Review of food tourism loyalty determinants according to the demand

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ISBN 2018: 978-84-09-04442-9.
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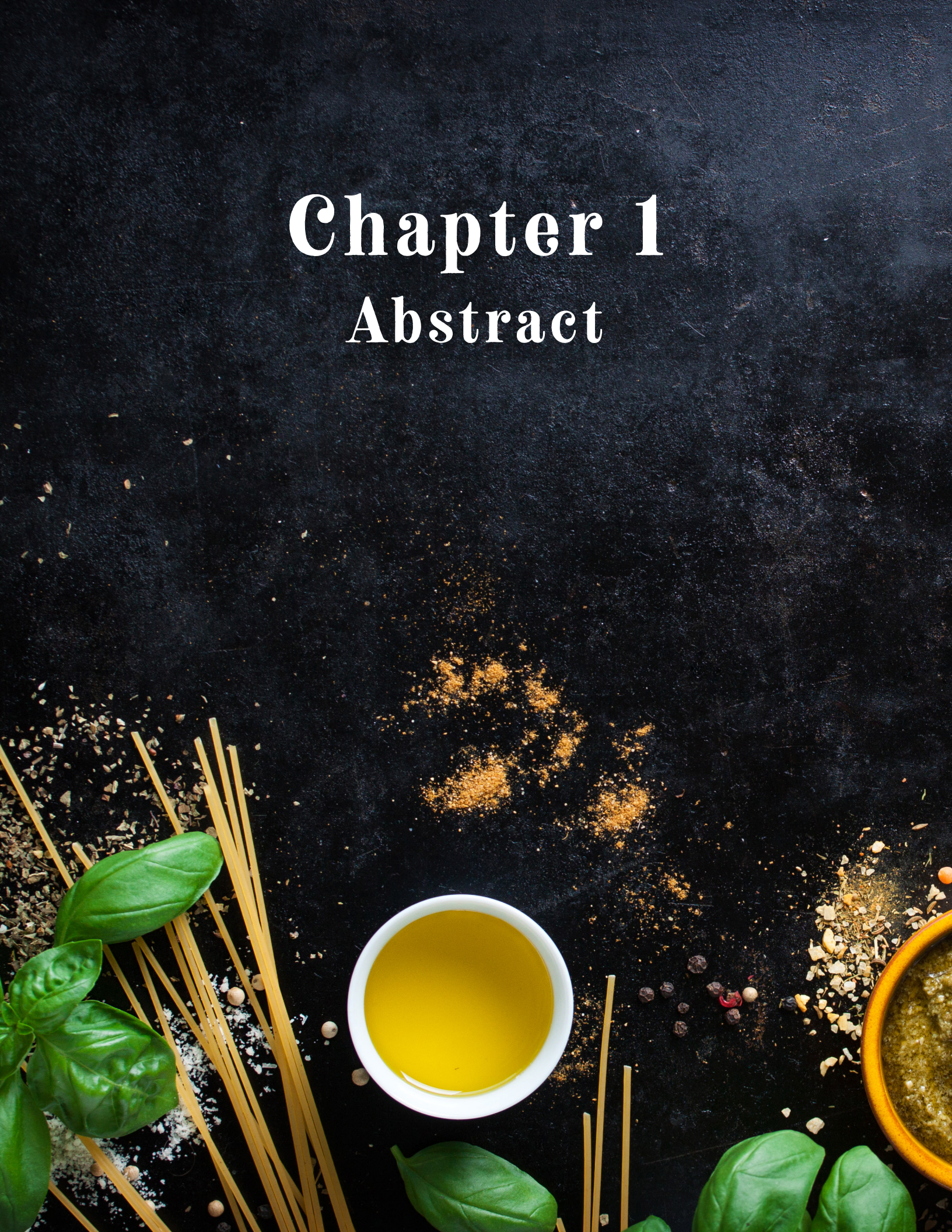
Chapter 1
Abstract



This type of tourism (ie 'tapas' in Spain) is becoming increasingly important as a revitalizing force of the world economy.

This paper evaluates 185 empirical studies of food tourism loyalty. Obtaining loyal tourists is crucial for many businesses, and for this reason, I performed a comprehensive literature review (meta-analysis) of 1797 empirical studies within the service sector, including papers, books and dissertations. 763 of these deal with the tourism sector and within these 185 focusing on food tourism, of wich, 107 ones are contextualized on restaurants, 33 on wine tourism, 15 on attitudes, tastes or preferences for a particular gastronomy, 11 analyse tourist behaviour in certain food destinations, 10 deal with experiences around food service and its atmosphere, 6 refer to festivals and culinary events, and the 3 remaining papers study the buying behaviour of tourists. In our results, there are six main journals that examine tourist loyalty.

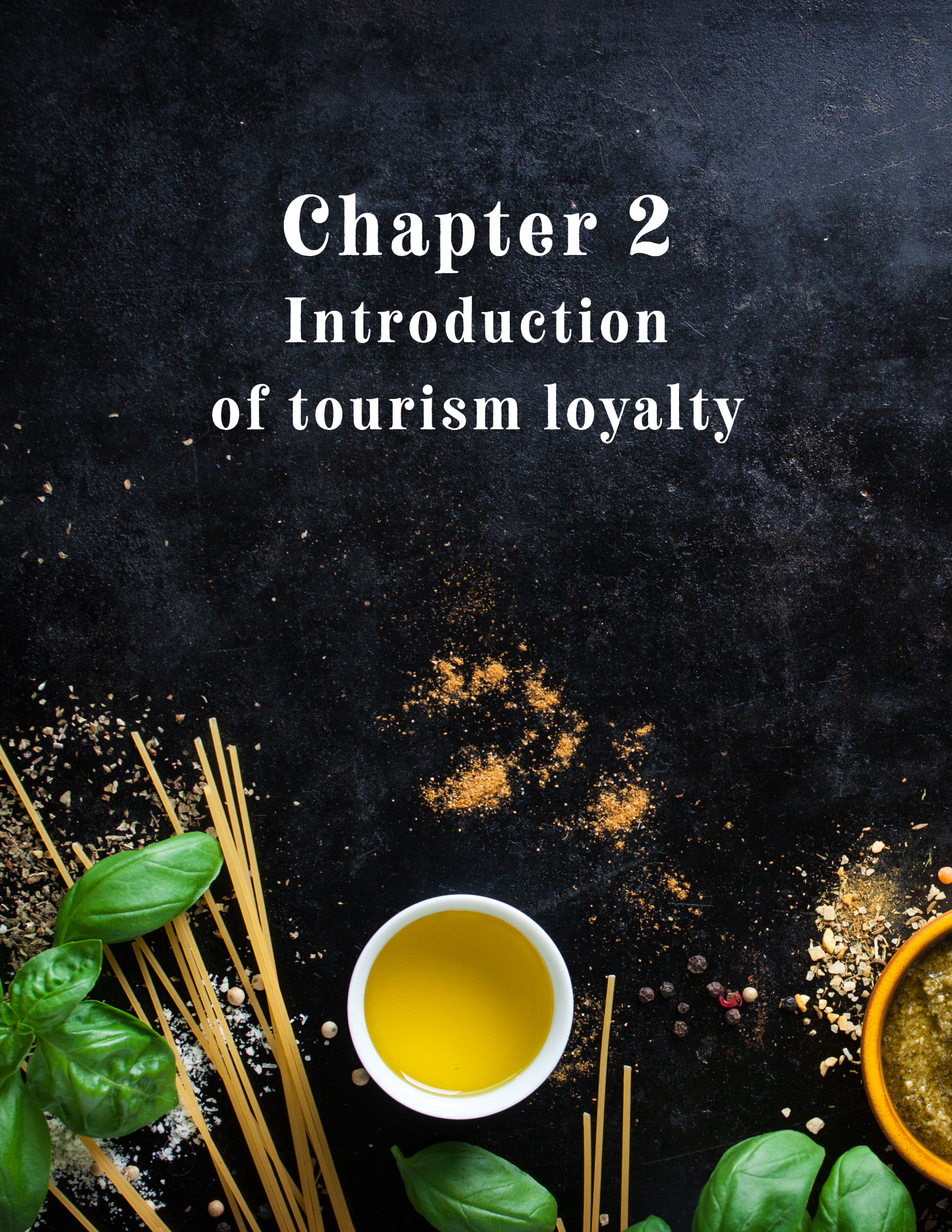
The main determinants of tourist loyalty found from the literature review are: satisfaction, perceived quality, perceived value, motivation, destination image, previous experience and involvement of tourists.

In our results, the six main Journals that examine tourist loyalty are: *Tourism Management, Journal of Travel Research, Journal of Travel and Tourism Marketing, Annals of Tourism Research, International Journal of Hospitality Management, and Journal of Hospitality and Tourism Research.*

In this work, loyalty is analyzed from a conceptual viewpoint citing the main theories, dimensions, scales and measurement methods, gaps found in the literature and It is reflected in a table the number of loyalty determinants that were repeated in different studies to highlight its importance. It will be detailed some determinants of food tourist loyalty that they have a positive or negative direct influence, indirect influence or a moderating effect on the 'loyalty' construct. Also it will be described several components of both attitudinal and behavioural loyalty and ultimately I try to improve the understanding of the concept of 'situational loyalty' and its relationship with the travel facilitators and inhibitors, switching costs, investment costs and inertia.

KEYWORDS. Food Tourism, Loyalty Determinants, Scientific Review, Scales of Measurement, Loyalty Components, Situational Loyalty.

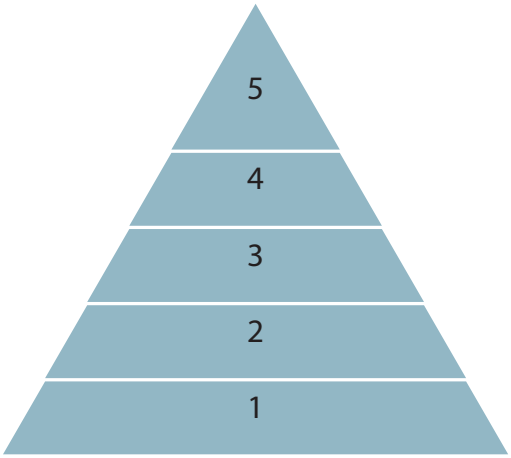
Chapter 2
Introduction of tourism loyalty



Despite the current crisis, tourism has not fallen significantly, especially rural tourism (Sanagustín, 2011). However, average spending is lower, probably because, according to the Maslow Pyramid, tourism may be seen, as a need for social acceptance and for people to obtain psychological well-being in a very stressful work environment, also holidays meet their needs for self-esteem and self-actualization.

Interestingly, the same is true with buying smartphones, where sales are higher in times of crisis. The answer is likely to be the same tourists receive a psychological boost from the benefits of technology that partially satisfies their security needs, as well as those already discussed above, such as social acceptance, self-esteem and self-actualization.

If the tourists demand digital information adapted to mobile devices and they also demand autochthonous, artisan and quality food, business strategies should go in this direction, providing differentiated quality of product, service and environment and using mobile marketing strategies such as use of SMS (Short Message Service), mailing, social media, 3G networks, bluetooth, gamification, geolocation, augmented reality, payment transactions, 360 marketing, QR codes, crowdsourcing and applications. While it is true that tourists demand quality food, it is not so with general consumers because of their behaviour in crisis is to replace commonly consumed foods by cheaper ones. Thus, habits of consumers and tourists have also changed because of crisis, ie they learn to buy better (same quality for a lower price), and they look for those companies that use practices best and Loyalty Programs such as discount coupons and online marketing strategies discussed above. For all this, the aim of this work is to study the loyalty from the point of view of demand, ie, knowing the tourist intrinsic and extrinsic variables that influence tourists most to be loyal to a certain food destination and food activity such as tastings, festivities, fairs and food and wine routes.



5 Selfulfillment needsneeds

4 Esteem needs: self-esteem, status, prestige, recognition, success

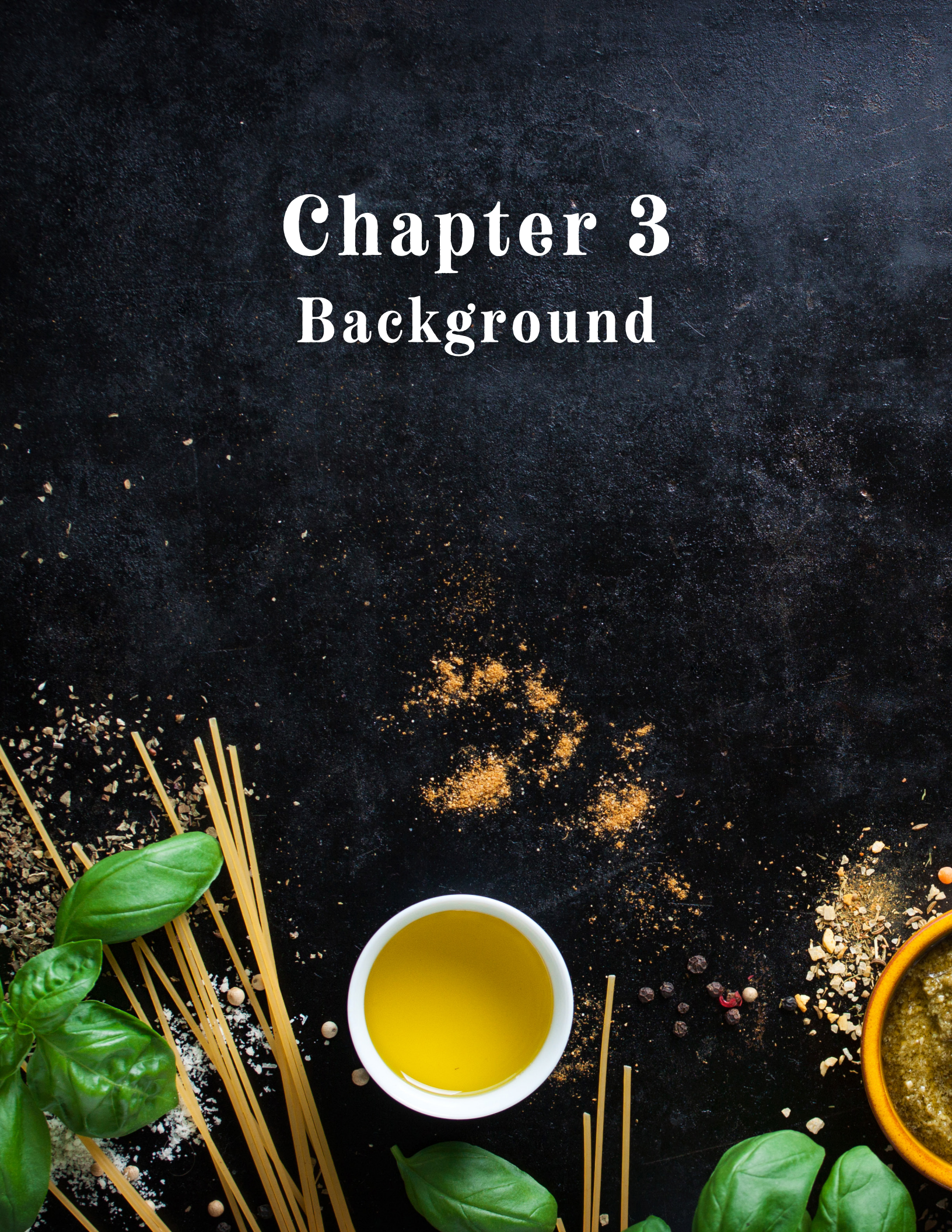
3 Social needs: love, sense of belonging, friendship

2 Safety needs: Protection

1 Physiological needs: hunger, thirst

FIGURE 1. Maslow's Pyramid. Hierarchy of Needs (Maslow, 1954).

Chapter 3
Background



This has led to an increasing amount of research on food tourism and there is little research on tourist loyalty. They are popping up more and more research on food tourists focusing on satisfaction, perceived quality, perceived value, motivation and other variables but instead there is little research on tourist loyalty (Bourdeau, 2005).

Most studies agree that loyalty has two dimensions: revisiting and recommending the destination (Chi and Qu, 2008), but few authors delve deeper into these concepts; therefore, the aim of this paper is to make a meta-analysis of the literature on the main determinants and consequences of the construct of food tourist loyalty. To highlight its importance, the World Tourism Organization has recently published a technical report entitled *Global Report on Food Tourism* (Available at: http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/pdf/food_tourism_ok.pdf), which states that high quality food is a critical factor in tourist satisfaction and loyalty, as it produces an indelible memory in the tourist experience and they point out new trends and the importance of creating emotional connections to build tourist loyalty.

According to one of the authors of the report and publisher, Iñaki Gaztelumendi, food tourism is a growing market, where the territory shapes the supply and the product is paramount, since it displays cultural heritage, tradition, innovation, sustainability and cooperation. Destinations must have an authentic and credible narrative on food tourism supply.

The experience of travel has changed and is not limited to the days of displacement, but it begins much earlier, with the preparation (the tourist is inspired, he looks for some information, compare and purchase), and it ends when he values and shares their experiences through social media.

Chapter 4
Literature review of tourism loyalty

Food tourism is defined as a series of tourist journeys wholly or partly motivated by a particular interest in food. According to Hall and Sharples (2003), gourmet tourism refers to people who have a deep interest in food. They are few in number, but significant in amounts of money disbursed. They also have predominantly hedonistic interests. Food tourism involves other, more light-hearted reasons, with a more cultural than hedonistic interest. Lastly, culinary tourism takes place when the interest in food is secondary, but tourists do not mind carrying out food activities if they find the opportunity. Some terms are used synonymously in the literature such as: destination loyalty (Alegre and Juaneda, 2006), brand loyalty (Back and Parks, 2003), and tourist loyalty (Campo and Yague, 2007).

Loyalty began to gain importance in academic studies in 1990, due to its effects on corporate profits. At that time (the 1990s), it was found that a customer retention of 5% was equivalent to an increase in net profit between 25% and 95% (Reinheld and Sasser, 1990). Similarly, Griddin (1995), stated that it was five or six times more expensive to win new customers than to retain old ones, and a few years later, Augustyn and Ho (1998), noted that, on average, consumer loyalty is worth ten times the single purchasing price. Likewise, Han, Back and Barrett (2009), stated that the total cost of attracting new customers to achieve a profit level equal to what it was before losing clients, is sixteen times greater than if those customers had not deserted.

Remmington and Yüksel (1998), showed that high quality food is a decisive factor in tourist satisfaction with the journey and subsequent intention to revisit the destination. Recent research agrees in affirming that food produces a lasting memory of the tourist experience, meaning that the festive atmosphere, relaxation and fun experienced by tourists during a food route and social interaction with people of similar interests creates good memories that remain long after the event (McBoyle and McBoyle).

Niininen, Szivas and Riley (2004), found that the greater the desire for stimulation or andnovelty, the lower the tendency to be loyal. Their study discovered that 59% of respondents returned to the same destination from 3 to 5 times (high frequency) over a period of five years (which was the period of the study). 16% visited the same destination exclusively (i.e. 5 times and are tourists who avoid variety). Tourists who visited the destination once or twice (40%) represented low frequency loyalty (variety seekers).

Gitelson and Crompton (1984), cited by Hu (2003), and later Hong et al. (2009), investigated the reasons why a tourist repeated a destination: risk reduction, as they are comfortable in a familiar place, meeting people similar to themselves, less risk of any unsatisfactory experiences; exploring the destination more deeply due to an emotional attachment, playing host and sharing the visit with friends and family, also showing off to others from having been there before and, thus, having superior knowledge. Against this, one of the main causes of lack of loyalty in food tourism is the

indifference of employees, i.e. not listening to or dealing with complaints from tourists (poor quality of service). It is therefore very important to care about customer relationships and to use social networks.

Loyalty began to gain importance in academic studies since 1990, due to its effects on corporate profits since before studies mainly focused on the construct "satisfaction". At that time (nineties) it is found that customer retention of 5% was equivalent to an increase in net profit between 25 and 95% (Reinheld and Sasser, 1990). In the same way, Griddin (1995), stated that it is five or six times more expensive to win new customers than to retain old and a few years later Augustyn and Ho (1998), noted that on average, consumer loyalty is worth ten times the a single purchasing price. In the same line, Han, Back and Barrett (2009), stated that the total cost of attracting new customers to get a profit level equal to what it was before losing clients, is sixteen times greater than if these customers do not had gone. To emphasize even more clearly the importance of loyalty, some researchers argue that if consumers like the service they will tell three, four or five people but if you do not like it say more than ten people.

Moreover, according to Lehto, O'Leary and Morrison (2004), the tourists that visiting a destination for the first time tend to visit multiple sites ("generalists"), while tourists that repeating visits to that destination, have to focus on a few places ("specialists"). In the latter case, the tourists have more prior knowledge, book your vacation earlier and they are more become familiar with the destination. So tourists perceive less risk, which facilitates they spend more money and re-buy some products and services.

Nowadays, are tourists more faithful than before? On one hand, current research supports the idea that consumers are more loyal to multiple brands that one (Back and Parks, 2003). On the other hand, most authors agree that the trend of current and future tourist is to be less and less loyal due to they seek variety and novelty and they are becoming more demanding, because they demand reasonable prices without significantly lower quality and obtaining more features or benefits (Harris and Goode, 2004). Therefore, it is very important to get an emotional bond between the tourist and establishment employees or even between the tourist and the resident population because often tourists repeat the destination or food establishment, not so much to make a utilitarian or functional profit but they are felt welcomed as a guest or friend rather than a customer (Mattila, 2001). Loyalty also depends on the type of destinations. Mature destinations have higher loyalty rate that new ones (Shim, Gehrt and Siek, 2005). The tourists may not return to the same region they had visited but they can do it to another region of the same country. Similarly, the tourist can't return to a restaurant but if back to another restaurant in the same chain such as '*Paradores Nacionales*' in the case of Spain. The tourist can also be loyal to a dish such as '*paella*' and repeat its consumption in other famous and specialised restaurants in this culinary art.

That is, tourists can be loyal to a destination but also to a few attributes of that place, which, tourists visit all those destinations that have those attributes. In general, food tourists looking to buy the food directly from the producer, and eat at a famous restaurant and they have heard a lot earlier (Hall and Sharples, 2008). Interestingly some authors have observed that many gastronomic tourists are not considered as such (Tourism Queensland, 2003; Tourism Australia, 2005), even though their lifestyle, attitude and behaviour, are linked to food culture. Some of it may be because of tourists, still consider the act of eating as an extension of their daily lives and they downplay to other aspects such as health, hedonic and socializing factors. The trend of food tourism entrepreneurs was to reward customers that repeat their visit through promotions such as accumulating points for example. Currently loyalty has been seen that is not real and that this type of customers will change their service provider when they find a better deal. Therefore, a paradigm shift has taken place, that is, before the focus was on behaviour and now the food tourism entrepreneurs focus on getting an emotional or affective commitment because of this attitudinal loyalty means that even if best deals, I will be more likely that the clients not switch brands. That is, the aim is to involve the customers to feel the company as their own one and participate in the creation and innovation of products and services (crowdsourcing) (Mothersbaugh and Beatty, 2000; Mattila, 2001; Jones; Back and Parks, 2003; Jones and Taylor, 2007).

Predicting the reelection of a destination or repurchase in food establishments is complex and multifactorial because that choice depends, not only of tourists, but it is strongly influenced by the group with which they have to travel and by the specific time point in which the event occurs (Decrop, 2000). Most studies in the literature predict behavioural intention for the first time but it is less common measure revisit or repurchasing intention. Although some researchers use the term 'behavioural intention' actually they refer to the 'intention to repeat the behaviour'. Many food entrepreneurs consider only loyal customers those who repeat their visit or purchase. However, they are also loyal those who have a psychological attachment to a food establishment and those who recommend despite not repeat some purchases or visits. As mentioned above, just as important or more than the tourists revisit the destination, is to get they are become unpaid ambassadors or prescribers of the tourist place, and they defend it and recommend to others, and sometimes probably they will become hosts and food tourism guides (Gould, 1995). For the purposes of this work, a loyal tourist is who, apart from keeping a positive attitude to a destination, repeats and advises your visit to others. As a consequence of this Reichheld and Sasser (1990), in their study verified as worth of mouth accounted for up to 60% of sales to new customers.

Remmington and Yüksel (1998), fourteen years ago, showed that the high quality food is a decisive factor in satisfaction of the tourist with his journey and his subsequent intention to revisit the destination. All that, of course it must be profitable for the supplier, but always it does not exceed a given threshold price to the tourist does not reject the offer or he feels unsatisfied. Recent research converge in affirming that the food produces a lasting memory of the lived experience of tourists. That

is, the festive atmosphere, relaxation and fun experienced by the tourist during a food route and social interaction with people of similar interests creates associations in his mind related to these good times has passed away (McBoyle and McBoyle, 2008).

When customers are loyal, they buy more, they are willing to pay more and recommend more. But still there is much to study about loyalty, and it is essential find out the reasons why satisfied customers change service provider, know why dissatisfied customers do not change supplier or brand, knowing what are the reasons why the consumer is willing to pay more for a product or service from a supplier, when he could buy a similar product in another supplier to lower prices or why many consumers refuse to complain about the quality of service received (Bourdeau, 2005).

To highlight the importance of loyalty, I can cite as an example that Spain is among the four most visited countries in the world along with France, USA and China and in 2011, a survey of travel behaviour (Habitur) by the Spanish Institute for tourist studies, 87% of foreign tourists (a total of 57 million tourists which is 8% more than in 2010), did not contemplate an alternative destination to Spain, and four out of ten tourists already had been in Spain over ten times.

On the other hand, Niininen, Szivas and Riley (2004), have found that the greater the desire to stimulation or novelty seeking, the lower the tendency to be loyal. In their study discovered that 59% of respondents returned to the same destination of 3 to 5 times (high frequency) over a period of five years (which is the period of the study). 16% visited the same destination exclusively (ie 5 times, so they are tourists who avoid the variety). The tourists who visited the destination once or twice (40%) represented a low frequency loyalty (variety searchers).

Gitelson and Crompton (1984), cited by Hu (2003), and later Hong et al. (2009), investigated the reasons why a tourist repeat a destination: reducing the risk to remain in a known destination where they are comfortable, meeting people similar to them, reducing the risk of possible unsatisfactory experiences; exploring more deeply the destination due to be emotionally connected to the destination, being host and sharing the visit with friends and family and also to show off to others because of having been in a given destination and they can explain their experiences. On the contrary, one of the main causes in food tourism to stop being faithful, is the indifference of employees, ie not hear and resolve complaints from tourists (poor quality of service). It is therefore very important customer relationships and social networks help to it.

Chapter 5
Loyalty theories

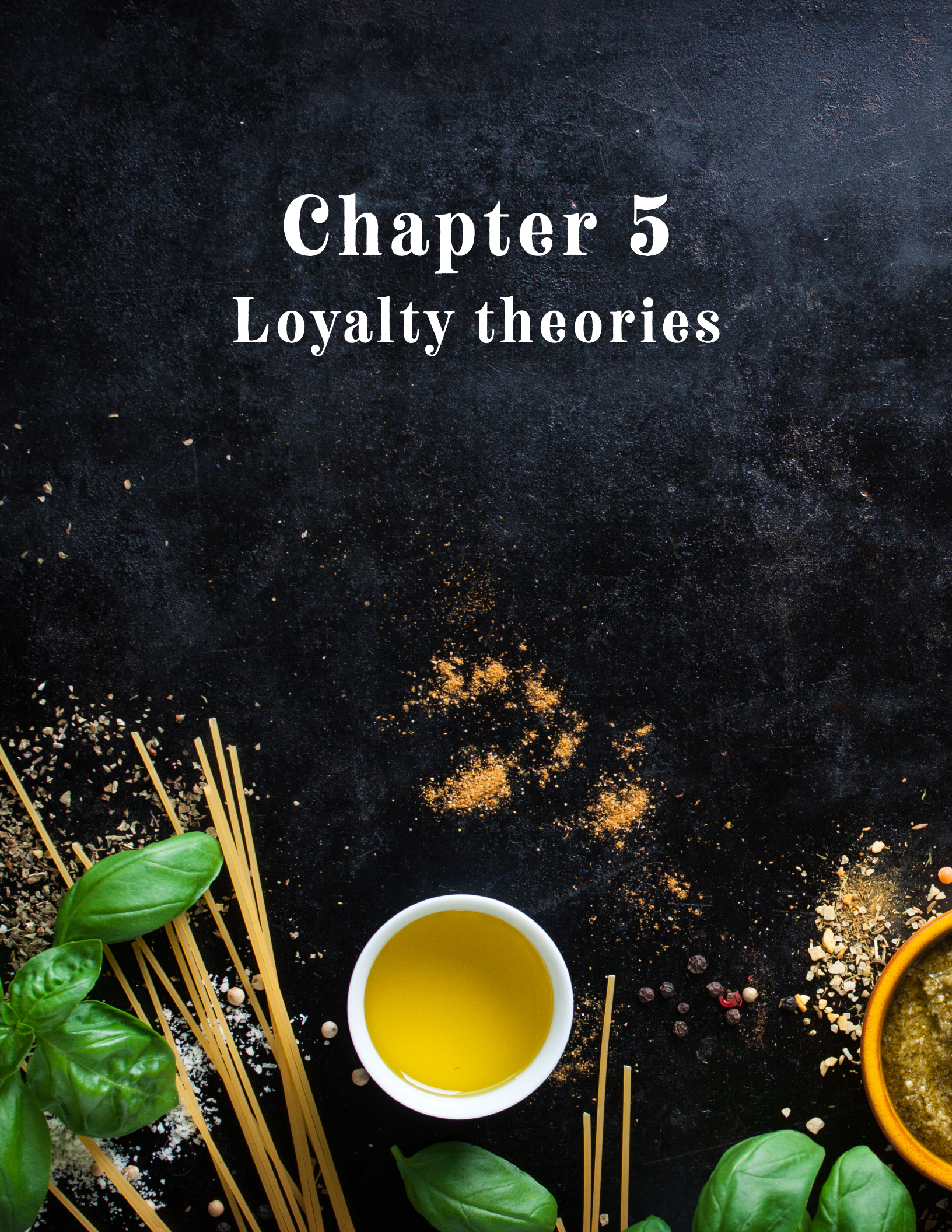


Table 1 shows the main theories that may partially explain food tourism loyalty. Most of them are highly interrelated. For example, the interdependence theory suggests that consumer commitment to an interpersonal relationship is strengthened by the amount of satisfaction derived from that relationship and by the investment (cost of change or sacrifice) dedicated to that relationship, and it is weakened by the quality of the alternatives that are available (Li, 2006). This means that the consumer is satisfied with the relationship if the rewards in relation to the costs exceed the comparison level. This is similar to the expectation disconfirmation theory. In the theory of reasoned action (TRA) and the theory of planned behaviour (TPB), behavioural intentions indicate motivational components of certain behaviour and represent the degree of conscious effort exerted by tourists to perform the behaviour. In this model, behavioural intention depends on the attitude (cognitive evaluations of behaviour) and subjective norms (perceptions of social pressure) (Jang and Feng, 2007). The theory of feedback on the purchase or consumption in the context of decision-making processes in travel is useful to find loyal tourists who repeatedly go to a certain destination due to its food or other reasons (Hu, 2003).

The theory of consumer involvement also attempts to explain repeated travel behaviour and this concept is based on the theory of consumer traits, suggesting differences among consumers in terms of level of concern, interest and involvement in the decision-making process, regardless of a situation or specific product (Lehto, 2000). The stimulus-organism-response theory explains how environmental stimuli lead to an emotional reaction that in turn drives or predicts a response of two consumer behaviours: approach or acceptance and rejection, escape or avoidance (Jang and Namkung, 2009).

Attitudinal and behavioural loyalty, are explained by the Theory of Attitudinal and Behavioural Consistency (ABC). Finally I emphasize the Theory of Signal Use which is deduced that brand loyalty is a consequence of brand equity (expected utility added that a brand gives a product), that motivates consumers to repeat purchase the same brand and in turn brand equity is also a consequence of the brand credibility and many other factors involved (Lee, 2001).

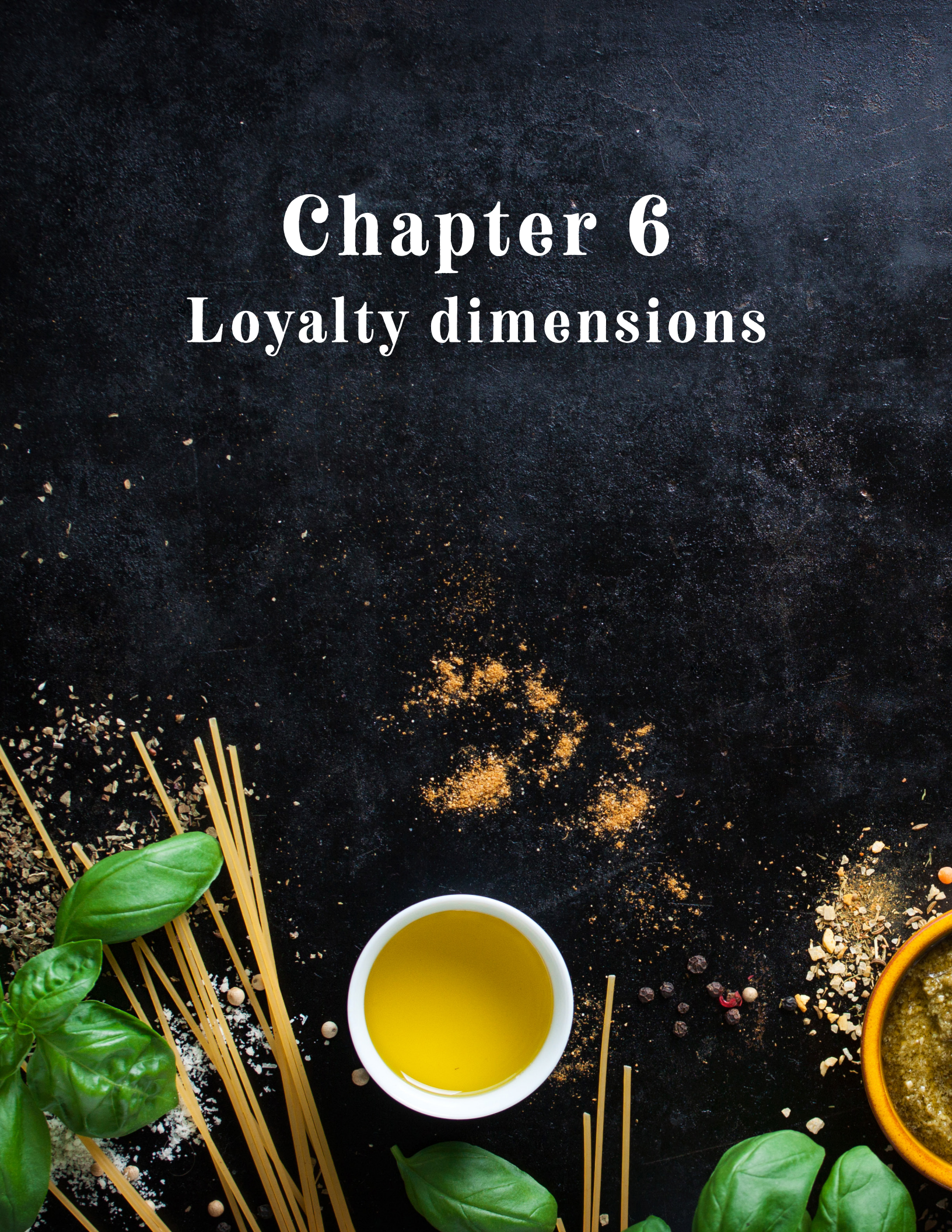
TABLE 1. Main theories that explain the tourist loyalty. Own elaboration.

Authors	Main theories that explain the tourist loyalty
Urban and Hauser (1980)	Main theories that explain the tourist loyalty
DiClemente et al. (1991) y Prochaska and DiClemente (1998)	Selection, Preferences and Perception Model
Howard and Sheth (1969)	Stages of Change Model
Rusbult (1980), Rusbult (1983) y Rusbult, Drigotas and Verette (1994)	Investment Model (Switching Costs)
Hughes (1995)	Monetary Value Model of purchases (monetary value average of purchases), Purchasing Frequency (number of purchases or transactions that have been made from the beginning) and Purchasing Recency (time elapsed since the last purchase of the client), that is, RFM (Recency, Frequency and Monetary Value)
Zeithaml, Berry and Parasuraman (1996)	Behavioural Consequences Model of service quality
Brunswik (1952)	Lens Model
Iso-Ahola (1982)	Stimulus-response-cognition Model
Bolton and Drew (1991)	Multi-Stage Model of the effects of service quality and perceived value on consumer behaviour
Fishbein (1965) y Azjen (1988)	Value-Expectations Model
Osgood (1957)	Cognitive Theory
Schifter and Ajzen (1985), Ajzen (1991) y Ajzen and Driver (1992)	Planned Action Theory (TPB)

Authors	Main theories that explain the tourist loyalty
Fishbein y Azjen (1975)	Reasoned Action Theory (TRA)
Rhine (1985)	Attitude Acquisition Theory
McAlister and Pessemier (1982)	Variety Seeking Theory
Holbrook (2003)	Complexity and Chaos Theory
Bulyne (1966)	Exploratory Behaviour Theory
Brown (1999)	Attitude-Behaviour Consistency Theory (ABC)
Rosenberg (1956)	Cognitive-Affective Consistency Theory
McKercher (1998)	Distance Decomposition Theory
Adams (1963)	Equity Theory
Tajfel y Turner (1986)	Social identity Theory
Anderson (1974)	Information Integration Theory
Thibaut and Kelley (1959) Kelley and Thibaut (1978)	Interdependence Theory
Persia (1994)	Diminishing Marginal Utility Theory
Olson y Jacoby (1959) y Olson (1977)	Signal Use Theory

Authors	Main theories that explain the tourist loyalty
Anderson and Narus (1984) y Anderson and Narus (1990)	Interpersonal Relations Theory
Sherif and Cantril (1947) y Sherif and Hovland, 1961)	Social Judgment Theory
Kassarjians (1981)	Consumer Traits Theory
Bartholomew and Horowitz, (1991) Hazan and Shaver (1994)	Established Attachment Theory
Hull (1952)	Learning Theory
Lewin (1951)	Field Theory
Johnson (1973), Levinger (1979), Rusbult (1980), Rusbult, (1983) y Johnson (1991)	Interpersonal Commitment Theory
Duralny (1961)	Propositional Control Theory
Iso-Ahola (1980)	Enthusiasm Theory or Optimal Excitement
Blau (1964)	Social Exchange Theory
Ganesh, Arnold and Reynolds (1963)	Comparison Level Theory
Mehrabian and Rusell (1974)	Paradigm of responses of an organism to certain stimuli
Azjen and Fishbein (1980)	Grounded or Motivated Theory

Chapter 6
Loyalty dimensions



Several authors agree that Copeland (1923), was one of the first researchers to study loyalty (he called it *consumer insistence)*. Dick and Basu (1994), distinguished three loyalty dimensions: behavioural loyalty (repurchase), attitudinal loyalty (customer effort to evaluate different alternatives) and cognitive loyalty (customer loyalty without evaluating other alternatives in the market). However, most researchers agree that loyalty has two dimensions: attitudinal and behavioural.

Some researchers have measured loyalty from a behavioural approach, while others do it from a more attitudinal perspective. Finally, a third group of researchers used a composite measure of both attitudinal and behavioural measures. Other authors prefer the terms *future loyalty* (behavioural intention) and *historical loyalty* (actual behaviour).

According to Oliver (1999), based on Jacoby and Chestnut (1978), loyalty develops in three sequential attitudinal stages and a second behavioural dimension (from weakest to strongest): firstly, cognitive loyalty is a preference for the attributes of the brand due to cognitive beliefs held about them. Secondly, an affective preference (hedonic attitude) towards the product or service. Thirdly, conative intention to buy the product before the competition. And finally, action loyalty (also called, action control) by other authors, and identified as a commitment to action where the intention is transformed into a preparation for the act of repurchase and the desire to overcome any obstacle preventing this.

There is a broad consensus in literature that attitudinal and behavioural loyalty taken together is called 'composite loyalty'. Oliver (1999), and Dick and Basu (1994), argue that consumers may be loyal to each step, and for that loyalty to be considered true or real, the tourist must be loyal in the three modes: cognitive, affective and conative. Consequently, they are different constructs forming a sequence, that is, cognitive loyalty is a determinant of affective loyalty, which in turn is an antecedent of the conative. On the contrary, Back (2001), and Back and Parks (2003), argue that attitudinal loyalty phases do not necessarily form a sequence in the formation process, but are independent factors, due to the existence of inhibitors or barriers in consumer perception. For example, it is possible to have an affective loyalty that disregards the cognitive part because of an emotional attachment to the service provider. These authors demonstrated a positive relationship between affective, conative and behavioural loyalty, but did not find a link between cognitive and behavioural loyalty.

Also Bourdeau (2005), agreed that loyalty does not comprise the sum of attitudinal and behavioural loyalty as a causal sequence between beliefs, attitudes, behaviour intentions and behaviours, as stated for example by Ajzen and Fishbein (1977), but that loyalty refers to the attitude, and actual behaviour refers to the result or consequence of loyalty. However, the current trend is to measure composite loyalty, meaning the two dimensions: attitudinal and behavioural loyalty, as proposed by Ajzen and Fishbein (1977). According to Espejel and Fandos (2009), behavioural measures consider purchasing behaviour to be constantly repeated, and used as an indicator of loyalty.

Oliver (1977), describes attitudinal loyalty as the development of a stable like or dislike of a product or

service based on previous experience or prior information, even though there is no real experience; hence, the importance of the image of the destination and the companies and brands generating stereotypes and predisposition of tourists that can lead to loyalty.

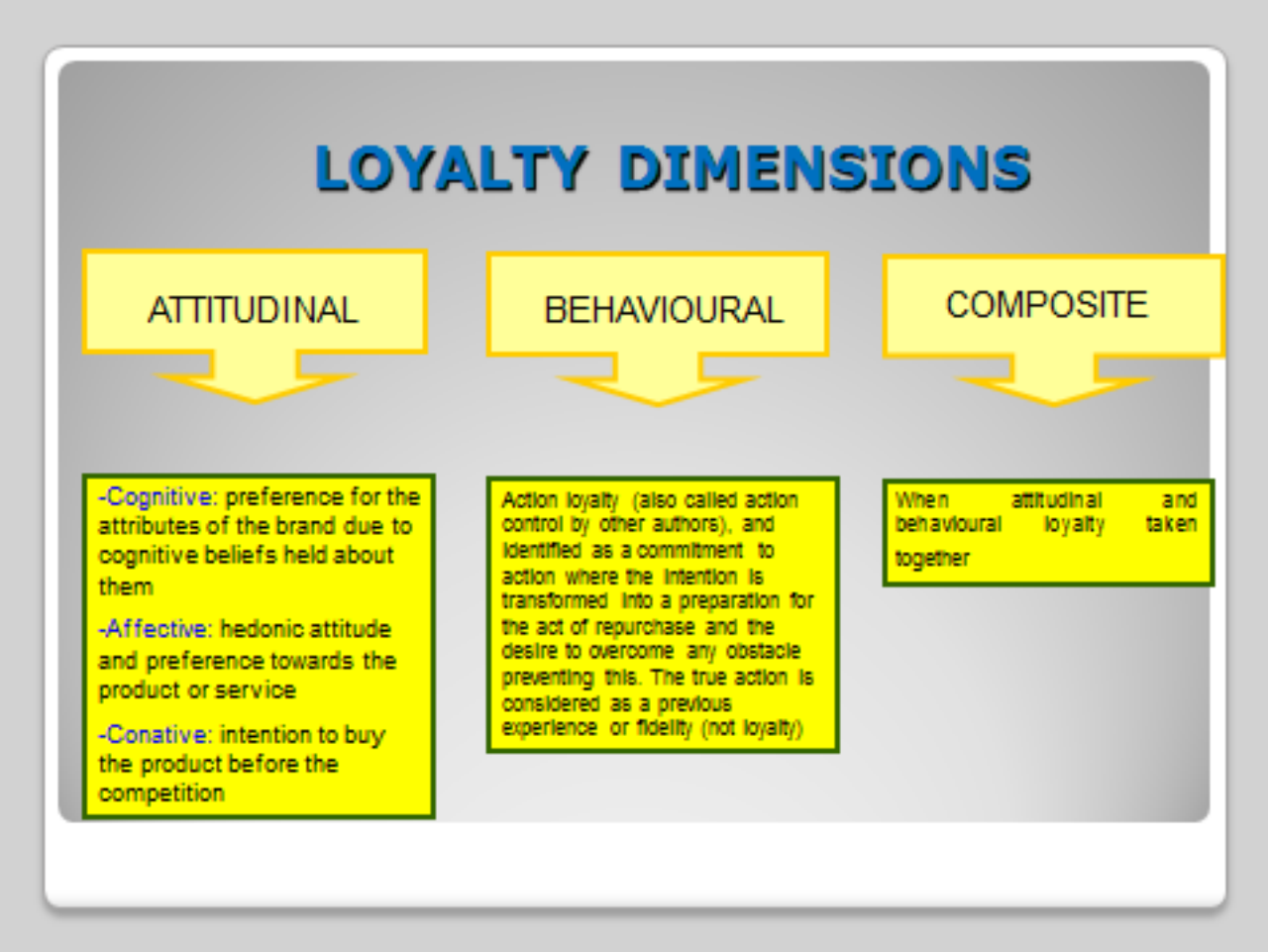
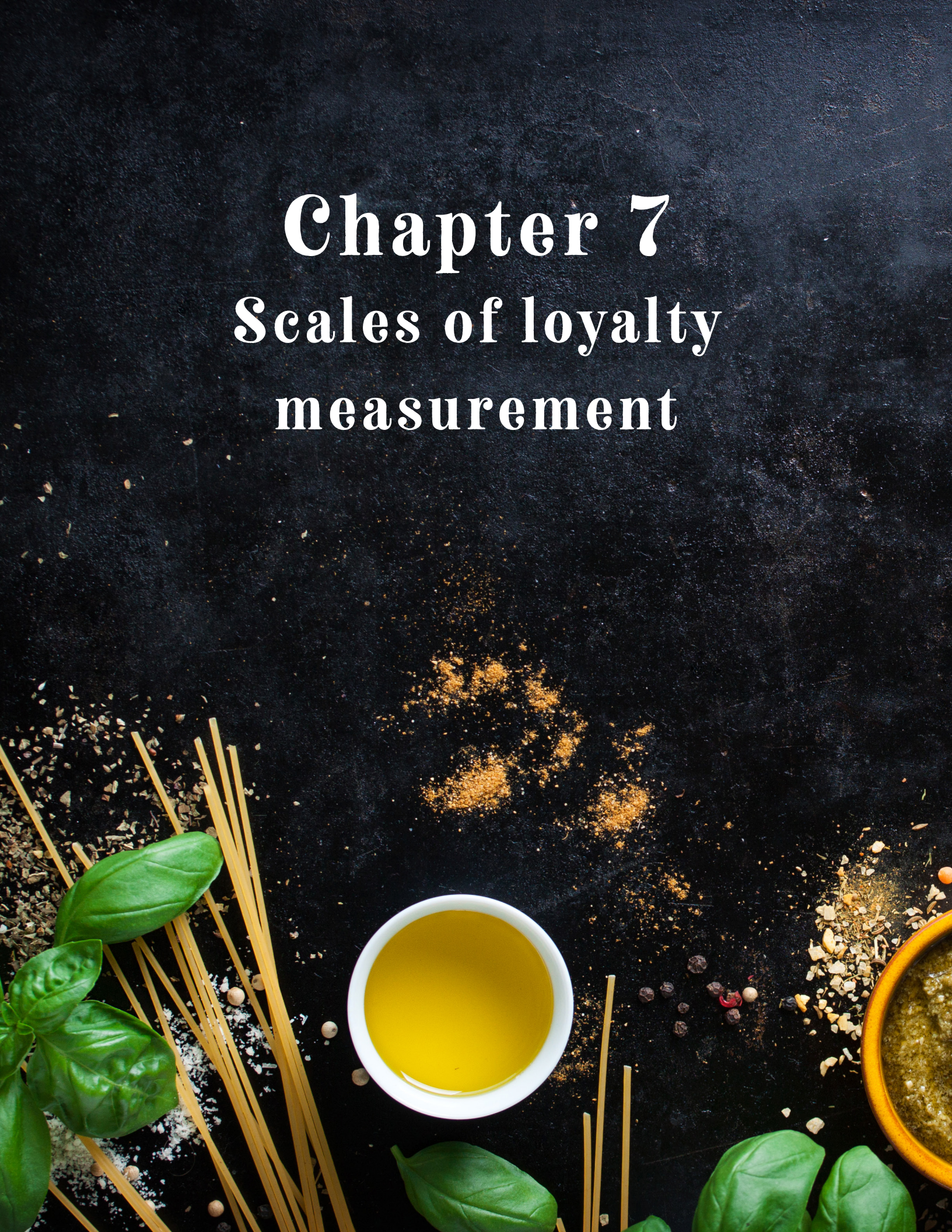


FIGURE 2. Loyalty dimensions

Several authors differentiate stochastic models of loyalty (refers to probabilistic models based on past purchases, which do not know the expected result, but its probability and there is therefore uncertainty) referring to the behavioural loyalty, as it believes that market changes are due to chance and not to rationality (Ehrenberg, 2000). In contrast to the above, are deterministic models, which are characterized because the result is known, since there is no uncertainty and therefore changes in the market are due to the rationality and non to chance (attitudinal loyalty) (Baldinger and Rubinson, 1996).

