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## Manuscript for Review

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# **What To Expect When You Experience Local Food at the Destination?**

## **A Case of the International Visitors Travelling to Indonesia**

### **Abstract**

More visitors are nowadays travelling to destinations in search of culinary experiences. Food functions not merely as physiological sustenance but also as a destination experience enhancer, providing opportunities to learn about destination culture through direct encounters with local cuisines. However, engaging with novel local food might arouse certain expectations amongst the visitors, specifically to those who had limited experiences with the visited destination. This study aimed to identify the international visitor preconceptions of local Indonesian food and the underlying factors influencing their expectations prior to dining with the local food in the country. A questionnaire-based survey involving 349 international visitors was completed. The results revealed seven new emerging factors expected as relating to: *staff quality*, *sensory attributes*, *food uniqueness*, *local servicescapes*, *food authenticity*, *food familiarity*, and *food variety*. Further, there were significant differences in the level of dining expectations amongst participants who travelled to Indonesia for the first time compared to those who had visited the country before.

**Keywords:** *culinary tourism, dining expectation, international visitor, local Indonesian food*

### **INTRODUCTION**

Food is an essential component of tourism along with transportation, accommodation, and attractions. When travelling, visitors engage in some forms of dining (Chang, Kivela, & Mak, 2011), ranging from eating food which is familiar from home to seeking novel and different

local dishes (Cohen & Avieli, 2004). Seeking experiences with the food of a destination has gained increasing attention amongst the visitors. That is, food functions is no longer as physiological need fulfillment only but also as a destination experience enhancer, offering opportunities to learn about destination culture through direct encounters with local cuisines. Experiencing local food can provide a gateway to new cultures, leading visitors to learn about the culture of societies other than their own and to meet locals with whom they engage (Hegarty & O'Mahony, 2001; Long, 2004). Since eating is an integral part of travelling, it is commonplace for visitors to expect pleasurable culinary experiences (Kivela & Crotts, 2006). The term culinary tourism can be interpreted as a tourism trip, during which the consumption or experience of local food and beverages is expressed in various food-related activities, regardless of whether experiencing local food is or is not a primary purpose for travel (Ignatov & Smith, 2006; Yun, Hennessey, & MacDonald, 2011). Recent attempts to utilise culinary tourism as a destination attraction have been evident in Asia, particularly in leading tourism destinations such as Hong Kong (Kivela & Crotts, 2005; McKercher, Okumus, & Okumus, 2008; Okumus, Okumus, & McKercher, 2007), Singapore (Chaney & Ryan, 2012; Henderson, Yun, Poon, & Biwei, 2012), and Taiwan (Chaney & Ryan, 2012; Lin, Pearson, & Cai, 2011). It is apparent that these countries have moved towards the tendency of expanding its culinary tourism to stimulate international visitation (Horng, Liu, Chou, & Tsai, 2012).

Tourism is considered as one of the fastest growing sectors that support Indonesian economy. In 2014, the country welcomed about 9,4 million international visitors, indicating a 7.19% growth from 2013 (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2014). Data reported by the Ministry of Tourism and Creative Economy of the Republic of Indonesia showed that in 2010, visitors spent about 18-20% of their total tourism consumption on food and beverages, recorded as the second highest expense (OECD, 2012). As a country with rich natural and cultural resources, Indonesia can potentially benefit from a

focus on culinary tourism to strengthen its international visitor appeal. There are more than 485 ethnic groups in Indonesia, each having its own local food characteristics. This has endowed the national cuisine with variety and taste (Yurnaldi, 2010). There are thousands of local foods that can offer a strong focal point for portraying Indonesia as a tourism destination. Indeed, it has led to uniqueness and a diversity of food-related activities that international visitors could experience when travelling there (Alamsyah, 2008).

However, it still remains a challenge to establish Indonesia's position as a world-class food tourism destination. Having very diverse traditional dishes may pose a difficulty to select which particular food to promote to the international market (Pertiwi, 2011). In fact, since the past few years, there has been a growing support from the government to promote Indonesian culinary diversity and richness to the international market level. Culinary tourism is considered to be one of the seven types of special interest tourism prioritised for development. In December 2012, the Ministry of Tourism and Creative Economy officially launched 30 signature traditional dishes of Indonesia aiming to improve the awareness level of the Indonesian culinary diversity in the international market (Prawitasari, 2012). Support for promoting Indonesian cuisine is also given by the national carrier, Garuda Indonesia, through the launch of the *Garuda Indonesia Experience* concept which is designed to provide pre-, on, and, after flight services characterised by Indonesian hospitality. This includes the provision of signature traditional dishes for on-board meals such as *nasi kuning* (Indonesian yellow rice), and *nasi rendang* (beef stewed with coconut paste) (Garuda, 2012). Recently in 2015, the Ministry of Tourism and Creative Economy has determined five cities of Indonesia, namely: Bandung, Yogyakarta, Solo, Semarang and Bali, as Indonesian culinary destinations (Widianto, 2015).

The existing literature has indicated that the majority of culinary tourism studies examining visitor behaviour were taken in more touristically developed destinations (Cohen & Avieli, 2004; Henderson, 2009). In an Asian context, to the author's knowledge, no empirical study has investigated food experiences involving international visitors in regard to their consumption of local Indonesian food. Conducting an empirical investigation in Indonesia is thus of particular interest, allowing for an examination of how food culture differences can shape and affect the overall dining experiences with local food encountered by international visitors in the country. Considering these shortcomings, the aim of this study were:

1. To discover the international visitor preconceptions of local Indonesian food.
2. To examine the underlying factors influencing international visitor expectations prior to engaging with local food dining in Indonesia.
3. To test whether the dining expectation level varied significantly between the international visitors who first time travelling to Indonesia and those who had ever visited the country before.

## **LITERATURE REVIEW**

### **Factors Influencing Visitor Dining Experience**

According to Zeithaml and Bitner (2002), expectations are defined as desires or wants of customers, in particular, what they believe a service provider should offer. In the tourism context, Flucker and Turner (2000) delineate expectations as the perceived likelihood that a particular act would be followed by a particular outcome. Visitors make decisions based on certain expected outcomes and their reactions to outcomes are in part influenced by what they initially expected (Dickson & Hall, 2006). Gnoth (1997) argues that managing visitor expectation is extremely important since it can significantly influence the visitors' choice

process and perceptions of destination experience, which in turn, affect the visitors' overall satisfaction.

Reviews of the relevant studies have indicated that most researchers investigating visitor dining experiences have primarily focused on three aspects, namely: 1) food quality; 2) service quality; and 3) dining atmosphere (Antun, Frash, Costen, & Runyan, 2010; Chang, Kivela, & Mak, 2010; Chao, 2010; Yüksel, 2003). With respect to the food quality aspect, the literature has shown a wide range of attributes measuring food quality. These vary from food presentation or appearance, taste, food health-related characteristics, food quantity and variety (Chao, 2010; Ha & Jang, 2010; Jang, Ha, & Silkes, 2009; Karim & Chi, 2010; Mak, Lumbers, & Eves, 2012; Namkung & Jang, 2007). The quality of service also appears to be the major element in influencing visitor dining expectations. The concept of service quality (SERVQUAL) is defined as the ability of service staff to perform tasks relating to five dimensions of: reliability; responsiveness; empathy; assurance; and tangibles (Parasuraman, Zeithaml, & Berry, 1988). Further, Pendergast (2006) highlighted that dining activities undertaken by international visitors at various dining establishments can stimulate various feelings of involvement and place attachment, depend upon the quality of food and service provision. Similar to this, Sparks, Bowen, and Klag (2003) stated that both food and the physical environment are showcases for culture and can shape the dining expectation in order to connect with the host culture.

Given the intensity of cultural interactions that international visitors would encounter when dining with local food, it is imperative to incorporate food cultural-related aspects, such as food authenticity as factor that influences the dining expectation. Pratt (2007) explained that the concept of authenticity evokes a range of meanings such as original, genuine, real and true to itself. It relates to the quality attributed to a range of cuisines that are specific to a



particular location. Beyond this, authenticity may refer to the story and meaning pertaining to the place and culture of the food that is embedded as a representation of the culture (Beer, 2008). In many cases, for some travellers, it is the stories behind the food, such as the origins of a particular ethnic food, which could have greater appeal than the food itself (Morgan, Watson, & Hemmington, 2008).

In addition, the literature has recognised the association between visitor past experience and the intention to consume local food in the destination (Kwun & Oh, 2006; Ryu & Han, 2010; Ryu & Jang, 2006). Kwun and Oh (2006) assert that past experience strongly affects future consumption-related expectations for the same experience. Moreover, they note that experienced consumers form their expectations differently compared with first time consumers, even for the same products. This is due to their high level of familiarity with and knowledge about the local product. Similarly, Seo, Kim, Oh, and Yun (2013) affirm that having more experiences with local food can increase visitor's familiarity with the food.

## **RESEARCH METHOD**

A questionnaire-based survey involving a total of 349 international visitors who travelled to Indonesia was completed. They were asked: 1) basic profiles relating to demographics and travel characteristics; 2) preconceptions or knowledge about local Indonesian food (open-ended questions); 3) attributes that were important to be expected prior to actual dining experiences with local Indonesian food (using a five-point Likert scale). The participants were approached mainly at Juanda International Airport Surabaya, East Java at the arrival terminal, and at the four and five star hotel lobbies in Surabaya and Malang, East Java. Considering the limitations of retrospective approach in examining visitor expectation, Wijaya, King, Nguyen, and Morrison (2013) proposed that the measurement of visitor dining expectations is better conducted prior to actual visitor encounters with local food

consumption in the destination. That is, the measurement of dining expectations was undertaken before the visitor's actual encounter with local food consumption at their current visit. This process is crucial for ensuring that visitor responses about their dining expectations with local food are free of bias from their perceptions of the actual dining activity. Exploratory Factor Analysis (EFA) was applied to identify the underlying external factors which influenced visitor dining expectations. In addition, MANOVA analysis was undertaken to find out whether there were any significant differences in dining expectation level between the participants who travelled to Indonesia for the first time and those who had ever visited the country before.

## **FINDINGS AND DISCUSSION**

### ***Participant Profiles***

In terms of the demographic characteristics, the participants were dominated by males, aged 30 years old above (51.3%), from European countries (56.7%), who were working (57.8%), and had attained their highest education level minimum at diploma or bachelor degree level (77.6%). With regard to purpose of travel to Indonesia, the majority of participants (41%) visited Indonesia for holidays; there was a fairly equal composition of those who travelled for education/cultural exchange (28.4%) and for business/MICE (24.4%); identified as first time visiting Indonesia (63.3%); spent more than one week of travel (63.9%); and travelled with a group of people or tourists (39.3%).

### ***Preconceptions of Local Indonesian Food***

Although the majority of participants stated that they visited Indonesia for the first time, most of them (78.8%) had heard about local Indonesian food before their actual visit. It is more likely that respondents received information pertaining to local Indonesian food verbally by word-of-mouth (WOM) from their friends, family or relatives, rather than from written

sources like magazines or newspaper articles about Indonesian cuisines. Participant preconceptions were examined based on their knowledge about the most salient characteristics of local Indonesian food. The finding is illustrated in the form of tag clouds at Figure 1. The larger font size of words in the tag cloud indicates the more frequent the characteristics being mentioned by the participants.

### **Insert Figure 1 here**

As seen in Figure 1, *rice-based*, *spicy*, *tasty*, *sweet*, *mostly fried* (similar to *oily*), *herbs spices*, *sambal*, and *halal*, were words most frequently associated with local Indonesian cuisine. The first four words of *rice-based*, *spicy*, *tasty*, *sweet* are related to the food taste while *herbs spices* and *sambal* refer to the ingredients used in the dishes. Moreover, *mostly fried* (*oily*) was the characteristic concerned with the way of cooking the food. Interestingly, participants' identification of major characteristics also revealed that local Indonesian food was preconceived as *halal*. Given the fact that Indonesia has the largest Muslim population in the world, the cuisines in the country, therefore, must follow what Muslim religion believes; that is, they are free of non-halal ingredients, such as pork. These findings pose important implications as to how culinary tourism in Indonesia could be promoted through the appropriate portrayal of food images to international visitors.

### ***Important Expected Factors Prior to Dining with Local Indonesian Food***

To determine the dimensionality of the dining expectation scale, twenty three dining-related items were extracted using Exploratory Factor Analysis (EFA) applying Varimax rotation method. The results of the KMO measure of sampling adequacy revealed a value of .799, which was larger than the minimum cut-off point of .60. Bartlett's test of sphericity illustrated significance at a level of .000 ( $\chi^2 = 1.783E3$ ,  $df = 253$ ). As for the dimensionality

of the scale assessing visitor dining expectations of local food, 59.24% of the total variance emerged from the analysis. This provides a better indication that more than half of the variance can be explained by the solution of factor analysis, generating seven distinct factors. All newly extracted factors have Cronbach's alpha coefficients above .50, thus, they meet the minimum cut-off point as required [25]. The seven extracted factors and their corresponding indicators or variables from EFA (Table 1) were found to be:

**Insert Table 1 here**

**Factor 1: Staff Quality**, contains five items of: communicative staff, knowledgeable staff, responsive staff, friendly staff, and good description of dishes. This factor had the highest eigenvalue (4.977), 21.64% of the total variance, and a high reliability coefficient of Cronbach's alpha that equalled .72. The factor was labelled staff quality since it displayed a predominance of items which were associated with the competence of the dining staff. It was reasonable to expect adequate assistance from the staff during the experience of dining on local food, given that they were part of the local community with whom the participants were keen to interact. Additionally, participants were international visitors who might not be familiar with Indonesian food. As such, expecting good service from local staff was understandable as it was considered an important element in enhancing the quality of the dining experience with local food. The importance of this aspect was also confirmed by [26] who stated that besides the food that is being consumed at dining establishment, staff capacity in providing services to customers is also a key determinant in providing memorable dining experiences.

