The Effect of Culinary Knowledge and Culinary Experience on Local Culinary Attractiveness

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ABSTRACT
This study aimed to explore culinary knowledge and tourist culinary experiences in its relation to the local culinary attractiveness. The sampling technique used was purposive sampling with a sample of 297 respondents. Research data were analyzed using AMOS 22.0. Based on the overall research hypothesis tested, two hypotheses are rejected, namely the relationship between culinary engagement with local culinary attractiveness, and the relationship between culinary knowledge with local culinary attractiveness. Then, the accepted hypothesis is the relationship of culinary experience with local culinary attractiveness and the relationship between local culinary attractiveness and culinary tourism attractiveness. The results of this study contribute to knowledge, especially in the field of marketing local culinary tourism attractiveness. This research develops a culinary tourism attractiveness model based on the exploration of the uniqueness and distinctiveness of traditional cuisine which is very closely related to the history and culture of the local people from the perspective of tourists.

Keywords: knowledge, experience, destination attraction, culinary tourism

1. INTRODUCTION
Local food today has become an inseparable part of tourism attractions and support in offering an indelible tourist undergoes to tourism. The increasingly dynamic competition level in the tourism business encourages tourism destination managers globally to integrate local food into one of the attractive tourism products and can be offered to tourists visiting a destination [1]. Previous research explains that local food that presents the culture and traditional lifestyle of a community can be used as a marketing strategy to promote tourism destinations and plays a crucial function in attracting tourists and can influence tourist behavior [2]. The study of local food role in tourism activities explains that local food attraction and the tourist basic needs in a visit to a destination will be able to determine tourist satisfaction. Tourists can choose various activities that they can do when visiting a destination, but tourists often cannot keep away from consuming of local food and drink in tourism destinations although the food offered is not yet known by tourists [3]. Foods cooked from various local ingredients are served by local restaurants in culinary tourism destinations as a medium to add tourist experience value and make a response to tourists’ curiosity in local food [4]. Enthusiasm for local food is driven by various motives associated with environmental, ethical, health and the willingness to support healthy living behavior [5]. Besides, local food is considered healthier, fresher, tastier and more reliable because it is mixed from natural raw materials [6]. Local food is considered more natural, original, and conventional [7]. Tourists seeking sensations of local food palate and unforgettable dining impression rapidly grow [8]. Furthermore, assessment for genuineness and uniqueness, tourists can attract novelty of local food [7]. Empirical study of tourism attributes where one of them is local food has attracted many researchers in various parts of the world. Previous studies discussed about divergence strategy of local food for tourism destinations and building brand identity and marketing [9], [10], local food served by local restaurants [11], tourism product development [3], take pleasure in gastronomy tourism by tourist [12], regional development [13]. Study of culinary tourism explains that tourists who consume local culinary in a tourism destination have various motive [14] and plays an important role for the tourist experience [7]. Local food investigations can be very interesting scientific topics to explore more deeply because studies that explore the consumption of local food by tourists in tourism destinations are still scarce [15].

2. LITERATURE REVIEW AND HYPOTHESES

2.1. Culinary Knowledge
Collaboration among learning and tourist knowledge in excursion activities has been reviewed by various researchers. Tourists who visit gastronomic tourism destinations tend to integrate food and drink with local culinary experiences that encourage their willingness to learn how to cook [16]. Enjoying local food and beverage dishes is not only because of necessity but this activity plays an important role to gain knowledge of the cuisine,

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drinks, and the local community culture. The ability and
high employee knowledge of local culinary in culinary
tourism destinations is another attribute that has an
imperative role in marketing culinary tourism [17]. Tourists
can visit the culinary destination of tourism and learn the
uniqueness of the local community wisdom [18]. Provision
of local food is one of the strategies carried out by tourism
destination managers to attract tourists visiting tourism
destinations. Culinary tourism is offered as an option for
tourists to enjoy something different and cannot be found in
other tourism destinations. Local food can be used as a
differentiator in a tourism marketing venture and has an
important component in the sustainable tourism
development process [19].

2.2. Culinary Experience

Local food has a decisive tourist attraction and is a
consideration for tourist experiences, both tourists who
are interested in traditional food and for tourists to be
more relaxed in enjoying food [20]. Food cannot be
separated from tourist activities and a necessity for
individuals. However, attitudes and motivations to eat
up and seek food experiences differ for each tourist.
Some tourists have special concern in culinary
experiences, which experiences of culinary are intended
to utilize as driver to choices of destination [14].
Tourists can take a trip to culinary destinations to feel
the local culinary practice. Culinary tourism can be
conceived as an area of cultural tourism, where tourists
can observe, participate, and understand people and
other places through food and dining experiences [10],
[21]. Other tourists consider experience to consume
culinary is a crucial thing, however, do not determine
the destination preference if evaluated derive from the
commitment continuity to local cuisine. Local food
provision in destinations of tourism tend to serve
tourist’s needs who visit and provide tourists who have
the willingness to obtain profound lore of local cuisine
and culture [11].

