The Influence of Culinary Destination Image and Tourism Motivation on the Intention to Visit South Korea

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Abstract

This study aims to determine the effects of culinary destination image and tourist motivation on the intention to visit South Korea. It explores the role of attitude as a mediating variable and examines the direct effects of these factors on visitation intention. A total of 129 respondents were obtained using both online and offline questionnaires. The research method makes use of PLS-SEM analysis. The findings indicate that the image of culinary destinations and tourist motivation significantly influences attitude. Furthermore, attitude significantly impacts visiting intentions. Tourist motivation directly affects visiting intentions. Attitude serves as a mediating variable linking the image of culinary destinations and tourist motivation to visiting intentions. Additionally, the image of culinary destinations has an indirect effect on visiting intentions.

Keywords: Culinary Destination Image, Tourist Motivation, Attitude, Visit Intention, Culinary Tourism.

Introduction

One of the fascinating things about traveling to another nation is the food, as visitors can discover and experience local cuisine from a variety of locations they have never been to or tasted before (Tedesco, 2021; Nurridha, 2018). Based on survey results from Tripadvisor (2023) related to the purpose of tourists spending money, tourists allocate 22 per cent of their travel budget to eating out. In addition, data from the Central Bureau of Statistics (BPS) related to the characteristics of national tourist expenditure shows that 16.22 per cent of national tourist expenditure is used for eating and drinking (Central Bureau of Statistics, 2023). Since 2018, food has been the main motivation for travellers when choosing a tourist destination (World Food Travel Association, 2020). Attitude refers to a person's positive (favourable) or negative (unfavourable) assessment of a behaviour or action (Park et al., 2017). Tourist attitudes are a significant factor in influencing behavioural intentions, such as the desire to visit (Huang & Veen, 2018). As explained in the Theory of Planned Behaviour (TPB), attitude can be a variable that influences intention to visit (Ajzen, 1991).

Jorgensen (2004) explains that destination image is an impression of a place or perception of a region (in Ramadhani et al., 2020). There are two dimensions that form it, namely cognitive and affective images (Martín & Bosque, 2008). Several studies have proven that destination image (both cognitive and affective image) has an influence on visit intention in different contexts (Zhang et al., 2014; Park et al., 2017; Ramadhani et al., 2020). However, there are studies that have proven that attitude variables are valid mediators to explain the relationship between destination image and visit intention (Park et al., 2017; Huang & Veen, 2018; Zhang & Xue, 2020).

Tourists' attitudes towards visiting intentions are not only influenced by destination image, but also by the motivations that tourists have. Motivation in the context of tourism refers to the psychological needs that cause a person to act in a certain way or stimulate their desire to travel or participate in tourism activities (Zhang & Xue, 2020).

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Pereira et al. (2019) mentioned that there are two factors that motivate tourists to travel, namely push factors and pull factors. Although attitudes also mediate between tourist motivation and visit intention, some studies have shown that tourist motivation can directly influence visit intention (Khan et al., 2018; Su et al., 2018).

South Korea is one of the choices of tourist destinations visited by most East Java residents (Suryowati, 2020). South Korea is the third East Asian country most visited by national tourists in travelling abroad with a percentage of 1.43 per cent of total trips abroad (Statistics Indonesia, 2021). The Korea Tourism Organization (KTO) targets 300 thousand Indonesian tourists to visit South Korea in 2024 (Salsabilla, 2023). Promotions related to visits to South Korea are intensively carried out in several cities in Indonesia, one of which is in Surabaya City (Inasis, 2021).

Building on the aforementioned background, the researcher aims to investigate if attitudes toward visiting South Korea are influenced by the image of culinary destinations and tourist motivation, if attitudes on visiting South Korea are influenced by the image of culinary destinations and tourist motivation, if there is a direct relationship between these two variables and the intention to visit South Korea, and if attitude serves as a mediating factor. This study replicates the research model introduced by Zhang and Xue (2020) with a modification to examine the direct impact of culinary destination image and tourist motivation on visiting intentions. The study focuses on individuals residing in Surabaya.

