and atmosphere, location, speed of service, new experience, opening hours, and child facilities. The authors also showed that other, socioeconomic factors, including the type of occasion, may influence selection preferences. Kivela's (1997) study put forward a similar framework in a Hong Kong restaurant setting, and found that choice variables depend on restaurant type, occasion, occupation, age, and income. Later, Yüksel and Yüksel (2003) refined these studies, revealing nine restaurant selection criteria based on factor analysis: service quality and staff attitude, product quality and hygiene, adventurous menu, price and value, atmosphere and activity, healthy food, location and appearance, smoke, and visibility. They further grouped tourists into five clusters: value seekers, service seekers, adventurous food seekers, atmosphere seekers, and healthy food seekers. Their analysis further illustrated that predicted power of the aforementioned factors on tourist satisfaction differed for each group.

Steptoe, Pollard, and Wardle (1995) have provided a framework for understanding food selection. They also identified nine motivational factors: health, mood, convenience, sensory appeal, natural content, price, weight control, familiarity, and ethical concern. While sensory appeal, followed by price and health, was a leading factor, findings showed that motivations differed depending on gender, age, and income. Kozup, Creyer, and Burton (2003) also explained food choices, albeit in a more specific context, and helped understand how, and in which cases, presenting nutritional information or health claims affects food choices.

Menu design and content. A number of references in this discourse have focused on whether menu design and content may influence behavioral choices. Most of said references concern nutritional and health-related information in menus. While Kozup et al.'s (2003) already-mentioned study focused on health claims, Burton, Creyer, Kees, and Huggins's (2006) focused on obesity. The latter found that "most consumers are unaware of the high levels of calories, fat, saturated fat, and sodium found in many menu items. Provision of nutrition information on restaurant menus could potentially have a positive impact on public health by reducing the consumption of less-healthy foods" (Burton et al., 2006, p. 1669). Similarly, Hwang and Lorenzen (2008) investigated the amount of nutritional information that customers prefer to see in a menu. They concluded that attitudes toward menus increase as more information is made available. Customers prefer items low in fat and will pay more for those items when nutritional information is readily available.

Yamamoto, Yamamoto, Yamamoto, and Yamamoto (2005) found that adolescents moderate the effect of nutritional information as it concerns calories and fat. Most adolescents studied did not change their orders even after they were shown such information. Chandon and Wansink (2007) were even less optimistic. They found that although health claims in menus do lead to healthier choices of main dishes, the resulting halo effect leads to a favoring of calorie-rich beverages and side dishes. Neither have menu design studies focused solely on nutrition and health-related features. Marketing elements have also been discussed. Wansink, Painter, and Ittersum (2001) investigated and established the effects of descriptive labels, including mix of geographic labels, nostalgia labels, and sensory labels on food selection. Bowen and Morris (1995) provided evidence that design elements such as items' location and size did not affect choices of specific items, but did help to increase the sales of additional items (such as side dishes).

Satisfaction and loyalty. Not surprisingly, satisfaction also stands at the center of behavioral discourses in food and culinary tourism literature. As discussed earlier, the majority of the adopted frameworks employed satisfaction as an outcome of quality (Baker & Crompton, 2000; Namkung & Jang, 2007), value (Ha & Jang, 2010), or both (Oh, 2000). Satisfaction with regard to food or food and culinary tourism can also be affected by such personality traits as food neophobia and food involvement (Kim, Suh, & Eves, 2010), expectation and expectancy disconfirmation (Kivela, Inbakaran, & Reece, 1999; Oliver, 1980), or restaurant selection

attributes (Yüksel & Yüksel, 2003). Satisfaction was more frequently adopted than loyalty as a dependent variable or as an antecedent of behavior. Frameworks typically adopted loyalty as an outcome of satisfaction (Kim et al., 2010; Oliver, 1999).

Other influential frameworks. Some influential works on behavior that cannot be categorized under the above-mentioned themes are worthy of acknowledgment. Bitner's (1992) study, for one, focused on "servicescape" and proposed a conceptual framework which postulates that physical surroundings in service organizations affect both customer and employee behaviors. Mason and Paggiaro (2012), for another, investigated the effects of what the authors call the "festivalscape" in a culinary tourism destination. The latter refers to an environment consisting of fun, food, and comfort that affects product and event experience, emotional and evaluative satisfaction, and behavioral intention.

