

The Influence of Design at Food Festivalscape on Visitor Behavioral Intentions Based on Big Data Analysis

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Abstract:

Festival activities are new leisure tourism consumption scenarios with huge development potential. With the rapid development of big data technology, the service scenario design of food festivals also faces new opportunities and challenges. This study takes the Zhuanghang Mutton Festival in Shanghai as a case and focuses on the impact of the service scenario design of food festivals on tourists' behavioral intentions under the background of big data. Service scenario design covers multiple aspects such as the physical environment, spatial layout, and atmosphere creation of food festivals. Through literature review and big data analysis of network texts, the study extracts five analytical dimensions of food festival scenarios (atmosphere, layout/design, food, entertainment, service attitude), and combines them with questionnaire surveys to explore how these dimensions affect tourists' emotions, satisfaction, and then influence tourists' behavioral intentions. With the support of big data, food festivals can understand tourists' needs and preferences more accurately, so as to carry out personalized service scenario design. The study suggests that festival managers should attach importance to the atmosphere, food, and entertainment dimensions of festival scenarios, create richer and more diversified activity experiences, create a comfortable atmosphere and improve food quality, so as to better promote tourists to have positive emotional experiences, and further improve tourists' satisfaction and the benign development of festival behavioral intentions.

Keywords: Big Data Analysis; Festivalscape; Visitors; Consumption emotions; Satisfaction; Behavioral intentions.

INTRODUCTION

With the rapid development of digital technology, big data has become a key driving force for innovation in the fields of design, management, and marketing. Thanks to its powerful data analysis capabilities, managers can gain more precise insights into user needs and behavior patterns, provide personalized services, thereby optimizing user experiences and predicting potential problems[1]. The application of big data has now widely permeated multiple fields and provided a powerful impetus for all aspects of social development [2]. Festivals and special events, as important components in the field of leisure tourism, have received increasing academic attention in recent years [3]. Especially against the backdrop of the growing interest in food tourism, food festivals have become one of the most popular festivals in the past decade [4]. Festival activities like food festivals have become new driving forces for the development of the tourism industry. Under the background of big data, how to utilize data-driven methods to grasp user needs and improve service quality has become one of the important propositions in current research.

Diet is one of the most important parts of urban residents' lives and also one of the characteristics of local culture. Shanghai, one of China's largest metropolises with a population exceeding 24 million, stands as a distinctive culinary destination due to its unique geographical location, advanced economic conditions, and diverse domestic and international gastronomic influences. In 2024, Shanghai hosted several food-themed festivals, including the "Haipai Refined Cuisine Festival," "Shanghai Global Food Festival," "Street Food Festival," "Zhuanghang Mutton Festival," and "Chongming Autumn Ecological Food Festival." These events attracted millions of attendees, generating considerable impact and brand recognition while effectively stimulating regional economic growth.

Food-themed festivals offer urban residents novel leisure opportunities while simultaneously serving as crucial vehicles for showcasing urban culture and enhancing city images. In recent years, the

importance of culinary experiences in urban tourism development has gained increasing recognition, leading to diverse utilization of Shanghai's food resources. However, research on Shanghai's culinary tourism and food festivals remains relatively limited. Particularly in the context of rapid urban development, there is a need for further investigation into how to optimize the use of food, festival, and spatial resources to create unique and memorable experiences for visitors and elevate the quality of festival events.

That said, for visitors participating in festival events, food serves not only as a source of basic physiological sustenance but also contributes to unique experiences through the spatial configuration of the festival. These experiences can facilitate relaxation, and stress reduction, and promote physical and mental well-being among attendees. In like manner, for festival organizers, creating an optimal experiential environment represents a critical source of competitive advantage in the festival industry. Failure to provide engaging and memorable experiences may result in festivals struggling to distinguish themselves in an increasingly challenging business environment and maintain sustainable customer loyalty [5]. Consequently, identifying and understanding the key factors within the festival environment that significantly influence participants' satisfaction and behavior remains an urgent issue [6].

This study selects the Zhuanghang Mutton Festival in Shanghai as a case, introduces theoretical viewpoints from sociology and psychology into the analysis of service scenario design, and integrates data thinking into the analysis process to achieve interdisciplinary integration. The study conducts investigations on the festival scenario dimensions by using literature references and big data analysis of network texts, and combines questionnaire surveys to conduct predictive analysis on festival scenarios as well as tourists' emotions, satisfaction, and behavioral intentions. This study explores the new evolution of the Festivalscape theory under the background of being data-driven, and its research results can provide reference value for creating the overall festival atmosphere, generating a pleasant and comfortable environmental perception, and improving tourists' satisfaction with the festival.

LITERATURE REVIEW

Festivalscape

In 1992, Bitner introduced the concept of “servicescape,” defining it as all the physically designed and controlled elements of the service environment [7]. Since then, research on service environments has expanded, evolving from tangible physical elements to encompass all factors that influence consumer emotions and behaviors. Besides, the concept of Festivalscapes represents a specific application of servicescapes in the context of festival events, with its conceptual content closely aligning with that of servicescapes. Lee et al. conceptualized “festivalscape” as “the general atmosphere experienced by festival patrons” to examine the quality of festival environments [8].

Analogous to the dimensions of “service landscape,” “festivalscape” can be characterized using three categories of elements: environmental conditions, space and facilities, and signs, symbols, and artifacts [7, 9]. These festival elements collectively contribute to shaping the overall atmosphere of the event.

