

Motivations Influencing High Consumption of Local Food Among Domestic Tourists in Shkodra Lake, Albania

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Abstract: - This study explores the motivational factors that drive domestic tourists in Albania for high amounts of local food. It brings a practical insight from the Shkodra lake area in Shkoder based on a survey conducted with a sample of 324 domestic tourists. The main findings reveal that the significant factors influencing high local food consumption are gender, age group, exciting experience, health concern, interpersonal relation and sensory appeal. Female tourists and the age group 25–44 years result in the highest number of consumers of local food. While gender differences are shown in consumption level, there is no evidence-based difference regarding their health concern behavior. Meeting new people highlights the importance of interpersonal relations for food consumption. The age group 45–54 years reflects stronger interpersonal engagement compared to other age groups. Additionally, the use of fresh ingredients, consumption in the original place and good taste significantly influence high local food consumption.

Key-Words: - Local food, high consumption, gender, age group, exciting experience, health concern, cultural experience, interpersonal relation, sensory appeal, Shkodra lake.

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1 Introduction

According to UNWTO, domestic tourism is the travel of residents undertaking tourism activities within their country of residence [1]. Domestic tourists seem to be more knowledgeable and loyal to local food consumption. But what pushes domestic tourists to consume local food? Is it highly consumed by them?

Although a lot of studies have discussed the field of food, gastronomic, or culinary tourism, there were no or little discussions regarding the local food consumption level related to food involvement affected by the variety of food offered [2] and even less about domestic tourists' behavior related to consumption motivational factors. Food tourism market segmentation is analyzed in conceptual typologies rather than observed data [3]. Regarding conceptual analysis, it is discussed that the motivations that push tourists to consume local food are sensory appeal, interpersonal relationship, culture, excitement, and health concern [4], [5], [6], [7], [8].

A way to attract tourists' attention, it is to focus

on the offer of territorial food products and dishes, provide food variety, and bring related stories [9].

All these create a unique and memorable experience [10]. On the other hand, for the observed data, a survey was conducted in order to analyze the manifestation of such motivations among domestic tourists in a real-world context. The study area chosen was the Shkodra lake area, in Shkoder Albania. This area is a very well-known and frequented area by tourists, for the unique beauty of nature and local food. The lake area is the largest lake on the Balkan Peninsula [11], a common shared natural protected resource of Albania and Montenegro, one third of which belongs to Albania.

2 Literature Review

2.1 Local Food

Previous studies define local food as that produced within 100 miles [12], considering the restaurant's place, produced within a limited geographical area

which has characteristics from the terroir of the area or from its production traditions or modern principles [13], [14]. Another one says that it is about food products or dishes made or prepared locally, based on traditions, techniques, and non-generic products that are associated with a given geographical area [15].

2.2 Age and Gender

It is shown from recent studies that female tourists are more concerned about weight and calories, and place more value on the safety of food [16]. On the other hand, males perceive less risk of food and value the taste of the food more [17]. Regarding the age, individuals of the age group 18-41 years old are 2.524 times more likely to become culinary tourists in comparison to other age groups [18]. Age group 45–54 years is 11.316 times more likely to consume local food than those under 24 years [19]. Thus, age is another factor to influence consumption of local food.

2.3 Exciting Experience

Some tourists seek and find it exciting to consume novel food [20], known as high food involved individuals [21]. They enjoy positive moments in their place of origin [22], feel nostalgia and pride [23] and attach their emotions to that setting [24].

2.4 Health Concern

Tourists need healthy food to experience feeling great and full of energy [25]. They care about their diet and nutritional values, avoid food prepared with unknown ingredients [20], choose organic food, original taste [26], local, fresh and additive-free products, as is the case with Europeans [27] who want more intense flavor, appealing aroma and better texture [28].

2.5 Cultural Experience

Local food enriches cultural understanding [29], conveys local histories that remain in the memories of delectation [30]. Tourists are interested in seeing how locals live and eat, learning the local traditions and understanding the unique cultural aspects of the destination [31]. They find attractive local food preparation, products used and presentation methods [32].

This means that local food is part of a bundle of benefits that reinforce the tourist experience and increase the consumption motivation [33].