In a restaurant setting, Sulek and Hensley (2004) identified that atmosphere, along with food quality and fairness of wait, affected customer behavior. Hu, Parsa, and Self (2010) focused on green restaurants and sustainability practices. The authors established that customers' knowledge of green restaurants affects their concern for the environment, thus leading to ecologically minded behavior and, ultimately, to patronization of a green restaurant. This provides a valuable framework for sustainability-related behavioral studies in food and culinary tourism. A similar but more practical study by Gössling, Garrod, Aall, Hille, and Peeters (2011) provided specific suggestions on how to reduce carbon footprints in food management. Their sustainability recommendations cover three phases: purchase, preparation, and presentation of foods. Another practical study was conducted by Jang, Ha, and Silkes (2009), who investigated American consumers' perceptions of Asian cuisine. They showed that both similarities and differences exist between the characteristics of six types (Chinese, Indian, Japanese, Korean, Thai, and Vietnamese) of Asian food. A seemingly unrelated study on customer-based brand equity (Keller, 1993) was also frequently cited in behavioral food and culinary tourism studies.

4.2.2. Tourism-focused food and culinary tourism studies

This domain of references mainly deals with tourist experience, destination marketing and image, and destination development-related themes. No specific methodological focus could be identified. Here the tourism element is more visible. That is, influential references in this domain come from the tourism field rather than hospitality or mainstream literature. Some of the most

influential references providing a theoretical basis for food and culinary tourism literature in this domain are as follows.

Experiences. The most influential two references (Hall & Sharples, 2004; Quan & Wang, 2004) in this domain focus on experiences. According to Quan and Wang (2004), who conceptualized tourism experiences and the role of food consumption within them, peak touristic experiences, supportive consumer experiences, and daily routine experiences constitute overall tourist experiences. Their model postulated that daily routine experiences can be contrasted, intensified, or extended to become supportive consumer experiences or peak touristic experiences. Hall and Sharples (2004) conceptualized food and culinary tourism as a form of special interest tourism with diverse motivations. The authors listed various types of tourism (e.g., gourmet, gastronomic, cuisine, culinary, rural, and urban) in which food and culinary tourism takes place. They suggested that as interest in food as a primary motivation grows, the tourism market decreases. Sims (2009) explained that local food can enable an authentic and therefore sustainable tourism experience. Rimmington and Yüksel (1998) confirmed that food experiences are an important predictor of overall holiday satisfaction and return intentions. Hall and Mitchell (2007) focused on another aspect, highlighting how food experiences in host destinations affected food choices in source markets: “when people travel they take their ‘tastebuds and stomachs’ with them and, when they return home, some of the new acquired tastes may then influence their food consumption” (Hall & Mitchell, 2007, p. 87). Their study argued that food and drinks have transitioned from a necessity to a status commodity in the western world.

Food, identity, and marketing. Marketing-related literature is the most dominant in this discourse. Most of it is focused on the role of food in destination marketing and image. Among others, three studies (Bessièrè, 1998; Hjalager & Corigliano, 2000; Okumus, Okumus, & McKercher, 2007) are particularly influential with regard to this theme. In a rural tourism context, Bessièrè (1998) considered food and gastronomy as heritage features and elements of tourism development at the local level. Hjalager and Corigliano (2000) conceptualized food and catering services as components of cultural tourism. Their study analyzed tourist perceptions regarding positive and negative determinants of food image in Italy and Denmark. They found that rather than tourism policies, economic, agricultural, and food policies in both countries determined destinations’ food image among tourists.

Okumus et al. (2007) analyzed marketing materials of destinations in Hong Kong and Turkey to evaluate how and to what extent food is incorporated in those destinations' positioning statements. Differences and similarities were discussed to provide a list of recommendations on how food and cuisine can be effectively positioned as a destination's image and identity. Identity is an important concept in this theme. Food or gastronomy have been similarly conceptualized as elements of cultural or destination identity in case studies of France (Frochot, 2003), Taiwan (Lin, Pearson, & Cai, 2011), South Africa (Du Rand & Heath, 2006; Du Rand, Heath, & Alberts, 2003), and Croatia (Fox, 2007). Each of these studies proposed guidelines and implications for destination image, brand, and marketing practices. Psychological mechanisms behind normative, affective, and cognitive interpretations of promotions were discussed.

Other marketing elements touching on this theme are as follows. In a cross-cultural study of five tourism destinations, Horng and Tsai (2010) investigated the role of government websites in promoting culinary tourism. In a case study of the UK, Boyne, Hall, and Williams (2003) used a marketing framework to analyze food-related initiatives that may lead to regional development. Tellström, Gustafsson, and Mossberg (2006) examined how local food can be associated with place branding. They showed that food in promotional material is associated with its origins, including nature, culture, geography, ethnicity, and/or administrative region.

Sustainability was also discussed, although relatively less as a central theme. In a case study of Cornwall, Everett, and Aitchison (2008) provided evidence of how food and culinary tourism are important factors in sustaining the identity of a region. Mounting interest in food and culinary tourism was also positively correlated with several trends, including retention and development of regional identity.

