The Contribution of Perceived Food Consumption Value on Destination Attractiveness and Revisit Intention

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This study aims to examine the impact of food consumption values on the attractiveness of tourist destinations and revisit intentions of domestic tourists visiting a culinary destination in Indonesia. The survey data was collected from 462 Indonesian visitors who visited three gastronomic regions of Central Java (Jogjakarta, Solo, and Semarang). Partial Least-Squares Structural Equation Modeling (PLS-SEM) was performed to examine the relationship amongst the constructs. The results indicate that consumer's perceived consumption value has a significant effect on destination attractiveness and revisit intention. Moreover, the attractiveness of tourism destination has a direct and significant influence on revisit intention. The findings provide some implications for academics and practitioners. The role of food in tourism is potential to be considered as a development tool to promote a destination. The empirical results can be an enhanced understanding to confirm the relationship of perceived food consumption value, destination attractiveness, and visit intention of Indonesian domestic tourists. This study provides better understanding on how the role of gastronomic tourism attracts more tourists and enchances their experience when visiting the destination. This study also suggests the need of destination stakeholders to contribute to the development of local regions by promoting their food and destination uniqueness.

Keywords: local food; consumption value; destination attractiveness; revisit intention

Introduction

One of the attractions for tourists while visiting a tourist site is its local food. During their stay, the majority will dine out (Guan & Jones, 2014). Local cuisine in a tourist destination might inspire the creation of new and exciting activities (Björk & Kauppinen-Räisänen, 2016). It can be observed in the enthusiasm and the eagerness of tourists in general to explore the local cuisine of one of the tourist destinations they visit, because the food can be one part of the unforgettable moments of the trip and enhance

the whole experience (Guan & Jones, 2014). Consuming local food, on the other hand, results in a distinct and enjoyable experience (Quan & Wang, 2004). Tourists are becoming increasingly interested in taking special journeys to experience the native cuisine of a tourist site (Mitchell & Hall, 2003).

Local food has become an important component that shapes the overall tourist experience of a tourist destination (Almeida & Garrod, 2017). Moreover, tourist perceptions will influence their perceptions of the destinations visited (Björk & Kauppinen-Räisänen, 2016). The better the tourist perception of local food from a destination, the better the perception of the destination as a whole. Tourists are more likely to visit a tourist destination that offers a diverse range of activities, such as sight-seeing, tasting local food, shopping, and playing (Pearce, 2005). Tourists who are willing to know about or familiar with local food may find a tourist destination more appealing to visit because of the attractiveness of its local food (Björk & Kauppinen-Räisänen, 2016). Identifying the value of local food from a tourist perspective and observing the impact of local food on tourists' views of a destination are critical for destination tourism development and marketing (Guan & Jones, 2014).

Despite the fact that many studies have been conducted to determine how local food consumption becomes the attraction of a destination, there are still few that analyze the contribution of domestic tourists' perception of consumption value on the attractiveness of destinations and revisit intentions specifically in culinary tourism destinations within that country. Understanding the domestic tourist perspective on local food and finding out how the destination becomes desirable to visit are essential to strategically develop and promote inbound culinary tourism. As such, this study intends to investigate how the perceived value experienced by domestic tourists affect destination attractiveness and revisit intention simultaneously. The results of this study contribute to

the existing knowledge by investigating the effect of food consumption on the attractiveness of a destination which ultimately has an impact on tourists' eagerness to visit the destination particularly for domestic tourists. By investigating the relationships, will allow destination operators or stakeholders to improve their gastronomic tourism to attract more tourists to visit the city.