Literature Review

Culinary Destination Image and Attitude

According to Zhang and Xue (2020), destination image is a collection of beliefs, knowledge, and perceptions that people have about a specific location. Huang and Veen (2018) state that a person's perceptions, principles, beliefs, emotions, sentiments, and expectations about a location are collectively referred to as their "destination image," an individual's perception of destination attributes as well as its entire impression are combined to form their destination image. All elements can leave an impression; food is one such instance. Food or gastronomy has a significant influence in shaping a destination's image since it can contribute to the creation of a destination's identity (Suna & Alvarez, 2021). According to Zhang and Xue (2020), food is one of the important factors to promote destination image. Ramadhani et al. (2020) explained that a positive destination image will result in an increase in visits. Therefore, destination image is believed to be an important factor in the decision-making process and plays an important role for potential tourists in choosing a destination (Park et al., 2017). The two main components of destination image are cognitive image and affective image (Martín & Bosque, 2008). Cognitive image refers to travelers' beliefs and knowledge of the destination, while affective image is a representation of feelings towards a destination Kim et al., 2019).

In the Theory of Planned Behavior (TPB), attitudes represent the psychological tendencies manifested through positive or negative judgments regarding a person's involvement in a specific behavior (Ajzen, 1991). According to this theory, attitudes towards a behavior are influenced by behavioral beliefs. Behavioral beliefs talk about the belief that a person has that the behavior will produce a certain result (Yamada & Fu, 2012). Everyone has a positive or negative assessment of a behavior with different levels of assessment (Jordan et al., 2017). If an individual has a positive attitude towards a behavior, then he will have the intention to perform the behavior. However, individuals who have a negative attitude towards a behavior, they will not have the intention to perform the behavior (Ajzen, 1991). As noted by Jalil et al. (2012), tourist attitudes significantly influence the selection and decision-making process when choosing a tourist destination. According to Zhang and Xue (2020), these attitudes serve as crucial indicators guiding tourists' decisions to travel to a particular destination. In this context, the behavior under consideration is the desire or intention to visit.

According to Ajzen (1991) in the Theory of Planned Behavior, an individual's attitude towards a behavior (e.g., visiting a destination in the future) is determined by the individual's beliefs about the behavior. Zhang and Xue (2020) stated that how visitors perceive a place can have a significant impact on visitors' attitudes towards the place. In addition, it was also stated by Ramadhani et al. (2020) that there is a positive relationship between destination image and future attitudes and the possibility that tourists who have a positive image will visit there and recommend the destination to others. Previous research conducted by Park et al. (2017) shows that destination image has a strong impact on attitudes. In addition, research by Zhang and Xue (2020) also shows that destination image has a positive and significant effect on attitudes in the context of culinary tourism in Macao.

Theory of Planned Behavior (TPB) in the context of tourism explains that tourists' attitudes towards a destination are determined by their beliefs about the pull and push factors of motivation (Ajzen, 1991). Suna & Alvarez, (2021) also said that the higher the belief in these motivational factors, the more positive the tourist attitude towards a destination will be. Previous research by Zhang & Xue (2020) showed that travel motivation has a positive and significant influence on tourist attitudes. In the research results of Su et al. (2020), travel motivation also affects tourist attitudes in terms of culinary tourism. Khan et al. (2018) states that visit intention is the desire of tourists to visit a destination within a certain period. Visiting intentions can be referred to as a prefix in a person's decision making, namely the action of choosing to fulfil their needs and desires (Zhang & Xue, 2020).

According to Zhang and Xue (2020), food stands out as a primary factor that entices tourists to visit a destination. The desire or inclination for tourists to explore a destination often arises when they are already acquainted with the diverse culinary offerings of that particular location. The model of Maslow's hierarchy of needs offers insights into tourist behavior, shedding light on the purpose behind their choice to travel and the motivation driving their selection of a destination (Hassan et al., 2020). Conversely, Pereira et al. (2019) propose the push and pull motivations concept, elucidating that tourists' decisions to visit a specific place involve being 'pushed' from their homes by internal forces and 'pulled' to a particular destination by external forces.