Tourist motivation and segmentation. Distinct from the studies of the previous cluster, which looked at factors affecting restaurant/food choices, the studies in this section segmented tourists based on their motivations to visit a destination. Although a range of terminology was used, many studies investigated the very viability of the "food tourist" segment and its defining characteristics. Several studies can be highlighted as influential reference points for segmenting culinary tourism (Ignatov & Smith, 2006), food and culinary tourism (McKercher et al., 2008), and gastronomy tourism (Kivela & Crofts, 2005; Sánchez-Cañizares & López-Guzmán, 2012). However, the differences between those three groups of tourists (or terminologies) are not well

articulated. For example, McKercher et al.'s (2008) segmentation of food and culinary tourism is based on a single-variable assessment, asking tourists whether they consider themselves “to be a culinary tourist, someone who travels to different places to try different foods” (McKercher et al., 2008, p. 141). Similarly, Kivela and Crotts's (2005) criterion was whether food was the main reason for a visit. Kivela and Crotts (2005) found significant differences between trip purposes and sociodemographic factors of those who travel on holiday compared to those who do so for food. Similarly, McKercher et al. (2008) found several significant differences, such as socioeconomic factors and preferred experiences. However, they questioned whether these differences are meaningful enough to warrant investments. The concern was that culinary and non-culinary tourists showed similar consumption patterns, as “[t]hey did not stay longer, or spend more” (McKercher et al., 2008, p. 146).

Sánchez-Cañizares and López-Guzmán (2012) found significant differences between stay patterns of culinary tourists and others. They showed that most (57%) of those who traveled for culinary reasons stayed two days and one night. While this was the dominant stay period for other groups as well, the percentage was not as high, and more diverse. Ignatov and Smith (2006) investigated sub-segments within culinary tourism. They proposed three groups: 1) food, 2) wine, and 3) food and wine tourists. Despite similarities, the three groups exhibited significant differences with respect to socioeconomic background, trip purposes, trip motivations, home activities, trip activities, and media consumption habits.

Smith and Costello (2009) discussed the “culinary event” as a form of vacationing leisure. They found that three pull motivations—food and beverage prices, come and go aspect of an event, and food tasting—are significant predictors of tourist satisfaction. Food tasting was the most influential predictor. Another study, more on motivation than segmentation, was conducted by Tikkanen (2007). In a case of Finland, the author identified food and culinary tourism motivations based on Maslow's pyramid, categorizing motivations for food and culinary tourism under psychological, safety, social, esteem, and self-actualizing needs. Hjalager (2004) explained different types of tourists and, inspired by Pierre Bourdieu, examined four lifestyles (recreational, diversionary, experimental, and existential), each with its own values, attitudes, and behaviors.

Culinary and Gastronomy. Both culinary and gastronomy-related literature have a central role in this domain. Seemingly, at a theoretical level, food, gastronomy, and culinary identities of a

destination overlap or at least share many commonalities, as these studies are frequently cited together. Some of the most influential culinary references are, as already mentioned, related to marketing and/or segmenting (Horng & Tsai, 2010; Ignatov & Smith, 2006). Among other influential references, Smith and Xiao (2008) investigated farmers' markets, festivals, and restaurants as key products of culinary tourism. Their qualitative investigation revealed that each of the three products has a specific supply chain, with its own key stakeholders and associated roles. Hashimoto and Telfer (2006) focused equally on geography and marketing, discussing how Canada's geographical and cultural diversity contributed to branding culinary tourism as both a global and regional product. Long (1998) viewed culinary tourism from a folkloristic lens, defining it as "intentional, exploratory participation in the food ways of an Other" (Long, 1998, p. 181). As the author noted, intentionality and a desire to explore are what make this culinary activity a form of culinary tourism. Hjalager & Richards (2002) discussed important relevant issues, introducing the themes of gastronomy tourism development, marketing activities, and networking between tourism and agriculture.

Similar topics were discussed in other influential references on gastronomy. In a case study of Croatia, Smith and Costello (2009) provided five building blocks to create value for gastronomic identity: differentiation, aestheticization, authentication, symbolization, and rejuvenation. As discussed above, Kivela and Crofts (2005) and Sánchez-Cañizares and López-Guzmán (2012) compared differences between gastronomy and other tourists. Hegarty and O'Mahony (2001) stressed the importance of going beyond utilitarian and consumption aspects of gastronomy tourism. The latter—including selection, preparation, presentation, and participation with gastronomy—fall more into the category of "fine art activities." Santich (2004) explained how and why gastronomy should be incorporated into hospitality education.