Intriguingly, research on “festivalscape” has revealed diverse typologies, especially in food-themed festivals, where scholars have proposed various perspectives based on food types and regional characteristics. Wan and Chan identified in their study of the Macau Food Festival that several factors influence visitor satisfaction, such as location, accessibility, food quality, venue facilities, environment, service, entertainment, timing, and festival size [10]. In like manner, Mason and Paggiaro, in their research on food and wine festivals, conceptualized the festivalscape as primarily comprising three environmental factors: “Food,” “Fun,” and “Comfort” [11]. Bruwer and Kelley, examining U.S. wine festivals, proposed five categories: generic festival features, logistical features, comfort amenities, festival venue, and service staff [12]. Contemporaneously, Choe et al., in their study of wine festivals, identified five factors: quality of the festival venue, cost and wine, festival entertainment and program, logistics, and the helpfulness of service staff [13]. Thus, food-themed festival landscapes typically comprise elements including facilities, cuisine, entertainment, and service personnel. Given the

anticipated effects of these factors, these components should collectively influence visitors' emotional responses, satisfaction levels, and behavioral intentions. This study therefore attempts to ascertain the impact of food-themed Festivalscape on visitors' consumption, emotions, satisfaction, and behavioral intentions.

This study adopted the method of big data analysis of network texts to analyze the tourist comments on the Fuyang Festival. Specifically, the Octopus crawler software was used to crawl the tourist comments on the Fuyang Festival from Dianping.com and Xiaohongshu, and 2,968 valid comments were collected. Through sorting, summarizing and analyzing the tourist comments, the keywords of tourists' experience of the festival scenes were extracted. The top-ranked ones were mainly mutton (food), environment (atmosphere), service (service attitude), parking spaces (layout/design), liveliness (entertainment), etc. (see Figure 1). Through the analysis of high-frequency word clouds and network structure diagrams, it was found that users of the food festival were attracted by the local specialty foods in Zhuanghang to participate in the activities, and carried out related activities such as leisure, entertainment and culture centered around food (see Figure 2). Through the analysis of the online network comments of tourists on the Zhuanghang Fuyang Festival and combined with previous literature research, this study determined that the festival scenes of the Fuyang Festival studied in this paper can be divided into five dimensions: festival atmosphere, layout/design, food, entertainment and service attitude.



Figure 1: Keyword word cloud

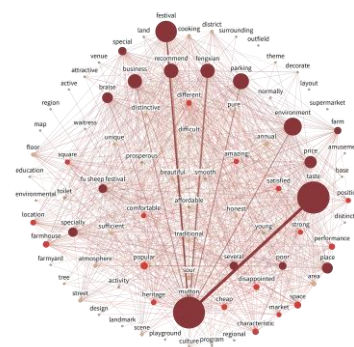


Figure 2: Network structure diagram

Festivalscape and Consumer Emotions

Emotions arise from users' interpretations of their surroundings [11]. In the context of rapidly evolving experience economies, both researchers and practitioners have demonstrated significant interest in examining the value generated through customer experiences and emotions[13]. Analogously, various disciplines, including sociology and psychology, have developed multiple scales to assess emotions elicited during consumer experiences. These include the Emotional Profile Index, Differential

Emotions Scale, Pleasure-Arousal-Dominance scale, and Standardized Emotional Profile scale[14].

Building upon previous research, Lee and Kyle (2013) developed the Festival Consumption Emotions (FCE) scale. Their study identified four primary emotions experienced by visitors in festival environments encompassing love, joy, surprise, and negativity. Additionally, they conducted an analysis of the psychometric properties of these emotions [15]. The FCE scale offers a comprehensive examination of emotion-related theories while providing practical guidance for industry practitioners.

Remarkably, the influence of festival environments on visitors' emotions is a significant area of research interest. Lee et al. demonstrated that environmental elements in festival settings, such as program content, facilities, and food, play a crucial role in eliciting positive emotions, which subsequently enhance visitors' satisfaction and loyalty[8]. In their study of Italian food and wine festivals, Mason and Paggiaro illustrated that the festival landscape (food, fun, comfort) directly impacts visitors' emotional experiences[11]. Whereas, Lee and Kyle uncovered that a suitable festival atmosphere can evoke feelings of joy and love [15]. Additionally, Mathur and Gupta's study of dining spaces confirmed that a comfortable environment can stimulate positive consumer emotions [14]. Drawing from prior studies, the following research hypotheses are formulated:

H1a-e: Festivalscapes positively influence visitors' consumption emotions.

H1a: Festival ambience positively influences visitors' consumption emotions.

H1b: Festival Layout/Design positively influences visitors' consumption emotions.

H1c: Festival food positively influences visitors' consumption emotions.

H1d: Festival Entertainment positively influences visitors' consumption emotions.

H1e: Festival Service Encounter positively influences visitors' consumption emotions.

Festivalscape and Satisfaction

Visitor satisfaction serves as a crucial metric for assessing the quality of tourism products and services[16]. That is why, comprehending customer satisfaction during festival events is vital for predicting consumer behavior and intentions to revisit [17]. Existing research has demonstrated that Festivalscape environmental factors substantially impact attendees' satisfaction [18].

Cole and Chancellor demonstrated that program quality, entertainment activities, and facility quality significantly influence visitor satisfaction and potentially affect their inclination to attend future festival events [19]. Equally, Choe et al. investigated the Macau Wine Festivalscape and revealed that the festival environment positively impacts participants' overall satisfaction [13]. Similarly, Beckman et al., in their study of craft beer and food festivals, established that the Festivalscape experience (encompassing food/beverage quality, festival staff, and facilities) considerably affects satisfaction, leading to favorable revisit intentions [18]. Moreover, Welthagen and Lötter further corroborated that service quality attributes of festivals significantly and positively influence participant satisfaction [20].

These research findings suggest that various elements within the Festivalscape collectively contribute to visitors' satisfaction and their intentions to return. Consequently, festival organizers should prioritize these key factors to enhance the overall experience and satisfaction of visitors. Drawing from previous research, the following hypotheses are proposed:

H2a-e: Festivalscapes have a positive impact on visitors' satisfaction.

H2a: Festival Ambience positively influences visitor satisfaction.