Indonesia is a country in South East Asia with its rich culture and traditional ethnic food which has been one of the attractive tourist destinations. There are 1,340 different ethnics in Indonesia, 652 spoken local languages and more than 5,300 kinds of ethnic food ("Suku bangsa", 2017; Widiyanto, 2018; Andriani, 2013) The tourism in Indonesia has a significant role in the national Gross Domestic Product (GDP). It has contributed about 5.5 percent of the total national gross domestic product (Susanto, 2020). Meanwhile, Central Java Province as one of the most productive regions in Indonesia indicates that tourism has become one of the most prospective contributors on Central Java regional GDP. Tourism in Central Java, especially the domestic tourists, has contributed roughly 3.4 percent of the regional GDP and it is expected to contribute up to 7 percent in 2023 (Hafiyyan, 2019). Among the many tourist destinations in Central Java, Jogjakarta, Solo and Semarang are the most prospective ones to attract inbound touristst. As such, the researchers decided to use those three cities as the sample of this study.

Literature review

Local Food Consumption Value

The theoretical framework of consumption value was first developed by Shet, et al. (1991) which was then widely developed in various contexts including in the field of hospitality and tourism to examine consumer preferences in buying particular products. Shet, et al. (1991) proposed multiple dimensions of consumption value, namely

functional, social, emotional, epistemic, and conditional value. Choe and Kim (2019) postulated that consumption value in the context of manufactured and non-manufactured product are different due to the characteristics of the industry.

Local food is one of the major attractions of a tourist destination for travelers. Authentic and delicious food are considered as a driving force for tourists to visit a destination that will create an overall impression of a holiday destination (Karim & Chi, 2010; Brokaj, 2014). As such, the linking between food and tourism are deemed to be essential. The consumption of local food is important to build the whole tourist experience (Kandampully et al., 2018). In other words, food can serve as a motivator for people taking the trip (Quan & Wang, 2004) and might become one of the exciting activities for tourists on vacation (Ryan, 1997). The real taste of local food enjoyed by the tourists can be classified as cultural tourism attraction that enhances the overall experience of the trip (Giampiccoli & Kalis, 2012) and plays a major role in distinguishing tourist destinations to visit (Okumus, Okumus & Mckercher, 2007). Therefore, it is unsurprising that an increasing number of people are traveling just to enjoy food. Several studies have been undertaken to measure food consumption value of tourists and to investigate factors that influence consumption of local food in a destination (Choe & Kim, 2019; Kim & Eves 2012; Kim & Lee, 2017; Kim et al. , 2018; Mak et al., 2012). The food consumption value tends to have many different elements compared to the other products or services (Dagevos & van Ophem, 2013).

In-depth measurements were conducted by Choe & Kim (2019) to identify the consumption value of local food to determine tourists' behavior and experiences when consuming local food in a destination. They tested the theory of consumption value to examine whether it can be applied in a food tourism destination and then develop a multidimensional value scale to measure food consumption value perceived by foreign

tourists when visiting a holiday destination. The first is the *functional utilitarian value associated with* the food selection (Kim, Tang, & Bosselman, 2018; Kim, Choe, & Lee, 2018) in which tourists evaluate it from three aspects of functional value when enjoying the local food, namely taste/quality value, price value, and health value (Kim & Eves, 2012). Moreover, Kim & Eves (2012) stated that the functional aspects provided by the local food itself become the basic element for tourists when visiting a destination. Traditionally, functional value has been deemed to be the main reason in influencing consumer decision-making (Williams & Soutar, 2009).

The second is the *emotional value*, which refers to the pleasure and satisfaction experienced when eating food (Kim & Eves, 2012). Enjoying local food in a new destination may provide a different emotional experience, which builds tourists' attitudes on a destination and ultimately encourages them to revisit the destination (Sanchez et al., 2006). Thus, the emotional value provides great benefits through the experience of enjoying the local food which is different from the food at his or her place of origin (Choe & Kim, 2019).

The third is the *prestige value,* which refers to social image that occurs when eating at an expensive restaurant, which might be associated with a higher social status (Kim & Lee, 2017). Different or special local food can motivate tourists to increase status and prestige (Mak et al, 2012). Trying local food gives travelers a higher sense of social prestige and they are pleased to share their experience of eating local food with their friends after their trip (Chang, Kivela, & Mak, 2010).