Chapter 7
Scales of loyalty measurement



In the previous section, I discussed the convergent dimensions in most of the empirical work reviewed. However, some researchers consider three-dimensional attitudinal loyalty: affective, investment and normative, and four-dimensional behavioural loyalty: duration, frequency, intensity, and continuation (Chang, 2002). Many other authors suggest only two indicators for measuring loyalty: the intention to revisit or repurchase and willingness to recommend a destination to others (Chi and Qu, 2008). Researchers also aim for more precision by proposing three measurements: intention to continue buying the same product, intention to buy a larger amount of the same product, and willingness to recommend the product to others (Hepworth and Mateus, 1994).

The models reviewed in the literature are varied, for example, some authors believe that cognitive, affective, conative and behavioural loyalty are components of the construct 'loyalty'. However others authors claim that they are mutually independent constructs.
It is also essential to consider that destination loyalty can be an input or output variable as it can be a determinant (the cause of the decision of the tourist) and a consequence (the result of the decision of the tourist). Loyalty determinants are shown in Table 5. The consequences of loyalty reviewed in the literature are as follows:

1) The repurchasing intention (although most authors include the repurchasing intention within loyalty as a measure of it),

2) Lesser intention of changing supplier or greater inertia

3) Increased spending in other establishments in the same destination, compared to less loyal tourists

4) Increasing reinforcement or strength in preferences

5) Positive or negative recommendations or word of mouth

6) Exclusive consideration

7) Exclusive shopping

8) Advocacy

9) Altruism

10) Motivation to search for alternatives or information

11) Resistance to persuasion to change their behaviour

12) Share of wallet or participation (percentage of purchases dedicated to a brand, product or service)

13) The satisfaction felt by visitors that repeat the destination

14) Identification or involvement with the service provider through an exclusive affiliation

15) The willingness to pay a higher price for the service received

16) The performance of the company, i.e. financial, sales or business productivity performance (restaurant, industry, etc.). Some authors also deem the actual purchasing behaviour to be a consequence, and not a component, of loyalty, (behavioural loyalty or action loyalty), as suggested by Jacoby and Chestnut (1978), when stating that consumer behaviour should not be seen as a measure of loyalty.

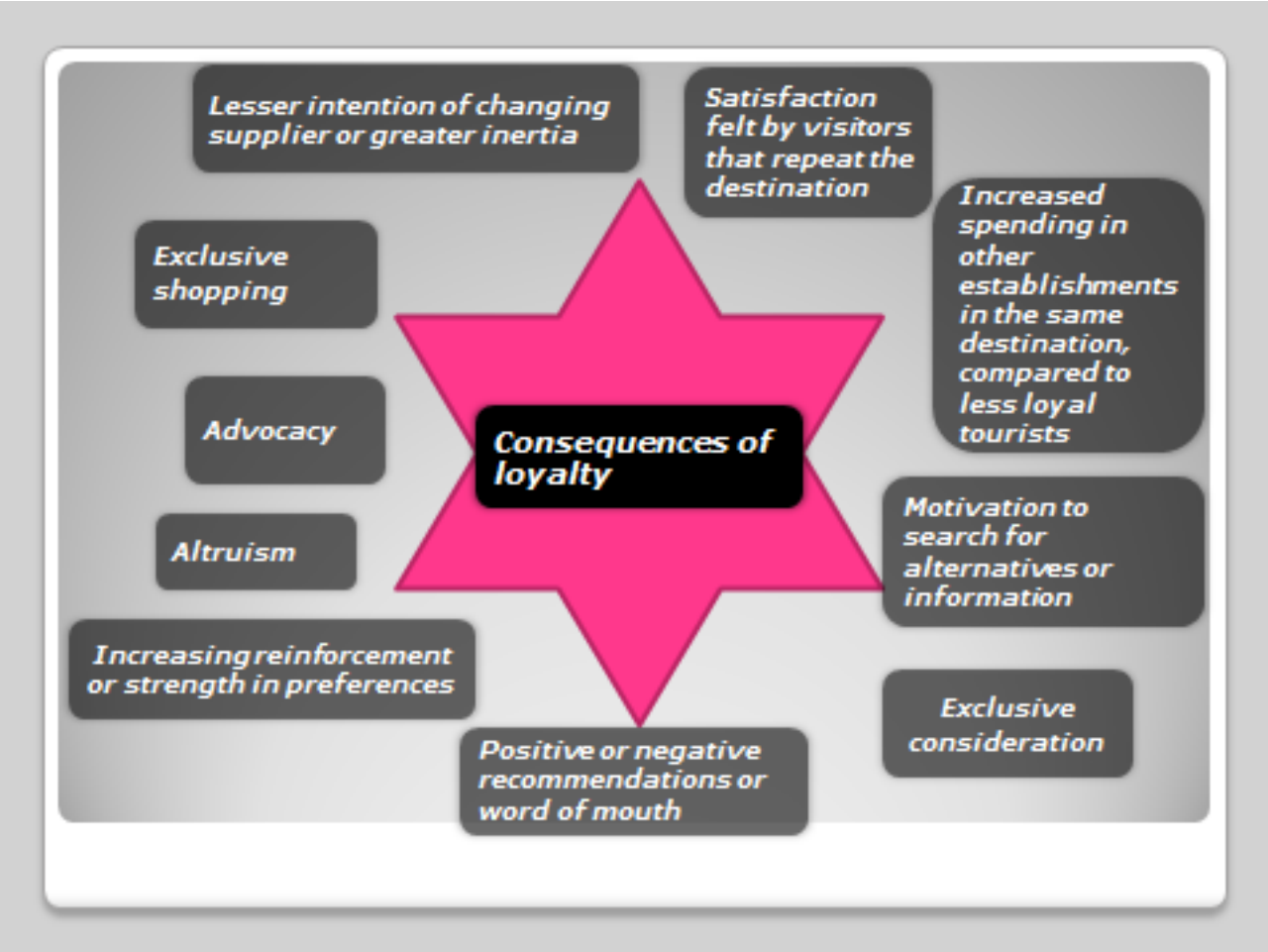


FIGURE 3. Consequences of loyalty

These results show that certain antecedents of loyalty and involvement, attitude or satisfaction may be consequences of loyalty, in that there is feedback (when loyalty is stabilized, which can reinforce the attitude, involvement or satisfaction of tourists with the destination), although most of the authors disagree with this argument while not denying that loyalty is a dynamic process.

In relation to what has been stated above, on the one hand, there are empirical studies that include some determinants of loyalty as dimensions of loyalty and on the other hand, I have identified studies that incorporate some consequences of loyalty discussed as dimensions within the construct "loyalty". It may also be the fact the opposite phenomenon, that is, authors that consider certain dimensions of loyalty as antecedents or drivers of it (ie, complaints, commitment or preferences). Some examples of components of loyalty as consequences of it would be for example the recommendation by word of mouth and a willingness to pay more (Bigné, Mattila and Andreu, 2008). Examples of antecedents of loyalty that are considered, components of the same would be in the case of cognitive loyalty: perceived service quality and perceived value in general. In the case of affective loyalty: attachment to the destination, involvement, hedonism, mood, emotions, expectations and satisfaction (Kretch, Crutchfiel and Ballachey, 1962; Day, 1973). In regard to conative loyalty: revisit intention and commitment (Han, Kim and Kim, 2011).

On the basis of the whole argument and previous observations, I propose four dimensions to measure loyalty: cognitive, affective, behavioural and conative loyalty which in turn consists of eleven sub-dimensions, as detailed at the end of this section. In contrast, I have found for example that de Ruyter, Wetzels and Bloemer (1998), proposed three dimensions to the loyalty: 'preference loyalty' (attitudinal loyalty), 'indifferent price loyalty' (cognitive component) and 'response to dissatisfaction loyalty' (negative word of mouth). Moreover, Bloemer and De Ruyter (1999), used four dimensions: word of mouth, purchasing intention, price sensitivity and complaining behaviour.

Rundle-Thiele (2005), identified seven dimensions of loyalty: Allegiance, attitudinal loyalty, complaining behaviour, purchasing preferences, predisposition to be loyal, resistance to competing offers and situational loyalty. (Zeithaml, Berry and Parasuraman, 1996), developed a five-dimensional scale: 1) fidelity ('I will tell positive aspects of the brand to others', 'I will make recommendations to those who seek my advice', 'I will encourage my friends and family', 'when I need this service I will consider this company as the first choice', 'in the coming years I will perform more transactions with this company'...), 2) switching costs ('in the coming years I will perform fewer operations with this company', 'for some services I may go to another provider with better prices'...), 3) price sensitivity ('although prices increase, I will continue buying from this company', 'I am willing to pay a higher price for the benefits I get from this company'...), 4) external complaint behaviour ('if I have a problem I will change my provider', 'I will tell other customers', 'I will claim in external entities'...), and 5) internal complaint behaviour ('if I have a problem with the company I will complain to employees and company directors...). Each item was assessed through a 7-point Likert scale from highly unlikely to extremely likely.

TABLE 2. Some of Loyalty Measurement

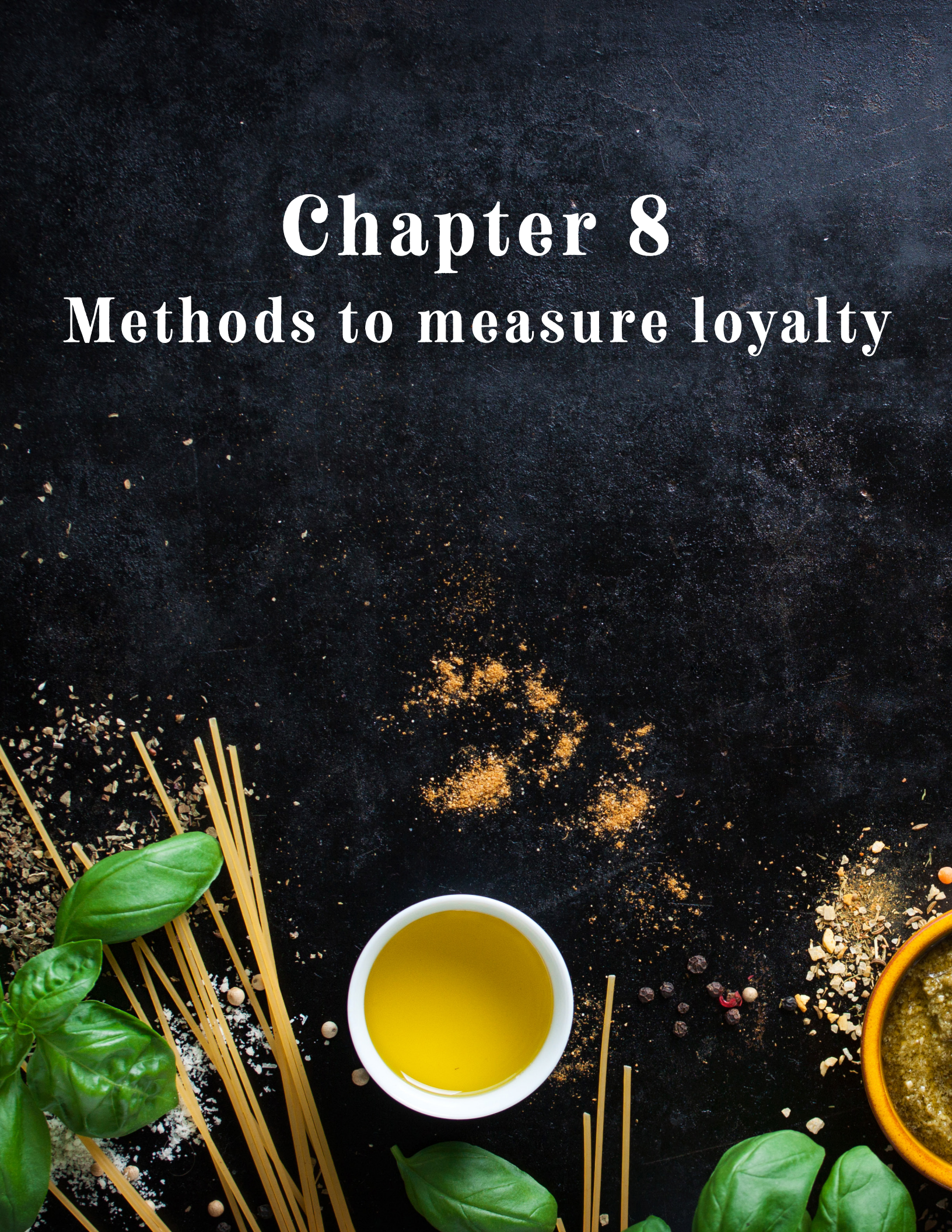
A.- Cognitive Loyalty	'I consider that if I repeat food experiences in Aragón It will provide me a higher quality if compare with other destinations' (Yüksel, Yüksel and Bilim, 2010)
B.- Affective Loyalty	'Repeat food experiences in Aragón it will make me feel better' (Yüksel, Yüksel and Bilim, 2010)
C.- Conative Loyalty	See research by Lee, Jeon and Kim (2011)
C1.- Intention to revisit the destination or establishment	'I have intention to continue to visit Aragón as food destination in the future', adapted from Kim, Suh and Eves (2010)
C2.- Word-of-mouth C2.1.- Say Positive Things	I will say positive things about Aragón as a food destination to friends, relatives and others although they do not ask me advice' adapted from Jang and Namkung (2009)
C2.2.- Intention to encourage	I will encourage to visit Aragón as food destination to friends, relatives and others although they do not ask me advice' adapted from Gill, Byslma and Ouschan (2007)

C2.3.- Speak Well	I will speak well of Aragón as a food destination to friends, relatives and others although do not ask me advice' adapted from (Zabkar, Makovec and Dmitrovic, 2010)
C2.4.- Give advice	'I will advise to visit Aragón as a food destination to friends, relatives and others although do not ask me advice' adapted from (Zabkar, Makovec and Dmitrovic, 2010)
C2.5.- Intention to Recommend	I will recommend to visit Aragón as a food destination to friends, relatives and others although do not ask me advice' adapted from (Hosany and Witham, 2010)
C2.6.- Advocacy	Thinking of my relationship with this restaurant, I would defend this restaurant from others' critiques (Hyun and Kim, 2012).
C3.- Intention to complain C3.1.- External Complain	'I will write my negative and unfavorable food experiences on social media and also to the authorities if I considered necessary' adapted from Sánchez and Currás (2011) 'In general, I will tell uncomfortable experiences from Aragón, as a food destination to my friends and relatives', 'In general, I will write uncomfortable experiences from Aragón, as a food destination in the newspaper, magazines and Internet', 'In general, I will officially argue uncomfortable experiences from Aragón, as a food destination, to travel agencies, consumer agencies or authorities'... adaptede from Lee, Jeon and Kim (2011)
C3.2 Internal complain	'I will complain about uncomfortable experiences from certain products and services from establishments and/or events in Aragón related to gastronomy to the service provider about the service quality and/or the way I was treated by employees', adapted from Sánchez and Currás (2011). Another example would be the work of Lam and Tang (2003): Personal Actions 'Personally not to dine in this restaurant again','Urge family/friends not to patronize this restaurant','Personally not to patronize this hotel again', 'Urge family/friends not to patronize this hotel' Bad-Mouthing 'Bad-mouth the restaurant', 'Bad-mouth the hotel' Complaint to Management 'Complain to the restaurant manager', 'Complain to the hotel management', 'Seek replacement for dissatisfied products' Publicizing 'Divert the complaint to the media', 'Complain to the Consumer Council'.
C4.- Intention to pay more (pay a higher price, pay price Premium) or intention to spend more (increased spending, spend more with company, do more business with company)	'I would continue to come to Aragón even if food prices and related activities with it were greater' adapted from Ab Karim, Chua and Salleh (2010). 'If my food experience is positive and my high perceived value, I will have the intention to return and I will leave tips' (own elaboration).

C5.- Intensificacion of the visit	'I will buy food souvenirs on my next visit (both for myself and to give to others) in the stores of the establishments and/or events in Aragón food-related', 'I'll post photos and information of my dining experiences in Aragón on social media', 'I will have wonderful and nostalgic memories for my food tourism experience'... adapted from Bigné and Andreu, 2004; Rojas and Camarero (2008); Hosany and Witham (2010), Manfredo, Driver and Tarrant (1996)
C6.- Propensity to be loyal or commitment	'I am very committed to Aragón as a food destination', 'I will maintain a relationship with Aragón as a food destination definitely' adapted from Han, Kim and Kim (2011); Li (2010). 'If I were starting from scratch, I would choose este destino' (Hill and Alexander, 2006). 'I would defend Somontano PDO wine if others criticized it' 'I would continue to consume Somontano PDO wine even if, sometimes, I find it disappointing' 'Even knowing that there are other wines that offer better quality, I think I would consume Somontano PDO wine' 'I know Somontano PDO wine so well that it is hard for me to change to another PDO' 'If I had to change from PDO Somontano wine to another PDO, it would be hard for me to get used to it' 'If I had to change PDO Somontano wine for another PDO I would find it hard to choose which one' (Espejel, Fandos and Flavián, 2011)
C7.- Preference	''I consider Aragón as my first choice for travel due to its food', adapted from Back (2001). 'When I make a dining out decision, I consider this restaurant a viable choice very often', 'This restaurant meets my dining needs better than other comparable full-service restaurants', 'I am interested in trying various menu items in this restaurant more than in other comparable full-service restaurants' (Kim, Ok, Canter, 2010)
C8.- Attractiveness of alternatives	'My food tourist needs could easily be fulfilled by an alternative destination' adapted from Li (2006) y Jones (1998)
C9.- Switching costs	'It takes me a great deal of time and effort to get used to a new food destination' adapted from Li (2006)
C10.- Inertia	'Changing to a new food destination would be a hassle for me' adapted from Han, Kim and Kim (2011), 'To me, there are big differences between the various food tourist destinations' adapted from Li (2010)
C11.- Resistance to change	'Although another food destination offer lower prices in received food products and services, nevertheless, I would revisit Aragón' adapted from Back and Parks (2003)
C12.- Intention to change	'If my experience has not been entirely positive, I will not continue to use the products and services of the establishments and/or events food-related in Aragón, although I have not previously complained to the provider' adapted from Tideswell and Fredline (2004)

C13.- Cooperation or participation	'I will communicate to the service provider some new ideas or suggestions that I think and I will make known you my constructive criticism' (own elaboration). 'Thinking of my relationship with this restaurant, if I saw an idea that I liked at another restaurant, I would share the idea with this restaurant's managers or employees', 'Thinking of my relationship with this restaurant, I would allow my name and a positive comment I made about this restaurant to be used in an advertisement', 'Thinking of my relationship with this restaurant, I would inform managers or employees if I noticed problems in this restaurant' (Hyun and Kim, 2012). 'I will follow the rules and regulations at the restaurant', 'I will be polite to the employees at the Restaurant' (Kim, Yoo and Lee, 2012). 'I will inform the restaurant of ways to better meet my needs', 'I will suggest ways to improve the service at the restaurant', 'If I experience service failure from the restaurant again, I will inform the employees' (Kim, Yoo and Lee, 2012). 'I express my service preferentes', 'end to be cooperative', 'I provide feedback on menu', 'I facilitate the service staff', 'I provide feedback on quality' (Asatryan, 2006).
C14.- Willingness to wait longer	'I would be willing to wait longer than the amount of time I was expecting to wait' (Hwang, Yoon and Bendle, 2012)
D.- Attitudinal Loyalty (Cognitive, Affective and Conative Loyalty)	For example, some items used by Ab Karim, Chua and Salleh (2010): 'I have the intention of returning to Malaysia to savor the food', 'I will give a positive recommendation of the culinary experience in Malaysia to my family/friends', 'I would like to try other types of Malaysian food', 'I consider Malaysia the first on my list of culinary destinations', 'I would continue to come to Malaysia even if the prices of the food were higher', 'I will encourage my family/friends to come to visit Malaysia (based on food experience)', 'I will highly recommend Malaysian food to others', 'Your likelihood of visiting Malaysia in the future' (based on food experience)
E.- Behavioural Loyalty or Alligiance	See research by Gahwiler, P, Havitz, M. E. (1998); Han, Kim and Kim (2011); Li (2006); Lee (2001). For example: 'Probability of re-visit Aragón as a food destination within the next twelve months (short term) ... three years (medium term) ... five years (long term) '(own elaboration).
F.- Composite Loyalty (Attitudinal and Behavioural Loyalty)	'Overall, I am loyal to España' (Boo, Busser and Baloglu, 2009)
G.- Situational Loyalty	'I would purchase my favourite brand if I had a reception with friends and family' (Dubois, 1999) cited by Rundle-Thiele (2005b) Examples of items used by Rundle-Thiele (2005a): 'I would buy wine from this retailer for a dinner with friends', 'I would buy wine from this retailer for a work dinner', 'If I urgently needed a bottle of wine I would buyit from this retailer'

Chapter 8
Methods to measure loyalty



Attitudinal Loyalty

The attitudinal loyalty answers the question why do consumers buy? According to Colmenares and Saavedra (2007), the main ways of measuring attitudes are: observation, interview, attitude scales, perceived quality and satisfaction.

According to several authors (Rundle-Thiele, 2005b; Li, 2006), the scales to capture attitudinal loyalty may be semantic differential items (good-bad, interesting-not interesting ...) (Backman and Crompton, 1991c), bipolar scales to measure intentions intenciones (Pritchard, Havitz and Howard, 1999), and Likert scales (Mittal, Ross and Baldasare, 1998). Some researchers use five points on the scale of loyalty (Knox and Walker, 2001), and other ones use six points (Biong, 1993), seven (Mittal, Ross and Baldasare, 1998; Pritchard, Havitz and Howard, 1999), nine (Bloemer and De Ruyter, 1999), or ten points (Olsen and Johnson, 2003). It seems that the seven-point scale is what generates better results and is more widespread in Marketing but other social disciplines prefer five or ten point scales.
The main types of attitudinal loyalty measures are measures of repurchase intention (attitude toward the act ATA) (Grewal et al., 2003; Harris and Goode, 2004), constant brand preferences (Guest, 1955; Bowen and Chen, 2001; Butcher, Sparks and O'Callaghan, 2001); a continuous with scales of preferences, measuring the distance between accepted and rejected brands (Jacoby and Olson, 1970), and measures of word and mouth (Ganesh, Arnold and Reynolds, 2000; Gronholdt, Martensen and Kristensen, 2000; Delgado-Ballester and Munuera-Aleman, 2001; Huber and Herrman, 2001). Other measures used in the literature are the measures of interest or intensity, the attitude, the switching costs, involvement, psychological commitment index toward the brand (PCI) (Pritchard, 1991; Pritchard, Havitz and Howard, 1999; Iwasaki and Havitz, 2004; Kyle et al., 2004a); the probability measures of repurchase or Juster scale (a scale of points examines the likelihood of respondents to carry out a particular action in the future) and affection. Ratios have also been used between accepted and rejected brands, weighted by an awareness or reputation index (Jarvis and Wilcox, 1976), and even psychological scales (Reynolds, Darden and Martin, 1974). Also in our opinion attitudinal loyalty could be measured through tourist complaining behaviour, intensification of experience, the attractiveness of alternatives, resistance to change, intention to change and cooperation.

Other authors have used as a measure of the attitudinal loyalty, the Premium price, consistency of brand choice, zero-order models and Markov models (Labarbera and Mazursky, 1983; Beatty, Kahle and Homer, 1988; Yi, 1990; Anderson and Sullivan, 1993; Boulding et al., 1993; Selnes, 1993; Dick and Basu, 1994; Aaker, 1996; Aaker, 1996; Zeithaml, Berry and Parasuraman, 1996). For example, Petrick (2004), consider as attitudinal measures the revisit of the destination, positive or negative word and mouth, price sensitivity, the money spent on overage per day in the destination (because of tourists that spend more are generally more loyal) and the spending risk using RPI (risk-adjusted profitability index), which it is a measure that represents the average cost divided by standar deviation. In this case, tourists with higher RPI should be more loyal. However, Taylor (1998), uses an index that takes

into account the main indicators of consumer loyalty (CLI) measuring the probability to repurchase a product or service and the likelihood to recommend to others.

Back (2001), cites the following attitudinal measures of loyalty: freedom or flexibility of acceptance and rejection, modified freedom of acceptance and rejection, freedom of acceptance, rejection and no commitment; analysis model of the trajectory in time 'time path'; halo models versus standard models, modification of organizational commitment scales by involvement, service relationship model, and satisfaction and loyalty models.
According to Morwitz, Steckel and Gupta (1997), questions about the overall revisit intention are similar to 'likelyhood to buy' and "possibility to buy" and sometimes they include a period of time in the context of the question.

In our review, the intentions were measured on dichotomous scales, dichotomous scales with two dimensions: desire to revisit (expressed by most respondents) and planning of revisits, expected revisits or likelyhood to occur revisits (less than 20% of respondents report having a specific plan to revisit the destination), five-point scale, seven points, ten points (from zero 'definitely I would not come back' to 9 'definitely I would come back') and eleven points. Frank (1962), proposed two repurchase probability measures: the probability of repeat purchase (likelyhood to buy the same brand that was purchased last time, like a buying habit) and repurchase probability (probability of buying a brand after the consumer has purchased several other brands).

Behavioural Loyalty

The behavioural loyalty answers the question: How do consumers buy? According to Hu (2003), repeat purchase behaviour can be measured by knowing the previous purchases made by the consumer.

Here, as in attitudinal loyalty, many authors use the probability of repurchase or revisit and recommendation to others as a measure of behavioural loyalty. Considering some papers such as Tucker (1964), Pritchard and Howard (1997), Lee (2001), Back and Parks (2003), Kumar and Shah 82004), Martín (2005), y Li (2006), it is found that to measure behavioural loyalty, it is used the repeat visits pattern or purchase record, normally collected in data panels, including the percentage of purchases, SCR or proportion of requirements for a category (proportion to the total number of purchased products in a given category), that is, the proportion of occasions on which a particular brand is bought or used compared to the total number of purchased brands and/or the actual amount of purchase ('share of wallet'), and all this is used to predict the future purchasing behaviour of consumers (Copeland, 1923; Brown, 1952; Cunningham, 1966; Guadagni and Little, 1983; Ehrenberg, 1991; Iwasaki and Havitz, 1998). The share of wallet is a measure of behavioural loyalty more reliable than customer retention (Cooil et al., 2007). Proportion of visits to a particular destination is calculated dividing the total number of visits to a destination by the total number of trips made over the life of the tourist (Petrick, 2004).

They are also used as measures, the probability of repurchase or revisit to a particular destination in relation to the number of trips made in an given interval of time (five years or even a lifetime) repeated purchasing behaviour (percentage of the opportunity to buy the same brand, that is, purchasing probability); (Kuehn, 1962; Farley, 1964); average shopping sequence (Brown, 1952; Tucker, 1964; Kahn, Kalwani and Morrison, 1986; Pritchard, Howard and Havitz, 1992; Iwasaki and Havitz, 1998); as a measure of whether the brand have unswerving loyalty, unstable and without any loyalty.

This is done to examine the sequence of purchases of a brand by the consumer in a given product category. If they are made four to six consecutive purchases of the same brand could be considered a loyal consumer (Morais, 2000). Average real shopping frequency (the number of times they buy on average for a period of time, for example, 'how often do you dine at full-service restaurants on an average' -wallet-share-) (Brody and Cunningham, 1968; Iwasaki and Havitz, 1998; Petrick, 2004). Purchasing intensity (time spent on the purchase, use or participation in certain activities a day, week, month or year ...) (Park, 1996; Iwasaki and Havitz, 1998).

Visit intensity refers to the average number of visits to a destination a year and is measured by dividing the total number of visits to a destination by the number of years he has been visiting that destination (Petrick, 2004); supplier-consumer relationship intensity; repeat purchasing index from one period to another; time duration of the total participation (Park, 1996; Iwasaki and Havitz, 1998); and expenditure percentage (share or percentage that consumer spends of its total budget -share of wallet-) (Guest, 1944; Brown, 1952; Cunningham, 1956; Farley, 1964; Tucker, 1964; Engel, Kollat and Blackwell, 1968; Sheth, 1968; Kahn, Kalwani and Morrison, 1986; Ehrenberg, 1988, Reichheld, 1993; Tranberg and Hansen, 1986).

Other variables found in the literature to measure the fidelity according to this approach, they are the act of recommending the product, provider, service, brand or destination (Yi, 1990; Boulding et al., 1993; Selnes, 1993; Zeithaml, Berry and Parasuraman, 1996), and consumer resistance to offers from other suppliers.

Another measure is the Premium price (Pessemier, 1959; Jacoby and Kyner, 1973; Aaker, 1996), which describes the intention and brand switching behaviour. That is, it is measured the amount of money that the customer is willing to pay for a brand compared to another brand that offers similar benefits or increased costs (time, price ...) necessary for the individual to request a change of brand.

In summary, following Jacoby and Chestnut (1978), behavioural measures can be classified into five types: purchasing proportion respect to total or total repeated purchases, repeated purchasing probability or relative purchasing frequency, purchasing sequence (for example, brands bought three times one after the other), synthesized measures (loyalty indices calculated from the percentage of spending or budget for a product class, available stores, opportunity for change, etc..), and a variety of other measures.

For example, according to Rundle-Thiele (2005b), purchasing probability (behavioural loyalty) can be measured by the 0-10 scale by Thomas Juster (Rungie and Souljé, 1996), asking respondents about the existing likelihood that they carry out a specific purchase in the future. Some researchers claim that this measure is very reliable for predicting future purchase behaviour (Seymour, Brennan and Esslemont, 1994; Brennan, 1995). For example: 'Taking everything into account, what are the chances that you, personally, will buy/shop/visit category/brand in the next period?'

- Certain, practically certain (99 in 100) 10
- Almost sure (9 in 10) 9
- Very probable (8 in 10) 8
- Probable (7 in 10) 7
- Good possibility (6 in 10) 6
- Fairly good possibility (5 in 10) 5
- Fair possibility (4 in 10) 4
- Some possibility (3 in 10) 3
- Slight possibility (2 in 10) 2
- Very slight possibility (1 in 10) 1
- No chance, almost no chance (1 in 100) 0

In the case of what were measured only behavioural loyalty, not would be possible to distinguish between true and false loyalty, that is, if the repetition of the visit is due to habits, customs or some circumstances (inertia) or due to more complex psychological reasons. Therefore, most researchers argue that behavioural measures are not a realistic reflection of the meaning of brand loyalty, since they do not distinguish between intentional or true loyalty and spurious or false loyalty (without attitudinal attachment to the brand) and many of they apply in their work the composite loyalty index (Li). Based on the above statements I can conclude that the behavioural measure is some static within the dynamic process that involves loyalty.

Some authors in their empirical studies have considered very loyal to those tourists with a proportion greater than 50% of visits to the destination within the period of 10 years; loyal between 30 and 50%; little loyalty between 10 and 29% and not loyal less than 10% (Pritchard and Howard, 1997; Oppermann, 2000), but it is still a somewhat arbitrary measure of behavioural loyalty.

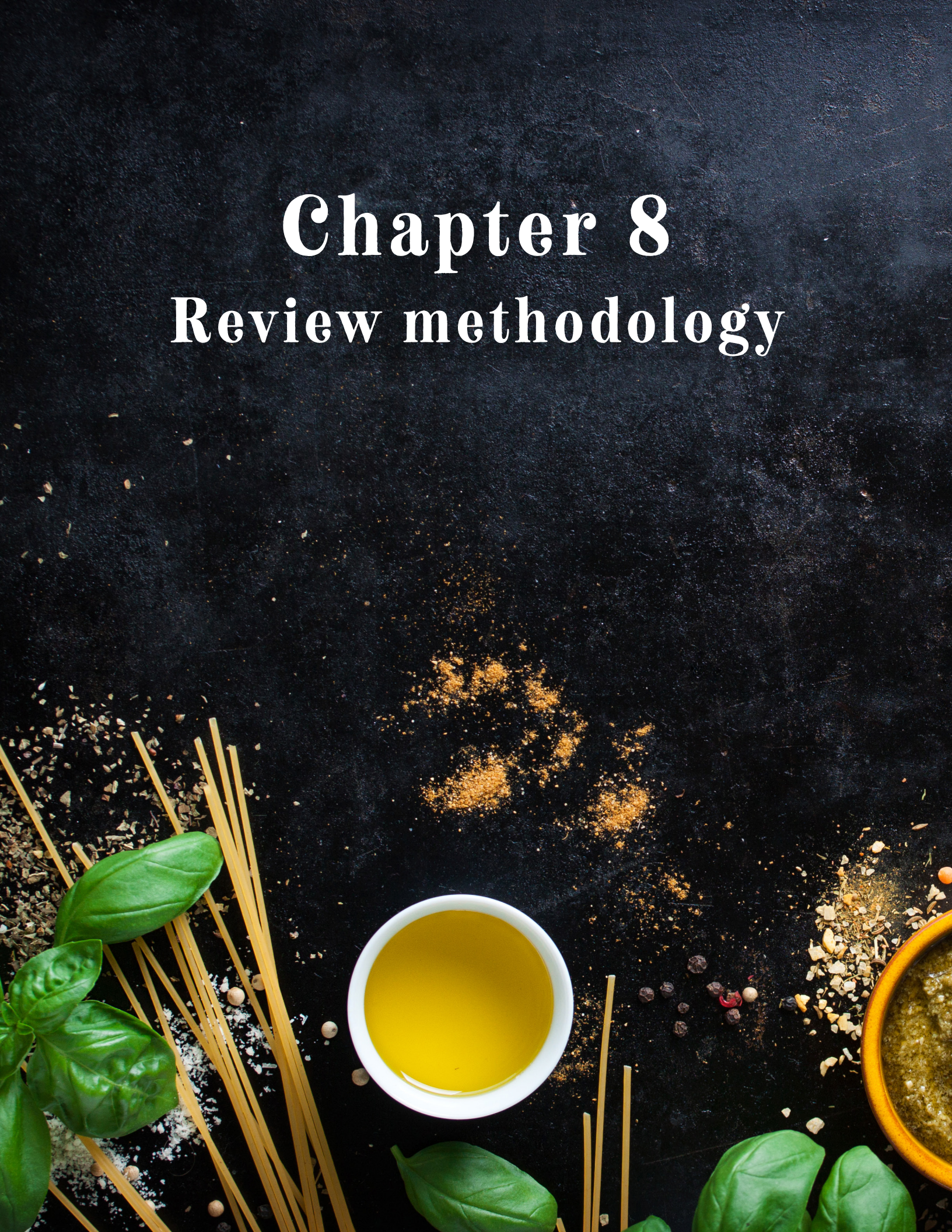
Composite Loyalty

According to Espejel and Fandos (2009), composite measures are optimal because they combine the two previous measures and they measure the degree of loyalty through consumer preferences towards products, brand switching propensity, purchasing frequency and the total amount of the purchase.

In our literature review include the following composite loyalty measures: broad insistence (exclusive or select purchases) brand switching probability if there were no stocks, consumer commitment with a brand evaluating their behaviour in previous purchases, the ratio between the behaviour and attitude, and search of information, that is, the lower consumer search more loyal will be him to a particular brand.

For Hayes (2008), normally the questions that are done to know tourist loyalty are: overall satisfaction, choose again, recommend, purchase same, purchase different, purchasing increase and likelihood to switch to another provider. This author distinguishes three types of tourist loyalty: advocacy, purchasing and retention. The recommendation index, advocacy loyalty index (ALI) reflects the degree to which customers will support the company (average across satisfaction, recommend, choose again, purchase same). The purchasing loyalty index (PLI), which reflects the degree to which customers will increase their purchasing behaviour (average across different purchase, purchasing increase, purchasing frequency) and the independent loyalty retention (RLI) that reflects the degree to which consumers will remain in a particular company (single defection item, reverse coded).

Chapter 8
Review methodology



In this work, I have made a comprehensive literature review (meta-analysis) of 1797 empirical works including papers, books and dissertations and for this I have used as major databases: Sage journals, Wiley, Science Direct, Abi / Inform (Proquest) and Emerald Publishing Group. In each paper, I have reviewed the empirical models and the loyalty determinants, which are listed in the Table 6. In Tables 3 and 4, are the reviewed papers most important with the loyalty determinants researched on them.

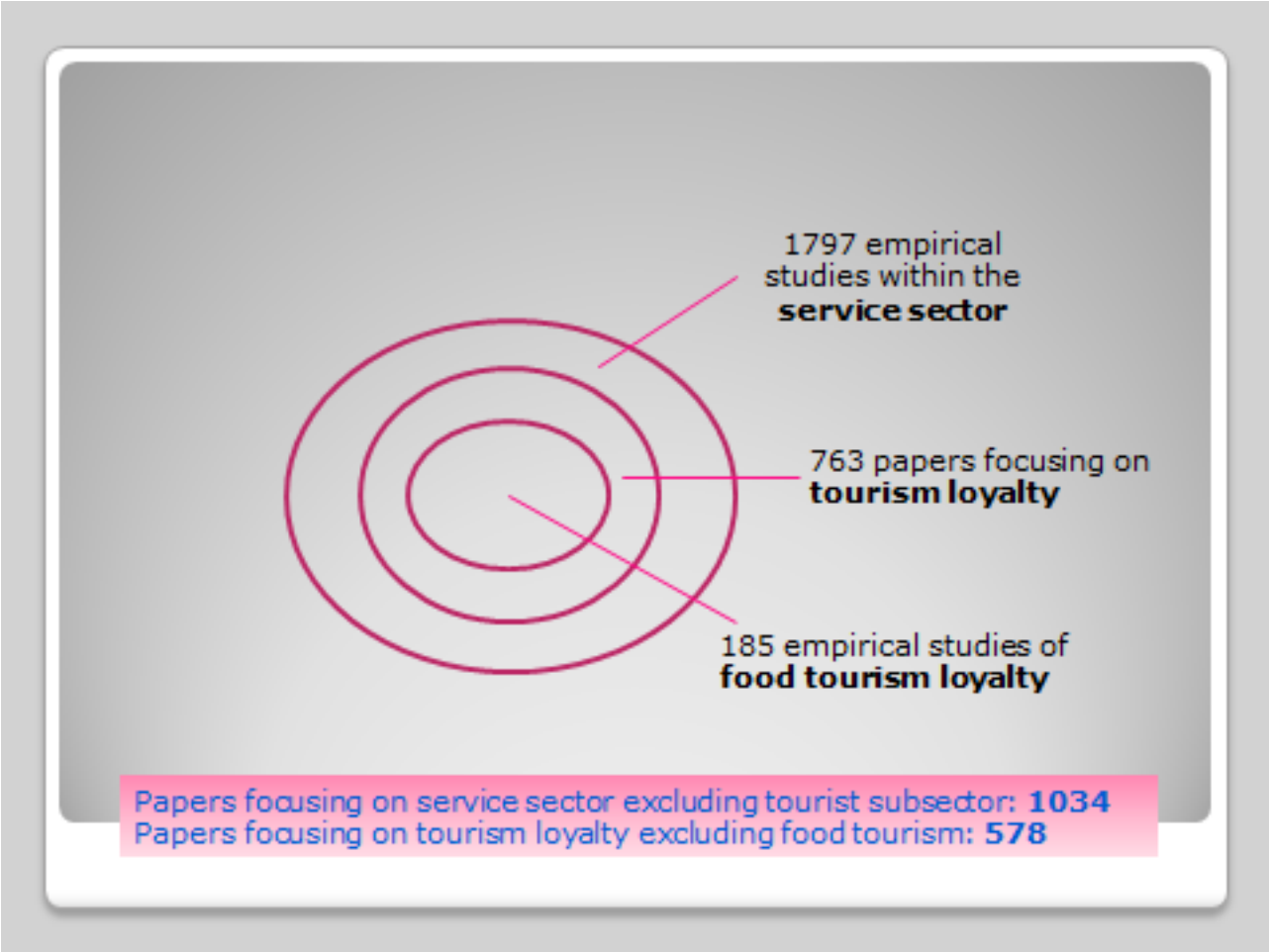
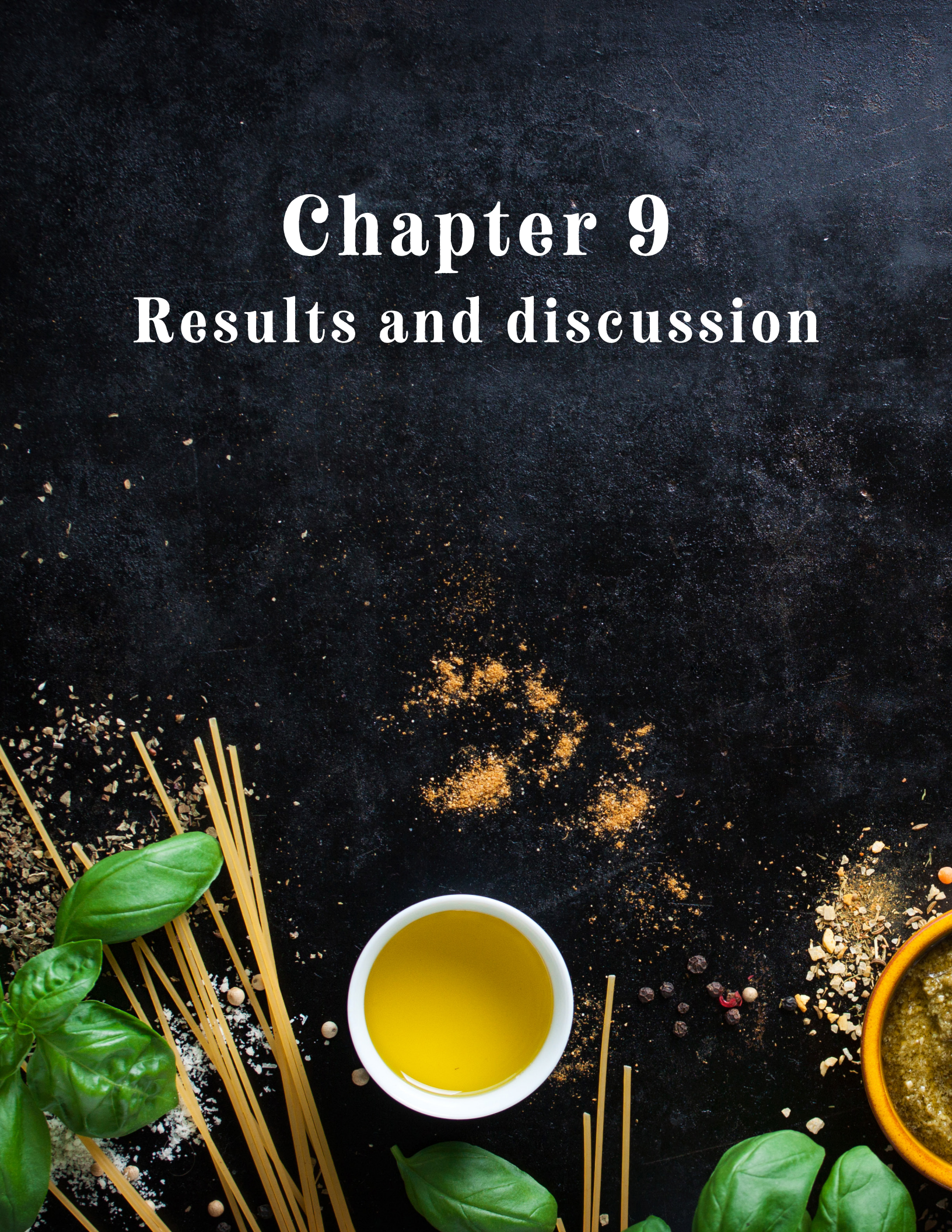


FIGURE 4. Number of revised papers

Chapter 9
Results and discussion



According to Cahill (2007), cited by Fassnacht and Daus (2004), loyalty determinants can be classified into three dimensions:

-Determinants relating to the service provider: quality, price, reputation ...
-Determinants based on relationships between tourists and service providers: quality of relationships, previous experiences, trust, commitment, emotional bonds, switching costs or economic, psychological and social barriers, etc.
- Tourist-related determinants: involvement, importance that tourists give to certain products and services, etc.