**Factor 2: Sensory Appeal**, which had an eigenvalue of 2.124, accounting for 9.24% of the total variance, and a Cronbach's alpha of .74. It was articulated by five items related to: food

smells appealing, clean dining place, the use of fresh ingredients, food tastes good, and a pleasant ambience. All are indicative of dining expectations provoked by human senses. In light of this, the factor was named sensory appeal. The emergence of this factor was thought-provoking since the sensory appeal factor was extracted not merely by food-related elements, such as taste, smell, and freshness of the food. It was also determined by sensory appeal concerning the cleanliness and pleasant ambience of the dining establishment where the food consumption took place. This evidence suggests that in dining, the role of items beyond food are considered by international visitors as being just as essential as the food itself and as such, should not be overlooked by relevant tourism authorities. Reference [5] noted that dining experience could offer a pleasurable sensory experience since it involves stimuli from the food that is seen, smelt, tasted, touched, and felt. The results of this study confirm this belief with sensory appeal playing a critical role in motivating participants who were initially unfamiliar with local food to try that food.

***Factor 3: Food Uniqueness***, showed an eigenvalue of 1.734, explained 7.54% of the total variance, and a Cronbach's alpha of .64. Important among the items connected with this factor was: unique way of cooking the food, unique way of eating the food, and unique way of presenting the food. The food uniqueness factor is a reflection of Indonesian's unique way of preparing, serving, presenting, and eating the food. As found in [27] the food uniqueness factor was represented by sensory-related aspects, such as being exotic, spicy, and aromatic. However, the findings of this study revealed that the unique aspect of local cuisines composed of elements of food quality outside of the sensory appeal attributes. As described in the preceding paragraph, sensory appeal emerged as a distinct factor with a significant influence on participant expectations.

**Factor 4: Local Servicescapes**, which was interpreted as the local servicescapes factor comprising three items: dining place is representative of local culture, unique local décor, and dining place provides a welcoming sense of local culture. Unlike the food uniqueness factor which put more emphasis on the food aspect, the three items extracted from the local servicescapes factor were closely associated with the physical aspect of dining, specifically reflecting the local culture. This factor obtained an eigenvalue of 1.348, described 5.86% of the total variance, and had a Cronbach's alpha of .70. According to [26], the provision of memorable food experiences during travel cannot be separated from the quality of food service establishments. Reference [29] explained servicescape comprises three dimensions: ambient conditions; spatial layout and functionality; and signs, symbols, and artefacts. In this study, local servicescapes were found to be closely associated with the physical aspect of dining representing local Indonesian culture. These aspects included: the unique design, décor, and layout of the dining establishment; how the place reflected local Indonesian culture, for example, through traditional music played; and how it provided a sense of welcome to visitors. Such findings suggest the important role of this factor as the first 'moment-of-truth' of the services encountered by the visitors, prior to the actual engagement with the local food itself.

**Factor 5: Food Authenticity**, which had an eigenvalue of 1.238, explained 5.38% of the total variance, and had a Cronbach's alpha of .60. This factor emerged from the correlations of three items: authentic taste, authentically spicy, and exotic food, demonstrating a close link with the authenticity aspect. Food authenticity was the fifth external factor found to significantly contribute to shaping participant dining expectations. It is important to note that this result was in accordance with the preconceptions that the participants had (Figure 1) regarding the major characteristics of Indonesian cuisines that they were required to describe at the beginning of the survey. Most of these initial descriptions were related to the taste of

local Indonesian food, which was perceived as spicy, containing lot of herbs and spices, and authentic.

**Factor 6: Food Familiarity**, which had an eigenvalue of 1.196, accounting for 5.20% of the total variance, and showed a Cronbach's alpha of .56. There were two items contributing to the emergence of this factor: flavour modified for taste and the use of familiar ingredients. The appearance of this factor in this study was notable, given that food authenticity, as discussed above also emerged as a significant expected factor. Despite projecting expectations of seeking authenticity in the food, the participants nevertheless expected some familiarity with the local food they intended to eat. Here, this constituted participant familiarity with food ingredients that were known, as well as a degree of flavour modification in the local dishes they wanted to eat. These findings imply that whilst visitors travel in search of novelty and strangeness, most need a degree of familiarity to enjoy their experience. The new factor of food familiarity that emerged from factor analysis in this research was evidence that this factor affects expectations involving dining on local food.

**Factor 7: Food Variety**, emerged as the seventh or last factor from the analysis. This factor emerged from the correlation of two items: local drink in the destination, and wide range of food available. This factor has an eigenvalue of 1.009, explains 4.39% of the total variance, and exhibits a Cronbach's alpha of .51. It is noteworthy to discover that the expectations concerning variety were not exclusively related to local food, but also involved the presence of various options for local beverages.

In addition to those seven underlying factors, as illustrated in Table 2, the MANOVA analysis indicates the influence of frequency of visit on dining expectation levels.

**Insert Table 2 here**

The Wilk's Lambda of .894, the  $F$  value of 2.567, and the  $p$  value of .001 showed a statistically significant difference amongst respondents who travelled to Indonesia for the *first time*, *2-3 times*, and *more than 3 times* in terms of their overall dining expectations. In other words, a significant effect of the frequency of visit attribute was found on the visitor's dining expectation. Specifically, out of seven dining expectation factors, two dependent variables, which were *food authenticity* and *food familiarity*, recorded a significant value less than the cut-off of .05. In regard to *food familiarity*, as illustrated in Figure 2, participants who were *visiting Indonesia for the first time* expressed higher expectations ( $mean= 3.13$ ) than those who had previously *travelled to the country for 2-3 times* ( $mean= 2.70$ ). In the context of this study, *food familiarity* pertains to the ingredients used and to the flavour of the food. It is unsurprising, therefore, to find that those who travelled to Indonesia for the first time, expected to encounter food that was more familiar to them, compared with those who had visited Indonesia before (assuming that they had previous dining experience with local Indonesian food). By contrast, in terms of *food authenticity*, those who had ever travelled to the country before projected significantly higher expectations concerning this factor than those who were first time visiting Indonesia. This finding is reasonable, given the assumption that those who had travelled to Indonesia might had the experience of dining with local Indonesian food in their previous visit, which in turn, would build their conception about how authentic traditional Indonesian culinary should be delivered.

## DISCUSSIONS

This study has revealed seven external factors affecting participant expectations prior to the actual dining experience with local Indonesian food. Presented in order of importance, these



seven factors are: staff quality, sensory appeal, food uniqueness, local servicescapes, food authenticity, food familiarity, and food variety. Each is now discussed in detail.

Staff quality appeared to be the most important factor anticipated by participants. In this study, staff quality comprised the attributes relating to the ability of local staff to provide adequate information about local food, to offer responsive and friendly services, as well as to communicate well with the participants. It was reasonable to expect adequate assistance from the staff during the experience of dining on local food, given that they were part of the local community with whom the participants were keen to interact. Additionally, participants were international visitors who might not be familiar with Indonesian food. As such, expecting good service from local staff was understandable as it was considered an important element in enhancing the quality of the dining experience with local food. The importance of this aspect was also confirmed by Gibbs and Ritchie (2010) who stated that besides the food that is being consumed at dining establishments, staff capacity in providing services to customers is also a key determinant in providing memorable dining experiences.

Sensory appeal was found to be the second most important factor anticipated by the participants prior to their actual dining, indicative of dining expectations stimulated by human senses. The emergence of this factor in the research was thought-provoking since the sensory appeal factor was extracted not merely by food-related elements, such as taste, smell, and freshness of the food. It was also determined by sensory appeal concerning the cleanliness and pleasant ambience of the dining establishment where the food consumption took place. This evidence suggests that in dining, the role of items beyond food are considered by international visitors as being just as essential as the food itself and as such, should not be overlooked by relevant tourism authorities. Kivela and Crotts (2006) noted that dining experience could offer a pleasurable sensory experience since it involves stimuli from

the food that is seen, smelt, tasted, touched, and felt. The results of this study confirm this belief with sensory appeal playing a critical role in motivating participants who were initially unfamiliar with local food to try that food.

The third factor contributing to participant dining expectations was food uniqueness, including ways of cooking, presenting, and eating local food in ways that were considered different from what they experienced at home. In other words, the food uniqueness factor in this study is a reflection of Indonesian's unique way of preparing, serving, presenting, and eating the food. As identified in Section 3.4.2.2, previous research, such as Jang, Ha, and Silkes' (2009) study, has suggested that the food uniqueness factor was represented by sensory-related aspects, such as being exotic, spicy, and aromatic. However, the findings of this study revealed that the unique aspect of local cuisines composed of elements of food quality *outside* of the sensory appeal attributes. As described in the preceding paragraph, sensory appeal emerged as a distinct factor with a significant influence on participant expectations.

According to Smith, Costello, and Muenchen (2010), the provision of memorable food experiences during travel cannot be separated from the quality of food service establishments. The local servicescape was found in this study to be a significant external factor affecting participant dining expectations with local Indonesian food. The term servicescape was initially introduced by Bitner (1992) who argued that servicescapes comprise three dimensions: ambient conditions; spatial layout and functionality; and signs, symbols, and artefacts. In this study, local servicescapes were found to be closely associated with the physical aspect of dining representing local Indonesian culture. These aspects included: the unique design, décor, and layout of the dining establishment; how the place reflected local Indonesian culture, for example, through traditional music played; and how it provided a

sense of welcome to visitors. These results suggest the important role of this factor as the first ‘moment-of-truth’ of the services encountered by the visitors, prior to the actual engagement with the local food itself.

Food authenticity was the fifth external factor found to significantly contribute to shaping participant dining expectations. The emergence of food authenticity as a distinct extracted factor incorporated: the authentic taste of the food; authentic spiciness of the food; and any local dishes that the diners found to be exotic. It is important to note that this result was in accordance with the preconceptions that the participants had regarding the major characteristics of Indonesian cuisines that they were required to describe at the beginning of the survey. As discussed earlier, most of these initial descriptions were related to the taste of local Indonesian food, which was perceived as *spicy, containing lot of herbs and spices, and authentic* (see Figure 1).

Along with food authenticity, food familiarity was the sixth important factor significantly influencing participant dining expectations. The appearance of this factor in this study was notable, given that food authenticity, as discussed above, also emerged as a significant expected factor. Despite projecting expectations of seeking authenticity in the food, the participants nevertheless expected some familiarity with the local food they intended to eat. Here, this constituted participant familiarity with food ingredients that were known, as well as a degree of flavour modification in the local dishes they wanted to eat. These findings imply that whilst visitors travel in search of novelty and strangeness, most need a degree of familiarity to enjoy their experience. The new factor of food familiarity that emerged from factor analysis in this research was evidence that this factor affects expectations involving dining on local food.

Food variety was the last factor significantly affecting participant expectations. It encompassed two items, namely: the wide range of local dishes that catering to participant preferences or needs; and the availability of local Indonesian beverages that participants might want to experience. It is noteworthy to find that expectations concerning variety were not exclusively related to local food, but also involved the presence of various options for local beverages.

This study also revealed that frequency of visit to Indonesia had a significant influence on participant dining expectations. It was found that there were groups differences with regard to the expected level of two factors: food familiarity and food authenticity. Those who were the first timers expressed higher expectations of familiarity with the local food compared to those who had ever travelled to the country before. By contrast, in terms of food authenticity, those who had ever travelled to the country before projected significantly higher expectations concerning food authenticity than those who were first time visiting Indonesia. This finding is reasonable, given the assumption that those who had travelled to Indonesia might had the experience of dining with local Indonesian food in their previous visit, which in turn, would build their conception about how authentic traditional Indonesian culinary should be delivered.

## **CONCLUSION AND SUGGESTION**

As an exploratory study, this research has offered a practical contribution to Indonesia's tourism industry to the improved understanding of international visitor dining behaviour. It is anticipated that the revealed findings would help the relevant stakeholders design their culinary tourism strategies on a market-driven basis. The results showed seven underlying factors that affect participant dining expectations with local Indonesian food, namely: *staff quality; sensory appeal; food uniqueness; local servicescapes; food familiarity; food*

*authenticity*; and *food variety* factors. In terms of frequency of travel, the finding shows significant differences between first time and repeater travellers in expecting *food authenticity* and *food familiarity* factors. It is important to note that the service quality of local staff and food-cultural related factors are amongst the most critical factors should be paid into attention when catering to the international market.