The fourth is the *interaction value*, which emphasizes on the importance of togetherness and social interaction with friends and relations/ colleagues/ associates for tourists to enjoy food (Goolaup & Mossberg, 2017). Social interactions among family members, food providers, and consumers are deemed to be valuable while eating

(Williams et al, 2015). Socializing with the love ones is an essential element during vacation as it provides an opportunity to interact one another (Williams & Soutar, 2009).

The last is the *epistemic value* which occurs when local food becomes the primary medium for appreciating the culture of a destination (Bardhi, Ostberg, & Bengtsson, 2010). Tourists who use chopsticks to enjoy a meal after visiting Hong Kong, for example, can contribute *epistemic value*, allowing them to accumulate cultural capital (Mak et al, 2012) and effectively absorb the local culture (Björk & Kauppinen-Räisänen, 2016). Understanding domestic tourists' perceived value of local food consumption is useful for destination marketers to provide and promote better products and services to tourists.

Destination Attractiveness

Hu and Ritchie (1993) stated that "travel destination attractiveness reflects the feelings, beliefs, and opinions that an individual has about a destination's perceived ability to provide satisfaction in relation to his or her special vacation needs" (p. 25). In other words, a destination will be more attractive for tourists, when the destination can satisfy the vacation needs of individual and ultimately make the destination as his or her selected holiday destination. The destination should be able to provide benefits to travelers (Mayo & Jarvis, 1981). Consuming food in a destination may create unique experience and shape the image of the destination (Karim & Chi, 2010).

The role of food in destination selection and tourist consumption has led to the increased culinary tourism growth which offers high-quality local products (Gaztelumendi, 2012). In addition, tourists who enjoy culinary-related activities will engage in other tourism activities such as visiting historical sites and participating in outdoor activities that benefit the local economy (Gilmore, 2015). Food can be considered as one of the main factors that determine the tourist experience of a destination (Almeida

& Garrod, 2017). The consumption value offered by local food can be used for promoting culinary tourism destinations (Choe & Kim, 2019). Tourist perceptions of local food have a significant impact on their perceptions of destinations (Guan & Jones, 2014). Tourist participation in local food consumption has a direct effect on the attractiveness of the destination. Therefore, eating local food can be regarded as a tourist activity from a destination, as this activity influences not only the tourist's selection of a destination but also their perception of the destination.

Local food has the potential to be the major attraction with a high selling value among many destinations (Okumus et al, 2013). Local food specialties from a destination can be exploited as an attraction to entice tourists to return (Harrington, Ottenbache, & Löwenhagen, 2015). This is due to the fact that each destination's food and cultural products are unique and difficult to duplicate by other destinations (Horng & Tsai, 2010). Local products including food and the intention in revisiting to a destination are complement one another (Alderighi, Bianchi, & Lorenzini, 2016). Food selection is an essential attribute for tourists when they perceive the attractiveness of a destination, as revealed by Remmington and Yusel (1998), and this might be an important reason why they return to the destination. Interesting local food has its own charm to influence the decisions of a tourist while selecting and determining their holiday destination (Karim & Chi, 2010). In other words, the more local food or products you consume, the more likely you urge to revisit the destination.

Revisit Intention

Revisit intention is derived from the repurchase construct which defined as customers' decision and willingness to attach in upcoming activities with a service operators (Hume et al., 2007). According to Chen and Tsai (2007), revisit intention can be defined as "visitor's judgement about the likeliness to revisit the same destination"

(p.1116). Thus, it is essential to identify the elements that make a destination attractive in order to draw more tourists to visit a destination.

Tourists are most likely to make a repeat visitation and spend more in a destination if their expectation are met with the service quality they receive (Quintal & Polczynski, 2010). Tourists' perceptions of their prior trip experiences can be a driver of their travel intention (Horng et al., 2012). Spark et al. (2003) in their study from the Australian population when visiting a wine tourist region found out that individual's attitudes in his or her past experiences and perceived behaviour control have a direct and significant effect on tourist intention to visit. Accordingly, Alderighi et al. (2016) using Italians as their sample study confirmed that tourist experience of local food product has a direct and positive effect on the intention to revisit the destination. Tourist appreciation for a local food specialty followed by a positive image and strong identity of the place of origin will encourage tourists to return to the destination. In addition, the lower risks perceived by tourists in their holiday destination can also create a safety image of the place which finally influence their return to the destination (Kozak et al., 2007).