2.6 Interpersonal Relation

Interpersonal relation it stands for social integration, sharing experiences, emotional bond and enjoyment

[34]. Tourists strengthen current relationships with family and friends, and establish new ones by meeting new people [7], [22], [35], [36]. Interacting with the locals provides a unique and enjoyable dining experience for them [37], [38].

2.7 Sensory Appeal

Food perception is based on sensory such as sight, taste, and smell [17], [39]. The most important items to influence food purchase intention, consumption, and satisfaction are considered the good taste, pleasant appearance, nice smell, and appealing texture [40].

Based on the literature review conducted considering articles indexed in major reputable academic databases, a set of main hypotheses was formulated:

H1. Gender positively influences domestic tourists to be high consumers of local food.

H2. Age group positively influences domestic tourists to be high consumers of local food.

H3. Exciting experiences positively influence domestic tourists to be high consumers of local food.

H4. Health concerns positively influence domestic tourists to be high consumers of local food.

H5. Cultural Experience positively influences domestic tourists to be high consumers of local food.

H6. Interpersonal relations positively influence domestic tourists to be high consumers of local food.

H7. Sensory Appeal positively influences domestic tourists to be high consumers of local food.

A large number of hypotheses were used in this paper, similarly as in prior studies. They are illustrated in Figure 1. The aim was to capture and understand the nuanced behavior of domestic tourists.

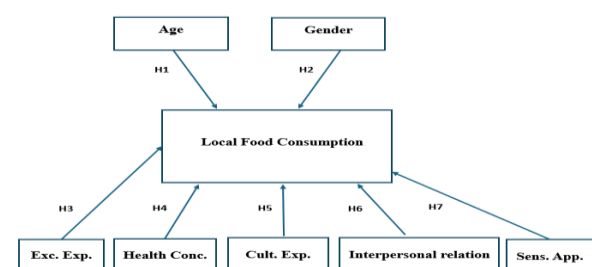


Fig. 1: Conceptual Framework

Source: created by the authors

To ensure the robustness of the binary logit model, the following Robustness Hypothesis were tested through bivariate analysis:

RH1o: The variables age group and food consumption are not dependent on each other.

RH1₁: The variables age group and food consumption are dependent on each other.

RH2₀: The variables gender and food consumption are not dependent on each other.

RH2₂: The variables gender and food consumption are dependent on each other.

RH3₀: There are no statistical differences between men and women regarding health concerns.

RH3₃: There are statistical differences between men and women regarding health concerns.

RH4₀: Age group does not affect interpersonal relations.

RH4₄: Age group affects interpersonal relations.

3 Materials and Methods

3.1 Survey Instrument

The survey was designed in Google Forms in the Albanian language. It started with questions related to the respondents' age, gender, site visited, visit companionship, and the main reason for consuming local food. Then proceeded with the types of local food items they consumed, to check through a list of 45 food items. After that, the survey followed with 5-point Likert scale-item questions related to local food consumption motivations, which required respondents to choose predefined alternatives [41]. The scale items were designed in the same to measured and validated items of a survey used in a previous study [4]. The motivations were defined as independent variables to measure their relationship with the dependent binary variable FOOD_CONSUME as shown in Table 5 in the Appendix. Hypothesis H3 was tested with 4 scale items EE1, EE2, EE3 and EE4, H4 was tested with 3 scale items HC1, HC2 and HC3, H5 was tested with 9 scale items CE1, CE2, CE3, CE4, CE5, CE6, CE7, CE8, CE9, H6 was tested with 3 scale items IR1, IR2, IR3 and H7 was tested with 5 scale items SA1, SA2, SA3, SA4, SA5.

3.2 Sampling and Data Collection

For the study, a convenient sample of 324 domestic tourists who had visited the area of Shkodra Lake, Shkoder, Albania, and had tried local food. Such a sampling approach was chosen because of the absence of an official list.