Other themes. Several influential studies in this domain focused on issues different from those stated above. Henderson's (2009) review of food and culinary tourism provided research directions for the future. Au and Law (2002) provided a methodological basis for forecasting tourists' dining expenditure. Another interesting framework comes from Ottenbacher and Harrington (2007), who defined and analyzed the ways in which Michelin chefs choose to innovate in their kitchens. The identified seven-step framework shows how chefs develop new food creations. Differences existed in practice compared to those highlighted in theory. Telfer

and Wall (1996) focused on how tourism can lead to increased local food production to benefit the host community.

4.2.3. Food-focused food and culinary tourism studies

This domain is highly relevant to the previous cluster, with many fundamental discourses overlapping. Co-citation mapping reveals high interrelation between the blue and green clusters. The main distinguishing feature is that food and its consumption have higher weight in this cluster, while in the previous, the tourism of food and culinary tourism is more central. The most influential references in this cluster are those on food as an attraction (Cohen & Avieli, 2004), food experiences (Kivela & Crofts, 2006), and food consumption (Kim, Eves, & Scarles, 2009), all of which are inherently related.

Motivation and consumption. The largest (although not necessarily most influential) theme in this cluster appears to be related to consumption. Verbeke and López (2005) found that for Belgians, antecedents of ethnic food choice are mainly social factors relating to personal interest and friendships, whereas mass media plays a small role. Many of these studies looked at what affects tourists' food consumption behavior. Motivation is the most discussed factor in consumption models. Among the more influential studies, Kim et al.'s (2009) model of food consumption proposed that demographic (gender, age, education), psychological (food neophilia, food neophobia), and numerous other motivational factors (exciting experience, escape from routine, health concern, learning knowledge, authentic experience, togetherness, prestige, sensory appeal, psychic appeal) affect each other and ultimately the consumption of local food at a destination. Mak, Lumbers, Eves, and Chang's (2012) conceptual work extended this framework and proposed that tourists' food consumption is influenced not only by tourist specifics (influences of religion and culture, socio-demographic factors, food-related personality traits including food neophobia and variety-seeking tendency, exposure effect and past experience, motivational factors, and physiological factors including thirst and hunger), but also the destination's culinary (sensory attributes, food content, methods of preparation and cooking, food/cuisine type, food availability, and price, value, and quality) and environmental (gastronomic image/identity, marketing communications, contextual influences, service encounter, servicescape, seasonality) factors.

The latest empirical variation on this theme is Kim and Eves's (2012) scale development study, which deliberately focuses on tourist motivation to consume local food. The authors identified and defined six factors: cultural experience, excitement, interpersonal relation, sensory appeal, health concern, and future intention. Regardless, whether studies referred to them as personality traits, motivational factors, or psychological factors, food neophobia and novelty seeking seem to appear in many models. Not surprisingly, Pliner and Hobden's (1992) food neophobia scale is an influential reference point. Later, Pliner and Salvy (2006) argued that "food neophobia may have outlived its usefulness" in humans, because "culture [largely] prevents encounters with dangerous ingestibles by removing them from the immediate environment and/or by labeling them as unsafe" (Pliner & Salvy, 2006, p. 87). While this may be true in the context of nutrition science, the question is how and to what extent this trend is applicable to tourists who constantly experience and seek out unfamiliar cultures. Only one study focused particularly on novelty seeking in culinary experimentation. Furthermore, Tse and Crotts (2005) found four antecedents of novelty seeking: national culture, length of stay, age, and repeat visitation.

Some studies took a slightly different approach. Globalization and localization trends were argued to be factors affecting food consumption in tourism (Mak, Lumbers, & Eves, 2012; Richards, 2002). Fields (2002) posited gastronomy as a physical, cultural, interpersonal, and status and prestige motivator for tourist experiences, while Germann Molz (2007, p. 77) speculated on "the material relations among food, travelers' bodies, and consumption of 'the global.'"

Segmentation of food preferences. Mitchell and Hall (2004) reviewed literature to suggest that, as any other behavior, food consumption varies depending on tourist segments. Of the more empirical studies, Chang, Kivela, and Mak (2010) investigated Chinese tourists' food preferences in Australia. They found three segments and differentiated their underlying motivations. One group consistently preferred Chinese food, with underlying motivations being familiar flavor, appetizing assurance, and core eating behavior. Another group preferred local food as a means of exploring local culture, finding an authentic travel experience, seeking out opportunities for learning and education, acquiring prestige and status, gaining reference group influence, and exercising subjective perception. The third group was ambivalent with regard to food selection, motivated instead by group harmony, compromise in supportive experience, and prejudiced

advocacy. Torres (2002) compared food preferences in Yucatan, based on tourist nationality (American vs. non-American) and type (mass vs. off-beat). Both similarities and differences exist. For example, contrary to popular wisdom, findings showed that no significant differences existed between American and non-American tourists in terms of home country food preference. All other food choices (Mexican, Yucatec, tropical, organic) were preferred significantly more by non-Americans compared to American tourists. As for tourist types, off-beat tourists gave significantly higher preference to Yucatec, tropical, and organic foods, whereas mass tourists preferred home country food. In a similar study, regarding a case of Romania, Nield, Kozak, and LeGrys (2000) illustrated significant differences between Eastern and Western European and Romanian tourists in terms of their satisfaction with different food and service features.