In our meta-analysis results, when comparing Tables 3 and 4 showing the determinants of loyalty in tourism and food tourism, in Tables 5 and 6 is noted that the four major drivers of loyalty were the same in both: satisfaction, perceived value, perceived quality and motivation. But in food tourism, the first antecedent (satisfaction 50%) is closer to the second and third (perceived value 42% and perceived quality 41%) than in tourism as more global concept. Focusing on the results of food tourism, if I consider that the perceived price (12%) and brand equity (6%) could be part of the construct of perceived value, it would add 60% and outstrip satisfaction (50%) in importance. Moreover, these two constructs (price and brand equity), and another two: hedonism (5%) and perceived control (4%) are in the results in food tourism, but not in tourism.

Following differences, is noted that the perceived quality, emotions, attitude and supplier-tourist relationship, have slightly higher importance on 'food tourism' that 'tourism'. The implication, complaints, subjective norms/situational factors and tourist personality are far more considerated in 'food tourism' that 'tourism'. A possible explanation can be the following: food experiences are inherent in this approach the tourist participation or involvement. Complaints are more relevant in 'food tourism' than in 'tourism' since the visit to a unattractive temple or shrine produces less dissatisfaction than a mediocre meal in a restaurant. In the same line, the influence of friends (subjective norms) and situational factors are likely to be more decisive in 'food tourism' than 'tourism'.

And also personality traits may have more influence on the food (neophobia-neophilia for example) than in a tourist setting wider than purely food one. Instead, the perceived value, inertia and switching costs, sociodemographic factors and travel characteristics, attractiveness of the destination, trust, commitment, travel barriers and congruence between the tourist self-image and the destination image, all this, acquire slightly more relevance in 'tourist' than 'culinary tourism'. And satisfaction, motivation, destination image, destination attachment and previous experience have considerable more importance in 'tourism' than in 'food tourism'.

In Table 5 (compendium of percentages from Tables 3 and 4), the first row refers to Table 3 for loyalty in tourism, and the second row to Table 4 for loyalty in food tourism (where I have included four

variables not given in Table 3, such as perceived price (12%), brand equity (6%), hedonism (5%) and perceived control (4%).

Table 6 shows that the main determinants of tourist loyalty gained from the literature review are: satisfaction, perceived quality, perceived value, motivation, destination image, previous experience and involvement. Constructs cited as important are broad concepts that include several dimensions and it would be interesting to make further studies to ascertain which dimensions or factors in these constructs best explain loyalty in food tourism. Next after these predictor variables of tourist loyalty come sociodemographic factors and travel characteristics, emotions, destination attachment, and attitude. However, the concepts of trust and hedonism are also highly important, although in our bibliographical review they have not been treated as outstanding determinants of loyalty and a psychographic profile, while the literature provides few studies on it as a determinant of loyalty; however, it plays a key role in revisiting a destination, and repurchasing a food or tourist service.

In addition, with reference to Table 6, is emphasised the number on the right in both services (excluding the tourist subsector) and tourist subsector indicating the number of papers studied for each loyalty determinant. Normally, several loyalty determinants have been studied in the same paper, so the total number of papers reviewed is 1034 for the service sector, and 763 in the tourist sector, although the sum of the number of papers in the numerical columns is greater. As already mentioned, the four main determinants of loyalty are the same: satisfaction, perceived quality, perceived value and motivation. However, there are differences in our results between studies in the tourist sector and service sector. For example, in the first case, the perceived value, motivation, some sociodemographic factors and travel characteristics and destination image predict higher loyalty than for the service sector.

Satisfaction, emotions, travel facilitators (inertia), commitment, trust, involvement and attitude predict rather stronger loyalty in the service sector than in the tourist sector. Furthermore, perceived quality, brand equity, perceived price, subjective norms and situational factors, preferences and tastes, previous experience and emotional attachment are better predictors in the service sector than the tourist sector although less sharply.

These determinants may have a direct or indirect influence on loyalty, and in some cases they can act as moderators in the relationship between certain constructs and loyalty. In the empirical studies reviewed, the following have been evidenced as moderators: sources of information and travel characteristics; sociodemographic factors (age, gender, income ...); the tourist's previous experience; motivations, such as looking for variety and novelty;, personality traits, such as sensation seeking, involvement, price sensitivity, mood, situational factors, inhibitors or switching barriers (lack of time, money and health, distance to destination, safety, age, accessibility ...) and travel facilitators; perceived risk or difficulty, subjective norms, values, lifestyle, tourist roles, cognitive and affective commitment; the duration, intensity and quality of relationships between supplier-

tourist (interpersonal relationships), perceived price, purchasing uncertainty, destination personality, destination attachment, tourist overload, the type of establishment (theme restaurant or conventional one), the type of service , the type of product (utilitarian or hedonic); certain preferences for example: local food, familiar food, international food, ethnic food, and complexity in some purchasing situations.

Table 7 shows that the six major Journals that examine tourist loyalty are: *Tourism Management, Journal of Travel Research, Journal of Travel and Tourism Marketing, Annals of Tourism Research, International Journal of Hospitality Management, and Journal of Hospitality and Tourism Research.* And the six Journals that most empirical studies have conducted on loyalty in service sector are: *Journal of Marketing, Journal of Consumer Research, Journal of Business Research, Journal of Retailing, Journal of Marketing Research y Journal of the Academy of Marketing Science.*

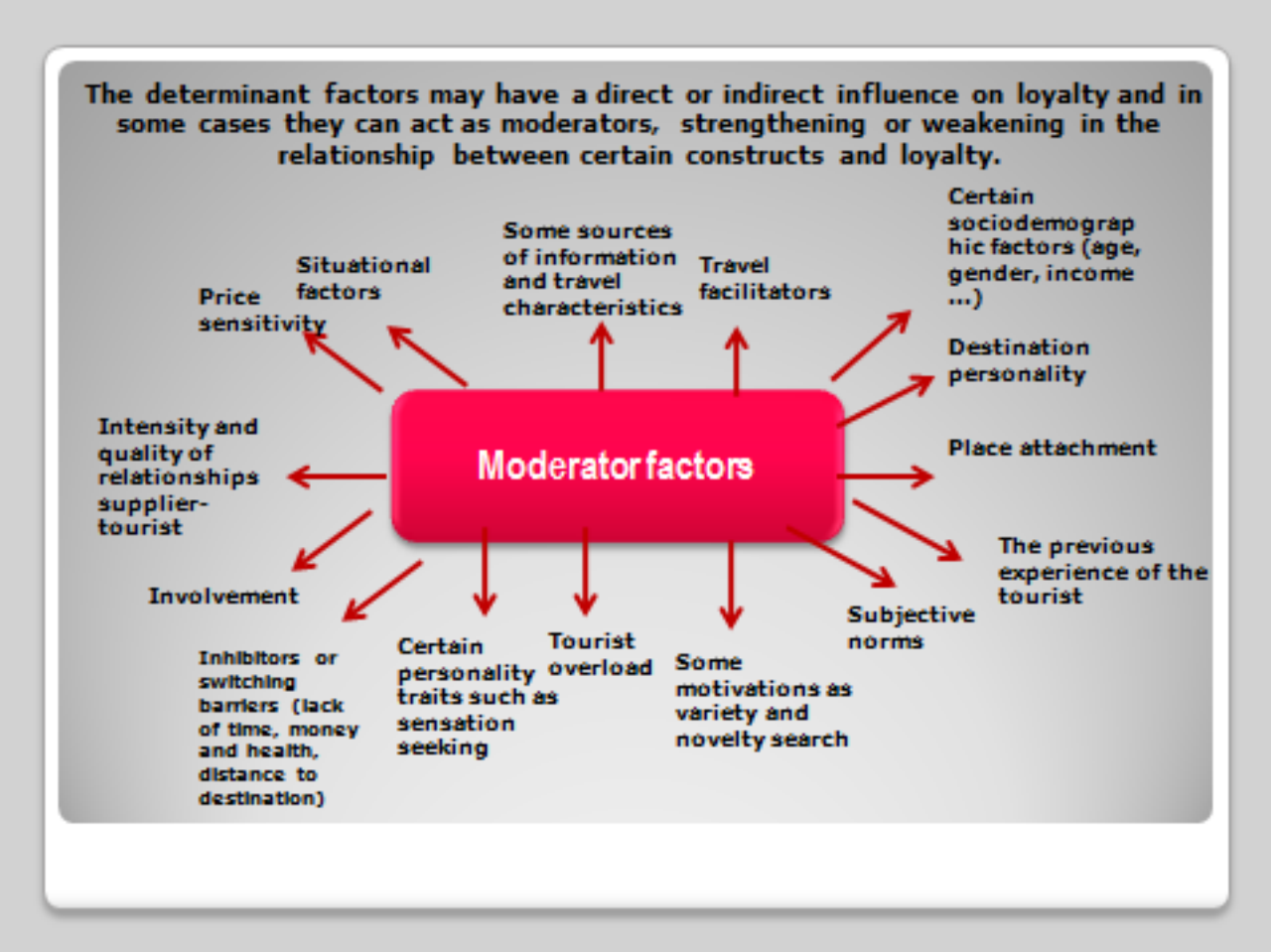


FIGURE 5. Number of revised papers

TABLE 3. Major papers examining tourist loyalty determinants

Autores / Determinantes de la Lealtad Turística	Satisfacción	Valor percibido	Calidad percibida	Motivación	Imagen de destino	Experiencia previa	Emociones	Apego al destino	Inercia	Factores Sociodemográficos	Implicación	Actitud	Atractivo exper.	Confianza	Compromiso	Rel. Oferente Turista	Barreras del viaje	Quejas	Normas Subjetivas	Congruencia Autoimagen imagendes	Personalidad tur.	Estilo de vida
(Alegre and Juaneda, 2006)	●	●	●																			
(Alexandris, Kouthouris and Meligdis, 2006)	●							●														
(Anderson, 1998)	●																					
(Anwar and Sohail, 2004)	●	●	●																			
(Assaker, Esposito and O'Connor, 2011)	●			●	●																	
(Back and Lee, 2009)	●	●							●											●		
(Back and Parks, 2003)	●	●	●				●	●			●				●							
(Back, 2005)	●						●															
(Baker and Crompton, 2000)	●		●	●	●					●			●									
(Baloglu and McCleary, 1999)					●																	
(Baloglu, 2001)		●				●		●														
(Baloglu, 2002)									●					●	●			●				
(Baloglue and Erickson, 1998)																●						
(Barsky and Nash, 2002)	●						●	●				●										
(Bianchi and Pike, 2011)		●	●		●																	
(Bigné, Sánchez and Sanz, 2009)					●																	
(Bosnjak et al., 2011)	●																			●		
(Bowen and Chen, 2001)	●								●			●										
(Bowen and Shoemaker, 1998)		●																				

TABLE 3. Major papers examining tourist loyalty determinants

Autores / Determinantes de la Lealtad Turística	Satisfacción	Valor percibido	Calidad percibida	Motivación	Imagen de destino	Experiencia previa	Emociones	Apego al destino	Inercia	Factores Sociodemográficos	Implicación	Actitud	Atractivo exper.	Confianza	Compromiso	Rel. Oferente Turista	Barreras del viaje	Quejas	Normas Subjetivas	Congruencia Autoimagen imagendes	Personalidad tur.	Estilo de vida
(Bowen and Shoemaker, 2003)	●	●				●			●					●	●							
(Campo and Yague, 2007)	●	●	●																			
(Campo, Garau and Martínez, 2010)	●				●	●				●												
(Carlstead, 2004)	●	●	●											●								
(Castro, Martín and Martín, 2007)	●		●		●																	
(Chang and Polonsky, 2011)	●		●	●																		
(Chang, Chen and Hsu, 2010)	●																	●				
(Chen and Chen, 2010)	●	●	●																			
(Chen and Gursoy, 2001)			●	●	●	●								●	●							
(Chen and Hu, 2010)		●												●		●						
(Chen and Tsai, 2007)	●	●	●	●	●						●	●									●	
(Chen and Tsai, 2008)	●	●									●											
(Chen et al., 2011)	●		●																			
(Cheng, Lam and Hsu, 2006)		●																				
(Chi and Qu, 2008)	●		●		●																	
(Chi, 2011)	●				●																	
(Choi and Chu, 2001)	●																					
(Chung et al., 2011)			●						●													
(Clemes, Gan and Ren, 2011)	●	●	●																			
(Correia and Kastenholz, 2011)	●		●				●															

TABLE 3. Major papers examining tourist loyalty determinants

Autores / Determinantes de la Lealtad Turística	Satisfacción	Valor percibido	Calidad percibida	Motivación	Imagen de destino	Experiencia previa	Emociones	Apego al destino	Inercia	Factores Sociodemográficos	Implicación	Actitud	Atractivo exper.	Confianza	Compromiso	Rel. Oferente Turista	Barreras del viaje	Quejas	Normas Subjetivas	Congruencia Autoimagen imagendes	Personalidad tur.	Estilo de vida
(Craggs and Schofield, 2011)	●	●	●																			
(Cranage and Sujan, 2004)							●											●				
Darnell and Johnson, 2001)	●		●			●										●						
(Dawson, Havitz and Scott, 2011)											●											
(Ekinci, 2004)	●	●	●									●	●									
(Eusébio and Vieira, 2011)	●	●	●																			
(Fakeye and Crompton, 1991)	●	●		●	●	●		●		●												
(Forgas-Coll et al., 2012)	●	●	●							●												
(Fu, Y., & Parks, S., 2001)				●			●	●														
(Gahwiler, P.: Havitz, M. E., 1998)											●				●							
Gallarza and Saura, 2006).	●	●	●										●				●					
(Gartner and Ruzzier, 2011)																						
(Gartner, 1989)					●																	
(Getty and Thompson, 1994)	●		●																			
(Gill, Byslma and Ouschan, 2007)	●	●																				
(Gitelson and Crompton, 1984)	●		●	●	●	●		●									●					
(Godbey and Graefe, 1991)				●																		
(Gordon, 2006)	●	●	●				●							●								
(Grappi and Montanari, 2010)	●	●					●						●									

TABLE 3. Major papers examining tourist loyalty determinants

Autores / Determinantes de la Lealtad Turística	Satisfacción	Valor percibido	Calidad percibida	Motivación	Imagen de destino	Experiencia previa	Emociones	Apego al destino	Inercia	Factores Sociodemográficos	Implicación	Actitud	Atractivo exper.	Confianza	Compromiso	Rel. Oferente Turista	Barreras del viaje	Quejas	Normas Subjetivas	Congruencia Autoimagen imagendes	Personalidad tur.	Estilo de vida
(Gyte and Phelps, 1989)																●						
(Ha and Jang, 2009)		●	●															●				
(Ha and Jang, 2010)	●	●				●	●															
(Han and Back, 2008)	●		●	●	●		●				●											
(Han and Ryu, 2006)	●						●															
(Han, Back and Barrett, 2009)	●						●		●													
(Han, Kim and Kim, 2011)			●						●													
(Hana and Ryu, 2012)	●			●	●	●	●		●			●			●				●			
(Heung and Qu, 2000)	●	●	●																			
(Hoare and Butcher, 2008)	●	●	●																			●
(Hong et al., 2009)				●		●											●					
(Hu, Huang and Chen, 2010)	●																					
(Huang and Hsu, 2009)				●		●						●					●					
(Hui, Wan and Ho, 2007)	●	●	●		●																	
(Hutchinson, Lai and Wang, 2009)	●	●	●																			
(Jang and Feng, 2007)	●			●																		
(Jang et al., 2009)		●		●			●	●			●											
(Juaneda, 1996)	●																					
(Kandampully and Suhartanto, 2000)	●	●	●		●	●					●											

TABLE 3. Major papers examining tourist loyalty determinants

Autores / Determinantes de la Lealtad Turística	Satisfacción	Valor percibido	Calidad percibida	Motivación	Imagen de destino	Experiencia previa	Emociones	Apego al destino	Inercia	Factores Sociodemográficos	Implicación	Actitud	Atractivo exper.	Confianza	Compromiso	Rel. Oferente Turista	Barreras del viaje	Quejas	Normas Subjetivas	Congruencia Autoimagen imagendes	Personalidad tur.	Estilo de vida
(Kandampully, Juwaheer and Hu, 2011)					●								●									
(Kang and Schrier, 2011)	●	●				●																
(Karatepe, 2006)	●	●																●				
(Kim and Han, 2008)	●	●	●				●									●						
(Kim and Littrell, 2001).							●							●								
(Kim et al., 2010)	●	●																				
(Kim, 2008)	●			●								●										
(Kim, Han and Lee, 2001)	●						●															
(Kim, Kim and Goh, 2011)	●	●																				
(Kim, Kim and Kim, 2009),	●	●												●								
(Kim, Nee and Kim, 2009)	●	●	●																			
Kim, Suh and Eves, 2010)	●			●							●				●						●	
(Kivela, Inbakaran and Reece, 1999)	●		●				●			●			●						●			
(Kozak, 2001)	●	●		●		●																
(Ladhari, Brun and Morales, 2007)	●	●	●				●						●	●		●						
(Lam and Hsu, 2006)						●						●							●			
(Lam et al., 2011)	●	●	●																			
(Leahy, Pennington and Holdnak, 2001)	●										●											
(Lee and Back, 2009)	●	●												●								

TABLE 3. Major papers examining tourist loyalty determinants

Autores / Determinantes de la Lealtad Turística	Satisfacción	Valor percibido	Calidad percibida	Motivación	Imagen de destino	Experiencia previa	Emociones	Apego al destino	Inercia	Factores Sociodemográficos	Implicación	Actitud	Atractivo exper.	Confianza	Compromiso	Rel. Oferente Turista	Barreras del viaje	Quejas	Normas Subjetivas	Congruencia Autoimagen imagendes	Personalidad tur.	Estilo de vida
(Lee and Hsu, 2011)	●			●																		
(Lee, 2009)	●			●								●										
(Lee, Graefe and Burns, 2004)			●																			
(Lee, Han and Willson, 2011)																						
(Lee, Jeon and Kim, 2011)	●																	●				
(Lee, Lee and Yoon, 2009)		●	●																			
(Lee, Petrick and Crompton, 2007)	●		●																			
(Lee, Yoon and Lee, 2007)	●	●																				
(Li and Petrick, 2008)	●								●													
(Li and Petrick, 2010)	●	●	●						●													
(Li et al..., 2010)				●	●																	
(Li, 2010)																						
(Lin, 2005)			●							●												
(Lobo, Maritz and Meha, 2007)			●																			
(Macintosh and Lockshin, 1997)			●				●															
(Mason, Tideswell and Roberts, 2006)	●																					
(Mason, Tideswell and Roberts, 2006)		●																				
(Mattila, 2001).	●																					
(Matzler, Füller and Faullant, 2007)	●																					●

TABLE 3. Major papers examining tourist loyalty determinants

Autores / Determinantes de la Lealtad Turística	Satisfacción	Valor percibido	Calidad percibida	Motivación	Imagen de destino	Experiencia previa	Emociones	Apego al destino	Inercia	Factores Sociodemográficos	Implicación	Actitud	Atractivo exper.	Confianza	Compromiso	Rel. Oferente Turista	Barreras del viaje	Quejas	Normas Subjetivas	Congruencia Autoimagen imagendes	Personalidad tur.	Estilo de vida
(Mazursky, 1989)	●		●			●													●			
(McCain, Jang and Hu, 2005)			●																			
(McDowall, 2011)	●			●									●									
(Mechinda, Serirat and Gulid, 2009)	●	●		●		●		●		●												
(Meis, Joyal and Trites, 1995)						●																
(Mitchell and Hall, 2004)	●	●			●			●		●		●				●			●			
(Morais and Lin, 2010)					●			●														
(Morais, Dorsch and Backman, 2004)									●													
(Nam, Ekinci and Whyatt, 2011)	●		●																	●		●
(Namkung and Jang, 2009)	●	●	●	●																		
(Namkung, Jang and Choi, 2011)																			●			
(Niininen and Riley, 2003)						●		●														
(Niininen, Szivas and Riley, 2004)				●																		
(Nowacki, 2009)	●	●	●	●																		
(O'Neill and Charters, 2000)			●																			
(Oh, 2000)		●	●																			
(Okamura and Fukushige, 2010)		●	●																			
(Okayasu, Nogawa and Morais, 2010)									●			●										
(Oppermann, 1997)				●		●																

TABLE 3. Major papers examining tourist loyalty determinants

Autores / Determinantes de la Lealtad Turística	Satisfacción	Valor percibido	Calidad percibida	Motivación	Imagen de destino	Experiencia previa	Emociones	Apego al destino	Inercia	Factores Sociodemográficos	Implicación	Actitud	Atractivo exper.	Confianza	Compromiso	Rel. Oferente Turista	Barreras del viaje	Quejas	Normas Subjetivas	Congruencia Autoimagen imagendes	Personalidad tur.	Estilo de vida
(Oppermann, 1998)				●		●																
(Oppermann, 1999)						●		●								●						
(Oppermann, 2000)	●					●		●		●						●						
(Ostrowsky, O'Brien and Gordon, 1993)		●	●		●									●								
(Petrick and Backman, 2002)	●	●	●	●																		
(Petrick and Backman, 2002)		●																				
(Petrick, 2004)	●	●	●					●														
(Petrick, 2004)		●	●				●															
(Petrick, Morais and Norman, 2001)	●	●	●	●		●																
(Petrick, Tonner and Quinn, 2006)	●	●	●																			
(Phillips et al., 2011)	●	●			●																	
(Pizam and Milman, 1993)		●	●																			
(Prayag, 2009)	●				●																	
(Prayag, 2011)	●				●																	
(Pritchard and Howard, 1997)	●		●			●		●			●	●										
(Ramkissoon and Uysal, 2011)				●	●																	
(Riley et al., 2001)																						
(Rittichainuwat, Qu and Leong, 2003)	●	●		●	●												●					
(Rittichainuwat, Qu and Mongkhonvanit, 2008)				●						●												

TABLE 3. Major papers examining tourist loyalty determinants

Autores / Determinantes de la Lealtad Turística	Satisfacción	Valor percibido	Calidad percibida	Motivación	Imagen de destino	Experiencia previa	Emociones	Apego al destino	Inercia	Factores Sociodemográficos	Implicación	Actitud	Atractivo exper.	Confianza	Compromiso	Rel. Oferente Turista	Barreras del viaje	Quejas	Normas Subjetivas	Congruencia Autoimagen imagendes	Personalidad tur.	Estilo de vida
(Ryu and Han, 2011)	●																					
(Ryu, Han and Jang, 2010)	●	●																				
(Ryu, Han and Kim, 2008)	●	●	●		●																	
(Sampol, 1996)						●																
(Schofield and Fallon, 2012)				●																		
(Schofield and Thompson, 2007)	●	●		●					●													
(Shoemaker and Lewis, 1999)	●																					
(Sievänen, Neuvonen and Pouta, 2011)				●		●				●		●	●									
(Simpson and Siquaw, 2008)								●														
(Sirakaya, Sheppard and McLellan, 1997)	●																●					
(Skogland and Siguaw, 2004)	●									●	●											
(Song and Cheung, 2010)	●	●	●																			
(Sönmez and Graefe, 1998b)	●		●			●											●					
(Sparks, 2007)		●		●		●	●			●	●	●							●		●	
(Stepchenkova and Morrison, 2008)					●	●																
(Stokburger-Sauer, 2011)		●																		●	●	
(Sui and Baloglu, 2003)	●																					
(Sui and Baloglu, 2003)								●	●					●	●							
(Sun and Qu, 2011)		●	●																			

TABLE 3. Major papers examining tourist loyalty determinants

Autores / Determinantes de la Lealtad Turística	Satisfacción	Valor percibido	Calidad percibida	Motivación	Imagen de destino	Experiencia previa	Emociones	Apego al destino	Inercia	Factores Sociodemográficos	Implicación	Actitud	Atractivo exper.	Confianza	Compromiso	Rel. Oferente Turista	Barreras del viaje	Quejas	Normas Subjetivas	Congruencia Autoimagen imagendes	Personalidad tur.	Estilo de vida
(Susskind, 2002)	●																	●				
(Swanson and Hsu, 2009)	●		●			●			●									●				
(Tam, 2000).	●	●	●																			
(Tanford, Raab and Kim, 2011)		●			●				●						●							
(Tanford, Raab and Kim, 2012)		●	●		●										●							
(Tian-Cole and Chancellor, 2009)	●		●																			
(Tian-Cole and Illum, 2006)	●		●						●													
(Um, Chon and Ro, 2006)	●	●	●		●	●							●									
(Wang and Hsu, 2010)	●		●		●																	
(Wang and Wu, 2011)	●										●		●							●		
(Weaver et al., 1994)				●						●												
(Yang, Gu and Cen, 2011)		●					●				●		●									
(Yoon and Uysal, 2005)	●	●		●			●															
(Yoon, Lee and Lee, 2010)	●	●	●																			
(Yuan et al., 2008)	●	●				●				●												
(Yüksel and Yüksel, 2007)	●						●										●					
(Yuksel, 2001)	●		●	●																		
(Yüksel, Kilinc and Yuksel, 2006)		●																				
(Yuksel, Yuksel and Bilim, 2010)	●	●	●				●	●														

TABLE 3. Major papers examining tourist loyalty determinants

Autores / Determinantes de la Lealtad Turística	Satisfacción	Valor percibido	Calidad percibida	Motivación	Imagen de destino	Experiencia previa	Emociones	Apego al destino	Inercia	Factores Sociodemográficos	Implicación	Actitud	Atractivo exper.	Confianza	Compromiso	Rel. Oferente Turista	Barreras del viaje	Quejas	Normas Subjetivas	Congruencia Autoimagen imagendes	Personalidad tur.	Estilo de vida
(Zabkar, Makovec and Dmitrovic, 2010)	●		●										●									
(Zamora et al., 2011)	●			●		●			●	●	●			●	●							
192 PAPERS	122	82	76	41	35	33	27	20	17	16	16	15	13	12	12	9	9	9	6	5	4	3
PORCENTAJE	64	43	39	21	18	17	14	10	9	8	8	8	7	6	6	5	5	5	3	3	2	2

TABLE 4. Major papers examining food tourism loyalty determinants

Autores / Determinantes de la Lealtad en el Turismo Gastronómico	Satisfaction	Perceived value	Perceived quality	Emotions	Involvement	Motivation	Perceived price	Destination image	Complaints	Attitude	Tourist Personality	Previous Experience	Subjective nobms	Atractivemene SSOF	Inertia/Switching costs	Brand equity	Suplier tourist	Sociodemographic	Hedonism	Trust	Commitment	Perceived control	Destination attachement	Lifestyle	Travel Barriers	Congruence self
(Ab Karim, 2006)								●																		
(Ab Karim, Chua and Salleh, 2010)	●							●																		
(Abdelhamied, 2011)	●		●																							
(Arora and Singer, 2006)	●			●															●							
(Arora, 2012)	●			●						●									●							
(Arvola, Lahteenmaki, Tuorila, 1999)					●						●															
(Asatryan, 2006)															●							●	●			
(Ashton et al..., 2010)		●	●				●	●																	●	
(Atila and Fisen, 2002)	●																									
(Babin et al..., 2005)	●			●															●							
(Barber, Goodman and Goh, 2011)	●		●																							
(Barber, Taylor and Deale, 2010)					●					●		●														
(Beharrell and Deninson, 1995)					●						●															
(Bell and Marshall, 2003)					●						●											●				
(Brady, Robertson and Cronin)	●	●	●																						●	
(Brown, Havitz and Gets, 2006)					●						●															
(Caldwell and Hibbert, 2002)			●	●																						
(Chang et al..., 2010)	●					●																				
(Chang, 2011)						●						●					●								●	
(Chang, Chen and Hsu, 2010)	●								●																	

TABLE 4. Major papers examining food tourism loyalty determinants

Autores / Determinantes de la Lealtad en el Turismo Gastronómico	Satisfaction	Perceived value	Perceived quality	Emotions	Involvement	Motivation	Perceived price	Destination image	Complaints	Attitude	Tourist Personality	Previous Experience	Subjective nobms	Atractivemene SSOF	Inertia/Switching costs	Brand equity	Suplier tourist	Sociodemographic	Hedonism	Trust	Commitment	Perceived control	Destination attachement	Lifestyle	Travel Barriers	Congruence self
(Charters and Ali-Knight, 2000)																		●								
(Charters and Ali-Knight, 2002)	●	●				●		●																		
(Chen, 2007)										●			●									●			●	
(Chen and Lam, 2008)									●	●			●				●					●				
(Chou, Chen and Wang, 2012)		●								●			●									●				
(Chow et al..., 2007)	●		●																							
(Chu, 2007)	●	●							●																	
(Clark and Wood, 1999)			●	●			●	●																		
(Cohen and Avieli, 2004)					●	●				●	●															
(Correia et al..., 2008)	●	●	●				●																			
(Dodd and Bigotte, 2007)		●																								
(Doherty and Nelson, 2008)	●	●	●					●																		
Eertmans et al..., 2005						●					●															
(Espejel and Fandos, 2009)	●		●																							
(Espejel, Fandos and Flavián, 2011)	●		●																	●	●					
(Estepa-Asperin, 2007)	●										●									●						●
(Fu, Y. and Parks, S., 2001)				●		●																	●			
(Geng-qing Chi, Ab Karim and)	●		●					●																		
(Getz, 1999)		●						●																		
(Gill, Bysima and Ouschan, 2007)	●	●																								

TABLE 4. Major papers examining food tourism loyalty determinants

Autores / Determinantes de la Lealtad en el Turismo Gastronómico	Satisfaction	Perceived value	Perceived quality	Emotions	Involvement	Motivation	Perceived price	Destination image	Complaints	Attitude	Tourist Personality	Previous Experience	Subjective nobms	Atractivemene SSOF	Inertia/Switching costs	Brand equity	Suplier tourist	Sociodemographic	Hedonism	Trust	Commitment	Perceived control	Destination attachement	Lifestyle	Travel Barriers	Congruence self
(Gupta, McLaughlin and Gomez)	●	●	●																							
(Ha and Jang, 2010)	●	●		●								●														
(Ha and Jang, 2012)			●																							
(Hall and Johnson, 1999)					●								●													
(Hall and Mcintosh, 2000)		●				●																				
(Hall et al..., 2000)		●				●		●																		
(Hall et al..., 2000)	●	●						●																		
(Han and Kim, 2009)		●					●																			
(Han and Ryu, 2006)	●			●											●											
(Han and Ryu, 2009)	●	●	●				●																			
(Han and Ryu, 2012)	●		●												●					●	●					
(Han, 2007)	●			●											●											
(Han, Back and Barret, 2009)	●			●											●											
(Heiens and Pleshko, 1996)												●											●			
(Heung and Gu, 2012)	●	●	●																							
(Heung, 1999)	●	●	●																							
(Heung, Wong and Qu, 2002)	●		●																							
(Hjalager and Corigliano, 2000)		●																						●		
(Hollebeek et al..., 2007)					●		●							●		●										
(Horng and Tsai, 2010)																●										

TABLE 4. Major papers examining food tourism loyalty determinants

Autores / Determinantes de la Lealtad en el Turismo Gastronómico	Satisfaction	Perceived value	Perceived quality	Emotions	Involvement	Motivation	Perceived price	Destination image	Complaints	Attitude	Tourist Personality	Previous Experience	Subjective nobms	Atractivemene SSOF	Inertia/Switching costs	Brand equity	Suplier tourist	Sociodemographic	Hedonism	Trust	Commitment	Perceived control	Destination attachement	Lifestyle	Travel Barriers	Congruence self
(Horng et al..., 2011)						●						●				●										
(Horng et al..., 2011)																●										
(Houghton, 2002)	●	●						●																		
(Hu, Parsa and Self, 2010)						●				●		●						●								
(Hwang, Yoon and Bendle, 2012)					●		●			●	●								●							
(Hyu, Kim and Lee, 2011)			●	●	●																					
(Hyu and Kim, 2011)				●				●								●										
(Hyu and Kim, 2012)						●																	●			
(Hyu, 2010)	●	●	●				●													●						
(Iglesias and Guillén, 2004)	●		●																							
(Iurkeych, 2011)		●								●																
(Jang and Matilda, 2005)		●																								
(Jang and Namkung, 2009)			●	●		●						●														
(Jang, 2007)								●				●	●				●						●		●	●
(Jang, Ha and Park, 2012)		●	●	●																						
(Jang, Kim and Bonn, 2011)		●																						●		
(Jang, Liu and Namkung, 2011)			●	●																						
(Jani and Han, 2011)	●	●	●				●												●	●	●		●			
(Jarvis and Rungie, 2002)					●		●																			
(Jarvis, Rungie and Lockshin)					●		●																			

TABLE 4. Major papers examining food tourism loyalty determinants

Autores / Determinantes de la Lealtad en el Turismo Gastronómico	Satisfaction	Perceived value	Perceived quality	Emotions	Involvement	Motivation	Perceived price	Destination image	Complaints	Attitude	Tourist Personality	Previous Experience	Subjective nobms	Atractivemene SSOF	Inertia/Switching costs	Brand equity	Suplier tourist	Sociodemographic	Hedonism	Trust	Commitment	Perceived control	Destination attachement	Lifestyle	Travel Barriers	Congruence self
(Jeong and Jang, 2011)			●				●																			
(Jones, McCleary and Lepisto)	●	●	●	●			●		●				●													
(Jung and Yoon, 2012)	●				●	●									●											
(Kim and Chen, 2010)		●			●	●			●																	
(Kim and Han, 2008)	●	●	●	●													●									
(Kim and Kim, 2004)			●					●								●										
(Kim and Kim, 2005)		●														●										
(Kim and Moon, 2009)			●	●																						
(Kim and Ok., 2009)		●																			●					
(Kim et al..., 2010)	●	●																								
(Kim, 2009)	●	●	●		●	●								●	●				●							
(Kim, 2011)	●								●																	
(Kim, Eves and Scarles, 2009)	●	●				●				●	●							●			●					
(Kim, Goh and Yuan, 2010)	●	●																								
(Kim, Jeon and Hyun, 2011)	●	●	●														●			●						
(Kim, Jeon and Hyun, 2012)		●		●	●					●																
(Kim, Kim and Goh, 2011)	●	●																								
(Kim, Lee and Yoo, 2006)	●																●			●						
(Kim, Magnini and Singal, 2011)																										
(Kim, Suh and Eves, 2010)	●				●	●					●										●					

TABLE 4. Major papers examining food tourism loyalty determinants

Autores / Determinantes de la Lealtad en el Turismo Gastronómico	Satisfaction	Perceived value	Perceived quality	Emotions	Involvement	Motivation	Perceived price	Destination image	Complaints	Attitude	Tourist Personality	Previous Experience	Subjective nobms	Atractivemene SSOF	Inertia/Switching costs	Brand equity	Suplier tourist	Sociodemographic	Hedonism	Trust	Commitment	Perceived control	Destination attachement	Lifestyle	Travel Barriers	Congruence self
(Ki, Yoo and Lee, 2012)	●								●						●					●	●					
(Kincaid et al..., 2010)		●	●																							
(Kivela, Inbakaran and Reece)	●		●	●									●	●				●								
(Kivela, Inbakaran and Reece)	●												●	●				●								
(Kivela, Reece and Inbakaran)	●												●	●				●								
(Koutroumains, 2005)			●						●						●											
(Kuo, Hsiao and Lan, 2005)		●																						●		
(Kwun, 2011)	●	●																								
(Ladhari, Brun and Morales, 2007)	●	●	●	●			●							●			●			●						
(Lee, Back and Kim, 2002)	●			●																						
(Leong and Kim, 2009)			●						●																	
(Li, 2002)	●	●	●			●						●	●		●				●							
(Liang and Lim, 2011)										●			●									●		●		
(Liang and Zhang, 2012)	●																●	●								
(Lin and Mattila, 2006)						●					●				●									●		●
(Lin and Lockshin, 2003)					●		●																			
(Liu and Jang, 2009)		●	●	●		●																				
(Liu and Jang, 2009)	●	●	●				●																			
(Lockshin and Spawton, 2001)					●		●							●		●										
(Lockshin et al..., 2006)		●			●					●																

TABLE 4. Major papers examining food tourism loyalty determinants

Autores / Determinantes de la Lealtad en el Turismo Gastronómico	Satisfaction	Perceived value	Perceived quality	Emotions	Involvement	Motivation	Perceived price	Destination image	Complaints	Attitude	Tourist Personality	Previous Experience	Subjective nobms	Atractivemene SSOF	Inertia/Switching costs	Brand equity	Suplier tourist	Sociodemographic	Hedonism	Trust	Commitment	Perceived control	Destination attachement	Lifestyle	Travel Barriers	Congruence self
(Lockshin, 1998)					●		●							●												
(Lockshin, Quester, Spawton)					●																					
(Longart, 2010)	●	●	●	●																						
(Lord, Putrevu and Parsa, 2004)	●	●	●			●	●						●	●									●	●		
(Lynch and Ariely, 2000)	●		●																							
(Mack et al..., 2000)		●	●						●																	
(MacLaurin and McLaurin, 2000)		●	●				●																			
(Marshall and Bell, 2004)					●						●															
(Mason and Paggiaro, 2012)	●	●	●	●																						
(Mattila and Ro, 2008)	●			●			●																			
(Mattila, 2001)																										
(McQuilkien and Robertson, 2012)							●																			
(Min and Min, 2011)		●	●																							
(Mitchell and Hall, 2004)	●	●						●		●			●			●	●	●				●	●			
(Mitchell and Hall, 2006)		●																								
(Mitchell, Hall and Mcintosh, 2000)	●	●						●																		
(Moliner et al..., 2010)	●				●				●	●		●														
(Nam and Lee, 2011)	●	●	●																							
(Namkung and Jang, 2007)	●		●																							
(Namkung and Jang, 2010)	●								●																	

TABLE 4. Major papers examining food tourism loyalty determinants

Autores / Determinantes de la Lealtad en el Turismo Gastronómico	Satisfaction	Perceived value	Perceived quality	Emotions	Involvement	Motivation	Perceived price	Destination image	Complaints	Attitude	Tourist Personality	Previous Experience	Subjective nobms	Atractivemene SSOF	Inertia/Switching costs	Brand equity	Suplier tourist	Sociodemographic	Hedonism	Trust	Commitment	Perceived control	Destination attachement	Lifestyle	Travel Barriers	Congruence self
(Namkung, 2007)				●																						
(Namkung, Jang and Choi, 2011)									●																	
(Naylor, 1999)									●																	
(Njite, 2005)		●	●			●	●					●	●			●								●		
(Nothwehr et al..., 2010)		●			●																					
(O´Neil and Charters, 2000)			●																							
(O´Neil et al..., 2001)			●																							
(Oh, 2000)	●	●	●									●														
(Ok, 2001)	●																			●	●					
(Oubre and Brown, 2009)		●	●																							
(Perry, 2003)	●		●												●						●		●		●	
(Peters, 1997)		●						●																		
(Prendergast and Man, 2002)	●	●	●					●																		
(Qin, Prybutok and Zhao, 2010)	●	●	●																							
(Raundenbush and Frank, 1999)											●															
(Ritchey et al..., 2003)											●															
(Ryu and Han, 2010)	●	●	●				●																			
(Ryu and Han, 2010)										●		●	●					●								
(Ryu and Han, 2011)	●																									
(Ryu and Jang, 2006)	●							●		●		●														

TABLE 4. Major papers examining food tourism loyalty determinants

Autores / Determinantes de la Lealtad en el Turismo Gastronómico	Satisfaction	Perceived value	Perceived quality	Emotions	Involvement	Motivation	Perceived price	Destination image	Complaints	Attitude	Tourist Personality	Previous Experience	Subjective nobms	Atractivemene SSOF	Inertia/Switching costs	Brand equity	Suplier tourist	Sociodemographic	Hedonism	Trust	Commitment	Perceived control	Destination attachement	Lifestyle	Travel Barriers	Congruence self
(Ryu and Jang, 2007)			●	●																						
(Ryu, 2005)	●		●	●													●		●							
(Ryu, Han and Jang, 2010)	●	●																								
(Ryu, Han and Kim, 2008)	●	●	●					●																		
(Ryu, Lee and Kim, 2012)	●	●	●					●																		
(Saleeby, 2008)	●		●																							
(Schubert et al..., 2010)					●					●																
(Smith and Costello, 2009)	●	●																								
(Soriano, 2002)	●	●	●				●		●					●												
(Sparks, 2007)		●		●	●	●				●	●	●	●						●			●				
(Stank, Goldsby and Vickery, 1999)							●																			
(Stevens, Knustson and Patton)	●		●	●					●								●		●							
(Sulek and Hensley, 2004)			●											●												
(Susskind and Viccari, 2011)	●		●						●																	
(Susskind, 2002)	●								●																	
(Terblanche, 2006)	●	●	●						●																	
(Tunsi, 2000)		●	●									●														
(Tuorila et al..., 1994)					●						●															
(Tuorila et al..., 2001)					●						●															
(Wan and Chan, 2011)	●																									

TABLE 4. Major papers examining food tourism loyalty determinants

Autores / Determinantes de la Lealtad en el Turismo Gastronómico	Satisfaction	Perceived value	Perceived quality	Emotions	Involvement	Motivation	Perceived price	Destination image	Complaints	Attitude	Tourist Personality	Previous Experience	Subjective nobms	Atractivemene SSOF	Inertia/Switching costs	Brand equity	Suplier tourist	Sociodemographic	Hedonism	Trust	Commitment	Perceived control	Destination attachement	Lifestyle	Travel Barriers	Congruence self
(Weiss, 2003)	●		●			●																				
(Wildes, 2000)			●																							
(Yuan and Jang, 2008)	●		●													●										
(Yuan et al..., 2008)	●	●										●						●								
(Yüksel and Yüksel, 2002)	●	●	●											●												
192 PAPERS	92	77	75	31	28	24	23	21	21	19	17	17	16	12	12	11	11	10	10	10	9	8	8	7	7	3
PORCENTAJE	50	42	41	17	15	13	12	11	11	10	9	9	9	6	6	6	6	5	5	5	5	4	4	4	4	2

TABLE 5. Comparison of tables about tourist loyalty and food tourist loyalty, in percentages

	T.	F.T
SAT	64	50
P.V	43	42
P.Q	39	41
MOT	21	13
D.I	18	11
P.E	17	9
EMO	14	17
D.A	10	4
INE	9	6
S.F	8	5
INV	8	15
ATT	8	10
A.E	7	6
TRU	6	5
COM	6	5
REL	5	6
T.B	5	4
COM	5	11
S.N	3	9
CONG	3	2

LEYENDA: TOURISM (T.), FOOD TOURISM (F.T.), SATISFACTIÓN (SAT), PERCEIVED VALUE (P.V.), PERCEIVED QUALITY (P.Q.),MOTIVATIÓN (MOT), DESTINATION IMAGE (D.I.), PREVIOUS EXPERIENCE (P.E.), EMOTIONS (EMO), DESTINATION ATTACHMENT (D.A.), INERTIA/SWITCHING COSTS (INE), SOCIODEMOGRAPHIC FACTORS AND TRAVEL CHARACTERISTICS (S.F.), INVOLVEMENT (INV), ATTITUDE (ATT), ATTRACTIVENESS OF TOURIST EXPERIENCE (A.E.), TRUST (TRU), COMMITMENT (COM), DURATION, INTENSITY AND QUALITY OF SUPPLIER-TOURIST RELATIONSHIPS (REL), TRAVEL BARRIERS (T.B.), COMPLAINTS AND SERVICE RECOVERY (COM), SUBJECTIVE NORMS AND SITUATIONAL FACTORS (S.N.), CONGRUENCE BETWEEN TOURIST SELF-IMAGE AND DESTINATION IMAGE (CON), TOURIST PERSONALITY (T.P.), TOURIST LIFESTYLE (LIF).