The sample size was more than 30 and less than 500 according to the appropriate set sample [42]. Nevertheless, the dataset raises limitations in generalizability because of the study in a specific

geographical area, a non-probabilistic sample, specific study context. The respondents were contacted mainly through WhatsApp, during the period 25th July-9th September 2024. This technique used was suitable considering practical constraints of on-site data collection, such as time limitation and availability of domestic tourists, restricted access in restaurants and noisy environment. Initially, the authors shared the survey with their personal network contacts, and then, through the snowball technique, these contacts shared it with other people they knew and had local food consumption experience in the study area. The responses may represent bias because of respondents' similar social networks and consumption behaviour. As a result, this sample may not fully represent the wider population of domestic tourists and may affect the generalizability. Moreover, the responses reflect personal opinion and subjectivity cannot be fully excluded.

3.3 Analytical Technique

The total number of local food items consumed was counted for each respondent, separately for domestic use. Using EViews, the mean consumption level was first calculated in order to identify general patterns and to provide an initial indication of high local food consumers. Subsequently, the median value was computed and used as the threshold for transforming the food consumption variable into a binary indicator and as a result, a histogram was generated. The histogram showed a skewed distribution with a median of 6, as presented in Figure 2. The value showing less than 6 was coded as 0 (low consumption), whereas the value showing equal to or more than 6 was coded as 1 (high consumption). This median facilitated the use of binary logistic regression analysis and helped avoid arbitrary classification. It was useful to distinguish domestic tourists with relatively higher local food consumption from those with lower local food consumption rather than measuring the exact consumption level. While it is acknowledged that some loss of information may occur due to dichotomization, this methodology is chosen as it is commonly used in exploratory tourism and consumer behavior.

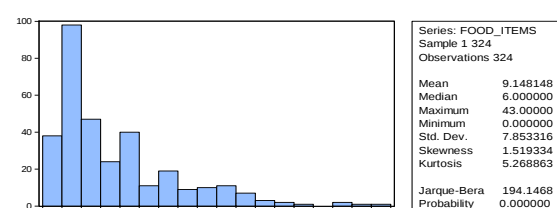


Fig. 2: Skewed Distribution

Source: created by the authors

The model fit was tested through the McFadden R-squared value, which must be within the acceptable range: 0.1-0.5, considered a good fit when some of the independent variables (motivations) are statistically significant [43].

Lastly, the Wald test was conducted by applying the formula (1):

$$W = \frac{\beta}{SE(\beta)} \quad (1)$$

For a significant level of 0.05, the critical value is 3.84, which means that for a higher value, the variables are meaningful contributors to the model. For robustness checks of the binary logit regression model, were conducted 3 bivariate analysis:

1. Chi-square test to examine the relationship between demographic factors of gender and age, respectively, related to local food consumption. Where counted cells were below five, Fisher's Exact test was performed to ensure statistical accuracy;
2. Independent T-test to examine gender and health concern. Mean of Health concern items was calculated and the Shapiro-Wilk and Kolmogorov-Smirnov normal distribution test were performed as well. Also, the Mann-Whitney U test was performed.

3. A one-way ANOVA Test was conducted to examine the age and interpersonal items relation dynamics. Means of Interpersonal relation items were calculated, Shapiro-Wilk and Kolmogorov-Smirnov normal distribution test, one-way Anova test, Fisher's LSD post-hoc test and lastly, a non-parametric Kruskal-Wallis test were performed.

4 Results and Discussion

4.1 Comparative context of motivations

While the literature review presents tourists' consumption motivations, it is important to discuss what shapes domestic tourists' behavior compared to international tourists. Of course, the motivational influence is dependent on the level of familiarity, cultural proximity and perceived novelty. Thus, domestic tourists are more familiar with the local food because of consumption practice, culinary tradition and cultural identity, which reduces their consumption risk and uncertainty.

On the other hand, international tourists perceive local food as novel and unknown. Domestic tourists are likely to have more trust in the freshness, naturalness, healthiness, and origin of the local food product and preparation methods.

In terms of social cohesion, domestic tourists are more collectively bonded, while international ones are more likely to travel heterogeneously or

individually and as a result, this is reflected in consumption behavior too. And lastly, taste is closely related to cultural knowledge and familiarity.

Domestic tourists recognize the taste and appreciate it, while international ones differ in taste because of cultural novelty, which can limit their ability of tasting.

4.2 Descriptive Analysis

In the survey conducted, 64.5% of them were females, representing the major part of the sample and 35.5% were males. Out of all respondents, 25.5% of them were in the age group 25-34 years old, 23.6% of the age group 45-54 years old, 21.4% of the age group 35-44 years old, 19.9% of the age group 18-24 years old and the remaining part were in the age group under 18 years old and 55 years old and older.