H2b: Festival Layout/Design has a positive impact on visitors' satisfaction.

H2c: Festival food positively influences visitor satisfaction.

H2d: Festival Entertainment positively influences visitor satisfaction.

H2e: Festival Service Encounter positively influences visitor satisfaction.

Consumption Emotions, Satisfaction, and Behavioral Intention

Emotional experiences have garnered considerable attention across diverse tourism sectors, encompassing festivals, heritage sites, adventure tourism, and vacations [21]. Hence, researchers have conducted extensive empirical investigations to explore the relationship between emotions and satisfaction.

Grappi and Montanari highlighted the critical mediating function of emotions in the relationship between event landscape and satisfaction in their analysis of “The Festival della Filosofia” in Italy [22]. By the same token, Calvo-Porral et al. and Choo et al. conducted a survey of customers in restaurants and bars, concluding that consumers’ satisfaction with wine is affected by the emotions elicited during consumption [23]. An empirical study of a Portuguese historical re-enactment event by Carneiro et al. demonstrated that positive emotions significantly impact satisfaction [24]. Consistently, Rodríguez-Campo et al. identified festival-specific emotions as important predictors of visitor satisfaction, with participants’ emotional responses, particularly joy and love, substantially influencing satisfaction ratings [25]. Drawing from prior studies, we propose the following research hypothesis:

H3: Visitors’ consumption emotions positively influence festival visitor satisfaction.

In festival environments, attendees frequently experience stimulation from external factors, eliciting diverse psychological responses. These responses may range from positive emotions such as happiness, pleasure, and comfort to negative feelings like boredom or disappointment. Therefore, researchers and policymakers are particularly interested in examining the relationships and impacts between these varied emotional states and visitors’ subsequent plans and behaviors.

Han et al. demonstrated in their investigation of full-service restaurant environments that emotional factors, including comfort, annoyance, excitement, and romance, significantly correlate with customer loyalty [26]. Likewise, Servidio and Ruffolo concluded that positive emotions are strongly associated with intentions to revisit a destination, recommend it, and maintain loyalty [27]. In their study of rural tourism in Zhejiang Province, China, Qian and Li revealed that visitors’ positive emotions serve as crucial predictors of their intentions to revisit, share experiences, and recommend the destination [28]. Drawing from prior studies, this research proposes the following hypothesis:

H4: Visitors’ consumption emotions positively influence their behavioral intentions.

Visitor satisfaction is widely recognized as a crucial determinant of destination success, as it promotes loyalty [29] and leads to improved behavioral intentions. Empirical studies in tourism have consistently demonstrated that satisfied visitors are more likely to return to a destination [30] and recommend it to their social network [31]. In the specific context of festivals, satisfaction is conceptualized as an emotional reaction to the overall festival experience, closely correlating with visitors’ subsequent behavioral intentions [32].

Correspondingly, Choo et al. demonstrated that satisfaction is the primary determinant of festival participants’ intention to attend future events [33]. Building on this notion, in a study of the Cheese Fair in Trujillo, Spain, Folgado-Fernández et al. established a positive correlation between visitors’ satisfaction with their tourism experience and their loyalty to local food celebrations [34]. In like manner, Culha’s examination of the Olive Festival revealed that visitors’ satisfaction with the festival experience significantly influences their attachment to the destination and their propensity to recommend it [4]. Similarly, Selmi et al. reported a substantial positive relationship between festival participants’ satisfaction and their behavioral intentions [35]. Drawing from prior studies, the following research hypothesis is formulated:

H5: Visitor satisfaction positively influences behavioral intentions.

Drawing upon prior research, this study constructs a research model founded on the Five hypotheses previously delineated. The model endeavors to examine the comprehensive relationships among festival landscape, emotions, satisfaction, and visitors’ behavioral intentions at the Shanghai

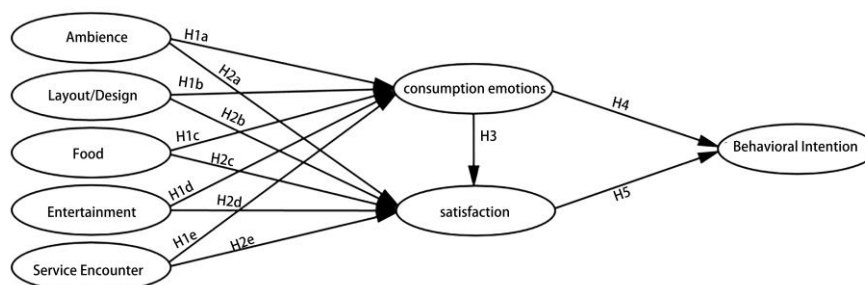


Fig. 3. Conceptual model proposed.

METHOD

Characteristics of Food-Themed Festivals

This study's food-themed Festivalscape model was evaluated at the Shanghai Zhuanghang Mutton Festival. Traditional Chinese dietary culture emphasizes the harmonious relationship between food, seasons, and health. In the Jiangnan region, folk beliefs suggest that consuming mutton with distilled liquor during the three hottest summer days (Sanfu) promotes perspiration and detoxification, eliminating toxins and dampness accumulated during winter and spring. This practice is reflected in the adage, "Medicinal supplements are not as effective as dietary supplements, and the optimal dietary supplement is consuming mutton during summer (Sanfu)." Consequently, the consumption of mutton and distilled liquor during the Sanfu period has evolved into a significant folk tradition among Shanghai's urban residents, a custom that has persisted for over six centuries.