The findings from studies conducted by Jalil et al. (2012) and Ramadhani et al. (2020) demonstrate that destination image exerts a positive and significant impact on visiting intentions. Moreover, Choe and Kim's (2018) research indicates that the image of culinary destinations positively influences the intention to visit a destination specifically for culinary tourism. Gaining insight into the driving factors of tourism activities facilitates the prediction of travel behavior, including the intention to visit and decision-making. Travel motivation emerges as a significant factor influencing visiting intentions, as it is directly tied to the satisfaction of each tourist (Whang et al., 2016). Additionally, research conducted by Su et al. (2020) demonstrates the substantial impact of travel motivation on visiting intentions, particularly in the context of culinary tourism.

H₁: Culinary destination image has a positive and significant effect on tourists' attitudes to visit South Korea.

H₂: Tourist motivation has a positive and significant effect on tourist attitudes to visit South Korea.

H₃: Tourist attitudes have a positive and significant effect on the intention to visit South Korea.

H₄: Culinary destination image has a direct effect on intention to visit South Korea.

H₅: Tourist motivation has a direct effect on intention to visit South Korea.

Attitude as a Mediating Variable

Attitude is a predisposition (tendency in a certain direction) formed by learning and experience to respond consistently to something. This tendency can lead to favorable or

unfavorable (Pereira et al., 2019). Pereira et al. also mentioned that attitudes influence a person to act or behave in a certain way. The resulting action or behavior can come from the image of a destination and the motivation possessed by tourists. In the research results of Park et al. (2017) proved that attitude is an important predictor of visiting. In addition, in the research of Su et al. (2020) also used attitude as a mediation between culinary tourism motivation and culinary tourism intention. Zhang and Xue (2020) have proven that attitude acts as a mediator for destination image and tourist motivation on visiting intentions.

H₆: Attitude mediates the influence of culinary destination image and tourist motivation on travel intentions to visit South Korea.
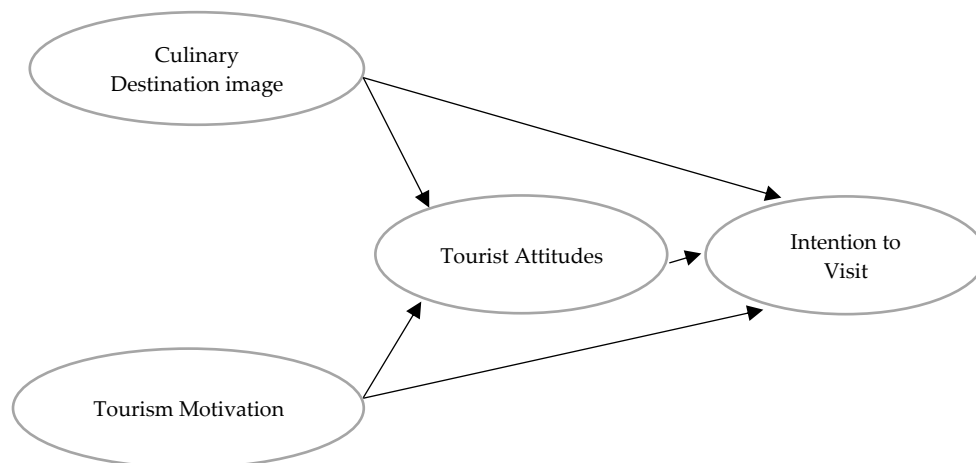

Figure 1. Theoritical Framework

Research Model

This research employs a quantitative approach with a causal associative method. The study targets the population of Surabaya residents, specifically Indonesian citizens (WNI), aged at least 17 years, who have never visited South Korea but express an interest in the country and culinary tourism. The sample was selected using a non-probability sampling technique, specifically the purposive sampling method. Data collection was conducted through online questionnaires distributed via social media applications such as Line, WhatsApp, Telegram, and Instagram. Offline data collection occurred at culinary attractions and malls in Surabaya during the period from October 24, 2023, to November 3, 2023. Respondents were required to answer screening questions, provide respondent profiles, and respond to close-ended questions related to the research.