Age group distribution indicates the differences among domestic tourists in their consumption behavior. Related to areas frequented around Shkodra lake, Shiroka resulted in the most visited and preferred site (86.3%), followed by Zogaj site (33.5%) and Malesi e Madhe site (21.5%).

Most of the domestic tourists visited the sites with their families (81%), while others were accompanied by friends (41.2%). Solo visits were rare (1.1%).

The results indicate that visits were typically socialized. Also, the results indicate that the same tourists were engaged not just in one site but also in multiple site visits.

Regarding the main reasons pushing domestic tourists to consume local food, the interest in local products, the reputation of local cuisine, and food-related events. The food items mostly consumed were carp casserole, eel casserole, fish soup, meat on a spit, corn bread, pickles, local honey.

4.3 Analysis of Statistical Result

Based on the data analysis, the results indicate that the variables supported are:

Exciting Experience by EE1 and EE2; Health Concern by HC1 and HC2; Interpersonal relation by IR3; Sensorial Appeal by SA4; AGE_GROUP and GENDER.

As shown in Table 1., the significant p-values were as it follows: P(EE1)=0.0181, P(EE2)=0.0530, P(HC1)=0.0032, P(HC2)=0.0087, P(IR3)=0.0419, P(SA4)=0.0564, P(AGE_GROUP)=0.0085; P(GENDER)=0.0555. as it can be seen, gender does not meet the significant threshold of 5%, but it is marginally significant, suggesting a potential role in shaping tourists' consumption behavior. The same can be said for EE2 and SA4, which are marginally significant too, showing a tendency rather than a conclusive effect.

Table 1. Coefficients and P-Value

Sub. Variable	Coefficient	S. E	Z-stat	P-value
C	-2.789129	1.105692	-2.522518	0.0117
EE1	-0.643846	0.272383	-2.363755	0.0181
EE2	0.482512	0.249365	1.934966	0.0530
HC1	0.947751	0.321750	2.945616	0.0032
HC2	-0.992696	0.378539	-2.622443	0.0087
IR3	0.425113	0.208989	2.034135	0.0419
SA4	0.512054	0.268396	1.907832	0.0564
AGE GROUP	0.281835	0.107018	2.633530	0.0085
GENDER	0.585719	0.305833	1.915161	0.0555

Source: created by the authors

The significant variables were also calculated with respective Odds Ratio in Excel by applying the formula: $OR=e^{\beta}=EXP(\beta)$. The results are given in Table 2 and express the association between variables.

EE1 having the odds ratio for $e^{-0.643846} \approx 0.525268352$ indicates that domestic tourists with higher levels of exciting expectations for local food exhibit a lower likelihood of highly consuming local food. EE2 having the odds ratio for $e^{0.482512} \approx 1.620139084$ indicates that domestic tourists who perceive experiencing local food in its original place as exciting, exhibit a higher likelihood to highly consume local food.

HC1, having the odds ratio for $e^{0.947751} \approx 2.579900933$ indicates that domestic tourists who perceive local food contains a lot of fresh ingredients when produced in the local area, exhibit more than twice the likelihood to highly consume local food. HC2, having the odds ratio for $e^{-0.992696} \approx 0.370576269$, indicates that domestic tourists who perceive that tasting local food keeps them healthy exhibit a higher likelihood of highly consuming local food.

IR3, having the odds ratio for $e^{0.425113} \approx 1.529763273$, indicates that domestic tourists who perceive that having local food increases friendship and kinship exhibit a higher likelihood of highly consuming local food.

SA4, having the odds ratio for $e^{0.512054} \approx 1.668715218$, indicates that domestic tourists who give greater importance to the taste of local food exhibit a higher likelihood of highly consume local food.

AGE GROUP having the odds ratio for $e^{0.281835} \approx 1.325559985$ indicates that while passing to a higher age group of domestic tourists, older age tourists exhibit a higher likelihood to highly consume local food than younger age groups of tourists. Finally, GENDER, having the odds ratio for $e^{0.585719} \approx 1.796282048$, indicates that female

domestic tourists exhibit a higher likelihood of highly consuming local food in comparison to males.