Despite significant contribution offered by this study, several limitations of this study should be acknowledged. First, due to resource constraints, the empirical investigation was only conducted in the geographical scope of Surabaya and Malang cities in East Java province, which might have resulted in possible cultural setting bias. That is, this study does not represent the whole region of Indonesia whose food culture is very diverse. Accordingly, this research should not be widely interpreted to be representative of the general experiential examination on dining with all local Indonesian food. It is therefore recommended that future studies should be conducted in other destination contexts and/or in other cultural settings. Second, a total of 349 participants was still considered too small to enable the researchers to conduct a group comparison according to various socio-demographics and travel characteristics. Thus, to enhance generalisability of the study findings, it is recommended to incorporate a greater sample size that would contribute to higher reliability and validity of the data.

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**2. Bukti konfirmasi review dan hasil review  
pertama  
(4 Desember 2016)**





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Serli Wijaya <serliw@petra.ac.id>

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## Information on review result of TCC manuscript

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**TCC Journal [SHTM]** <tcc.journal@polyu.edu.hk>

Sun, Dec 4, 2016 at 6:03 PM

To: Serli Wijaya <serliw@petra.ac.id>

Cc: "KING, Brian [SHTM]" <brian.king@polyu.edu.hk>

Dear Serli,

Thank you to you for submitting your paper to TCC and for your patience in awaiting the arrival of the reviewers' reports.

Your manuscript was sent to two expert reviewers and we have now received their feedback. The reviewers indicated that the topic of your manuscript is relevant and interesting to the readers of *Tourism, Culture and Communication*. On this basis, we are pleased to inform you that your manuscript has been accepted for publication in *Tourism, Culture and Communication*, subject to revisions being made.

We suggest that you review the feedback and attend to it in a systematic manner by preparing a table that outlines your response to the feedback. Ideally we would like you to revise your manuscript and return it to us for final review within six weeks of the confirmation that you will be proceeding with your revisions. If you have any problem, please do let us know.

Thank you for your contribution to *Tourism, Culture and Communication* and we look forward to your response. Please find attached the detailed reviewers' feedback for your consideration.

Best Regards,  
Wantanee Suntikul & Brian King  
Editors: Tourism, Culture & Communication  
<https://www.cognizantcommunication.com/journal-titles/tourism-culture-a-communication>

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**From:** SUNTIKUL, w [SHTM]

**Sent:** Friday, December 2, 2016 6:06 PM

**To:** Serli Wijaya; TCC Journal [SHTM]; [elizabeth.agyeiwaah@connect.polyu.hk](mailto:elizabeth.agyeiwaah@connect.polyu.hk)

**Subject:** Re: Information on review result of TCC manuscript

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**Combined comments\_What To Expect.docx**

17K

**MANUSCRIPT REVIEW FORM**

**Manuscript Title: What To Expect When You Experience Local Food at the Destination?  
A Case of the International Visitors Travelling to Indonesia**

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**Information for the authors**

**Reviewer 1**

The subject of food as a representation of culture and its appeal to tourists merits study. The paper offers some interesting observations and fresh insights within the context of Indonesia where the topic has not been widely researched as noted by the author(s). However, it is the opinion of the reviewer that the material has some weaknesses which are listed below.

1. The abstract mentions 'new emerging factors' revealed in the results, but the seven identified seem already to be established.
2. Some of the definitions of key concepts could be more rigorous; for example, that for culinary tourism (page 2). Other terms such as food tourism and gastronomy tourism, often used interchangeably, are overlooked. Authenticity (page 5) is also a more complex concept than implied here. Certain other important terms are not clearly expressed; for example, does 'local food dining' refer to Indonesian or dishes associated with the region or locality and to any outlet from street stalls to more formal restaurants? 'Dining with local food' might be better phrased as 'dining on local food'.
3. Perhaps more information could have been included about Indonesian food and the foodservice sector (including the role of hawkers) as well as its depiction in destination marketing in order to set the scene. Although reference is made to this briefly on page 3, it would be interesting to know more about the extent to which food is a marker of identity for different communities and whether this complicates the delineation of a national cuisine. There are also regional differences to take into account and possibly some parallels with neighbouring Malaysia and Singapore which are worth acknowledging.
4. Greater care could be taken over aspects of the presentation of results; for example, it is unclear what the numbers in square brackets refer to. Perhaps Table 1 could be reorganised so that it is clearer which items belong to each factor and the content of Figure 1 is difficult to read (at least in the reviewer's copy).
5. Certain assumptions are made which require supporting evidence; for example, about sources of information used by respondents (page 7) and the explanation of the results about differences in expectations of authenticity depending on whether the respondent is a first time or repeat visitor (page 17) is not very convincing.
6. The sample is relatively large and some attempt could have been made to look at the effect of critical variables (counter to the stated limitation on page 18); for example, country of origin is likely to have an effect and visitors from within the South East Asian region may have different expectations to those from the West.
7. The conclusion claims that the research has 'offered a practical contribution to Indonesia's tourism industry' (page 17), but management implications are neglected and could be elaborated upon.

8. While the standard of written English is reasonable, there are grammatical errors to correct; for example, the use of tenses when describing first time and repeat visitors. Overall, the paper would benefit from a rigorous editing to correct such errors and inconsistencies and also ensure conformity with the journal style.

Given the above comments, some revisions are required to strengthen the paper before it can be accepted for publication. These are perhaps more than 'minor', but less than 'considerable'.

## **Reviewer 2**

This paper studied an interesting topic of what international visitors expect when they experience Indonesian local food when they travel to Indonesia. The paper is well written and easy to follow. However, a few concerns arose in my reading that I would encourage authors to consider in further improving this manuscript.

1. Tourism industry has been concerned of food safety issues. Hence, since this paper also studied about international tourist coming to Indonesia, food safety should be included in the study as one of the most important factors. So, authors could explain of why no food safety included in this paper.
2. Discussion part could include some implications and contribution to the hospitality management literature as well as to restaurants industry in Indonesia.
3. I found minor spelling issues occurred in the paper (p.3). So, please proofread again the paper.

**3. Bukti konfirmasi submit revisi pertama,  
respon kepada reviewer, dan artikel yang  
diresubmit  
(17 Januari 2017)**



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**Revised Manuscript for TCC**

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**Serli Wijaya** <serliw@petra.ac.id>

Tue, Jan 17, 2017 at 11:47 AM

To: "TCC Journal [SHTM]" &lt;tcc.journal@polyu.edu.hk&gt;

Cc: "KING, Brian [SHTM]" &lt;brian.king@polyu.edu.hk&gt;

Dear Wantanee,

**Re: TCC, Revision of the Manuscript "Destination Encounters with Local Food: the Experience of International Visitors in Indonesia".**

Thank you for your email on 4<sup>th</sup> December 2016 regarding decision on my manuscript submitted for inclusion in the TCC.

We would like to sincerely thank you and two reviewers for their constructive feedback. The article has been substantially revised according to the comments and suggestions and we believe that our revised paper has significantly improved. We hope that our revisions have brought our paper to TCC publication standard.

Please find attached 3 files of:

1. table of response addressing the reviewers' feedback,
2. the revised manuscript,
3. the revised table and figure

Should you have any other issues or enquiries, please do not hesitate to contact me.

Yours sincerely,

On behalf of the authorship team

**Serli Wijaya**

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## Revised Manuscript for TCC

---

**TCC Journal [SHTM]** <tcc.journal@polyu.edu.hk>

Tue, Jan 17, 2017 at 12:59 PM

To: Serli Wijaya <serliw@petra.ac.id>

Cc: "KING, Brian [SHTM]" <brian.king@polyu.edu.hk>, "SUNTIKUL, w [SHTM]" <w.suntikul@polyu.edu.hk>

Dear Dr /Prof. Serli Wijaya,

Thank you for your e-mail. This e-mail is to confirm that we have received your revised manuscript titled *"Destination encounters with local food: The experience of international visitors in Indonesia."*

We will keep you updated of the progress of your manuscript.

Best Regards,

Liz

Journal Administrator: Tourism, Culture & Communication

<https://www.cognizantcommunication.com/journal-titles/tourism-culture-a-communication>

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**From:** Serli Wijaya <[serliw@petra.ac.id](mailto:serliw@petra.ac.id)>

**Sent:** Tuesday, January 17, 2017 12:47 PM

**To:** TCC Journal [SHTM]

**Cc:** KING, Brian [SHTM]

**Subject:** Revised Manuscript for TCC

Dear Wantanee,

## Summary of Responses to Reviewers

Manuscript Title:

**Destination encounters with local food: The experience of international visitors in Indonesia**

First of all, we would like to thank the reviewers for their very constructive feedback. The comments are addressed in the following order in the table of responses: The first reviewer's comments are listed and addressed first, followed by another table of responses to the second reviewer's comments.

A brief overview about Indonesian cuisine has been added in the 'Introduction' section, followed by more discussion about definitions and terminology. Additional justification has been provided for several of the research findings along with supporting references. The presentation of the figures and table has been amended to enhance the visual presentation as was recommended. The conclusions and research limitations section has also been revised and elaborated based on the feedback received.



## **Reviewer 1**

<b>Reviewer's required amendment</b>	<b>Response</b>	<b>Page number/ paragraph</b>
1. The abstract mentions 'new emerging factors' revealed in the results, but the seven identified seem already to be established.	Thank you for the comment. The use of phrase 'new emerging factors' was aimed to describe the local context of the study that examined culinary experiences of the Indonesian food. However, it is quite acceptable to avoid such phrase since it could lead to reader's misperception. It is therefore, in the revised manuscript, the phrase is reworded into  "The results identified seven factors....."	Abstract section, line 10.
2. Some of the definitions of key concepts could be more rigorous; for example, that for culinary tourism (page 2). Other terms such as food tourism and gastronomy tourism, often used interchangeably, are overlooked. Authenticity (page 5) is also a more complex concept than implied here. Certain other important terms are not clearly expressed; for example, does 'local food dining' refer to Indonesian or dishes associated with the region or locality and to any outlet from street stalls to more formal restaurants? 'Dining with local food' might be better phrased as 'dining on local food'.	<p>Thank you for the feedback. The definition of culinary tourism has been elaborated by taking into account other terms such as food tourism and gastronomy tourism in the revised manuscript.</p> <p>In related to 'authenticity', the authors agree with the reviewer's comment stating that the term 'authenticity' is a more complex concept than what has been discussed in the manuscript. However, since the focus of the paper is on culinary experiences, thus, the definition or discussion given about authenticity is limited to food attributes only. In the revised manuscript, the authors has added briefly about food authenticity aspect by providing the result of one empirical research that revealed attributes relating to food authenticity.</p> <p>The phrase 'dining with local food' has been changed into 'dining on local food'.</p> <p>In addition, as suggested by the reviewer, the term 'local Indonesian food' has been explained more clearly to avoid misperception.</p>	<p>p. 2 para 2 – p. 3 para 2.</p> <p>p. 7, para 1, lines 5-12</p> <p>p. 7, para 1, line 2.</p> <p>p. 8, <i>Research Method Section</i> lines 5-8</p>

<p>3. Perhaps more information could have been included about Indonesian food and the foodservice sector (including the role of hawkers) as well as its depiction in destination marketing in order to set the scene. Although reference is made to this briefly on page 3, it would be interesting to know more about the extent to which food is a marker of identity for different communities and whether this complicates the delineation of a national cuisine. There are also regional differences to take into account and possibly some parallels with neighbouring Malaysia and Singapore which are worth acknowledging.</p>	<p>Thank you for the valuable feedback. The authors realised that it is important to provide the readers with a brief overview about Indonesian food and the country's culinary identity. The additional overview has been added in the revised manuscript.</p>	<p>p. 4, para 1, lines 5-17, and p. 5 lines 17-20</p>
<p>4. Greater care could be taken over aspects of the presentation of results; for example, it is unclear what the numbers in square brackets refer to. Perhaps Table 1 could be reorganised so that it is clearer which items belong to each factor and the content of Figure 1 is difficult to read (at least in the reviewer's copy).</p>	<p>Thank you for the comments. The presentations of research result, Table 1, and Figure 1 have been improved to provide a clearer visualisation and interpretation.</p>	<p>p. 9 <i>Participant Profiles</i> Section</p>
<p>5. Certain assumptions are made which require supporting evidence; for example, about sources of information used by respondents (page 7) and the explanation of the results about differences in expectations of authenticity depending on whether the respondent is a first time or repeat visitor (page 17) is not very convincing.</p>	<p>Thank you for the comments. The authors would not make any assumptions in interpreting the finding of source of information used by participants (in p. 7). It is therefore, the phrase 'it is more likely' (which indicates uncertain statement of the authors) was chosen to express the interpretation as appeared in the manuscript as follows:</p> <p style="padding-left: 40px;"><i>"It is more likely that respondents received information pertaining to local Indonesian food verbally by word-of-mouth (WOM) from their friends, family or relatives, rather than from written sources like magazines or newspaper articles about Indonesian cuisines".</i></p> <p>As to discussion in p. 17, the authors also chose the words 'might had' and 'would' in the sentences to discuss the finding, as appeared below:</p>	<p>-</p> <p style="text-align: center;">-</p>