Several previous studies have revealed that the attractiveness of a destination can encourage tourists' interest in visiting a destination (Guan & Jones, 2014; Harrington, Ottenbache, & Löwenhagen, 2015; Horng & Tsai, 2010; Alderighi, Bianchi, & Lorenzini, 2016; Okumus et al, 2013). However, little attention has been given to the correlation between local food, attractiveness of a destination, and the intention to visit simultaneously. Therefore, the researchers find an intriguing study gap that needs to be filled, particularly in the context of Indonesian domestic tourists' favorite culinary tourism destinations.

Research Model and Hypotheses

The present study measures local food consumption value developed by Choe and Kim (2019) and its effect on destination attractiveness and visit intention simultaneously. The analysis involves testing the relationship between perceived value of local food consumption and destination attractiveness; perceived value of local food consumption and revisit intention; as well as destination attractiveness and intention to revisit. Based on the literature reviews discussed, the hypotheses are formulated as follows:

Hypothesis 1. Perceived value of food consumption has a positive effect on destination attractiveness

Hypothesis 2. Destination attractiveness has a positive effect on the intention to revisit

Hypothesis 3. Perceived value of food consumption has a direct effect on revisit intention

A conceptual model framework was designed for this study to examine the relationships between hypotheses as represented in Figure 1.
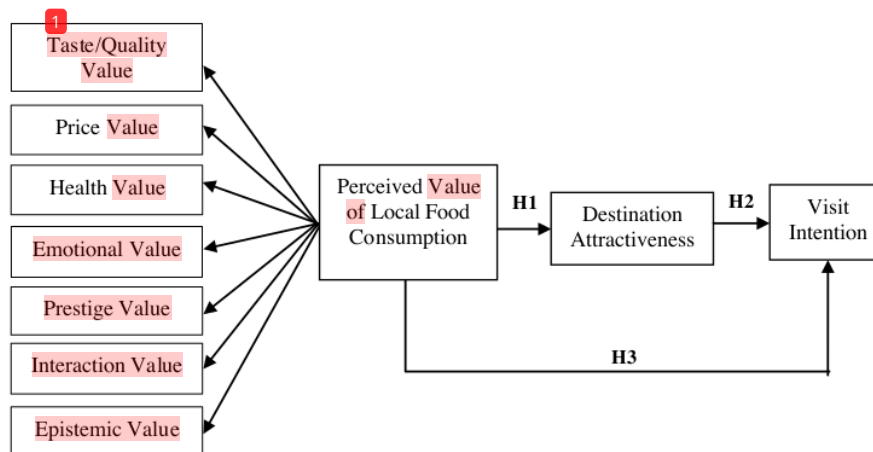

Figure 1. Research Model

Methodology

Research Design

This study was conducted using a quantitative approach to examine the effect of tourist's perceived consumption values on destination attractiveness and intention to revisit of domestic tourists to gastronomic destinations in Indonesia. Specifically, the first section dealt with the socio-demographic profile of respondents such as gender, age groups, education levels, hometown, and occupation. The second section assessed the perception of domestic tourists' local food consumption values which were divided into seven dimensions, namely taste/quality, price, health, emotional, prestige, interaction, and epistemic value which were adopted directly adapted from Choe & Kim (2019), the third section evaluated the attractiveness of destination which the items were derived from Guan & Jones (2014), and the final section examined tourists' intentions to visit a destination from Horng et al (2012). The respondents were asked to indicate their answers using a 7-point Likert scale as the measurement scale ranging from 1 (strongly disagree) to 7 (strongly agree).