Table 2. OR Results

Sub. Variable	Coefficient	OR
C	-2.789129	0.061474735
EE1	-0.643846	0.525268352
EE2	0.482512	1.620139084
HC1	0.947751	2.579900933
HC2	-0.992696	0.370576269
IR3	0.425113	1.529763273
SA4	0.512054	1.668715218
AGE_GROUP	0.281835	1.325559985
GENDER	0.585719	1.796282048

Source: created by the authors

Additionally, the Wald Test was calculated, with the values as shown in Table 3. HC1 showed the strongest effect with a Wald statistic of 8.676655, meaning a very high predictive power. AGE_GROUP factor also showed a strong Wald statistic of 6.935480. Other important predictors resulted in HC2 with a Wald statistic of 6.887202, EE1 with a value of ≈ 5.587339 , and IR3 with a value of about 4.137706.

These factors show a meaningful impact on the local food consumption. The intercept (C) also showed an important value of the Wald statistic of ≈ 6.363097 , confirming a non-zero baseline effect.

Table 3. Wald Test Results

Sub. Variable	Wald_Statistic
C	6.363097
EE1	5.587339
EE2	3.744092
HC1	8.676655
HC2	6.887202
IR3	4.137706
SA4	3.639823
AGE_GROUP	6.935480
GENDER	3.667843

Source: created by the authors

Other important results related to the indicators of model fit. Table 4 shows the McFadden R-squared value of 0.179219, which explains about 17.9% of the variation for local food consumption. This reflects an important model fit, as accepted for studies in the field of social science and behavioral studies, where many subtle factors are considered [44].

LR statistic value of 80.06359, with a corresponding Prob (LR statistic) of 0.000, indicates that the overall model is highly statistically

significant. The standard error of the regression, 0.456873, indicates that the predictions of the model are reasonably accurate.

The standard deviation of the dependent variable of 0.498900 value, means that the dataset has a relatively balanced distribution of responses.

Table 4. Logistic Regression Analysis Results

Summary statistics	Values
McFadden R-squared	0.179219
S.D. dependent var	0.498900
LR statistic	80.06359
Prob (LR statistic)	0.000000
S.E. of regression	0.456873
Total obs	324

Source: created by the authors

4.4 Statistical analysis for robustness checks

For the first robustness hypothesis, RH1, the Pearson Chi-Square test was conducted, which indicated 4 cells with expected counts less than 5. Then, the Fisher Exact test was performed, which indicated a significant p-value of 0.004, below the significance threshold of 0.05, confirming that AGE_GROUP and FOOD_CONSUME are dependent on each other. The dependency is shown visually in the Figure 3., where certain where certain age groups of domestic tourists such as 25-34 years old (n=43) and 35-44 years old (n=42) reflect a higher consumption level for high local food consumption column part, rather than younger age groups, by confirming so H2, that age group is a significant factor for high local food consumption.

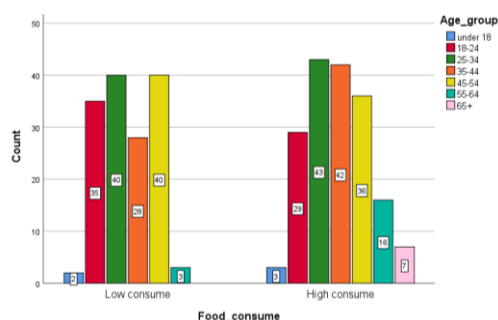


Fig. 3. Food consumption levels across age groups

Source: created by the authors

For the second robustness hypothesis RH2, the Pearson Chi-square test indicated that the variables are dependent on each other, as p value is 0.000, which is smaller than the significance level 0.05, confirming that GENDER and FOOD_CONSUME are critically dependent on each other. This dependency too is shown visually in Figure 4, which presents female domestic tourists (n= 132) reflecting

a higher consumption level for the high local food consumption column part, rather than male domestic tourists (n= 44); confirming H1, that gender is a significant factor for local food consumption.