Food experience as attraction and tourism development. This theme is the closest to studies identified in the previous cluster in that they have more of a tourism element. Among the most influential references, Cohen and Avieli (2004) criticized the dominant scholarly view that food experiences are always an attraction. According to them, local food may very well serve as an impediment, especially in less developed areas due to hygiene, health, and table manners, among other factors. Another question was whether food as a tourism attraction affects intention to visit a destination. Ab Karim and Chi (2010) compared food image of three destinations popular for their cuisine: France, Italy, and Thailand. The findings showed a significant relationship between food image and visit intention, but the effect size differs depending on destination. Similarly, Okumus, Kock, Scantlebury, and Okumus (2013) compared four small islands in the Caribbean—Jamaica, the Dominican Republic, Aruba, and Martinique—and their promotion of local foods to promote destinations. Björk and Kauppinen-Räsänen (2016) differentiated three types of tourists based on their perceptions of food experiences as attractions. For experiencers, food is an essential component of destination choice. For enjoyers, food is also important, but their attitude toward the latter is relatively casual. For survivors, local food serves their psychological needs.

Scarpato (2003) defined gastronomy as a tourist attraction. In an empirical case study, Hong Kong, Kivela, and Crotts (2006, p. 354) investigated whether “motivation to travel for gastronomy reasons is a valid construct.” In short, the answer is positive. The findings identified six factors: expectations of gastronomy, importance of gastronomy, gastronomy experiences at

destination, gastronomy as reason for travel, evaluation of gastronomy experiences at destination, and culture and gastronomy. The authors showed that the construct plays a major role in how tourists experience the destination. Ryu and Jang (2006) used theory of reasoned action to investigate what leads tourists to experience local food. While their model had high explanatory power, interestingly, subjective norms did not constitute a significant predicting factor.

Boyne, Williams, and Hall (2003) discussed the role of gastronomy in rural tourism. The focus was more on backward linkage of tourism. Not only was local food seen to be effective for tourism development, but tourism itself was determined to help rural regions in local food production. Similarly, Telfer and Wall (2000) focused on backward linkage by investigating three international hotels' food purchasing behaviors. Of them, one imported food due to health concerns and standards. The other two also had high standards yet mainly purchased food locally.

Other. Some influential studies not categorized in the themes above are as follows. Fischler (1988) took a social scientific approach to food. His central argument was that the "human individual is constructed, biologically, psychologically and socially by the foods he/she chooses to incorporate" (Fischler, 1988, p. 275). Interestingly, Gartner's (1994) work on image formation process is another influential reference in this cluster. This is perhaps indicative of the relationship between food and destination image. Robinson and Getz (2014) further profiled food tourists in Australia, who are mostly well-educated, female, and generally affluent.

4.2.4. Wine tourism-dominant studies

Finally, a fourth cluster with the least number of constituents is that of wine and wine tourism studies. The following themes can be identified in this domain.

Wine tourism-focused. Not all but some of the most influential studies have directly focused on wine tourism. It is imperative to first understand the behaviors and characteristics of wine tourists. Charters and Ali-Knight (2002) looked at three factors: motivation, purpose of visit, and relationship to other tourist activities. They differentiated several tourist groups, including the wine lover, the connoisseur, wine interested, and wine novice. Sparks (2007) used the theory of planned behavior to test antecedents of wine tourists' intentions. Food and wine involvement, normative influences, perceived control, and past wine holiday experiences were all significant predictors. Getz and Brown (2006) showed that from a consumer perspective, critical success

factors for wine tourism experiences are not only core wine products (visitor friendly wineries, knowledgeable winery staff, wine festivals, familiar wineries), but also core destination appeal (attractive scenery, pleasant climate, moderately priced accommodation, easy-to-obtain information, well-signposted wine trails) and cultural products (unique accommodations with regional character, fine dining and gourmet restaurants, traditional wine villages). Dodd and Bigotte (1997) identified older and younger wine tourists as having significantly different preferences and purchasing behaviors. South African wine routes were also investigated (Bruwer, 2003). Particularly, Bruwer (2003) investigated structural dimensions of the wine industry, such as employee numbers, tourist numbers, and market potential, among other factors. A similar study was conducted by Bruwer (2003) in a case of Texas. The author focused not only on opportunities but also on pitfalls of tourism for the wine industry.