The questionnaire utilized instruments adopted from previous research. Culinary destination image was measured using 10 indicators adapted from studies by Tsai & Wang (2017), Choe & Kim (2018), and Zhang & Xue (2020). Traveler motivation was gauged with 10 indicators adapted from research by Kim et al. (2013), Su et al. (2020), and Zhang & Xue (2020). Attitude was assessed using 10 indicators adapted from studies by Park et al. (2017), Su et al. (2020), and Zhang & Xue (2020). Additionally, the intention to visit was measured with 7 indicators adapted from research by Khan et al. (2018), Su et al. (2020), and Zhang & Xue (2020).

Before proceeding with further testing, a pilot test was conducted with the first 30 respondents to assess validity and reliability. The pilot test identified that two attitude indicators had a calculated r value smaller than the r table with a significance level of 0.05, rendering them invalid and subsequently excluded from use. Following this, the instrument reliability test for culinary destination image, tourist motivation, attitude, and visiting intention demonstrated reliability, as each variable yielded an alpha value exceeding 0.60. The study involved a total of 145 respondents; however, 129 respondents met the criteria for valid data analysis. Sixteen responses were deemed invalid as they

did not meet the research criteria, which included factors such as respondents not being residents of Surabaya, having prior visits to South Korea, or expressing an interest in visiting South Korea for reasons other than food. The collected data underwent analysis using the Partial Least Square - Structural Equation Modeling (PLS-SEM) approach, implemented with SmartPLS 4.

Analysis and Discussion

The respondent profile is presented in Table 1, indicating a predominantly female sample (70.54%). The majority of respondents fall within the age range of 17-24 years, constituting 47.29% of the sample, with students comprising the largest occupational group at 40.31%. The most prevalent educational background among respondents is S1/equivalent, accounting for 50.39%. The majority of respondents reported an average income between Rp 1,000,000.00 - Rp 3,000,000.00, with 34.8%. Additionally, a significant portion of respondents (78.29%) became acquainted with South Korea through Korean dramas, and 67.44% through social media. The preferred travel companions for most respondents are family (82.17%), followed by friends (51.94%).

Table 1. Respondent Profile

Characteristics	Group	Frequency	Percentage (%)
Gender	Male	38	29.46
	Female	91	70.54
Age	17 - 24 years	61	47.29
	25 - 34 years	33	25.58
	35 - 44 years	23	17.83
	45 - 54 years	10	7.75
	> 54 years	2	1.55
Last education	SMA/SMK or equivalent	50	38.76
	Diploma or equivalent	9	6.98
	S1 or equivalent	65	50.39
	S2/S3	5	3.88
Source of Knowledge about South Korea	Korean drama	101	78.29
	Korean music	56	43.41
	Beauty Vlogger	33	25.58
	Food Vlogger	49	37.98
	Social Media	87	67.44

Descriptive statistical analysis utilizes an interval range of 0.8, derived from calculating the interval between values. Among the indicators, indicator South Korea has a food appearance that caught my attention stands out with the highest average value for destination image, indicating that South Korea is perceived to have an appealing food appearance. Conversely, indicator South Korea provides food that suits my taste buds has the lowest average, suggesting that South Korean food might not align well with the tastes of tourists.

Furthermore, among the tourist motivation indicators, indicator to try different types of south Korean food stands out with the highest average, suggesting that tourists are motivated to visit South Korea to explore various types of South Korean food. On the other hand, Indicator to understands South Korean culture through eating traditional food and indicator to broaden my knowledge of south Korean food cooking techniques have the lowest averages, indicating that some tourists are motivated to visit South Korea to understand its culture through traditional food and gain insight into South Korean food cooking techniques.

In the tourist attitude variable, indicator a culinary trip to South Korea would make me happy has the highest average, indicating that a culinary trip to South Korea brings happiness to tourists. Conversely, indicator a culinary trip to South Korea will satisfy

my culinary expectations has the lowest average, suggesting that a culinary trip to South Korea may not fully meet tourists' culinary expectations.

Regarding the visiting intention variable, indicator I want to visit South Korea has the highest average, indicating a strong desire among tourists to visit South Korea. Conversely, the lowest average is in indicator I'm planning a culinary trip to South Korea, suggesting a lower inclination among tourists to plan a culinary tour trip package to South Korea.