2.3. Tourism Attraction

Tourism destination managers must develop various
supporting features to persuade tourists to visit and take
pleasure in local food [22]. Tourism destination manager
can perform various resources advantages of culinary
tourism destination managed and differ from other
destinations. Managers must provide various supporting
facilities in culinary tourism destinations so that tourists can
enjoy local food. Local cuisine has developed as the most
notable attractiveness in destinations of culinary tourism
[23]. Local food served with uniqueness and naturalness so
that it can attract tourists to be keen on it. Local food
uniqueness is related to the unique characteristics possessed
by the people that exist in a destination and usually a non-

2.4. Culinary knowledge and culinary
attractiveness

Local food becomes a part of the superior model of a
tourism destination [25]. Strategy that can be developed to
create a tourism destination brand identity by improving
the quality of local food [9]. Tourist knowledge about local
culinary can be a driving force to participate in culinary
tourism activities and provide unforgettable travel
experiences in tourism destinations [26]. High level of
Tourist knowledge about local culinary in culinary tourism
destinations will encourage tourists to be more satisfied
with culinary-related experiences and will see local
culinary as something more interesting [27]. Also, local
culinary knowledge is believed as an influencing factor on
tourist perceptions about culinary attractiveness [28].
Tourist knowledge about gastronomy has a significant and
positive relationship related to the gastronomy
attractiveness [12]. Therefore, it could be hypothesized as
follows.
H1: Tourist culinary knowledge influenced the perception
of culinary attractiveness.

2.5. Culinary experience and culinary
attractiveness

Tourist experiences related to certain tourism activities
will sustainably support personal perceptions of an activity
[29]. The tight level of tourist involvement with the local
culinary will provide a more tourist experience with the
culinary tourism. The tourist experience in enjoying local
cuisine will increase tourist knowledge of the culinary
consumed, then tourists have their culinary attractiveness
assessment [30]. Local food and culture owned by the
people in tourism destinations can attract tourists to
experience unforgettable experiences and enjoy the local
culture authenticity [31]. Research by [12] also states that
the tourist experience enjoying gastronomic tourism is
significantly and positively related to gastronomy
attractiveness. Tourists who have good culinary experience
will encourage them to give a higher score on culinary
attractiveness. Therefore, it could be hypothesized as
follows.
H2: Tourist culinary experience influenced the culinary
attractiveness perception.
3. METHODS

3.1. Measurement Instrument

The survey instrument was designed based on a scale developed in previous research to measure the construct of the conceptualized model. Culinary knowledge measuring using 5 indicators adjusted from the study of [29], [12]. Culinary experience measuring using 4 indicators adapted from the study of [29], [12]. Culinary attractiveness is measured by 5 indicators adjusted from [12].

3.2. Population and Samples

Instrument of research was developed according to the review of literature to collect empirical data for this research. The distribution of questionnaires was carried out for 3 weeks in June 2019 using purposive sampling. Respondents are domestic tourists who have visited culinary destinations in Palembang with a total of 297 people. Culinary tourism destinations in Palembang used in this research, such as in Jalan Jenderal Sudirman, Jalan Merdeka, Musi River, Pasar Kuto and Kampung Kapitan, which offer traditional food served with music and local cultural attractions.

3.3. Analysis of Data

Analysis of factor was employed to determine factor structures inherent with the research indicators formation. SPSS 23 and AMOS 22 software are used to analyze data. The first step was testing the measurement model and structural model. Confirmation factor analysis is performed to determine the measurement model, determine manifest variables that reflect the hypothesized latent variables. Then, the analysis of structural equation is used to find out the validity of construct, index of goodness, structural and measurement models and hypothesis testing.

4. RESULTS

4.1. Instrument Validity and Reliability

Cronbach α value was used as a guideline for measuring consistency and reliability for each variable. Alpha Cronbach’s value for culinary knowledge construct, culinary experience, and culinary attractiveness showed significant internal consistency 0.791, 0.810 and 0.767. Composite reliability (CR) score for culinary knowledge construct, culinary experience, and culinary attractiveness was 0.888 to 0.891. The results of data analysis explained that the research instrument designed had a feasible of reliability because it was more aloft than a minimum score requirement [32]. Analysis of factor confirmatory used to determine standard of measurement model including testing validity of convergent and discriminant. The validity of convergent from measurement model proceeds was corroborated by reliability and extraction of average variance [32]. The reliability of item indicated the divergence of item underlying construct and t-value described the value of a significant standard loading (p <0.01) explaining that the item was reliable. Requirements for construct reliability value must be similar or above 0.7 and extraction of average variance, wherein the number of the variants size of construct have to over 0.5 [32]. The reliability of all research constructs was higher than the minimum score required and the average variance extraction of culinary knowledge, culinary experience, and culinary attraction was above 0.5. Measurement of item result indicated has an elevated of validity level and reliability. Then, the discriminant validity test was carried out to find out discrimination between constructs. The AVE method was used to determine the validity of discriminant between constructs which was indicated AVE from constructs higher than the correlation among constructs [33]. Table 3 described the significance of correlations between factors that have good reliability of discriminant.