Situated in Zhuanghang Town, Fengxian District, Shanghai, the mutton from this region is renowned for its tender texture and high nutritional value, garnering popularity among culinary enthusiasts, Traditional Chinese Medicine practitioners, nutrition experts, and local residents. Since 2008, Zhuanghang Town has hosted an annual Mutton Festival, which has gradually developed into a significant regional brand with substantial influence. The festival typically commences on the first day of the initial Fu (in Chinese 伏) period in mid-July and continues until mid-August, spanning approximately one month. For instance, the 2024 Zhuanghang Mutton Festival ran from July 12 to August 25, encompassing 45 days and drawing a total of 600,000 visitors.

Throughout the festival period, the Zhuanghang Mutton Festival offers a diverse array of activities. These include tours of Zhuanghang Old Street, culinary experiences at the Music and Food Square, the Starlight Night Market, and daily cultural performances. The festival also features special events such as the University Student Music Festival, Rural Music Festival, Honey Pear Tasting Session, Mutton Health Talks, Mutton Fun Carnival, and live-streamed shopping events. These activities collectively highlight the distinctive local cuisine, culture, and artistic expressions, providing visitors with a multifaceted and engaging summer experience.

Data collection and measurement

To enhance the execution of this research project, the research team conducted a comprehensive literature review focusing on Festivalscape, consumption emotions, satisfaction, and visitor behavior. Drawing upon this review, a structured questionnaire was developed for the study. The questionnaire comprises two distinct parts.

The initial section encompasses items pertaining to demographic characteristics, specifically addressing the respondents' gender, age, educational attainment, occupation, and the motivation behind their participation in the festival activities.

The second part comprises questions pertaining to the constructs incorporated in the proposed

theoretical model (see Figure 3). These questions are formulated to assess the Festivalscape, consumption emotions, satisfaction, and behavioral intentions of the visitors.

Furthermore, the perception items for the food-themed Festivalscape dimensions are categorized into five groups, comprising a total of 23 items. These include 5 items for Ambience (atmosphere), 7 for Layout/Design, 4 for Food, 4 for Entertainment, and 3 for Service Encounter. These items were adapted and modified based on previous research [8], [1-131], [36-37]. The consumption emotions items (4 items) were primarily derived from Lee and Kyle's "FCE Scale" to measure emotional dimensions. The visitor satisfaction assessment items (3 items) were developed and modified based on previous studies [4], [38-39]. The visitor behavioral intentions assessment items (3 items) consist of 2 items related to recommendation intentions and 1 item concerning revisit intentions. These items were adjusted and modified based on previous research [8], [25],[39],.

On top of that, the questionnaire employs a 5-point Likert scale for measurement, offering the following response options: "Strongly Disagree," "Disagree," "Neutral," "Agree," and "Strongly Agree." These options are assigned numerical values of 1, 2, 3, 4, and 5, respectively. Higher scores indicate a greater level of agreement with the statement, while lower scores signify a lower level of agreement.

Given the linguistic profile of domestic tourists in China, the survey questions underwent a professional translation process into Chinese. Subsequently, the Chinese version of the questionnaire was subjected to a comprehensive review by five scholars with expertise in exhibition planning, environmental design, and tourism research. These experts evaluated the items for content, wording, and expression, implementing necessary revisions and enhancements. Following this review, a pre-survey involving 30 visitors was conducted to assess the comprehensibility of the questionnaire items. Based on the feedback received, further refinements were made to the question phrasing to ensure clarity and accuracy.

The target population for this study comprises visitors attending the Shanghai Zhuanghang Mutton Festival. Participants were randomly selected from festival attendees. The primary survey locations included Music and Food Square (Mutton Square), the Starlight Night Market, Zhuanghang Old Street, and the Food Space. The survey was conducted from August 1 to August 4, 2024. During the data collection process, researchers elucidated the study objectives and randomly invited on-site visitors to participate. Upon completion of the survey, respondents received a small token of appreciation. Furthermore, the questionnaires were completed under the direct supervision of on-site researchers to ensure rigorous monitoring of the data collection process.

A total of 481 questionnaires were collected. After excluding 36 invalid responses due to excessive random selections or evident lack of engagement, 445 valid questionnaires were coded and computed, yielding an effective response rate of 92.51%.

Data Analysis

This study employs structural equation modeling (SEM) techniques for data analysis. SEM primarily utilizes two statistical methods: Covariance-Based Structural Equation Modeling (CB-SEM) and Variance-Based Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM is particularly effective for complex models with multiple dimensions and does not necessitate normally distributed input data. Furthermore, PLS-SEM yields more accurate parameter estimates than CB-SEM when dealing with smaller sample sizes. Considering these advantages, our empirical research adopts PLS-SEM as the statistical method. The collected data were analyzed and the proposed hypotheses were tested using SmartPLS 3 software.

RESULTS AND DISCUSSION

User Basic Characteristics Analysis

This study conducted statistical analyses of the survey sample based on some important descriptive information such as gender, age, educational level, and occupation (Table 1). The data obtained reveal

that the sample comprises more females than males, with males constituting 44.1% and females 55.9% of the respondents. Also, the majority of participants are aged between 18 and 40 years old, representing 82.5% of the sample, followed by those aged 41 to 59 years old, accounting for 18.6%. The least represented age group is 74 years and older, comprising only 0.2% of the sample. These findings suggest that the primary demographic of food-themed festival attendees consists of young and middle-aged adults.