	<p>“This finding is reasonable, given the assumption that those who had travelled to Indonesia <i>might had</i> the experience of dining with local Indonesian food in their previous visit, which in turn, <i>would</i> help build their conception about how authentic traditional Indonesian culinary should be delivered”.</p> <p>Following the input, the authors have added one reference which supports the justification being made and to make it more convincing.</p>	p. 18, para 2, lines 8-13.
6. The sample is relatively large and some attempt could have been made to look at the effect of critical variables (counter to the stated limitation on page 18); for example, country of origin is likely to have an effect and visitors from within the South East Asian region may have different expectations to those from the West.	<p>Thank you for the valuable inputs. The advise is followed and included in the revised manuscript, as follows:</p> <p>“Second, in terms of the sample representativeness, the number of participants from Asian countries was less than those residing in non-Asian countries. As a consequence, although total of 349 international visitors participated in this study, the number was still considered relatively small to enable the researchers to conduct a group comparison according to various socio-demographics and travel characteristics. For instance, country of origin of visitors from within the South East Asian region may have different expectations to those from the West. Therefore, to enhance generalisability of the study findings, it is recommended to incorporate a greater and more heterogeneous sample size that would contribute to higher reliability and validity of the data”.</p>	p. 20, lines 5-13
7. The conclusion claims that the research has ‘offered a practical contribution to Indonesia’s tourism industry’ (page 17), but management implications are neglected and could be elaborated upon.	<p>Thank you for the constructive feedback. The management implication has been elaborated in the revised manuscript, as follows:</p> <p>“As an exploratory study, this research has offered a practical contribution to Indonesia’s tourism industry to the improved understanding of international visitor dining behaviour. It is anticipated that the revealed findings would help the relevant stakeholders design their culinary tourism strategies on a market-driven basis. Foodservice providers need to be aware of these facts and attempt to accommodate dining expectation differences when catering food to the international visitors. This could be done for instance, by providing options for the food spiciness level since not all international visitors especially those who travelled and engaged</p>	p. 19, <i>Conclusion</i> Section, para 1, line 1-12.

	with Indonesian local food for the first time could accept spicy food. Besides, since service quality of staff and food-cultural related factors appeared to be the most dominant factors in shaping local food dining expectation, thus, it is important for government to support the industry with adequate trainings such as language and communication in cross-cultural context.	
8. While the standard of written English is reasonable, there are grammatical errors to correct; for example, the use of tenses when describing first time and repeat visitors. Overall, the paper would benefit from a rigorous editing to correct such errors and inconsistencies and also ensure conformity with the journal style.	Thank you for the comments. Amendments have been done in regards to typos, consistency, and grammatical errors.	-

## **Reviewer 2**

<b>Referee's required amendment</b>	<b>Response</b>	<b>Page number/ paragraph</b>
1. Tourism industry has been concerned of food safety issues. Hence, since this paper also studied about international tourist coming to Indonesia, food safety should be included in the study as one of the most important factors. So, authors could explain of why no food safety included in this paper.	Thank you for the comment. The authors agreed that food safety issue becomes a major concern in studies examining local food dining experiences amongst international tourists. Although food safety is not a main focus of the study, this factor has been incorporated in the study as it was asked in the questionnaire in 2 attributes of: 1) clean dining place; and 2) the use of fresh ingredients.	As seen in Table 1 (revised in a separate file)
2. Discussion part could include some implications and contribution to the hospitality management literature as well as to restaurants industry in Indonesia.	Thank you for the valuable input. Implications and contribution to the literature and the industry have been added in the revised manuscript. The example is as follows:  “With respect to the geographical context, this study has enriched the body of hospitality management literature by providing a better understanding of culinary tourism in Indonesia, one of the emerging tourism destinations in South East Asia region. This is noteworthy as the existing literature has been mainly concerned with the culinary tourism offerings in Western and more developed destinations. Therefore, this study provides a space for academic discussions related to culinary tourism from the Asian perspective”.	p. 18 <i>‘Conclusion &amp; Recommendations’</i> Section line 1 – p. 19 lines 1-4.
3. I found minor spelling issues occurred in the paper (p.3). So, please proofread again the paper.	Thank you for the comment. Proofread has been done to check typos and grammatical errors.	-

# **Destination Encounters with Local Food: The Experience of International Visitors in Indonesia**

## **Abstract**

More visitors are nowadays travelling to destinations in search of culinary experiences. Food can function as an enhancement of the destination experience, as well as providing physiological sustenance, providing the tourist with opportunities to learn about destination culture through direct encounters with local cuisines. However, engaging with novel local food might arouse certain expectations amongst the visitors, particularly amongst those who have lacked previous encounters with the destination. This study aimed to identify international visitor preconceptions of local Indonesian food and the underlying factors influencing their expectations prior to their in-country experience of dining on local food. A questionnaire-based survey was administered to 349 international visitors. The results identified seven factors underlying their expectations, namely: *staff quality*, *sensory attributes*, *food uniqueness*, *local servicescapes*, *food authenticity*, *food familiarity*, and *food variety*. A number of significantly different dining expectations were also highlighted between first time and repeat visitors to Indonesia.

**Keywords:** *culinary tourism, dining expectation, international visitor, local Indonesian food*

## **INTRODUCTION**

Food constitutes an essential component of tourism, along with transportation, accommodation, and attractions. Visitors engage in various forms of dining during their travels (Chang, Kivela, & Mak, 2011), ranging from food which is familiar from home to

seeking novel and different local dishes (Cohen & Avieli, 2004). The search for experiences with food which is emblematic of a destination has gained increasing attention amongst visitors. Food has evolved from a mechanism to fulfill physiological needs into a medium that enhances the destination experience, offering opportunities to learn about prevailing cultures through encountering local cuisines. Experiencing local foods is a gateway to new cultures, leading visitors to learn about the culture of societies other than their own and to meet and engage with locals (Hegarty & O'Mahony, 2001; Long, 2004). Since eating is integral to travel, it is commonplace for visitors to expect pleasurable culinary experiences (Kivela & Crotts, 2006). Recent attempts to utilize culinary tourism as an attraction have been evident in Asia, notably in leading tourism destinations such as Hong Kong (Kivela & Crotts, 2005; McKercher, Okumus, & Okumus, 2008; Okumus, Okumus, & McKercher, 2007), Singapore (Chaney & Ryan, 2012; Henderson, Yun, Poon, & Biwei, 2012), and Taiwan (Chaney & Ryan, 2012; Lin, Pearson, & Cai, 2011). It is apparent that these countries and territories reflect the tendency to extend culinary tourism as a means of stimulating international visitation (Horng, Liu, Chou, & Tsai, 2012).

Despite the increased use of food as a tool for destination marketing, the literature shows that there has been little consensus about a single definition that describes food-related tourism. The terms *food tourism*, *gastronomy tourism*, and *culinary tourism* have been used interchangeably and scholars have described the various terms inconsistently (Karim & Chi, 2010). Hall and Mitchell (2001) defined food tourism as “visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food and tasting and/or experiencing the attributes of a specialist food production region are the primary motivating factors for travel” (p. 308). Such a definition implies that when travelling, not every trip to a restaurant relates to food tourism, especially if the food eaten in the visited restaurant is the same as, or similar to, the food consumed at home. Meanwhile, Long (2004)

defined culinary tourism as “the intentional, exploratory participation in the foodways of another – participation including the consumption, preparation, and presentation of a food item, cuisine, meal system, or eating style considered to belong to a culinary system not one’s own” (pp. 21-22). This definition suggests two meanings. First, it concerns visitors who are eager to discover novel food and to explore the new culture that connects with the food. This exploration relates to knowledge or information transfer about the people, culture, traditions, and identity of the place visited. Second, culinary tourism is also about the host destinations that utilize food to showcase their cultures and histories, by making the food marketable and thus representing an attractive local identity for visitors (Long, 2004).

Ignatov and Smith’s (2006, p. 238) detailed definition of culinary tourism has referred to a “tourism trip during which the purchase or consumption of regional foods (including beverages), or the observation and study of food production (from agriculture to cooking schools) represent a significant motivation or activity”. In this sense, culinary tourism is more than just the simple consumption of food and drink when travelling, but also involves a self-aware interest and conscious learning to experience a destination through its food. Ignatov and Smith (2006) have emphasized that food consumption is not necessarily the only or the primary activity on a culinary tourism trip. More importantly, experience forms the core of culinary tourism, with regionally produced food and drink being used to tell a story or to portray some aspects of the culture of the region or country being visited. Culinary tourism is sometimes viewed as a form of special interest tourism offering ‘real’ travel. Recognized as part of cultural tourism, it provides real learning opportunities by introducing visitors to the new and exciting smells, tastes and flavours of local cultures (Ignatov & Smith, 2006). Based on the above discussion, the present study interprets culinary tourism as a tourism trip during which the consumption or experience of local food and beverages is expressed in various



food-related activities, regardless of whether experiencing local food is or is not a primary purpose for travel (Ignatov & Smith, 2006; Yun, Hennessey, & MacDonald, 2011).

Tourism is one of the fastest growing sectors of Indonesia's economy. In 2014, the country welcomed about 9,4 million international visitors, a growth rate of 7.19% over the previous figure for 2013 (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2014). Data reported by the Ministry of Tourism and Creative Economy of the Republic of Indonesia showed that, visitors spent about 18-20% of their total tourism consumption on food and beverages during 2010, ranked second in overall expenditures (OECD, 2012). The cuisine of Indonesia is greatly influenced by natural conditions, culture, and history. For instance, food in Sumatra Island has been shaped by Indian and Chinese culture, ever since the island became a major trading route for these two countries. Most Northern Sumatra cities have been influenced by the way of life of Chinese and Indian immigrants (Ministry of Culture and Tourism, 2010). As the western anchor of the archipelago, Sumatra was the first port of call for Indian and Arab traders, and coastal Sumatrans adopted spices, stews, curries and kebabs from these merchants (Koene, 1996). The cuisine of Sulawesi Island revolves around seafood, perhaps because the island is known for producing Indonesia's best quality sea produce. One regional favourite is fish roasted over charcoal (*ikan bakar*) served with a variety of dipping sauces or condiments. Since the climate of East Nusa Tenggara (Timor) is dry, sago, corn, cassava, and taro are more commonplace as staple foods than rice (Wikipedia, 2010).

As a country with rich natural and cultural resources, Indonesia can potentially strengthen its international visitor appeal by focusing on culinary tourism. Indonesia is home to more than 485 ethnic groups and each has its own local food characteristics. This has endowed the national cuisine with variety and taste (Yurnaldi, 2010). There are thousands of local foods

that can offer a strong focal point for portraying Indonesia as a tourism destination. Indeed, it has led to uniqueness and a diversity of food-related activities that could be experienced by international visitors (Alamsyah, 2008). However, establishing Indonesia's position as a world-class food tourism destination remains a challenge. Having great diversity of traditional dishes may lead to difficulties when selecting particular foods for the international market (Pertiwi, 2011). During recent years, the government has been promoting Indonesian culinary diversity and richness to the international market. Culinary tourism has been prioritized for development as one of the seven types of special interest tourism. In 2012, the Ministry of Tourism and Creative Economy officially launched 30 signature traditional dishes of Indonesia aiming to improve awareness of Indonesian culinary diversity in the international market (Prawitasari, 2012). The national carrier, Garuda Indonesia has also supported the promotion of Indonesian cuisine, through the *Garuda Indonesia Experience* concept which is designed to provide pre-, on, and, after flight services characterized by Indonesian hospitality. This includes the provision of signature traditional dishes for on-board meals such as *nasi kuning* (Indonesian yellow rice), and *nasi rendang* (beef stewed with coconut paste) (Garuda, 2012). In 2015, the Ministry of Tourism and Creative Economy designated five cities as Indonesia's gastronomy destinations namely: Bandung, Yogyakarta, Solo, Semarang and Bali, (Widianto, 2015). A growing number of foodservice establishments ranging from small to large scale, and from street food stalls to hotel restaurants are specializing in local Indonesian food and catering to both domestic and international visitors (Setyanti, 2011).

The literature indicates that most of the culinary tourism studies that have examined visitor behaviours were undertaken in more developed tourist destinations (Cohen & Avieli, 2004; Henderson, 2009). To the authors' knowledge, no previous empirical studies have investigated food experiences involving the consumption of local Indonesian food by

international visitors. On this basis it is timely to conduct an empirical investigation in Indonesia, to examine how food culture differences can shape and affect the overall dining experiences with local food encountered by international visitors. In view of these shortcomings in the literature, the aims of the present study were:

1. To discover international visitor preconceptions of local Indonesian food.
2. To examine the underlying factors influencing international visitor expectations prior to engaging with local food dining in Indonesia.
3. To test whether levels of dining expectation vary significantly between first time and repeat international visitors to Indonesia.

## **LITERATURE REVIEW**

### **Influences on the Visitor Dining Experience**

According to Zeithaml and Bitner (2002), expectations are defined as customer desires or wants, particularly in the case of what they believe should be offered by service providers. In the tourism context, Fluker and Turner (2000) delineated expectations as the perceived likelihood that a particular act would produce a particular outcome. Visitors make decisions based on certain expected outcomes and their reactions to outcomes are partly influenced by their initial expectations (Dickson & Hall, 2006). Gnoth (1997) argued that it is important to manage visitor expectations because this influences the visitor choice process and perceptions of the destination experience. These in turn affect overall visitor satisfaction.