TABLE 6. Loyalty determinants in the service sector and in tourism sector

LOYALTY DETERMINANTS IN PAPERS FOCUSSED ON THE SERVICE SECTOR (excluding tourist subsector)	Number of reviewed papers: 1034	%	LOYALTY DETERMINANTES IN PAPERS FOCUSSED ON TOURIST SUBSECTOR	Number of reviewed papers: 763	%
Satisfaction/delight	634	61	Satisfaction/ delight	380	50
Perceived Quality	356	34	Perceived Quality	254	33
Perceived value of consumer experience	276	27	Perceived value of tourist experience	233	31
Motivation	209	20	Motivation	173	23
Involvement	190	18	Destination image	157	21
Emotions	182	18	Previous experience	106	14
Brand Image, brand relieves, brand reputation	180	17	Involvement	90	12
Attitude	179	17	Sociodemographic factors and travel characteristics	77	10
Previous experience	163	16	Emotions	77	10

TABLE 6. Loyalty determinants in the service sector and in tourism sector

LOYALTY DETERMINANTS IN PAPERS FOCUSSED ON THE SERVICE SECTOR (excluding tourist subsector)	Number of reviewed papers: 1034	%	LOYALTY DETERMINANTES IN PAPERS FOCUSSED ON TOURIST SUBSECTOR	Number of reviewed papers: 763	%
Inertia / high switching costs (barriers or resistance to change)	127	12	Destination attachment	66	9
Emotional attachment	119	12	Attitude	65	9
Trust	115	11	Inertia / high switching costs (barriers or resistance to change)	51	7
Emotional attachment	119	12	Attitude	65	9
Commitment	111	11	Difficulty or perceived risk (behavioural inhibitors)/ travel barriers	48	6
Brand equity	98	9	Commitment	47	6
Sociodemographic factors and service characteristics	92	9	Brand equity	40	5
Perceived price or price sensitivity	84	8	Trust	40	5
Subjective norms and situational factors	74	7	Complaints/tourist service recovery	40	5

TABLE 6. Loyalty determinants in the service sector and in tourism sector

LOYALTY DETERMINANTS IN PAPERS FOCUSSED ON THE SERVICE SECTOR (excluding tourist subsector)	Number of reviewed papers: 1034	%	LOYALTY DETERMINANTES IN PAPERS FOCUSSED ON TOURIST SUBSECTOR	Number of reviewed papers: 763	%
Preferences and tastes	70	7	Subjective norms and situational factors	38	5
Difficulty or perceived risk (behavioural inhibitors)/ puchasing barriers	66	6	Perceived price or price sensitivity	37	5
Attractiveness of experience	64	6	Expectations (disconfirmation)	33	4
Expectations (disconfirmation)	56	5	Attractiveness of experience	32	4
Complaints/service recovery	55	5	Sources of information	28	4
Consumer personality	49	5	Lifestyle	27	4
Sources of information	49	5	Preferences and tastes	26	3
Social identification and group belonging	45	4	Congruence of tourist self-image/personality with the destination image/ personality	22	3
Duration, intensity and quality of supplier-consumer relationships	39	4	Tourist personality	22	3

TABLE 6. Loyalty determinants in the service sector and in tourism sector

LOYALTY DETERMINANTS IN PAPERS FOCUSSED ON THE SERVICE SECTOR (excluding tourist subsector)	Number of reviewed papers: 1034	%	LOYALTY DETERMINANTES IN PAPERS FOCUSSED ON TOURIST SUBSECTOR	Number of reviewed papers: 763	%
Lifestyle	35	3	Duration, intensity and quality of supplier-tourist relationships	22	3
Hedonism	35	3	Hedonism	20	3
Congruence of consumer self-image/personality with the service provider image/ personality	31	3	Perceived Justice	13	2
Perceived Justice	24	2	Social identification and group belonging	12	2
Employee attributes	13	1	Perceived control	12	2
Perceived control	7	1	Destination personality	11	1
Service provider personality	5	1	Ethnocentrism/ animosity	4	1

TABLE 7. Journals used in the literature review

Major Marketing Journals in the meta-analysis	Number of reviewed documents (1034)	Major Tourism and Hospitality Journals in the meta-analysis	Number of reviewed documents (763)
Journal of Marketing	63	Tourism Management	93
Journal of Consumer Research	55	Journal of Travel Research	77
Journal of Business Research	52	Journal of Travel and Tourism Marketing	58
Journal of Retailing	51	Annals of Tourism Research	56
Journal of Marketing Research	44	International Journal of Hospitality Management	51
Journal of the Academy of Marketing Science	35	Journal of Hospitality and Tourism Research	37
European Journal of Marketing	26	International Journal of Contemporary Hospitality Management	29
Journal of Services Marketing	31	Journal of Leisure Research	28
Psychology and Marketing	18	International Journal of Tourism Research	27
Journal of Personality and Social Psychology	16	Journal of Vacation Marketing	23
Journal of Product and Brand Management	17	Leisure Sciences	18

TABLE 7. Journals used in the literature review

Major Marketing Journals in the meta-analysis	Number of reviewed documents (1034)	Major Tourism and Hospitality Journals in the meta-analysis	Number of reviewed documents (763)
Advances in Consumer Research	13	Cornell Hospitality and Restaurant Administration Quarterly	15
International journal of service industry management	23	Tourism Analysis	11
International journal of service industry management	23	Tourism Analysis	11
Journal of Service Research	13	Journal of Park and Recreation Administration	7
Journal of Advertising Research	12	Journal of Hospitality and Tourism Research	7
Journal of Consumer Satisfaction Dissatisfaction and Complaining Behaviour	12	Journal of Hospitality and Leisure Marketing	5
Appetite	11	Anatolia: An International Journal of Tourism and Hospitality Research	5
Managing Service Quality	12	The tourist review	4
International Journal of Wine Marketing	10	Tourism Review International	4
Marketing Science	10	International Journal of Culture, Tourism and Hospitality Research	4
Journal of Retailing and Consumer Services	12	Hospitality Management	3

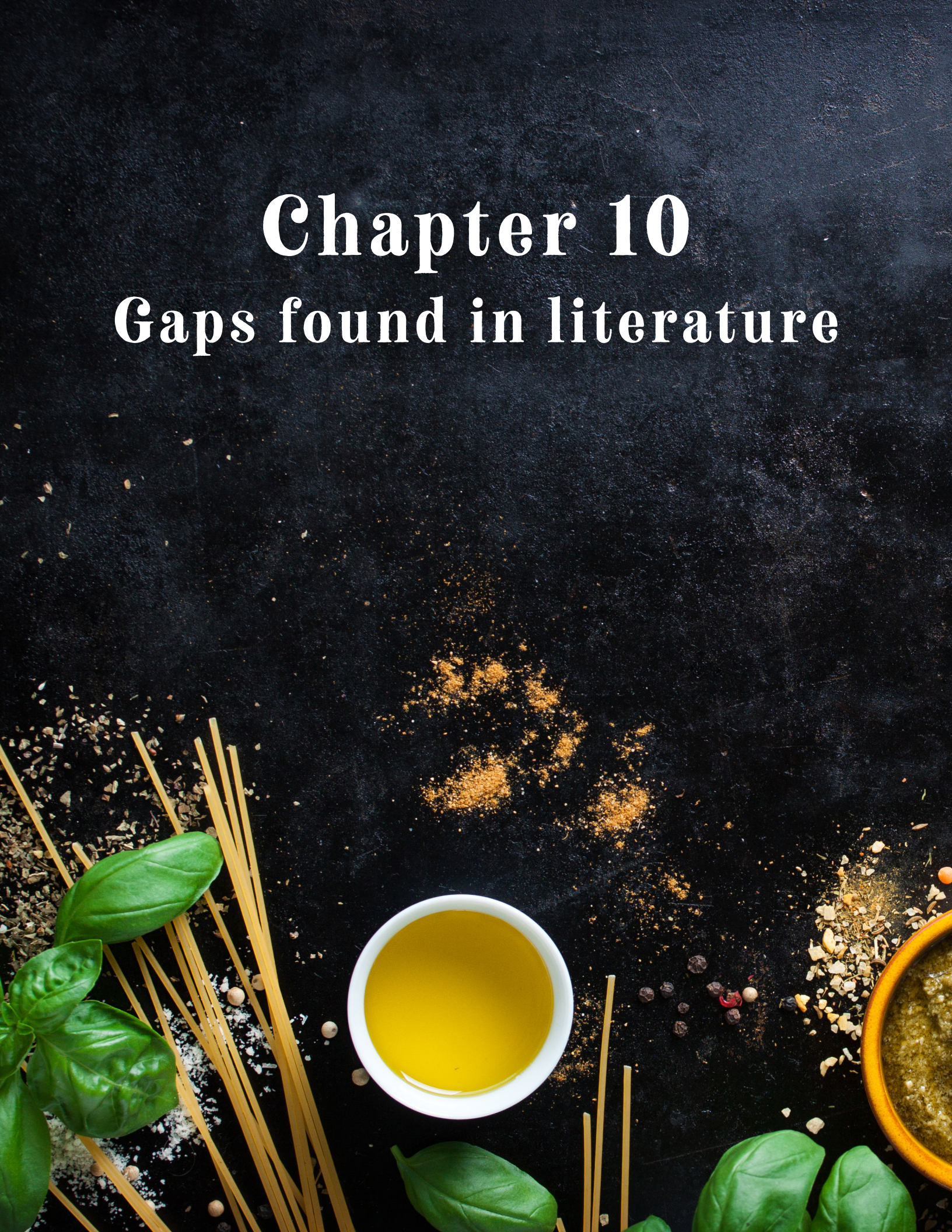
TABLE 7. Journals used in the literature review

Major Marketing Journals in the meta-analysis	Number of reviewed documents (1034)	Major Tourism and Hospitality Journals in the meta-analysis	Number of reviewed documents (763)
The Service Industries Journal	12	Journal of Foodservice Business Research	3
Harvard Business Review	7	Cornell University	3
Journal of Marketing Management	7	The Journal of Tourism Studies	3
Food Quality and Preference	7	Hospitality Research Journal	2
Journal of Consumer Marketing	8	Journal of Hospitality and Leisure Marketing	2
Australian and New Zealand Wine Industry Journal	6	Journal of Quality Assurance in Hospitality and Tourism	2
International Journal of Research in Marketing	5	The Cornell Hotel and Restaurant Administration Quarterly	2
Journal of the Academy of Marketing Science	2	Tourism and Hospitality Research	2
Journal of Consumer Psichology	2	Advances in Hospitality and Leisure	2
Journal of American Academy of Business	1	Cornell Hospitality Quarterly	2
Otras revistas	249	Journal of Sustainable Tourism	2

TABLE 7. Journals used in the literature review

Major Marketing Journals in the meta-analysis	Number of reviewed documents (1034)	Major Tourism and Hospitality Journals in the meta-analysis	Number of reviewed documents (763)
Libros	166	Otras revistas	54
Tesis	19	Libros	58
		Tesis	62

Chapter 10
Gaps found in literature



In literature I have found reviews about loyalty to service firms but no about the determinants of tourist loyalty and therefore about loyalty in food tourism. If I have found reviews that examine the food tourism (Carlsen, 2004 y Henderson, 2009), destination image (Pike, 2002), tourism to feed animals in nature (Orams, 2002), tourist demand forecasting (Sheldon and Var, 1985; Witt and Witt, 1995; Lim, 1997;Song and Li, 2008), ethnocentrism determinants (Shankarmahesh, 2006), tourist business research (Li, 2008), research into innovation (Hjalager, 2010), research in tourism (Tribe and Airey, 2007), tourist personality, brand personality and destination personality (Leung and Law, 2010), tourist service quality (Ekinci, 2002), tourist market segmentation (Hanlan, Fuller and Wilde, 2006), tourist harassment (McElroy, Tarlow and Carlisle, 2007), and loyalty on the Internet and Social Media (Sebastian, 2010).

I have not found loyalty thesis about food tourism but about tourist loyalty (Selin, 1986; Pritchard, 1991, Kim, 1997; Petrick, 1999; Lehto, 2000; Morais, 2000; Back, 2001, Chan, 2001; Hong, 2001, Lee, 2001; Ngamsom 2001; Sheppard, 2002, Hu, 2003, Lee, 2003, Martin, 2005; Nova, 2005, Li, 2006; Chanrithy, 2007, Huang 2007). In regard to books, very few deal tourist loyalty, besides various interesting book chapter. Instead there are several books about loyalty in service firms (Hill and Alexander, 2006; Cahill, 2007; Güngör, 2007; Hayes, 2008).

Almost all reviewed studies have measured loyalty construct with two items: behavioural intention and recommendation to others. Word of mouth is defined as the degree to which a consumer reporting friends, relatives and colleagues about an event that has created a certain level of satisfaction in him and has been used as a dimension of loyalty by many researchers and as a consequence, of loyalty (behavioural intention) for a smaller number of them.

I have found another gap in the literature, which refers to when some authors measure the construct 'behavioural loyalty' and usually refer to the past. For example, with items such as 'How many times have you visited before the destination or the establishment?', 'How many times have you recommended ...?' 'How often ...' 'What is the proportion of trips to this destination in relation to the total number of trips carried out during the last three years?' In other cases, refer to the present time: 'Whenever I can I recommend this destination to my friends." Is noted as well, as indeed they do not ask for the future (behavioural loyalty), but what they measure tourist previous experience (past) or usual behaviours (present). To try to explain this, Colmenares and Saavedra (2007), emphasize that the behavioural and operational measures are measurements after action (purchase) showing actual performance or results (effects). In this case, is assumed that the tourist has already repeated purchase or visit so he is asked for his previous experience. In the case of polling tourists, coming to a destination for the first time, behavioural loyalty should be expressed it as future.

As suggested Oliver (1999), the loyalty of action is not a repeated purchase or prior experience (expressed in the past), but it is a strong commitment or promise as the motivation of the attitudinal loyalty has become a disposition to act (stronger than a mere intention to repurchase), and the tourist

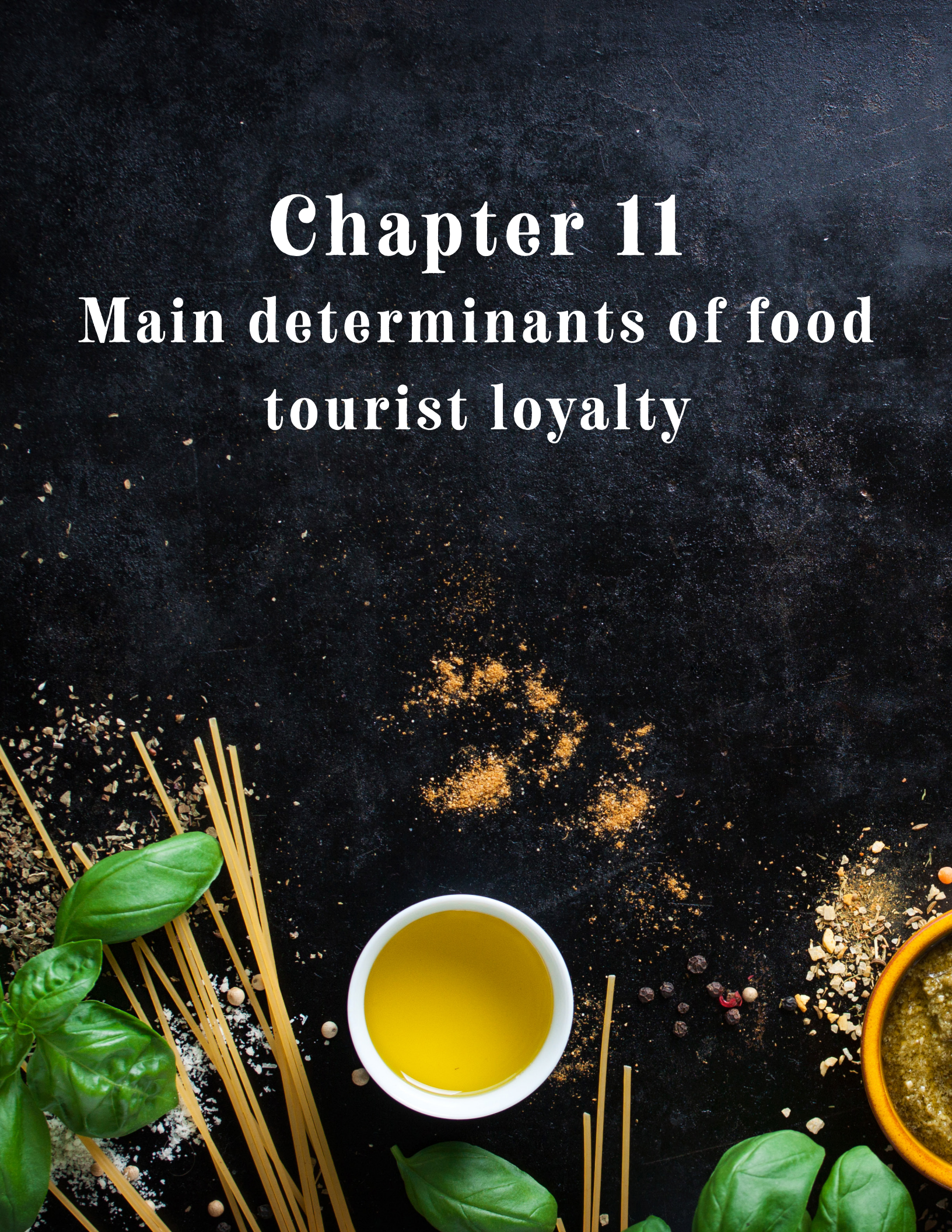
tries to overcome any obstacles that may prevent the revisit to the destination, product repurchase or tourist service reuse.

Following Oliver (1999), I consider the behavioural loyalty is like a conative loyalty but with a greater degree of commitment. The commitment, as noted above, may be considered a promise (Brown, 1996). I mean I can have the intention to travel to London, but may I do not it (conative loyalty or behavioural intention). However, if I have already bought the plane ticket is very likely to happen and I'm much more committed and involved to this travel behaviour takes place and I understand that this is an 'action or behavioural loyalty', although it has not really happened yet (in the present), but is an attempted of action, which is closer to the actual behaviour than a mere intention to revisit the destination, repurchase of a product or a service reuse. If I consider only behavioural loyalty and this as a previous experience, that is, analyzing past behaviour, it would be a static process and by definition, loyalty is equal to a dynamic process.

I have also observed that most authors use the present tense in the items used to measure cognitive and affective loyalty and this in our opinion is a limitation since they assume that the respondent already has a loyal attitude, so that tourists who travel the destination for the first time or who try the food for the first time would be outside, so it is more appropriate, in our experience, items is expressed in the future tense, like I mentioned with behavioural loyalty.

Another gap in the observed research is that most studies consider that likelihood and commitment are components of conative attitudinal loyalty. In contrast, only a few studies include the probability and commitment as components of behavioural loyalty. Our approach is to consider that behavioural loyalty measurement by the probability is very reliable. If I measure past behaviour of tourists, I know the actual behaviours that already have occurred and they can predict their future behaviour to some extent. But when asked a tourist who has never been to a destination he really would visit it, the only way to measure behavioural loyalty, I believe, it would be to do as a behavioural intention very committed and a very high percentage of probability of making travel, for example because the tourist has to go to a Congress or he is a member of a food jury. Although this example is a bit extreme, because in fact I would be speaking of a obligatory loyalty, in that case.

Chapter 11
Main determinants of food tourist loyalty



Satisfaction

Satisfaction and trust are two dimensions of the 'relational quality' construct between the service provider and the tourist (Kim, Han and Lee, 2001), and some researchers add 'loyalty' as the third dimension (Kim, Jeon and Hyun, 2011). Although most of the studies coincide that satisfaction is the main predictor or antecedent of loyalty, I maintain the view of the authors who claim that satisfaction is necessary to produce loyalty but not enough. According to Heskett, Sasser and Schlesinger (1997), only 10% of satisfied customers become truly loyal to the brand with high repurchase rates.

Bowen and Chen (2001), argue that it is necessary be very satisfied or express 'delight' to show brand loyalty. This lack of linearity between satisfaction and loyalty can be due to various causes such as switching barriers that act as limiting factors or inhibitors moderating both positively and negatively in certain post-purchase behaviour and I try it in detail at the end of this document. In this setting, also are very important tourists' personal characteristics, mood, achievement of values, duration of the relationship between supplier and tourist, social environment, and the great heteregeneidad of tourist experiences (Davis-Sramek, Mentzer and Stank, 2008).

According to Li (2006), it is advisable to distinguish between the specific satisfaction of a transaction (for example tourist psychological benefits derived from the encounter with the service or any other tourist experience with a particular product) and the overall or cumulative satisfaction (it reflects the impressions that tourists have accumulated and their overall attitude toward a brand or to the outcome or performance of the products or services of the provider). Therefore, overall satisfaction compared with the specific satisfaction of a transaction, it is the predictor most significant of tourist loyalty (Gustafsson, Johnson and Roos, 2005). The transactional satisfaction, also is called 'quality of experience' (Tian-Cole and Scott, 2004), or cognitive satisfaction (McMullan and O'Neill 2010). For example Correia et al. (2008), identified three factors of second order in satisfaction construct (first order): *gastronomy, environment and value of money*.

According to Chi and Qu (2008), satisfaction about attributes of products and services that make tourist experience up (hotels, restaurants, attractions, stores, climate, social environment, natural environment ...), has significant positive direct effects on overall satisfaction and also capture a significant amount of variation in overall satisfaction, that is, it explains much of the variance. Tourist satisfaction with individual components of the destination leads to overall satisfaction of the destination (Hsu, 2003) and, in turn, levels of overall tourist satisfaction are linked to the likelihood of re-visiting the attractions of the destination (Choi and Chu, 2001).

While the approximation of a single factor or dimension considers satisfaction as a hedonic bipolar continuous, where their ends are tourist satisfaction and dissatisfaction (Westbrook and Oliver, 1991), the two factor approach advocates a continuous for tourist satisfaction (dissatisfaction-satisfaction) and another one for tourist dissatisfaction (no dissatisfaction-dissatisfaction) (Babin and Griffin,

1998). Therefore, an individual can be satisfied and dissatisfied simultaneously or, what is the same, the degree of satisfaction of an individual is entirely independent of their level of dissatisfaction (Maddox, 1979).

Early studies considered that satisfaction was a cognitive process but later it was found that, satisfaction is more an affective assessment than cognitive one (Oliver, 1997).

Moreover, Kim, Jeon and Hyun (2012), use a similar construct to satisfaction called 'social welfare' or 'quality of life' and it refers to a positive emotion as a result, of the consumption of a high quality product or service. Social welfare produces satisfaction but the opposite is not always.

Perceived Quality

Many researchers argue that the service quality is a loyalty determinant, for example I can refer to the work of Hui, Wan and Cheng (2010). In the literature, in general, perceived quality concept refers to both gastronomy (food and beverages) as to the services and the environment or setting. Other authors use instead the term 'perceived quality' a similar concept called 'perceived attractiveness' and also other authors consider the expression 'perceived image' as a synonym of it. The perceived quality therefore could go included in the 'perceived value' construct, in its functional dimension, because the perceived value is a more general concept that encompasses other dimensions as hedonic values, emotional values, monetary values, and so on.

For example, Lee, Petrick and Crompton (2007), considers perceived quality as a dimension of perceived value with four other dimensions: *monetary price, behavioural price, emotional response and reputation*. Other authors, such as Sánchez et al. (2007), identify three dimensions in perceived value: s*ocial, emotional and functional and the latter in turn is subdivided into functional value of establishment facilities, staff functional value, product functional value and value for money*. Several researchers confirm the superiority of the construct 'perceived value' regarding 'perceived quality' (Oliver, 1999a) and 'satisfaction' constructs (Sweeney, Soutar and Johnson, 1999). Another difference between perceived quality and perceived value is that even though the two global assessments, the first assesses the excellence of the product and the second evaluates the usefulness of the product based on the perception of tourists between giving and receiving.

Thus, perceived value provides added value or tangible and intangible benefits to tourists and therefore it is a broader concept than product, service and environment terms. Many authors use 'benefits' expression instead of 'perceived value' (Nowacki, 2009), and others researchers use 'benefits' term only when they referring to relationship context: *confidence benefits, social benefits and special treatment benefits by the service provider* (Chen and Hu, 2010). Kim and Ok (2009), at three

previous relational benefits they add a new construct to justice or equity (fairness) for both supplier and tourists called 'favourable inequity' and that tourists perceived as a preference or desire in the presence of an injustice, inequality in supplier-tourist relationship which is favourable for tourists. That is, the tourist has been treated from the service provider more than fair.

Some authors consider 'benefits' construct as 'positive barriers to change''. That is, the tourist remains loyal to a service provider, not because the switching costs are high but because he would stop receiving benefits such as special treatment, discounts, extra services, faster services, personalized services... in the case of changing of establishment or destination. Both perceived quality and perceived value can be applied to the tourism experience (Sparks, 2007). While the most important dimension of the perceived quality is the food quality (Mattila, 2001), service quality, because of its importance as loyalty determinant, is often treated as a separate issue. Several authors consider the food quality is something that the tourist assumes that it must be so and therefore tourists value more service and environment quality than product quality (Filiatrault and Ritchie, 1988; Auty, 1992).

In contrast to the above, Clark and Wood (1998), concluded that the food quality is a more important aspect than service quality because the tourist normally forgot more easily poor service quality than poor food quality. These authors also stressed that the food quality and variety are the main determinants of loyalty in restaurants. Moreover, Finkelstein (1989), and Auty (1992), found that the quality of the environment is equally or more important than the food quality. Grönroos (1984), and Grönroos (1990), cited by Ladhari, Brun and Morales (2007), found six dimensions in service quality perceived by the consumer: *professionalism and skills, friendly attitudes and behaviours of the service provider when solving some problems, accessibility and flexibility, reliability and seriousness* (confidence that the service provider keeps his promises), *service recovery and reputation and finally credibility.*

Reimer and Kuehn (2005), stated that the tangible elements of service quality that make up the 'servicescape' are more important than the intangible dimensions and they predict better tourist loyalty, otherwise just said Parasuraman, Berry and Zeithaml (1988). Kincaid et al. (2010), consider that perceived quality, especially its tangible dimensions, are precursors of affective quality, and the latter is a determinant of loyalty, directly or indirectly (through the perceived value). These authors measured affective quality using a scale bipolar: *'gloomy-exciting' and 'distressing-relaxing'.*

In the tourism context, service quality is defined as experience quality and opportunities quality (set of attributes and characteristics of the service provided by a company or a destination) (Crompton and Love, 1995).

According to Zabkar, Makovec and Dmitrovic (2010), perceived quality is formed by 'functional quality' refers to the process of service delivery (perceived service quality) and 'technical quality' refers to the consequences of that service (product quality and tourist environment quality, such as food, accommodation, facilities and attractions of the destination).

According to Li (2006), some researchers, although in the minority, consider 'quality of service' and 'satisfaction'concepts as synonyms (LeBlanc, 1992; Howart et al., 1996). Other authors consider that satisfaction is some specific of a transaction whith the service provider, while quality is a general attitude towards the service provider, thus satisfaction is an antecedent of service quality (Parasuraman, Zeithaml and Berry, 1994). Another group of authors believe that service quality is an antecedent of satisfaction and that both refer to a particular transaction (not globally) (Ekinci, 2004). Other researchers believe that quality is an antecedent of satisfaction but globally (Kotler, Bowen and Makens, 1996; Bigné, Sanchez and Sanchez, 2001).

Other scientists believe that perceived service quality is at the sime time antecedent and consequence of satisfaction (reciprocal relationship) (Iacobucci, Ostrom and Grayson, 1995). Satisfaction is experiential but the destination attributes quality and the destination image, they may be perceived without having visited the attraction due to their previous experiences or because they have been reported previously (Baker and Crompton, 2000). In addition, satisfaction depends on the price while the quality is not (Anderson, Fornell and Lehmann, 1994).

According to Alen Rodriguez and Fraiz (2007), in some research the service quality measures are integrated into the cognitive loyalty measures, that is, these researchers used behavioural intentions to evaluate the external effects of the quality of service (Taylor and Baker, 1994). Other researchers believe that the satisfaction mediate between perceived quality and loyalty or behavioural intention (Bou, nightgown and Escrig, 2001).

Chen and Chen (2010), highlight the differences between the constructs 'service quality' and 'experience quality'. Service quality is objective and cognitive, it is based on attributes, it supposes an external evaluation (service environment) and the benefits obtained are functional or utilitarian ones. Experience quality is subjective, affective and overall, that is, it isn't based on attributes, it focuses on internal assessments and the benefits obtained are experiential, hedonic or symbolic ones. Service quality refers to the performance of service, at a attributes level controlled by the service provider. On the other hand, experience quality refers to psychological, affective or emotional consequences resulting from tourist participation in food activities and it is a concept similar or equivalent to transactional satisfaction.

Otto and Ritchie (1996), found four dimensions in the quality of the experience: *hedonic* (pleasure, excitement, unforgettable memories), *peace of mind* (safety and physical and psychological comfort), involvement and recognition. Tian-Cole and Scott (2004), distinguished three dimensions: leisure,

education and community. Tian-Cole and Illum (2006), assigned three dimensions to experience quality: historical appreciation, socialization and enjoyment. Tian-Cole and Chancellor (2009), also identified three dimensions: *programs, facilities and leisure*. Tian-Cole and Illum (2006), referred to 'service quality' as 'performance quality' with three dimensions: *activities, facilities and entertainment*. Other authors use the term 'performance with service encounter' (Han and Ryu, 2012). Also, similar Han, Kim and Hyun (2011), refers to 'service quality' as 'the performance of the service encounter or interactions with employees' and 'performance with basic services'. Following the clarification of concepts, Namkung and Jang (2009), used the construct 'interactional justice' referring to the quality of service in the context of restaurants. Interactional justice is one of the three dimensions together with distributive justice and procedural justice that form the construct 'perceived justice' and in turn, perceived justice is part of the concept 'perceived value'. Namkung (2007), found four dimensions of perceived justice: *interactional justice, outcome justice, procedural justice and price justice.*

Given that the satisfaction and trust are two dimensions of the construct 'relational quality' between the service provider and the tourist (Kim, Jeon and Hyun, 2011), the use of the construct 'relational service quality' used by some authors to refer to 'service quality' it can create some confusion. This concept is refer to the evaluation made by tourists on employees of the establishments (Tsang and Ap, 2007). Considering the above, Bongran-Sun and Qu (2011), distinguish between 'basic or essential service quality' and 'relational service quality'. Many authors use the quality of service as a reflective construct, where according to Clemes, Gan and Ren (2011), would be more appropriate to consider it as formative construct where the dimensions of service quality are the determinants thereof.

Chen et al. (2011), found four dimensions of service quality: *personal interaction, physical environment, technical quality and access quality.* Some authors call 'physical environment' construct as 'dinescape' in the restaurant context and for example Ryu (2005), found six dimensions of it: aesthetics of the facilities, atmosphere, lighting, layout, tourist service products and social factors (relationships with employees). Some synonyms of physical environment used in the literature are for example 'atmospherics' (Turley and Milliman, 2000), 'servicescape' (Bitner, 1992), 'tangible service factors' (Wakefield and Blodgett, 1999), and 'service quality' (Brady and Cronin, 2001), with different scales used like 'SERVQUAL' (Parasuraman, Berry and Zeithaml, 1988), 'DINESERV' (Stevens, Knutson and Patton, 1995), and 'TANGSERV' (Raajpoot, 2002).

Recently it has arisen 'orientation interaction with tourists'concept (Liang and Zhang, 2012). This construct was used for the first time by Kumar and Ramani (2006), and it has four dimensions: *concept perception that restaurant employees have on the consumer; restaurateur responsiveness in customer interactions; restaurateur perception on consumer power; and consumer value management by the restaurateur*. In return, Kim and Severt (2011), found three dimensions in service quality called: *quality in treatment of employees to tourists, quality in service areas and; show and entertainment quality.*

Perceived Value

More and more research argue that the perceived value is better loyalty predictor than satisfaction (Oh, 2000a; Oh, 2000b). According to Petrick, Morais and Norman (2001), some researchers are in favour of the satisfaction measures must go together with the perceived value measures (Reicheld, 1996; Woodruff, 1997). Satisfaction alone does not guarantee loyalty. For that reason, it is advisable to be measured along with the perceived value (Jones and Sasser, 1995). Therefore, perceived value is the best predictor of consumer loyalty and thus it explains the tourist loyalty better than satisfaction (Reicheld, 1996; Parasuraman, 1997). The perceived value is a reliable predictor of tourist loyalty (Ryu, Han and Kim, 2008). However, other studies reveal that the perceived value moderates the relationship between satisfaction and loyalty (Lam et al., 2004).

According to Gill, Byslma and Ouschan (2007), the perceived value has so far been much less studied than the service quality and satisfaction (Tam, 2000). Instead it gives a much more accurate information than the other two variables because the latter two can be misleading in the sense that they do not explain well the tourist behavioural intention, that is, tourists can assess very high satisfaction and service quality without having to them a high perceived value and therefore they probably will not have intention to repurchase or revisit something somewhere (Petrick, 1999).

The perceived value supposes in our opinion, the food experience perceived by tourists and it can be defined as the evaluation of tourists on a number of attributes after their stay at a destination where they have developed a food related activity based on their perceptions of what they have gived, that is, monetary and nonmonetary costs when they have purchased a product or service ('give') and what they get in return, that is, the benefits resulting of the seller's offer ('get'), evaluating whether it is worth their while (Zeithaml, 1988).

The attributes to which I refer can be classified as follows: *attractive of food quality, service quality, natural environment, social environment besides attractive of physical or artificial environment called 'servicescape').* The above definition of the perceived value is widespread in the literature but it has a solely *utilitarian, functional or cognitive standpoint* (tangible things, efficiency, convenience and time savings, quality, excellence, price ...). That is, the perceived value regarding to an establishment or destination it has many more *intangible, experiential or symbolic dimensions, such as social perceived value* (territorial bond, traditions, socialization or affiliation), *aesthetic perceived value* (beauty), *emotional perceived value, sensory perceived value, epistemic perceived value* (novelty, variety, knowledge, curiosity, get feelings despite the risk), *conditional perceived value* (refers to a set of circumstances or current factors such as illnesses or social situations that may have influence in the perceived value), cultural perceived value (history), *environmental perceived value* (sustainability, landscape, biodiversity), *hedonic perceived value* (fun-play that includes sensory pleasure, social pleasure, emotional pleasure and intellectual pleasure), *perceived value of novelty; ethical perceived value* (virtue, justice, moral), *spiritual perceived value* (magical, sacred, faith) *perceived value of*

monetary price (also it is seen as a barrier or perceived risk) *perceived value of non-monetary price* (transactional convenience); *value of money; benefit sacrifice relationship, security perceived value, perceived risk, dedicated time and effort perceived value, destination's reputation perceived value , destination's status and prestige perceived value.*

Bitner (1992), found three dimensions to measure the physical environment or servicescape: *environmental conditions, spatial distribution and functionality and finally the signs, symbols and artifacts.* Kim and Moon (2009), found five dimensions in restaurants setting: *aesthetics of the facilities, distribution, electrical equipment, seat comfort and environmental conditions*. Lockyer and Tsai (2004), considered four dimensions grouping attributes of a restaurant: *quality of interaction* (equivalent to the service quality), *quality of facilities* (equivalent to the environment quality), *food quality product knowledges.* Some authors that include in the service quality, food quality and environmental quality such as Hoare and Butcher (2008), and in our opinion would have been more appropriate for these authors use the term 'perceived quality' before than 'perceived service quality'. Many other studies only adopt a utilitarian perspective of perceived value, considering it as value for money.

The perceived value, may also be considered as a construct with two dimensions: the perceived benefits and the sacrifices made by the consumer (price, time, effort, risk, convenience). In some studies, only one item is intended to measure the value for money as overall perceived value. All of this suggests that value can't be understood as a single dimension and that to understand a dimension is must take into account their relationship with the other dimensions, that is, the concept of perceived value is integrator. Only consider the perceived value as a compromise or compensation between quality and price is not enough to gain competitive advantage in the tourist business (Rintamaki et al., 2006).

Seiders et al. (2007), identified five dimensions of perceived value for convenience: *decision convenience, access convenience, benefit convenience, transaction convenience and in the post-benefit convenience.* Jamal, Othman and Muhammad (2011), also found five dimensions of perceived value but different to previous authors: *emotional perceived value, relational perceived value* (host-tourist interaction), *experiential* (activities, culture, knowledge), *functional 'price' and functional 'establishments'.*

The perceived value has also been addressed in the literature dichotomously in the following ways: acquisition versus transaction, hedonic versus utilitarian and functional versus symbolic. According to Holbrook (1999), the perceived value can be oriented toward self or others, intrinsic or extrinsic, and active or reactive. For example, a food service restaurant or a fast food one, they will have a more utilitarian component and a haute cuisine restaurant will involve a more hedonic consumption. In relation to the latter, Kim, Jeon and Hyun (2012), used in their research in the context of restaurants, the utilitarian value (ability to perform economic useful and efficient functions, in the daily life of a consumer) and hedonic one (potential pleasure of a category or class of unique or symbolic goods or services that produce overall emotional feeling).

According to Holbrook (1999), the perceived value has three dimensions: *self-oriented versus other-oriented, active versus reactive, and extrinsic versus intrinsic.*

According to Gill, Byslma and Ouschan (2007), in their study developed a multi-dimensional scale for measuring the perceived value by tourists in their experience of visiting a winery. These dimensions of perceived value (technical quality, service quality, price, social value, emotional value, epistemic value and reputation), have a positive impact on the intention to purchase and repurchase of wine at wineries, restaurants or shops. Kim, Kim and Goh (2011), based on Petrick (2002), used a five-item scale to measure the perceived value: quality, emotional response, momentary price, behavioural price, and reputation.

Perceived value can't be limited only to functional or utilitarian values such as quality and price but they also are very important social, emotional and epistemic components (Sheth, Newman and Gross, 1991).

According to Gallarza and Saura (2006), service quality is evaluated in a cognitive way and perceived value and satisfaction are evaluated both cognitively and affectively. The value perceived by the consumer is a higher order concept with respect to perceived quality that is included in perceived value construct (Oliver, 1999a). And also the perceived value is a superior concept regarding satisfaction construct (Woodruff, 1997).

I consider the perceived price and perceived quality components of perceived value, although some authors claim that both the price and the quality are antecedents of perceived value (Duman and Mattila, 2005).

A concept that is related to the perceived value, inertia or situational loyalty, high switching costs, sunked costs, investment costs and benefits due to be loyal to a particular travel service provider, are the 'relational benefits' construct where Kim, Jeon and Hyun (2011), considered three dimensions: *social benefits* (emotions, friendship), *confidence* (psychological wellbeing) *and special treatment* (lower prices, additional personalized and faster services). Relational benefits perceived by the tourist are antecedents of relational quality (construct formed by the dimensions: satisfaction and trust) (Macintosh, 2007), and of the formation of tourist loyalty (Kim, Jeon and Hyun, 2011).

Trust

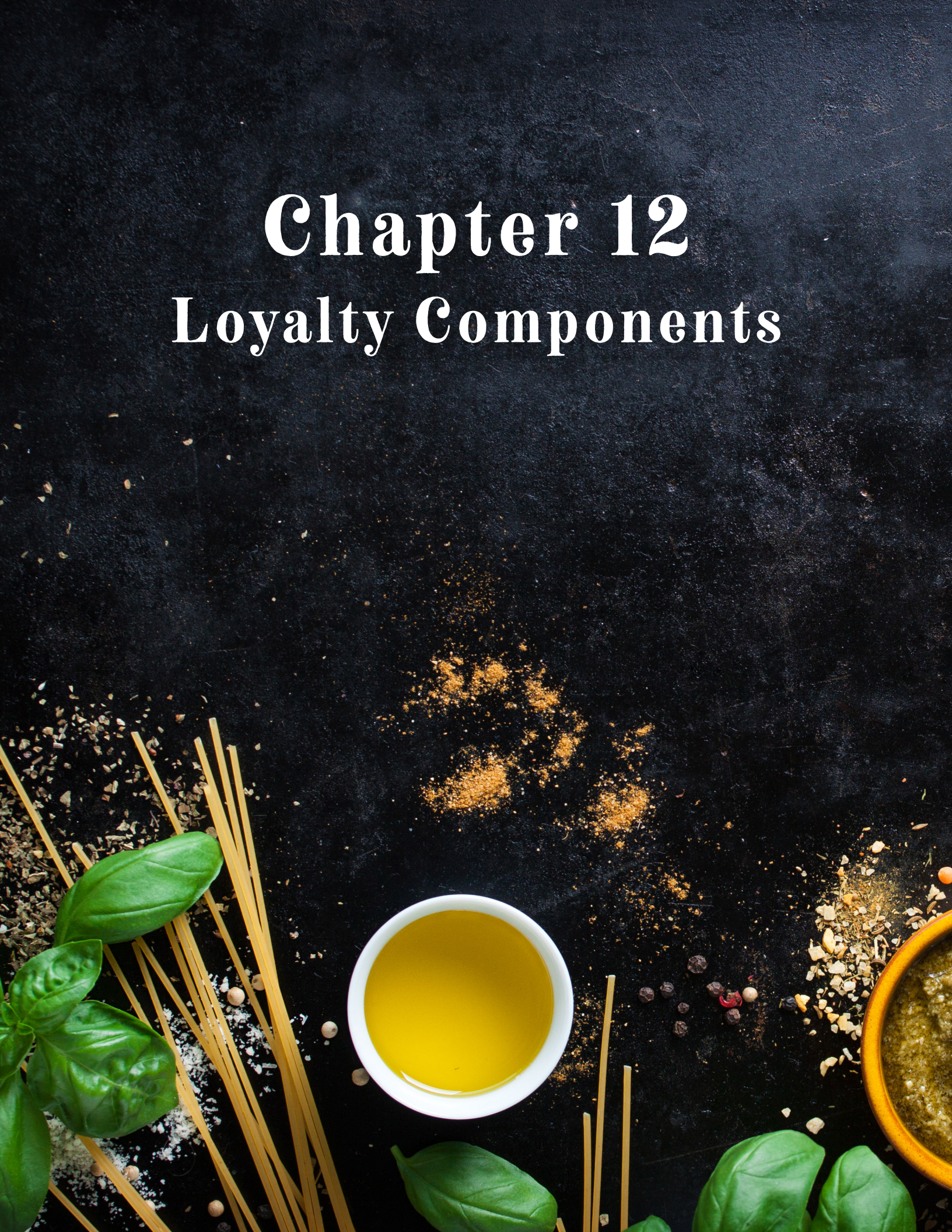
Crosby, Evans and Cowles (1990), combine the satisfaction and trust in a concept called 'relational quality'. Lee and Back (2010), relate the brand trust with attitudinal brand loyalty within the concept of brand equity and also trust is part of the relational quality or service quality within the construct 'perceived quality'.

Trust is an antecedent of commitment and loyalty (Lee and Back, 2010; Bourdeau 2005; Sirdeshmukh, Singh and Sabol, 2002).

Sultan and Mooraj (2001), argued that trust is a fundamental construct in trade on line and off line, but it is more important in the first case because there is no physical contact (Reichheld and Schefter, 2000; Lynch, Kent and Srinivasan, 2001), and consumers are concerned about the security of payments and possible fraud in transactions on line (Ratnasingham, 1998, Hoffman, Novak and Peralta, 1999). Trust is a requirement to maintain a relationship between consumers and service providers because tourists usually make their purchasing decisions before they actually experiment the service (Berry and Parasuraman, 1991). Gwinner, Gremler and Bitner (1998), indicated that the psychological benefits of belief and trust are more important than social benefits or special treatment in the relationship between service providers and tourists.

Berry (1995), propose different types of trust: *calculated, verifiable, reciprocal, won and unquestionable trust.* Morgan and Hunt (1994), define trust as confidence in the exchange reliable, honest and upright with the partner. Similarly Sirdeshmukh, Singh and Sabol (2002), cited by Setó (2004), define reliability as the ability of the service provider to be considered trustworthy or know generate it through their behaviours and business policies (instead trust is defined as the effect of the reliability in the guest). This reliability has three dimensions: *competence* (implementation of staff expertise to help customers quickly, efficiently and effectively), *benevolence* (implement the company's motivation for prime consumer interest before the interest of the company) *and guidance to the solution of problems* (employees are motivated to help clients in case they need it).

Chapter 12
Loyalty Components



Two groups can be distinguished: attitudinal and behavioural components of loyalty. Among the first quote: *intention of complaint, the intensification of experience, the intention of repeat visits or to recommend it, the willingness to pay more, willingness to wait more, brand preferences and commitment.* Finally, I will consider some behavioural components such as *the complaint, the intensity of the visit, repeat visits, frequency of visits, recommendation and cooperation or participation.*

Intention of complaint or negative word and mouth

According to Namkung, Jang and Choi (2011), the tendency to the complaint should be added to the attitudinal dimension of loyalty because of its importance and they segmented consumers into four types. 1) a low tendency to complain and a low affective loyalty means possible silence in tourists 'silent potential', 2º) a low tendency to complain and high affective loyalty is for supporters of silence 'silent supporter'. 3º) a high tendency to complain and low affective loyalty is for the tourist who have resounding complaints "pure complainer" and 4) a high tendency to complain and high loyalty corresponds to a group of tourists expressing affective loyalty despite their complaints 'loyal voicers'. These authors concluded that highly loyal diners have more intention of complaint than less loyal ones in the context of restaurants, and they may even feel betrayed when a service failure occurs (Zeithaml, Berry and Parasuraman, 1993).

However if there is an affective bond and trust in the context of restaurants between supplier and tourist, the latter more forgiving tourist service failures that without such a link (Mattila, 2001).

Su and Bowen (2001), found that when there are problems in a restaurant, 58% of respondent diners were complained while the rest remained silent. These authors also suggested that restaurant customers were more likely to express dissatisfaction with the management where either the restaurant or the occasion is considered very important or when clients believed that, their complaint would be rewarded.

Intensification of the experience

According to Martin (2005), in tourist destinations successful experiences will have influence in the tourist's willingness to intensify their experiences in the same destination in future visits, incorporating their traditional demand, benefits and services not consumed so far (visits to other places in the area, make more purchases, new leisure offers, and so on). Bigné and Andreu (2002), referred to this dimension as 'willingness to intensify the experience' to explain the tourist loyalty about interactive museums, breaking it down into two items: purchases at museum shops and souvenir photos taken during his visit.

Intention of repeat visits and recommend them

Practically all studies are positioned on repurchase intention and positive word of mouth, when measuring customer loyalty. Personal referrals are the most important source of information for tourists to reduce the perceived risk in their decision makings, as they are more credible than other information received.

According to San Martín Gutiérrez (2005), positive word of mouth can be defined as a manifestation or dimension of tourist loyalty. File, Cermak and Prince (1994), link their importance in situations of high consumer involvement, high risk of the decision and little knowledge of the product.

Willingness to pay more for the product or service received

Loyal tourists, apart from manifest a lower demand-price elasticity, are willing to pay extra money for a service they already know, rather than incur costs of searching for a new provider (Reichheld and Sasser, 1990). This relationship between loyalty and price, is dynamical (varies over time) and heterogeneous (varies according to consumers and product category) (Krishnamurthi and Papatla, 2003).

There are also examples of clients who pay a Premium price for products and services that could easily find a lower price (Crosby and Stephens, 1987). Tourists not only are willing to pay more money, they also can spend more money on other products. Often satisfied and loyal tourists with a restaurant to ask some coffee, drinks, give tips, choose the higher priced menu, repeat the same restaurant more often, allow be persuaded by the recommendations of the staff. Hyun and Kim (2012), use the term 'enhancement' that means improvement and in in this context refers to those processes that induce the customer to spend more because of a deep emotional bond between diner and restaurateur.

Willingness to wait more

This indicator according to Hwang, Yoon and Bendle (2012), may be valid to measure tourist loyalty as disloyal tourists if they see a crowded establishment tend to look elsewhere. Instead loyal tourists are willing to wait before changing service provider, due to they can get other advantages as more likely to socialize if the establishment is crowded. This does not contradict the fact that in general, the longer they have to wait lower is their loyalty (Grewal et al., 2003).

Brand, establishment and destination preference

According to Chang and Liu (2009), brand preferences are antecedents of loyalty or repeat purchase patterns and refers to the tourist preferences such as novelty or convenience, among other reasons.

The brand preference is a predisposition, tendency, bias or partiality by the tourist towards a particular brand. Myers (2003), argue that brand equity is an antecedent of brand preference and consumer purchase intention. Chang and Liu (2009), define brand preference as the degree to which the tourist favours one particular service provider when he compares or considers other alternatives.

According to Kim, Ok and Canter (2010), in most purchasing situations the tourist prefers a set of brands and not just one. Normally tourists use two stages in their decision-making. In the first stage reduces the brands recalled in his mind, inside a set of consideration of brands and in a second step tourists select a brand within that set that have considered, to buy at the moment or in the near future. Having more brands considered is more useful or beneficial for the tourist but also involves more mental and physical search costs.