Table 1: Descriptive statistics of the sample

Option		Frequency	Percentage	Option		Frequency	Percentage
Gender	Male	200	44.1	Age	Under 18	2	0.4
	Female	254	55.9		18-40	375	82.5
Occupation	Civil Servant	18	3.9		41-59	71	18.6
	Company Employee	323	71.1		60-74	4	0.8
	Self-employed	18	3.9		Over 74	2	0.2
	Freelancer	29	6.3	Education Level	Master's or Above	33	7.2
	Student	31	6.8		Bachelor's	200	44.0
	Educator	16	3.5		Associate's	192	42.2
	Other	19	4.1		High School or Below	29	6.3
Recreational Purpose	Close to Nature	200	44.0	Transportation	Private Car	288	63.4
	Relaxation	358	78.8		Public Transit	138	30.3
	Health and Fitness	85	18.7		Walking	8	1.7
	Cultural Experience	204	44.9		Electric Cart	17	3.7
	Family Activities	142	31.2		Bicycle	3	0.6
	Social Interaction	122	26.8	Attendance Frequency	First Time	163	35.9
	Science Education	35	7.7		2-3 Times	188	41.4
	Taste Food	333	73.3		Regularly	79	17.4
					Every Year	24	5.2%

Measurement model

The measurement model employed in this study comprises 8 reflective latent variables (LVs). These include five dimensions of the Festivalscape: Ambience, Layout/Design, Food, Entertainment, and Service Encounter. Furthermore, one dimension represents consumption emotions, another denotes visitor satisfaction, and the final dimension signifies visitor behavioral intentions.

The primary aspects reflecting the dimensions of the Festivalscape encompass the following:

Ambience: This dimension encompasses perceptions of the festival's thematic cultural characteristics, sense of security, and overall environment.

Layout/Design: The layout or design dimension primarily involves the spatial arrangement, decoration, and layout design of facilities such as parking lots, rest areas, and restrooms.

Food: This dimension focuses on the quality, variety, and uniqueness of the food offered.

Entertainment: The entertainment dimension reflects the quality, content, and diversity of the festival performances.

Service Encounter: This dimension evaluates the attitude of service personnel which constitutes the key dimension of Festivalscape. The evaluation of these Festivalscape dimensions is generally positive. Notably, among these dimensions, service encounters received the highest appreciation, followed by the ambience, and then food (see Table 2).

The consumption emotion dimension utilizes the Festival Consumption Emotions scale developed by Lee and Kyle [15]. This scale encompasses four items: Love, Joy, Surprise, and Anger/Annoyed, which comprehensively capture the range of emotions experienced by visitors during the festival. The analysis indicates that the evaluation of this dimension yields favorable results (see Table 2).

Contemporaneously, visitor satisfaction is predominantly assessed through their affinity for the festival, their decision to participate, and their overall contentment with the festival experience. In general, attendees of the Shanghai Zhuanghang Mutton Festival exhibited a high degree of satisfaction.

Accordingly, behavioral intention is evaluated through visitors' attitudes and potential behaviors, encompassing three primary aspects: willingness to share, willingness to recommend, and intention to participate again. The findings indicate that visitors demonstrate positive behavioral intentions towards the festival, with all three aspects scoring significantly above average. This outcome is highly advantageous for the festival's sustainable development (see Table 2).

Prior to conducting hypothesis testing, the research team assessed the validity of the measurement model. This study employed Cronbach's Alpha (α) and Composite Reliability (CR) to evaluate the internal consistency and reliability of the item sets and scales. As presented in Table 2, the values of α and CR range from 0.804 to 0.875 and 0.804 to 0.876, respectively, exceeding the threshold of 0.700. These results indicate that all variables demonstrate sufficient reliability.

The results further demonstrate that the Average Variance Extracted (AVE) values (0.560 to 0.776) and standardized factor loading values (0.704 to 0.888) surpass the established benchmarks of 0.500 and 0.700 [40], respectively. This additional evidence substantiates the significant convergent validity of the variables.

Table 2: Measurement model assessment

	Mean	Standard deviation	Item loading	Cronbach's alpha	Composite reliability	Average Variance Extracted
Ambience	4.06	0.54		0.804	0.804	0.560
The festival theme has unique cultural characteristics.	4.12	0.64	0.753			
The atmosphere at the site is lively.	4.27	0.72	0.746			
The dining environment is comfortable.	3.95	0.74	0.736			
There is a sense of security at the site.	4.06	0.73	0.761			
The venue is clean and tidy.	3.89	0.79	0.745			
Layout/Design	3.97	0.58		0.875	0.876	0.572
The layout and planning of the venue are reasonable.	3.99	0.74	0.782			
Parking is convenient with ample parking spaces.	3.82	0.81	0.704			
There are sufficient rest areas that are easy to use.	3.91	0.80	0.808			
Bathrooms and other facilities are plentiful and easily accessible.	3.85	0.76	0.761			
There is a wide variety of dining and shopping facilities.	4.09	0.72	0.744			
Information facilities are comprehensive.	4.07	0.77	0.765			
The decorations have local characteristics and are aesthetically pleasing.	4.06	0.75	0.727			
Food	4.00	0.59		0.825	0.828	0.656
The food quality is high (fresh and delicious).	4.04	0.73	0.848			
The food prices are reasonable.	3.81	0.71	0.787			

Local specialty foods are provided.	4.09	0.72	0.804			
There is a wide variety of food, snacks, and local specialties.	4.07	0.74	0.799			
Entertainment	3.98	0.62		0.823	0.825	0.653
The quality of performances and other activities is excellent.	3.96	0.77	0.789			
The festival content is well-designed.	3.93	0.77	0.825			
The activities are diverse and varied.	4.06	0.80	0.798			
On-site management and operations are well-conducted.	3.99	0.73	0.820			
Service Encounter	4.09	0.65		0.811	0.813	0.725
The staff are knowledgeable about the festival.	4.02	0.75	0.856			
The staff are friendly and polite.	4.20	0.76	0.832			
The staff are willing to help me and other visitors.	4.04	0.77	0.867			
Consumption Emotions	4.03	0.58		0.836	0.845	0.670
There is a feeling of care and love at the site.	3.98	0.69	0.829			
I feel very happy.	4.00	0.65	0.829			
The festival is surprising.	3.90	0.69	0.827			
There are issues at the site that cause annoyance.	4.23	0.79	0.787			
Satisfaction	3.97	0.64		0.843	0.843	0.761
I am very fascinated by this place.	3.79	0.74	0.875			
Coming here was the right decision.	4.09	0.76	0.874			
Overall satisfaction	4.03	0.68	0.868			
Behavioral Intention	4.05	0.71		0.856	0.859	0.776
I would share my experience with others.	4.04	0.85	0.868			
I would recommend this festival to my family and friends.	4.04	0.80	0.888			
I intend to visit again.	4.05	0.77	0.887			

The Fornell-Larcker criterion is employed to assess the discriminant validity of the data. This criterion stipulates that discriminant validity is confirmed when the square root of the AVE for each construct exceeds its correlation with any other construct in the model. In accordance with this criterion, the data utilized in this study exhibit discriminant validity (see Table 3).