Measurement Model Testing

Table 2. Outer Model Test Results (after reduction)

Construct	Items	Outer Loading	AVE	Composite Reliability
Culinary Destination Image			0.504	0.862
	South Korea is a suitable country for culinary tourism	0.737		
	South Korea presents a diverse food culture, for example: fusion cuisine.	0.723		
	South Korea presents a traditional food culture, for example: rice as a staple food, fermented foods (kimchi)	0.671		
	South Korea provides food that suits my taste	0.676		
	South Korea provides unique food, for example: ganjang gejang, mulnaengyeo	0.718		
	South Korea provides unique food, for example: ganjang gejang, mulnaengyeo	0.753		
	various food madams available in South Korea	0.638		
	South Korean food is made with quality ingredients	0.754		
	South Korean food is produced locally in certain areas of South Korea, for example: jeonju bimbimbab which is produced in Jeolla province.	0.737		
Tourist Motivation			0.509	0.898
	To understands South Korean culture through eating traditional food	0.750		
	to find out about Korean people's eating habits during the day, for example: there is kimchi and banchang available as an accompaniment to main meals.	0.701		
	To have an authentic food experience in South Korea	0.707		
	To broaden my knowledge of south Korean food cooking techniques	0.559		
	To increase my knowledge of south Korean food	0.709		
	To share my culinary experience in Korea with others	0.700		
	To experience the taste of traditional south Korean food	0.759		
	To try different types of south Korean food	0.768		
	To discover and try south Korean cash foods	0.750		
	To try south Korean food that is different from what I usually consume	0.712		

Construct	Items	Outer Loading	AVE	Composite Reliability
Tourist Attitudes			0.550	0.887
	A culinary trip to South Korea would make me interested	0.732		
	A culinary trip to South Korea would make me happy	0.753		
	A culinary trip to South Korea would be beneficial for my culinary experience.	0.810		
	A culinary trip to South Korea will satisfy my culinary expectations	0.639		
	A culinary trip to south Korea would be beneficial for my culinary experience	0.706		
	Culinary tours to South Korea can help increase the number of tourist arrivals.	0.658		
	Culinary travel to South Korea can contribute to the development of local tourism	0.811		
	Culinary trips to South Korea have educational value, for example: knowing the traditional food, recognizing the local ingredients used in food greetings.	0.803		
Intention to visit			0.532	0.866
	I might visit South Korea	0.693		
	I intend to visit South Korea	0.798		
	I want to visit South Korea	0.742		
	I'm looking forward to a culinary tour of South Korea.	0.755		
	I want to go on a culinary trip to South Korea	0.774		
	I'm planning a culinary trip to South Korea.	0.560		
	I am willing to save money for a culinary trip to South Korea.	0.756		

The testing of the model comprises evaluations of both the outer model and inner model. The expected outer loading values generally fall within the range of 0.5 to 0.6, and it is considered preferable if they surpass 0.7, particularly when accompanied by an AVE (Average Variance Extracted) value of 0.5 or higher (Hair et al., 2014).

In the initial assessment of the outer model, all indicators exhibited outer loadings exceeding 0.5. However, the AVE for the destination image variable remained below 0.5, leading to the reduction of the two indicators with the lowest outer loading values, namely indicator South Korea has a food display that caught my attention and South Korea has highly nutritious food.

Moving to Table 3, the Fornell-Larcker test demonstrated that the correlation values within the variables were higher than those with other variables. Consistent results were observed in the cross-loading test. Additionally, the composite reliability values surpassed 0.7, indicating robust reliability for all variables.

Table 3. Fornell-Larcker Test Results

	TA	CDI	TM	IV
Tourist Attitudes	**0.742**			
Culinary Destination Image	0.732	**0.740**		
Tourist Motivation	0.696	0.622	**0.714**	
Intention to visit	0.729	0.568	0.643	**0.739**

Table 4. Inner Model Test Results

	R-square	Effect	*Q² predict*
Tourist Attitudes	0.630	Medium	0.610
Intention to visit	0.567	Medium	0.438

Inner model testing involves the $R2$ and $Q2$ tests, which assess the capability of independent variables to elucidate and forecast the dependent variable. The inner model test values range from 0 to 1, with $R2$ categories of 0.25 indicating weakness, 0.5 signifying medium strength, and 0.75 indicating strong explanatory power.