TABLE 8. Conceptualizations on commitment and loyalty relationship

	Relationship	Studies
Commitment = Loyalty	Commitment and loyalty are synonymous	Assael (1987), Buchanan (1985), Jacoby and Kyner (1973)
	Commitment and attitudinal loyalty are synonymous	Backman (1991), Backman and Crompton (1991b), Day (1969), Jacoby and Chestnut (1978), Kyle et al. (2004), Park (1996), Pritchard (1991)
Commitment < Loyalty	Commitment is synonymous with affective plus conative loyalty	Chen (2001)
Commitment < Loyalty	Commitment leads to loyalty	Dick and Basu (1994), Lee (2003), Oliva et al. (1992), Pritchard et al. (1999)
	Commitment leads to behavioral loyalty	Beatty et al. (1988), Gustafsson et al. (2005), Iwasaki and Havitz (1998, 2004) Source: Li (2006)

Commitment leads to behavioural loyalty

As they say, Suarez Vazquez and Diaz (2007), commitment is a stable preference based on an attitude of resistance to change and there are two types: c*alculated, rational, continuation, instrumental, or cognitive commitment* (based on economic calculations normally, opportunism, high switching costs or lack of alternatives) *and affective or psychological commitment* (performed of their own free will and there is a strong emotional bond). It also defines the commitment as a lasting desire to maintain a good relationship between supplier and consumer (Mattila, 2001), in other words, it is a lasting desire to maintain a relationship of value. Therefore, the calculated commitment is also called value commitment (perceived value of the benefits received from the tourist service) (Tanford, Raab and Kim, 2012). According to these authors, affective commitment is more lasting than cognitive one because tourists with high affective commitment are more difficult to change a service provider (Bolfing, 1989).

The difference between cognitive and affective commitment is the following: affective commitment reflects the emotional link to the service provider and cognitive commitment reflects the beliefs of tourists on a brand, establishment and destination or to any of their attributes. Tourists who visit a food establishment and cognitively punctuate it very high, It is probably that they can need something else to feel good and be loyal in the future, that is, genuinely converse with employees or other tourists and maintain an emotional bond or affective commitment to the establishment. This perception of friendship and familiarity is a social benefit for tourists (Mattila, 2001). For example, tourist like that food establishment employees call them by name and know their preferences. Also thy love than the waiter or the chef comes out to the dining room to explain the origin of the food and how it has been cooked. All this leaves memorable and fond memories and it facilitates repurchase revisit and recommendation the establishment to others. The emotional bonds make customer satisfaction becomes delight.

For us commitment and loyalty constructs are distinct, but in the literature, I found different approaches as stated for example Li (2006). 1) commitment and loyalty constructs are synonymous and can be used interchangeably (Pritchard, Howard and Havitz, 1992). 2) The commitment is synonymous with attitudinal loyalty (Li and Petrick, 2010), or is synonymous with conative and affective loyalty (Chen and Gursoy, 2001). 3) both affective and cognitive commitment, is an antecedent of loyalty (Kim, Morris and Swait, 2008), of attitudinal loyalty (Lee, 2003), and behavioural loyalty (Iwasaki and Havitz, 2004). Very few researchers agree with the first proposition, and most are in line with the second one. In contrast to the above, Oliva, Oliver and MacMillan (1992), claim in their study that commitment and loyalty are not related. Affective commitment is also called psychological or emotional.

Brand commitment can be an item, variable, indicator or dimension to measure brand loyalty construct (Bloemer and Kasper, 1995).

According to Li (2006), loyalty is a broader concept that commitment, that is, loyalty also connotes or implies behaviour and commitment not. For that reason, any authors call the commitment as 'psychological, affective, emotional or relational commitment' to emphasize that the commitment means or implies attitude and attachment but not repurchase behaviour resulting from favorable attitudes as in the case of loyalty (Chen and Gursoy, 2001).

In contrast, some authors believe that commitment is an antecedent of loyalty (Beatty, Kahle and Homer, 1988), as well as trust and both are fundamental to successful relationships between supplier and tourists (Morgan and Hunt, 1994).

According to Gundlach, Ravi and Mentzer (1995), commitment has three components: *instrumental or behavioural* (where the service provider or the tourist takes some action that demonstrates commitment to the other par), *attitudinal* (cognitive commitment, affective commitment or psychological attachment, and conative commitment, which implies an intention to continue the relationship) *and temporal* (the relationship endures over time). According to Li and Petrick (2010), the construct 'commitment' is intimately linked with the implication.

Overall commitmentt is seen as a psychological attachment to a brand before consumers behave themselves as loyal tourists. According to Dwyer, Schurr and Oh (1987), commitment represents the highest stage psychological connection.

According to Fishbein and Ajzen (1975), behavioural intention is a direct antecedent of behaviour. Brand commitment is a conative intention accomplished through cognitive and affective conviction. Commitment is a promise, guarantee, assurance, agreement, obligation, fulfilment, pledging or binding of an individual in an act of behaviour (Kiesler, 1971).

According to Johnson (1991), commitment can be *personal, moral and structural.* For Meyer and Allen (1997), there are three types of commitment: *affective, normative and continuity.*

Kyle et al. (2004), measured behavioural commitment using two dimensions: *'social investment' and 'financial investment'.* According to Buchanan (1985), commitment has three dimensions: *behavioural consistency, commitment or affective attachment and investment grade or side bets.* Meyer and Allen (1991), and Demir (2011), suggested that attitudinal commitment has three components: *affective, normative and continuation.* Tanford, Raab and Kim (2011), argue that commitment consists of three dimensions: *affective or emotional continuation or obligation and benefits or based on perceived value.*

Affective commitment is an emotional attachment to the brand that creates a sense of belonging and personal identification with a product or service. Trust in the provider may also be considered an element that is part of affective commitment. The continuation or calculated commitment entails a sense of perceived or actual obligation (contract with high switching costs), that could generate

negative emotions. The commitment of values refers to received positive and tangible benefits by being loyal to a company. Cognitive, calculated or continuation commitment also refers to the willingness of tourists to change service provider if their usual business is closed or whether the new company offer them some advantages. That is, the tourist analyzes whether switching costs makes up for him the smallest price or the highest benefit of others companies.. These switching costs also affect the commitment of values. However, their influence is more limited in the affective commitment.

Complaint

The tourist complaining behaviour, is defined as the set of actions arising out of tourist dissatisfaction (Rogers, Ross and Williams, 1992). However, it is not always like this, and it can be due to other factors. This complaint definition allows, on the one hand, see it as a mechanism of emotional relief for tourists to an unsatisfactory experience (NYer, 1999), and, secondly, to establish an inverse relationship between consumer satisfaction and negative word of mouth (Szymanski and Henard, 2001). Among the factors that trigger the latter, is emphasized the responsibility of the supplier about a serious problem, the low probability of success in finding a rewarding and consumer perception of injustice in the exchange, among many other reasons.

Without perceptions of dissatisfaction it there can't be complaint behaviour (Singh, 1988), considering the dissatisfaction as a necessary antecedent of this behaviour. However, on the other hand it is argued that the dissatisfaction is not nor necessary condition (Jacoby and Jaccard, 1981), nor sufficient to cause tourist complaint (Landon, 1977). In this sense, San Martín Gutiérrez (2005), proposed that, in addition to dissatisfaction, the importance of experience, the benefits of the complaint and the tourist personality explain their complaint behaviour.

Day (1983), shows that causal attributions, inequity and psychological and economic costs are conditions to be met, along with dissatisfaction, for the consumer to initiate complaint process.

On the other hand, Westbrook (1987), shows that negative affect can directly cause complaint behaviour, which implies a complaint-affection relationship without mediating consumer satisfaction.

Finally, exploratory research by Miller et al. (2004), shows that the attitude towards the complaint, the importance of the situation and the likelihood of success significantly have influence in the complaint.

The complaining behaviour, is manifested in three ways: complain directly to the seller; *complain to friends and family as negative word of mouth, and finally complaining to a third independent body* (Singh and Wilkes, 1996).

The first two complaints are easier to make and more frequent than the third. However, the latter requires more effort and and is less likely to occur (Hogarth, Inglés and Sharma, 2001). Although, in general, more complaints are made to friends that the service provider (Bolfing, 1989).

Sometimes the tourist makes a suggestion to improve quality without being unsatisfied, that is, it is not a complaint and is called 'feedback' to the provider (Soderlund, 1998) and it also has been called 'citizen behaviour' (Robertson, Bove and Pervan, 2003).

The complaining behaviour is a determinant of loyalty (Ball, Coelho and stains, 2004). Other researchers suggest that complaining behaviour is a loyalty consequence (Davidow, 2003). For example, this author identifies four key consequences of complaining behaviour: *satisfaction, word of mouth, repeated purchase and attitude towards the company* (the last three consequences are part of loyalty according to most authors).

Some author maintain the complaining behaviour is not a state or quality of loyalty. However, I follow the thesis of other authors such as de Ruyter, Wetzels and Bloemer (1998), who argued otherwise.

The negative word of mouth is conceived as a specific complaint behaviour of the individual (Nyer, 1999). There are numerous empirical studies that identify repurchase intentions and word of mouth as the main consequences of consumer satisfaction judgment.

Su and Bowen (2001), found that 42% of the diners did not complain when they had a problem in the restaurant. They complained more when the occasion that they were celebrating was very important or when they believed would receive a reward. Lam and Tang (2003), found that in restaurants who complain most are young people with higher education and income.

According to Hirschman (1970), dissatisfied consumers stop relate to tourist supplier or they complain to solve the problem through dialogue. Day and Landon (1977), conceptualized two levels: the first one differentiates between action and inaction and the second level distinguishes between *public action* (compensation from the service provider to tourists, legal action and complaints to third parties) *and private action* (negative word of mouth to other people, in social media or newspapers, boycott to service provider trying to prevent further transactions with that company).

The cost-benefit approach attempts to explain why consumers do not complain (Lee and Soberon, 1999). Consumers are likely to complain only if the perceived benefits (returns, changed products, economic compensation and in general satisfaction derived from action complaint itself), exceeds the effort (time, cognitive effort and stress and other tangible costs accompanying the complaint). There are tourists who prefer not to complain for they have not a bad time or tense situation. Others, however, prefer to complain to feel good about themselves and have responded to what they consider a fraud.

Gursoy, McCleary and Lepsito (2003), segmented dissatisfied customers of a restaurant according to different complaint response styles: *communicators* (complain directly to the restaurant managers and talk to their friends and relatives about their experience unsatisfactory) and *spokespersons* (it is unlikely to complain but if they do negative word of mouth).

Lam and Tang (2003), identified four types of complaint behaviours in restaurants regarding their demographic characteristics: *personal actions, negative word of mouth, complaints to the restaurant managers and divulge or make it public*. Those who more were complained were young people with good education and high income.

According to Martin (2005), when it is inquired to respondents about their loyalty to a service provider, most of them not explain their problems with the company because they believe than problems are not significant, believe that the problem has no solution, do not know where to go to claim, and are afraid of reprisals. (Hepworth and Mateus, 1995).
From the above, it is inferred that the negative word of mouth is dealed as a specific complaint behaviour of the individual.

Intensity of the visit

Intensity of the visit is a combination of the number of visits and the frequency of them (Martin, 2005).

Repeated visits

The repetition of the visit can be an adequate indicator of subsequent visits (Reichheld, 1996).
Gitelson and Crompton (1984), collected five factors that contribute to re-visit a destination known: 1) perceived risk about the destination decreases, 2) familiarity with the resident population, 3) emotional relationship with the place, 4) living situations not experienced on previous occasions, and 5) showing the destination to acquaintances, friends or family.

Frequency of visit

Between two particular tourists, it will be more loyal to the destination who at equal or lesser number of visits, the length of time that elapses between the two visits is shorter (Martin, 2005).

Recommendation of the visit

The recommendation of a destination reflects a high degree of loyalty (Selnes, 1993), and it can be done in person or by phone or Internet (social media, blogs, chats, e-mails...) and produces a wave or halo effect (Gremler and Brown, 1999), known as viral marketing. When tourists make a recommendation, not merely they state that have received good service from the company, but they

put their own reputation on the line. Not only tourists recommend a particular service provider or a destination but they defend it against its detractors (Cross and Smith, 1995). This defense will be greater the higher emotional attachment exists between the tourist and the visited place (Hyun and Kim, 2012). There is a direct relationship too between the defense or advocacy of the company and maintaining the loyalty of existing customers, new customer recruitment and improved brand, company and destination image (Murray, 1991).

Positive word of mouth can be defined as a manifestation or dimension of consumer loyalty (Yoon and Uysal, 2005). Anderson (1998), warns that tourists highly dissatisfied or very satisfied are more likely to recommend or not recommend the visit to other consumers compared to less extreme tourists. And extremely dissatisfied tourists are more committed to the activity of WOM (word of mouth communication), than extremely satisfied. The relationship between satisfaction and WOM is linearly negative (popular belief), linearly positive (Holmes and Lett, 1977), or in the form of U (Anderson, 1998). The tourists satisfaction or dissatisfaction with a destination have influence in their subsequent behaviour (Kotler and Armstrong, 1994). Satisfied tourists are more likely to choose the destination again and more likely to commit and to perform a behaviour based on positive recommendations.

If as a result of the tourist loyalty, he makes a positive word of mouth to friends and family, it is become in a normative influence, so that, another tourist can take his decision based on that recommendation.

According Sparks (2007), subjected norm measurement is related to interpersonal barriers. Reference groups influence the travel behaviour or in the decision to travel to a famous region for its gastronomy. The subjective norm influences tourist behavioural intention (Lam and Hsu, 2006), and the cognitive component of destination image in the consumer (Beerli and Martin, 2004).

Dobele and Ward (2003), categorized word of mouth recommendations into five categories: *'Opinion Readers'* tourists who wish to be considered as a source of information for friends, relatives and colleagues, *'Passive Mercenaries'* provide information in exchange for a economic price, 'Helpful Friends' category similar to the first but without seeking recognition or be the center of attention, they simply want to help, 'reciprocators' provide information only if they also receive other cross information and *'closed mouth'*, tourists that assess the service quality silent and they savethat information for them.

Cooperation and participation

Sui and Baloglu (2003), Anderson and Narus (1990), y Hyun and Kim (2012), consider cooperation as a dimension of loyalty and define it as the willingness to help the food producer or company beyond what it alone would be able to do. That is, the tourist tries to collaborate with the service provider and

even they try to work together to achieve common goals. In other words, tourists voluntarily help the companies so that they develops a better performance and success in their business (Ok and Gwinner, 2010).

Cooperation is closely related to emotional attachment and trust. That is, the emotional attachment builds trust and this, in turn, positively affects the cooperation between the tourist and the company that provides him food tourist services (Macintosh, 2002). If the tourist buys directly from the primary or secondary producer of food is established a special relationship between service provider and tourists and the latter are regarded themselves as co-producers because they help with your purchase to the viability of a family business whose leaders are environment conscious and create jobs in rural areas and help to maintain biodiversity and artisan traditions of a particular area.

The tourist suggests service providers some improvements that they could make and he recommend to others the benefits that can be gained from the relationship with a particular supplier. According to Kim, Yoo and Lee (2012), cooperation means that tourists try to be kind, respectful and try to understand tourist employees and participation is a similar concept that refers to tourists or customers actively participate in company management suggesting improvements and complaining constructively of observed errors to help the service provider and contribute to global quality improvement.

Chapter 13

Situational loyalty, switching costs, investment cost, inertia, travel facilitator and inhibitors

Following the work of Oliver (1997), Oliver (1999b), and Rundle-Thiele (2005), there is a fifth dimension of loyalty, apart from the four most popular (cognitive, affective, conative, and behavioural loyalty). I am referring to the situational loyalty (repurchase behaviours by inertia), which acts as a moderator in the relationship between attitudinal and behavioural loyalty and between loyalty determinants and itself. After reviewing the literature I choose to define situational loyalty in two ways that do not conflict with each other.

On the one hand, situational loyalty means that the tourist is loyal to a destination even though the different contextual situations that may occur and the other hand it can also mean that the tourist is loyal only because it occurs a certain situation such as an emergency, a discount, to avoid switching risks, for lack of alternatives, or the influence of his reference group. Situational factors (physical, social, temporal setting, type of activity, etc.) are more important than personal factors when tourists make the decision to repeat a destination, repurchase a product or reuse a service (Chang, Khan and Tsai, 2011).

According to Dick and Basu (1994), in addition to situational moderator also social norms act as moderators between attitudinal and behavioural loyalty. For example, Li (2002), studied the behaviour of the diner in three different situations: eating alone in a restaurant, *eating with friends and eating with family.*

Belk (1975), classified the various situational characteristics that may occur in the restoration or food tourism context in five areas: *physical environment* (location, lighting ...), *social environment* (type of people here...), *time perspective* (when occurring the event, time of day, month, year ...), *definition of tasks or functions to be fulfilled at the event* (wedding banquet ...) *and antecedent states* (for example, momentary goods conditions). For example Sharyn Rundle-Thiele in his research entitled 'Elaborating customer loyalty: exploring loyalty to wine retailers' uses three items to measure situational loyalty:' I would buy wine from this retailer for a dinner with friends', 'I would buy wine from this retailer for a work dinner' and 'If I urgently needed a bottle of wine I would buy it from this retailer'.

The switching costs refers to technical, financial and psychological factors that complicate or raise the price brand change to a consumer and sunken costs are completed investments that they can not be recovered. For example, Okayasu, Nogawa and Morais (2010), identified five dimensions of resource investments: *love, status, information, services and money.* Both switching costs and sunked costs, are loyalty determinants (Lam et al., 2004). Other authors argue that sunked and switching costs are moderators of the relationship between perceived value, satisfaction and loyalty (Yang and Peterson, 2004). In contrast, for others researchers, sunked and switching costs are part of the loyalty as a more conative component (Lee, 2003).

It is important to note that the switching behaviour also refers to a decrease in purchases to a particular supplier (wallet share) and not just the change of service provider.

According to Han, Kim and Kim (2011), inertia acts as a moderator and it is a facilitator of action loyalty and an inhibitor or switching barrier about a provider or a brand. The inertia can occur for any of these reasons: passivity, lack of alternatives, convenience, habits, procrastination or lack of capacity for decision, avoid annoyances and investments in time, money and effort, friendly relationships with the provider, and so on.

According to Han, Back and Barrett (2009), switching barriers to exert a moderating effect and they can have a positive aspect (the tourist receives benefits to continue with the same service provider, he has good interpersonal relationships with employees of the company and this inhibits his change) or negative aspects (the consumer stays with the some company passively against his will, to avoid the costs of leaving the relationship with the supplier and not make up for the benefits, because no other alternatives are available or are not sufficiently attractive, thus, they can be considered falsely loyal consumers. This means that the relationship between satisfaction and loyalty is weakened when negative switching barriers are very high).

With respect to the latter, Han, Back and Kim (2011), in their study used two second-order constructs: positive and negative switching barriers. The first with two first-order constructs: *preferences and relational investment.* The negative switching barriers considered as first-order concepts were as follows: *switching costs and lack of alternatives.*

Citing other examples, Jen and Lu (2003) in their study switching barriers were considered as loyalty antecedents and they consist of three dimensions: switching costs (time, effort costs, money associated with change, startup costs, learning, contractual, search costs), attractiveness of alternatives (competitors offer better services) and interpersonal relationships between tourists and employees of food establishments. The price received (both monetary and non-monetary one), if they are too high can be a barrier, risk or sacrifice for tourists and they can be also indicators of tourist perceived value about their food experience. Other authors add another dimension to the switching barriers called 'service recovery' and that means the ability of tourist service provider to resolve the errors and get the tourists go back to be equal or more satisfied than if it there had been no failures, improving interpersonal relationships and thereby avoiding the tourist switching behaviour to another company.

Moreover, the barriers or inhibitors to make the trip or buy food, can be intrapersonal (tourist involvement, personality, lifestyle, religion, reference group influence, stress), interpersonal (interactions with other family members), and structural (lack of money, time, distance to destination, time of year, family life cycle) (Sparks, 2007). According to Li et al. (2011), in their study they developed four dimensions of the construct 'barriers': structural, cultural, information and knowledge barriers.

According to Han, Back and Barrett (2009), when consumers are not fully satisfied because of a negative emotional experience in a restaurant, they are still willing to revisit it because of *preferences*

(consumers prefer certain foods, menus, environments, prefer to eat with family, friends ...), *monetary reasons* (have gift checks, discount coupons or gift cards to spend on something), *non-monetary switching costs* (convenience, comfort, proximity ...), *relational investment* (they have a lot of confidence and know that the service provider will give them a good deal) *and the lack of alternatives* (no near any restaurant of the same features or higher ones).

Consumers can stay with your current restaurant despite unfavorable emotional experiences and low levels of satisfaction. Several authors use the constructs: perceived control and perceived risk by tourists rather than behaviour barriers or inhibitors. For example Chang (2011), used in their study five dimensions of perceived risk: *risk of communication or understanding at the destination, psychological risk, social riskl, health risk and risk of perceived value or lower value for money.*

Sönmez and Graefe (1998), proposed that the feeling of uncertainty or anxiety is more likely to be higher if people are immersed in an unknown environment to them, compared to normal circumstances, avoiding places where tourists perceive some risk most of the time but opposite can also occur, that is that tourists take more risks in the destination than in their routine life, looking very exciting experiences and trying the local cuisine that it is in certain places very new and different (Yüksel and Yüksel, 2002).

To foster loyalty it is therefore desirable to activate positive components of switching barriers developing better menus, better quality and variety ingredients, better presentation of the dishes and interior decoration, cleaning, create relational links, treating the customer in a special way, and so on (Jones, Mothersbaugh and Beatty, 2000).

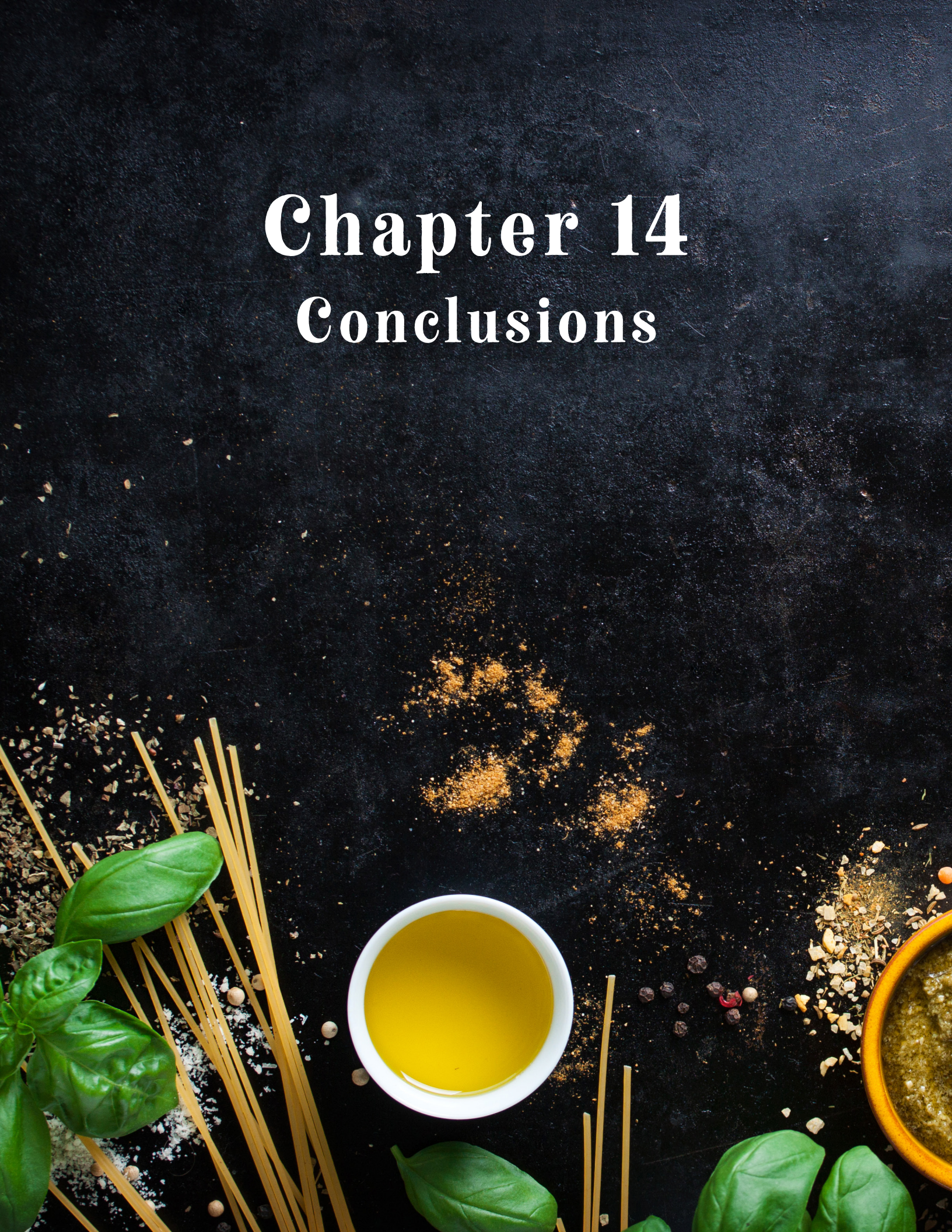
According to Kim (2009), the wallet share (proportion of visits to a destination or accommodation in relation to the total set of visits), it has some contingency variables (possibility of something happening), affecting the wallet share and thus having influence on behavioural loyalty , and refers to three switching costs: *costs of procedure* (money or economic costs, time, efforts and difficulties or assessment costs to find and adapt themselves to a new service provider), *costs of loss of profits* (loss of special treatment as reductions in the price, extra services, faster and more personalized), *and social switching costs* (loss of friendship with employees if the tourist changes his company by another).

Contingency variables also refer to four tourist intrinsic factors: *inertia, involvement, variety seeking and brand perceived heterogeneity*, and finally they refer to an competition factor: *attractive of alternatives.* 'Switching costs' are one of the categories within 'switching barriers', therefore, they are not synonymous with one another (Colgate and Lang, 2001), and besides switching costs may act as loyalty antecedents and not necessarily have to moderate relationships. In social switching costs, that is, in the supplier-tourist relationship some factors have been identified such as *'familiarity', 'care', 'friendship', 'rapport' and 'trust'* that are direct factors leading to tourist loyalty (Kim, Ok and Gwinner, 2010).

The inertia can be extrinsic or intrinsic. The extrinsic inertia is due to external factors such as lack of alternatives or unattractive alternatives, little heterogeneity of brands and the high cost of perceived switching (barriers).

Conversely intrinsic inertia refers to passivity or laziness of tourists, that is, they act because of an acquired habit. Tourists can change providers despite being satisfied due to tiredness, saturation, satiety, boredom, lack of motivation and tendency to search for variety (Anton, Waiter and Carrero, 2007).

Chapter 14
Conclusions



Interest in food tourism is growing and becoming seen as a core activity, an attraction and a full experience that can motivate tourists to travel and visit a specific destination and promote its identity and culture (Quan and Wang, 2004). Cuisine is becoming an essential component in tourism, as well as tourist motivations, and is a significant part of the decision making process when tourists choose a destination (Hall et al. 2003). However, although the number of food tourists is small, in proportion to the total of tourists from a country, the attractions in food tourism have a positive influence on promoting a country's tourist venues and are incentives to explore rural areas, where there are fewer attractions (McBoyle and McBoyle, 2008).

This critical review of the research of loyalty in food tourism has shown that there are more dimensions to loyalty than only revisiting and recommending to others, as claimed by most authors. In the same way, not only satisfaction is a critical determinant of loyalty but others also play an important role. I have also tried to improve the understanding of the concept 'loyalty' in a holistic manner, given its complexity and variability. Loyalty often does not occur because the products and services tourists wish to purchase are not available, or lack of effective communication by the destination means that they are not aware of food activities.

There are numerous events held in almost all locations, but they are directed to the resident people and are not accessible to visitors and tourists. The challenge is to inventory the food tourist resources and market them in food products, that is, activate them to the tourism, exploiting them in sustainable food routes. Another challenge is that differentiated quality food and traditional dishes should be readily available for tourists using all potential sales channels (360º Marketing). If the agro-food facilities and activities are not properly marketed, they do not serve as the tourists can't buy them and enjoy them and destination does not benefit economically from it.

I have found in reviewing that the six major journals that examine tourist loyalty are: *Tourism Management, Journal of Travel Research, Journal of Travel and Tourism Marketing, Annals of Tourism Research, International Journal of Hospitality Management, and Journal of Hospitality and Tourism Research.* And the main determinants of tourist loyalty obtained are: satisfaction, perceived quality, perceived value, motivation, destination image, previous experience and involvement.

Many studies conclude that high quality food is a decisive factor in the satisfaction and loyalty, as it produces an indelible memory in the experience of the tourist and they point out new trends and the importance of creating emotional connections to build loyalty in tourists. I have detected that satisfaction is not only important for build tourist loyalty. It imports above all the overall customer experience including loyalty, trust, perceived value and perceived quality.

The perceived value of a destination or particular establishment by tourists is multidimensional and can be approached from different points of view, such as the functional or utilitarian perceived value, and others such as social, emotional, epistemic, cultural, environmental, hedonic price monetary

or non-monetary perceived value, value for money (quality to price ratio), benefit-sacrifice ratio, perceived value of security, and also the reputation of the place visited. The physical and social attributes of the tourism product or experience are linked to consumer values (self-confidence, feelings of pleasure and belonging), and purchasing behaviour concerning a product choice and brand loyalty are the result of visitors' emotional attachment to the tourist experience.

Finally, as many authors argue, the trend is moving from a transactional orientation in marketing (destination image as a predictor of intention to visit and ongoing strategies to attract new clients), to a relational orientation (attachment to the destination as a predictor of revisiting it, strategies to retain current and former customers who participate and invest time and money in their relationship with the tourist firm). Thus, achieving or maintaining consumer loyalty is much more important than obtaining their satisfaction, and the destination marketing organizations have recently adopted both approaches, as they are compatible and complementary. Therefore, transactional and relational marketing for destinations are not independent, but are at either end of a continuum (Dwyer, Schurr and Oh, 1987).

If tourists are satisfied with the destination, they trust service providers, and hence they perceive high quality and their experience has brought a subjective value to him very important (for example, emotional value because they were there when were children), besides, they will be willing to pay more, recommend that destination and likely they will return to the same place for different activities or to a place other that is in the same destination. These loyalty determinants are complex and require multidimensional scaling to measure them. Recent research has considered components of loyalty some constructs that were in the past regarded as antecedents, for example, the intention not to complain, brand preferences, commitment, inertia, switching costs, and investment costs and travel facilitators and inhibitors.

Situational Loyalty is a little researched concept, at least with this same name or term, but there is no doubt that loyalty depends on the context and situation, so I can better explain tourist loyalty if to attitudinal and behavioural dimensions of loyalty I add a third dimension (situational loyalty). Other authors consider it as a moderating variable between attitudinal and behavioural loyalty. After reviewing the literature I choose to define situational loyalty in two ways that do not conflict with each other. On the one hand, situational loyalty means that the tourist is loyal to a destination even though the different contextual situations that may occur and the other hand it can also mean that the tourist is loyal only because it occurs a certain situation such as an emergency, a discount, to avoid switching risks, for lack of alternatives, or the influence of his reference group.

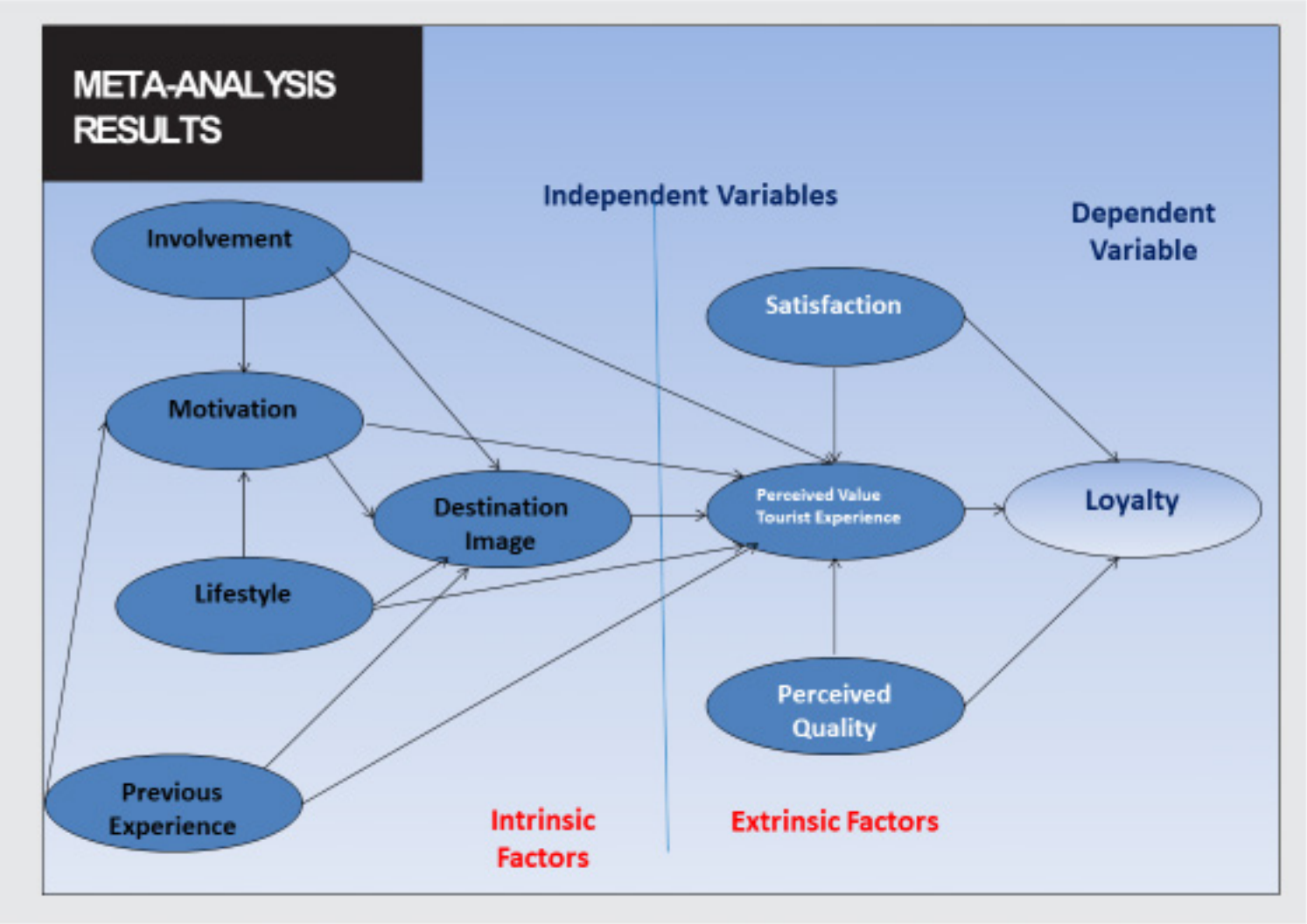
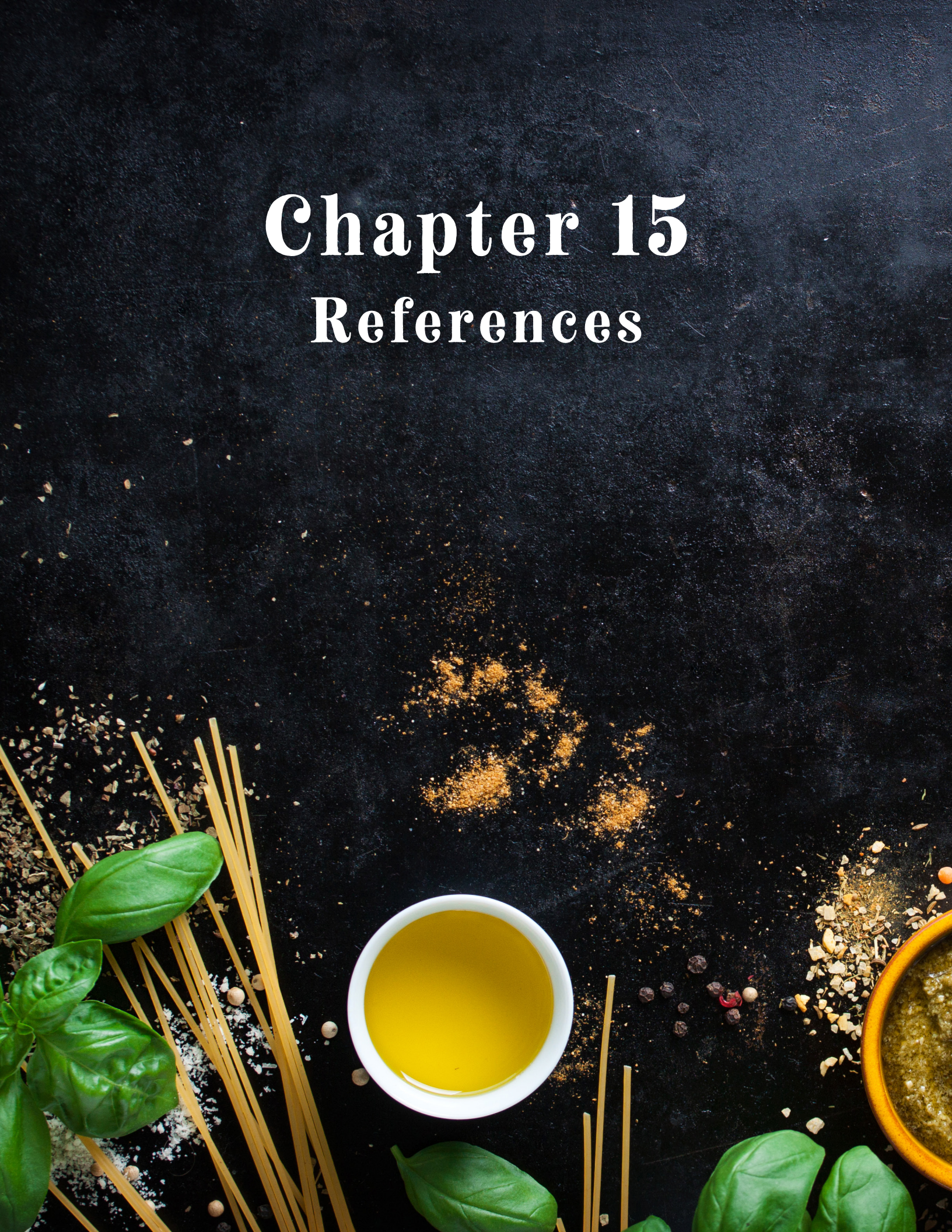


FIGURE 6. Meta-analysis results

Chapter 15
References



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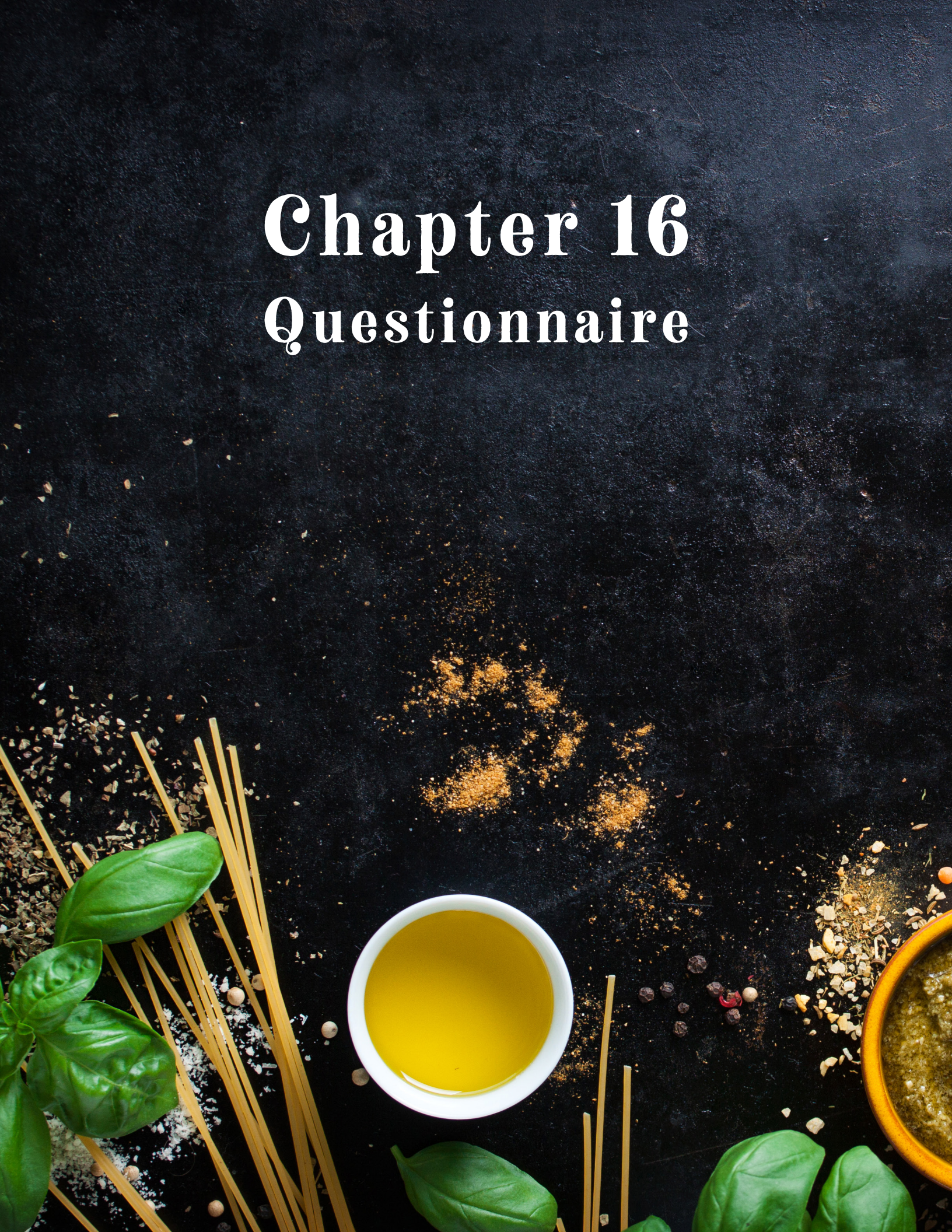
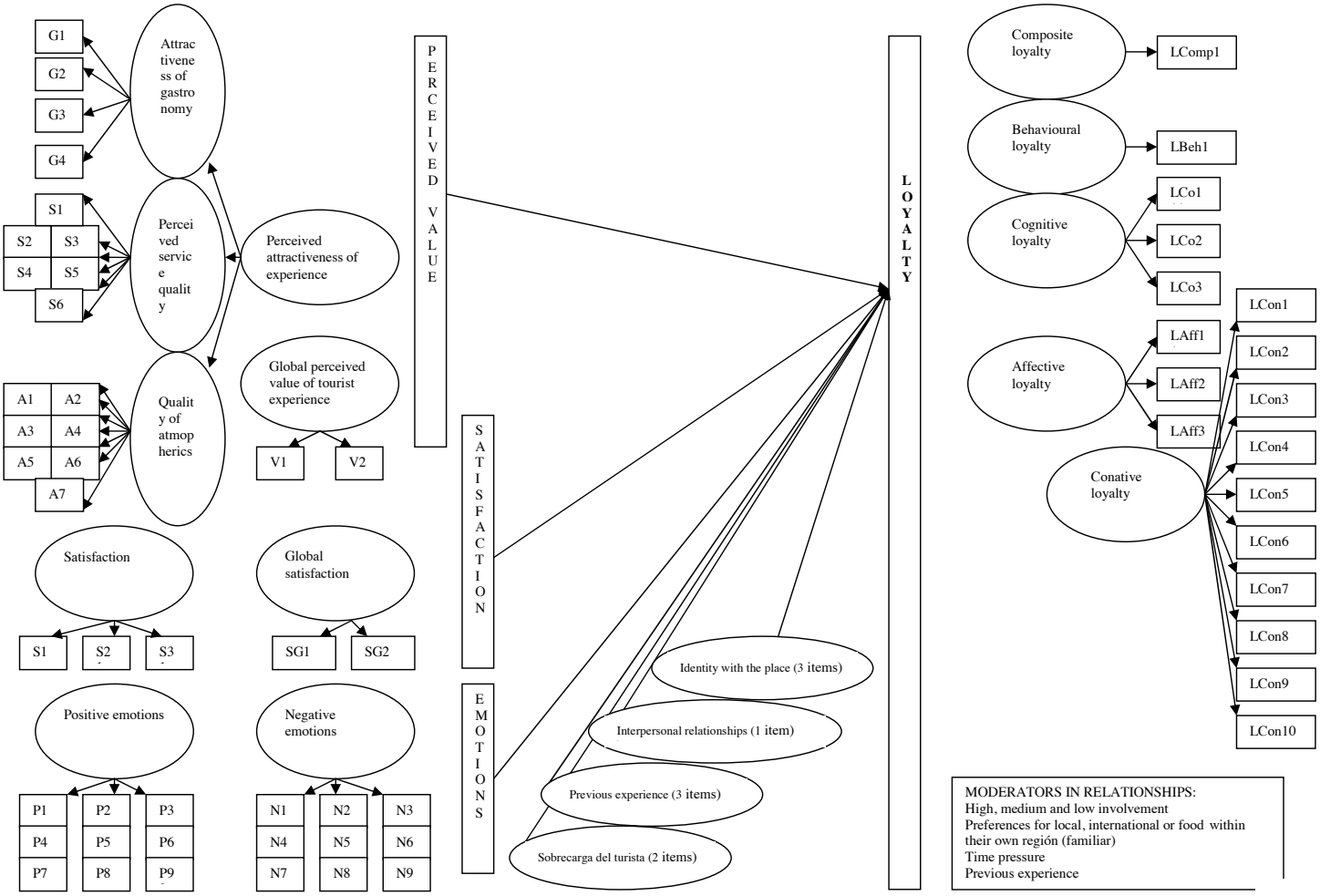
Chapter 16
Questionnaire




G1
G2
G3
G4
Attractiveness of gastronomy
S1
S2
S3
S4
S5
S6
Perceived service quality
Perceived attractiveness of experience
A1
A2
A3
A4
A5
A6
A7
Quality of atmospherics
Global perceived value of tourist experience
V1
V2
Satisfaction
S1
S2
S3
Global satisfaction
SG1
SG2
Positive emotions
P1
P2
P3
P4
P5
P6
P7
P8
P9
Negative emotions
N1
N2
N3
N4
N5
N6
N7
N8
N9
PERCEIVED VALUE
SATISFACTION
EMOTIONS
Identity with the place (3 items)
Interpersonal relationships (1 item)
Previous experience (3 items)
Sobrecarga del turista (2 items)
LOYALTY
Composite loyalty
LComp1
Behavioural loyalty
LBeh1
Cognitive loyalty
LCo1
LCo2
LCo3
Affective loyalty
LAff1
LAff2
LAff3
Conative loyalty
LCon1
LCon2
LCon3
LCon4
LCon5
LCon6
LCon7
LCon8
LCon9
LCon10
MODERATORS IN RELATIONSHIPS:
High, medium and low involvement
Preferences for local, international or food within their own región (familiar)
Time pressure
Previous experience