Table 3: Divergent Validity Results (Fornell-Larcker Criterion)

	Ambience	Layout/Design	Food	Entertainment	Service Encounter	Consumption Emotions	Satisfaction	Behavioral Intention
Ambience	0.748							
Layout/Design	0.649	0.757						
Food	0.568	0.645	0.810					
Entertainment	0.567	0.611	0.632	0.808				
Service Encounter	0.555	0.634	0.578	0.556	0.852			
Consumption Emotions	0.461	0.416	0.477	0.493	0.416	0.818		
Satisfaction	0.465	0.512	0.493	0.508	0.492	0.442	0.872	
Behavioral Intention	0.527	0.540	0.537	0.552	0.534	0.512	0.536	0.881

Structural model

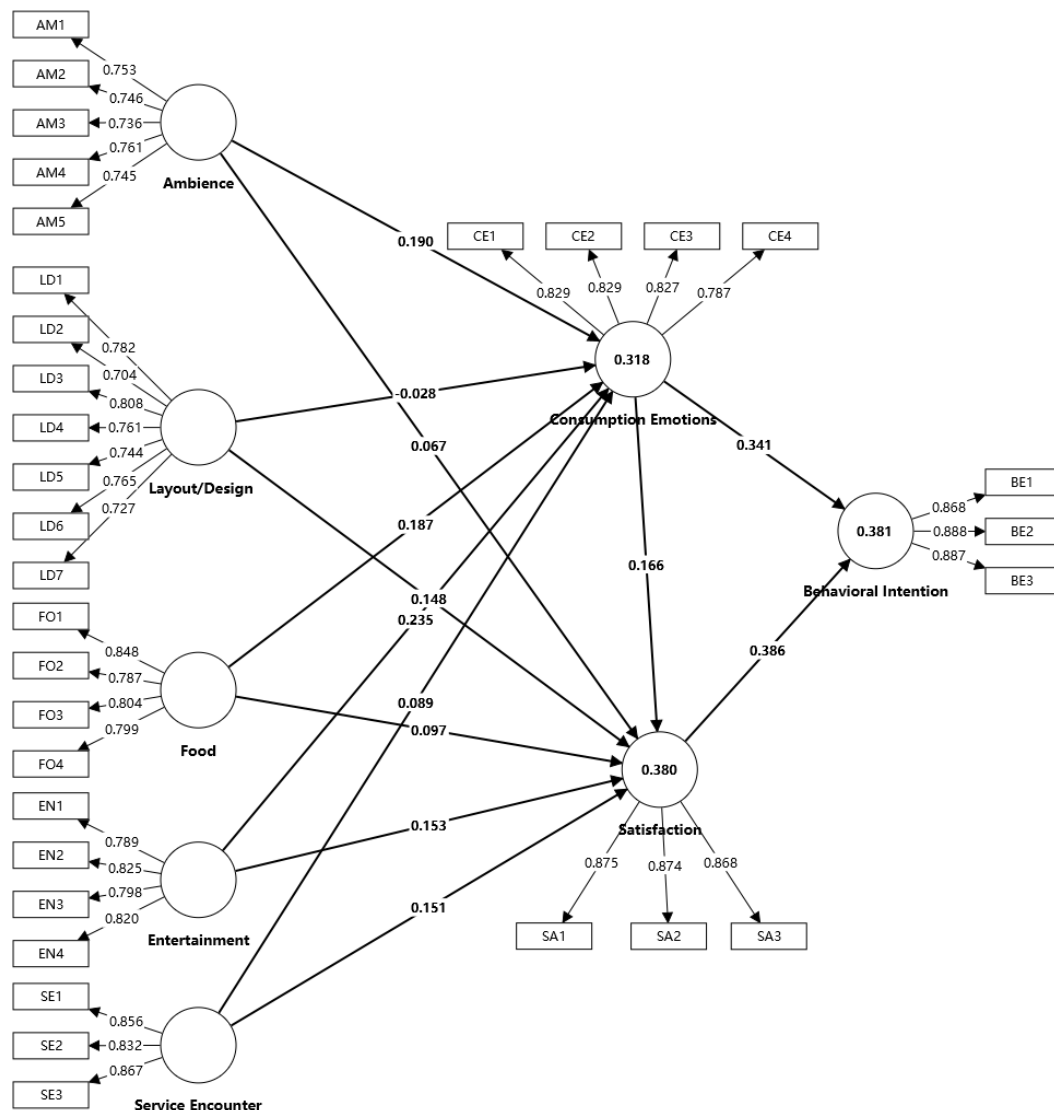


Fig.4. Structural Model

This study employed a bootstrap method with 5,000 subsamples to examine the hypotheses concerning the direct effects in the structural model and to analyze the path coefficients and their significance levels (see Figure 4 and Table 4). The first set of hypotheses, H1a to H1e, proposed that the dimensions of the festival space—Ambience, Food, and Entertainment—would significantly influence visitors' consumption emotions. The results indicated that **Entertainment** had the most substantial impact on Consumption Emotions ($\beta = 0.235$, $p = 0.000$), supporting Hypothesis H1d. **Ambience** also demonstrated a significant effect on Consumption Emotions ($\beta = 0.190$, $p = 0.001$), supporting Hypothesis H1a. **Food** exhibited a significant influence on Consumption Emotions ($\beta = 0.187$, $p = 0.002$), supporting Hypothesis H1c. However, **Layout/Design** did not show a significant effect on Consumption Emotions ($\beta = -0.028$, $p = 0.629$), failing to support Hypothesis H1b. Similarly, **Service Encounter** did not demonstrate a significant impact on Consumption Emotions ($\beta = 0.089$, $p = 0.168$), failing to support Hypothesis H1e.