Since the population of this study was Indonesian domestic tourists, the questionnaire was translated into Indonesian to assist respondents in comprehending and understanding the questions provided. In early December 2020, a pilot study was conducted by distributing the questionnaires randomly to ensure that all the question items had good validity and reliability. The face and content validity of the questionnaires were conducted by testing it on a small sample of tourists (n = 30) and inviting comments from several participants. Based on the result of the pilot study, the two questions represented interaction value were refined. The questions "My friendship or kinship with my travel companion has increased while eating Hong Kong food together" and "Eating

Hong Kong food helps me interact with the people I travel with" were modified into "Relationships with family/friends who go with me become more intimate when enjoying the culinary specialties of Solo" and "It's easier for me to interact with the people I go with when enjoying Solo's culinary specialties" respectively. After making a minor correction, the final version of the questionnaire was developed.

Data Collection

In terms of data collection, this study used the purposive sampling technique to ensure that the sample data matched the aims of the study. In the questionnaire, screening questions were performed at each destination to guarantee that respondents who were not originating from the destination. Moreover, considering the travel restriction regulation from the government during Covid-19 pandemic, the researchers decided that respondents of this study should have experienced local food in their destination in the last two years (January 2019 - December 2020). The researchers selected three cities in Central Java, namely Jogjakarta, Solo, and Semarang which are commonly referred to as "Joglosemar". The three cities were selected because they are close geographically and are popular culinary tourism destinations for Indonesians, particularly those on the island of Java.

Online questionnaire using Google Forms was distributed to respective respondents who are friends, relatives, colleagues, or acquaintances of the researchers and four research assistants by sending the survey link via email, WhatsApp, Line, direct message in Instagram and instant messenger. Before sending the link, the potential respondents were approached personally to ensure that the respondents meet the criteria. The data collection was carried out between January and February 2021. A total of 559 responses were collected through the online survey, of which 462 surveys were valid for

this study (151 visitors to Jogjakarta, 150 visitors to Solo, and 161 visitors to Semarang) and used further for the main survey.

Data analysis

A structural equation modelling using Partial Least Square (PLS) technique was employed to analyze the data (i.e., using SmartPLS version 3). Given this, a two-step approach (Anderson & Gerbing, 1988) was used to check measurement fit prior to structural fit testing the hypothesized relationships. In the first step, both convergent and discrimant validity were ensured to confirm unidimensionality of measurements, followed by composite reliability assessments for internal consistency. Prior to testing the hypotheses, a multicollinearity test was first established and analysis of R Square and Stone-Geisser's Q Square (Stone, 1974; Geisser, 1975) were analyzed to assess model's predictive accuracy and relevance, respectively. Finally, a significance testing using 5000 bootstrap resampling was used to substantiate or reject research hypotheses.

Findings and Discussion

Profile of Respondents

The respondents of this study were domestic tourists who have travelled to a destination survey (Jogjakarta, Solo, and Semarang) in Indonesia which areas are nearby. The 462 respondents in this study were sorted into three groups depending on their perceived destinations: Yogyakarta had 151 respondents (32,7%), Solo had 150 respondents (32,5%) dan Semarang had 161 respondents (34,8%). Female respondents made up 58% of the sample and roughly 49% were university graduates. 59% of the respondents were between the ages of 17 and 25, while 18% were between the ages of 26 and 35. Most of the respondents were students (48,5%), business owners (21%), and employees (18%) were from East Java (56%), followed by Central Java (17%) and West

Java (11%). Regarding the frequency to visit the destinations in the last 2 years, 54% of the respondents were visiting once and 30% were 2-4 times. The most common purpose for visiting was for leisure or vacation (60%), followed by visiting family/relative/friends (21%), and business trips (12%).

Measurement Fit

The measurement properties resulting from PLS Algorithm are summarized in Table 1. Factor loadings, average variance extracted (AVE), composite reliability (CR), and Cronbach's Alpha assessments are performed to assess convergence validity of each construct (Hair et al., 2017). The results confirmed convergence validity and internal consistency reliability of each construct in their respective cut-off values of AVE (>0.50) and CR (>0.70) (Hair et al., 2017). From Table 1, it can be seen that the AVE values were ranged from 0.586-0.879, all composite reliability and Cronbach's alpha scores were far exceeded the threshold which were between 0.845 – 0.956. These results indicated measurement fit for each construct under evaluation.