Hypothesis of the loyalty model in food tourism

H1: The tourist's perceived attractiveness about Aragonese gastronomy, influences their composite loyalty
H2: The tourist's perceived attractiveness about the Aragonese service quality, influences their composite loyalty
H3: The tourist's perceived attractiveness about the Aragonese atmospherics influences their composite loyalty
H4: The tourist's global perceived value influences their composite loyalty
H5: The tourist's overall satisfaction influences their composite loyalty
H6: The tourist's positive emotions influence their composite loyalty
H7: The tourist's negative emotions influence their composite loyalty
H8: The tourist's previous experience influences their composite loyalty
H9: The tourist's identity with the place influences his composite loyalty
H10: Tourists' interpersonal relationships influence their composite loyalty

H11: The tourist's perceived attractiveness about Aragonese gastronomy, influences their cognitive loyalty
H12: The tourist's perceived attractiveness about the Aragonese service quality, influences their cognitive loyalty
H13: The tourist's perceived attractiveness about the Aragonese atmospherics influences their cognitive loyalty
H14: The tourist's global perceived value influences their cognitive loyalty
H15: The tourist's overall satisfaction influences their cognitive loyalty
H16: The tourist's positive emotions influence their cognitive loyalty
H17: The tourist's negative emotions influence their cognitive loyalty
H18: The tourist's previous experience influences their cognitive loyalty
H19: The tourist's identity with the place influences his cognitive loyalty
H20: Tourists' interpersonal relationships influence their cognitive loyalty

H21: The tourist's perceived attractiveness about Aragonese gastronomy, influences their affective loyalty
H22: The tourist's perceived attractiveness about the Aragonese service quality, influences their affective loyalty
H23: The tourist's perceived attractiveness about the Aragonese atmospherics influences their affective loyalty
H24: The tourist's global perceived value influences their affective loyalty
H25: The tourist's overall satisfaction influences their affective loyalty
H26: The tourist's positive emotions influence their affective loyalty
H27: The tourist's negative emotions influence their affective loyalty
H28: The tourist's previous experience influences their affective loyalty
H29: The tourist's identity with the place influences his affective loyalty
H30: Tourists' interpersonal relationships influence their affective loyalty

H31: The tourist's perceived attractiveness about Aragonese gastronomy, influences their conative loyalty (resistance to change)
H32: The tourist's perceived attractiveness about the Aragonese service quality, influences their conative loyalty (resistance to change)
H33: The tourist's perceived attractiveness about the Aragonese atmospherics influences their conative loyalty (resistance to change)
H34: The tourist's global perceived value influences their conative loyalty (resistance to change)
H35: The tourist's overall satisfaction influences their conative loyalty (resistance to change)
H36: The tourist's positive emotions influence their conative loyalty (resistance to change)
H37: The tourist's negative emotions influence their conative loyalty (resistance to change)
H38: The tourist's previous experience influences their conative loyalty (resistance to change)
H39: The tourist's identity with the place influences his conative loyalty (resistance to change)
H40: Tourists' interpersonal relationships influence their conative loyalty (resistance to change)

H41: The tourist's perceived attractiveness about Aragonese gastronomy, influences their conative loyalty (intention to buy or visit again)
H42: The tourist's perceived attractiveness about the Aragonese service quality, influences their conative loyalty (intention to buy or visit again)
H43: The tourist's perceived attractiveness about the Aragonese atmospherics influences their conative loyalty (intention to buy or visit again)
H44: The tourist's global perceived value influences their conative loyalty (intention to buy or visit again)
H45: The tourist's overall satisfaction influences their conative loyalty (intention to buy or visit again)
H46: The tourist's positive emotions influence their conative loyalty (intention to buy or visit again)
H47: The tourist's negative emotions influence their conative loyalty (intention to buy or visit again)
H48: The tourist's previous experience influences their conative loyalty (intention to buy or visit again)
H49: The tourist's identity with the place influences his conative loyalty (intention to buy or visit again)
H50: Tourists' interpersonal relationships influence their conative loyalty (intention to buy or visit again)

H51: The tourist's perceived attractiveness about Aragonese gastronomy, influences their conative loyalty (preferences)
H52: The tourist's perceived attractiveness about the Aragonese service quality, influences their conative loyalty (preferences)
H53: The tourist's perceived attractiveness about the Aragonese atmospherics influences their conative loyalty (preferences)
H54: The tourist's global perceived value influences their conative loyalty (preferences)
H55: The tourist's overall satisfaction influences their conative loyalty (preferences)

H56: The tourist’s positive emotions influence their conative loyalty (preferences)
H57: The tourist’s negative emotions influence their conative loyalty (preferences)
H58: The tourist’s previous experience influences their conative loyalty (preferences)
H59: The tourist’s identity with the place influences his conative loyalty (preferences)
H60: Tourists’ interpersonal relationships influence their conative loyalty (preferences)

H61: The tourist's perceived attractiveness about Aragonese gastronomy, influences their conative loyalty (positive word and mouth)
H62: The tourist’s perceived attractiveness about the Aragonese service quality, influences their conative loyalty (positive word and mouth)
H63: The tourist’s perceived attractiveness about the Aragonese atmospherics influences their conative loyalty (positive word and mouth)
H64: The tourist’s global perceived value influences their conative loyalty (positive word and mouth)
H65: The tourist’s overall satisfaction influences their conative loyalty (positive word and mouth)
H66: The tourist’s positive emotions influence their conative loyalty (positive word and mouth)
H67: The tourist’s negative emotions influence their conative loyalty (positive word and mouth)
H68: The tourist’s previous experience influences their conative loyalty (positive word and mouth)
H69: The tourist’s identity with the place influences his conative loyalty (positive word and mouth)
H70: Tourists’ interpersonal relationships influence their conative loyalty (positive word and mouth)

H71: The tourist's perceived attractiveness about Aragonese gastronomy, influences their conative loyalty (complaints)
H72: The tourist’s perceived attractiveness about the Aragonese service quality, influences their conative loyalty (complaints)
H73: The tourist’s perceived attractiveness about the Aragonese atmospherics influences their conative loyalty (complaints)
H74: The tourist’s global perceived value influences their conative loyalty (complaints)
H75: The tourist’s overall satisfaction influences their conative loyalty (complaints)
H76: The tourist’s positive emotions influence their conative loyalty (complaints)
H77: The tourist’s negative emotions influence their conative loyalty (complaints)
H78: The tourist’s previous experience influences their conative loyalty (complaints)
H79: The tourist’s identity with the place influences his conative loyalty (complaints)
H80: Tourists’ interpersonal relationships influence their conative loyalty (complaints)

H81: The tourist's perceived attractiveness about Aragonese gastronomy, influences their conative loyalty (willingness to pay more)
H82: The tourist’s perceived attractiveness about the Aragonese service quality, influences their conative loyalty (willingness to pay more)
H83: The tourist’s perceived attractiveness about the Aragonese atmospherics influences their conative loyalty (willingness to pay more)
H84: The tourist’s global perceived value influences their conative loyalty (willingness to pay more)
H85: The tourist’s overall satisfaction influences their conative loyalty (willingness to pay more)
H86: The tourist’s positive emotions influence their conative loyalty (willingness to pay more)
H87: The tourist’s negative emotions influence their conative loyalty (willingness to pay more)
H88: The tourist’s previous experience influences their conative loyalty (willingness to pay more)
H89: The tourist’s identity with the place influences his conative loyalty (willingness to pay more)
H90: Tourists’ interpersonal relationships influence their conative loyalty (willingness to pay more)

H91: The tourist's perceived attractiveness about Aragonese gastronomy, influences their conative loyalty (intensification of experience)
H92: The tourist’s perceived attractiveness about the Aragonese service quality, influences their conative loyalty (intensification of experience)
H93: The tourist’s perceived attractiveness about the Aragonese atmospherics influences their conative loyalty (intensification of experience)
H94: The tourist’s global perceived value influences their conative loyalty (intensification of experience)
H95: The tourist’s overall satisfaction influences their conative loyalty (intensification of experience)
H96: The tourist’s positive emotions influence their conative loyalty (intensification of experience)
H97: The tourist’s negative emotions influence their conative loyalty (intensification of experience)
H98: The tourist’s previous experience influences their conative loyalty (intensification of experience)
H99: The tourist’s identity with the place influences his conative loyalty (intensification of experience)
H100: Tourists’ interpersonal relationships influence their conative loyalty (intensification of experience)

H101: The tourist's perceived attractiveness about Aragonese gastronomy, influences their behavioural loyalty
H102: The tourist’s perceived attractiveness about the Aragonese service quality, influences their behavioural loyalty
H103: The tourist’s perceived attractiveness about the Aragonese atmospherics influences their behavioural loyalty
H104: The tourist’s global perceived value influences their behavioural loyalty
H105: The tourist’s overall satisfaction influences their behavioural loyalty
H106: The tourist’s positive emotions influence their behavioural loyalty
H107: The tourist’s negative emotions influence their behavioural loyalty
H108: The tourist’s previous experience influences their behavioural loyalty
H109: The tourist’s identity with the place influences his behavioural loyalty
H110: Tourists’ interpersonal relationships influence their behavioural loyalty

HYPOTHESIS (MODERATING PROPOSITIONS IN THE RELATIONSHIPS)

M1: The relationship between global perceived value and composite loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M2: The relationship between global satisfaction and composite loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M3: The relationship between positive emotions and composite loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M4: The relationship between netative emotions and composite loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.

M5: The relationship between global perceived value and cognitive loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M6: The relationship between global satisfaction and cognitive loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M7: The relationship between positive emotions and cognitive loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M8: The relationship between netative emotions and cognitive loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.

M9: The relationship between global perceived value and affective loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M10: The relationship between global satisfaction and affective loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M11: The relationship between positive emotions and affective loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M12: The relationship between netative emotions and affective loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.

M13: The relationship between global perceived value and conative loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M14: The relationship between global satisfaction and conative loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M15: The relationship between positive emotions and conative loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M16: The relationship between netative emotions and conative loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.

M17: The relationship between global perceived value and behavioural loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M18: The relationship between global satisfaction and behavioural loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M19: The relationship between positive emotions and behavioural loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.
M20: The relationship between netative emotions and behavioural loyalty is moderated by the tourist's involvement (high, medium or low) about Aragonese gastronomy.

M21: The relationship between global perceived value and composite loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M22: The relationship between global satisfaction and composite loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M23: The relationship between positive emotions and composite loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M24: The relationship between negative emotions and composite loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).

M25: The relationship between global perceived value and cognitive loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M26: The relationship between global satisfaction and cognitive loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M27: The relationship between positive emotions and cognitive loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M28: The relationship between negative emotions and cognitive loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).

M29: The relationship between global perceived value and affective loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M30: The relationship between global satisfaction and affective loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M31: The relationship between positive emotions and affective loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M32: The relationship between negative emotions and affective loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).

M33: The relationship between global perceived value and conative loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M34: The relationship between global satisfaction and conative loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M35: The relationship between positive emotions and conative loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M36: The relationship between negative emotions and conative loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).

M37: The relationship between global perceived value and behavioural loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M38: The relationship between global satisfaction and behavioural loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M39: The relationship between positive emotions and behavioural loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).
M40: The relationship between negative emotions and behavioural loyalty is moderated by the tourist's preferences about the type of gastronomy (local; international; and familiar, that is, food within their own región).

M41: The relationship between global perceived value and composite loyalty is moderated by the tourist's time pressure (high and low).
M42: The relationship between global satisfaction and composite loyalty is moderated by the tourist's time pressure (high and low).
M43: The relationship between positive emotions and composite loyalty is moderated by the tourist's time pressure (high and low).
M44: The relationship between negative emotions and composite loyalty is moderated by the tourist's time pressure (high and low).

M45: The relationship between global perceived value and cognitive loyalty is moderated by the tourist's time pressure (high and low).
M46: The relationship between global satisfaction and cognitive loyalty is moderated by the tourist's time pressure (high and low).
M47: The relationship between positive emotions and cognitive loyalty is moderated by the tourist's time pressure (high and low).
M48: The relationship between negative emotions and cognitive loyalty is moderated by the tourist's time pressure (high and low).

M49: The relationship between global perceived value and affective loyalty is moderated by the tourist's time pressure (high and low).
M50: The relationship between global satisfaction and affective loyalty is moderated by the tourist's time pressure (high and low).
M51: The relationship between positive emotions and affective loyalty is moderated by the tourist's time pressure (high and low).
M52: The relationship between negative emotions and affective loyalty is moderated by the tourist's time pressure (high and low).

M53: The relationship between global perceived value and conative loyalty is moderated by the tourist's time pressure (high and low).
M54: The relationship between global satisfaction and conative loyalty is moderated by the tourist's time pressure (high and low).
M55: The relationship between positive emotions and conative loyalty is moderated by the tourist's time pressure (high and low).
M56: The relationship between negative emotions and conative loyalty is moderated by the tourist's time pressure (high and low).

M57: The relationship between global perceived value and behavioural loyalty is moderated by the tourist's time pressure (high and low).
M58: The relationship between global satisfaction and behavioural loyalty is moderated by the tourist's time pressure (high and low).
M59: The relationship between positive emotions and behavioural loyalty is moderated by the tourist's time pressure (high and low).
M60: The relationship between negative emotions and behavioural loyalty is moderated by the tourist's time pressure (high and low).

M61: The relationship between global perceived value and composite loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)
M62: The relationship between global satisfaction and composite loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)
M63: The relationship between positive emotions and composite loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)
M64: The relationship between negative emotions and composite loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)

M65: The relationship between global perceived value and cognitive loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)
M66: The relationship between global satisfaction and cognitive loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)

M67: The relationship between positive emotions and cognitive loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)
M68: The relationship between negative emotions and cognitive loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)

M69: The relationship between global perceived value and affective loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)
M70: The relationship between global satisfaction and affective loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)
M71: The relationship between positive emotions and affective loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)
M72: The relationship between negative emotions and affective loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)

M73: The relationship between global perceived value and conative loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)
M74: The relationship between global satisfaction and conative loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)
M75: The relationship between positive emotions and conative loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)
M76: The relationship between negative emotions and conative loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)

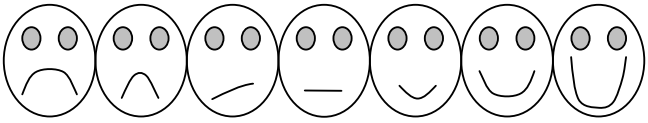
M77: The relationship between global perceived value and behavioural loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)
M78: The relationship between global satisfaction and behavioural loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)
M79: The relationship between positive emotions and behavioural loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)
M80: The relationship between negative emotions and behavioural loyalty is moderated by the level of experience and previous knowledge of the tourist (I have or do not have previous experience)

Estamos llevando a cabo un estudio sobre la percepción del turista acerca de la gastronomía típica aragonesa, la calidad de servicio de los establecimientos y eventos relacionados con la gastronomía y finalmente su percepción sobre Aragón como destino turístico gastronómico. Para ello, solicitamos su colaboración para contestar a las siguientes cuestiones, lo cual le llevará alrededor de 25 minutos. Le garantizamos la confidencialidad de las respuestas.

En el momento de rellenar esta encuesta ¿cuántos días lleva como turista en Aragón incluyendo el día de hoy?
¿Aragón es su destino principal, a pesar de que vaya otras regiones durante su viaje? SI-NO

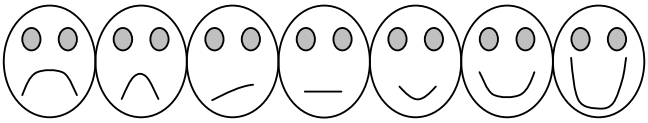
SECCIÓN 1
Para empezar, puntúe del 1 al 7 su nivel global de satisfacción con los siguientes tres aspectos de su visita (donde 1 es "horrible o muy insatisfecho" y 7 es "fascinado o deleitado").

1. La gastronomía típica aragonesa (materias primas, platos cocinados, tapas, bebidas…)



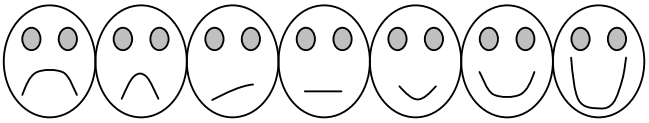
1 2 3 4 5 6 7

2. La calidad de servicio de los establecimientos y eventos gastronómicos aragoneses



1 2 3 4 5 6 7

3. El entorno o ambiente estético y funcional de los lugares visitados (paisajes, atracciones culturales, accesibilidad, rutas gastronómicas…)



1 2 3 4 5 6 7

SECCIÓN 2

A continuación le preguntaremos por las características de su viaje

4. ¿Cuál ha sido su principal propósito o motivo al visitar Aragón? (Señale una o varias indicando con un número el orden de preferencia siendo el 1 la razón principal)

- ☐ Turismo gastronómico
- ☐ Turismo cultural (ver monumentos)
- ☐ Turismo religioso
- ☐ Turismo urbano
- ☐ Turismo rural
- ☐ Turismo de naturaleza y/o aventura
- ☐ Turismo de nieve
- ☐ Turismo de salud
- ☐ Vacación de placer
- ☐ Negocios o asistir a reuniones
- ☐ Asistir a congresos, convenciones y exposiciones
- ☐ Visitar a amigos y parientes, residiendo con ellos
- ☐ Visitar a amigos y parientes, residiendo en otros alojamientos
- ☐ Como acompañante de otras personas
- ☐ Otros motivos (indicar) …….

……

5. Si ha elegido en la pregunta anterior "realizar turismo gastronómico" elija una o varias de estas opciones:

- ☐ Turismo gastronómico de restaurantes
- ☐ Turismo gastronómico de festivales y ferias
- ☐ Agroturismo (visita a granjas y casas rurales)
- ☐ Turismo gastronómico de tapeo por bares y calles
- ☐ Turismo gastronómico de bodegas y otras industrias
- ☐ Turismo gastronómico de jornadas, cursos, catas y degustaciones
- ☐ Otros (indicar)……

6. Indicar cuántas visitas ha realizado a Aragón incluyendo esta

☐ Una	☐ 6-10
☐ 2-5	☐ Más de 10
☐ 6-10	☐ Resido en Aragón

7. ¿Cuál ha sido el gasto **diario total aproximado por persona** efectuado durante su estancia en Aragón?

☐ Hasta 80 €	☐ 401-480 €
☐ 81-160 €	☐ Más de 480 €
☐ 161-240 €	☐ No sabe
☐ 241-320 €	☐ No contesta
☐ 321-400 €	

8. ¿Cuál ha sido el **gasto diario aproximado en comida y bebida por persona** incluyendo las entradas a eventos gastronómicos efectuado durante su estancia en Aragón?

☐ Hasta 20 €	☐ 101-120 €
☐ 21-40 €	☐ Más de 120 €
☐ 41-60 €	☐ No sabe
☐ 61-80 €	☐ No contesta
☐ 81-100 €	

9. ¿Cuál ha sido el tipo de viaje?

- ☐ Independiente
- ☐ Paquete turístico con todo incluido
- ☐ Paquete turístico en el que no está incluido todo

10. ¿Cuál ha sido la composición de su grupo de viaje?

- ☐ He viajado solo
- ☐ Familia con niños
- ☐ Con mi pareja o cónyuge
- ☐ Con amigos
- ☐ Con parientes
- ☐ Con socios o compañeros de trabajo
- ☐ Como miembro de una excursión organizada por una asociación o club

11. ¿Cuál ha sido el número de personas que ha viajado con usted?

☐ Yo solo	☐ 6-9 personas
☐ 2 personas	☐ 10 o más personas
☐ 3-5 personas	

12. ¿Cuál es la frecuencia con la que usted hace una vacación?

- ☐ Menos de una vez al año
- ☐ Una vez al año
- ☐ Dos veces al año
- ☐ Tres veces al año
- ☐ Alrededor de una vez al mes
- ☐ Más de una vez al mes (indicar)…….

13. ¿Cuál ha sido la duración de su estancia en Aragón?

Escapada	Vacación
☐ Menos de un día	☐ 5-8 días
☐ 1-2 días	☐ Alrededor de 2 semanas
☐ 3-4 días	☐ Alrededor de 3 semanas
	☐ Alrededor de un mes
	☐ Más de un mes

14. ¿Con cuánto tiempo por adelantado decidió realizar o reservar su vacación?

☐ Aragón es un lugar de paso dentro de mi viaje y decidí visitarlo

☐ Durante las últimas 24 horas

☐ Más de un día y menos de una semana

☐ Con una semana de antelación

☐ Más de una semana y menos de un mes

☐ 3 meses

☐ 6 meses

☐ 7-12 meses

☐ Con más de 12 meses de antelación

15. ¿En los últimos cinco años, en cuántos destinos diferentes ha estado de vacaciones? .....

SECCIÓN 3

Ahora, valore de 1 a 7 las siguientes afirmaciones tal como se indica en la escala de la derecha.

15. Mi experiencia gastronómica en términos de relación calidad-precio.	Extremada-mente baja ↔ Extremada-mente alta						
	1	2	3	4	5	6	7
16. Mi experiencia gastronómica ha merecido la pena en relación al dinero, tiempo y esfuerzo invertidos	Definitiva-mente no ↔ Definitiva-mente si						
	1	2	3	4	5	6	7
17. Siento que mis valores personales se reflejan en este destino	Totalmente en desacuerdo ↔ Totalmente de acuerdo						
	1	2	3	4	5	6	7
18. Siento que puedo ser yo mismo, cuando visito este destino	Totalmente en desacuerdo ↔ Totalmente de acuerdo						
	1	2	3	4	5	6	7
19. El estilo de vida característico de los aragoneses es lo que me atrajo para venir a esta región	Totalmente en desacuerdo ↔ Totalmente de acuerdo						
	1	2	3	4	5	6	7
20. He desarrollado una relación personal (empatía, afecto, confianza, amistad…) con los empleados de los establecimientos y/o eventos gastronómicos de Aragón	Totalmente en desacuerdo ↔ Totalmente de acuerdo						
	1	2	3	4	5	6	7
21. Los establecimientos gastronómicos de Aragón me han proporcionado experiencias sociales como conocer gente nueva y socializarme con ellos	Totalmente en desacuerdo ↔ Totalmente de acuerdo						
	1	2	3	4	5	6	7

Seguidamente valore de 1 a 7 las siguientes afirmaciones (1 totalmente en desacuerdo y 7 totalmente de acuerdo) en dos situaciones contextuales distintas A y B

	A) Degustar alimentos (comida y bebida) en excursiones y/o rutas gastronómicas…	B) El trato recibido por los proveedores de servicios turísticos gastronómicos…
22. … me ha hecho sentirme **alegre y contento**	Totalmente en desacuerdo ↔ Totalmente de acuerdo 1 2 3 4 5 6 7	Totalmente en desacuerdo ↔ Totalmente de acuerdo 1 2 3 4 5 6 7
23. … me ha hecho sentirme **entusiasmado y apasionado**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
… **mimado, entretenido, inspirado, agradecido**		
… **aventurero** (mi curiosidad ha dido satisfecha)		
… **renovado, liberado o fortalecido** (como un escape de la vida cotidiana)		
… ha aumentado **mi bienestar social y calidad de vida**		
24. … me ha hecho sentir **orgulloso**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
25. … me ha hecho sentirme **especial y muy apreciado (aceptado o valorado por los demás)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
26. … me ha hecho sentirme **encantado y satisfecho**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
27. … me ha hecho sentirme **relajado y tranquilo**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
28. … me ha hecho sentirme **sorprendido positivamente**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
29. … me ha hecho sentirme **divertido**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
30. … me ha hecho sentirme **deleitado o fascinado**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
31. … me ha hecho sentirme **triste o infeliz**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
32. … me ha hecho sentirme **aburrido**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
33. … me ha hecho sentirme **frustrado**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
34. … me ha hecho sentirme **disgustado**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
35. … me ha hecho sentirme **tenso, nervioso y acelerado**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
36. … me ha hecho sentirme **indiferente**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
37. … me ha hecho sentirme **sorprendido negativamente**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
38. … me ha hecho sentirme **avergonzado**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
38bis. … me ha hecho sentirme **arrepentido**		
39. … me ha hecho sentirme **enfadado o airado**	1 2 3 4 5 6 7	1 2 3 4 5 6 7

SECCIÓN 4

En esta sección comente las actividades gastronómicas realizadas durante su estancia en Aragón

40. Indique qué **alimentos** típicos aragoneses ha consumido durante su estancia. DOP= Denominación de origen protegida

- ☐ Borraja
- ☐ Vinos D.O y de Pago
- ☐ Cavas D.O
- ☐ Licores
- ☐ Aceite de oliva D.O.P
- ☐ Melocotón Calanda D.O.P
- ☐ Pan cañada/pintera
- ☐ Patata de Cella
- ☐ Trufa
- ☐ Jamón de Teruel D.O.P
- ☐ Quesos
- ☐ Cebolla Fuentes D.O.P
- ☐ Azafrán
- ☐ Alcaparras
- ☐ Arroz
- ☐ Embutidos
- ☐ Dulces
- ☐ Miel
- ☐ Conservas
- ☐ Tomate seco
- ☐ Aceitunas y encurtidos
- ☐ Frutas de proximidad/locales
- ☐ Otros (indicar)……

41. Indique qué **platos cocinados** típicos aragoneses ha consumido durante su estancia

- ☐ Ternasco de Aragón
- ☐ Pollo de corral chilindrón
- ☐ Bacalao ajoarriero
- ☐ Tortetas
- ☐ Manitas de cerdo
- ☐ Cardo con almendras
- ☐ Chireta
- ☐Conejo/huevos salmorrejo
- ☐ Carne de vacuno
- ☐ Potajes, recaos
- ☐ Mostillo
- ☐ Migas
- ☐ Judías boliches
- ☐ Bisaltos
- ☐ Verduras de proximidad/locales
- ☐ Otros (indicar)……

42. Indique qué **industrias agroalimentarias** ha visitado durante su estancia

- ☐ Bodegas
- ☐ Almazaras
- ☐ Queserías
- ☐ Secaderos de jamones
- ☐ Cerveceras
- ☐ Industrias lácteas
- ☐ Industrias cárnicas
- ☐ Pastelerías
- ☐ Conserveras
- ☐ Otras (indicar)……

43. Indique qué **otras actividades,** ha realizado durante su estancia

- ☐ Visita a granjas
- ☐ Agroturismo
- ☐ Pesca
- ☐ Caza
- ☐ Labores agrarias
- ☐ Labores ganaderas
- ☐ Visitas a museos
- ☐ Visita a ferias/mercados
- ☐ Festivales y eventos gastronómicos
- ☐ Talleres y escuelas de cocina, cata y degustación de alimentos
- ☐ Recolección de alimentos en el bosque (setas, trufas…)
- ☐ Rutas organizadas por el Ayuntamiento de Zaragoza (Saborea, Chocotour)
- ☐ Rutas organizadas por agencias de viaje (Bodegar, Enodestino)
- ☐ Otras (indicar)…

44. ¿Ha comprado **souvenirs gastronómicos** para regalar o consumirlos en su lugar de procedencia?

- ☐ Si
- ☐ No

45. ¿Considera que en Aragón existen alimentos (materias primas), platos cocinados, fiestas o eventos que no puede encontrar en otras regiones?

- ☐ Si
- ☐ No

46. Qué restaurantes recuerda en los que haya consumido gastronomía local

……
……

47. ¿**Dónde ha realizado** sus comidas y cenas? (Señale una o varias indicando con un número el orden de importancia siendo el 1 la opción más utilizada)

En mi alojamiento:

- ☐ Cocinando yo mismo
- ☐ En el restaurante del Hotel, Parador, Hospedería, Balneario, Parque Temático, Vivienda de Turismo Rural, Bodega u otra Industria.

Fuera de mi alojamiento:

- ☐ En restaurantes de comida rápida
- ☐ En restaurantes de nivel medio
- ☐ En restaurantes de alto nivel
- ☐ Al aire libre con bocadillos o comida de picnic
- ☐ En bares de tapas

48. Durante mi estancia, la gastronomía típica aragonesa ha estado presente**:**

- ☐ 1. Nunca
- ☐ 2. Casi nunca
- ☐ 3. Esporádicamente
- ☐ 4. Frecuentemente
- ☐ 5. Muy frecuentemente

A continuación, díganos cuáles son sus preferencias y su implicación como turista en relación con la gastronomía

49. Señale cuál de estas tres opciones coincide más con sus **preferencias** a la hora de comer, durante su estancia en Aragón

- ☐ Prefiero la gastronomía local aragonesa
- ☐ Prefiero la gastronomía internacional o globalizada
- ☐ Prefiero la gastronomía de mi región o país
- ☐ No lo sé

50. Señale cuál de estas tres opciones coincide más con su **implicación** y participación en temas gastronómicos

- ☐ Me considero un turista gastronómico, entusiasta y apasionado con alta implicación. Realizo viajes exclusivamente por su gastronomía y busco información de forma activa
- ☐ Me considero un turista gastronómico, no viajo únicamente por la gastronomía de una región pero si tiene una importancia significativa en mi viaje. Mi implicación es media y no busco información gastronómica de forma activa
- ☐ No me considero un turista gastronómico, estoy dispuesto a realizar actividades gastronómicas solo

si se me presenta la ocasión ya que mi implicación es baja

- ☐ No lo sé

SECCIÓN 5

Ya estamos terminando, valore estas afirmaciones de 1 a 7 (1 totalmente en desacuerdo y 7 totalmente de acuerdo)

Nota: se entiende por conveniencia: ubicación, horas de apertura al público, distancia corta, facilidad de aparcamiento…)

	Totalmente en desacuerdo ↔ Totalmente de acuerdo						
51**. Ya conocía** bastante la gastronomía típica aragonesa	1	2	3	4	5	6	7
52. Comparándome con una persona media, **estoy muy familiarizado** con actividades relacionadas con la gastronomía	1	2	3	4	5	6	7
52bis. Me considero una persona **con elevada experiencia** en actividades relacionadas con la gastronomía	1	2	3	4	5	6	7
53. **Ya he realizado** turismo gastronómico en otras muchas ocasiones	1	2	3	4	5	6	7
54. Mi estancia en Aragón la he vivido **sin prisas y con tranquilidad**	1	2	3	4	5	6	7
55. Durante mi estancia **he tenido tiempo** para realizar todo lo que tenía previsto hacer	1	2	3	4	5	6	7
56. Este destino ofrece una gastronomía típica, auténtica, diferenciada, original, innovadora y atractiva sensoriamente **(aroma, texture, taste, appearance o presentación)**	1	2	3	4	5	6	7
57. Este destino ofrece una gastronomía típica **con excelentes materias primas o ingredientes de alta calidad, seguros, sabrosos, frescos y saludables**	1	2	3	4	5	6	7
58. Este destino ofrece una gastronomía típica, diferenciada y **variada en tipos de alimentos y en técnicas culinarias**	1	2	3	4	5	6	7
59. En general, la gastronomía típica aragonesa **es respetuosa con el medio ambiente utilizando métodos productivos éticos, como la ecología, el bienestar animal y potenciando los productos locales y de proximidad**	1	2	3	4	5	6	7
60. La conducta de los empleados de los establecimientos y/o eventos gastronómicos **me inspira confianza**	1	2	3	4	5	6	7
61. Los empleados de los establecimientos y/o eventos gastronómicos **se preocupan por mis intereses y realizan una atención personalizada**	1	2	3	4	5	6	7
62. Los empleados de los establecimientos y/o eventos gastronómicos **tienen amplios conocimientos sobre los productos y servicios ofertados y también en idiomas**	1	2	3	4	5	6	7
63. Los empleados de los establecimientos y/o eventos gastronómicos **son amables y simpáticos**	1	2	3	4	5	6	7
64. Los establecimientos y/o eventos **ofrecen alta calidad y excelencia en sus productos y servicios y gozan de buena imagen y prestigio**	1	2	3	4	5	6	7
64bis. Los establecimientos gastronómicos participan en el reciclaje y en actividades pro-medio ambiente	1	2	3	4	5	6	7
65. Los establecimientos y/o eventos **ofrecen horarios de apertura convenientes y disponen de gastronomía local**	1	2	3	4	5	6	7
65bis. Los precios en los establecimientos turísticos de Aragón **me parecen justos**, racionales y apropiados	1	2	3	4	5	6	7
65'bis. En los establecimientos turísticos de Aragón se permiten diversos **métodos de pago convenientes** para mí (p.e tarjeta de crédito)	1	2	3	4	5	6	7
66. Los establecimientos y/o eventos poseen un entorno o ambiente **muy estético en la distribución, decoración y diseño de sus instalaciones**	1	2	3	4	5	6	7
67. Este destino gastronómico **ofrece atractivos naturales casi vírgenes y bellos paisajes**	1	2	3	4	5	6	7
68. Este destino gastronómico **ofrece diversidad y variedad de atracciones culturales e históricas (arquitecturas locales y únicas, tradiciones y costumbres, artesanía…)**	1	2	3	4	5	6	7
69. Este destino gastronómico **ofrece diversidad y variedad de eventos especiales y rutas gastronómicas con instalaciones y actividades para niños**	1	2	3	4	5	6	7
70. Este destino **ofrece una buena accesibilidad y señalización de lugares**	1	2	3	4	5	6	7
71. Este destino **posee buenas y atractivas infraestructuras e instalaciones (alojamientos, restaurantes, carreteras, aeropuertos, transporte público, actividades, compras…)**	1	2	3	4	5	6	7
72. Este destino **ofrece un buen ocio nocturno y entretenimiento**	1	2	3	4	5	6	7

Esta vez, valore de 1 a 7 las siguientes afirmaciones (1 "totalmente improbable" y 7 "casi seguro") en cuatro situaciones temporales distintas A, B, C y D.

	A) A muy corto plazo (en los próximos doce meses)	B) A corto plazo (en los próximos tres años)	C) A medio plazo (en los próximos cinco años)	D) A largo plazo (en los próximos diez años)
73. Señale cuál es la probabilidad de que revisite Aragón como destino gastronómico	Totalmente improbable ◄► Casi seguro 1 2 3 4 5 6 7	Totalmente improbable ◄► Casi seguro 1 2 3 4 5 6 7	Totalmente improbable ◄► Casi seguro 1 2 3 4 5 6 7	Totalmente improbable ◄► Casi seguro 1 2 3 4 5 6 7

Para finalizar, valore estas afirmaciones de 1 a 7 (1 "totalmente en desacuerdo" y 7 "totalmente de acuerdo")

74. Considero que si repito experiencias gastronómicas en Aragón me proporcionarán una **calidad superior** que si las comparo con las de otros destinos	1 2 3 4 5 6 7
75. Considero que si repito experiencias gastronómicas en Aragón **se desempeñarán mejor** que en ningún otro destino	1 2 3 4 5 6 7
76. Considero que si repito experiencias gastronómicas en Aragón, **sus características se adaptarán mejor a mis gustos**, si lo comparo con otros destinos	1 2 3 4 5 6 7
77. **Me gustaría** repetir experiencias gastronómicas en Aragón	1 2 3 4 5 6 7
78. Repetir experiencias gastronómicas en Aragón hará que **me sienta mejor**	1 2 3 4 5 6 7
79. Repetir mi experiencia gastronómica en Aragón me produciría **una impresión favorable** o actitud positiva hacia este destino	1 2 3 4 5 6 7
80. **Mi conducta ha sido hasta ahora fiel** a Aragón y su gastronomía ya que he revisitado Aragón y recomprado con cierta frecuencia determinados productos y servicios gastronómicos	1 2 3 4 5 6 7
81. **Aunque otro destino** gastronómico ofreciera precios más bajos en los productos y servicios gastronómicos recibidos, a pesar de ello, revisitaría Aragón	1 2 3 4 5 6 7
82. **Tengo intención de continuar** visitando Aragón como destino gastronómico, en un futuro	1 2 3 4 5 6 7
83. **Tengo intención de** continuar comprando gastronomía aragonesa cuando regrese a mi lugar de residencia	1 2 3 4 5 6 7
84**. Recomendaré** visitar Aragón como destino gastronómico a amigos, parientes y otros aunque no me pidan consejo.	1 2 3 4 5 6 7
85. **Si mi experiencia no ha sido enteramente positiva**, no continuaré utilizando los productos y servicios de los establecimientos y/o eventos aragoneses relacionados con la gastronomía, aunque previamente no me haya quejado al proveedor	1 2 3 4 5 6 7
86. **Yo escribiré mis experiencias gastronómicas** desfavorables y negativas en redes sociales y también a las autoridades si lo considerara necesario	1 2 3 4 5 6 7
87**. Yo continuaría viniendo** a este destino incluso **si los precios** de la gastronomía y las actividades relacionadas con ella **fueran mayores**	1 2 3 4 5 6 7
87bis. Si mi experencia gastronómica es positiva y mi valor percibido alto, **tendré la intención de volver y dejaré propinas**	1 2 3 4 5 6 7
87'bis. Cuando tomo la decisión de cenar afuera, considero que este restaurante **es una opción viable** muy a menudo	1 2 3 4 5 6 7
87''bis. Este restaurante **satisface mis necesidades** gastronómicas mejor que otros restaurantes comparables de servicio completo	1 2 3 4 5 6 7
87'''bis. Estoy interesado en probar varios platos de menú en este restaurante más que en otros restaurantes de servicio completo comparables	1 2 3 4 5 6 7
88. **Compraré souvenirs gastronómicos** en mi próxima visita (tanto para mí como para regalar a otros) en las tiendas de los establecimientos y/o eventos aragoneses relacionados con la gastronomía	1 2 3 4 5 6 7
89. **Yo colgaré en redes sociales** fotos e informaciones de mis experiencias gastronómicas	1 2 3 4 5 6 7
90. **Tendré recuerdos maravillosos** y nostálgicos de mi experiencia turística gastronómica	1 2 3 4 5 6 7
90bis. Transmitiré al proveedor de servicios **ideas o sugerencias nuevas** que se me ocurran y le haré saber mis críticas constructivas	1 2 3 4 5 6 7
91. Mi experiencia gastronómica ha hecho posible que esté feliz y **contento con mi decisión**	1 2 3 4 5 6 7
92. Mi experiencia gastronómica me ha hecho creer que **hice lo correcto**	1 2 3 4 5 6 7

SECCIÓN 6
Y por último hablaremos de sus datos personales:

93. ¿Cuál es su región y país de residencia habitual?
.....

94. ¿Cuál es su región y país de nacimiento?
.....

95. ¿Cuál es su sexo?

☐ Hombre ☐ Mujer

96. ¿Cuántos habitantes tiene la localidad donde reside habitualmente?

☐ Más de 10.000 ☐ Menos de 10.000

97. ¿Cuál es su edad?

☐ Menos de 18 ☐ 51-65
☐ 19-35 ☐ Más de 65
☐ 36-50

98. Si conoce los ingresos familiares, ¿podría decirnos en qué tramo salarial neto mensual considera que puede encontrarse su familia?

☐ De 0 a 2.000 € ☐ De 8.001 a 10.000 €
☐ De 2.001 a 4.000 € ☐ De 10.001 a 12.000 €
☐ De 4.001 a 6.000 € ☐ Más de 12.000 €
☐ De 6.001 a 8.000 € ☐ No lo sé

99. ¿Cuál es el tamaño de su unidad familiar?

☐ 2 o menos
☐ 3-5
☐ Más de cinco

100. ¿Cuál es su ocupación?

Empleado público:

☐ Directivo ☐ Operario
☐ Mando intermedio ☐ Trabajo en temas
☐ Técnico relacionados con la
☐ Otros…… gastronomía

No soy empleado público:

☐ Me encargo de la casa y el cuidado de los niños
☐ Directivo ☐ Estudiante
☐ Mando intermedio ☐ Desempleado
☐ Técnico ☐ Jubilado
☐ Operario ☐ Propietario de un negocio
☐ Otros ☐ Trabajo en temas
…… relacionados conla gastronomía

101. ¿Cuál es el nivel de estudios que ha terminado?

☐ Estudios primarios
☐ Educación secundaria para personas adultas
☐ Bachillerato
☐ Ciclos formativos de Formación Profesional
☐ Diplomatura universitaria
☐ Licenciatura universitaria

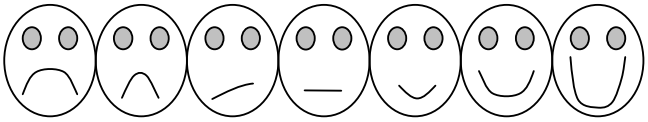
We are carrying out a study of tourists' perception about Aragon's local food and wine, quality of service of the establishments and food and wine-events and finally tourists's perception about Aragon as a gastronomic destination. For this, we are asking your collaboration to answer the following questions, which will take you about 25 minutes. We will guarantee the confidentiality of the answers.

At this moment, how many days do you take as a tourist in Aragon? …….

SECTION 1

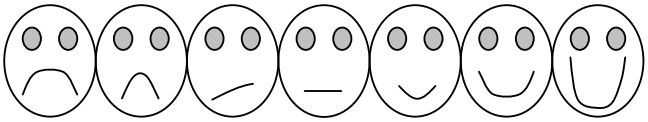
First of all, rate del 1 al 7 your overall level of satisfaction with the following three aspects ofyour visit (when 1 is "Terrible" and 7 is "Delighted").

1. The Aragon's typical food (ingredients, prepared meals, tapas, beberages…)



1 2 3 4 5 6 7

2. Service quality of the food events and establishments



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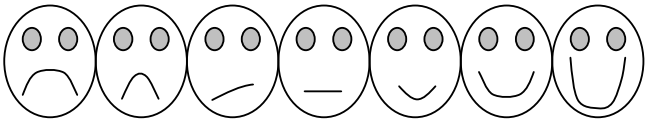
3. Aesthetic and functional atmosphere of the places visited (landscapes, cultural attractions, accessibility, food routes…)



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SECTION 2

Then, we will ask you for the characteristics of your trip

4. What has been the main purpose for visiting Aragón? (Tick one or more appropriate boxes, indicating by number 1 your main reason to travel) :

- ☐ Food tourism
- ☐ Cultural tourism (sightseeing)
- ☐ Religious tourism
- ☐ Urban tourism
- ☐ Rural tourism
- ☐ Adventure and nature tourim
- ☐ Snow tourism
- ☐ Health tourism
- ☐ Holiday and pleasure
- ☐ Business and meetings
- ☐ Conventions and exhibitions
- ☐ Visiting friends and relatives residing with them
- ☐ Visiting friends and relatives residing in other lodgings different from your friends and relatives
- ☐ Accompany a person
- ☐ Others (specify)……..

5. In case that you have pointed out the previous question "food tourism", choose one or more of these options

- ☐ Restaurant tourism
- ☐ Fair and festival tourism
- ☐ Agritourism or farm tourism
- ☐ Eating gourmet tapas in bars and streets
- ☐ Wine cellar and other agrifood industries tourism,
- ☐ Other (specify)…….

6. Specify how many times have you visited Aragón including this

- ☐ One
- ☐ 2-5
- ☐ 6-10
- ☐ 6-10
- ☐ More than 10
- ☐ I live in Aragón

7. What has approximately been per person daily total expenditure during your stay?

- ☐ Hasta 80 €
- ☐ 81-160 €
- ☐ 161-240 €
- ☐ 241-320 €
- ☐ 321-400 €
- ☐ 401-480 €
- ☐ Más de 480 €
- ☐ I don't know
- ☐ I don't answer

¿What has approximately been per person daily expenditure in food and beverage during your stay?

8. What has approximately been per person daily expenditure in food and beverage Turing your stay?

- ☐ Hasta 20 €
- ☐ 21-40 €
- ☐ 41-60 €
- ☐ 61-80 €
- ☐ 81-100 €
- ☐ 101-120 €
- ☐ Más de 120 €
- ☐ I don't know
- ☐ I don't answer

9. What has been the mode of travel?

- ☐ Independent travel
- ☐ All inclusive Packaged tour
- ☐ Partly inclusive Packaged tour

10. What has been the travel party type?

- ☐ Alone
- ☐ With spouse/husband
- ☐ With friends
- ☐ With relatives
- ☐ With family and kids
- ☐ With Business associates
- ☐ As a part of a motor coach tour or as a member of a Club

11. What has been the number of people in group?

- ☐ Alone
- ☐ 2 people
- ☐ 3-5 people
- ☐ 6-9 people
- ☐ 10 or more people

12. What is the frecuency of you taking a holiday?

- ☐ Less than once a year
- ☐ Once a year
- ☐ Twice a year
- ☐ Three times a year
- ☐ Once a month
- ☐ More than once a month (please specify)……..