In Table 4, both the tourist attitude and intention to visit variables exhibit a medium $R2$ value. This suggests that the culinary destination image and tourist motivation have a robust ability to explain these two variables. Additionally, the $Q2$ values for both variables are above 0, indicating that the culinary destination image and tourist motivation variables possess effective predictive capabilities.

Hypothesis Test Results (Specific Indirect Effect)

Table 5. Path Coefficient Test Results

	Original sample (O)	Sample mean (M)	Standard deviation	T-statistics	P values	Result
Culinary destination → Tourist attitude	0.488	0.491	0.097	5.02	0	Accepted
Tourist Motivation → Tourist attitude	0.392	0.385	0.098	4.008	0	Accepted
Tourist attitude → intention to visit	0.538	0.539	0.099	5.438	0	Accepted
Culinary Destination Image → Intention to visit	0.012	0.012	0.102	0.119	0.905	Rejected
Tourist attitude → Intention to visit	0.261	0.263	0.097	2.682	0.007	Accepted

Table 6. Specific Indirect Effect Test Results

	Original sample (O)	Sample mean (M)	Standard deviation	T-statistics	P values
Culinary destination → Tourist attitude → Intention to visit	0.262	0.266	0.08	3.283	0.001
Tourist Motivation → Tourist attitude → Intention to visit	0.211	0.206	0.06	3.512	0

The first hypothesis, stating that the image of culinary destinations positively and significantly influences tourist attitudes, is supported by a T-statistic value of 5.02, a P-value of 0, and a positive O-value, leading to its acceptance. Similarly, the results of the second hypothesis (H2), which posits that tourist motivation has a positive and significant impact on tourist attitudes, are also accepted, as evidenced by a T-statistic value of 4.008, a P-value of 0, and a positive O-value. The third hypothesis (H3), asserting that tourist attitudes have a positive and significant effect on visiting intentions, is supported by a T-statistic value of 5.438, a P-value of 0, and a positive O-value, leading to its acceptance. However, the fourth hypothesis test (H4), positing a direct positive and significant effect of the image of culinary destinations on visiting intentions, is rejected. The T-statistic value of 0.119 falls below the minimum limit of 1.96, and the P-value exceeds the maximum limit of 0.05 (0.905), indicating insignificance. Although the O value is positive, the overall results are deemed insignificant.

On the other hand, the fifth hypothesis (H5), suggesting that tourist motivation has a positive and significant direct effect on visiting intentions, is accepted, supported by a T-statistic value of 2.682, a P-value of 0.007, and a positive O value. In Table 7, the mediating role of tourist attitudes between the image of culinary destinations and visiting intentions, as well as between tourist motivation and visiting intentions, is

evident. Thus, the sixth hypothesis (H6) is accepted, substantiated by T-statistic values and P-values within reasonable limits and positive O values.

The Effect of South Korean Destination Image on Tourist Attitudes

The findings indicate a positive and significant influence of the culinary destination image on tourist attitudes. These results suggest that a more favorable image of culinary destinations corresponds to more positive attitudes among tourists towards these destinations. These outcomes align with the research conducted by Zhang and Xue (2020), affirming that destination image significantly impacts tourist attitudes in the context of culinary tourism in Macao. Similar findings were also observed in the study by Park et al. (2017), underscoring the robust impact of destination image on tourist attitudes.

The perceptions of Surabaya people, particularly in the culinary context, have undergone significant influence due to Korean dramas. This phenomenon is evidenced by the positive impact generated by the narratives of Korean dramas, specifically highlighting Korean culture and cuisine. Visual representations and elaborate food scenes in K-dramas have successfully sparked the desire and interest of Surabaya residents in Korean cuisine. Many K-dramas portray Korean food with appealing aesthetics, including diverse color variations, attractive presentations, and authentic flavors. This not only captures attention for Korean culinary delights but also introduces a variety of traditional Korean dishes. A well-formed destination image of South Korea, especially in the context of culinary tourism, can lead to positive attitudes among tourists. This aligns with the results indicating the highest outer loading, affirming that South Korea locally produces its food in specific areas and offers a diverse array of food types.