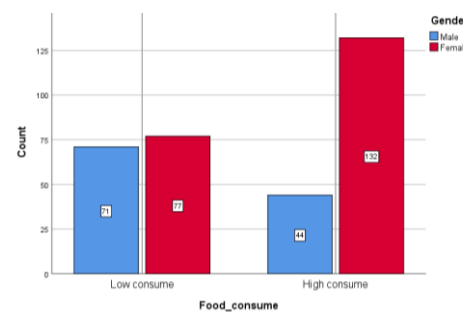


Fig. 4. Food consumption levels by gender

Source: created by the authors

Regarding the third robustness hypothesis RH3, based on the mean of HC1-HC3 items of the Health concern variable, the normal distribution test performed by using Shapiro Willk and Kolmogorov Smirnov test showed not normally distributed. Nevertheless, the T-test remains robust due to the large sample size of 324 domestic tourists, which is in line with $N > 30$ as supported by the Central Limit Theorem. As sig. (2-tailed) equal variances not assumed (Sig (Levene's test) =0.002) resulted in 0.131, the null hypothesis was not rejected, meaning that there are no differences in local food consumption health concern between men and women. Additionally, a Mann-Whitney U test was applied, which showed a non-significant result of p-value of 0.056, higher than the significance threshold of 0.05, thereby confirming the null hypothesis.

And lastly, for the fourth robustness hypothesis RH4, based on the mean of IR1-IR3 items of Interpersonal relation, the normality distribution test by using Shapiro Willk and Kolmogorov Smirnov test showed not normal distribution. However, one way Anova test was performed due to the large sample size ($N > 30$) as supported by the Central Limit Theorem. The test showed a p-value smaller than 0.05, indicating a significant relationship between the age group and interpersonal relations. Additionally, a Fisher's LSD test was performed. This test indicated that the 45-54 years old age group reflects higher levels of interpersonal relations in comparison to all other age groups ($p < 0.05$). This may be related to the fact that 45-54-year-old tourists are more consolidated in terms of family, social, and professional life, and thus they are motivated to strengthen their interpersonal relations. In contrast, 18-34 years old tourists may be more focused on exploration and experiencing novelty, while those aged 35-44 years old are family and professional

concerned and reflect more limited interpersonal relations, and lastly aged 55–64 years old tend to be more selective and prefer more tranquil and less intense engagements. The result was the same also for a non-parametric Kruskal-Wallis test, which indicated a p-value of 0.000.

5 Conclusions and Recommendations

Significant factors influencing domestic tourists to highly consume local food in the Shkodra Lake area, Albania, are gender, age group, consuming local food in the original place, usage of fresh ingredients in local food, good taste, and social ties. Thus, the robustness hypothesis RH2, stating that gender and food consumption are dependent on each other, was confirmed due to the Pearson Chi-square test with a p-value of 0.000, and showed female domestic tourists' tendency to consume local food more than male tourists. Hypothesis H2, stating that the age group positively influences domestic tourists to be high consumers of local food, was supported too. The robustness hypothesis RH1 was examined through Fisher's Exact test, which confirmed that age group and consumption level are dependent ($p = 0.004$). Domestic tourists belonging to the 25–44 years old age group resulted in the highest consumption of local food. Hypothesis H3, stating that exciting experiences positively influence domestic tourists to be high consumers of local food, was marginally supported by the scale item EE2, confirming that experiencing local food in its place of origin positively evokes deep emotions and influences consumption. Hypothesis H4, stating that health concern positively influences domestic tourists to be high consumers of local food, was supported by the scale item HC1, confirming that the perception that local food containing a lot of fresh ingredients and produced in the local area is seen as a guarantee for quality and healthy food and as a result influences consumption.

The robustness hypothesis RH3 was examined through the T-test and Mann-Whitney U test ($p > 0.05$). The results showed that there is no statistical difference between men and women regarding health concerns of consuming local food. Hypothesis H6, stating that interpersonal relations positively influence domestic tourists to be high consumers of local food, was supported by the scale item IR3, confirming that tasting local food enables meeting new people with similar interests, and such a thing seems to be more like a social experience rather than just a necessity. The robustness hypothesis RH4 was examined through Fisher's LSD test. The results showed that the 45–54 years old age group reflected

a higher interpersonal relation level in comparison to other age groups by confirming their significant

interpersonal intention. Such an effect resulted from the ANOVA test and the Kruskal-Wallis test ($p = 0.000$). This age group tends to be more motivated to extend and consolidate social ties.