13. What has been the length of stay in Aragón?

<u>Get away</u> <u>Holiday</u>

- ☐ Less than 1 day
- ☐ 1-2 days
- ☐ 3-4 days
- ☐ 5-8 days
- ☐ About 2 weeks
- ☐ About 3 weeks
- ☐ About 1 month
- ☐ More than 1 month

14. How long in advance booked Holiday or how far in advance did you decide on this pleasure trip?

- ☐ As I was passing by
- ☐ During the last 24 hours
- ☐ More than one day but less than one week ago
- ☐ One week ago
- ☐ More than one week but less than one month ago
- ☐ 3 months
- ☐ 6 months
- ☐ 7-12 months
- ☐ More than 12 months ago

SECTION 3
Now, value from 1 to 7 the following phrases as shown in the rigth scale

15. My food experience in terms of **value for money**	Extremely low value for money ↔ Extremely high value for money							
	1	2	3	4	5	6	7	
16. My food experience worth **my money, time and effort**	Definitely not worth it ↔ Definitely well worth it							
	1	2	3	4	5	6	7	
17. I feel **my personal values** are reflected in this destination	Extremely disagree ↔ Extremely agree							
	1	2	3	4	5	6	7	
18. I feel that **I can be myself** when I visit/am in this destination	Extremely disagree ↔ Extremely agree							
	1	2	3	4	5	6	7	
19. The distinctive lifestyle of this destination is something that attracted me here	Extremely disagree ↔ Extremely agree							
	1	2	3	4	5	6	7	
20. I have developped somewhat of a personal relationship such as **empathy, friendship, affection and trust,** with some employees from food events and establishments	Extremely disagree ↔ Extremely agree							
	1	2	3	4	5	6	7	
21. Aragon's food establishments have provided me with **social experiences** outsider the home such as meeting new people and socialize with them	Extremely disagree ↔ Extremely agree							
	1	2	3	4	5	6	7	

Then, value the following statements from 1 to 7 (1 "extremely disagree" and 7 "estremely agree") in two different contextual situations (Ay B)

	A) Tasting food and beverages in food routes and food tours…	B) The care received by service providers…

	Extremely disagree ↔ Extremely agree							Extremely disagree ↔ Extremely agree						
22. … makes me feel **joyful**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
23. … makes me feel **excited and enthused**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
… **pampered, entertained, invigorated, inspired, grateful**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
… **adventurous (satisfied your curiosity)**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
… **refreshed**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
… **has increased my social welfare and quality of life**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
24. … makes me feel **proud**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
25. … makes me feel **special and valued (acceptable to others)**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
26. … makes me feel **pleased**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
27. … makes me feel **relaxed**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
28. … makes me feel **pleasant surprised**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
29. … makes me feel **amused**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
30. … makes me feel **delighted**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
31. … makes me feel **sad or unhappy**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
32. … makes me feel **bored**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
33. … makes me feel **frustrated**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
34. … makes me feel **disgusted or upset**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
35. … makes me feel **tense, nervous and rushed**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
36. … makes me feel **indifferent** or unimpressed	1	2	3	4	5	6	7	1	2	3	4	5	6	7
37. … makes me feel **unpleasant surprised**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
38. … makes me feel **ashamed**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
39 bis. … makes me feel **regretful, uncomfortable**	1	2	3	4	5	6	7	1	2	3	4	5	6	7
39. … makes me feel **angry**	1	2	3	4	5	6	7	1	2	3	4	5	6	7

SECTION 4

In this section, tell us the **activities related to food** undertaken during your stay

40. Specify what *Aragon's* typical food and beverages you have consumed during your stay (AOC=Apellation of origin)

- ☐ Borage
- ☐ Wine Apellation-of-origin
- ☐ Sparkling wine AOC
- ☐ Spirits
- ☐ Olive oil AOC
- ☐ *Calanda's* peach AOC
- ☐ Bread *cañada/pintera*
- ☐ *Cella's* potato
- ☐ Truffle
- ☐ *Teruel's* ham AOC
- ☐ Cheese AOC
- ☐ *Fuentes*'s onion AOC
- ☐ Saffron
- ☐ Caper
- ☐ Rice
- ☐ Local fruit
- ☐ Honey
- ☐ Tinned/canned food
- ☐ Olives and pickles
- ☐ *Embutidos –to stuff-* (*longaniza, chorizo, morcilla, lomo embuchado, chireta*… a kind of sausages)
- ☐ Sweets *(mostillo, trenza de Almudévar, Coc de Fraga, castañas de mazapán, adoquines, frutas de Aragón, pastas, tortas, piedrecicas del calvario…)*
- ☐ Other (specify)……

41. Specify what *Aragon's* typical dishes you have consumed during your stay

- ☐ *Ternasco* (lamb)
- ☐ Local vegetable
- ☐ *Tortetas* (pig's blood)
- ☐ *Bacalao ajoarriero* (cod)
- ☐ Pig's trotters
- ☐ Carne de vacuno (beef)
- ☐ *Migas* (fried crumb)
- ☐ Bisaltos (a kind of peas)
- ☐ *Judías boliches* (bean)
- ☐ Dried tomato
- ☐ *Pollo de corral a la chilindrón* (Chicken)
- ☐ *Recaos*, *potajes* (legumes with vegetables, rice…)
- ☐ Cardo con almendras *(thistle with almonds)*
- ☐ Conejos y/o huevos al salmorrejo *(eggs/rabbit)*
- ☐ Other (specify)……

42. Specify what agrifood industries you have visited during your stay

- ☐ Wine cellars
- ☐ Mill for making olive oil
- ☐ Dairy industries
- ☐ Ham drying place
- ☐ Breweries
- ☐ Meat industries
- ☐ Pastry-making
- ☐ Canning industries
- ☐ Other (specify)……

43. Specify your participation in food activities during your stay

- ☐ Visit to farms
- ☐ Food-related museums
- ☐ Fishing
- ☐ Fairs/farmer's markets
- ☐ Farm labours
- ☐ Agritourism
- ☐ Food festivals and events
- ☐ Cooking schools and workshops, food and beverage tasting...
- ☐ Pick up truffles, mushrooms… in the forest
- ☐ Food and beverages routes planned by Zaragoza's Council (*Saborea*, *Chocotour*)
- ☐ Food and beverages routes planned by travel agencies (*Bodegar*, *Enodestino*)
- ☐ Other (specify)……

44. Have you purchased food **souvenirs** as a present, or to consume them in your place of origin?

- ☐ Yes
- ☐ No

45. Do you think that there are foods (ingredients, dishes, tapas...), parties and events that you can't find, in other destinations?

- ☐ Yes
- ☐ No

46. What restaurants do you remind where have you consumed local food?l

……
……
.

47. Where have you made your lunches, diners, breakfasts and snacks? (Tick one or more appropriate boxes, indicating by number 1 your main option):

In my accommodation:

- ☐ Cooking myself
- ☐ In the restaurant of the Hotel, *Parador* (State-run Hotel), *Hospedería*, Spa, Theme Park, *Vivienda de Turismo Rural* (Rural Tourism Housing), Wine Cellar and other agrifood industries

Out of my accommodation:

- ☐ In quick service/fast-food/chain restaurants
- ☐ In casual dining/mid-scale restaurants
- ☐ In fine dining/up-scale restaurants
- ☐ In Theme restaurants
- ☐ Outdoor eating picnic or snacks from groceries
- ☐ In *tapas* bars/public houses

48. Durante my stay, I have had access to Aragon's typical food

- ☐ Very frequently
- ☐ Frecuently
- ☐ Sporadically
- ☐ Almost never
- ☐ Never

Then, tell us your preferentes and your implication related to food and beverages

49. Specify which of these options you prefer

- ☐ I prefer Aragon's local food
- ☐ I prefer International and global food
- ☐ I prefer my region and country's food
- ☐ I don't know

50. Specify which of these options match up with your food and beverages involvement

- ☐ I consider myself a enthusiastic food tourist with a high food involvement. I look for food information

actively and I make trips because of food exclusively

- ☐ I consider myself a food tourist with a medium food involvement. I don't travel, because of food exclusively but it has a significant importance in my journey. I don't look for food information actively
- ☐ I don't consider myself, a food tourist and I have a low food involvement. I'm willing to make activities, related to food and beverages, only if get the chance to it.
- ☐ I don't know

SECTION 5

We are finishing, value the following statements from 1 to 7 (1 "extremely disagree" and 7 "estremely agree")

	Extremely disagree ↔ Extremely agree						
51. I describe myself as someone who is **knowledgeable about food**, beverages and cuisines	1	2	3	4	5	6	7
52. Compared to an average person, I am **very familiar with the activities related to food**, beverages and cuisines	1	2	3	4	5	6	7
52bis. I consider myself a person **with high experience** in activities related to gastronomy	1	2	3	4	5	6	7
53. I often **do** food tourism	1	2	3	4	5	6	7
54. I wasn't in a rush and I had **low level of stress** during my stay	1	2	3	4	5	6	7
55. During my stay **I had enough time** to do all the things expected of me	1	2	3	4	5	6	7
56. This destination offers original, typical, innovative, distinctive food, beverages and cuisines with attractive sensory attributes **(flavour, texture, taste, appearance)**	1	2	3	4	5	6	7
57. This destination **offers typical food**, beverages and cuisines with tasty, fresh, healthy safe, high-quality, outstanding ingredients	1	2	3	4	5	6	7
58. This destination offers **diversity of distinctive typical food** and cooking methods	1	2	3	4	5	6	7
59. Food, beverages and cuisines are **produced/packaged using ethical production methods (e.g. locally grown, sustainable, animal welfare, without child labour, organic...)**	1	2	3	4	5	6	7
60. The behaviour of employees of the establishments and food events **instills confidence in me**	1	2	3	4	5	6	7
61. The employees of the establishments and food events (staff) **have my best interests at heart and they carry out an appropriate personalization**	1	2	3	4	5	6	7
62. The employees of the establishments and food events **were knowledgeable about languages, products and services offered**	1	2	3	4	5	6	7
63. Service staff **are helpful and friendly**	1	2	3	4	5	6	7
64. The employees of the establishments and food events offer **high quality and excellence in products and services**	1	2	3	4	5	6	7
64bis. The food establishments **participate in recycling** and pro-environmental activities							
65. The employees of the establishments and food events offer **convenient opening hours and availability of local food**	1	2	3	4	5	6	7
65bis. The prices in the tourist establishments of Aragon **seem fair, rational and appropriate**	1	2	3	4	5	6	7
65'bis. In the tourist establishments of Aragón**, several convenient methods of payment** are allowed for me (eg credit card)	1	2	3	4	5	6	7
66. The establishments and food events offer **an atmosphere aesthetic in the layout, design and decoration of its facilities**	1	2	3	4	5	6	7
67. This food destination offers **unspoiled nature and attractive beatiful landscapes**	1	2	3	4	5	6	7
68. This food destination offers **diversity of /cultural/historical attractions (unique local architecture, tradition and customs, arts and crafts...)**	1	2	3	4	5	6	7
69. This food destination offers **diversity of special events and food and beverages routes with facilities for children**	1	2	3	4	5	6	7
70. This food destination offers **good accessibility of places and local food availability of places**	1	2	3	4	5	6	7
71. This food destination has **good and attractive infrastructure/facilities (accommodations, restaurants, roads, airports, public transport, activities, shopping...)**	1	2	3	4	5	6	7
72. This food destination offers good **night life and entertainment**	1	2	3	4	5	6	7

This time, value the following statements from 1 to 7 (1 "totally unlikely" and 7 "totally likely") at four different times (A, B, C and D)

	A) Very short term (in the next 12 months)	B) Short term (in the next 3 years)	C) Medium-term (in the next 5 years)	D) Long term (in the next 10 years)
73. Indicate what probability you have to revisit this food destination	Totally unlikely ◄► Almost certain 1 2 3 4 5 6 7	Totally unlikely ◄► Almost certain 1 2 3 4 5 6 7	Totally unlikely ◄► Almost certain 1 2 3 4 5 6 7	Totally unlikely ◄► Almost certain 1 2 3 4 5 6 7

To finish, value the following statements from 1 to 7 (1 "extremely disagree" and 7 "estremely agree")

	Extremely disagree ◄► Extremely agree
74. I believe if I repeat Aragon's food experiences provides me **superior quality** as compared to any other destinations	1 2 3 4 5 6 7
75. I believe if I repeat Aragon's food experiences will **perfom better** than any other destinations	1 2 3 4 5 6 7
76. I believe that features of Aragon's food experience if I repeat this destination **will be suited to what I like,** as compared to any other destinations	1 2 3 4 5 6 7
77. **I would love repeat** Aragon's food experiences	1 2 3 4 5 6 7
78. **I will feel better** if I repeat Aragon's food experiences	1 2 3 4 5 6 7
79. I will have **a favorable impression or positive attitude** of this destination if I repeat Aragon's food experiences	1 2 3 4 5 6 7
80. Overall, **my behaviour, so far, has been loyal to this food destination**, that is, I have revisited it and I have repurchased some Aragon's food products and services	1 2 3 4 5 6 7
81. **Even if another food destination was offering lower food products and services rate, I still would revisit this destination**	1 2 3 4 5 6 7
82. **I intend to continue** visiting this food destination, in the future	1 2 3 4 5 6 7
83. **I Intend. to continue purchasing Aragon's food and beverages when I return home**	1 2 3 4 5 6 7
84. **I will recommend** this food destination to my friends, relatives and others although they don't ask me some advice	1 2 3 4 5 6 7
85. If my food experience has not been entirely positive, **I have not continued to use the food products and services**, although I have not previously complained to the service provider	1 2 3 4 5 6 7
86. I will wrote uncomfortable experiences from certain food products and services in social media and **I will officially argue to authorities** if I consider necessary	1 2 3 4 5 6 7
87**. I would continue** to come to this food destintion even if the prices of the food products and services were higher	1 2 3 4 5 6 7
87bis. If my gastronomic experience is positive and my value is perceived as high, **I will intend to return and leave tips**	1 2 3 4 5 6 7
87'bis. When I make a dining out decision, I consider this restaurant **a viable choice** very often	1 2 3 4 5 6 7
87''bis. This restaurant **meets my dining needs** better than other comparable full-service restaurants	1 2 3 4 5 6 7
87'''bis. I am interested in **trying various menu items** in this restaurant more than in other comparable full-service restaurants (lealtad conativa, preferencias)	1 2 3 4 5 6 7
88. **I will buy food souvenirs next visit to me and to give others**	1 2 3 4 5 6 7
89**. I will post food photos and information in social media about my Aragon's food experiences**	1 2 3 4 5 6 7
90**. I will have wonderful memories** about my Aragon's food experiences	1 2 3 4 5 6 7
90bis. I will **transmit new ideas or suggestions** to the service provider and I will let you know my constructive criticism	1 2 3 4 5 6 7
91. **I am happy** about my decision to visit this food destination	1 2 3 4 5 6 7
92. **I believe I did the right** when I visited this food destination	1 2 3 4 5 6 7

SECTION 6
And finally, you tell us about your personal data:

93. What is your region and country of residence?
.....

94. What is your region and country of birth?
.....

95. What is your gender?

☐ Male ☐ Female

96. How many inhabitants are there in your town?

☐ Más de 10.000 ☐ Menos de 10.000

97. What is your age?

☐ Under 18 ☐ 51-65
☐ 19-35 ☐ Over 65
☐ 36-50

98. If you know monthly household income Could you tell us it?

☐ 0 -2.000 € ☐ 8.001-10.000 €
☐ 2.001-4.000 € ☐ De 10.001-12.000 €
☐ 4.001-6.000 € ☐ Above 12.000 €
☐ 6.001-8.000 € ☐ I don't know

99. What is the size of your household?

☐ 2 or less
☐ 3-5
☐ Over 5

100. What is your occupation?

Government employee:

☐ Manager ☐ Blue collar
☐ White collar ☐ I work in issues related to food
☐ Technical ☐ Other (specify)……

Non government employee:

☐ Homemaker ☐ Manager
☐ Student ☐ White collar
☐ Unemployed ☐ Technical
☐ Retired ☐ Blue collar
☐ Self-employed ☐ I work in issues related to food
☐ Business owner ☐ Other (specify)……

101. What is your education?

☐ Primary school or below
☐ Secondary education or high school
☐ Technical and vocational college
☐ University
☐ Postgraduate

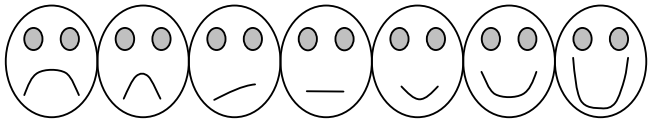
Stiamo svolgendo uno studio sulla percezione che ha il turista nei confronti della gastronomia tipica aragonese, la qualità del servizio offerto dagli stabilimenti e gli eventi relazionati con la gastronomia, così come la percezione di Aragona come destinazione turistico-gastronomica. A questo proposito richiediamo la Sua collaborazione e circa 25 minuti del Suo tempo per rispondere alle seguenti domande. Le risposte saranno completamente confidenziali e, come ringraziamento.

Al momento di completare questo questionario, Quanti giorni è rimasto in Aragona come turista, incluso oggi?

SEZIONE 1

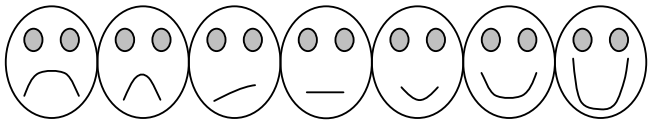
Per cominciare Le chiediamo di valutare da 1 a 7 il Suo livello globale di soddisfazione relativo ai seguenti tre aspetti della Sua visita (dove 1 sta per "orribile" e 7 "affascinante o delizioso"

1. La gastronomia tipica aragonese (materie prime, piatti cucinati, tapas, bevande…)



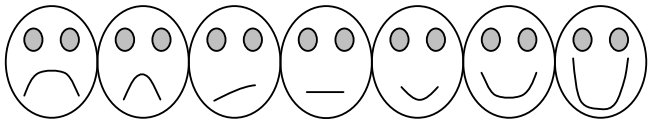
1 2 3 4 5 6 7

2. La qualità del servizio degli stabilimenti e gli eventi gastronomici aragonesi



1 2 3 4 5 6 7

3. L'atmosfera o ambiente estetico e funzionale dei posti visitati (paesaggi, attrazioni culturali, accessibilità, tour gastronomici…)



1 2 3 4 5 6 7

SEZIONE 2

Adesso Le chiederemo circa le caratteristiche del Suo viaggio

4. Qual era il motivo principale del Suo viaggio in Aragona? (Scelga una o varie opzioni indicando con i numeri l'ordine di preferenza, dove 1 è il motivo principale)

- ☐ Turismo gastronomico
- ☐ Turismo culturale (visitare monumenti)
- ☐ Turismo religioso
- ☐ Turismo urbano
- ☐ Turismo rurale
- ☐ Turismo di natura e/o avventura
- ☐ Turismo di neve
- ☐ Turismo di salute
- ☐ Vacanza di piacere
- ☐ Affari o incontri di lavoro
- ☐ Congressi, convenzioni e esposizioni
- ☐ Visitare amici e parenti, alloggiando da loro
- ☐ Visitare amici e parenti, alloggiando altrove
- ☐ Ho accompagnato altre persone
- ☐ Altro (specificare) …….

……

5. Se nella domanda precedente ha scelto "Turismo gastronomico", scelga una o varie delle seguenti opzioni:

- ☐ Turismo gastronomico da ristorante
- ☐ Turismo gastronomico da sagre e fiere
- ☐ Agriturismo (visitare fattorie e agriturismi)
- ☐ Turismo gastronomico di "tapas" in giro per bar e strade
- ☐ Turismo gastronomico in giro per cantine e altre industrie
- ☐ Turismo gastronomico di seminari, corsi, assaggi e degustazioni
- ☐ Altro (specificare)……

6. Indichi quante volte ha visitato Aragona includendo questa

- ☐ Una
- ☐ 2-5
- ☐ 6-10
- ☐ 6-10
- ☐ Più di 10
- ☐ Abito in Aragona

7. Qual è stata la **spesa totale (indicativamente) per giorno e per persona** durante il Suo soggiorno in Aragona?

- ☐ Fino a 80 €
- ☐ 81-160 €
- ☐ 161-240 €
- ☐ 241-320 €
- ☐ 321-400 €
- ☐ 401-480 €
- ☐ Più di 480 €
- ☐ Non so
- ☐ Non rispondo

8. Qual è stata la **spesa (indicativamente) in cibo e bevande per giorno e per persona**, incluso l'eventuale costo degli ingressi a eventi gastronomici durante il Suo soggiorno in Aragona?

- ☐ Fino a 20 €
- ☐ 21-40 €
- ☐ 41-60 €
- ☐ 61-80 €
- ☐ 81-100 €
- ☐ 101-120 €
- ☐ Più di 120 €
- ☐ Non so
- ☐ Non rispondo

9. Che tipo di viaggio ha scelto?

- ☐ Fai da te
- ☐ Pacchetto turistico tutto incluso
- ☐ Pacchetto turistico non tutto incluso

10. Com'era composto il Suo gruppo di viaggio?

- ☐ Viaggiavo da solo
- ☐ Famiglia con bambini
- ☐ Con il mio partner o coniuge
- ☐ Con amici
- ☐ Con parenti
- ☐ Con soci o colleghi di lavoro
- ☐ Come membro di una gita organizzata da un'associazione o club

11. Quante persone viaggiavano insieme a Lei?

- ☐ Ero da solo
- ☐ 2 persone
- ☐ 3-5 persone
- ☐ 6-9 persone
- ☐ 10 o più persone

12. Con quale frequenza fa una vacanza?

- ☐ Meno di una volta all'anno
- ☐ Una volta all'anno
- ☐ Due volte all'anno
- ☐ Tre volte all'anno
- ☐ Circa una volta al mese
- ☐ Più di una volta al mese (specificare)…….

13. Quanto è durato il Suo soggiorno in Aragona?

<u>Scappata</u> <u>Vacanza</u>

☐ Meno di un giorno
☐ 1-2 giorni
☐ 3-4 giorni
☐ 5-8 giorni
☐ Circa 2 settimane
☐ Circa 3 settimane
☐ Circa un mese
☐ Più di un mese

14. ¿Con quanto anticipo ha prenotato la Sua vacanza?

☐ Aragona è una regione di passaggio nel mio viaggio e ho deciso di visitarlo

☐ Nelle ultime 24 ore
☐ Più di un giorno e meno di una settimana
☐ Con una settimana di anticipo
☐ Più di una settimana e meno di un mese
☐ 3 mesi
☐ 6 mesi
☐ 7-12 mesi
☐ Con più di 12 mesi di anticipo

SEZIONE 3
Ora, valuti da 1 a 7 le seguenti affermazioni come indicato nella tabella a destra.

15. La mia esperienza gastronomica in termini di rapporto qualità-prezzo	Molto bassa ↔ Molto alta						
	1	2	3	4	5	6	7
16. La mia esperienza gastronomica è valsa la pena in rapporto ai soldi, tempo e impegno investiti	Assoluta-mente no ↔ Assoluta-mente si						
	1	2	3	4	5	6	7
17. Sento che i miei valori personali si riflettono in questo luogo	Assoluta-mente in disaccordo ↔ Assoluta-mente d'accordo						
	1	2	3	4	5	6	7
18. Mi sento me stesso quando visito questo luogo	Assoluta-mente in disaccordo ↔ Assoluta-mente d'accordo						
	1	2	3	4	5	6	7
19. Lo stile di vita caratteristico degli aragonesi mi ha portato a visitare questa regione	Assoluta-mente in disaccordo ↔ Assoluta-mente d'accordo						
	1	2	3	4	5	6	7
20. Ho sviluppato un rapporto personale con gli impiegati degli stabilimenti e/o eventi gastronomici di Aragona	Assoluta-mente in disaccordo ↔ Assoluta-mente d'accordo						
	1	2	3	4	5	6	7
21. Stabilimenti alimentari mi hanno fornito esperienze sociale, come incontrare nuove persone e socializzare con loro	Assoluta-mente in disaccordo ↔ Assoluta-mente d'accordo						
	1	2	3	4	5	6	7

Valuti adesso da 1 a 7 le seguenti affermazioni (1= totalmente in disaccordo e 7 = totalmente d'accordo) nelle due situazioni A e B

	A) La degustazione di alimenti (cibo e bevande) in gite e/o tour gastronomici…	**B) Il trattamento ricevuto dai fornitori di servizi…**

	Totalmente in disaccordo ↔ Totalmente d'accordo	Totalmente in disaccordo ↔ Totalmente d'accordo
22. … mi ha fatto sentire **allegro e felice**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
23. … mi ha fatto sentire **entusiasta e appassionato**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
24. … mi ha fatto sentire **orgoglioso**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
25. … mi ha fatto sentire **speciale e molto apprezzato**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
26. … mi ha fatto sentire **affascinato e soddisfatto**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
27. … mi ha fatto sentire **rilassato e tranquillo**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
28. … mi ha **sorpreso positivamente**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
29. … mi ha **divertito**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
30. … mi ha fatto sentire **deliziato**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
31. … mi ha fatto sentire **triste**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
32. … mi ha fatto sentire **annoiato**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
33. … mi ha fatto sentire **frustrato**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
34. … mi ha fatto sentire **infastidito e disgustato**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
35. … mi ha fatto sentire **teso e nervoso**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
36. … mi ha fatto sentire **indifferente**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
37. … mi ha **sorpreso negativamente**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
38. … mi ha fatto sentire **imbarazzato**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
39. … mi ha fatto sentire **arrabbiato**	1 2 3 4 5 6 7	1 2 3 4 5 6 7

SEZIONE 4

In questa sezione Le chiediamo di commentare le attività gastronomiche svolte durante il Suo soggiorno in Aragona

40. Indichi quali alimenti tipici aragonesi ha consumato durante il Suo soggiorno

- ☐ Borragine
- ☐ Vini D.O e di Pago
- ☐ Spumanti D.O.
- ☐ Liquori
- ☐ Olio D.O.P.
- ☐ Pesca di Calanda D.O.P.
- ☐ Pane cañada/pintera
- ☐ Patata di Cella
- ☐ Tartufo D.O.P
- ☐ Prosciutto di Teruel
- ☐ Formaggi D.O.P.
- ☐ Cipolla di Fuentes D.O.P
- ☐ Zafferano
- ☐ Capperi
- ☐ Riso
- ☐ Salumi / Insaccati
- ☐ Dolci
- ☐ Miele
- ☐ Conserva
- ☐ Olive e sottaceti
- ☐ Frutta del posto
- ☐ Altro (specificare)……

41. Indichi quali **piatti tipici** aragonesi ha consumato durante il Suo soggiorno

- ☐ Ternasco de Aragón (agnellino)
- ☐ Pollo ruspante chilindrón
- ☐ Baccalà ajoarriero (all'aglio)
- ☐ Tortetas
- ☐ Manitas (zampe di maiale)
- ☐ Cardo con le mandorle
- ☐ Chireta (trippa di agnello)
- ☐ Coniglio/uova salmoriglio
- ☐ Carne di bovino
- ☐ Potajes, recaos (zuppe di legumi)
- ☐ Mostillo (mosto con farina e frutta secca)
- ☐ Fagioli boliches
- ☐ Migas (pane saltato)
- ☐ Verdura del posto
- ☐ Bisaltos
- ☐ Altro (specificare)……
- ☐ Pomodoro desidratato

42. Indichi quali **industrie agroalimentari** ha visitato durante il Suo soggiorno

- ☐ Cantine
- ☐ Frantoi
- ☐ Di formaggi
- ☐ Essiccatoi di prosciutto
- ☐ Della birra
- ☐ Latterie
- ☐ Della carne
- ☐ Industrie pasticciere
- ☐ Conserviere
- ☐ Altro (specificare)……

43. Indichi quali **altre attività** ha realizzato durante il Suo soggiorno

- ☐ Visitare fattorie
- ☐ Agriturismo
- ☐ Pesca
- ☐ Caccia
- ☐ Lavori agrari
- ☐ Lavori con bestiame
- ☐ Visitare musei
- ☐ Visitare fiere/mercati
- ☐ Seminari di cucina, assaggi e degustazioni
- ☐ Raccolta di alimenti nel bosco (funghi, tartufo…)
- ☐ Gite organizzate dal Comune di Zaragoza (Saborea, Chocotour)
- ☐ Gite organizzate dalle agenzie di viaggio (Bodegar, Enodestino)
- ☐ Altro (specificare)…

44. ¿Ha comprato **prodotti gastronomici** per regalare o per consumare nel Suo luogo di origine?

- ☐ Si
- ☐ No

45. Ritiene che in Aragona ci siano alimenti (materie prime), piatti, feste o eventi che non possono essere trovati in altre regioni?

- ☐ Si
- ☐ No

46. In quali ristoranti ricorda di aver consumato gastronomia locale?
……
……

47. **Dove ha effettuato** i Suoi pranzi e cene? (Scelga una o varie risposte indicando con un numero l'ordine d'importanza, dove 1 è l'opzione più frequente)

Nel mio alloggio:

- ☐ Cucinavo io
- ☐ Nel ristorante dell'Albergo, Parador, Ostello, Balneario, Parco tematico, Alloggio di Turismo Rurale, Cantina o altra Industria.

Fuori dal mio alloggio:

- ☐ In ristoranti fast food
- ☐ In ristoranti di medio livello
- ☐ In ristoranti di alto livello
- ☐ All'aria aperta con panini o picnic
- ☐ In bar di tapas

48. Durante il mio soggiorno, la gastronomia tipica aragonese era presente**:**

- ☐ Con molta frequenza
- ☐ Con frequenza
- ☐ Sporadicamente
- ☐ Quasi mai
- ☐ Mai

Le chiediamo ora le Sue preferenze e la Sua implicazione come turista nei confronti della gastronomia

49. Quale di queste tre opzioni riflette meglio le Sue **preferenze,** per quanto riguarda il mangiare, durante il Suo soggiorno in Aragona?

- ☐ Preferisco la gastronomia locale aragonese
- ☐ Preferisco la gastronomia internazionale o globalizzata
- ☐ Preferisco la gastronomia della mia regione o paese
- ☐ Non lo so

50. Quale di queste tre opzioni riflette meglio la Sua **implicazione** e partecipazione in temi gastronomici?

- ☐ Mi considero un turista gastronomico, entusiasta e appassionato con alta implicazione. Viaggio esclusivamente per motivi gastronomici e cerco informazione in modo attivo.
- ☐ Mi considero un turista gastronomico, non viaggio solo ed esclusivamente per la gastronomia di una regione ma questa ha un'importanza rilevante nel mio viaggio. La mia implicazione è media e non cerco informazione gastronomica in modo attivo.
- ☐ Non mi considero un turista gastronomico, sono disposto a realizzare attività gastronomiche solo se mi si presenta l'occasione, la mia implicazione è bassa
- ☐ Non lo so

SEZIONE 5

Stiamo per finire, valuti ora le seguenti affermazioni da 1 a 7 (1= totalmente in disaccordo e 7= totalmente d'accordo)

	Totalmente in disaccordo ↔ Totalmente d'accordo
51**. Conoscevo già** abbastanza bene la gastronomia tipica aragonese	1 2 3 4 5 6 7
52. Rispetto ad una persona media, **sono abbastanza abituato** alle attività che riguardano la gastronomia	1 2 3 4 5 6 7
53. **Ho già realizzato** turismo gastronomico in molte occasioni	1 2 3 4 5 6 7
54. Ho vissuto il mio soggiorno in Aragona **senza fretta e con tranquillità**	1 2 3 4 5 6 7
55. Durante il mio soggiorno **ho avuto il tempo** di fare tutto quello che avevo previsto	1 2 3 4 5 6 7
56. Questa destinazione offre una gastronomia tipica originale innovativo che attrae sensorialmente **(profumo, consistenza, gusto, apparenza o presentazione)**	1 2 3 4 5 6 7
57. Questa destinazione offre una gastronomia tipica **con materie prime eccellenti o ingredienti sicuri e sani**	1 2 3 4 5 6 7
58. Questa destinazione offre una gastronomia caratteristica tipica **varia per quanto riguarda la tipologia degli alimenti e le tecniche culinarie**	1 2 3 4 5 6 7
59. In generale, la gastronomia tipica aragonese **rispetta il medio ambiente utilizzando metodi produttivi etici quali l'ecologia, il benessere degli animali e promuovendo i prodotti locali e vicini**	1 2 3 4 5 6 7
60. L'atteggiamento degli impiegati degli stabilimenti e/o eventi gastronomici **m'ispira fiducia**	1 2 3 4 5 6 7
61. Gli impiegati degli stabilimenti e/o eventi gastronomici **curano i miei interessi e forniscono un'attenzione personalizzata**	1 2 3 4 5 6 7
62. Gli impiegati degli stabilimenti e/o eventi gastronomici **hanno una grande conoscenza dei lingue prodotti e i servizi che offrono**	1 2 3 4 5 6 7
63. Gli impiegati degli stabilimenti e/o eventi gastronomici **sono gentili e amichevoli**	1 2 3 4 5 6 7
64. Gli stabilimenti e/o eventi **offrono alta qualità ed eccellenza nei loro prodotti e servizi**	1 2 3 4 5 6 7
65. Gli stabilimenti e/o eventi **offrono orari di apertura comodi**	1 2 3 4 5 6 7
66. Gli stabilimenti e/o eventi hanno un'atmosfera o ambiente **molto estetico per quanto riguarda la distribuzione, decorazione e design degli impianti**	1 2 3 4 5 6 7
67. Questa destinazione gastronomica **offre degli attrattivi naturali quasi vergini e dei bei paesaggi**	1 2 3 4 5 6 7
68. Questa destinazione gastronomica **offre diversità e varietà di attrazioni culturali e storiche (architettura locale, tradizioni e costumi, artigianato...)**	1 2 3 4 5 6 7
69. Questa destinazione gastronomica **offre diversità e varietà di eventi e tour gastronomici con giochi per bambini**	1 2 3 4 5 6 7
70. Questa destinazione **offre buona accessibilità e segnaletica**	1 2 3 4 5 6 7
71. Questa destinazione **possiede infrastrutture buone e attraenti (alloggi, strade, aeroporti, transporto pubblico, shopping, attività…)**	1 2 3 4 5 6 7
72. Questa destinazione **offre un ambiente notturno piacevole e divertente**	1 2 3 4 5 6 7

Valuti adesso da 1 a 7 le seguenti affermazioni (1= totalmente improbabile e 7= totalmente probabile) in quattro situazioni temporali diverse A, B, C e D.

	A) A brevissimo termine (nei prossimi dodici mesi)	**B) A breve termine (nei prossimi tre anni)**	**C) A medio termine (nei prossimi cinque anni)**	**D) A lungo termine (nei prossimi dieci anni)**
73. Señale cuál es la probabilidad de que revisite Aragón como destino gastronómico	Totalmente improbabile ↔ Quasi certamente 1 2 3 4 5 6 7	Totalmente improbabile ↔ Quasi certamente 1 2 3 4 5 6 7	Totalmente improbabile ↔ Quasi certamente 1 2 3 4 5 6 7	Totalmente improbabile ↔ Quasi certamente 1 2 3 4 5 6 7

SECCIÓN 6

Per finire, valuti le seguenti affermazioni da 1 a 7 (1= totalmente in disaccordo e 7= totalmente d'accordo)

74. Ritengo che se dovessi avere nuove esperienze gastronomiche in Aragona avrò una **qualità superiore** in confronto con altre destinazioni	1	2	3	4	5	6	7
75. Ritengo che se dovessi avere nuove esperienze gastronomiche in Aragona **si svolgeranno meglio** che in qualsiasi altra destinazione	1	2	3	4	5	6	7
76. Ritengo che se dovessi avere nuove esperienze gastronomiche in Aragona, **le sue caratteristiche si adegueranno meglio ai miei gusti,** in confronto con altre destinazioni	1	2	3	4	5	6	7
77. **Mi piacerebbe** avere nuove esperienze gastronomiche in Aragona	1	2	3	4	5	6	7
78. Avere nuove esperienze gastronomiche in Aragona **mi farà sentire meglio**	1	2	3	4	5	6	7
79. Avere una nuova esperienza gastronomica in Aragona mi farebbe **un'impressione favorevole** o attitudine positiva verso questa destinazione	1	2	3	4	5	6	7
80. **Finora ho avuto un comportamento fedele verso Aragona e la sua gastronomia** dato che ho rivisitato Aragona e ho ricomprato con una certa frequenza alcuni prodotti e servizi gastronomici	1	2	3	4	5	6	7
81. **Anche se un'altra destinazione** gastronomica offrisse prezzi più bassi per i prodotti e servizi gastronomici, visiterei comunque Aragona	1	2	3	4	5	6	7
82. **Ho intenzione di continuare a visitare** Aragona come destinazione gastronomica in un futuro	1	2	3	4	5	6	7
83. **Ho intenzione di continuare ad acquistare** gastronomia aragonese quando tornerò al mio luogo di residenza	1	2	3	4	5	6	7
84. **Suggerirò** di visitare Aragona come destinazione gastronomica a amici, parenti e altre persone anche se non mi chiedono consiglio	1	2	3	4	5	6	7
85. **Se la mia esperienza non è stata totalmente positiva**, non utilizzerò più i prodotti e servizi degli stabilimenti e/o eventi aragonesi riguardanti la gastronomia, anche se non mi sono lamentato con il fornitore di servizi	1	2	3	4	5	6	7
86. **Scriverò le mie esperienze gastronomiche negative** sui social network e le farò presenti anche alle autorità se lo ritenessi opportuno	1	2	3	4	5	6	7
87. **Continuerei a visitare questa destinazione** anche **se i prezzi** della gastronomia e le attività relazionate **fossero più alti**	1	2	3	4	5	6	7
88. **Comprerò prodotti gastronomici** nella mia prossima visita (sia per me sia per regalarli ad altri) nei negozi degli stabilimenti e/o eventi gastronomici aragonesi	1	2	3	4	5	6	7
89. **Pubblicherò nei social network** foto e informazioni sulle mie esperienze gastronomiche	1	2	3	4	5	6	7
90**. Avrò ricordi meravigliosi** e sarò nostalgico della mia esperienza turistica gastronomica	1	2	3	4	5	6	7
91. La mia esperienza gastronomica mi ha fatto essere felice e **contento della mia decisione**	1	2	3	4	5	6	7
92. La mia esperienza gastronomica mi ha convinto di aver **fatto la cosa giusta**	1	2	3	4	5	6	7

SEZIONE 7
Le chiediamo infine i Suoi dati personali:

93. Qual è la Sua regione e paese di residenza abituale?
.....

94. Qual è la Sua regione e paese di nascita?
.....

95. Qual è il Suo sesso?

☐ Maschio ☐ Femmina

96. Quanti abitanti ha il Suo comune di residenza abituale?

☐ Più di 10.000 ☐ Meno di 10.000

97. Qual è la Sua età?

☐ Meno di 18 ☐ 51-65
☐ 19-35 ☐ Più di 65
☐ 36-50

98. Se conosce il reddito famigliare, potrebbe dirci in quale fascia di stipendio mensuale netto ritiene che si trovi la Sua famiglia?

☐ Da 0 a 2.000 € ☐ Da 8.001 a 10.000 €
☐ Da 2.001 a 4.000 € ☐ Da 10.001 a 12.000 €

☐ Da 4.001 a 6.000 €
☐ Più di 12.000 €
☐ Da 6.001 a 8.000 €
☐ Non lo so

99. Qual è la dimensione della tua famiglia?

☐ Meno di 2
☐ 3-5
☐ Più di 5

100. Di cosa si occupa?

Impiegato pubblico:

☐ Dirigente o capo
☐ Quadro
☐ Tecnico
☐ Operaio
☐ Lavoro in ambito gastronomico

Non sono impiegato pubblico:

☐ Dirigente
☐ Quadro
☐ Tecnico
☐ Operaio
☐ Altro ……
☐ Studente
☐ Disoccupato
☐ Pensionato
☐ Imprenditore
☐ Lavoro in ambito gastronomico
☐ Mi occupo della casa e dei bambini

101. Qual è il Suo livello d'istruzione?

☐ Scuola elementare
☐ Scuola secondaria
☐ Liceo
☐ Formazione Professionale
☐ Diploma di laurea
☐ Laurea universitaria

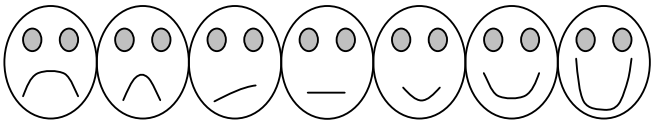
Nous sommes en train de réaliser une étude sur la perception de la gastronomie aragonaise par les touristes, la qualité de service des établissements et évenements en relation avec la gastronomie et plus géneralement la perception de l'Aragon comme destination touristique gastronomique. Nous sollicitons pour cela votre participation en répondant aux questions ci-dessous, nécessitant 15 à 20 minutes de votre temps.
Nous vous garantissons la confidentialité de vos réponses.

Au moment de remplir ce questionnaire, combien de jours avez-vous consacré au tourisme en Aragon ?

SECTION 1

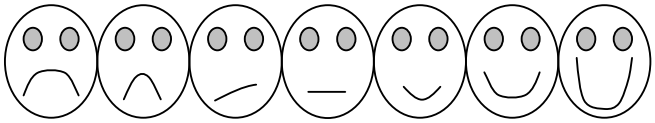
Pour commencer, notez de 1 à 7 votre niveau global de satisfaction avec les trois aspects suivants de votre visite (1 correspondant à "très insatisfait" et 7 "enchanté").

1. La gastronomie typique aragonaise (matières premières, plats cuisinés, tapas, boissons ...



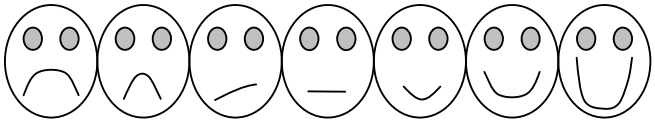
1 2 3 4 5 6 7

2. La qualité de service des établissements et événements gastronomiques aragonais



1 2 3 4 5 6 7

3. L'environnement ou ambiance esthétique et fonctionnelle des lieux visités (paysages, attractions culturelles, accessibilité, parcours gastronomiques…)



1 2 3 4 5 6 7

SECTION 2

Concernant les caractéristiques de votre voyage

4. Quelle a été votre principale motivation ou raison de visiter l'Aragon? (Indiquez une ou plusieurs raisons en la numérotant par ordre de préférence, le chiffre 1 étant la raison principale)

- ☐ Tourisme gastronomique
- ☐ Tourisme culturel (voir les monuments)
- ☐ Tourisme religieux
- ☐ Tourisme urbain
- ☐ Tourisme rural
- ☐ Tourisme de nature et/ou aventure
- ☐ Tourisme de neige
- ☐ Tourisme de santé
- ☐ Vacances plaisirs
- ☐ Business ou réunions
- ☐ Assister à des congrès, conventions et expositions
- ☐ Rendre visite à des amis ou parents, en logeant chez eux
- ☐ Rendre visite à des amis ou parents, avec hébergements distincts
- ☐ Comme accompagnateur d'autres personnes
- ☐ Autres raisons (précisez) ……..

……

5. Si, à la question précédente, vous avez répondu "tourisme gastronomique", choisissez une ou plusieurs de ces options:

- ☐ Tourisme gastronomique de restaurants
- ☐ Tourisme gastronomique de festivals et foires
- ☐ Agrotourisme (visite de fermes et maisons rurales)
- ☐ Tourisme gastronomique de tapas de bars et de rues
- ☐ Tourisme gastronomique de caves à vins et autres industries agroalimentaires
- ☐ Tourisme gastronomique d'étapes, cours et dégustations
- ☐ Autres (précisez)……

6. Indiquez combien de voyages vous avez fait en Aragon en incluant celui-ci

- ☐ Un
- ☐ 2-5
- ☐ 6-10
- ☐ 6-10
- ☐ Plus de 10
- ☐ Je réside en Aragon

7. Quelle a été votre **dépense totale journalière par personne** lors de votre séjour en Aragon ?

- ☐ Jusqu'à 80 €
- ☐ 81-160 €
- ☐ 161-240 €
- ☐ 241-320 €
- ☐ 321-400 €
- ☐ 401-480 €
- ☐ Plus de 480 €
- ☐ Vous ne savez pas
- ☐ Vous ne répondez pas

8. Quelle a été la **dépense journalière approximative en nourriture et boissons par personne** en incluant la participation à des événements gastronomiques lors de votre séjour en Aragon ?

- ☐ Jusqu'à 20 €
- ☐ 21-40 €
- ☐ 41-60 €
- ☐ 61-80 €
- ☐ 81-100 €
- ☐ 101-120 €
- ☐ Plus de 120 €
- ☐ Vous ne savez pas
- ☐ Vous ne répondez pas

9. Quel type de voyage avez-vous fait ?

- ☐ Indépendant
- ☐ Voyage à forfait
- ☐ Paquet touristique dans lequel tout n'était pas inclus

10. Quelle était la composition de votre groupe de voyage ?

- ☐ J'ai voyagé seul(e)
- ☐ Famille avec enfant(s)
- ☐ En couple
- ☐ Avec des amis
- ☐ Avec des parents
- ☐ Avec des associés ou collègues de travail
- ☐ Comme membre d'une excursion organisée par une association ou club

11. Quel était le nombre de personnes voyageant avec vous ?

- ☐ Moi seul(e)
- ☐ 2 personnes
- ☐ 3-5 personnes
- ☐ 6-9 personnes
- ☐ 10 personnes ou plus

12. A quelle fréquence partez-vous en vacances ?

- ☐ Moins d'une fois dans l'année
- ☐ Une fois par an
- ☐ Deux fois par an
- ☐ Trois fois par an

- ☐ Environ une fois par mois
- ☐ Plus d'une fois par mois (précisez)…….

13. Quel était la durée de votre séjour en Aragon?

Escapade	Vacances
☐ Moins d'un jour	☐ 5-8 jours
☐ 1-2 jours	☐ Environ 2 semaines
☐ 3-4 jours	☐ Environ 3 semaines
	☐ Environ un mois
	☐ Plus d'un mois

14. Combien de temps à l'avance avez-vous décidé de réaliser ou réserver votre voyage ?

- ☐ L'Aragon étant sur ma route, j'ai décidé de le visiter
- ☐ Durant les dernières 24 heures
- ☐ Plus d'un jour et moins d'une semaine
- ☐ Avec une semaine d'anticipation
- ☐ Plus d'une semaine et mois d'un mois
- ☐ 3 mois
- ☐ 6 mois
- ☐ 7-12 mois
- ☐ Avec plus de 12 mois d'avance

SECTION 3
Maintenant, évaluez de 1 à 7 les affirmations suivantes comme indiqué dans l'encadré de droite.

15. Mon expérience gastronomique en termes de relation qualité-prix. (valeur perçue globale)	Extrêmement bas ↔ Extrêmement haut						
	1	2	3	4	5	6	7
16. Mon expérience gastronomique a valu la peine en terme d'argent, de temps et d'efforts investis.	Définitivement non ↔ Définitivement oui						
	1	2	3	4	5	6	7
17. Je pense que mes valeurs personnelles se reflètent dans cette destination.	Totalement en désaccord ↔ Totalement d'accord						
	1	2	3	4	5	6	7
18. Je pense que je peux être moi-même quand je visite cet endroit.	Totalement en désaccord ↔ Totalement d'accord						
	1	2	3	4	5	6	7
19. Le style de vie caractéristique des Aragonais est ce qui m'a attiré à venir dans cette région.	Totalement en désaccord ↔ Totalement d'accord						
	1	2	3	4	5	6	7
20. J'ai développé une relation personnelle (empathie, affection, confiance, amitié ...) avec les employés des établissements et/ou des événements gastronomiques de l'Aragon.	Totalement en désaccord ↔ Totalement d'accord						
	1	2	3	4	5	6	7
21. Établissements alimentaires d'Aragon me donner expériences sociales telles que rencontrer de nouvelles personnes et de socialiser avec eux	Totalement en désaccord ↔ Totalement d'accord						
	1	2	3	4	5	6	7

Estimez maintenant de 1 à 7 les affirmations suivantes pour les deux situations contextuelles distinctes A et B (1 = totalement en désaccord et 7 = totalement d'accord)

	A) Déguster des aliments (nourriture et boissons) lors d'excursions et/ou de parcours gastronomiques ...	B) Traitement reçu des fournisseurs de services ...
22. … cela m'a fait me sentir **joyeux(se)** et **content(e)**	Totalement en désaccord ↔ Totalement d'accord 1 2 3 4 5 6 7	Totalement en désaccord ↔ Totalement d'accord 1 2 3 4 5 6 7
23. … cela m'a fait me sentir **enthousiaste** et **passionné(e)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
24. … cela m'a fait me sentir **orgueilleux(se)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
25. … cela m'a fait me sentir **spécial(e)** et **très apprécié(e)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
26. … cela m'a fait me sentir **enchanté(e)** et **satisfait(e)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
27. … cela m'a fait me sentir **détendu(e)** et **tranquille**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
28. … cela m'a fait me sentir **positivement surpris(e)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
29. … cela m'a fait me sentir **diverti(e)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
30. … cela m'a fait me sentir **charmé(e)** ou **fasciné(e)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
31. … cela m'a fait me sentir **triste ou malheureux(se)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
32. … cela m'a fait me sentir **ennuyé(e)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
33. … cela m'a fait me sentir **frustré(e)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
34. … cela m'a fait me sentir **contrarié(e)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
35. … cela m'a fait me sentir **tendu(e) et nerveux(se)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
36. … cela m'a fait me sentir **indifférent(e)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
37. … cela m'a fait me sentir **surpris(e) négativement**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
38. … cela m'a fait me sentir **honteux(se)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7
39. … cela m'a fait me sentir **faché(e)**	1 2 3 4 5 6 7	1 2 3 4 5 6 7

SECTION 4

Dans cette section, commentez les activités gastronomiques réalisées lors de votre séjour en Aragon.