Other. Interestingly, several studies in this cluster were focused not on wine tourism but on motivation. Crompton's early works on motivations for pleasure vacations (Crompton, 1979) and attending festival events (Crompton & McKay, 1997) are influential reference points. Similarly, Yoon and Uysal's (2005) work on the effects of push (relaxation, family togetherness, safety, and fun) and pull (small size and reliable weather, cleanness and shopping, night and local cuisine) motivation factors on tourist satisfaction and destination loyalty was also frequently cited. Other than motivation, of the influential references, Sparks, Bowen, and Klag's (2003) study on restaurant and tourist destination, as well as Chen and Tsai's (2007) study on effect of destination image on behavioral intention, were frequently cited. The aforementioned are reference points for the tourism elements of wine tourism literature.

Conclusions, Implications and Future Research

The main objectives of this study were to perform a bibliometric and co-citation analysis of the published scientific materials on food and culinary tourism in 16 top H&T journals from 1976-2019. In this study, those publications were compared to identify and evaluate food and culinary tourism studies, thus aiding researchers in each respective area of knowledge. In light of the results and discussions provided above, several conclusions can be provided. First, the systematic evaluation of food and culinary tourism studies provides a broader picture of yearly publication numbers, institutional affiliations, and sub-disciplines within the H&T field. Of the journals chosen for this study, 14 fell within the SSCI category. Two further journals were included due

to their prominence in the field. Second, the most productive and influential journals in terms of publication period and distribution were *IJHM* (with 120 food and culinary tourism articles), followed by *IJCHM* (71), *JFBR* (69), *JHTR* (44), *JTTM* (38), and *SJHT* (27). Analysis of journal categories reveals an increase in the number of articles published in H&T journals after 1999, reaching peak number in 2016. However, food and culinary tourism studies significantly declined in 2017 and attracted even fewer scholars in 2018 and 2019.

Third, perception and behavioral studies have frequently used structural equation modeling in the selected articles. The researchers mostly focused on quality, value, restaurant, food choice and segmentations, menu design and content, satisfaction and loyalty, and green practices. One intriguing question that arises is which of the aforementioned have higher influential power on behavior. For example, what is a more powerful predictor: value or quality and/or which subdimension of value? This study has shown that diverse answers to this question exist throughout the literature. While moderators such as familiarity explain such differences, more research is needed to determine other moderators or contexts by which results change. Studies in this cluster have more hospitality focus. Food quality and value attract people/tourists within a destination to restaurants. However, it is worth investigating whether they attract people to visit a destination. The second (tourism-focused food and culinary tourism studies) and third (food-focused food and culinary tourism studies) domains have similar focus. No specific methodological approach was found in these clusters. The visible topics in the second cluster are tourist experiences, food, identity and marketing, segmentation and motivation, and gastronomy. In the third cluster, central topics are food, its consumption, and the touristic aspects of food and culinary tourism. Studies have used different terminology (e.g., food, culinary, gastronomy tourism) interchangeably. Above-mentioned perception constructs (e.g., food value, food quality) have rarely been discussed in these domains. The experience of consuming food is an important factor for attracting tourists. Only a limited number of people, however, travel exclusively for food consumption. It seems that food is an important factor as a part of tourist experience and a destination's identity. Taking durian as an example, not many tourists enjoy the fruit, but it has a clear association with tropical destinations and is an important part of their identity. Many tourists thus may consume durian just for the experience of tasting a tropical fruit while in a tropical destination. The fourth cluster, wine tourism studies, favored wine tourism. Several smaller themes were also included in this cluster: pleasure vacation, festivals, and

restaurants. Finally, most of the influential works are relatively old. It is normal for older studies to get higher citations, but it also means that no groundbreaking or game-changing developments occurred recently in food and culinary tourism research.

This study can offer several theoretical and practical implications. First, study results and discussions reemphasize the importance of service quality, food quality, value, customer satisfaction and loyalty for food service businesses, as well as for destinations in food tourism. Second, food choices of customers, segmentation, and menu design are so crucial that food service businesses and destinations must continue paying closer attention in their operations and marketing strategies. Third, study results highlight the crucial role of offering unique culinary experiences as an attraction for food service businesses and destinations. This can be achieved through finding and designing authentic food and beverage experiences and marketing them to the right segments. Fourth, food businesses and destinations should work along with scholars with food and beverage backgrounds not only in designing culinary experiences and identifying the right segments but also promoting them to these segments. Academics are highly research and discovery focused and they frequently conduct research for learning and improving the field. The research purposes are not motivated by business goals and the overall research frequently analyze numerous factors which has been often immediately and directly impactful (Joubert, 2018). Based on the research findings and expertise, scholars with food and beverage backgrounds can offer specific insights for businesses and destinations in designing and improving culinary experiences. Finally, the future of food and culinary tourism research should be advanced in technology, communication, and innovation themes to give various research directions to future scholars. Collaboration with industry partners—such as using online systems to design service, information, and management options—will also provide key perspectives. Today's travel experts believe that distinct foods and flavors regulate trips and learning about a particular food, and that regional food culture is a big attraction for travelers. Although food systems are always complex, themes such as sustainable and regenerative initiatives, basic cultural forms (e.g., art, music, and dance), and molecular gastronomy will change the direction of food and culinary tourism. Although food tourism has a positive economic effect, threats of excessive food trafficking across the globe must be taken into consideration by future scholars. The present study highlighted the full range of research activities and emerging areas in food and culinary tourism research in the H&T field. The findings also revealed the necessity of the new