Reviews of the relevant studies have indicated that most researchers investigating visitor dining experiences have primarily focused on three aspects, namely: 1) food quality; 2) service quality; and 3) dining atmosphere (Antun, Frash, Costen, & Runyan, 2010; Chang, Kivela, & Mak, 2010; Chao, 2010; Yüksel, 2003). With respect to food quality, the literature

has highlighted a wide range of attributes to measure food quality. These vary from food presentation or appearance, taste, food health-related characteristics, food quantity and variety (Chao, 2010; Ha & Jang, 2010; Jang, Ha, & Silkes, 2009; Karim & Chi, 2010; Mak, Lumbers, & Eves, 2012; Namkung & Jang, 2007). Another influence on visitor dining expectations is service quality. The concept of service quality (SERVQUAL) is defined as the ability of service staff to perform tasks relating to five dimensions: reliability; responsiveness; empathy; assurance; and tangibles (Parasuraman, Zeithaml, & Berry, 1988). Pendergast (2006) further highlighted that dining activities undertaken by international visitors at various dining establishments can stimulate feelings of involvement and place attachment, depending on the quality of food and service provision. Similarly, Sparks, Bowen, and Klag (2003) stated that both food and the physical environment are showcases for culture and can shape dining expectations in order to connect with the host culture.

Given the intensity of cultural interactions that are encountered by international visitors when dining on local food, it is imperative to incorporate food cultural-related aspects, such as food authenticity as factors that influence the dining expectation. Pratt (2007) explained that the concept of authenticity evokes a range of meanings such as original, genuine, real and true to itself. It relates to the quality attributed to a range of cuisines that are location specific. As revealed by Karim, Chua, and Saleh (2009), the food authenticity sought by foreign travellers involved local ingredients used in the dishes, food taste, as well as unique cooking method and food presentation. Extending this perspective, Beer (2008) argued that authenticity might refer to the story and meaning pertaining to the place and culture of the food that is embedded as a representation of the culture. For many travellers in various circumstances, it is background stories, such as the origins of a particular ethnic food, which may appeal more than the food itself (Morgan, Watson, & Hemmington, 2008).

The literature has also recognized the association between previous visitor experiences and the intention to consume local food in the destination (Kwun & Oh, 2006; Ryu & Han, 2010; Ryu & Jang, 2006). Kwun and Oh (2006) asserted that past experience strongly affects future consumption-related expectations for the same experience. Moreover, they note that experienced consumers form their expectations differently relative to first time consumers, even for the same products. This is due to their greater familiarity with and knowledge about the local product. Similarly, Seo, Kim, Oh, and Yun (2013) affirmed that having more experiences with local food can increase visitor's familiarity.

## **RESEARCH METHOD**

A questionnaire-based survey was administered to a total of 349 international visitors to Indonesia. They were asked: 1) basic profiles relating to demographics and travel characteristics; 2) preconceptions or knowledge about local Indonesian food (open-ended questions); 3) attributes that were important to be expected prior to actual dining experiences with local Indonesian food (using a five-point Likert scale). Given that the examination of dining expectations was undertaken while the respondents were in Indonesia, the term local food in this study refers to all local Indonesian food offered at any types of food establishment with which the visitors might engage during their trip. In most cases the participants were approached at Juanda International Airport Surabaya, East Java at the arrivals terminal, and in the lobbies of four and five star hotels in Surabaya and Malang, East Java. Considering the limitations of examining visitor expectations retrospectively, Wijaya, King, Nguyen, and Morrison (2013) proposed that the measurement of visitor dining expectations is better conducted prior to actual visitor encounters with local food consumption in the destination. That is, the measurement of dining expectations was undertaken before the visitor's actual encounter with local food consumption during their

current visit. This process is crucial for ensuring that visitor responses about their dining expectations with local food are free of bias from their perceptions about the actual dining activity. Exploratory Factor Analysis (EFA) was applied to identify the underlying external factors which influenced visitor dining expectations. In addition, MANOVA analysis was undertaken to ascertain whether there were significantly different dining expectation levels between first time and repeat visitors to Indonesia.

## **FINDINGS AND DISCUSSION**

### ***Participant Profiles***

In terms of the respondent demographics, out of 349 participants, 196 were males. Most were aged 30 or above and were from European countries. A majority were working, and had attained their highest education level minimum at diploma or bachelor degree level. With regard to purpose of travel to Indonesia, most of the participants were visiting Indonesia for holidays. There was a fairly equal proportion travelling for education/cultural exchange and for business/MICE. A majority were visiting Indonesia, for the first time (221 out of 349); most were spending more than a one week for travel, and the majority were travelling with a group.

### ***Preconceptions of Local Indonesian Food***

Although most participants stated that they were visiting Indonesia for the first time, a majority (275 out of 349) had heard about local Indonesian food prior to visiting. It is more likely that respondents received information pertaining to local Indonesian food by word-of-mouth (WOM) from friends, family or relatives, rather than through written sources like magazines or newspaper articles about Indonesian cuisines. The authors examined participant preconceptions on the basis of their knowledge about the most salient characteristics of local Indonesian food. The related findings are illustrated in the form of tag clouds in Figure 1. The

words in the tag cloud with larger fonts are indicative of more frequent mentions by the participants.

### **Insert Figure 1 here**

As seen in Figure 1, *rice-based*, *spicy*, *tasty*, *sweet*, *mostly fried* (similar to *oily*), *herbs spices*, *sambal*, and *halal*, were the words most frequently associated with local Indonesian cuisine. The first four words - *rice-based*, *spicy*, *tasty*, *sweet* - relate to food taste, while *herbs spices* and *sambal* refer to the ingredients used in the dishes. Moreover, *mostly fried (oily)* was the characteristic concerned with the way of cooking the food. Interestingly, participants' identification of major characteristics also revealed that local Indonesian food was preconceived as *halal*. Given that Indonesia has the largest Muslim population in the world, the cuisines throughout the country should follow the beliefs of the Muslim religion; that is, they are free of non-halal ingredients, such as pork. These findings pose important implications as to how culinary tourism in Indonesia could be promoted through the appropriate portrayal of food images to international visitors.

### ***Important Expected Factors Prior to Dining with Local Indonesian Food***

To determine the dimensionality of the dining expectation scale, 23 dining-related items were extracted using Exploratory Factor Analysis (EFA) applying the Varimax rotation method. The results of the KMO measure of sampling adequacy revealed a value of .799, which was larger than the minimum cut-off point of .60. Bartlett's test of sphericity illustrated significance at a level of .000 ( $\chi^2 = 1.783E3$ ,  $df = 253$ ). As for the dimensionality of the scale assessing visitor dining expectations of local food, 59.24% of the total variance emerged from the analysis. This provides an indication that more than half of the variance can be explained by the solution of factor analysis, generating seven distinct factors. All newly

extracted factors have Cronbach's alpha coefficients above .50, thus, they meet the minimum cut-off point as required [25]. The seven extracted factors and the corresponding indicators or variables from EFA (Table 1) were found to be:

**Insert Table 1 here**

**Factor 1: Staff Quality**, contains five items: communicative staff, knowledgeable staff, responsive staff, friendly staff, and good description of dishes. This factor had the highest eigenvalue (4.977), 21.64% of the total variance, and a high reliability coefficient of Cronbach's alpha that equaled .72. The factor was labelled staff quality since it displayed a predominance of items which were associated with the competence of the dining staff. It was reasonable to expect adequate assistance from the staff during the experience of dining on local food, given that they were part of the local community with whom the participants were keen to interact. Additionally, participants were international visitors who might be unfamiliar with Indonesian food. As such, expecting good service from local staff was understandable as it was considered an important element in enhancing the quality of the dining experience with local food.

**Factor 2: Sensory Appeal**, which had an eigenvalue of 2.124, accounting for 9.24% of the total variance, and a Cronbach's alpha of .74. It was articulated by five items related to: food smells appealing, clean dining place, the use of fresh ingredients, food tastes good, and a pleasant ambience. All are indicative of dining expectations provoked by human senses. In light of this, the factor was named sensory appeal. The emergence of this factor was thought-provoking since the sensory appeal factor was extracted not merely by food-related elements, such as taste, smell, and freshness of the food. It was also determined by sensory appeal



concerning the cleanliness and pleasant ambience of the dining establishment where the food consumption took place.

**Factor 3: Food Uniqueness**, showed an eigenvalue of 1.734, explained 7.54% of the total variance, and a Cronbach's alpha of .64. Important among the items connected with this factor was: unique way of cooking the food, unique way of eating the food, and unique way of presenting the food. The food uniqueness factor is a reflection of Indonesian's unique way of preparing, serving, presenting, and eating the food.

**Factor 4: Local Servicescapes**, which was interpreted as the local servicescapes factor comprising three items: dining place is representative of local culture, unique local décor, and dining place provides a welcoming sense of local culture. Unlike the food uniqueness factor which put more emphasis on the food aspect, the three items extracted from the local servicescapes factor were closely associated with the physical aspect of dining, specifically reflecting the local culture. This factor obtained an eigenvalue of 1.348, described 5.86% of the total variance, and had a Cronbach's alpha of .70. According to Gibbs and Ritchie (2010), the provision of memorable food experiences during travel cannot be separated from the quality of food service establishments. Bitner (1992) described that servicescape comprises three dimensions: ambient conditions; spatial layout and functionality; and signs, symbols, and artefacts. In this study, local servicescapes were found to be closely associated with the physical aspect of dining representing local Indonesian culture. These aspects included: the unique design, décor, and layout of the dining establishment; how the place reflected local Indonesian culture, for example, through traditional music played; and how it provided a sense of welcome to visitors. Such findings suggest the important role of this factor as the first 'moment-of-truth' of the services encountered by the visitors, prior to the actual engagement with the local food itself.

**Factor 5: Food Authenticity**, which had an eigenvalue of 1.238, explained 5.38% of the total variance, and had a Cronbach's alpha of .60. This factor emerged from the correlations of three items: authentic taste, authentically spicy, and exotic food, demonstrating a close link with the authenticity aspect. Food authenticity was the fifth external factor found to significantly contribute to shaping participant dining expectations. It is important to note that this result was in accordance with the preconceptions that the participants had (Figure 1) regarding the major characteristics of Indonesian cuisines that they were required to describe at the beginning of the survey. Most of these initial descriptions were related to the taste of local Indonesian food, which was perceived as spicy, containing lot of herbs and spices, and authentic.

**Factor 6: Food Familiarity**, which had an eigenvalue of 1.196, accounting for 5.20% of the total variance, and showed a Cronbach's alpha of .56. There were two items contributing to the emergence of this factor: flavour modified for taste and the use of familiar ingredients. The appearance of this factor in this study was notable, given that food authenticity, as discussed above also emerged as a significant expected factor. Despite projecting expectations of seeking authenticity in the food, the participants nevertheless expected some familiarity with the local food they intended to eat. Here, this constituted participant familiarity with food ingredients that were known, as well as a degree of flavour modification in the local dishes they wanted to eat. These findings imply that whilst visitors travel in search of novelty and strangeness, most need a degree of familiarity to enjoy their experience. The new factor of food familiarity that emerged from factor analysis in this research was evidence that this factor affects expectations involving dining on local food.

**Factor 7: Food Variety**, emerged as the seventh or last factor from the analysis. This factor emerged from the correlation of two items: local drink in the destination, and wide range of

food available. This factor has an eigenvalue of 1.009, explains 4.39% of the total variance, and exhibits a Cronbach's alpha of .51. It is noteworthy to discover that the expectations concerning variety were not exclusively related to local food, but also involved the presence of various options for local beverages.

In addition to these seven underlying factors and as is illustrated in Table 2, the MANOVA analysis indicates the influence of frequency of visit on dining expectations.

### **Insert Table 2 here**

The Wilk's Lambda of .894, the  $F$  value of 2.567, and the  $p$  value of .001 showed a statistically significant difference amongst respondents who travelled to Indonesia for the *first time*, *2-3 times*, and *more than 3 times* in terms of their overall dining expectations. In other words, a significant effect of the frequency of visit attribute was found on the visitor's dining expectation. Specifically, out of seven dining expectation factors, two dependent variables, namely *food authenticity* and *food familiarity*, recorded a significant value less than the cut-off of .05. With regards to *food familiarity*, and as illustrated in Figure 2, participants who stated that they were *visiting Indonesia for the first time* expressed higher expectations ( $mean = 3.13$ ) than those who had previously *travelled to the country 2-3 times* ( $mean = 2.70$ ). In the context of this study, *food familiarity* pertains to the ingredients used and to the flavour of the food. It is unsurprising, therefore, to find that those who travelled to Indonesia for the first time, expected to encounter food that was more familiar to them, compared with those who had visited Indonesia before (assuming that they had previous dining experience with local Indonesian food). By contrast, in terms of *food authenticity*, those who had travelled previously to the country projected significantly higher expectations concerning this

factor than those who were first time visitors. This finding is reasonable, given the assumption that those who had travelled to Indonesia might have experienced dining on local Indonesian food during their previous visit, which in turn, would build their conception about how the delivery of authentic traditional Indonesian cuisine.

## **DISCUSSION**

This study has revealed seven external factors affecting participant expectations about local Indonesian food prior to the actual dining experience. Presented in order of importance, these seven factors were: staff quality, sensory appeal, food uniqueness, local servicescapes, food authenticity, food familiarity, and food variety. Each is now discussed in detail.

