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Study on the Effect of Cuisine Tourism Resource on Tourists' Willingness to Visit

Ailing Wu

Nankai University, China

Yanbo Yao

Nankai University, China

Yufan Yang

Southwestern University of Finance and Economics

Yumeng Liu

Nankai University, China

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This article aims at examining if tourists' evaluation of cuisine tourism resource has a positive effect on their willingness to visit (WTV) the destination (H1). In Study 1, the content analysis of travelogues of 60 Chinese major tourist cities shows that the scenic spots have a significant effect on WTV, while the effect of cuisine tourism resource on WTV is not supported. Moreover, the tourist city Chengdu with both abundant scenic spots and cuisine resources is chosen for further research of how cuisine resources influence tourist' decisions. In term of 276 questionnaires (Study 2) and 30 interviewee (Study 3), the results show that the impact of the cuisine resource on WTV is moderated by the tourists' evaluation on the scenic spots. Only when tourists have a high evaluation on scenic spots, the cuisine resource plays a positive impact on WTV, showing the auxiliary attraction of cuisine resource to tourists.