Effect of Tourist Motivation on Tourist Attitude

The results reveal a positive and significant influence of tourist motivation on attitude, suggesting that heightened motivation among Surabaya people to visit a destination corresponds to a more positive attitude toward that destination. This finding is consistent with the research conducted by Zhang and Xue (2020) and Su et al. (2020), where tourist motivation demonstrated a positive and significant effect on attitudes. This alignment is further supported by the outer loading value, indicating that the motivation of Surabaya people to visit South Korea is driven by the desire to try and savor various types of traditional South Korean food. The survey findings further support this conclusion, highlighting that a significant number of respondents discovered South Korea through social media. Social media, particularly platforms such as Instagram, TikTok, and YouTube, emerges as a pivotal force motivating potential travelers to choose Korea as a travel destination, particularly in the culinary domain. These platforms serve as key channels, offering enticing visuals of Korean dishes. The abundant culinary content not only fosters a strong desire among individuals to experience Korean culinary delights firsthand but also shapes positive perceptions through travelers' reviews and personal experiences shared on social media. This underscores the influential role of social media as a source of attraction, piquing the interest of many in trying Korean food and ultimately shaping the judgment of Surabaya people toward South Korea. Consequently, the heightened motivation of travelers contributes to fostering a positive attitude towards the destination (Hsu & Huang, 2010).

The Influence of Tourist Attitudes on Intention to Visit South Korea

The research results demonstrate a positive and significant effect of attitude on the intention to visit. This relationship may be attributed to the positive values cultivated through the formation of a culinary destination image and the favorable motivation of

Surabaya people. As a result, these positive values contribute to fostering an inclination among Surabaya people to visit South Korea for culinary tourism. It is evident that a positive attitude among the people of Surabaya supports their intention to visit a destination. This aligns with previous research by Zhang and Xue (2020) and Park et al. (2017), which similarly affirms that attitude has a positive and significant effect on the intention to visit.

Based on the obtained outer loading value, people of Surabaya express expectations that a culinary tour to South Korea will enhance their overall tourism experience and provide valuable culinary insights. This indicates a strong belief among the people of Surabaya that visiting South Korea for culinary purposes will enrich and elevate the quality of their tourism experience. This hopeful anticipation motivates residents to actively explore the diverse culinary delights the country has to offer. The desire to savor traditional and exclusive South Korean dishes emerges as a primary motivation in the trip planning process for the people of Surabaya. The positive attitude they hold toward South Korean culinary delights, as reflected in their expectations, directly influences their intention to visit South Korea.

The Influence of South Korean Destination Image on Intention to Visit South Korea

The research results indicate that the culinary destination image has an indirect effect on the intention to visit, leading to the rejection of the fourth hypothesis (H4). These outcomes stand in contrast to findings from studies by Jalilv and et al. (2012) and Choe and Kim (2018). The results suggest that, although people of Surabaya hold a positive perception of South Korea, this perception alone is insufficient to directly influence their intention to visit. Instead, the positive perception of the people of Surabaya must be complemented by a positive attitude to truly instigate the intention to visit. It becomes evident that the intention to visit South Korea is not solely formed by the destination image but is also contingent upon the tourist's attitude.

Based on the survey results, a significant portion of the respondents falls within the 17-24 age group, with many being students or university students. The majority of respondents report an income range of IDR 1,000,000.00 - IDR 3,000,000.00. Despite harboring a positive perception of South Korea, most respondents do not have firm plans to visit, potentially due to their dependence on parents and limited financial resources. This suggests that, while the people of Surabaya may have positive perceptions, many are currently unable to realize their desire to visit South Korea independently.