Staff quality appeared to be the most important factor anticipated by participants. In this study, staff quality comprised the attributes relating to the ability of local staff to provide adequate information about local food, to offer responsive and friendly services, as well as to communicate well with the participants. It was reasonable to expect adequate assistance from the staff during the experience of dining on local food, given that they were part of the local community with whom the participants were keen to interact. Additionally, participants were international visitors who might not be familiar with Indonesian food. As such, expecting good service from local staff was understandable as it was considered an important element in enhancing the quality of the dining experience with local food. The importance of this aspect was also confirmed by Gibbs and Ritchie (2010) who stated that besides the food that is being consumed at dining establishments, staff capacity in providing services to customers is also a key determinant in providing memorable dining experiences.

Sensory appeal was found to be the second most important factor anticipated by participants prior to dining, indicative of dining expectations stimulated by human senses. The emergence of this factor in the research was thought-provoking since the sensory appeal factor was not

exclusively extracted by food-related elements, such as taste, smell, and freshness of the food. It was also determined by the cleanliness and pleasant ambience of the dining establishment where the food consumption occurred. This evidence suggests that in dining, the role of items beyond food are considered by international visitors as being just as essential as the food itself and as such, should not be overlooked by relevant tourism authorities. Kivela and Crotts (2006) noted that dining experiences should offer a pleasurable sensory experience since they involve stimuli from the food that is seen, smelt, tasted, touched, and felt. The results of this study confirm this belief. It has been found that sensory appeal plays a critical role in motivating participants to try the local food, even if they were unfamiliar with it beforehand.

Food uniqueness was the third factor contributing to participant dining expectations, including ways of cooking, presenting, and eating local food in ways that were considered different from what they experienced at home. In other words, the food uniqueness factor in this study reflects Indonesian's unique way of preparing, serving, presenting, and eating the food. As found in Jang et al.'s study (2009), the food uniqueness factor was represented by sensory-related aspects, such as being exotic, spicy, and aromatic. However, the findings of this study revealed that the unique aspect of local cuisines composed of elements of food quality outside of the sensory appeal attributes. As described in the preceding paragraph, sensory appeal emerged as a distinct factor with a significant influence on participant expectations.

According to Smith, Costello, and Muenchen (2010), the provision of memorable food experiences during travel cannot be separated from the quality of food service establishments. In this study the local servicescape was found to be a significant external factor affecting participant dining expectations with local Indonesian food. Local servicescapes were closely

associated with the physical aspect of dining representing local Indonesian culture. These aspects included: the unique design, décor, and layout of the dining establishment; how the place reflected local Indonesian culture, for example, through traditional music played; and how it provided a sense of welcome to visitors. The results suggest that the important role of this factor was the first ‘moment-of- -truth’ of the services encountered by the visitors, prior to the actual engagement with the local food itself.

Food authenticity was the fifth external factor found to contribute significantly to shaping participant dining expectations. The emergence of food authenticity as a distinct extracted factor incorporated: the authentic taste of the food; authentic spiciness of the food; and any local dishes that the diners found to be exotic. It is important to note that this result was in accordance with the preconceptions that the participants had regarding the major characteristics of Indonesian cuisines that they were required to describe at the beginning of the survey. As was discussed previously, most of these initial descriptions relate to the taste of local Indonesian food, which was perceived as *spicy, containing lot of herbs and spices, and authentic* (see Figure 1).

Along with authenticity, food familiarity was the sixth important factor significantly influencing participant dining expectations. The appearance of this factor in the present study was notable, given that food authenticity, as discussed above, also emerged as a significant expected factor. Despite projecting expectations of seeking authenticity in the food, the participants nevertheless expected some familiarity with the local food they intended to eat. Here, this constituted participant familiarity with food ingredients that were known, as well as a degree of flavour modification in the local dishes they wanted to eat. These findings imply that whilst visitors travel in search of novelty and strangeness, most need a degree of

familiarity to enjoy their experience. The emergence of food familiarity t from the factor analysis was evidence of its influence on expectations involving dining on local food.

Food variety was the last factor significantly affecting participant expectations. It encompassed two items, namely: the wide range of local dishes that catering to participant preferences or needs; and the availability of local Indonesian beverages that participants might want to experience. It is noteworthy that expectations concerning variety were not exclusively related to local food, but also involved the presence of various options for local beverages.

This study also revealed that frequency of visit to Indonesia had a significant influence on participant dining expectations. Differences were identified between the groups with regard to the expected level of two factors: food familiarity and food authenticity. First timers expressed higher expectations of familiarity with local food than repeat visitors. By contrast, in terms of food authenticity, repeat visitors projected significantly higher expectations concerning food authenticity than first timers. This finding is reasonable, given the assumption that repeat visitors to Indonesia may have dined on local Indonesian food during their previous visit/s. This would, in turn, help build their conception about how authentic traditional Indonesian culinary should be delivered. This finding accords with Kwun and Oh (2006) who concluded that past experience affects future consumption-related expectations for the same experience. They note that experienced consumers form their expectations differently than first timers, even for the same products. This is due to their greater familiarity and level of knowledge about, the local product.

## **CONCLUSIONS AND RECOMMENDATIONS**

With respect to the geographical context, this study has enriched the body of hospitality management literature by providing a better understanding of culinary tourism in Indonesia,

one of South East Asia's emerging tourism destinations. This is noteworthy as the existing literature has been mainly concerned with the culinary tourism offerings in Western and more developed destinations. Therefore, this study provides a space for academic discussions related to culinary tourism from the Asian perspective. The results show seven underlying factors that affect participant dining expectations with local Indonesian food, namely: *staff quality*; *sensory appeal*; *food uniqueness*; *local servicescapes*; *food familiarity*; *food authenticity*; and *food variety* factors. In terms of frequency of travel, the finding shows significant differences between first time and repeater travellers in expecting *food authenticity* and *food familiarity* factors.

As an exploratory study, this research has offered a practical contribution to Indonesia's tourism industry to the improved understanding of international visitor dining behaviour. It is anticipated that the findings will assist relevant stakeholders to design their culinary tourism strategies on a market-driven basis. Foodservice providers in Indonesia need to be aware of these facts and attempt to accommodate different dining expectations when catering to international visitors. This could be done for instance, by providing options for the food spiciness level since not all international visitors can accept spicy food, especially those who are travelling to Indonesia and experiencing the local food for the first time. Furthermore, since staff service quality and food-cultural related factors appeared to be dominant in shaping local food dining expectation, it is important for relevant Indonesian government bodies like the Ministry of Tourism and Creative Economy to support the industry with adequate training such as language and communications in cross-cultural contexts.

Despite this study's significant contributions, several limitations should be acknowledged. First, due to resource constraints, the empirical investigation was only conducted in the geographical scope of Surabaya and Malang cities in East Java province, thereby leading to



possible bias because of the cultural setting. On this basis, the study does not claim to represent the whole of Indonesia with its diverse food cultures. Accordingly, this research should not be interpreted as being representative of the general experiential examination on dining with all local Indonesian food. It is therefore recommended that future studies should be conducted in other destination contexts and/or in other cultural settings. Second, in terms of the sample representativeness, the number of participants from Asian countries was less than those residing in non-Asian countries. As a consequence, although a total of 349 international visitors participated in this study, the number was still relatively small. If the researchers were to conduct a comprehensive group comparison on the basis of socio-demographics and travel characteristics, a larger and more representative sample would be required. For instance, visitors originating from within the South East Asian region may have different expectations to those from the West. Therefore, to enhance reliability and the validity of the data, it is recommended that a larger and more heterogeneous sample size should be considered.

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## DESTINATION ENCOUNTERS WITH LOCAL FOOD: THE EXPERIENCE OF INTERNATIONAL VISITORS IN INDONESIA

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Increasing numbers of visitors are seeking out culinary experiences when travelling overseas. Food can enhance the destination experience, giving physiological sustenance and providing opportunities to learn about destination cultures through direct encounters with local cuisines. However, engaging with novel local food might arouse certain visitor expectations, particularly among those who have not visited previously. This study aimed to identify international visitor preconceptions of local Indonesian food and the underlying factors influencing expectations prior to their in-country experience of dining on local food. A questionnaire-based survey that was administered to 349 international visitors identified seven factors underlying their expectations: *staff quality*, *sensory attributes*, *food uniqueness*, *local servicescapes*, *food authenticity*, *food familiarity*, and *food variety*. A number of significantly different dining expectations were also highlighted between first-time and repeat visitors.

**Key words:** Culinary tourism; Dining expectation; International visitors;  
Local Indonesian food

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### Introduction

Food constitutes an essential component of tourism, along with transportation, accommodation, and attractions. Visitors engage in various forms of dining during their travels (Chang, Kivela, & Mak, 2011), ranging from food that is familiar from home to seeking novel and different local dishes (Cohen & Avieli, 2004). The search for experiences with food

that is emblematic of a destination has gained increasing attention among visitors. Food has evolved from a mechanism to fulfill physiological needs to a medium that enhances the destination experience, offering opportunities to learn about prevailing cultures through encountering local cuisines. Experiencing local foods is a gateway to new cultures, leading visitors to learn about the culture of societies other than their own and to meet and engage



with locals (Hegarty & O'Mahony, 2001; Long, 2004). Because eating is integral to travel, it is commonplace for visitors to expect pleasurable culinary experiences (Kivela & Crotts, 2006). Recent attempts to utilize culinary tourism as an attraction have been evident in Asia, notably in leading tourism destinations such as Hong Kong (Kivela & Crotts, 2005; McKercher, Okumus, & Okumus, 2008; Okumus, Okumus, & McKercher, 2007), Singapore (Chaney & Ryan, 2012; Henderson, Yun, Poon, & Biwei, 2012), and Taiwan (Chaney & Ryan, 2012; Lin, Pearson, & Cai, 2011). It is apparent that these countries and territories reflect the tendency to extend culinary tourism as a means of stimulating international visitation (Horng, Liu, Chou, & Tsai, 2012).

Despite the increased use of food as a tool for destination marketing, the literature shows that there has been little consensus about a single definition that describes food-related tourism. The terms *food tourism*, *gastronomy tourism*, and *culinary tourism* have been used interchangeably and scholars have described the various terms inconsistently (Karim & Chi, 2010). Hall and Mitchell (2001) defined food tourism as "visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food and tasting and/or experiencing the attributes of a specialist food production region are the primary motivating factors for travel" (p. 308). Such a definition implies that, when traveling, not every trip to a restaurant relates to food tourism, especially if the food eaten in the restaurant is the same as, or similar to, the food consumed at home. Meanwhile, Long (2004) defined culinary tourism as "the intentional, exploratory participation in the foodways of another—participation including the consumption, preparation, and presentation of a food item, cuisine, meal system, or eating style considered to belong to a culinary system not one's own" (pp. 21–22). This definition suggests two meanings. First, it concerns visitors who are eager to discover novel food and to explore the new culture that connects with the food. This exploration relates to knowledge or information transfer about the people, culture, traditions, and identity of the place visited. Second, culinary tourism is also about the host destinations that utilize food to showcase their cultures and histories, by making the food marketable and thus

representing an attractive local identity for visitors (Long, 2004).

Ignatov and Smith's (2006) detailed definition of culinary tourism referred to a "tourism trip during which the purchase or consumption of regional foods (including beverages), or the observation and study of food production (from agriculture to cooking schools) represent a significant motivation or activity" (p. 238). In this sense, culinary tourism is more than just the simple consumption of food and drink when traveling, and also involves a self-aware interest and conscious learning to experience a destination through its food. Ignatov and Smith emphasized that food consumption is not necessarily the only or the primary activity on a culinary tourism trip. More importantly, experience forms the core of culinary tourism, with regionally produced food and drink being used to tell a story or to portray some aspects of the culture of the region or country being visited. Culinary tourism is sometimes viewed as a form of special interest tourism offering "real" travel. Recognized as part of cultural tourism, it provides real learning opportunities by introducing visitors to the new and exciting smells, tastes, and flavors of local cultures (Ignatov & Smith, 2006). Based on the above discussion, the present study interprets culinary tourism as a trip during which the consumption or experience of local food and beverages is expressed in various food-related activities, regardless of whether experiencing local food is or is not a primary purpose for travel (Ignatov & Smith, 2006; Yun, Hennessey, & MacDonald, 2011).

Tourism is one of the fastest growing sectors of Indonesia's economy. In 2014, the country welcomed about 9.4 million international visitors, a growth rate of 7.19% over the figure for 2013 (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2014). Data reported by the Ministry of Tourism and Creative Economy of the Republic of Indonesia showed that visitors spent about 18%–20% of their total tourism consumption on food and beverages during 2010, ranked second in overall expenditures [Organisation for Economic Co-operation and Development (OECD), 2012]. The cuisine of Indonesia is greatly influenced by natural conditions, culture, and history. For instance, food in Sumatra Island has been shaped by Indian and Chinese culture, ever since the island became

a major trading route for these two countries. Most Northern Sumatra cities have been influenced by the way of life of Chinese and Indian immigrants (Ministry of Culture and Tourism, 2010). As the western anchor of the archipelago, Sumatra was the first port of call for Indian and Arab traders, and coastal Sumatrans adopted spices, stews, curries, and kebabs from these merchants (Koene, 1996). The cuisine of Sulawesi Island revolves around seafood, perhaps because the island is known for producing Indonesia's best quality sea produce. One regional favorite is fish roasted over charcoal (*ikan bakar*) served with a variety of dipping sauces or condiments. Since the climate of East Nusa Tenggara (Timor) is dry, sago, corn, cassava, and taro are more commonplace as staple foods than rice ("Indonesian cuisine," 2010).