Hypothesis H7, stating that sensory appeal positively influences domestic tourists to be high consumers of local food, was marginally supported by the scale item SA4, confirming that the good taste of food is considered an important driver of choice, a push factor for consumption frequency and larger quantity.

Based on the analysis, some practical recommendations are given [45]:

- Design marketing campaigns considering female preferences, as they result in the highest number of consumers.
- Focus promotional activities toward 25–44 years old domestic tourists as they represent the most frequent consumers of local food.
- Emphasize local food consumption in its original place to promote emotions, pride and nostalgia.
- Promote local food communal events targeting 45–54 years old domestic tourists in order to facilitate social bonding.
- Promote the freshness of ingredients in the local food and its local production as a guarantee for safe and tasty food consumption.
- Invest in the sensorial aspect of the local food to meet domestic tourists' expectations.
- Develop food trails in the Shkodra Lake area to enhance the desire of domestic tourists to consume local food of good taste and meanwhile experience how local people live.

Lastly, related to this study topic and area, future studies can be extended by addressing foreign tourists' behavior and/or comparing both domestic and foreign tourists' behavior.

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APPENDIX

Table 5. Variables Included in the Study

	Dependant Variable Food_Consume	Measurement Scale
Binary Variable	Low Consumption of Local Food (≤ 6 food items consumed)	0
	High Consumption of Local Food (≥ 6 food items consumed)	1
	Gender	
	Male	0
	Female	1
	Age_Group	
	Under 18	1
	18-24	2
	25-34	3
	35-44	4
	45-54	5
	55-64	6
	65+	7
	Independent Variables Factors influencing visitors to consume local food	Measurement Scale
	Exciting Experience – E (Factor)	Likert Scale
Scale items	EE1. When tasting local food, I expect that it is exciting.	1-Strongly disagree, 2-Disagree, 3- Neutral, 4-Agree, 5- Strongly agree
	EE2. The experience of local food in its original place makes me excited.	
	EE3. Tasting local food is thrilling to me.	
	EE4. Tasting local food makes me feel exhilarated.	
	Health Concern – HC (Factor)	Likert Scale
Scale items	HC1. Local food contains a lot of fresh ingredients produced in the local area.	1-Strongly disagree, 2-Disagree, 3- Neutral, 4-Agree, 5- Strongly agree
	HC2. Tasting local food keeps me healthy.	
	HC3. Local food is nutritious.	
	Cultural Experience – CE (Factor)	Likert Scale
Scale items	CE1. Experiencing local food allows me to increase my knowledge about different cultures.	1-Strongly disagree, 2-Disagree, 3- Neutral, 4-Agree, 5- Strongly agree
	CE2. Experiencing local food helps me see how other people live.	
	CE3. Experiencing local food makes me see the things that I don't normally see.	
	CE4. Experiencing local food enables me to learn what this local food tastes like.	
	CE5. Experiencing local food allows me to discover something new.	
	CE6. Tasting local food in its original place is an authentic experience.	
	CE7. Tasting local food served by local people in its original place offers a unique opportunity to understand local cultures.	
	CE8. Tasting local food in its traditional setting is a special experience.	
	CE9. It is important to me to taste local food in its original regions (countries).	
	Interpersonal relation – IR (Factor)	Likert Scale
Scale items	IR1. Tasting local food enables me to meet new people with similar interests.	1-Strongly disagree, 2-Disagree, 3- Neutral, 4-Agree, 5- Strongly agree
	IR2. Tasting local food enables me to have an enjoyable time with friends and/or family.	
	IR3. Having local food increases friendship or kinship.	
	Sensory Appeal – SA (Factor)	Likert Scale
Scale items	SA1. It is important to me that the local food I eat on holiday smells nice.	1-Strongly disagree, 2-Disagree, 3- Neutral, 4-Agree, 5- Strongly agree
	SA2. It is important to me that the local food I eat on holiday looks nice.	
	SA3. It is important to me that the local food I eat on holiday has a pleasant texture.	
	SA4. It is important to me that the local food I eat on holiday tastes good	
	SA5. The taste of local food in its original countries is different from the taste of the same food in my own country	

Source: [4]