methodological approaches and collaborations between institutes and industry partners. New trends such as neuroscience (Nunez, 2015) and molecular gastronomy should be applied to studies to measure consumers' emotional responses to food and culinary tourism segments.

This study comes with several limitations. First, as a common practice in co-citation analysis in tourism and hospitality (Koseoglu, Mehraliyev, & Xiao, 2019), only journal articles were included for analysis. Books and book chapters, although not without their own limitations, may reveal a wider focus of knowledge domains in food tourism literature. Also, while co-citation analysis is a relational quantitative technique and produces objective results, researcher subjectivity is involved in interpreting the results, such as labeling clusters and subthemes within each cluster (Ramos-Rodríguez & Ruíz-Navarro, 2004).

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Appendix 1: Clusters and Cited Articles from 1976-2019

Cluster	Code	References	Weight in the cluster
1	R4170	Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. <i>Journal of Marketing Research</i> , 18(1), 39-50.	46
1	R9636	Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. <i>Psychological Bulletin</i> , 103(3), 411.	42
1	R11446	Ajzen, I. (1991). The theory of planned behavior. <i>Organizational Behavior and Human Decision Processes</i> , 50(2), 179-211.	25
1	R6742	Kozup, J. C., Creyer, E. H., & Burton, S. (2003). Making healthful food choices: The influence of health claims and nutrition information on consumers' evaluations of packaged food products and restaurant menu items. <i>Journal of Marketing</i> , 67(2), 19-34.	22
1	R9200	Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. <i>Journal of Marketing</i> , 56(2), 57-71.	21
1	R9989	Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. <i>Journal of Marketing</i> , 60(2), 31-46.	20
1	R3780	Cranage, D. A., Conklin, M. T., & Lambert, C. U. (2005). Effect of nutrition information in perceptions of food quality, consumption behavior and purchase intentions. <i>Journal of Foodservice Business Research</i> , 7(1), 43-61.	18
1	R11132	Kim, Y. G., Suh, B. W., & Eves, A. (2010). The relationships between food-related personality traits, satisfaction, and loyalty among visitors attending food events and festivals. <i>International Journal of Hospitality Management</i> , 29(2), 216-226.	17
1	R3575	Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. <i>Journal of Hospitality & Tourism Research</i> , 31(3), 387-409.	16
1	R8955	Oliver, R. L. (2014). <i>Satisfaction: A behavioral perspective on the consumer: A behavioral perspective on the consumer</i> . Routledge.	16
1	R9209	Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perceptions of service quality. <i>Journal of Retailing</i> , 64(1), 12-40.	16