Table 1 Result of reliability test

| Measures construct       | Cronbach α | Composite Reliability (CR) |
|--------------------------|------------|-----------------------------|
| Culinary knowledge       | 0.791      | 0.886                       |
| Culinary experience      | 0.810      | 0.857                       |
| Culinary attractiveness  | 0.767      | 0.980                       |

Table 2 Result of convergent validity test

| Construct               | Standardized Regression | Error of estimate | C.R  | AVE  |
|-------------------------|-------------------------|-------------------|------|------|
| Culinary Knowledge      | 0.648                   | 0.084             | 10.231| 0.610|
|                         | 0.465                   | 0.066             | 8.348 |      |
|                         | 0.817                   | -                 | -    |      |
|                         | 0.730                   | 0.067             | 13.055|      |
|                         | 0.718                   | 0.080             | 12.885|      |
| Culinary Experience     | 0.652                   | 0.060             | 10.982| 0.601|
|                         | 0.541                   | 0.075             | 9.121 |      |
|                         | 0.843                   | 0.083             | 13.775|      |
|                         | 0.762                   | -                 | -    |      |
| Culinary Attractiveness | 0.724                   | 0.095             | 10.607| 0.603|
|                         | 0.688                   | 0.115             | 7.962 |      |
|                         | 0.502                   | 0.100             | 9.420 |      |
|                         | 0.712                   | 0.102             | 11.076|      |

4.2. Structural model and hypotheses test

Relationships test among constructs of conceptual model use method of estimation of maximum likelihood. Path coefficient value resulting from testing the structural model presented in table 4. The analysis showed that all structural path estimates were significant (p = 0.177), including the chi-square statistic ($\chi^2 = 29.92, df = 45$, $\chi^2/df = 0.664$)
less than three [34]. Then, other indexes related to the model suitability test were: RMSEA = 0.025; CFI = 0.995; AGFI = 0.943; GFI = 0.974; also supported feasibility of a structural model that showed that the structural path was consistent with the hypothesized relationship between latent constructs.

The critical ratio (CR) value can be used as a guideline for evaluating the significance of research hypotheses [34]. When the critical ratio (CR) was in the range -1.96 to 1.96, the hypothesis would be rejected. Based on table 5, culinary knowledge and culinary attractiveness had a significant and positive relationship (β = 0.455, CR = 4.292) with p-value = 0.000 <0.05 so that it supported Hypothesis 1. These findings explained that culinary knowledge was a significant predictor of culinary attractiveness. The results of structural analysis explained that culinary knowledge had a significant and positive influence on culinary attractiveness. This study supported the research of [12], [28], [36], [35] who explained that the knowledge possessed by tourists about local culinary has a significant and positive influence on culinary attractiveness.

Table 3 Result of discriminant validity test

| AVE/R²   | Culinary Knowledge | Culinary Experience | Culinary Attractiveness |
|----------|--------------------|--------------------|------------------------|
| Culinary Knowledge | .610               |                    |                        |
| Culinary Experience | .492               | .601               |                        |
| Culinary Attractiveness | .549               | .532               | .603                   |

Table 4 Result of Structural Equation Model

| Hypothesis testing | Path estimate | Critical Ratio | Sig. | Evidence |
|--------------------|---------------|----------------|------|----------|
| Culinary attractiveness ← culinary knowledge | .455 | 4.292 | .000 | Supported |
| Culinary attractiveness ← culinary experience | .239 | 2.247 | .025 | Supported |

Culinary experience and culinary attractiveness had a significant and positive relationship with culinary attractiveness (β = 0.239, CR = 2.247) with p-value = 0.025 <0.05 so that it supported hypothesis 2. These findings explained that culinary experience was also a significant predictor of culinary attractiveness. The results of structural analysis explained that culinary experience had a significant and positive influence on culinary attractiveness. This study supported the research of [12], [28], [36], [35] which explained that the tourist experience while enjoying local cuisine has a significant and positive influence on culinary attractiveness. The cooking skills performed by local restaurant managers in culinary tourism destinations can affect tourist experiences [28]. Based on the analysis result, it could be seen that the culinary knowledge possessed by tourists was significantly and positively related to culinary attractiveness. The better knowledge about local culinary owned by tourists would make tourists more interested in visiting culinary tourism destinations and enjoying local cuisine. Then, the tourist experience in enjoying local cuisine was significantly and positively related to culinary attractiveness. In-depth tourist experience in enjoying local food while tourists were in tourism destinations would make them more interested in visiting tourism destinations.

5. CONCLUSION

The study provided good appreciate of tourist experiences related to culinary tourism. It was important for culinary tourism managers to provide services to tourists so that it would provide a better experience. Therefore, to improve the tourist experience the culinary tourism managers must have focused more on service factors such as setting a better culinary tourism environment, improving employee performance in providing services and interaction quality with tourists. Culinary tourism managers could increase visual attractiveness by changing the layout and physical environment in tourism destinations so that it would increase beauty and comfort. The interaction quality between tourists and employees could also be improved so that it could increase the perception of the tourist experience values.

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