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Examining Food Tourists' Intentions to Consume Local Cuisine

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Abstract

The current study applied an extended model of goal-directed behavior to examine food tourists' intentions to consume local cuisine. The structural model reveals significant and positive impact of food involvement and food tourist motivation on attitude, as well as significant and positive influence of attitude, perceived behavioral control, anticipated positive and negative emotions, frequency of past behavior, and self-identity on food tourists' desires of consuming local cuisine. Furthermore, Desire significantly and positively predicts intention of consuming local cuisine. The findings provide theoretical contributions on both the model of goal-directed behavior and the research of food tourist behavior. Practical implications are also provided.