The second set of hypotheses, H2a to H2e, proposed that the dimensions of the festival space—Layout/Design, Entertainment, and Service Encounter—would significantly influence visitors' satisfaction (see Figure 4 and Table 4). The analysis revealed that **Entertainment** exerted the strongest impact on Satisfaction ($\beta = 0.153$, $p = 0.024$), supporting Hypothesis H2d. **Service Encounter** also demonstrated a significant effect on Satisfaction ($\beta = 0.151$, $p = 0.008$), confirming Hypothesis H2e.

Layout/Design exhibited a significant influence on Satisfaction ($\beta = 0.148$, $p = 0.041$), validating Hypothesis H2b. However, **Ambience** did not show a significant impact on Satisfaction ($\beta = 0.067$, $p = 0.219$), failing to support Hypothesis H2a. Likewise, **Food** did not demonstrate a significant effect on Satisfaction ($\beta = 0.097$, $p = 0.127$), failing to support Hypothesis H2c.

Hypothesis 3, which proposed that visitors' consumption emotions significantly influence their satisfaction, was confirmed. The analysis revealed that Consumption Emotions exerted a significant effect on Satisfaction ($\beta = 0.166$, $p = 0.000$), thereby validating Hypothesis H3 (see Figure 4 and Table 4).

Hypothesis 4 postulated that consumption emotions would exert a positive and significant influence on visitors' Behavioral Intention. This hypothesis was substantiated, with Consumption Emotions demonstrating a significant impact on Behavioral Intention ($\beta = 0.341$, $p = 0.000$), thus supporting Hypothesis H4 (refer to Figure 4 and Table 4).

Hypothesis 5 posited that satisfaction would significantly influence visitors' Behavioral Intention. This hypothesis received strong support, with Satisfaction demonstrating a significant impact on Behavioral Intention ($\beta = 0.386$, $p = 0.000$), thereby confirming Hypothesis H5 (refer to Figure 4 and Table 4).

Table 4: Testing of hypotheses

Path	Coefficient	<i>t</i>	<i>p</i>	Support
Ambience -> Consumption Emotions	0.190	3.419	0.001	Yes
Layout/Design -> Consumption Emotions	-0.028	0.484	0.629	No
Food -> Consumption Emotions	0.187	3.099	0.002	Yes
Entertainment -> Consumption Emotions	0.235	3.997	0.000	Yes
Service Encounter -> Consumption Emotions	0.089	1.380	0.168	No
Ambience -> Satisfaction	0.067	1.229	0.219	No
Layout/Design -> Satisfaction	0.148	2.048	0.041	Yes
Food -> Satisfaction	0.097	1.528	0.127	No
Entertainment -> Satisfaction	0.153	2.262	0.024	Yes
Service Encounter -> Satisfaction	0.151	2.648	0.008	Yes
Consumption Emotions -> Satisfaction	0.166	3.603	0.000	Yes
Consumption Emotions -> Behavioral Intention	0.341	7.987	0.000	Yes
Satisfaction -> Behavioral Intention	0.386	9.628	0.000	Yes
<i>Note:</i> <i>t</i> -values were obtained with the bootstrapping procedure (5,000 samples).				

In Figure 4, the values within each dimension represent the R^2 values associated with that dimension. The R^2 value measures the model's predictive accuracy. This study incorporates three endogenous latent dimensions: Consumption Emotions, Satisfaction, and Behavioral Intention, which are dependent on other dimensions included in the model. The R^2 value for Behavioral Intention (0.381) indicates that 38.1% of its variance is explained by the two latent dimensions of Consumption Emotions and Satisfaction. Whereas, the R^2 value for Consumption Emotions (0.318) suggests that 31.8% of its variance is accounted for by the five latent dimensions of Ambience, Layout/Design, Food, Entertainment, and Service Encounter. Just as the R^2 value for Satisfaction (0.380) demonstrates 38.0% of its variance is explained by the six latent dimensions of Ambience, Layout/Design, Food, Entertainment, Service Encounter, and Consumption Emotions in the model.

In the context of Partial Least Squares (PLS) analysis, two metrics are employed to assess the quality of the structural model: the f^2 value and the Q^2 value. Initially, Cohen's f^2 was utilized to evaluate the effect size of the structural model [41]. The f^2 effect size gauges the impact of selected exogenous latent variables on the R^2 value of endogenous latent variables. In addition, f^2 values of ≥ 0.02 , ≥ 0.15 ,

and ≥ 0.35 are interpreted as small, medium, and large effect sizes, respectively. In this investigation, the f^2 effect sizes for the endogenous variables all fall within the recommended parameters.

The second quality criterion for the structural model is Stone-Geisser's Q^2 , which evaluates the model's predictive relevance using the blindfolding procedure in SmartPLS [41]. Q^2 assesses the extent of successful prediction, with values of $Q^2 > 0$ signifying the presence of predictive relevance [40]. In this study, all Q^2 values exceed 0, demonstrating the model's strong predictive capability.

Discussion

This study investigates the influence of festival landscape components on visitors' emotional responses, satisfaction levels, and behavioral intentions. The empirical findings demonstrate that three dimensions of the festival landscape—namely, Ambience, Food, and Entertainment—significantly and positively affect visitors' emotions.