40. Indiquez les **aliments** typiques aragonais que vous avez consommé lors de votre séjour. DOP= Dénomination d'Origine Protégée

- ☐ Bourrache (Borraja) ☐ Vins D.O et de Pago
- ☐ Cavas D.O (vins mousseux) ☐ Liqueurs
- ☐ Huile d'olive D.O.P ☐ Pêche de Calanda D.O.P
- ☐ Pain cañada/pintera ☐ Pomme de terre de Cella
- ☐ Truffe ☐ Jambon de Teruel D.O.P
- ☐ Fromages ☐ Oignon de Fuentes D.O.P
- ☐ Safran ☐ Câpres (Alcaparras)
- ☐ Riz (Embutidos) ☐Charcuterie
- ☐ Douceurs ☐ Miel
- ☐ Conserves
- ☐ Olives et les cornichons
- ☐ Fruits de proximité/locaux
- ☐ Autres (précisez)……

41. Indiquez les **plats cuisinés** typiques aragonais que vous avez consommé lors de votre séjour

- ☐ Agneau de lait (Ternasco) d'Aragón ☐ Poulet fermier (Pollo de corral) au chilindrón
- ☐ Morue à l'ail arriero (Bacalao ajoarriero)
- ☐ Tortetas
- ☐ Pieds de porc ☐ Cardon aux amandes
- ☐ Chireta (Conejo/huevos) salmorrejo ☐Lapin/oeufs
- ☐ Viande de boeuf ☐ Potages/ragoûts
- ☐ Mostillo ☐ Migas

- ☐ Haricots (Judías) boliches (Bisaltos)
- ☐ Pois gourmands
- ☐ Légumes de proximité/locaux
- ☐ Tomate sec
- ☐ Autres (précisez)……
……

42. Indiquez les **industries agroalimentaires** que vous avez visitées lors de votre séjour

- ☐ Caves à vin
- ☐ Moulins à huile
- ☐ Fromageries
- ☐ Séchoirs à jambons
- ☐ Brasseurs
- ☐ Industries laitières
- ☐ Industries de la viande
- ☐ Pâtisseries
- ☐ Conserveries
- ☐ Autres (précisez) ……

43. Indiquez quelles **autres activités** vous avez réalisé lors de votre séjour

- ☐ Visite de fermes
- ☐ Agrotourisme
- ☐ Pèche
- ☐ Chasse
- ☐ Travaux agricoles
- ☐ Travaux d'élevage
- ☐ Visites de musées
- ☐ Visite de foires/marchés
- ☐ Festivals et événements gastronomiques
- ☐ Ateliers et écoles de cuisine, dégustations d'aliments
- ☐ Récolte d'aliments forestiers (champignons, truffes…)
- ☐ Parcours organisées par la mairie de Saragosse (Saborea, Chocotour)
- ☐ Parcours organisées par des agences de voyage (Bodegar, Enodestino)
- ☐ Autres (précisez) …

44. Avez-vous acheté des **souvenirs gastronomiques (aliments)** pour offrir ou les déguster dans votre lieu de provenance ?

- ☐ Oui
- ☐ Non

45. Pensez-vous qu'il existe en Aragon des aliments (matières premières), plats cuisinés, fêtes ou événements que vous ne pourriez pas trouver dans d'autres régions ?

- ☐ Oui
- ☐ Non

46. Quels sont les restaurants où vous vous souvenez avoir consommé de la gastronomie locale?

……
……

47. **Où avez-vous pris** vos déjeuners et diners? (Signalez une ou plusieurs possibilités en indiquant un ordre d'importance, le 1 étant l'option la plus utilisée)

Dans mon hébergement:

- ☐ En cuisinant moi-même
- ☐ Au restaurant de l'Hôtel, Parador, Maison d'hôtes, Station Balnéaire, Parc Thématique, Résidence de tourisme rural, Cave à vins ou autre industrie.

Hors de mon hébergement:

- ☐ En restauration rapide
- ☐ Dans des restaurants de gamme moyenne
- ☐ Dans des restaurants de haute gamme
- ☐ En plein air avec sandwiches ou pique-nique
- ☐ Dans des bars à tapas

48. Lors de mon séjour, la gastronomie typique aragonaise a été présente**:**

- ☐ 1. Jamais
- ☐ 2. Presque jamais
- ☐ 3. Sporadiquement
- ☐ 4. Fréquemment
- ☐ 5. Très fréquemment

Maintenant dites-nous quelles sont vos préférences et votre implication en tant que touriste par rapport à la gastronomie

49. Indiquez parmi ces trois propositions celle qui correspond le mieux à vos **préférences** au moment de vous restaurer, lors de votre séjour en Aragon

- ☐ Je préfère la gastronomie locale aragonaise
- ☐ Je préfère la gastronomie internationale ou globalisée
- ☐ Je préfère la gastronomie de ma région ou pays
- ☐ Je ne sais pas

50. Indiquez parmi ces trois propositions celle qui correspond le mieux à votre **implication** et participation dans les thèmes gastronomiques

- ☐ Je me considère touriste gastronomique, enthousiaste et passionné(e) avec une haute implication. Je fais des voyages exclusivement pour leur côté gastronomique et je cherche l'information de façon active.
- ☐ Je me considère touriste gastronomique, je ne voyage pas uniquement pour la gastronomie d'une région mais elle a une importance significative dans mon voyage. Mon implication est moyenne et je ne cherche pas l'information gastronomique de

façon active.

- ☐ Je ne me considère pas touriste gastronomique, je suis disposé(e) à faire des activités gastronomiques seulement si l'occasion se présente puisque mon implication est flaible.
- ☐ Je ne sais pas.

SECTION 5

Ce questionnaire se termine, évaluez ces affirmations de 1 à 7 (1 = totalement en désaccord et 7 = totalement d'accord)

	Totalement en désaccord ↔ Totalement d'accord
51**. Je connaissais déjà assez bien** la gastronomie typique aragonaise	1 2 3 4 5 6 7
52. Par rapport à une personne moyenne, **je suis assez familiarisé(e)** avec les activités en relation avec la gastronomie	1 2 3 4 5 6 7
53. **J'ai déjà fait** du tourisme gastronomique dans beaucoup d'autres occasions	1 2 3 4 5 6 7
54. Mon séjour en Aragon, je l'ai vécu **sans hâte et avec tranquilité**	1 2 3 4 5 6 7
55. Lors de mon séjour, **j'ai eu le temps** de réaliser tout ce que j'avais prévu de faire	1 2 3 4 5 6 7
56. Cette destination offre une gastronomie typique, original, novateur, sensoriellement attractive (arôme, texture, goût, apparence ou présentation)	1 2 3 4 5 6 7
57. Cette destination offre une gastronomie typique **avec d'excellentes matières premières ou ingrédients surs, savoureux, frais et sains**	1 2 3 4 5 6 7
58. Cette destination offre une gastronomie distinctive, typique et **variée en types d'aliments et en techiniques culinaires**	1 2 3 4 5 6 7
59. En général, la gastronomie typique aragonaise est **respectueuse de l'environnement en utilisant des méthodes productives éthiques, comme l'écologie, le bien-être animal et favorisant les produits locaux et de proximité**	1 2 3 4 5 6 7
60. La conduite des employés dans les établissements et/ou événements gastronomiques **m'inspire confiance**	1 2 3 4 5 6 7
61. Les employés des établissements et/ou événements gastronomiques **se préoccupent de mes intérêts et réalisent une attention personnalisée**	1 2 3 4 5 6 7
62. Les employés des établissements et/ou événements gastronomiques **ont de larges connaissances sur les produits et services offerts et dans les langues**	1 2 3 4 5 6 7
63. Les employés des établissements et/ou événements gastronomiques sont qualifés et sont aimables et sympathiques	1 2 3 4 5 6 7
64. Les établissements et événements offrent des produits et services de haute qualité et excellence	1 2 3 4 5 6 7
65. Les établissements et événements offrent horaires d'ouverture commodes	1 2 3 4 5 6 7
66. Les établissements et événements ont un environnement ou atmosphère **très esthétique dans la distribution, décoration et conception de leurs installations**	1 2 3 4 5 6 7
67. Cette destination gastronomique **offre des charmes naturels presque vierges et de beaux paysages**	1 2 3 4 5 6 7
68. Cette destination gastronomique **offre diversité et variété d'attraits culturels et historiques (architectures locales et uniques, traditions et coutumes, artisanat...)**	1 2 3 4 5 6 7
69. Cette destination gastronomique **offre diversité et variété d'événements spéciaux et de parcours gastronomiques avec des installations pour les enfants**	1 2 3 4 5 6 7
70. Cette destination **offre une bonne accessibilité et signalisation**	1 2 3 4 5 6 7
71. Cette destination **possède de bonnes et attractives infrastructures et installations (hébergements, restaurants, routes, aéroports, transports publics, activités, achats...)**	1 2 3 4 5 6 7
72. Cette destination **offre un bon loisir nocturne et distraction**	1 2 3 4 5 6 7

Cette fois, évaluez de 1 à 7 les affirmations suivantes (1 "totalement improbable" et 7 "totalement probable") dans les quatre situations temporelles distinctes A, B, C et D.

	A) À très court terme (dans les douze prochains mois)	**B) À court terme (dans les trois prochains années)**	**C) À moyen terme (dans les cinq prochaines années)**	**D) À long terme (dans les dix prochaines années)**
73. Señale cuál es la probabilidad de que revisite Aragón como destino gastronómico	Totalement improbable ↔ Presque certain 1 2 3 4 5 6 7	Totalement improbable ↔ Presque certain 1 2 3 4 5 6 7	Totalement improbable ↔ Presque certain 1 2 3 4 5 6 7	Totalement improbable ↔ Presque certain 1 2 3 4 5 6 7

Pour terminer, évaluez ces affirmations de 1 à 7 (1 "totalement en désaccord" et 7 "totalement d'accord")

74. Je considère que si je refais des expériences gastronomiques en Aragon, elles me fourniront une **qualité supérieure** en comparaison avec celles d'autres destinations	1	2	3	4	5	6	7
75. Je considère que si je renouvelle des expériences gastronomiques en Aragon, elles **se dérouleront mieux** que dans n'importe quelle autre destination	1	2	3	4	5	6	7
76. Je considère que si je revis des expériences gastronomiques en Aragon, **ses caractéristiques s'adapteront mieux à mes goûts**, si je compare avec d'autres destinations	1	2	3	4	5	6	7
77. **J'aimerais** refaire des expériences gastronomiques en Aragon	1	2	3	4	5	6	7
78. Recommencer des expériences gastronomiques en Aragon me ferait **me sentir mieux**	1	2	3	4	5	6	7
79. Répéter mon expérience gastronomique en Aragon me produirait une **impression favorable** ou attitude positive envers cette destination	1	2	3	4	5	6	7
80. **Ma conduite jusque là a été fidèle** à l'Aragon et sa gastronomie, j'ai déjà revisité l'Aragon et racheter à une certaine fréquence des produits déterminés et des services gastronomiques	1	2	3	4	5	6	7
81. **Bien que d'autres destinations** gastronomiques offrent des prix plus bas pour les produits et services gastronomiques reçus, malgré cela, je revisiterai l'Aragon	1	2	3	4	5	6	7
82. **J'ai l'intention de continuer** à visiter l'Aragon comme destination gastronomique, dans l'avenir	1	2	3	4	5	6	7
83. **J'ai l'intention de** continuer à acheter de la gastronomie aragonaise lorsque je rentrerais dans mon lieu de résidence	1	2	3	4	5	6	7
84**. Je recommanderai** de visiter l'Aragon comme destination gastronomique à des amis, parents et autres bien qu'ils ne me demandent pas conseil	1	2	3	4	5	6	7
85. **Si mon expérience n'a pas été entièrement positive**, je ne continuerai pas à utiliser les produits et services des établissements et/ou événements aragonais en rapport avec la gastronomie, bien que je ne me soit pas plaint(e) au fournisseur	1	2	3	4	5	6	7
86. **J'écrirais mes experiences gastronomiques** défavorables et négatives dans les réseaux sociaux et aussi aux autorités si je le considerais nécessaire	1	2	3	4	5	6	7
87**. Je continuerais à venir** à cette destination même si les prix de la gastronomie et les actrivités en relacion avec elle étaient plus élevés	1	2	3	4	5	6	7
88. **j'achèterai des souvenirs gastronomiques** lors de ma prochaine visite (pour moi comme pour offrir) dans les boutiques des établissements et /ou événements aragonais en relation avec la gastronomie	1	2	3	4	5	6	7
89. **Je posterai sur les réseaux sociaux** des photos et informations de mes expériences gastronomiques	1	2	3	4	5	6	7
90. **J'aurai des souvenirs merveilleux** et nostalgiques de mon expérience touristique gastronomique	1	2	3	4	5	6	7
91. Mon expérience gastronomique a fait que je suis heureux et **content de ma décision**	1	2	3	4	5	6	7
92. Mon expérience gastronomique m'a fait penser que **j'ai fait le bon choix**.	1	2	3	4	5	6	7

SECTION 6

Finalement quelques informations personnelles:

93. Quelle est vôtre région et pays de résidence habituelle?

.....

94. Quelle est vôtre région et pays de naissance?

.....

95. Genre

☐ Homme ☐ Femme

96. Nombre d'habitants de votre ville de résidence habituelle?

☐ Plus de 10.000 ☐ Moins de 10.000

97. Que lest votre âge?

☐ Moins de 18 ☐ 51-65

☐ 19-35 ☐ Plus de 65

☐ 36-50

98. Si vous connaissez vos revenus familiaux, pourriez vous nous indiquer dans quelle fourchette de montant net mensuel se situe votre famille?

☐ De 0 à 2.000 € ☐ De 8.001 à 10.000 €

☐ De 2.001 à 4.000 € ☐ De 10.001 à 12.000 €

☐ De 4.001 à 6.000 € ☐ Plus de 12.000 €

☐ De 6.001 à 8.000 € ☐ Je ne sais pas

99. Quelle est la taille de votre famille?

☐ 2 o moins

☐ 3-5

☐ Plus de 5

100. Quelle est vôtre profession?

Dans les Services Publics:

☐ Direction ☐ Employé

☐ Cadre intermediare ☐ Travail en relation avec le secteur de La gastronomie

☐ Technicien(ne)

☐ Autre ……

Autre :

☐ Je m'occupe de la maison et des enfants

☐ Direction ☐ Estudiant

☐ Mando intermedio ☐ En recherche d'emploi

☐ Technicien(ne) ☐ Retraité(e)

☐ Employé ☐ Propiétaire d'une entreprise

☐ Autres …… ☐ Travail en relation avec le secteur de la gastronomie

101. Quelle est votre niveau d'études terminées?

☐ Estudes primaires

☐ Education segondaire pour adultes

☐ BAC

☐ Formation Profesionnelle

☐ Diplome universitaire (DEUG/ BAC+2)

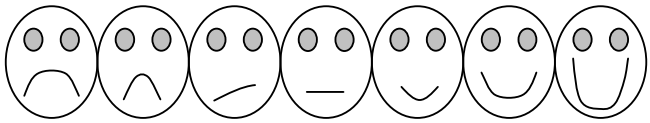
☐ Licenciatura universitaria (MAITRISE /BAC+4)

Slow Food, unter der Schirmherrschaft von Tourismus de Aragón, führt eine Studie über die Wahrnehmung des Turisten durch bezüglich der typischen aragonesischen Gastronomie, der Qualität des Services in den Lokalen und den Veranstaltungen in Verbindung mit Gastronomie, sowie auch die Einschätzung über Aragón (Aragonien) als gastro-turistisches Ziel. Zu diesem Zwecken bitten wir Sie um Ihre Mitarbeit, indem Sie die folgenden fragen beantworten. Das wird in etwa 25 Minuten dauern. Wir garantieren Ihnen die Vertraulichkeit in der Behandlung der Anworten

ABSCHNITT 1

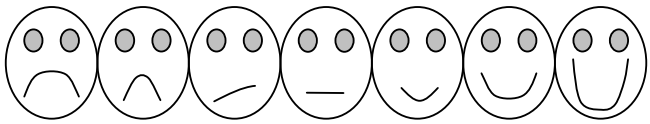
Zunächst bitte bewerten Sie von 1 bis 7 Ihr gesamtes Niveau der Zufriedeneheit in den folgenden Gesichtspunkten Ihres Aufenthaltes (wobei 1 für „grausam“ oder „sehr unzufrieden“ steht, und 7 „faszinierend“ oder „sehr köstlich“).

1. Ihre Zufriedenheit bezüglich der typischen aragonesischen Gastronomie (Zutaten, zubereitete Gerichte, Tapas, Getränke)



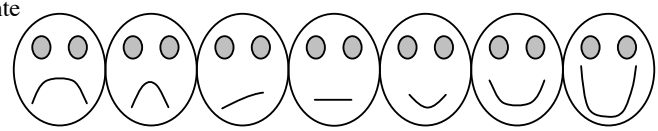
1 2 3 4 5 6 7

2. Die Qualität des Service im Lokal und/oder in den gastronomischen Veranstaltungen in Aragón.



1 2 3 4 5 6 7

3. Die Umgebung bzw. das ästhetische und funktionelle Ambiente der besuchten Orte (Landschaften, Kulturelle Attraktionen, Erreichbarkeit, Gastronomische Routen und Wege)



1 2 3 4 5 6 7

ABSCHNITT 2

Nun befragen wir Sie zu Einzelheiten Ihrer Reise.

4. Was ist der Hauptgrund oder –zweck Ihrer Reise nach Aragón (Aragonien)? (Bitte zutreffende Antwort/-en kennzeichnen. Bei mehreren Antworten, numerieren Sie bitte entsprechend der Bedeutung, indem 1 der wichtigste Grund ist.)

   - ☐ Gastronomie-Tourismus
   - ☐ Kultureller Tourismus (Denkmäler, usw.)
   - ☐ Religöser Tourismus
   - ☐ Städtetourismus
   - ☐ Ländlicher Tourismus
   - ☐ Natur und Abenteuer
   - ☐ Winter, bzw. Wintersport-Tourismus
   - ☐ Gesundheit, Spa, Wellness
   - ☐ Vergnügungsurlaub
   - ☐ Dienstlich: Geschäfte oder Gespräche
   - ☐ Teilnahme an einer Konferenz, Versammlung, Messe.
   - ☐ Besuch bei Freunden und/oder Verwandten, in deren Wohnung
   - ☐ Besuch bei Freunden und/oder Verwandten, in unabhängiger Unterkunft
   - ☐ Unterkunft in eigenem Besitz oder Familienbesitz
   - ☐ In Begleitung anderer Personen
   - ☐ Andere Gründe: …….

……
……

5. Sollten Sie in der vorherigen Frage Gastronomie-Tourismus angegeben haben, bitte markieren Sie die zutreffenden der folgenden Optionen:

   - ☐ Gastronomie-Tourismus in Restaurants
   - ☐ Gastronomie-Tourismus auf Festivals und Messen
   - ☐ Agro-Tourismus (Urlaub auf dem Bauernhof, im Landhaus, o. ä.)
   - ☐ Gastronomie-Tourismus in Form von Tapas in Kneipen und Strassen
   - ☐ Gastronomie-Tourismus in Weingütern und anderen Orten der Lebensmittelindustrie
   - ☐ Gastronomie-Tourismus durch Seminare, Fachtagungen, Kurse, Verköstigungen, o. ä.
   - ☐ Sonstiges: ……

6. Bitte geben Sie an, wie oft sie schon Aragón besucht haben, einschliesslich diesen Besuch.

   - ☐ 1x
   - ☐ 6-10x
   - ☐ 2-5x
   - ☐ Mehr als 10x
   - ☐ 6-10
   - ☐ Ich wohne in Aragón

7. Wie hoch sind ungefähr Ihre täglichen **Gesamtausgaben** pro Person während Ihres Aufenthaltes in Aragón (Aragonien)?

   - ☐ Bis 80 €
   - ☐ 401-480 €
   - ☐ 81-160 €
   - ☐ Mehr als 480 €
   - ☐ 161-240 €
   - ☐ Weiss nicht
   - ☐ 241-320 €
   - ☐ Keine Antwort
   - ☐ 321-400 €

8. Wie hoch sind ungefähr Ihre täglichen **Ausgaben** für **Speisen und Getränke** pro Person während Ihres Aufenthaltes in Aragón (Aragonien), einschliesslich eventueller Eintrittsgelder für Gastronomie-Veranstaltungen?

   - ☐ Bis 20 €
   - ☐ 101-120 €
   - ☐ 21-40 €
   - ☐ Mehr als 120 €
   - ☐ 41-60 €
   - ☐ Weiss nicht
   - ☐ 61-80 €
   - ☐ Keine Antwort
   - ☐ 81-100 €

9. Wie haben sie die Reise organisiert?

   - ☐ Unabhängig
   - ☐ Pauschalreise, alle inklusive
   - ☐ Über Reisebüro, Reisegruppe, ggf. Pauschalreise in dem nicht alles inklusive war.

10. Wie setzt sich Ihre Reisegruppe zusammen?

    - ☐ Ich bin Alleinreisende/-r
    - ☐ Familie mit Kindern
    - ☐ Mit Partner oder Ehepartner
    - ☐ Mit Freunden
    - ☐ Mit Verwandten
    - ☐ Mit Arbeitskollegen
    - ☐ Als Teil einer organisierten Gruppenreise (einschl. Vereinsreise, o. ä.)

11. Mit wievielen Personen sind sie unterwegs?

    - ☐ Allein
    - ☐ 6-9 Personen
    - ☐ 2 Personen
    - ☐ 10 o más Personen
    - ☐ 3-5 Personen

12. Wie oft machen Sie Urlaub?

- ☐ Weniger als einmal pro Jahr
- ☐ Einmal pro Jahr
- ☐ Zweimal pro Jahr
- ☐ Dreimal pro Jahr
- ☐ Ungefähr einmal pro Monat
- ☐ Mehr als einmal pro Monat…….

13. Wie lange dauerte Ihr Aufenthalt in Aragón (Aragonien)?

Kurzaufenthalt	längerer Aufenthalt
☐ Weniger als 1 Tag	☐ 5-8 Tage
☐ 1-2 Tage	☐ Ungefähr 2 Wochen
☐ 3-4 Tage	☐ Ungefähr 3 Wochen
	☐ Ungefähr 1 Monat
	☐ Mehr als 1 Monat

14. Wie lange im Voraus haben Sie sich für den Aufenthalt entschieden?

- ☐ Ich bin in Aragón (Aragonien) auf der Durchreise und habe mich spontan entschieden es zu besuchen
- ☐ In den letzten 24 Stunden
- ☐ Zwischen 1 Tag und 1 Woche
- ☐ 1 Woche
- ☐ Zwischen 1 Woche und 1 Monat
- ☐ 3 Monate
- ☐ 6 Monate
- ☐ 7-12 Monate
- ☐ Vor mehr als 12 Monaten

ABSCHNITT 3
Bitte bewerten Sie nun von 1 bis 7 die folgenden Äusserungen gemäss der Skala auf der rechten Seite.

15. Mein gastonomisches Erlebnis im Preis-Leistungs-Verhältnis.	Extrem niedrig ↔ Extrem hoch						
	1	2	3	4	5	6	7
16. Mein gastronomisches Erlebnis hat sich gelohnt in Bezug auf den Zusammenhang von Geld, Zeit und Aufwand.	Definitiv nein ↔ Definitiv ja						
	1	2	3	4	5	6	7
17. Ich denke, dass meine persönlichen Überzeugungen sich in diesem Reiseziel wiederfinden	Total im Widerspruch ↔ Total einverstan-den						
	1	2	3	4	5	6	7
18. Ich merke, dass ich ich selber sein kann, wenn ich dort zu Besuch bin	Total im Widerspruch ↔ Total einverstan-den						
	1	2	3	4	5	6	7
19. Der charakteristische Lebensstil der Aragonier ist das, was mich angezogen hat, um in diese Region zu kommen.	Total im Widerspruch ↔ Total einverstan-den						
	1	2	3	4	5	6	7
20. Ich habe eine persönliche Beziehung mit Bediensteten der Gastronomiebetriebe und/oder Veranstaltungen in Aragón.	Total im Widerspruch ↔ Total einverstan-den						
	1	2	3	4	5	6	7

Bitte bewerten Sie nun von 1 bis 7 die folgenden Äusserungen mit zwei Situationen im Zusammenhang (1 für Total im Widerspruch und 7 für Total einverstanden).

	A) Das Verköstigen von Lebensmitteln (Essen und Trinken) bei Ausflügen und/oder gastronomischen Routen…	**B) Der erfahrene Umgang durch die Dienstleister …**

	Total im Widerspruch ↔ Total einverstanden							Total im Widerspruch ↔ Total einverstanden						
21… hat mich **froh und zufrieden** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
22… hat mich **enthusiastisch und leidenschaftlich** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
23… hat mich **stolz** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
24… hat mich **speziell und sehr geschätzt** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
25… hat mich **erfreut und zufrieden** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
26… hat mich **entspannt und ruhig** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
27… hat mich **positiv überrascht** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
28… hat mich **erheitert** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
29… hat mich **erfeut oder fasziniert** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
30… hat mich **traurig** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
31… hat mich **gelangeweilt** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
32… hat mich **frustriert** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
33… hat mich **angeekelt** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
34… hat mich **angespannt und nervös** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
35… hat mich **gleichgültig** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
36… hat mich **negativ überrascht** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
37… hat mich **beschämt** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
38 (algún añadido hice aquí)														
39… hat mich **verärgert** gestimmt	1	2	3	4	5	6	7	1	2	3	4	5	6	7

ABSCHNITT 4

Dieser ABSCHNITT beschäftigt sich mit den unternommenen gastronomischen Aktivitäten während Ihres Aufenthaltes in Aragón.

40. Geben Sie bitte an, welche typischen Aragonesischen Lebensmittel sie während Ihres Aufenthaltes verzehrt haben. DOP= Denominación de origen protegida, d.h. Geschützte Herkunftsbezeichnung.

☐ Borretsch ☐ Weine D.O / Vino de Pago

☐ Cavas D.O (Sekt) ☐ Liköre

☐ Olivenöl D.O.P ☐ Pfirsisch aus Calanda D.O.P

☐ Pan cañada/pintera ☐ Kartoffel aus Cella

☐ Trüffel ☐ Jamón (Schinken) aus Teruel D.O.P

☐ Käse D.O.P ☐ Zwiebel aus Fuentes D.O.P

☐ Safran ☐ Kapern

☐ Reis ☐ Aufschnitt (Lomo, Chorizo, Salchichón, etc.)

☐ Süssigkeiten ☐ Honig

☐ Früchte aus der Gegend

☐ Andere (bitte angeben)……

41. Bitte geben Sie an, welche typisch aragonesischen **Gerichte** Sie während Ihres Aufenthaltes verzehrt haben

☐ Ternasco (Junges Lamm) de Aragón ☐ Hähnchen *chilindrón*

☐ Bacalao (Kabeljau) ajoarriero (Gemüsekompott) ☐ Tortetas

☐ Schweinsfüsschen ☐ Cardo (Cardy, Gemüseartischocken) mit Mandeln

☐ Chireta (Lammmagen, im Sinne von Saumagen) ☐ Kanninchen/huevos salmorrejo

☐ Rindfleisch ☐ Eintopf (potaje, recaos)

☐ Mostillo (Nachtisch aus Feigen, Nüssen und Rosinen) ☐ gebratene Brotkrümel (Migas)

☐ Bohnen (boliches) ☐ Bisaltos

☐ Gemüse aus der Gegend ☐ Trocken tomate

☐ Sonstiges (bitte angeben)……

42. Bitte geben Sie an, welche **Betriebe** aus dem Bereich der Lebensmittelbranche Sie während Ihres Aufenthaltes besucht haben.

☐ Weingüter (Bodegas) ☐ Olivenöl-Mühle

☐ Käserei (Trocknungshallen) ☐ Schinkenherstellung

☐ Brauerei ☐ Milchbetriebe

☐ Fleischereibetrieb ☐ Bäckerei

☐ Konservierungsbetrieb ☐ andere (bitte angeben)……

43. Bitte geben Sie an, welche anderen Aktivitäten Sie während Ihres Aufenthaltes unternommen haben.

☐ Besuch bei Viehfarm ☐ AgroTourismus

☐ Fischen ☐ Jagd

☐ Landwirtschaftliche Tätigkeiten ☐ Viehzuchttätigkeiten

☐ Museumsbesuch ☐ Besuch von Messen und Märkten

☐ Kochkurse, Verköstigungen, Proben

☐ Sammeln im Wald (Pilze, Trüffel, …)

☐ Von der Stadt Zaragoza organisierte Routen (Saborea, Chocotour)

☐ Von Reisebüros organisierte Routen (Bodegar, Enodestino)

☐ Andere (indicar)…

44. Haben Sie **gastronomische Souveniere** als Geschenk oder zum eigenen Verzehr daheim gekauft ?

☐ Ja

☐ Nein

45. Denken Sie dass es in Aragón (Aragonien) Lebensmittel (einchl. Zutaten), Gerichte, Feste oder Veranstaltungen gibt, die Sie sonst, d.h. in anderen Regionen nicht finden können?

☐ Ja

☐ Nein

46. In welchen Restaurants können Sie sich erinnern, lokale Gastronomie verzehrt zu haben?

……
……
.

47. Wo haben Sie Ihre Mittag- und Abendessen gehabt? (Geben Sie das Zutreffende an. Bei mehreren Anworten, bitte bewerten Sie die Häufigkeit: Zahl 1 für die am meisten genutzte Möglichkeit)

Bei mir, in meiner Unterkunft:

☐ Ich habe selber gekocht

☐ Im Restaurant des Hotels, einschliesslich Parador, Hospedería, Kurhotel, Themen- und Vergnügungspark, Unterkunft im Ländlichen Tourismus, Weingut oder anderer Betrieb.

Ausserhalb meiner Unterkunft:

☐ Im Schnellrestaurant

☐ Im Mittelklasserestaurant

☐ Im höherklassigen Restaurant

☐ Im Freien mit belegten Baguettes oder Picknick

☐ In Tapas Kneipen

48. Während Ihres Aufenthaltes war die typische aragonesische Gastronomie war wie häufig vertreten?

☐ Sehr häufig

☐ Häufig

☐ Sporadisch

☐ Fast nie

☐ Nie

Bitte geben Sie nun Ihre Vorzüge und Ihren Zugang im Bezug auf die Gastronomie an.

49. Geben Sie an, welche der drei Optionen am ehesten Ihren Vorzügen beim Essen in Aragón (Aragonien) entspricht

☐ Ich bevorzuge die lokale aragonesische Gastronomie

☐ Ich bevorzuge die internationale globalisierte Gastronomie

☐ Ich bevorzuge die Gastronomie meiner Region, bzw meines Landes

☐ Ich weiss nicht/keine antwort

50. Geben Sie an, welche der drei Optionen am Ihrem Zugang und der Teilnahme an Gastronomischen Themen entspricht.

☐ Ich betrachte mich als gastronomischen Touristen, mit viel Enthusiasmus, Leidenschaft und bringe mich persönlich stark ein. Meine Motivation ist eher Genussmensch als kulturell interssiert. Ich unternehme Reisen ausschliesslich wegen der Gastronomie und suche auf aktive Weise entrspechende Information.

☐ Ich betrachte mich als gastronomischen Touristen, ich reise aber nicht ausschliesslich wegen der Gastronomie einer Region, sie hat jedoch eine wichtige Bedeutung in der Reise. Mein Interesse ist eher kulturell als genussorientiert. Ich bringe mich

nur bedingt ein und suche keine Gastronomische Information vorher.

- ☐ Ich betrachte mich nicht als gastronomischen Touristen und ich bin zu gastronomischen Aktivitäten nur bereit, wenn sich die Gelegenheit bietet, da meine Einbrinung eher niedrig ist.
- ☐ Keine Antwort

ABSCHNITT 5

Es fehlt nicht mehr viel! Bitte bewerten Sie von 1 bis 7 folgende Aussagen (1 total im Widerspruch und 7 total einverstanden)

	Total im Widerspruch ↔ Total einverstanden						
51**. Ich kannte bereits** die typisch aragonesische Gastronomie sehr gut	1	2	3	4	5	6	7
52. Generell, bin ich ziemlich vertraut mit den gastronomischen Aktivitäten	1	2	3	4	5	6	7
53. Ich habe schon oft Gastronomie-Tourismus unternommen	1	2	3	4	5	6	7
54. Meinen Aufenthalt in Aragón (Aragonien) habe ich ohne Hektik und mit Ruhe erlebt.	1	2	3	4	5	6	7
55. Während meines Aufenthaltes hatte ich Zeit, alles zu unternehmen, was ich vorhatte.	1	2	3	4	5	6	7
56. Dieses Reiseziel bietet eine typische Gastronomie an, die attraktiv ist bezüglich der Wahrnehmung **(Geruch, Beschaffenheit, Geschmack, Darstellung oder Präsentation)**	1	2	3	4	5	6	7
57. Dieses Reiseziel bietet eine typische Gastronomie mit exzellenten Zutaten, die mit Sicherheit schmackhaft, frisch und gesund sind.	1	2	3	4	5	6	7
58. Dieses Reiseziel bietet eine typische Gastronomie, die abwechlungsreich ist bezüglich der Lebensmittel und kulinarischen Techniken	1	2	3	4	5	6	7
59. Generell ist die typische aragonesiche Gastronomie umweldfreundlich, benutzt ethische Produktionsmethoden wie die Ökologie, Tierschutz, und bevorzugt lokale Produkte oder aus der nährern Umgebung.	1	2	3	4	5	6	7
60. Das Verhalten der Angestellten in den Lokalen, bzw bei den Gastronomischen Veranstaltungen sind **vertrauenserweckend**.	1	2	3	4	5	6	7
61. Die Bediensteten in den Lokalen, bzw bei den Gastronomischen Veranstaltungen haben sich um meine Interessen gekümmert, und haben eine persönliche Bedienung unternommen.	1	2	3	4	5	6	7
62. Die Bediensteten in den Lokalen, bzw bei den Gastronomischen Veranstaltungen haben grosses Fachwissen über die angebotenen Produkte und Dienstleistungen.	1	2	3	4	5	6	7
63. Die Lokale, bzw die Gastronomischen Veranstaltungen bieten hohe Qualität und Exzellenz in ihren Produkten und Dienstleistungen.	1	2	3	4	5	6	7
64. Die Lokale, bzw die Gastronomischen Veranstaltungen haben eine ästhetische Umgebung bzw. Ambiente in der Aufteilung, Dekoration und Gestaltung der Einrichtungen	1	2	3	4	5	6	7
65. Dieses gastronomische Ziel bietet natürliche, fast unberührte **Attraktivitäten und schöne Landschaften**	1	2	3	4	5	6	7
66. Dieses gastronomische Ziel bietet **Vielfalt und abwechslungreiche kulturelle und historische Attraktivitäten**	1	2	3	4	5	6	7
67. Dieses gastronomische Ziel bietet **Vielfalt und abwechslungreiche gatronomsiche Veranstaltungen und Routen.**	1	2	3	4	5	6	7
68. Dieses Reiseziel bietet gute **Erreichbarkeit und Beschliderung**	1	2	3	4	5	6	7
69. Dieses Reiseziel besitzt eine **gute und attraktive Infrastruktur (Unterkunft, Strassen, Flughäfen, Aktivitäten)**	1	2	3	4	5	6	7
(hay algún añadido)							
72. Dieses Reiseziel bietet ein **amüsantes und unterhaltsames Nachtleben.**	1	2	3	4	5	6	7

Bitte bwerten Sie diesmal drei zeitlich verschiedene Situationen (A, B und C) in einer Skala von 1 bis 7 die folgenden Aussagen (1 für „vollkommen unwahrscheinlich“, und 7 für „vollkommen wahrscheinlich“).

	A) Kurzfristig (in den nächsten zwei Monaten)							**B) Mittelfristig (in den nächsten 3 Jahren)**							**C) Langfristig (in den nächsten fünf Jahren)**						
73. Wahrscheinlichkeit eines Rückkehr nach Aragón als Gastronomisches Ziel	Vollkommen unwahr-scheinlich ↔ Vollkommen wahr-scheinlich							Vollkommen unwahr-scheinlich ↔ Vollkommen wahr-scheinlich							Vollkommen unwahr-scheinlich ↔ Vollkommen wahr-scheinlich						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7

ABSCHNITT 6

Zum Abschluss, bitte bewerten Sie die folgenden Aussagen von 1 bis 7 (1 “vollkommen im Widerspruch” y 7 “ vollkommen einverstanden”).

74. Ich denke, sollte ich die gastronomischen Erlebnisse in Aragón wiederholen, werde ich	1	2	3	4	5	6	7

eine **höhere Qualität** im Vergleich zu anderen Reisezielen bekommen.	
75. Ich denke, sollte ich die gastronomischen Erlebnisse wiederholen, werden sie besser sein als in jedem anderen Reiseziel.	1 2 3 4 5 6 7
76. Ich denke, sollte ich die gastronomischen Erlebnisse wiederholen, werden ihre **Charakteristiken besser meinem Geschmack** entsprechen als in anderen Reisezielen.	1 2 3 4 5 6 7
77. Ich würde gerne die gastronomischen Erlebnisse in Aragón wiederholen.	1 2 3 4 5 6 7
78. Die gastronomischen Erlebnisse in Aragón zu wiederholen würde dazu führen, dass ich **mich besser fühle**.	1 2 3 4 5 6 7
79. Die gastronomischen Erlebnisse in Aragón zu wiederholen würde in mir einen **positiven Eindruck** oder eine positive Einstellung zu dem Zielort hervorrufen.	1 2 3 4 5 6 7
80. **Meine Haltung gegenüber Aragón und deren Gastronomie war bislang treu,** schchliesslich habe ich wiederholt diese Región besucht, und ich habe mit gewisser frequenz bestimmte gatronomische Produkte gekauft, bzw Leistungen in Anspruch genommen.	1 2 3 4 5 6 7
81. Auch wenn andere gastronomische Reiseziele günstigere Preise bei gastronomischen Produkten und Leistungen anbieten würde ich trotzdem wieder Aragón besuchen kommen.	1 2 3 4 5 6 7
82. Ich habe die Absicht, künftig weiterhin Aragón als gastronomisches Reiseziel zu besuchen.	1 2 3 4 5 6 7
83. Ich habe die Absicht, künftig weiterhin aragonesische Gastronomie zu kaufen, wenn ich an meinen Wohnort zurückkehre.	1 2 3 4 5 6 7
84. Ich werde Freunden, Verwandten und anderen empfehlen, Aragón als gastronomisches Reiseziel zu besuchen auch wenn sie mich nicht um Rat fragen sollten.	1 2 3 4 5 6 7
85. **Sollte mein Erlebnis nicht vollkommen positiv sein**, werde ich nicht weiter die gastronomischen Produkte und Leistungen nutzen, auch wenn ich mich darüber nicht beim Lieferanten beschwert habe.	1 2 3 4 5 6 7
86. Ich werde über **meine negativen gastronomischen Erlebnisse** in Sozialen Netzen schreiben, und mich auch an Behörden wenden, sollte ich es notwendig erachten.	1 2 3 4 5 6 7
87. Ich würde weiterhin dieses Reiseziel besuchen, auch wenn diese Preise der Gastronomie und damit verbundenen Aktivitäten höher sein sollten.	1 2 3 4 5 6 7
88. Ich werde gastronomische Souvenire während meines nächsten Aufenthaltes in den Läden, Veranstaltungen oder im Rahmen sonstiger Gelegenheiten in Aragón kaufen (sowohl für mich, als auch als Geschenke für andere).	1 2 3 4 5 6 7
89. Ich werde in Sozialen Netzen Fotos und Information von meinen gastronomischen Erlebnissen veröffentlichen.	1 2 3 4 5 6 7
90. Ich werde wunderbare und nostalgische Erinnerungen an mein Gastronomisch-touristisches Erlebnis haben.	1 2 3 4 5 6 7
91. Mein Gastronomisches Erlebnis hat es ermöglicht, dass ich glücklich und zufrieden **mit meiner Entscheidung** bin.	1 2 3 4 5 6 7
92. Mein gastronomisches Erlebnis hat mich glaubend gemacht, das richtige getan zu haben.	1 2 3 4 5 6 7

ABSCHNITT 7

Und abschliessend, bitten wie Sie um ein paar persönliche Angaben:

1. Welche ist Ihre Heimatregion und welches Ihr Heimatland?

   .....

2. Welches ist Ihre Geburtsregion und welches Ihr Geburtsland?

   .....

3. Was ist Ihr Geschlecht?

   ☐ Männlich ☐ Weiblich

4. Wieviele Einwohner hat Ihr Heimatort?

   ☐ Mehr als 10.000 ☐ Weniger als 10.000

5. Wie alt sind Sie?

   ☐ Unter 18 ☐ 51-65
   ☐ 19-35 ☐ über 65
   ☐ 36-50

6. Können Sie uns Bitte das monatliche Einkommen Ihres Haushaltes nennen?

   ☐ 0 -2.000 € ☐ 8.001-10.000 €
   ☐ 2.001-4.000 € ☐ De 10.001-12.000 €
   ☐ 4.001-6.000 € ☐ über 12.000 €

☐ 6.001-8.000 € ☐ Ich weisse es nicht.

7. Was ist Ihre derzeitige Beschäftigung?

Beamter/öffentlicher Dienst:

☐ Manager/in ☐ Arbeiter/in

☐ Angestellte/r ☐ Ich habe mit Lebensmitteln zu tun

☐ Techniker ☐ Andere (bitte angeben)……

Kein Beamter/öffentlicher Dienst:

☐ Heimarbeiter ☐ Manager

☐ Student ☐ Angestellte/r

☐ Arbeitslos ☐ Techniker

☐ Rentner ☐ Arbeiter/in

☐ Selbständig ☐ Ich habe mit Lebensmitteln zu tun

☐ Unternehmer ☐ Andere (bitte angeben)……

8. Welchen Schulabschluss haben Sie?

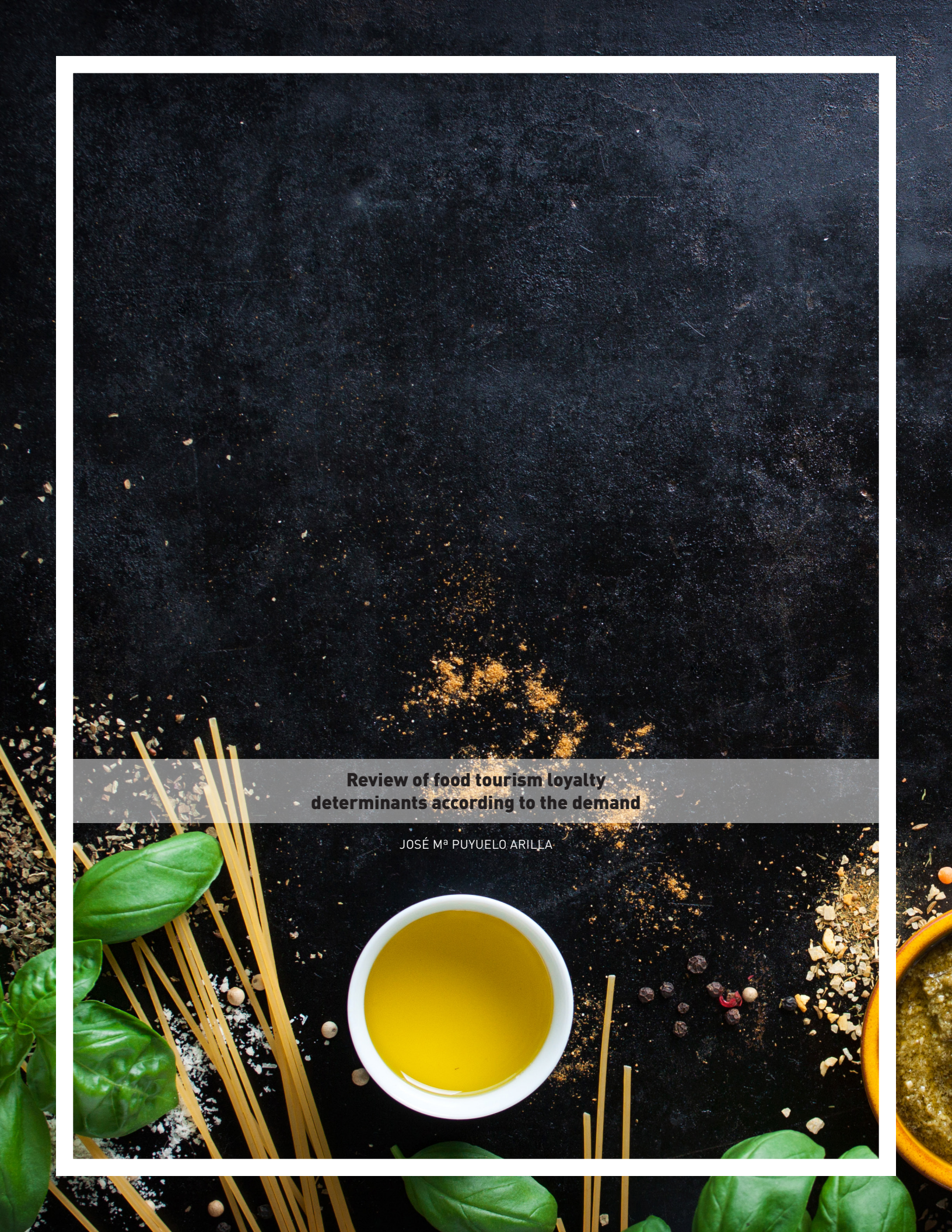
☐ Mittlere Reife oder darunter

☐ Gymnasium

☐ (Fach-) Hochschule

☐ Universität

☐ Promotion



Review of food tourism loyalty determinants according to the demand

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