1	R10904	Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. <i>Journal of Personality and Social Psychology</i> , 51(6), 1173.	15
1	R8412	Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. <i>Annals of Tourism Research</i> , 27(3), 785-804.	15
1	R1341	Burton, S., Creyer, E. H., Kees, J., & Huggins, K. (2006). Attacking the obesity epidemic: The potential health benefits of providing nutrition information in restaurants. <i>American Journal of Public Health</i> , 96(9), 1669-1675.	14
1	R10210	Hu, H. H., Parsa, H. G., & Self, J. (2010). The dynamics of green restaurant patronage. <i>Cornell Hospitality Quarterly</i> , 51(3), 344-362.	13
1	R7025	Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. <i>Journal of Marketing</i> , 56(3), 55-68.	13
1	R7648	Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. <i>Journal of the Academy of Marketing Science</i> , 16(1), 74-94.	13
1	R11134	Sulek, J. M., & Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait: The case of a full-service restaurant. <i>Cornell Hotel and Restaurant Administration Quarterly</i> , 45(3), 235-247.	12
1	R12645	Oliver, R. L. (1999). Whence consumer loyalty? <i>Journal of Marketing</i> , 63, 33-44.	12
1	R2129	Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. <i>Journal of Applied Psychology</i> , 88(5), 879.	12
1	R3138	Wansink, B., Painter, J., & Ittersum, K. V. (2001). Descriptive menu labels' effect on sales. <i>Cornell Hotel and Restaurant Administration Quarterly</i> , 42(6), 68-72.	12
1	R3444	Oh, H. (2000). Diners' perceptions of quality, value, and satisfaction: A practical viewpoint. <i>Cornell Hotel and Restaurant Administration Quarterly</i> , 41(3), 58-66.	12
1	R3446	Stevens, P., Knutson, B., & Patton, M. (1995). DINESERV: A tool for measuring service quality in restaurants. <i>Cornell Hotel and Restaurant Administration Quarterly</i> , 36(2), 5-60.	12
1	R45	Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. <i>Journal of Marketing Research</i> , 17(4), 460-469.	12
1	R7846	Jang, S. S., Ha, A., & Silkes, C. A. (2009). Perceived attributes of Asian foods: From the perspective of the American customers. <i>International Journal of Hospitality Management</i> , 28(1), 63-70.	12
1	R8191	Kline, R. B. (2011). <i>Principles and practice of structural equation modelling</i> (3rd ed.). New York: Guilford.	12
1	R2475	Kivela, J., Inbakaran, R., & Reece, J. (1999). Consumer research in the restaurant environment, Part 1: A conceptual model of dining satisfaction and return patronage. <i>International Journal of Contemporary Hospitality Management</i> , 11(5), 205-222.	11
1	R313	Churchill Jr, G. A. (1979). A paradigm for developing better measures of marketing constructs. <i>Journal of Marketing Research</i> , 16(1), 64-73.	11
1	R6855	Kotler, P., Bowen, J. T., and Makens, J., & Baloglu, S. (2017). <i>Marketing for Hospitality and Tourism</i> . Pearson.	11
1	R7871	Jang, S. S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian–Russell model to restaurants. <i>Journal of Business Research</i> , 62(4), 451-460.	11
1	R7885	Ha, J., & Jang, S. S. (2010). Perceived values, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurants. <i>International Journal of Hospitality Management</i> , 29(1), 2-13.	11
1	R8737	Kivela, J. J. (1997). Restaurant marketing: Selection and segmentation in Hong Kong. <i>International Journal of Contemporary Hospitality Management</i> , 9(3), 116-123.	11
1	R88	Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. <i>Journal of Marketing</i> , 49(4), 41-50.	11
1	R9997	Chandon, P., & Wansink, B. (2007). The biasing health halos of fast-food restaurant health claims: Lower calorie estimates and higher side-dish consumption intentions. <i>Journal of Consumer Research</i> , 34(3), 301-314.	11
1	R2265	Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. <i>Journal of Marketing</i> , 57(1), 1-22.	10
1	R2361	Auty, S. (1992). Consumer choice and segmentation in the restaurant industry. <i>Service Industries Journal</i> , 12(3), 324-339.	10
1	R2448	Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. <i>Journal of Marketing</i> , 52(3), 2-22.	10

1	R3333	Steptoe, A., Pollard, T. M., & Wardle, J. (1995). Development of a measure of the motives underlying the selection of food: The food choice questionnaire. <i>Appetite</i> , 25(3), 267-284.	10
1	R3798	Hwang, J., & Lorenzen, C. L. (2008). Effective nutrition labeling of restaurant menu and pricing of healthy menu. <i>Journal of Foodservice</i> , 19(5), 270-276.	10
1	R3890	Park, C. (2004). Efficient or enjoyable? Consumer values of eating-out and fast food restaurant consumption in Korea. <i>International Journal of Hospitality Management</i> , 23(1), 87-94.	10
1	R4831	Gössling, S., Garrod, B., Aall, C., Hille, J., & Peeters, P. (2011). Food management in tourism: Reducing tourism's carbon 'foodprint.' <i>Tourism Management</i> , 32(3), 534-543.	10
1	R6290	Mason, M. C., & Paggiaro, A. (2012). Investigating the role of festivalscape in culinary tourism: The case of food and wine events. <i>Tourism Management</i> , 33(6), 1329-1336.	10
1	R650	Yamamoto, J. A., Yamamoto, J. B., Yamamoto, B. E., & Yamamoto, L. G. (2005). Adolescent fast food and restaurant ordering behavior with and without calorie and fat content menu information. <i>Journal of Adolescent Health</i> , 37(5), 397-402.	10
1	R6968	Yüksel, A., & Yüksel, F. (2003). Measurement of tourist satisfaction with restaurant services: A segment-based approach. <i>Journal of Vacation Marketing</i> , 9(1), 52-68.	10
1	R7101	Bowen, J. T., & Morris, A. J. (1995). Menu design: Can menus sell? <i>International Journal of Contemporary Hospitality Management</i> , 7(4), 4-9.	10
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