Table 1. Results Summary for Reflective Measurement Model

Measurement Items	Loadings	AVE	Composite Reliability	Cronbach 's Alpha
Epistemic Value (EPV)				
EPV1.Seek out more information about the Local food.	0.659			
EPV2.More curious about the local food.	**0.704**			
EPV3.Good opportunity to learn new things.	0.640			
EPV4.Willing to try more diverse local food.	0.684			
EPV5.Knowledge of local culture has increased.	0.530			
EPV6.Learn Local dining habits	0.445	0.586	0.907	0.950
Emotional Value (EV)				
EV1.Eating local food makes me feel happy	0.747			
EV2.Eating local food gives me pleasure	0.746			
EV3.Eating local food changes my mood positively	0.734			
EV4.Eating local food fascinates me	0.781			
EV5.Eating local food makes me crave it	0.730			

EV5.Eating local food makes me feel excited	0.807			
Health Value (HV)				
HV1.Local food is Hygienic	0.626			
HV2. Local food makes me healthy	0.588			
HV3. Local food is safe	0.651			
HV4. Local food provides good nutrition	0.668			
Interaction Value (IV)				
IV1. Relationships with family/friends become more intimate	0.711			
IV2. It's easier to interact with the people I go with	0.714			
Price Value (PI)				
PI1. Local food is reasonably priced	0.433			
PI2. Local food offers value for money	0.485			
Prestige Value (PV)				
PV1.Eating local food gives a chance to show off Local food experiences	0.685			
PV2. Higher social status when eating well-known local food.	0.588			
PV3.Worthwhile to share pictures of Local food experiences to others.	0.669			
PV4. Eating well-known local food gives prestige.	0.606			
Taste Value (TV)				
TV1.Local food provides a variety ingredient.	0.573			
TV2. Local food provides good quality ingredients	0.627			
TV3.Local food provides appealing flavors.	0.653			
TV4.Local food is tasty.	0.579			
TV5.Local food provides a high standard of quality.	0.629			
Destination Attractiveness (DA)				
DA1. The destination has high attractiveness.	0.877			
DA2. The expectations of the destination have been met.	0.853	0.763	0.906	0.845
DA3. Appealed by the destination	0.891			
Travel Intention (TI)				
TI1.After the pandemic of Covid-19 is over, I may revisit the destination for culinary tourism.	0.937			
TI2. After the pandemic of Covid-19 is over, I plan to revisit the destination for culinary tourism.	0.940	0.879	0.956	0.931
TI3.I wish to revisit the destination for culinary tourism.	0.935			

From Table 1, it can be observed that feeling excited when eating out enjoying the local food in a particular destination is a leading indicator of perceived consumption value (factor loading=0.807). Interaction with fellow travellers has improved (factor loading=0.714) and curiosity about the uniqueness of local food (factor loading=0.704) also contributed highly to the establishment of perception of local food values. This could be due to the fact that when people go on vacation, they prefer to plan a trip and make it an expected activity, resulting in feelings of pleasure and excitement. Especially if the trip is taken with fun-loving family and friends. In addition, it is interesting to find out that respondents' perceptions of the value for money of local food consumed is the lowest, indicating that the price of food is not an essential factor for visitors when visiting a destination to enjoy food. It could happen since food prices in culinary hotspots such as Yogyakarta, Solo, and Semarang are regarded acceptable and affordable to food tourists, therefore price is not an issue when consuming local food.

Table 2 shows the moderate discriminant validity assessment (i.e., Fornel-Larcker criterion), which substantiated the result of the HTMT criterion. All the values of AVE were used to assess the discriminant validity of all constructs by comparing AVE scores with the squared correlations (R^2) between constructs (Fornell & Larcker, 1981). The results indicated that all the AVE for the three constructs were greater than the variance explained between constructs and Heterotrait and Monotrait (HTMT) ratio do not violate the threshold value of 0.85 (Hair et al, 2017), ensuring a satisfactory level of discriminant validity. A consecutive HTMT test through bootstrapping routine also substantiated discriminant validity.