As a country with rich natural and cultural resources, Indonesia can potentially strengthen its international visitor appeal by focusing on culinary tourism. Indonesia is home to more than 485 ethnic groups and each has its own local food characteristics. This has endowed the national cuisine with variety and taste (Yurnaldi, 2010). There are thousands of local foods that can offer a strong focal point for portraying Indonesia as a tourism destination. Indeed, it has led to uniqueness and a diversity of food-related activities that could be experienced by international visitors (Alamsyah, 2008). However, establishing Indonesia's position as a world-class food tourism destination remains a challenge. Having great diversity of traditional dishes may lead to difficulties when selecting particular foods for the international market (Pertiwi, 2011). During recent years, the government has been promoting Indonesian culinary diversity and richness to the international market. Culinary tourism has been prioritized for development as one of the seven types of special interest tourism. In 2012, the Ministry of Tourism and Creative Economy officially launched 30 signature traditional dishes of Indonesia aiming to improve awareness of Indonesian culinary diversity in the international market (Prawitasari, 2012). The national carrier, Garuda Indonesia, has also supported the promotion of Indonesian cuisine, through the *Garuda Indonesia Experience* concept that is designed to provide preflight, on-flight, and, after flight services characterized by Indonesian hospitality. This includes the provision of

signature traditional dishes for on-board meals such as *nasi kuning* (Indonesian yellow rice), and *nasi rendang* (beef stewed with coconut paste) (<https://www.garuda-indonesia.com/id/en/garuda-indonesia-experience/service-concept/index.page>). In 2015, the Ministry of Tourism and Creative Economy designated five cities as Indonesia's gastronomy destinations: Bandung, Yogyakarta, Solo, Semarang and Bali (Widianto, 2015). A growing number of food-service establishments, ranging from small to large scale and from street food stalls to hotel restaurants, are specializing in local Indonesian food and catering to both domestic and international visitors (Setyanti, 2011).

The literature indicates that most of the culinary tourism studies that have examined visitor behaviors were undertaken in more developed tourist destinations (Cohen & Avieli, 2004; Henderson, 2009). To the authors' knowledge, no previous empirical studies have investigated food experiences involving the consumption of local Indonesian food by international visitors. On this basis it is timely to conduct an empirical investigation in Indonesia, to examine how food culture differences can shape and affect the overall dining experiences with local food encountered by international visitors. In view of these shortcomings in the literature, the aims of the present study were:

1. to discover international visitor preconceptions of local Indonesian food;
2. to examine the underlying factors influencing international visitor expectations prior to engaging with local food dining in Indonesia;
3. to test whether levels of dining expectation vary significantly between first-time and repeat international visitors to Indonesia.

## Literature Review

### *Influences on the Visitor Dining Experience*

According to Zeithaml and Bitner (2002), expectations are defined as customer desires or wants, particularly in the case of what they believe should be offered by service providers. In the tourism context, Flucker and Turner (2000) delineated expectations as the perceived likelihood that a particular act would produce a particular outcome. Visitors make decisions based on certain expected outcomes and

their reactions to outcomes are partly influenced by their initial expectations (Dickson & Hall, 2006). Gnoth (1997) argued that it is important to manage visitor expectations because this influences the visitor choice process and perceptions of the destination experience. These in turn affect overall visitor satisfaction.

Reviews of the relevant studies have indicated that most researchers investigating visitor dining experiences have primarily focused on three aspects: 1) food quality; 2) service quality; and 3) dining atmosphere (Antun, Frash, Costen, & Runyan, 2010; Chang, Kivela, & Mak, 2010; Chao, 2010; Yüksel, 2003). With respect to food quality, the literature has highlighted a wide range of attributes to measure food quality. These vary from food presentation or appearance, taste, food health-related characteristics, food quantity, and variety (Chao, 2010; Ha & Jang, 2010; Jang, Ha, & Silkes, 2009; Karim & Chi, 2010; Mak, Lumbers, & Eves, 2012; Namkung & Jang, 2007). Another influence on visitor dining expectations is service quality. The concept of service quality (SERVQUAL) is defined as the ability of service staff to perform tasks relating to five dimensions: reliability, responsiveness, empathy, assurance, and tangibles (Parasuraman, Zeithaml, & Berry, 1988). Pendergast (2006) further highlighted that dining activities undertaken by international visitors at various dining establishments can stimulate feelings of involvement and place attachment, depending on the quality of food and service provision. Similarly, Sparks, Bowen, and Klag (2003) stated that both food and the physical environment are showcases for culture and can shape dining expectations in order to connect with the host culture.

Given the intensity of cultural interactions that are encountered by international visitors when dining on local food, it is imperative to incorporate food cultural-related aspects, such as food authenticity as factors that influence the dining expectation. Pratt (2007) explained that the concept of authenticity evokes a range of meanings such as original, genuine, real and true to itself. It relates to the quality attributed to a range of cuisines that are location specific. As revealed by Karim, Chua, and Salleh (2009), the food authenticity sought by foreign travelers involved local ingredients used in the dishes, food taste, as well as unique cooking method

and food presentation. Extending this perspective, Beer (2008) argued that authenticity might refer to the story and meaning pertaining to the place and culture of the food that is embedded as a representation of the culture. For many travelers in various circumstances, it is background stories, such as the origins of a particular ethnic food, that may appeal more than the food itself (Morgan, Watson, & Hemmington, 2008).

The literature has also recognized the association between previous visitor experiences and the intention to consume local food in the destination (Kwun & Oh, 2006; Ryu & Han, 2010; Ryu & Jang, 2006). Kwun and Oh (2006) asserted that past experience strongly affects future consumption-related expectations for the same experience. Moreover, they note that experienced consumers form their expectations differently relative to first-time consumers, even for the same products. This is due to their greater familiarity with and knowledge about the local product. Similarly, Seo, Kim, Oh, and Yun (2013) affirmed that having more experiences with local food can increase visitors' familiarity.

### Research Method

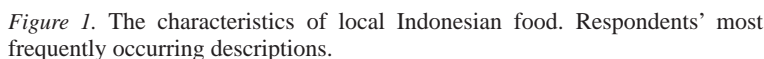
A questionnaire-based survey was administered to a total of 349 international visitors to Indonesia. They were asked: 1) basic profiles relating to demographics and travel characteristics; 2) preconceptions or knowledge about local Indonesian food (open-ended questions); 3) attributes that were important to be expected prior to actual dining experiences with local Indonesian food (using a 5-point Likert scale). Given that the examination of dining expectations was undertaken while the respondents were in Indonesia, the term local food in this study refers to all local Indonesian food offered at any type of food establishment with which the visitors might engage during their trip. In most cases the participants were approached at Juanda International Airport Surabaya, East Java at the arrivals terminal, and in the lobbies of four- and five-star hotels in Surabaya and Malang, East Java. Considering the limitations of examining visitor expectations retrospectively, Wijaya, King, Nguyen, and Morrison (2013) proposed that the measurement of visitor dining expectations is better conducted prior to actual visitor encounters with local food

most were spending more than a week for travel, and the majority were traveling with a group.

## Findings

Although most participants stated that they were visiting Indonesia for the first time, a majority (275 out of 349) had heard about local Indonesian food prior to visiting. It is more likely that respondents received information pertaining to local Indonesian food by word of mouth (WOM) from friends, family, or relatives, rather than through written sources like magazines or newspaper articles about Indonesian cuisines. The authors examined participant preconceptions on the basis of their knowledge about the most salient characteristics of local Indonesian food. The related findings are illustrated in the form of tag clouds in Figure 1. The words in the tag cloud with larger fonts are indicative of more frequent mentions by the participants.

As seen in Figure 1, *rice-based*, *spicy*, *tasty*, *sweet*, *mostly fried* (similar to *oily*), *herbs spices*, *sambal*, and *halal* were the words most frequently associated with local Indonesian cuisine. The first four words—*rice-based*, *spicy*, *tasty*, *sweet*—relate to food taste, while *herbs spices* and *sambal* refer to the ingredients used in the dishes. Moreover, *mostly fried* (*oily*) was the characteristic concerned with the way of cooking the food. Interestingly, participants' identification of major characteristics also revealed



that local Indonesian food was preconceived as *halal*. Given that Indonesia has the largest Muslim population in the world, the cuisines throughout the country should follow the beliefs of the Muslim religion; that is, they are free of nonhalal ingredients, such as pork. These findings pose important implications as to how culinary tourism in Indonesia could be promoted through the appropriate portrayal of food images to international visitors.

*Important Expected Factors Prior to Dining With Local Indonesian Food*

To determine the dimensionality of the dining expectation scale, 23 dining-related items were extracted using EFA applying the Varimax rotation

method. The results of the KMO measure of sampling adequacy revealed a value of 0.799, which was larger than the minimum cut-off point of 0.60. Bartlett’s test of sphericity illustrated significance at a level of 0.000 [ $\chi^2(253) = 1.783E3$ ]. As for the dimensionality of the scale assessing visitor dining expectations of local food, 59.24% of the total variance emerged from the analysis. This provides an indication that more than half of the variance can be explained by the solution of factor analysis, generating seven distinct factors. All newly extracted factors have Cronbach’s alpha coefficients above 0.50; thus, they meet the minimum cut-off point as required (25). The seven extracted factors and the corresponding indicators or variables from EFA (Table 1) were found to be the following.

Table 1  
Summary of EFA of Local Food Dining Expectations

Factor Name	Factor Loadings	Eigenvalue	Variance (%)	Reliability
<b>Factor 1. Staff quality</b>		4.977	21.64	0.72
Knowledgeable staff	0.737			
Responsive staff to specific needs	0.718			
Communicative staff	0.690			
Friendly staff	0.565			
Good description of dishes	0.510			
<b>Factor 2. Sensory appeal</b>		2.124	9.24	0.74
Food smells appealing	0.663			
Clean dining place	0.615			
The use of fresh ingredients	0.576			
Food tastes good	0.545			
Pleasant ambience/atmosphere	0.527			
<b>Factor 3. Food uniqueness</b>		1.734	7.54	0.064
Unique way of cooking the food	0.751			
Unique way of eating the food	0.717			
Unique way of presenting the food	0.704			
<b>Factor 4. Local servicescapes</b>		1.348	5.86	0.070
Dining place is representative of local culture	0.805			
Unique local décor	0.715			
Dining place provides a welcoming sense of the culture	0.578			
<b>Factor 5. Food authenticity</b>		1.238	5.38	0.060
Authentic taste	0.773			
Authentically spicy	0.721			
Exotic food	0.469			
<b>Factor 6. Food familiarity</b>		1.196	5.20	0.056
Flavored modified for the taste	0.855			
The use of familiar ingredients	0.725			
<b>Factor 7. Food variety</b>		1.009	4.39	0.051
Try local beverage in the dining experience	0.768			
Wide range of food available on the menu	0.763			

KMO = 0.799; Barlett’s test of sphericity: approx.  $\chi^2(253) = 1.783E3$ , sig = 0.000; Total variance explained = 59.24%; Extraction method: Principal Component Analysis; Rotation method: Varimax with Kaiser normalization; Rotation converged in seven iterations.



*Factor 1: Staff Quality.* Factor 1 contains five items: communicative staff, knowledgeable staff, responsive staff, friendly staff, and good description of dishes. This factor had the highest eigenvalue (4.977), 21.64% of the total variance, and a high reliability coefficient of Cronbach's alpha that equaled 0.72. The factor was labeled staff quality because it displayed a predominance of items that were associated with the competence of the dining staff. It was reasonable to expect adequate assistance from the staff during the experience of dining on local food, given that they were part of the local community with whom the participants were keen to interact. Additionally, participants were international visitors who might be unfamiliar with Indonesian food. As such, expecting good service from local staff was understandable as it was considered an important element in enhancing the quality of the dining experience with local food.

*Factor 2: Sensory Appeal.* Factor 2 had an eigenvalue of 2.124, accounting for 9.24% of the total variance, and a Cronbach's alpha of 0.74. It was articulated by five items related to: food smells appealing, clean dining place, the use of fresh ingredients, food tastes good, and a pleasant ambience. All are indicative of dining expectations provoked by human senses. In light of this, the factor was named sensory appeal. The emergence of this factor was thought provoking because the sensory appeal factor was extracted not merely by food-related elements, such as taste, smell, and freshness of the food. It was also determined by sensory appeal concerning the cleanliness and pleasant ambience of the dining establishment where the food consumption took place.

*Factor 3: Food Uniqueness.* Factor 3 showed an eigenvalue of 1.734, explaining 7.54% of the total variance, and a Cronbach's alpha of 0.64. Important among the items connected with this factor were: unique way of cooking the food, unique way of eating the food, and unique way of presenting the food. The food uniqueness factor is a reflection of Indonesian's unique way of preparing, serving, presenting, and eating the food.