Expectedly, entertainment emerges as the most significant factor influencing visitors' emotions at the festival. The primary reason for this is the diverse array of cultural activities offered at the festival site, which allows visitors to not only enjoy culinary delights but also actively participate in various folk and cultural events. These interactive settings foster immersive experiences, potentially triggering feelings of excitement and joy. Also, ambience also plays a crucial role in evoking emotions. The distinctive features of the festival theme, the vibrant on-site atmosphere, and the comfortable venue collectively create a joyful and festive environment that contrasts with everyday life. Intriguingly, visitors are influenced by the ambient atmosphere, making them more susceptible to positive emotions such as happiness and excitement. Food is another key factor influencing visitors' emotions. Physiological studies have demonstrated that consuming appetizing food can activate and release dopamine, leading to positive sensations such as warmth, satisfaction, relaxation, and pleasant moods [42]. Given that tourism is inherently a leisure activity, the inclusion of fresh and delicious food during the visit often enhances the overall physical and mental experience. Interestingly, the study results indicate that the dimensions of Service Encounter and Layout/Design do not significantly impact consumption emotions. This suggests that, in the context of the Shanghai Zhuanghang Mutton Festival, these services and designs primarily serve basic functional purposes, and visitors pay less attention to or express less interest in them, thus failing to elicit pleasurable emotions.

Regarding the influence of Festivalscapes on visitor satisfaction, the study results reveal that the dimensions of Layout/Design, Entertainment, and Service Encounter significantly affect visitor satisfaction. Entertainment demonstrates the most substantial impact on satisfaction, potentially due to visitors' engagement in festival activities that allow them to experience local culture, interact with others, and participate in events. According to Maslow's hierarchy of needs, after fulfilling basic physiological and safety needs during travel experiences, visitors tend to seek higher-level needs such as social interaction, respect, and self-actualization through activities like dining and entertainment. For instance, participating in entertainment activities helps maintain social relationships and strengthen bonds with family and friends, making the Entertainment dimension the most significant factor influencing satisfaction. Service encounter also significantly impacts satisfaction, likely due to frequent interactions between visitors and various service personnel during festival activities. When service staff are presentable, efficient, and friendly, they create a more comfortable communication atmosphere, positively influencing visitor satisfaction. Thus, high-quality service encounters become essential for providing basic services and shaping a positive festival image. The layout/design dimension significantly affects satisfaction by providing essential functions such as parking, resting areas, restrooms, and information services, which are fundamental conditions for visitor activities. However, the current evaluation of the layout/design dimension is relatively weak. Therefore, it is recommended that festival managers reasonably plan parking areas and design appropriate traffic solutions to prevent congestion [24]. Additionally, providing comfortable communication and resting areas can meet visitors' social needs, such as food tasting, gathering, and interacting. Furthermore, establishing clean and user-friendly restroom facilities according to visitors' actual needs, particularly considering the requirements of elderly visitors and families with children, is crucial. By providing reasonable layouts

and facility services, festival organizers can help visitors better engage in various activities within the space and enhance satisfaction quality.

The study findings suggest that consumption emotions exert a positive and significant influence on visitor satisfaction and behavioral intentions. Emotions not only directly impact visitors' behavior but also indirectly affect it through their influence on satisfaction. Food possesses a restorative quality that can alleviate stress and concerns, allowing individuals to immerse themselves in the relaxation and enjoyment derived from dining. At food-themed festivals in particular, visitors experience the festival ambiance, sample local cuisine, explore the cultural and historical context of the food, and engage in various culinary activities. These experiences strengthen visitors' connection to or affinity with the destination [43], creating lasting memories that increase their likelihood to recommend, share experiences, and return. Consequently, consumption emotions warrant significant consideration in festival research.

CONCLUSION

Conclusion

This research employs the Shanghai Zhuanghang Mutton Festival as a case study to conduct an empirical analysis of food-themed festival landscapes, emotions, satisfaction, and visitor behavior. The research identified five dimensions (Ambience, Layout/Design, Food, Entertainment, and Service Encounter) of the food-themed Festivalscapes through literature analysis and online review data. It examines the influence of these dimensions on visitors' emotions, satisfaction, and behavioral intentions. The results offer significant insights for festival environmental design and event management, demonstrating how various aspects of Festivalscapes elicit emotional responses in attendees and influence their satisfaction and behavioral intentions. For urban tourists, participation in food-themed festivals extends beyond mere culinary exploration; it equally encompasses leisure, entertainment, and cultural immersion. Consequently, festival organizers and environmental designers should prioritize enhancing elements such as Ambience, Food, and Entertainment to craft memorable emotional experiences for visitors, foster festival loyalty, and more effectively achieve sustainable festival development.

Limitations and Future Research

This study investigated the influence of five dimensions of food-themed festival landscapes—Ambience, Layout/Design, Food, Entertainment, and Service Encounter—on visitors' emotions, satisfaction, and behavior, considering the festival's theme and scene characteristics. Future research could expand upon this by exploring the effects of diverse themes and additional festival dimensions. Furthermore, subsequent studies should emphasize the emotional aspects of festival attendees, necessitating more extensive research into the impact and role of emotional experiences within various themed festival environments.

Over and above, this investigation's use of a questionnaire survey methodology is not without limitations. Future research should consider incorporating qualitative research tools, such as interviews and observations, to more comprehensively examine the causal relationships within the model.

Furthermore, in future research, attention should be paid to the emotional factors of festival tourists. More studies are needed to explore the influence and role of emotional experience in different themed festival environments. This research mainly adopts a combined method of text comments and questionnaires. In subsequent studies, more comprehensive utilization of big data information such as satellite remote sensing, electronic device perception, and the Internet should be considered to achieve the transformation from traditional statistical data to the acquisition of network big data, so as to facilitate the exploration of causal relationships in more scientific research models.

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