Table 2. Discriminant Validity

	Local Food Consumption Value	Destination Attractiveness	Visit Intention
Fornell-Larcker Criterion			

Local Food Consumption Value	**0,766**		
Destination Attractiveness	0,742	**0,874**	
Visit Intention	0,705	0,698	**0,937**
Heterotrait-Monotrait Ratio			
Local Food Consumption Value			
Destination Attractiveness	0,821		
Visit Intention	0,733	0,782	

Structural Fit

The proposed structural model was tested to examine the causal relationship between constructs and to test the hypotheses. Prior to this, a multicollinearity assessment through Variance Inflation Factor (VIF) criterion was ensured and the results showed no multicollinearity issues (VIF < 5) (Hair et al., 2017). In verifying the structural relationships among variables (bootstrap routine, 5000 resampling, two-tailed), we first assessed both the model's predictive accuracy and relevance. Table 3 showed that the effect of Consumption Value on Destination Attractiveness and the combined effects of Consumption Value and Destination Attractiveness on Travel Intention were moderate. In addition, all the predictors for destination attractiveness and travel intention were deemed to be relevant given above zero Q Square value.

Table 3. Model's Predictive Accuracy and Relevance

	R Square (R^2)	Q Square (Q^2)
Destination Attractiveness (DA)	0.550	0.415
Travel Intention (TI)	0.565	0.491

The significance of the path coefficient was estimated for hypothesis testing. Table 4 shows that all structural path estimates were significant, and all hypotheses were statistically accepted at $p<0.01$.

Table 4. Path Coefficients Among Constructs

	Path Coefficients	*t* Values	*p* Values	Decision
Consumption Value -> Destination Attractiveness	0.742	29.104***	0.000	Supported

Consumption Value -> Travel Intention	0.416	7.957***	0.000	Supported
Destination Attractiveness -> Travel Intention	0.390	7.240***	0.000	Supported

***$p < .01$

Hypothesis 1 was tested by examining the path coefficient between "perceived value of local food consumption" and "destination attractiveness" (t=29.104, p<0.01). The results shows that there is a significant effect of food consumption value perceived by domestic tourists on destination attractiveness, supporting H1. Tourists who perceived high value when eating local food in a destination were likely to create the attractiveness of the destination. In other words, the attractiveness of a destination will also be determined by its local food. This finding is consistent with previous studies (Guan & Jones, 2014; Karim & Chi, 2010; Okumus et al. 2013; Harrington, Ottenbache, & Löwenhagen, 2015) which stated that local food has the potential to increase the attractiveness of a destination that is visited. Culinary entrepreneurs can exploit the uniqueness of their local food to make a destination become attractive particularly for tourists who are food enthusiasts and like to try new things. Tourists do not merely spend their time eating when they visit a destination, they also visit other destinations, and the positive perception of the local food consumed makes this destination more appealing to visit.

In addition, Hypothesis 2 was tested by examining the path coefficient between "destination attractiveness" and "visit intention" (t=7.420, p<0.001). The results show that destination attractiveness has a positive and significant effect on tourists' visit intention, supporting H2. The more attractive the destination, the more intention of tourists to visit the destination. This result is the same as our expectation because a number of previous studies show that if a destination is attractive and memorable for tourists, it will generate more intention of tourist to visit the destination (Guan & Jones,

2014; Horng & Tsai, 2010; Alderighi et al, 2016; Okumus et al, 2013). The findings of this study have confirmed previous studies regarding the significant relationship between destination attractiveness and revisit intention. Tourists are more likely to revisit to a destination that is memorable, appealing, and offers an unforgettable experience.