*Factor 4: Local Servicescapes.* Factor 4 was interpreted as the local servicescapes factor comprising three items: dining place is representative of local culture, unique local décor, and dining place provides a welcoming sense of local culture. Unlike the food uniqueness factor, which put more emphasis on the food aspect, the three items extracted from the local servicescapes factor were closely associated with the physical aspect of dining, specifically reflecting the local culture. This factor obtained an eigenvalue of 1.348, described 5.86% of the total variance, and had a Cronbach's alpha of 0.70. According to Gibbs and Ritchie (2010), the provision of memorable food experiences during travel cannot be separated from the quality of food service establishments. Bitner (1992) described that servicescape comprises three dimensions: ambient conditions; spatial layout and functionality; and signs, symbols, and artefacts. In this study, local servicescapes were found to be closely associated with the physical aspect of dining representing local Indonesian culture. These aspects included: the unique design, décor, and layout of the dining establishment; how the place reflected local Indonesian culture (e.g., through traditional music played); and how it provided a sense of welcome to visitors. Such findings suggest the important role of this factor as the first "moment-of-truth" of the services encountered by the visitors, prior to the actual engagement with the local food itself.

*Factor 5: Food Authenticity.* Factor 5 had an eigenvalue of 1.238, explained 5.38% of the total variance, and had a Cronbach's alpha of 0.60. This factor emerged from the correlations of three items: authentic taste, authentically spicy, and exotic food, demonstrating a close link with the authenticity aspect. Food authenticity was the fifth external factor found to significantly contribute to shaping participant dining expectations. It is important to note that this result was in accordance with the preconceptions that the participants had (Fig. 1) regarding the major characteristics of Indonesian cuisines that they were required to describe at the beginning of the survey. Most of these initial descriptions were related to the taste of local Indonesian food, which was perceived as spicy, containing lot of herbs and spices, and authentic.

*Factor 6: Food Familiarity.* Factor 6 had an eigenvalue of 1.196, accounting for 5.20% of the total variance, and showed a Cronbach’s alpha of 0.56. There were two items contributing to the emergence of this factor: flavor modified for taste and the use of familiar ingredients. The appearance of this factor in this study was notable, given that food authenticity, as discussed above, also emerged as a significant expected factor. Despite projecting expectations of seeking authenticity in the food, the participants nevertheless expected some familiarity with the local food they intended to eat. Here this constituted participant familiarity with food ingredients that were known, as well as a degree of flavor modification in the local dishes they wanted to eat. These findings imply that whereas visitors travel in search of novelty and strangeness, most need a degree of familiarity to enjoy their experience. The new factor of food familiarity that emerged from factor analysis in this research was evidence that this factor affects expectations involving dining on local food.

*Factor 7: Food Variety.* Factor 7 emerged as last factor from the analysis. This factor emerged from the correlation of two items: local drink in the destination, and wide range of food available. This factor had an eigenvalue of 1.009, explaining 4.39% of the total variance, and exhibited a Cronbach’s alpha of 0.51. It is noteworthy to discover that the expectations concerning variety were not exclusively related to local food, but

also involved the presence of various options for local beverages.

In addition to these seven underlying factors and as is illustrated in Table 2, the MANOVA analysis indicates the influence of frequency of visit on dining expectations.

The Wilk’s lambda of 0.894, the *F* value of 2.567, and the *p* value of 0.001 showed a statistically significant difference among respondents who traveled to Indonesia for the *first time*, *2–3 times*, and *more than 3 times* in terms of their overall dining expectations. In other words, a significant effect of the frequency of visit attribute was found on the visitor’s dining expectation. Specifically, out of seven dining expectation factors, two dependent variables—*food authenticity* and *food familiarity*—recorded a significant value less than the cut-off of 0.05. With regards to *food familiarity*, and as illustrated in Table 2, participants who stated that they were *visiting Indonesia for the first time* expressed higher expectations (mean = 3.13) than those who had previously *traveled to the country 2–3 times* (mean = 2.70). In the context of this study, *food familiarity* pertains to the ingredients used and to the flavor of the food. Therefore, it is unsurprising to find that those who traveled to Indonesia for the first time expected to encounter food that was more familiar to them, compared with those who had visited Indonesia previously (assuming that they had previous dining experience with local Indonesian food). By contrast, in terms of *food authenticity*, those who had traveled previously to

Table 2  
Summary of MANOVA Analysis Based on Respondent Frequencies of Travel

Factors Influencing Dining Expectations	Frequency of Visit			<i>p</i> Value
	First-Time Visit	2–3 Times Visit	More Than 3 Times Visit	
1. Staff quality	4.19	4.16	4.28	0.425
2. Sensory appeal	4.38	4.44	4.45	0.405
3. Food uniqueness	3.37	3.57	3.59	0.084
4. Local servicescape	3.58	3.50	3.58	0.784
5. Food authenticity	3.60 <sup>a</sup>	3.65	3.89 <sup>a</sup>	0.021*
6. Food familiarity	3.13 <sup>a</sup>	2.70 <sup>a</sup>	2.88	0.003*
7. Food variety	3.87	3.76	3.76	0.490
Participants ( <i>n</i> )	213	59	60	

Wilks’ lambda = 0.894; *F* value = 2.567; *p* value = 0.001.

<sup>a</sup>The presence of significant  $\beta$ .

\**p* 0.05.

the country projected significantly higher expectations concerning this factor than those who were first-time visitors. This finding is reasonable, given the assumption that those who had traveled to Indonesia might have experienced dining on local Indonesian food during their previous visit, which in turn would build their conception about how the delivery of authentic traditional Indonesian cuisine.

### Discussion

This study revealed seven external factors affecting participant expectations about local Indonesian food prior to the actual dining experience. Presented in order of importance, these seven factors were: staff quality, sensory appeal, food uniqueness, local servicescapes, food authenticity, food familiarity, and food variety. Each is now discussed in detail.

Staff quality appeared to be the most important factor anticipated by participants. In this study, staff quality comprised the attributes relating to the ability of local staff to provide adequate information about local food, to offer responsive and friendly services, as well as to communicate well with the participants. It was reasonable to expect adequate assistance from the staff during the experience of dining on local food, given that they were part of the local community with whom the participants were keen to interact. Additionally, participants were international visitors who might not be familiar with Indonesian food. As such, expecting good service from local staff was understandable as it was considered an important element in enhancing the quality of the dining experience with local food. The importance of this aspect was also confirmed by Gibbs and Ritchie (2010), who stated that besides the food that is being consumed at dining establishments, staff capacity in providing services to customers is also a key determinant in providing memorable dining experiences.

Sensory appeal was found to be the second most important factor anticipated by participants prior to dining, indicative of dining expectations stimulated by human senses. The emergence of this factor in the research was thought provoking since the sensory appeal factor was not exclusively extracted by food-related elements, such as taste,

smell, and freshness of the food. It was also determined by the cleanliness and pleasant ambience of the dining establishment where the food consumption occurred. This evidence suggests that, in dining, the role of items beyond food are considered by international visitors as being just as essential as the food itself and, as such, should not be overlooked by relevant tourism authorities. Kivela and Crofts (2006) noted that dining experiences should offer a pleasurable sensory experience because they involve stimuli from the food that is seen, smelt, tasted, touched, and felt. The results of this study confirm this belief. It has been found that sensory appeal plays a critical role in motivating participants to try the local food, even if they were unfamiliar with it beforehand.

Food uniqueness was the third factor contributing to participant dining expectations, including ways of cooking, presenting, and eating local food in ways that were considered different from what they experienced at home. In other words, the food uniqueness factor in this study reflects Indonesian's unique way of preparing, serving, presenting, and eating the food. As found in Jang et al.'s study (2009), the food uniqueness factor was represented by sensory-related aspects, such as being exotic, spicy, and aromatic. However, the findings of this study revealed that the unique aspect of local cuisines composed of elements of food quality outside of the sensory appeal attributes. As described in the preceding paragraph, sensory appeal emerged as a distinct factor with a significant influence on participant expectations.

According to Smith, Costello, and Muenchen (2010), the provision of memorable food experiences during travel cannot be separated from the quality of food service establishments. In this study the local servicescape was found to be a significant external factor affecting participant dining expectations with local Indonesian food. Local servicescapes were closely associated with the physical aspect of dining representing local Indonesian culture. These aspects included: the unique design, décor, and layout of the dining establishment; how the place reflected local Indonesian culture (e.g., through traditional music played); and how it provided a sense of welcome to visitors. The results suggest that the important role of this factor was the first "moment-of-truth" of the services encountered



by the visitors, prior to the actual engagement with the local food itself.

Food authenticity was the fifth external factor found to contribute significantly to shaping participant dining expectations. The emergence of food authenticity as a distinct extracted factor incorporated: the authentic taste of the food; authentic spiciness of the food; and any local dishes that the diners found to be exotic. It is important to note that this result was in accordance with the preconceptions that the participants had regarding the major characteristics of Indonesian cuisines that they were required to describe at the beginning of the survey. As was discussed previously, most of these initial descriptions relate to the taste of local Indonesian food, which was perceived as *spicy*, *containing lot of herbs and spices*, and *authentic* (see Fig. 1).

Along with authenticity, food familiarity was the sixth important factor significantly influencing participant dining expectations. The appearance of this factor in the present study was notable, given that food authenticity, as discussed above, also emerged as a significant expected factor. Despite projecting expectations of seeking authenticity in the food, the participants nevertheless expected some familiarity with the local food they intended to eat. Here this constituted participant familiarity with food ingredients that were known, as well as a degree of flavor modification in the local dishes they wanted to eat. These findings imply that whereas visitors travel in search of novelty and strangeness, most need a degree of familiarity to enjoy their experience. The emergence of food familiarity that emerged from the factor analysis was evidence of its influence on expectations involving dining on local food.

Food variety was the last factor significantly affecting participant expectations. It encompassed two items: the wide range of local dishes that cater to participant preferences or needs; and the availability of local Indonesian beverages that participants might want to experience. It is noteworthy that expectations concerning variety were not exclusively related to local food, but also involved the presence of various options for local beverages.

This study also revealed that frequency of visit to Indonesia had a significant influence on participant dining expectations. Differences were identified between the groups with regard to the expected level of two factors: food familiarity and food

authenticity. First-timers expressed higher expectations of familiarity with local food than repeat visitors. By contrast, in terms of food authenticity, repeat visitors projected significantly higher expectations concerning food authenticity than first-timers. This finding is reasonable, given the assumption that repeat visitors to Indonesia may have dined on local Indonesian food during their previous visits. This would, in turn, help build their conception about how authentic traditional Indonesian culinary should be delivered. This finding accords with Kwun and Oh (2006), who concluded that past experience affects future consumption-related expectations for the same experience. They note that experienced consumers form their expectations differently than first-timers, even for the same products. This is due to their greater familiarity and level of knowledge about the local product.

### Conclusions and Recommendations

With respect to the geographical context, this study has enriched the body of hospitality management literature by providing a better understanding of culinary tourism in Indonesia, one of Southeast Asia's emerging tourism destinations. This is noteworthy as the existing literature has been mainly concerned with the culinary tourism offerings in Western and more developed destinations. Therefore, this study provides a space for academic discussions related to culinary tourism from the Asian perspective. The results show seven underlying factors that affect participant dining expectations with local Indonesian food: *staff quality*; *sensory appeal*; *food uniqueness*; *local servicescapes*; *food familiarity*; *food authenticity*; and *food variety* factors. In terms of frequency of travel, the finding shows significant differences between first time and repeater travelers in expecting *food authenticity* and *food familiarity* factors.

As an exploratory study, this research has offered a practical contribution to Indonesia's tourism industry to the improved understanding of international visitor dining behavior. It is anticipated that the findings will assist relevant stakeholders to design their culinary tourism strategies on a market-driven basis. Foodservice providers in Indonesia need to be aware of these facts and attempt to accommodate different dining expectations when catering

to international visitors. This could be done, for instance, by providing options for the food spiciness level because not all international visitors can accept spicy food, especially those who are traveling to Indonesia and experiencing the local food for the first time. Furthermore, because staff service quality and food cultural-related factors appeared to be dominant in shaping local food dining expectation, it is important for relevant Indonesian government bodies like the Ministry of Tourism and Creative Economy to support the industry with adequate training such as language and communications in cross-cultural contexts.

Despite this study's significant contributions, several limitations should be acknowledged. First, due to resource constraints, the empirical investigation was only conducted in the geographical scope of Surabaya and Malang cities in East Java province, thereby leading to possible bias because of the cultural setting. On this basis, the study does not claim to represent the whole of Indonesia with its diverse food cultures. Accordingly, this research should not be interpreted as being representative of the general experiential examination on dining with all local Indonesian food. It is therefore recommended that future studies should be conducted in other destination contexts and/or in other cultural settings. Second, in terms of the sample representativeness, the number of participants from Asian countries was less than those residing in non-Asian countries. As a consequence, although a total of 349 international visitors participated in this study, the number was still relatively small. If the researchers were to conduct a comprehensive group comparison on the basis of sociodemographics and travel characteristics, a larger and more representative sample would be required. For instance, visitors originating from within the Southeast Asian region may have different expectations to those from the West. Therefore, to enhance reliability and the validity of the data, it is recommended that a larger and more heterogeneous sample size should be considered.

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