Additionally, the lowest outer loading value, particularly regarding South Korea's use of quality ingredients, implies that factors related to ingredient quality are not a primary consideration for the people of Surabaya when perceiving South Korea as a desirable destination. Their interest primarily lies in experiencing South Korean cuisine, with less emphasis on ingredient quality. Consequently, it can be inferred that factors within South Korea's destination image alone may not be sufficient to directly influence the people of Surabaya to form the intention to visit South Korea.

The Influence of Tourist Motivation on Intention to Visit South Korea

The research findings highlight that tourist motivation has a direct and significantly positive impact on the intention to visit among the people of Surabaya. This implies that a stronger motivation among Surabaya residents to visit South Korea corresponds to a heightened intention to visit the country. These results align with the research conducted by Su et al. (2020), which similarly indicates a significant positive influence of travel motivation on behavioral intentions, specifically the intention to visit.

Furthermore, the research results identify visiting South Korea to try various types of South Korean food as well as the intention to visit South Korea as indicators with the highest outer loading values in terms of tourist motivation and intention to visit. These outcomes suggest that the people of Surabaya possess a robust desire to firsthand experience

the culinary richness of South Korea, directly influencing their intention to visit the country.

South Korean food, underscores the highly influential role of the culinary aspect in capturing tourist interest. The results of this study lend support to the concept that culinary experiences play a pivotal role in shaping tourist intentions. Consequently, it can be concluded that the strong motivation among the people of Surabaya to explore South Korean culinary delights, particularly through the tasting of various typical dishes, serves as the primary driver behind their intention to visit this country.

The Role of Tourist Attitudes as a Mediating Variable

The results indicate that the image of culinary destinations alone cannot directly influence tourists' intentions to visit South Korea; rather, it requires the intermediary variable of attitude. Moreover, the direct impact of tourist motivation on visiting intention appears to be smaller compared to the use of tourist attitude as a mediating variable. Table 7 illustrates that attitude, serving as an intermediary variable between the image of culinary destinations and visiting intentions, as well as between tourist motivation and visiting intentions, has a positive and significant effect. This finding is reinforced by the highest AVE value and Mean value of tourist attitudes compared to other variables.

The results align with Zhang and Xue's (2020) research, which emphasizes the crucial role of attitude as a mediating variable between destination image and tourist motivation towards visiting intentions. In summary, it can be concluded that visiting intentions are propelled by the presence of tourist attitudes, and these attitudes are shaped by the image of culinary destinations and tourist motivation.

Conclusions and Recommendations

The culinary destination image demonstrates a positive and significant impact on tourist attitudes toward visiting South Korea. Similarly, tourist motivation exhibits a positive and significant effect on tourist attitudes, influencing their inclination to visit South Korea. Importantly, positive tourist attitudes emerge as a pivotal determinant in shaping the intention to visit South Korea.

Although the culinary destination image positively impacts tourist attitudes, this influence does not directly translate into the decision to visit South Korea. Instead, it has an indirect effect on the intention to visit. On the other hand, tourist motivation directly shapes the intention to visit, indicating that the encouragement or motivation experienced by tourists plays a direct role in their decision-making process.

Furthermore, attitude acts as a mediator between the image of culinary destinations and tourist motivation on the intention to visit South Korea. In simpler terms, tourist attitudes serve as a bridge, mediating the influence of the image of culinary destinations and tourist motivation on the intention to visit South Korea.

In light of the aforementioned conclusions, to foster the growth of culinary tourism, tour developers can strategically design culinary tour packages. These packages should not only include visits to traditional food establishments but also incorporate modern restaurants. This approach aims to enhance the satisfaction of foreign tourists by catering to a broader spectrum of culinary expectations.

For future research endeavors, it is recommended that researchers consider focusing on specific generational cohorts, such as Generation Z. Delving deeper into the perceptions of this demographic could provide a more nuanced understanding of their preferences and behaviors regarding culinary tourism. Additionally, the collected data reveals that some respondents express interest not only in culinary tourism but also in various other activities such as health-related experiences, attending K-pop artist performances, exploring natural beauty, and engaging in other activities. Future research could explore these multifaceted interests to identify and understand the diverse preferences of travelers interested in visiting South Korea.

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