Finally, hypothesis 3 was tested by examining the path coefficient between "perceived value of local food consumption" and "visit intention" (t=7.957, p<0.001). The results reveal that tourists who perceived high values of local food have a positive attitude toward the destination and most likely to visit the destination in the future, thereby supporting H3. The effect of local food consumptions on revisit intention has been revealed in other studies (Harrington, Ottenbache, & Löwenhagen, 2015; Alderighi et al, 2016). High appreciation of local food consumed by domestic tourists has a positive and direct influence on the intention to visit without destination attractiveness as a mediating variable. It demonstrates that if a destination is unique in its local food, it will directly have an impact on the interest in visiting (Alderighi et al, 2016). This study reveals that emphasizing on the attractiveness of a destination and the uniqueness of local food can increase the attraction of a destination and tourists' desire to revisit.

Conclusions

This study investigates the contribution of tourist's perceived consumption value on destination attractiveness and intention to visit the destination for food tourism. The attractiveness of a destination and the intention to revisit to a culinary destination can be shaped by building a positive view on the local food consumption.

The findings show the importance of destination stakeholders to improve the gastronomic tourism by making the destination or the city become more attractive for domestic tourists. The findings provide some implications for academics and practitioners. The role of food in tourism is potential to be considered as a development

tool to promote a destination. The empirical results can be an enhanced understanding to confirm the relationship of perceived food consumption value, destination attractiveness, and visit intention of Indonesian domestic tourists. For food business practitioners, this study provides better understanding on how the role of gastronomic tourism attracts more tourists and improves the uniqueness of food to enchance tourists' experience when visiting the destination. The destination will be more attractive for domestic tourists when they perceive food consumption value positively. In addition, this study also suggests destination stakeholders to contribute to the development of local regions by promoting their food and destination uniqueness, such as organizing food festival or food culture event to attract more visits.

The findings of the study also indicate that domestic tourists are likely to consider that a destination is attractive and are willing to revisit in the future when they perceive high emotional value, interaction value, epistemic value, prestige value, health value, taste value and price value of the local food that they consume. They expect to experience the excitement of tasting and enjoying the local food. The excitement coming from the unique and authentic taste of the local food as well as the unique way of food presentation. This is part of the emotional value that tourists look for when consumming local food. In this case, it is very important for local food providers to maintain the authentic taste of the food as well as the traditional way of presenting and serving the food as it can be a unique selling point that domestic tourists expect to get. Moreover, providing a comfortable and cozy dining area is also important because tourists expect to interact comfortably while enjoying the local food. Besides the dining area, the local food providers should also provide information about the history of certain specialty local food, how it is cooked as well as the ingredients, either at the dining area or on social media to attract tourists to come.

The study findings also suggest that local food is a good selling point of a tourist destination. Therefore, in order to promote a tourist destination, the local government needs to promote the local food in a destination by stressing on each of the consumption values that tourists can get from consumming local food in a particular destination. Since the local government of central Java is planning to boost the number of the domestic tourists, it is suggested that the government promote the destination by promoting the local food. In this case, the goverment needs to support and encourage local restaurants or food providers to design menus that are fascinating and are accepted on the palate of Indonesians to attract Indonesian tourists to visit these culinary destinations. Furthermore, destination marketers need to take advantage of these tourists' gastronomic opportunities in order to entice them to visit other tourist destinations, which in turn can increase tourist visit to the area.

This paper is an initial attempt to examine local food consumption and its relationship to destination attractiveness and tourists' intentions to visit Yogyakarta, Solo, and Semarang. The main limitation of this study is the two-year time for participants to consume local cuisine in those destinations. This is due to the Covid-19 pandemic, which has significantly reduced domestic tourist visits to the destinations. Thus, the next study should be undertaken when the Covid-19 pandemic is over to confirm the result of this current study with shortened consumption time. Additional research should be conducted to employ more diverse regions which are also culinary tourism destinations for Indonesian people, such as Bali and Makassar. The current study only identified the local tourists' perspectives as the study sample most of whom are young people with an age of 17-25 years, which may not be generalized to all ages and may not provide a complete picture of the contribution of local food consumption to destination image and attractiveness. Future study is suggested to carry out an investigation from foreign

tourists' perspectives towards local food experiences when visiting Indonesia. Moreover, adding more dimensions such as tourist satisfaction in the research model might provide a more comprehensive picture.

Acknowledgement

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